



CASTING CALL

Project background

London Sport are looking to get people in the community moving again after Covid-19 through promoting the couch to 5k app. The campaign, going out on social media, will be focussed around providing support and encouragement to members of the BAME and LSEG community in London and will focus on three phases:

Phase 1, warm up: here we will tell relatable, inspiring stories about people who got moving using the couch to 5k app.

Phase 2, take the first step: encouraging downloads of the app through making it seem easy to get started.

Phase 3, keep up the pace: Content supporting those who have downloaded the app on their continued journey.

Who do we need?

We would like to recruit users of the 'Couch to 5k' app to be shot in and around their home environment, this may be on the doorstep or on a walk around the block. The photo/video shoot would be abiding by social distancing rules and there would be a minimal crew of only two people.

Requirements

To be considered, you must be comfortable with the following criteria:

- You are of the following ethnicity – Indian, Pakistani, Bangladeshi, African, Caribbean, other Asian. Please specify your ethnicity.
- You are between the ages of 25-65. Please specify the following (25-45 or 45-65)
- You live in London and are available on either Wednesday 24th or Thursday 25th June for a period of one hour at your home. Please specify the times you are available.
- You are happy for your image to be used in the creation of social media assets that could be used across the UK.
- Have access to comfortable, informal, clothing without large logos that you could wear on the day of the shoot

If you are interested in being involved, please could you respond to alex.robinson@londonsport.org by 18:00 on 22nd June with the following information about yourself:

- Age (25-45 or 45-65)
- Gender
- Ethnicity
- Location of your home – postcode only
- Availability - what times are you available on Wednesday 24th & Thursday 25th June?

Thank you for your interest, and we can't wait to work with you next week.

Kind regards

London Sport

Your privacy is important to London Sport. For more information about how we use your personal data, please read our Privacy Statement <https://londonsport.org/wp-content/uploads/2018/07/London-Sport-Privacy-Policy-July-2018.pdf>