BEMATCH FIT WARRINGTON

INVOLVED GUIDE

The Story So Far...

The Active Warrington partnership is made of a range of public sector and charity / voluntary sector organisations who all want to make Warrington a healthier and happier place by promoting physical activity. Essentially we want to support local people to boost their own health and sense of wellbeing by being as active as they can, as often as they can.

'Be Match Fit' is community engagement programme to increase awareness and local participation in physical activity. The Active Warrington partnership is now around 8 years old and by sharing knowledge and experience we have found that what is most inspiring are ideas, hints, tips and words of encouragement from real people within their own communities

The Next Chapter...

As a partnership, we realise that the most powerful messages come from real people, not fake people we make up or models posing for us. We want the people of Warrington to own these messages and share their advice and inspiration with others.

This is where you come in, we want to hear about your highs and lows, the successes and the 'could've done betters', what gets you up and moving and how you feel before during and after.

It's pretty fair to say that we all generally know what to do, move more and eat sensibly, but for many people there are lots of things that stand in the way of that. We don't want this to be preachy, we don't want this to lecture anyone, we just want to share the real words of real people.

How It Works.

Be Match Fit is going to be primarily a digital / social media campaign to allow for easy and fast sharing of messages. This also allows people to interact with organisations if they wish to.

Whatever you share with us will be used within our format (see below) and in doing this we hope that local people will recognise the messages as coming from a trusted source.

We will try to attach the messages to local and national events and programmes but that should never influence what you send us. Please me mindful however that whatever you send might not appear immediately.

This is an ongoing approach and it will take some time to gather momentum and as well as your input, it would greatly benefit from your sharing and encouraging your family / friends/ network to share it too. Make the most of your five minutes of fame and celebrate the difference you are making by adding your voice to this movement of making Warrington more active.

What are we looking for:

Still images (including selfies) of you or your squad doing what you do.

Short film clips - no more than a minute please.

Words – hints and tips, advice, motivations, reassurance, encouragement

All three of the above!

Put yourself in the picture.

You don't have to be David Bailey, Rankin are Annie Leibovitz (or any famous photographer or your choice) to take part, but to make the images useable, there are some things we'd like you to consider.

The ideal image / video isn't too hard to do, you can do this with a smart phone, but please make sure it has:



Space around the subject which allows us to put logos and messages on.



Enough of the person / people visible that even when we crop it into a square we can still see what they are doing. It doesn't matter if it's portrait or landscape, we just need to see the person.



Some action and your or your squad in action. These images are usually more interesting than people standing smiling.

Rather than ask you what to aim for, it might be easier to tell you what is hard to work with. If you can, please try and avoid:



Filters, airbrushing or any effects. You are beautiful as you are and your don't need them!



Images that are very dark or really washed out.



Low quality or blurry images. You might know what the image is of, but others won't.



Captions or additions.



Cropping out the action and focusing too much on the person's face. Selfies are different and we know your arms are only so long!

Things to think about.



Think about who is in the image / video aside from the main subject, do they know you are taking their photo? Do they know what it's for Do they give permission for it to be used?

This goes for selfies too. Think about who and what is in the background.



To protect your privacy and safety, if you are creating images or video close to or in your house try and avoid evidence in the background that gives away where you live, your address or that of your neighbours. That includes car registrations and house numbers.

Think about what information you are giving away about yourself. Don't share too many details, for example; tell us that you have children if you want but don't share their names or ages.

If you are filming yourself, try and talk slowly and clearly. We know you might be nervous, but we want people to hear and understand what you are saying. Don't waste you time to shine!

If you provide hints and tips, only provide information from the level you are qualified to share. Think about your language, things like:

"I have found that XXXXXX worked for me..."

is better than

"Do XXXXXXX, it works!"

We would like this campaign to be realistic and honest but to always have a positive slant on it. We want to create more solutions than problems. So, by all means complain about the dark mornings, but offer a way of dealing with the challenge:

"It can be hard to get out for a walk when the mornings are dark, but I feel safer when I'm wearing my head torch and have my reflectors on."

Don't forget, you can always contact us if you want to get involved but are not sure how. We're always open to ideas and are happy to guide you through how you can get involved.

Take part.



We are aiming for a consistent look and so will be using a square image or video which will include the logo in the relevant colour and a tagline / quote.

There may also be a campaign logo from a local or national event (in this case the Rugby League World Cup 2021) that is featured too.

When you submit your image, we will decide where it best fits in the bigger programme.















There is a rainbow of logo versions to fit a range of situations. You don't have to worry about, but know your image / video / quote will fit into one of them. We have covered all kinds of activities so we are open to hearing about anything from walking to wall-climbing, capoeira to canoeing, pedaling to pirouetting, you get the picture.

To get involved, ask a question, submit an image or find out more contact

When you submit your image or quote, you will need to provide us with a consent form for use of your image. If you need a consent form, contact the address below.

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Active Warrington Partnership 2021

