

Sir John Lemman - Opening School Facilities

As part of the **Opening School Facilities** project, At **Active Suffolk** we worked closely with **Sir John Lemman High School** in Beccles to offer **marketing support** which would **enhance the use of their facilities** at **The Venue**, among pupils and the local community.

The school's profile...

- 1404 pupils
- 10.6% have free school meals
- "Good" Ofsted rating
- 29.60% of Year 6 pupils in this ward have excess weight
- 4th decile of the IMD
- The school has a standalone & independent **sports facility on site otherwise known as The Venue**



We liaised with the communities' team at **East Suffolk Council** who had a good relationship with the school. This helped to broker initial conversations about the project.

Why, The Sir John Lemman High School?

- **Rurality** of the school, **lower levels of physical activity** in the area and **higher levels of deprivation**
- **Awareness** of their facilities otherwise known as **The Venue**
- To gather **learning** of the **successes and challenges** the school faces in relation to **The Venue**
- Conversations with the school indicated that **The Venue** at Sir John Lemman High School was **under-utilised**
- The school were **willing to improve the marketing** of The Venue and encourage better use of the facilities

What did we do?

Guidance, support & plans were created and presented to **The Venue** via marketing packs and virtual calls, which included:

- Support to enhance presence on **Facebook** including scheduling to overcome barriers associated with capacity and time. Creating **engaging content**, improving online **stakeholder engagement**, online **customer engagement**, using an appropriate **call to action**, extending your **reach and growing your audience**.
- Improving content, details and look of the information presented on the **schools website**
- Making use of **local events** and linking up with **key partners**
- Making use of **engagement and promo** opportunities in the local community
- Setting up and delivering **Facebook adverts**



Following the national lockdown, The Venue were then provided with a campaign plan to support them to re-engage with customers and improve their confidence to make a return. Additional support based on the initial guidance provided was also given which included links to the Sport England Autumn/ Winter toolkit, training links, marketing tools and resources

Successes & Outcomes...

- **Understanding & awareness** of the marketing challenges faced by schools with on site facilities.
- **Improvements** have been and are continuing to be made to the online presence & marketing of The Venue
- The detailed marketing guidance provided, **empowers, upsills and supports** The Venue to continue enhancing the marketing resulting in **longer term, sustainable changes** as a result of the project
- Creation of new **video content** through a collaboration with the school as suggested through the project.

