



Sporting Champions Visit Case Study

Get Active UK at Hertsmere Leisure

29 March 2006 – Ian Rose

The Background

- East of England launch of the Get Active campaign in which over 400 centres across the UK are opening their doors FOC for the public to try activities.

The Event

- This was a photocall outside the centre with a group of other people, including players from Saracens RC and Watford FC, Hertsmere Leisure members and local employees.
- Following the photocall, Ian was invited to join Summerswood Primary School children in the Fitzone gym at the leisure centre.

The Outcomes

- Feedback on the day was very positive
 - *"We really appreciated Ian Rose attending on the day. He was very positive about our facilities, in particular the Fit Zone gym. The teachers from Summerswood school were most impressed that we managed to secure a gold medalist and the kids enjoyed having their photo's taken with him and talking to him."* (Eve Rodwell-Davies, Manager, Hertsmere Centre)
 - *"Ian was a fantastic ambassador for sport; he was genuinely interested in the Get Active campaign. He was a star with the school children, letting them wear his medals and signing tee-shirts. Nothing was too much trouble for him when it came to the photo call."* (Donna Barker, Event Organiser)
- This visit was of great benefit to the Get Active Campaign as it provided photographs for use in marketing materials and media across five counties of the Eastern Region

