

# #UNITE

CONNECT | BE ACTIVE | GIVE | LEARN | TAKE NOTICE



## WHAT WAS #UNITE

Summer 2020 was an unusual one, with some children at home and some still in school we needed a brand new programme of virtual events that everybody could take part in and #UNITE! The idea was to get everyone within our community, including schools / teachers / parents / children connected through six different virtual events/activities and cross-curricular challenges. Whilst naturally placing a strong emphasis on physical activity, the #UNITE campaign presented an opportunity to support and engage the school community in many other ways through embracing the '5 Ways to Wellbeing' - encouraging people to get active, learn something new, connect with friends and family, support/help others and finally to take notice and live in the moment! #UNITE had some amazing engagement, both from our own schools and the local community here in Gateshead, as well as schools and communities right across the North East! #UNITE provided people of all ages the opportunity to take part in new activities, challenges and experiences and share those experiences with us - so that even at a time when we were all asked to stay home and stay apart, we could still come together!

### ENGAGEMENT STATS:

- Over 11.5K views on Youtube across #UNITE.
- Over 1000 forms of engagement across the #UNITE projects and social media e.g. videos / photos / entries / submissions from schools and parents of children.
- Approx. 50% of our Primary & Secondary Schools in Gateshead engaged in the campaign through sending in videos / sharing with their pupils across social media / taking part in school and including the campaign in their weekly home packs / updates for parents.
- Schools and pupils from across the North East including, Sunderland, Houghton le Spring, South Tyneside and Newcastle also engaged in the campaign.
- Other School Sport Partnerships also got involved and shared the campaigns, including Manchester, London PE & Sport Network & Avon SSP!
- As a result of the #UNITE campaign there are now 92 subscribers on YouTube, 2123 people following @GatesheadSSP on Twitter, 524 followers on Facebook and 225 followers on Instagram - this is an increase of over 600 followers across our social media platforms.
- 37 schools have been awarded the #UNITE Mark Virtual Engagement Award.



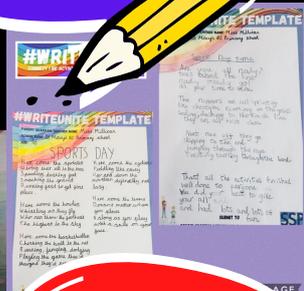
"We really enjoyed RUNUNITE last week, we even went out and ran our route again this morning!"

"Lovely to have a project the whole family can take part in - DANCEUNITE was a break from ordinary stresses and working from home, thank you!"



"DRAWUNITE was amazing, it really perked us up in these difficult times! My daughter put a lot of time and effort into her poster, she loved doing it and you all really made her day!"

"He talked about this with his Gran - she wrote the words down and he glued them in the order he wanted - he really enjoyed doing WRITEUNITE with his Gran!"



"QUIZUNITE could be added as an annual end of year event!"

"The children loved challenging themselves in SKIPUNITE, we even held a Year 6 skipping tournament!"

