

Case Study: David Lloyd Leisure



Background: David Lloyd Leisure wanted to raise profile for the brand linked to sport ahead of London 2012

Timing: July 2010

Activity: Developed the 'Team Family' campaign with Denise Lewis as ambassador. Research undertaken exploring the link between family and sporting activity. Sold in stories, press releases, interviews etc

Results: 51 pieces of media coverage including Times, Radio 2, Radio 5 Live, Daily Telegraph and Sky

EAV: £348,000

ROI: 29:1



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Lack of exercise more harmful than obesity

By Kate Devlin
Medical Correspondent

A LACK of exercise is worse for people's health than simply being obese, according to an expert.

Dr Richard Weiler, a specialist registrar in sport medicine, said a lack of fitness was the root cause of more illness than body fat.

These problems include heart disease, type 2 diabetes, mental health problems and high blood pressure, he said.

Writing in the *British Medical Journal*, he called for public health policies to focus more on increasing physical activity, and added that spending huge amounts of money on treating obesity was the wrong way forward.

A recent review of the evidence "suggests that cardio-respiratory fitness,

which is developed and maintained by regular physical activity, is a better predictor of mortality than obesity," Dr Weiler, from Imperial College Healthcare Trust, in London, wrote.

More than nine in 10 people in Britain do not take the recommended 30 minutes of moderate exercise five days a week.

However, writing in the same journal, Prof Louise Baur and colleagues from the University of Sydney, said that while physical inactivity was a "major contributor" to disease it would be wrong to focus on exercise and ignore obesity.

Meanwhile, a survey by David Lloyd Leisure found that one in five children said they did not get any support from their parents for playing sport outside school.

Kids want more sport

ONE in five children say they don't get any support from their parents when it comes to getting involved in sport outside of school.

And half of boys and 15% of girls say they would play more sport if their parents drove them to sports clubs.

Meanwhile, a third of parents think their children should play more sport. The survey, which quizzed more than 1,000 children aged 6-11 and 2,000 parents across the UK, was carried out by David Lloyd Leisure, as part of its Team Family campaign.

When asked how parents would like to see their children spend their leisure time, playing sport came out at the very top with 39% followed by doing homework (16%), playing a musical instrument (15%), arts & crafts (8%) and watching television (6%).

Olympic gold medal winner Denise Lewis OBE, the Team Family ambassador, says: "Without an incredible level of support from my mum I would never have achieved all that I have. That said, it's not just about winning Olympic medals in 2012. It's more about encouraging our children to play more sport and enjoy all the benefits of a physically active lifestyle."

Sarah Hobbs, from David Lloyd Leisure, says: "In the UK, around 27% of children are now overweight and, clearly, getting the younger generation more active will play a vital part in tackling this massive health issue."

The Daily Telegraph

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