



COUCH TO FITNESS

PROMOTIONAL TOOLKIT

CONTENTS

1. Introduction.....	
1.1 Key facts	3
1.2 About Couch to Fitness	4
1.2 What makes it different	6
1.3 Why promote it	7
1.4 Who created it	8
2. Promotional resources.....	
2.1 Branding	10
2.2 Copy	12
2.2 Case studies	15
2.3 Videos	16
2.4 Images and GIFs	17
2.5 Contacts	18

ABOUT COUCH TO FITNESS

We understand that it can feel daunting for people to start an exercise programme or class, especially if they haven't been active for a while (or ever).

Couch to Fitness is a free and flexible at-home online exercise programme for beginners.

Users follow along to short workout videos over a 9-week period (or at their own pace).

It is designed to help beginners start small and build up their activity gradually.

It was developed in 2020 as an easy to access physical activity initiative to engage groups whose activity levels are traditionally lower. In particular

- Black, Asian and other minority ethnic backgrounds.
- People living in deprived areas
- Women (including pregnant women and those who have recently given birth)

KEY FACTS

Couch to Fitness is a free digital behaviour change programme helping thousands of people to start their journey to a more active lifestyle.

- Free 9-week programme of 30 minute workout videos available at couchtofitness.com
- Designed for complete beginners, inactives and anyone who wants to be a bit more active but finds joining a class, or gym or exercising outdoors daunting.
- Over 150,000 people have joined the programme since June 2020.
- Proven to engage key audiences including women, ethnically diverse communities and lower socio economic groups.
- 4 out of 10 people complete the whole programme.
- Users can access 8 additional programmes for free including dance workouts, 5-minute sessions, family fitness and specialist sessions such as postnatal.
- The ideal starting point to build confidence and capability before joining other activity opportunities.

COUCH TO FITNESS TRAILER



WHAT MAKES COUCH TO FITNESS DIFFERENT?

The programmes have been specifically designed to meet the needs of an 'inactive' audience.

- Developed in partnership with Sport England to address key barriers to being active for women using the latest insights from This Girl Can
- Each workout has 3 instructors working at different intensities, so there is always a suitable option to follow.
- With all the programmes users can exercise at their own pace with the option to repeat or skip any of the workouts as often as they wish.
- Alternative options for exercises pop up on screen (such as a seated option)
- There are no 'jumping' exercises (so the neighbours downstairs wont get annoyed)
- It's supported by a vibrant Facebook Group of thousands of users taking part in the programme at the same time.

Most importantly. Couch to Fitness is free. Forever. There are no memberships, no trial periods.

WHY PROMOTE COUCH TO FITNESS?

Promoting Couch to Fitness is a simple and free way to help more people take the first steps to being more active.

1. It is an effective way to support people to be active in your area.

Over 150,000 people have so far joined the Couch to Fitness programme.

- over 60% became active users (doing 2+ sessions)
- 40% of active users go on to complete a whole programme.

2. It engages audiences that need the most support to become active

- 46% of active users from ethnically diverse communities
- 91% of users are women
- 45% are classed as inactive at registration

3. You can track the impact it is having on physical activity levels in your local population

Using unique URL tracking and postcode data we can tell you

- how many people in your area are taking part in Couch to Fitness
- Demographic breakdown and engagement with the programme
- Changes in activity levels.

We've created a range of resources that can be used across your channels to encourage people to sign up to Couch to Fitness and start their journey to being more active.

COUCH TO FITNESS FAQ

Q. Is it suitable for people with long term health conditions?

The programme is designed for complete beginners to build up their fitness gradually at a pace they feel comfortable with. It contains suggested modifications for many of the exercises, however it is not entirely a chair based programme.

Q. How has it been designed to engage ethnically diverse communities?

The programme format, content, instruction style and branding was developed in response to research conducted in early 2020 with ethnically diverse groups about home fitness programmes and using Our Parks expertise in engaging these audiences in physical activity.

Q. Is there a link with the classes Our Parks deliver in local parks?

We actively support Couch to Fitness users to find and take part in local park based activities as a progression after completing the programme. We are always looking to expand our park based classes, in particular in areas with high concentrations of Couch to Fitness users.

Q. Can you promote other local activity opportunities in our region to Couch to Fitness users?

We are always looking for suitable ways to help our users take the next step to be active. To tell us about local campaigns or activities in your area please get in touch with us getfitnow@ourparks.org.uk

COUCH TO FITNESS FAQ

Q. Who created Couch to Fitness?

It was created by community fitness group Our Parks, with support from Sport England and London Sport in an effort to tackle inequalities widened by the covid-19 pandemic.

The programme has been developed with National Lottery Funding from the Sport England Tackling Inequalities Fund and This Girl Can.

Created by



Proudly supported by



RESOURCES TO HELP YOU PROMOTE COUCH TO FITNESS IN YOUR AREA

The following toolkit contains content and vital information that can be used for posting on your own channels. Please only amend post copy and do not edit the visual assets in any way.

BRANDING

Usage of logos and co-branding


SOCIAL MEDIA POST COPY OPTIONS

The examples on the right are for social media post copy, they are short and sharp so they can be effectively used across all social media channels.


If writing your own copy, it is important to highlight the reasons to download.

These include:


- **Free forever**
- **Ideal for beginners**



You don't need an expensive gym membership or fancy trainers to get fitter. All you need to do is join in with this 9-week programme of FREE at-home exercise classes for beginners.



If you want to get active but don't want to be locked into a gym contract, then why not try our FREE at home online workout programme funded by the National Lottery.



Couch to Fitness is back, and better than ever. Why not get active for free from the comfort and privacy of your own home with our all new programme.

WHAT SHOULD I AVOID?

The audience for this promotion may see getting active as daunting. They're sceptical whether they can do it. We need to help them to understand that this is very much an entry level point on their journey to getting active.

Avoid any language that suggests that this programme is for people that are already active. We need to be welcoming and make it seem achievable, so the types of message on the right will not be effective and should be avoided.

~~Lose weight fast using the Couch to Fitness programme~~

~~Be the fittest you've ever been with the the Couch to Fitness programme~~

~~Start your journey to the Olympics with the Couch to Fitness programme~~

1000's OF STORIES TO TELL

With over 150,000 people trying Couch to Fitness, we've got lots of great case studies to inspire others.

DELPHINE



“

**I JUST MOVED THE
SOFA ASIDE AND
GOT ON WITH IT!**

 **COUCH TO FITNESS**

“The benefits of working out at home is the flexibility.

I can do it anytime I want.

I like the variety. It's not the same each time.

I can do it in the comfort of my home.

Half an hour is perfect for me, as I can fit that in to my day.

I do it my own way. That's what I like!”

1000's OF STORIES TO TELL

With over 150,000 people trying Couch to Fitness, we've got lots of great case studies to inspire others.

EMILY



“
**IT GAVE ME
STRUCTURE
AND 'ME' TIME
IN THE WEEK**

“It's given me a routine. Something to work towards.”

Being free was important to me. I didn't want to have a contract that I was tied to

I don't need any equipment. It was literally just move the sofa out of the way and get on with the workout.

It made me feel better about myself and I just loved it!”

1000's OF STORIES TO TELL

With over 150,000 people trying Couch to Fitness, we've got lots of great case studies to inspire others.

ANOTHER CASE STUDY (ED)

"It's

1000's OF STORIES TO TELL

We want to tell all the amazing stories of people in your communities that have used the Couch to Fitness programme to become more active and inspire more people to enjoy the many benefits that being physically active brings.

WE WANT TO HEAR FROM YOU

We really want to hear about people that have used the Couch to Fitness programme and their experiences of using it. If there are people in your community that would like to tell their story, please contact us. We would love to hear from them.

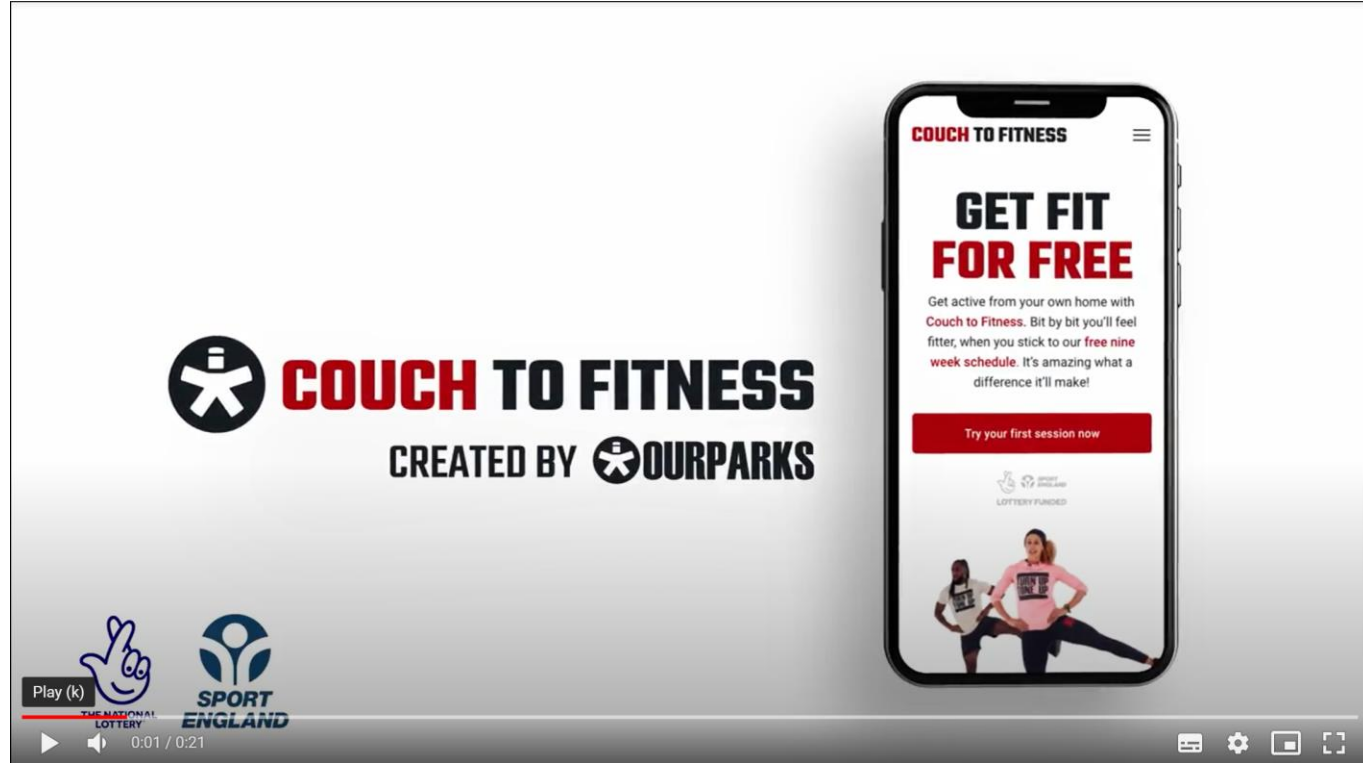
CONTACT

getfitnow@ourparks.org.uk

VIDEOS

The following are video assets to be used primarily on Facebook, and Instagram grids and stories

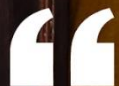
[CLICK HERE TO DOWNLOAD THE FACEBOOK & INSTAGRAM ADS](#)



IMAGES AND GIFS

The following are assets to be used
on Facebook or Instagram

[CLICK HERE TO DOWNLOAD
THE FACEBOOK & INSTAGRAM ADS](#)



**I FOUND THE GYM
DAUNTING SO I
STARTED COUCH
TO FITNESS**



COUCH TO FITNESS



**START
YOUR
9-WEEK
PROGRAMME
TODAY
FROM YOUR OWN HOME**



COUCH TO FITNESS

HOW TO ENHANCE YOUR SOCIAL MEDIA ACTIVITY

The following are few suggestions that you can employ to make your social media activity as successful as possible.

WHO TO FOLLOW

Please follow the Our Parks Twitter feed (@OurParksUK) and Facebook page (@ourparks), and retweet/share where possible.

HASHTAGS AND VISUAL CONTENT

Make use of the promotion hashtag: #CouchtoFitness on social posts. Encourage people to share their journey using #CouchtoFitness and they could be featured in future content.

LINKS TO USE

<https://couchtofitness.com>

TRACKING YOUR LOCAL PROMOTION

We are running a pilot using bespoke campaign urls to allow partners to track the impact of Couch to Fitness promotion in their area.

If you are interested in getting access to a custom url – please contact getfitnow@ourparks.org.uk

**THANK YOU FOR
SUPPORTING COUCH
TO FITNESS!**