

Club Name: **Leigh Miners Rangers ARLFC**

Location **Leigh**

Theme **Awareness Raising and Promotion of Health Themes**

Background

About the club, what was the issue, what we wanted to do and why? (200 words max)

The club had joined the network and one of the key areas and quick wins we wished to work on was the promotion of health messages to our players, members and supporters through a variety of mediums

Activity

We identified our match programme, club noticeboard and website as the best means of carrying this out. Working with Gemma and Healthy Stadia colleagues and partner organisations we promoted campaigns within the clubhouse and through the paper and online versions of our match programme. This latter included a dedicated Healthy Stadia section with a fresh update each issue on news, health opportunities and campaigns.

Success

What we achieved?

Our match programme has a good circulation, with 100 copies selling out for almost all our home games, plus the online edition having a wider readership. The Healthy Stadia articles gave great publicity to our membership of the network and to the local programmes and initiatives available. Our programme and website was nationally recognised at the annual league awards, winning two categories for national Media Club of the Year and Best Amateur Club Website in the North West. We will be working further to promote health taster sessions on matchdays in 2014.

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