

CASE FILE:

## Active Surrey

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Active Surrey supports the County Sports Partnership (CSP), which represents the local delivery network of public, private and third sector providers of sport and physical activity. It is a partner funded organisation dedicated to the support, promotion and development of sport and active lifestyles throughout Surrey.

Along with its partners, Active Surrey aimed to ensure that the region made the most of the defining year in sport that was 2012 by offering opportunities for the general public to get involved in the official Olympic legacy programme.

The county of Surrey played a significant part in the 2012 Olympics; it hosted the Olympic Cycling Road Race which saw Bradley Wiggins secure his gold medal win. The year then culminated in the biggest ever Surrey Sports Awards, of which we supported the organisation in terms of press & PR support.

The Surrey Sports Awards is an annual celebration event bringing together athletes, clubs, coaches, volunteers, teams, businesses and the wider professional partnership to reward outstanding achievements, exceptional determination and extraordinary commitment to sport. Surrey winners are also put forward for other regional and national awards, including BBC Sports Personality of the Year.

Having liaised with many of the award nominees across Surrey, we set up **a series of interviews with BBC Surrey** – of which we already had a relationship with following our previous work with Active Sussex, based at Brighton University.

The interviews took place in the week leading up to the Awards on the BBC Surrey Breakfast Show and were also featured throughout the radio station's regular news alerts.

In terms of print coverage, **47 piece of coverage were secured** across Surrey's regional boroughs such as the Kingston Guardian; Surrey Advertiser Series; Surrey Comet; Staines Informer; Surrey & Hants News; and the Camberley News.

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