

sporting champions

Sarah Barrow – University Sport Activation Fund Visit Plymouth University

Sporting Champions



GB diver [Sarah Barrow](#) was selected to visit [Plymouth University](#) in recognition of the university's sports development work within Sport England's [University Sport Activation Fund](#), to inspire the young adults participating to raise their own aspirations.

[Sarah Barrow](#) visited [Plymouth University](#) on 6th March 2016 to support the university's sports development work linked to the ['This Girl Can'](#) campaign and to celebrate [International Women's Day](#).

Media Activity

A bespoke media invite to attend the event with [Sarah Barrow](#) was sent out to the local media.

A bespoke press release agreed by [Sporting Champions](#) and the university was sent out featuring quotes from [Sarah Barrow](#). The press release formed the basis of articles for media outlets including [Plymouth University](#) website (<http://bit.ly/1TOgxED/> / <http://bit.ly/1Qp4sjv>)

Social media guidelines (including Twitter hash-tags) were agreed between [Sporting Champions](#) and [Plymouth University](#) and shared with [Sarah Barrow](#)- who was briefed to stay involved in social media chats throughout the project.



Post visit

Sporting Champion [Sarah Barrow](#) said:

“The main purpose of the visit was to inspire people from my journey of elite sport and I really enjoyed the talk I presented to the students. I hope I inspired people not to give up on their dream goals and it was great to have positive feedback from my talk so I feel and I hope I achieved this”.

[Plymouth University](#) student said:

“It was very refreshing to see a normal person can become someone special with hard work and dedication, very inspiring”.

Sara Winn, [Plymouth University](#) said:

“Sarah welcomed participants at our Learn to dive session and demonstrated a number of dives, at varying height platforms to begin the session. For the students participating, who had never dived before, it was really inspiring to see an elite athlete perform. Many of them then went on to try the 10m platform during the session! The feedback from the participants was great with almost all asking for weekly diving sessions to be organised so they could try and improve”.

A post visit blog was written by [Sarah Barrow](#) which has been published on the Sporting Champion website - <http://sportingchampions.org.uk/Blog.html>

[Plymouth University](#) has compiled a video of the day which has been shared via [You Tube](#).



Reach of Media Coverage: **21,783 people**

AVE (Advertising Value Equivalent): **£4164.45**

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