

# Building your happier healthier lifestyle



CommunityActive.org

Powered by:

Community  
LeisureUK

bigwave  
marketing

## About the campaign

The 'BUILDING YOUR HAPPIER, HEALTHIER LIFESTYLE' campaign is a nationwide effort helping communities to take advantage of their local, Trust operated, leisure and cultural facilities.

Designed to champion the Trust sector and raise awareness of the leisure and culture facilities The campaign is powered by sector marketing specialists Bigwave, and supported by Community Leisure UK.

Through ongoing research and feedback from Community Leisure UK member Trusts across the UK, the concept has been developed and fine-tuned to motivate community members Build a, Happier, Healthier Lifestyle by experiencing the vast array of services available in their community from their local charitable trust.

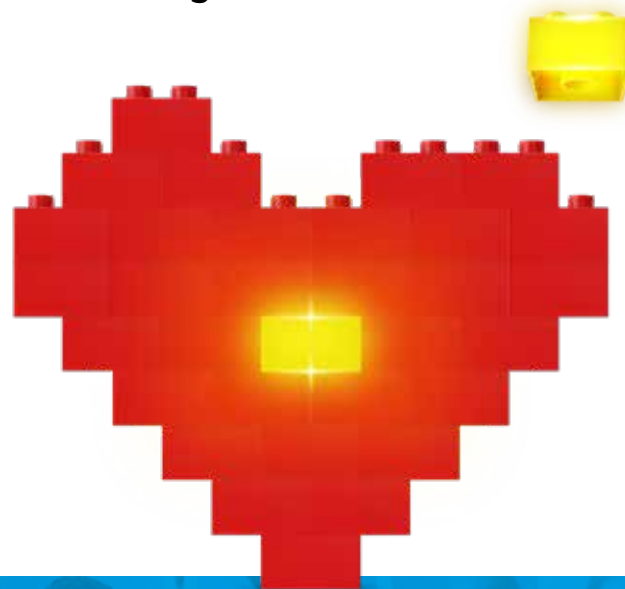
The campaign represents a third national campaign since the start of COVID 19 to champion the benefits of being physically and mentally active. The continued effort seeks to raise awareness about the benefits of the trust model while supporting charitable trusts in their recovery and encouraging the public to return to trust-run facilities.



[communityleisureuk.org](https://communityleisureuk.org)



[bigwave.co.uk](https://bigwave.co.uk)



Following a challenging 18 months for public leisure and culture, our members are keen to offer a safe space for local communities to return to safely using Trusts facilities and services.

This campaign, designed by Bigwave Marketing, captures the key elements of health and happiness that are at the forefront of our members' work, and offers a clear message to share with their customers.

*Kirsty Cumming, Chief Executive,  
Community Leisure UK*

## Launch dates

The campaign is ready to order immediately and can be utilised as soon as required. The aim is for this campaign to be running from around Christmas Day, or to start early in the New Year through until mid to end of February to support what is traditionally a key period for the trust sector.

**Flexibility and pricing have been built into the campaign management to enable Trusts to:**

- Communicate a consistent message in advance and during all stages of reopening
- Build confidence levels in the community
- React quickly with a 'ready to go' commercial campaign
- Benefit from a National campaign profile
- Educate and champion the Trust model in their communities
- Enable Trusts to promote in dual language for Welsh trusts
- Receive bespoke advice and support from an experienced marketing team

## Campaign concept

We know living a healthy & active life is proven to be a key factor in:

- Helping to prevent strokes and heart disease
- Lowering the risk of diabetes
- Improving strength and stability
- Improving your mental health
- Reducing loneliness and increasing personal confidence

We also know that charities and trusts across leisure and culture, are key providers of services that help communities live a happier healthier lifestyle.

This strong message is visually matched with the building block that is placed throughout the designs and continuously linked throughout subtle messaging such as 'Building, Happier, Healthier Lifestyles' and 'the key benefits are' etc.

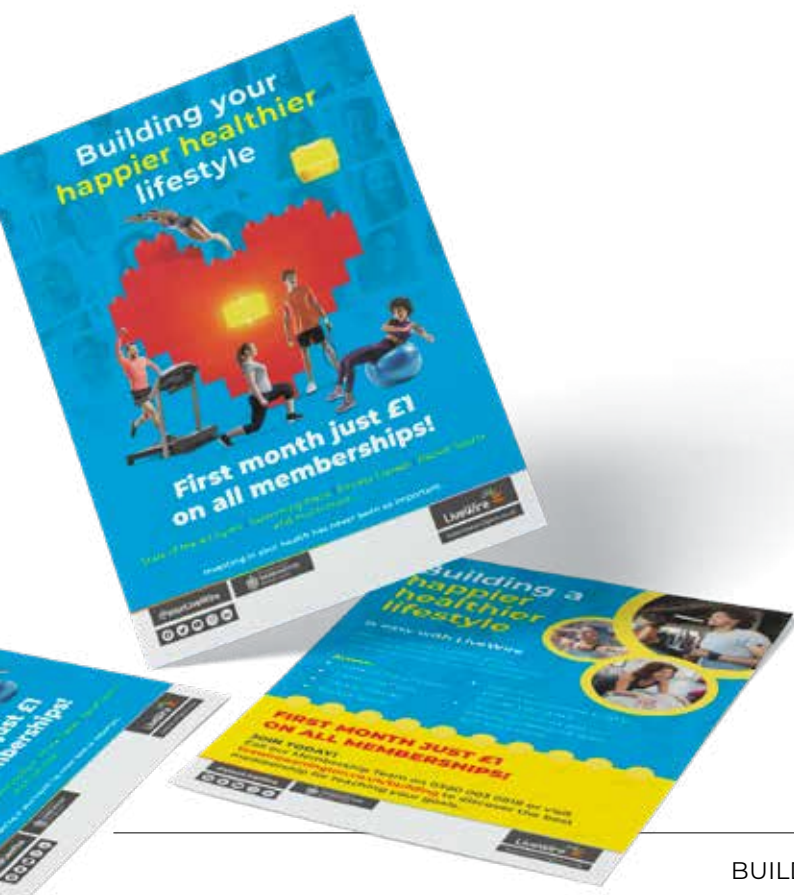
The campaign includes:

- Lead generation through promotion of services with a membership call to action.
- Referral engagement with strong social media content for existing members and on site cards to take away and give to a friend / family member.

The strong, consistent messaging and style will help:

- Attract new members
- Engage with existing members
- Raise brand awareness

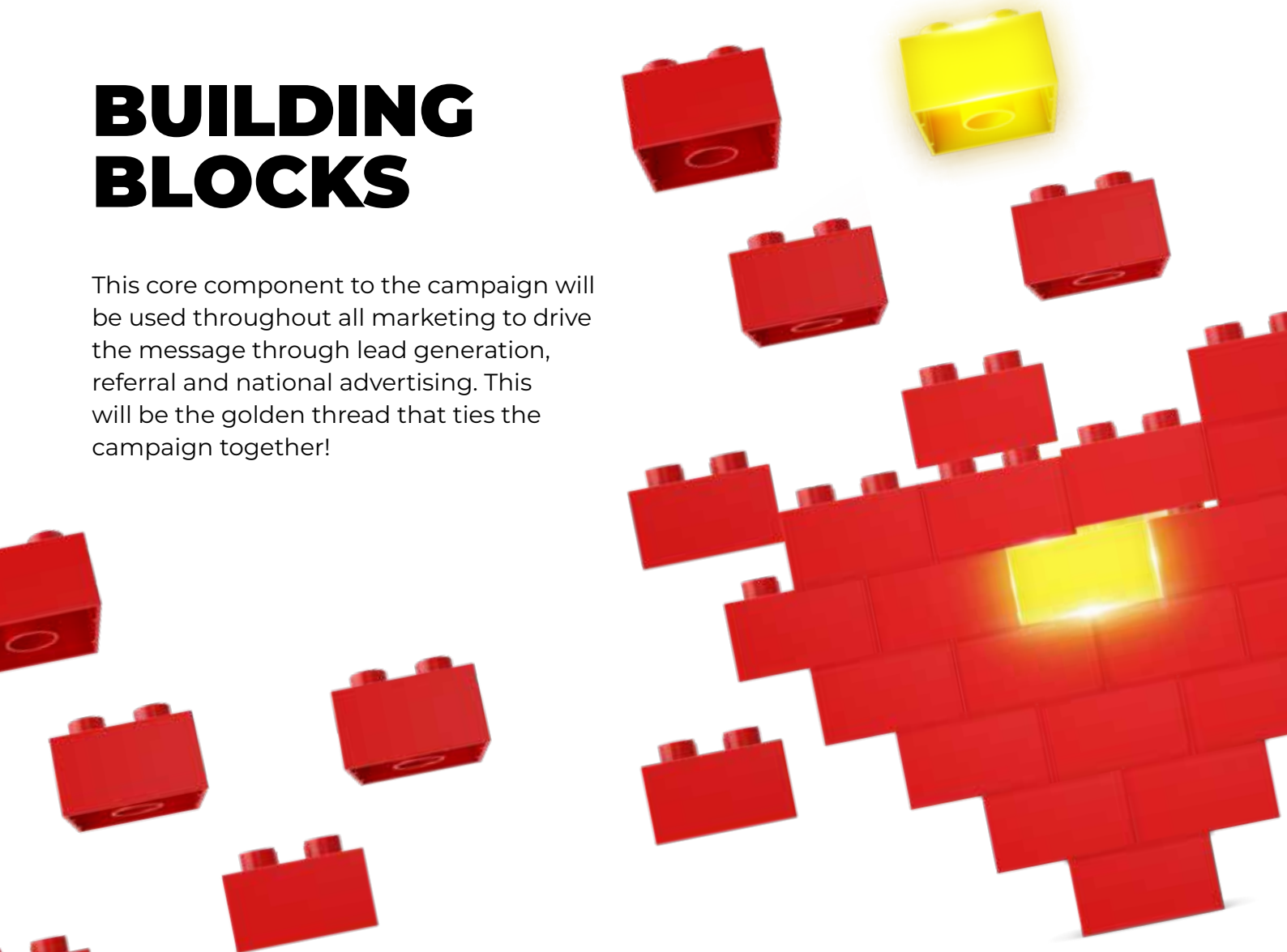
We all know that the New Year is a key campaign time for Trusts and Charities in the Leisure and Culture sector and we're here to help you unlock your potential.





# BUILDING BLOCKS

This core component to the campaign will be used throughout all marketing to drive the message through lead generation, referral and national advertising. This will be the golden thread that ties the campaign together!



**Adeiladu eich hapusach iachach ffordd o fyw**



**Y mis cyntaf dim ond £1 ar bob aelodaeth!**

Campfeydd o'r radd flaenaf | Pylau Nofio | Dosbarthiadau Ffitrwydd | Chwaraeon Racket a llawer mwy...

Ni fu buddsoddi yn eich iechyd erioed mor bwysig.

@yourLiveWire WARRINGTON **LiveWire** [liverewarrington.co.uk](http://liverewarrington.co.uk)

**Adeiladu a ffordd iachach o fyw iachach**



**yn hawdd gyda LiveWire**

Pan ddewiswch LiveWire, rydych chi'n dewis refnogi'r gymuned leol hefyd wrth i ni ari-fuddsoddi yn ein cymuned.

**Mynediad:**

- Campfeydd o'r radd flaenaf
- Pylau Nofio
- Dosbarthiadau Ffitrwydd
- Chwaraeon Racket
- Sefydlu a rhaglen lawn i'ch helpu chi i osod eich nodau
- Adolygiadau parhaus gyda'n tîm proffesiynol cyfeillgar a llawer mwy...

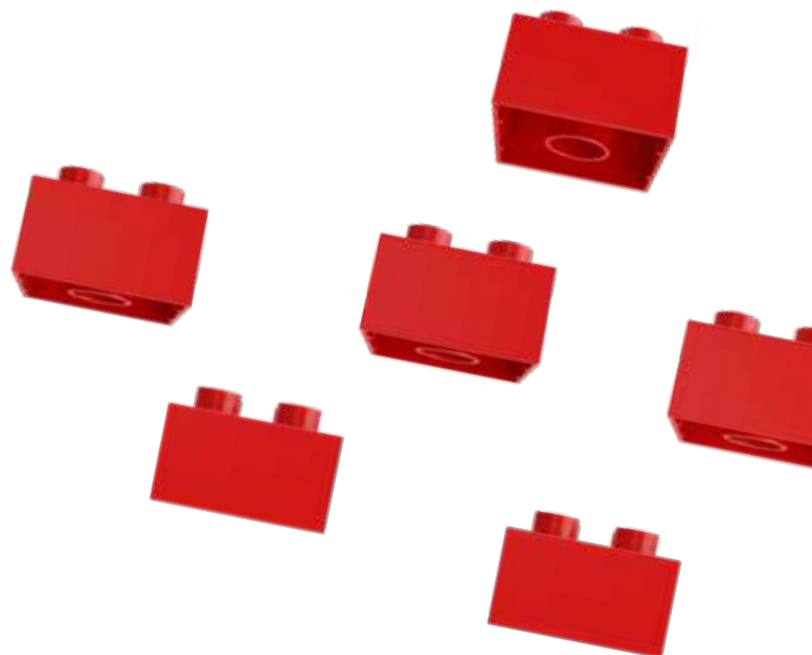
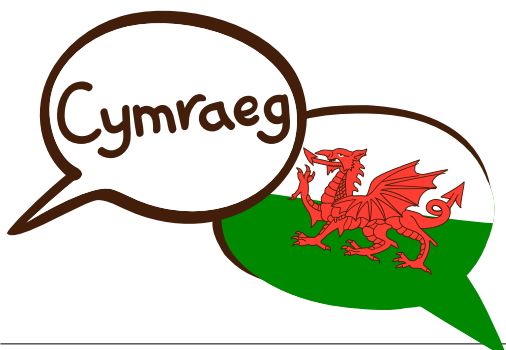
**DIM MIS CYNTAF £1 AR BOB AELOD!**

**YMWUNWCH HEDDIW!!**  
Ffoniwch ein Tîm Aelodaeth ymlaen 0300 003 0818 neu ymweld [liverewarrington.co.uk/building](http://liverewarrington.co.uk/building) i ddarganfod yr aelodaeth orau ar gyfer cyrraedd eich nodau.

@yourLiveWire WARRINGTON **LiveWire** [liverewarrington.co.uk](http://liverewarrington.co.uk)

# DUAL LANGUAGE

All campaign materials will be available in Welsh language. Thanks again to our friends at Halo Leisure for supporting this by helping to provide the translations.



## Campaign website

At the heart of the national campaign is a central website, providing a directory of Trusts across the UK.

**The Community Active site provides a FREE listing to any Leisure or Cultural Trust in the UK.**

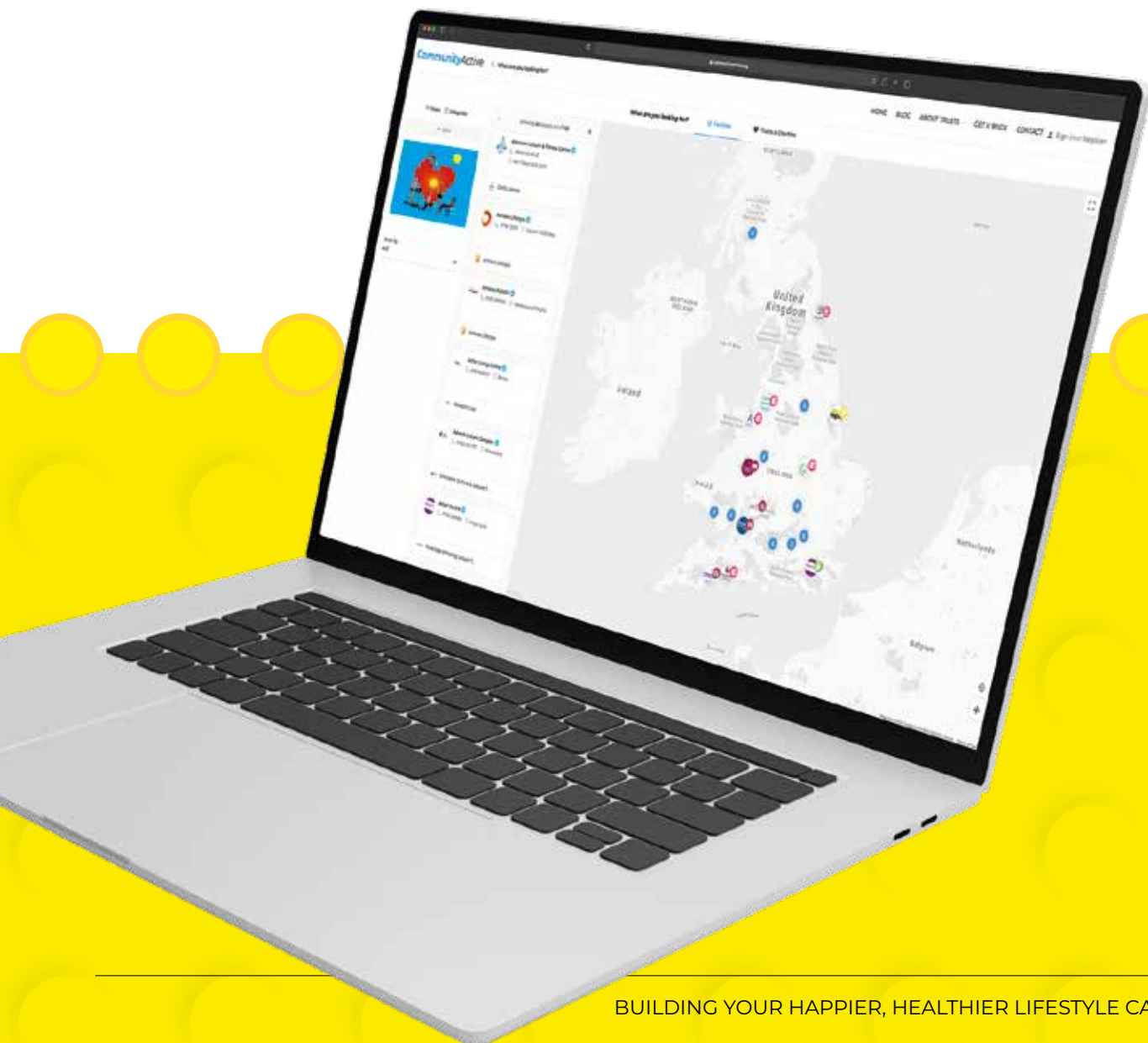
To date 74 Leisure and Cultural Trusts are already listed on the platform.

The site unites Trusts across the UK by presenting the first consumer facing directory, and educational tool, to promote the Trust model to the public. The site will maintain a legacy as a consumer facing tool for the Trust sector that has potential to develop with other collaborative ideas.

The enhanced listings enable Trusts to include facility details, special offers, data capture and choice images which is a great idea to showcase the breadth of what the trusts offer in the community.

A postcode function enables consumers to find trust options in their local area.

**CommunityActive.org**

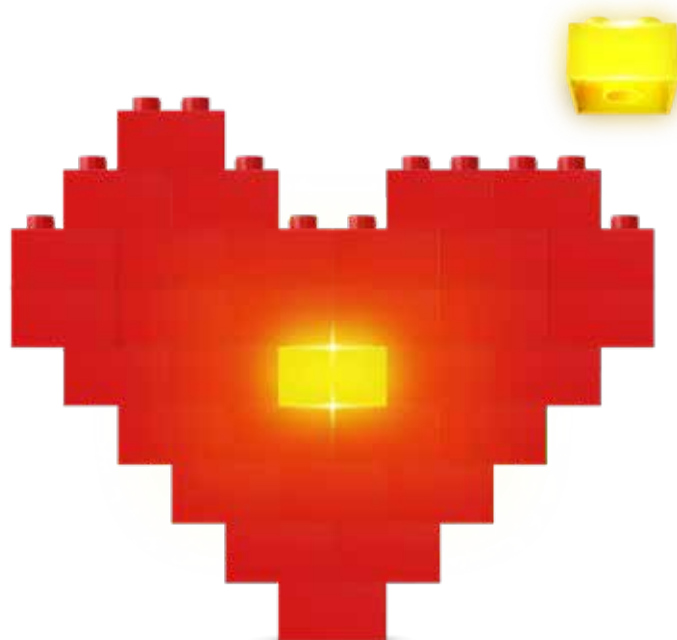




## Campaign packs

The Building, Happier, Healthier Lifestyles campaign offers a wide range of solutions to ensure that it is accessible to all Trusts across the UK from FREE listings through to full campaign management and support.

These are all tiered to ensure flexibility to work around your existing set up whilst also ensuring that we can build a national campaign that supports the whole Trust sector. The campaign artwork will ensure a consistency of message and brand but with the flexibility to include specific text and images to ensure that the campaign is also bespoke to each trust and incorporate the individual Trust's brand.



**POSTERS**



**POPUP BANNER**



**VINYL BANNER**



## CAMPAIGN OPTIONS

	£299	£349	£899
<b>1. Enhanced listing &amp; non branded campaign artwork pack</b>	o		
<b>2. Branded campaign artwork pack (no print)</b>		o	
Additional site/variant		+£75	
<b>3. Branded artwork pack PLUS printed campaign kit</b>			o
Additional site/variant			+£499

10% of all campaign orders will be donated to support Community Leisure UK

### 1. Non branded campaign artwork pack - £249+vat

Base design templates ready for you to add your own branding and content. Provided as print and digital packs.

#### Includes:

##### Print artwork pack content:

- A5 Leaflet templates (InDesign)
- Scalable poster templates (InDesign)
- Roller banner templates (InDesign)
- 10ft x 4ft banner templates (InDesign)
- Refer a friend postcard template (Indesign)
- Refer a friend roller bannner template (Indesign)
- Tshirt artwork (Indesign)

##### Digital media pack content:

- Base icons (jpg/png/pdf)
- Logo (jpg/png/pdf)
- Base social media pack - Memes and cover photos for Facebook, Twitter, Instagram (InDesign)

##### Website:

- Inclusion on the enhanced listing section of the Community Active website
- Details listed within the campaign section of the website

##### Additional option - Non branded video £49

Provision of branded 20 second campaign video with bespoke contact details, imagery, call to action and brand using the main video as the template.





## 2. Branded campaign artwork pack (no print) – £349+vat

Fully branded design artwork bespoke branded to 1 x Trust or facility with your content added. Provided as ready to print artwork plus bespoke branded digital pack.

Support from a dedicated campaigns manager to help plan and execute your campaign.

### Includes:

---

#### Campaign management:

- Call to discuss bespoke requirements
  - Support with ideas to enhance your Building, Happier, Healthier Lifestyles campaign
- 

#### Communications Plan:

Content for suggested member communications linking the Key health and happiness messages and safety assurances / confidence messaging ahead of reopening. Series of email and social media based content templates (content templates for emarketing, letters, social media and SMS)

---

#### Branded campaign artwork pack content:

- A5 Leaflet (pdf)
- Scalable poster (pdf)
- Roller banner (pdf)
- 10ft x 4ft banner (pdf)
- Refer a friend postcard template (pdf)
- Refer a friend roller banner template (pdf)
- Tshirt artwork (pdf)

#### Digital media pack content:

- Base character icons (jpg/png/pdf)
  - Logo (jpg/png/pdf)
  - Base social media pack - Memes and cover photos for Facebook, Twitter, Instagram (jpg)
- 

#### Website:

- Inclusion on the enhanced listing section of the Community Active website
- Details listed within the campaign section of the website



### 3. Branded artwork pack, including printed campaign kit - £899+vat

Fully branded design artwork bespoke branded to 1 x Trust or facility with your content added. Provided as ready to print artwork plus bespoke branded digital pack.

Plus provision of a complete marketing print pack, delivered to your door and ready to go.

Support from a dedicated campaigns manager to help plan and execute your campaign.

#### Includes:

---

##### Campaign management:

- Call to discuss bespoke requirements
  - Support with ideas to enhance your Building, Happier, Healthier Lifestyles campaign
- 

##### Pre opening communications - Digital pack:

- Released in advance to generate early momentum. Includes:
  - Logos (jpg/png/pdf)
  - Characters (jpg/png/pdf)
  - Social media assets (jpg/png/pdf)
  - Content ideas for social media, emarketing, letters and SMS (linked to government guidance and preparation)
- 

##### Branded campaign artwork pack content:

- A5 Leaflet pdf)
- Scalable poster (pdf)
- Roller banner (pdf)
- 10ft x 4ft banner (pdf)



##### Digital media pack content:

- Base character icons (jpg/png/pdf)
  - Logo (jpg/png/pdf)
  - Base social media pack - Memes and cover photos for Facebook, Twitter, Instagram (jpg)
- 

##### Printed campaign kit content:

- 2500 x A5 flyers (one sort)
- 5 x A1 posters
- 25 x A3 posters
- 50 x A4 posters
- 1x 3m by 1m banner
- 1 x lightweight roller banner
- 10 x t-shirts (generic artwork)
- 1000 x Refer a friend cards

Print delivery additional £20.00

---

##### Safety branded artwork pack content:

- Branded safety floor graphics (pdf)
- Branded safety poster (pdf)
- Branded safety roller banner (pdf)
- Branded safety external banner (pdf)

Print available at additional cost

## Extras

Additional or run on items can also be ordered:

### 1. Communications pack - £75+vat

Included in Branded campaign artwork packs (both print and non print versions)  
Digital media pack released in advance to generate early momentum.

#### includes:

Communications Plan Content for suggested member communications linking the Building Your Happier, Healthier Lifestyle messages and safety assurances / confidence messaging. Series of email and social media based content templates (content templates for emarketing, letters, social media and SMS.

### 2. Base digital and print ready artwork pack - Additional centre/variant - £75

Additional contracts or individual site pages with bespoke branding per contract or site.

### 3. Print extras

Bespoke quantities and options available. Please contact us for more detail.

### 4. Digital extras

We offer a range of PPC Campaign packages. Please contact us for more detail.

## Bespoke marketing materials and campaign planning

Every Trust is different, and we appreciate you may have specific sized materials or assets you require.

Additional design or marketing materials can be created for you, a member of our campaigns team will contact you to discuss your requirements.

We can also provide complete marketing campaign planning and management including media buying.

To discuss these options in more detail or to review bespoke options please contact [tomgozna@bigwave.co.uk](mailto:tomgozna@bigwave.co.uk)





# Building your happier healthier lifestyle



**First month just £1  
on all memberships!**

**JOIN TODAY!**

Call our Membership Team on 0300 003 0818 or visit [liveswirewarrington.co.uk/building](https://liveswirewarrington.co.uk/building) to discover the best membership for reaching your goals.

@yourLiveWire



 WARRINGTON  
Borough Council

**LiveWire**  
[liveswirewarrington.co.uk](https://liveswirewarrington.co.uk)

## Registration

Please register your interest  
or to discuss in more detail please contact

**Tom Gozna**

email - [tomgozna@bigwave.co.uk](mailto:tomgozna@bigwave.co.uk)

Telephone - **07595 715225**