

Fit and Active Barnet Campaign – Partner Pack

What's the Fit and Active Barnet campaign?

Being active is easy, fun and social. It can also be a great way of reducing stress and lifting your mood. Leading a healthy lifestyle helps keep your heart healthy, reduces your risk of serious illnesses and strengthens muscles and bones. It is also a great way to spend time with family, meet friends and get involved in the local community.

With only half of Barnet's adult population physically active for at least 150 minutes per week, and the borough facing many health inequalities, including increased prevalence of diabetes, cardiovascular disease and growing obesity levels amongst our children and young people; it is time to tackle this together!

Launching on **Tuesday 17 July**, the Fit and Active Barnet (FAB) campaign will encourage residents to include more activity in to their day and feel FAB! The campaign will involve the delivery of a range of marketing and promotional materials including bus shelter advertisements, high street posters, Barnet First splash (delivered to approximately 155,000 households), social media updates, posters within GP surgeries and libraries, digital advertising and an awareness raising event at Brent Cross Shopping Centre on Wednesday 18 July. Better Leisure Centres will also be hosting Open Day's on Saturday 21 July.

The campaign will be launching at a basketball tournament held at Burnt Oak Leisure Centre on Tuesday 17 July from 5pm. Partners who'd like to find out more about the campaign are welcome to come along. To confirm your attendance, please contact: Courtney.Warden@barnet.gov.uk or call 07885 211059.

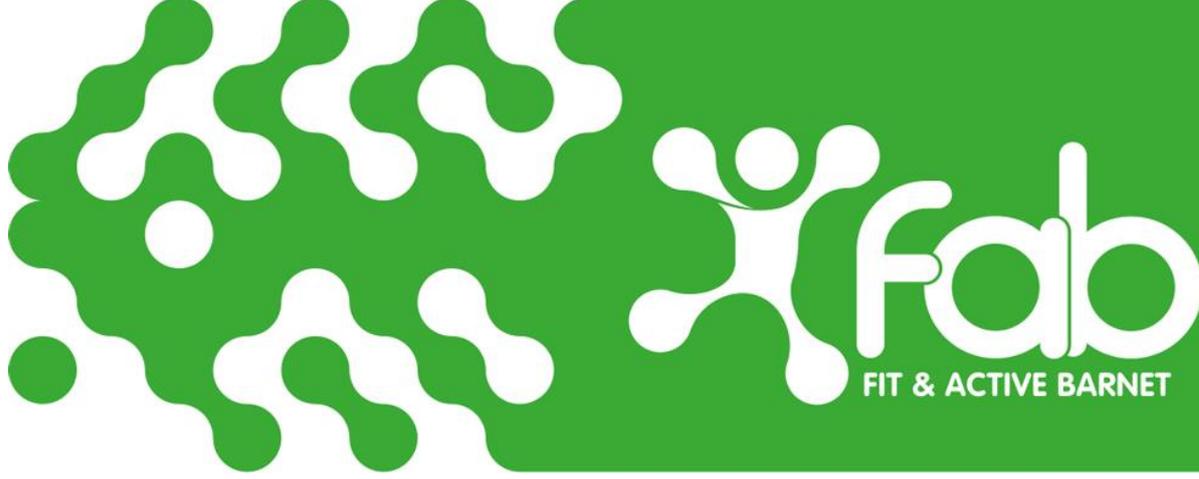
As well as the promotional activities being run from 17 July, we will also be launching a free FAB Card for residents and a FAB Hub.

The free FAB Card

We've worked in partnership with Better to launch a free FAB Card which provides residents with a range benefits including up to 50 per cent off Better (leisure centre based) activities and free swimming for Under 8's (Mon – Fri). Discounts are also available on Health Walks delivered by Barnet Council. If your organisation can help more people to get active by offering an incentive on presentation of the FAB Card, then please contact us to discuss as it is important that the incentive you offer works for you. Examples include discounts, first free session, bring a friend for free etc. Your offer will be listed on the FAB Hub.



To apply for their free card, residents should visit: www.better.org.uk/fab-hub or visit their local leisure centre.



The FAB Hub www.better.org.uk/fab-hub (PLEASE NOTE THAT THIS IS UNDER FINAL CONSTRUCTION)

Providing a 'one-stop-shop' for everything physical activity and health related including:

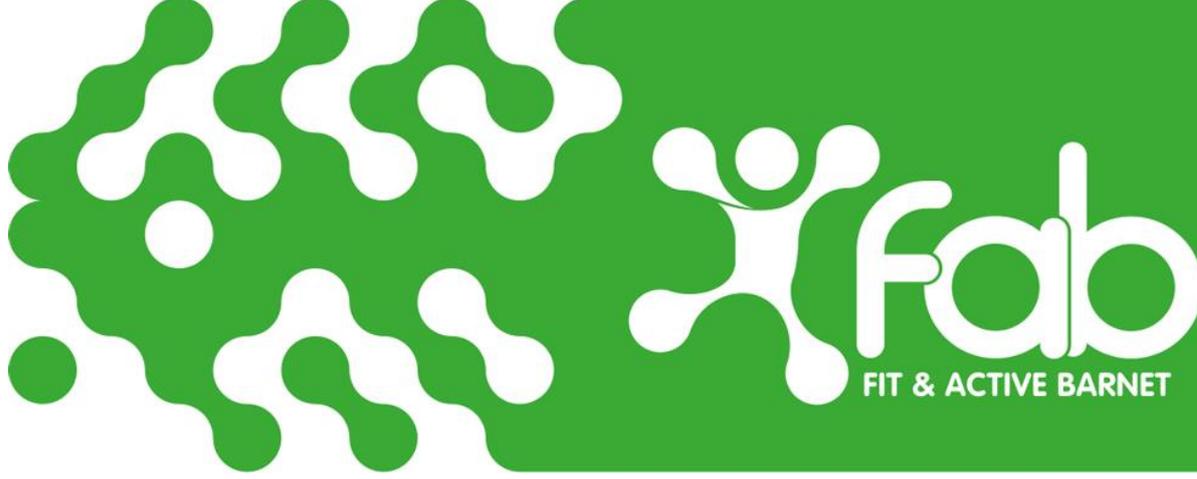
- health and wellbeing tips, guidance and case studies
- an activity finder that helps residents find an activity suitable for them – often the biggest barrier to starting or returning to exercise
- FAB Card registration
- and much more...

How can we get involved and what's in it for us, I hear you ask?

To make the FAB campaign truly fab, everyone plays a key role in making it a success...and that includes you!

- Be part of the FAB family by promoting the campaign i.e. via social media using #feelfab or add within your newsletters. Below you can find some example posts for your social media channels
- Use the FAB logo alongside your own; giving what you do borough wide recognition (logo available on request)
- Advertise your club or sessions for **FREE** on the Activity Finder (see our helpful 'how to' guide for further details)
- Be one of the many activity providers that offer an incentive on presentation of the FAB Card (see above)
- Send us any good news stories and/or case studies that you have i.e. club or individual achievements and these will be featured on the news section of the Hub.

There are many benefits to being part of the FAB movement, most importantly that it's **FREE** and only requires a small amount of your time invested for a great return through increased awareness of your offer.



Example Social Media Posts

Twitter

Tuesday 17 July:

Today @BarnetCouncil launches their Fit and Active Barnet campaign. Keep an eye out for our fit and active stars across the borough. Visit the new FAB Hub to find a fun activity which suits you: www.better.org.uk/fab-hub #feelfab

We're supporting @BarnetCouncil 's Fit and Active Barnet Campaign. To find an activity to help you feel fab and keep fit visit the new FAB Hub and sign up for your free FAB Card: www.better.org.uk/fab-hub #feelfab

From Tuesday 17 July:

Have you signed up for your free FAB Card? The card will provide you with a range of benefits and other opportunities. It's so quick and easy to sign up. Just visit: www.better.org.uk/fab-hub #feelfab

"Being part of the rugby team has helped me to make new friends. I always have fun." Find a local activity that suits you and your busy lifestyle by visiting: www.better.org.uk/fab-hub #feelfab

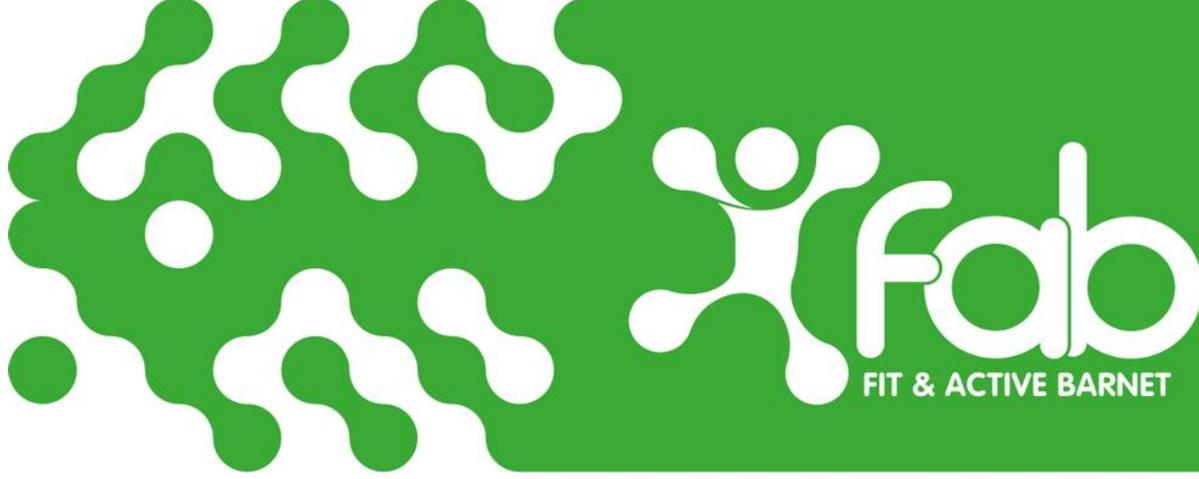
"Water workout is the perfect way for me to keep fit. I've made so many new friends and we always have fun." Find a local activity that suits you and your busy lifestyle by visiting: www.better.org.uk/fab-hub #feelfab

"Since I've started playing basketball, my confidence has reached new heights." Find a local activity that suits you and your busy lifestyle by visiting: www.better.org.uk/fab-hub #feelfab

"Walking has given us a new lease of life; we've met new people, spend time outdoors and keep healthy." Find a local activity that suits you and your busy lifestyle by visiting: www.better.org.uk/fab-hub #feelfab

Did you know? You can find a range of fun activities to help you feel fab and keep fit on the new Fab Hub: www.better.org.uk/fab-hub #feelfab

Have you signed up for your free FAB Card yet? You can receive exclusive access to a range of benefits, including leisure discounts and other opportunities, visit: www.better.org.uk/fab-hub to sign up. #feelfab



Facebook

Tuesday 17 July:

Today Barnet Council launches their Fit and Active Barnet campaign. Keep an eye out for our fit and active stars across the borough. Visit the new FAB Hub to find a fun activity which suits you: www.better.org.uk/fab-hub

We're supporting @BarnetCouncil 's Fit and Active Barnet Campaign. To find an activity to help you feel fab and keep fit visit the new FAB Hub and sign up for your free FAB Card: www.better.org.uk/fab-hub

From Tuesday 17 July:

Have you signed up for your free FAB Card? The card will provide you with a range of benefits and other opportunities. It's so quick and easy to sign up. Just visit: www.better.org.uk/fab-hub

"Being part of the rugby team has helped me to make new friends. I always have fun." Find a local activity that suits you and your busy lifestyle by visiting: www.better.org.uk/fab-hub

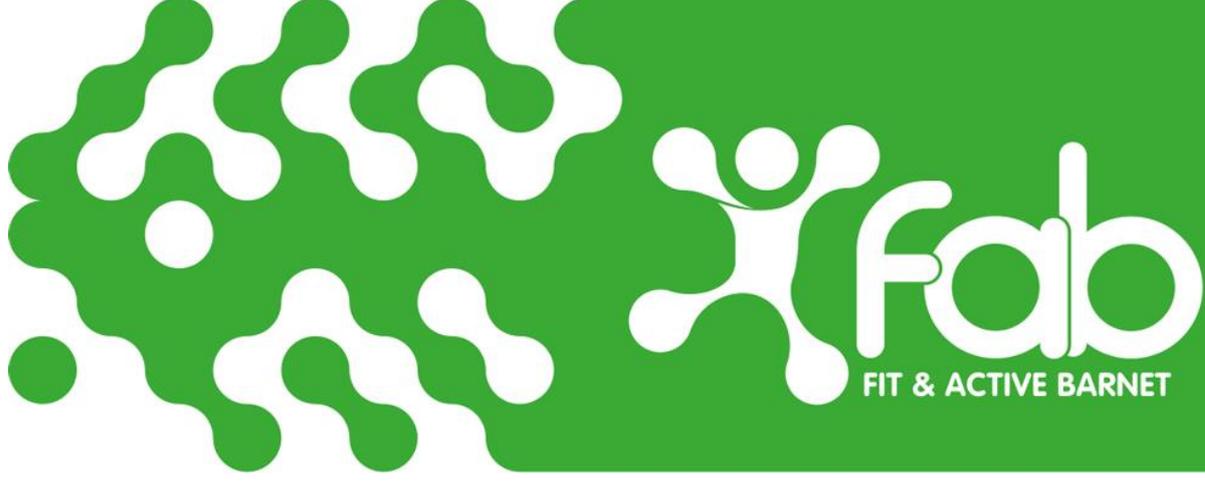
"Water workout is the perfect way for me to keep fit. I've made so many new friends and we always have fun." Find a local activity that suits you and your busy lifestyle by visiting: www.better.org.uk/fab-hub

"Since I've started playing basketball, my confidence has reached new heights." Find a local activity that suits you and your busy lifestyle by visiting: www.better.org.uk/fab-hub

"Walking has given us a new lease of life; we've met new people, spend time outdoors and keep healthy." Find a local activity that suits you and your busy lifestyle by visiting: www.better.org.uk/fab-hub

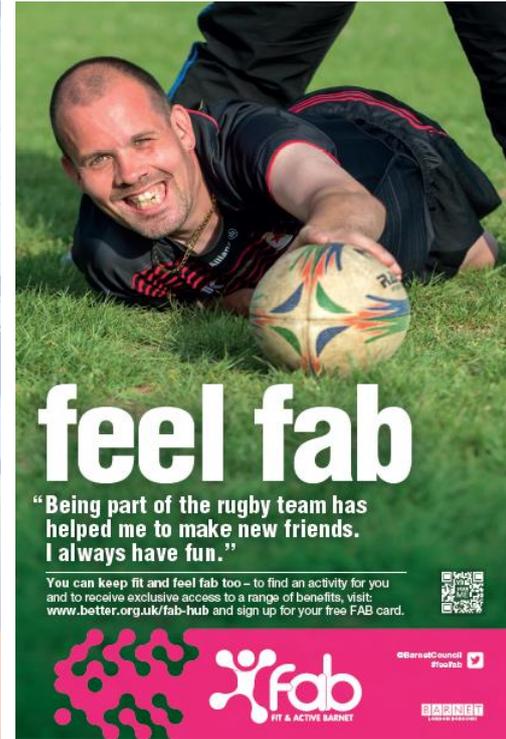
Did you know? You can find a range of fun activities to help you feel fab and keep fit on the new Fab Hub: www.better.org.uk/fab-hub

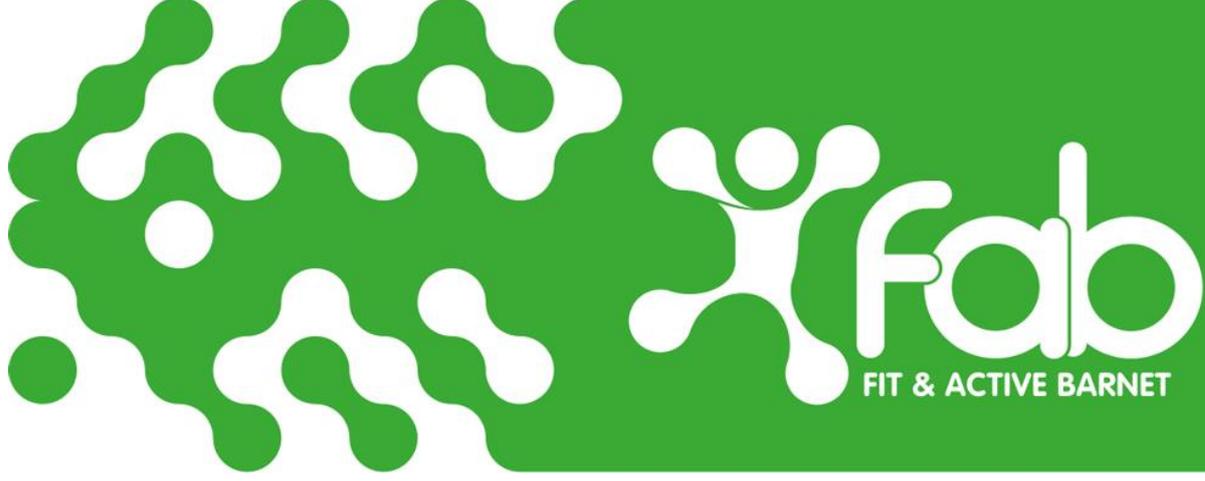
Have you signed up for your free FAB Card yet? You can receive exclusive access to a range of benefits, including leisure discounts and other opportunities, visit: www.better.org.uk/fab-hub to sign up.



BARNET
LONDON BOROUGH

Campaign Poster Images:





BARNET
LONDON BOROUGH

feel fab

“Water workout is the perfect way for me to keep fit. I’ve made so many new friends and we always have fun.”

You can keep fit and feel fab too – to find an activity for you and to receive exclusive access to a range of benefits, visit: www.better.org.uk/fab-hub and sign up for your free FAB card.



feel fab

“Since I’ve started playing basketball, my confidence has reached new heights.”

You can keep fit and feel fab too – to find an activity for you and to receive exclusive access to a range of benefits, visit: www.better.org.uk/fab-hub and sign up for your free FAB card.

