

Local Authority Public Health

PARTNER**Merton Council****RELATIONSHIP MANAGER****Sharareh Avazzadeh****The Challenge**

Merton public health team were planning a borough-wide campaign (#MertonCan) for 2020 to promote the assets, programmes, and projects across the borough delivered by partner organisations.

The campaign needed to reach and resonate with target groups and demographics including children and young people, older people, those with long-term health conditions, women and girls.

Lack of capacity support from the council communications team meant the public health team required support to develop their approach.

London Sport Support

Upon being asked to review the social media elements of the campaign plan, the Relationship Manager for London Sport covering Merton also undertook a horizon scan looking at national campaigns to define themes for promotion and consolidate original thinking into manageable strands and built a campaign timetable for the year.

By creating clear themes, London Sport was able to identify and advocate for opportunities to connect the public health team to other departments marketing approaches. The Relationship Manager also identified funding opportunities linked to each theme which could be used by local partners to enhance their delivery for different audiences.

To ensure that the public health team had relevant knowledge to manage a year-long programme, London Sport provided resources including processes for running social media campaigns and creating delivery plans.

Outcomes of London Sport Relationship Management Team

By having London Sport highlight the level of commitment required and the associated workload to run a successful year-long campaign Merton public health team were able to secure resource from the corporate communication team.

They also made a strong case for evolving the steering group to incorporate additional organisations to utilise and enhance their reach.

Elements of the approach taken have been shared with other local authorities considering development of large campaigns.

"Helping Merton pull together their year-long marketing campaign enabled the team to recognise existing assets and prove a case for additional support. #MertonCan showcases all the wonderful opportunities for people to get physical active, bringing together the work of multiple organisations under one campaign to tackle inactivity, and I'll be supporting them throughout the year."

Sharareh Avazzadeh

Relationship Manager for Merton

Merton Can

Let's make 2020 the year that we are more active, together!

See how many activities you can tick off during 2020.



Interested in working with London Sport?

Get in touch: Lorna Leach

Strategic Relationship Manager
lorna.leach@londonsport.org
 020 3848 4630