

# sporting champions

## Jill Scott – Active Cheshire Sportivate Community Girls Futsal

### Sporting Champions



England Lioness footballer [Jill Scott](#) visited a [Sportivate](#) Community Girls' Futsal project in Orford, Warrington on 12<sup>th</sup> and 19<sup>th</sup> November 2016 and 25<sup>th</sup> February 2015 to encourage irregularly active young females to try her sport and adopt a longer term healthy lifestyle.

### Special feature of [Sportivate](#) project

The Futsal sessions run by [Crosfield JFC](#) have been funded through [Active Cheshire](#). As a local star who plays for Manchester City Ladies FC, Jill was able to offer her full support for this [Sportivate](#) project, which is part of a joint strategic approach to sport for 11-25 year olds in Warrington and across England, involving a wide range of local, regional and national partners to give young participants the opportunity to get free sports coaching over a six- eight week period.

### Media Activity

A bespoke media invite to attend the [Sportivate](#) sessions with [Jill Scott](#) was sent out by the deliverer in conjunction with [Sporting Champions](#) to local media outlets

A bespoke press release agreed by [Sporting Champions](#) and the deliverer was sent out featuring quotes from England footballer [Jill Scott](#). The press release formed the basis of articles for news outlets including [Pitchero](#).

Social media guidelines (including Twitter hash-tags) were sent to [Jill Scott](#) who was briefed to stay involved in social media chats throughout the project.



Tweet activity

	Impressions	9,853
	Total engagements	266
	Media engagements	191
	Detail expands	39
	Likes	17
	Link clicks	6
	Profile clicks	6
	Retweets	5
	Follows	2

Reach a bigger audience  
Get more engagements by promoting this Tweet

Get started

## Post Visit

**Andy Scott (Crosfields JFC/Deliverer)** said: "Jill is a great role model and was inspirational for the girls, her coaching sessions were excellent and she gave specific feedback to the girls during their Futsal game. It's just a shame we can't have her visit every week.!"

**Young people** comments included: "Wow she's fantastic !" and "when is she coming back ?"

**Jill Scott** said: ""It was a great experience to coach such an enthusiastic group of young girls; I used my past experiences to teach the girls and they also taught me a thing or two about Futsal; the difference in them over two visits was amazing."



Reach of Media Coverage: **34,774 people**

AVE (Advertising Value Equivalent): **£1759.94**

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**Sportivate**

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