


























ESSEX UNITED BY SPORT

PARTNER TOOLKIT

WHAT IS ESSEX UNITED BY SPORT?

Essex United by Sport will bring together partners from across the county to use the power of sport to improve health, tackle inequalities and support economic growth.

Essex is home to world-class sporting facilities, elite teams and inspirational athletes. Through Essex United by Sport, these assets will be harnessed not only to celebrate sporting achievements, but to inspire participation and strengthen communities through opportunities for every resident from all ages and backgrounds.

Essex United by Sport is about:

- Creating healthier communities
- Reducing inequalities
- Bringing people together
- Providing opportunities for young people
- Celebrating Essex's sporting strengths
- Using sport as a force for positive change

Delivered by Active Essex, and powered by Essex County Council Public Health, the programme will be centred around four pillars:

SPORT FOR ALL

SPORT FOR COMMUNITIES

SPORT FOR HEALTH

SPORT FOR THE FUTURE

WHY HAS IT BEEN CREATED?

The programme launches at a time when more than half a million adults in Essex are not achieving the recommended 150 minutes of physical activity a week. Levels remain lowest in Basildon, Harlow and Thurrock, highlighting the need for targeted action to ensure everyone can experience the benefits of an active lifestyle.

The programme will champion the role of sport across our communities and contribute to the ambition to make Essex a national exemplar for sports participation and achievement.

The initiative will support local organisations, events and community facilities, and invest in schemes that use sport as a positive activity, create health, improve community safety and enable pathways into education, employment and training.



HOW CAN YOU HELP US CONNECT THE AGENDA?

We all recognise the power of sport and physical activity, and we want to hear how sport can support:

- Health and prevention
- Skills and employment
- Economic growth
- Community safety
- Education
- Community cohesion

ESSEX UNITED BY SPORT





MARKETING AND COMMUNICATIONS

CORE MESSAGE

Essex United by Sport is a collective commitment to use sport and physical activity as a vehicle for positive change.

At every level, from grassroot participation to elite performances, we will amplify the voice of sport, share its impact and create a future where everyone in Essex can benefit from the opportunities it provides.

SUPPORTING MESSAGES

- Everyone should have the opportunity to participate in sport, regardless of age, background, ability or postcode.
- Sports brings people together, strengthens belonging and creates pride in our places.
- Being active supports better physical health and mental wellbeing.
- Sport creates skills, confidence and employment opportunities.

LAUNCH POSTS

Essex United by Sport will launch on Wednesday 4th November. Please do not post or use any marketing collateral ahead of this date.

Sport and physical activity have a unique power that extends far greater than just improving physical health. We're proud to be supporting Essex United by Sport, which is bringing partners together around a shared ambition to use the power of sport to create healthier, more connected communities across the county.

We look forward to playing our part and celebrating the people, places and projects that are making a difference every day!

#EssexUnitedBySport with @activeessex

We're proud to be supporting the launch of #EssexUnitedBySport with @ActiveEssex! Together, we can use the power of sport and physical activity to improve health, strengthen communities and create opportunities for all across Essex.

ESSEX UNITED BY SPORT

LINKEDIN POST EXAMPLES

This is exactly what Essex United by Sport is all about. Through [insert clubs/project/group name], local residents have been able to build confidence and connect with others in their community.

Whether it is taking part for the first time, returning to activity after a break, or finding a sense of belonging through sport, these stories demonstrate the positive impact being made across Essex every day.
#EssexUnitedBySport @ActiveEssex

We're proud to be standing alongside partners such as @ActiveEssex, as advocates for #EssexUnitedBySport.

We see first-hand how sport and physical activity can bring people together, improve wellbeing and create lasting opportunities within our communities. By working together, we can help more people experience the benefits of sport and physical activity.

Essex is home to incredible sporting talent, world-class facilities and a proud sporting heritage. From elite athletes representing their country on the international stage, to the clubs, venues and coaches supporting participation, sport plays an important role in our communities.

Through Essex United by Sport, we're celebrating the people and places that inspire the next generation, enocurage active lifestyles and show what's possible when talent and ambition come together.

INSTAGRAM POST EXAMPLES

We are stronger when we're together. Physical activity and sport create opportunities for people to connect and thrive - from local grassroot clubs to community groups and events. We're proud to be supporting #EssexUnitedBySport with @findyouractive and the difference it is making across the county.

From grassroot pitches to national and international sporting stages, Essex has an incredible sporting story to tell. Through #EssexUnitedBySport, we're championing the role local sporting assets and people play in helping get the county moving! Head over to @findyouractive to see where your journey could begin!

🙌 Behind every successful sports club or community activity are volunteers giving up their time to help others. As part of #EssexUnitedBySport with @findyouractive, we're celebrating the coaches, organisers, officials and volunteers who help people get active and stay connected across our communities.

We thank you for everything you do.

ESSEX UNITED BY SPORT

FACEBOOK POST EXAMPLES

The benefits of sport go far beyond physical activity. Sport and physical activity improves wellbeing, builds our confidence, strengthens communities and creates opportunities for people throughout their lives.

That's why we're proud to support Essex United by Sport, a countywide movement championing the positive role sport and physical activity can play in creating healthier, more active communities.

How has sport made a difference in your life?

#EssexUnitedBySport with @ActiveEssex

When we talk about the power of sport, we're talking about stories like this!
[Insert story]

This is a gentle reminder that sport and physical activity isn't just about competition. It's about confidence building. Forming friendships. Supporting our health.

Explore sport and movement opportunities near you, by visiting @ActiveEssex #EssexUnitedBySport page.

You might see them on your social feeds, you might see them on the TV, but every athlete starts somewhere. It could be at a local sports club, with a school team or at a neighbourhood facility. The #EssexUnitedBySport journey's we're celebrating, often begin close to home.

We're fortunate to have outstanding athletes, professional clubs and fantastic sporting venues that inspire people of all ages to get involved and discover what they can achieve. And we're proud to support Essex United by Sport and its vision to harness the power of sport to create opportunities and inspire communities across the county.

Could you be the next elite Essex athlete?
#EssexUnitedBySport

If you wish to include a call to action, please use: www.activeessex.org/essex-united-by-sport



VISUAL ASSETS

We have several visual assets to accompany your social media and marketing. From social assets and email signatures to Teams Virtual Backgrounds and logos.

Assets can be found here →

ESSEX UNITED BY SPORT

CONTENT CALENDAR

Essex United by Sport isn't just about the launch it contains messages we want to frequently relay. Therefore, we have produced a 6 month content calendar so you can join the movement and help us to continue to show the power of sport in Essex.

November

Launch and sharing of Essex United by Sport's ambition.

December

Sport for communities – how sport, physical activity and movement brings neighbourhoods together.

January

The power of sport for our health and wellbeing. Stories around prevention and where movement has supported mental health.

February

Sport isn't just about physical health; it helps build skills and confidence. We want to showcase volunteers, career pathways and economic impact.

March

'Sport for all focus', highlighting how 'sport and physical activity' looks different to everyone, but it can be accessible to all.

April

The powerhouse of Essex athletes. Ahead of a summer of sport we will be showcasing our elite athletes to inspire the next generation.



HOW CAN YOU SUPPORT ESSEX UNITED BY SPORT?

SHARE THE MESSAGE

There are lots of ways you can help share the message, whether it's across socials, newsletters, emails or in meetings. You could:

- Celebrate local sporting success stories.
- Highlight the impact sport has on health, community and wellbeing.
- Use Essex United by Sport branding where appropriate.

BE AN ADVOCATE

Help contribute to the movement we're trying to create. That could be strategically, or within communities. You could:

- Include programme messaging in speeches, reports and presentations.
- Reference the role sport, physical activity or movement plays in achieving wider organisational outcomes.

AMPLIFY LOCAL STORIES

Storytelling is one of the most powerful ways to inspire, connect and resonate with people.

- Showcase volunteers and career pathways in sport.
- Highlight community clubs.
- Profile local people who have used the power of sport to change lives.
- Celebrate employers that are supporting active lifestyles.

ESSEX UNITED BY SPORT

SHOW HOW YOU'RE UNITED BY SPORT

We are asking you to make one commitment. Can you action one of the below regularly over the next 12 months, to advocate for what sport can do?

We know that sport has a role to play in your agenda and we have a real ambition to show the world the true power of sport and physical activity, in every sense...and you can help us do that!

- [ ] Share a story a month
- [ ] Include Essex United by Sport in your newsletter(s)
- [ ] Champion a local organisation/club/programme
- [ ] Feature a volunteer or career pathway
- [ ] Highlight a resident whose life has been improved through sport or movement
- [ ] Write an article or record a video on an Essex athlete and their story



KEEP IN TOUCH

Make sure you keep us posted on what you're doing to engage with the campaign, and tag us in your content so we can amplify the great things you're sharing in support of Essex United by Sport.

GOT A STORY TO TELL?

Email us at aemarketing@activeessex.org

WANT TO TAG US ON SOCIALS?

You'll find us at @ActiveEssex on LinkedIn and Facebook or @findyouractive on Instagram

GOT A QUESTION, OR WANT US TO WORK WITH YOU ON A PROJECT?

Drop us an email at administration@activeessex.org

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