



Win £1000 for your school!

We all know that staying active as we get older keeps our body strong, our mind sharp and gives us more energy to keep doing the things we love. We also know that 'keeping up with the grandchildren' is a great motivator to encourage older people to stay active.

So, we need your help to get as many adults as possible active this summer!

In return, we are offering you the opportunity to win a fantastic prize for your school:

School prizes			
1st prize: £1000	2nd prize £500	3rd prize £250	Bonus prize for highest sign-ups - £250

What is the 'It's Never Too Late to be Active' campaign?

'It's Never Too Late to be Active' is a 12-week local behaviour-change campaign run by **Hertfordshire County Council** that aims to inspire and support older adults in Hertfordshire to become more active.

It launches **9 May 2022**.

Anyone who signs up to the campaign will receive a **FREE**:

- 7-day activity pass for their local leisure centre
- welcome call to help them find a suitable activity
- activity planner
- entry into a prize draw to win £150 sports voucher

Why do we need your help?

Being active has many physical and mental health benefits whatever our age; yet a quarter of 55- to 64-year-olds are completely inactive and two-fifths are not meeting the recommended guidelines of 150 minutes activity a week. These figures are much higher for those aged 65+.

To help us raise awareness of the campaign **we need the help of you and your pupils** to tell grandparents, parents, aunts, uncles and older family friends and neighbours about the campaign, help them sign up and encourage them to get more active!

What's in it for your school?

If anyone selects your school when signing up to the campaign, you will be automatically entered into a prize draw to win £1000, £500 or £250 cash to spend on health and wellbeing activities in your school.

There is also a bonus prize of £250 for the school with the highest percentage of sign-ups.

What's in it for those signing up?

As well as the free 7-day activity pass, entry into a prize draw and ongoing support, there is an option to take part in a **photography competition** that aims to encourage children and their older relatives and family friends to be active together.

Children and young people are invited to take an 'action shot' of their nominated adult being active (with permission, of course) and the winning shot will win a family ticket to **The Making of Harry Potter, Warner Bros. Studio Tour**.

The activity can be any level – so whether it's doing some chair-based exercises, washing the car, going out for a walk or jog or any other activity - it all counts.

To participate in this competition, the adult must register with the campaign at www.hertfordshire.gov.uk/nevertoolate and upload the photo to their registration page before 29 July 2022. We don't need the child's name unless they are the winner. Those without internet access can call the Never Too Late support line on **01992 555627** or visit their local library to register.

Photo competition rules:

- 1) Any adult taking part in the campaign who indicated that they heard about the campaign via a school can enter the competition
- 2) One (1) entry per Never Too Late registration ID number (multiple entries per child are permitted with different adults and separate photos)
- 3) Participating adults must upload their photos to their Never Too Late registration form which has a two-step verification process (NTL registration number and surname or DOB)
- 4) Submitted photos can be taken using a camera, phone or tablet with permission of the adult
- 5) Photos will be judged by an independent judging panel and their decision is final
- 6) There is one (1) prize, a family ticket for four (4) to 'The making of Harry Potter Warner Bros. Studio Tour'. This prize has no cash value and may not be exchanged or bartered
- 7) Never Too Late team reserves the right to reject any entry
- 8) Failure to comply with contest guidelines will lead to disqualification
- 9) Only entries uploaded and submitted via the registration form will be accepted – help is available for those who do not have internet access

What do you need to do?

All you need to do is **encourage** as many grandparents, parents, aunts, uncles and older family friends and neighbours as possible to **sign up to the campaign** and take part in the **photo competition**.

You can:

- Share the **article below** with your communities, through Parentmail, Marvellous Mum and any other communications channels you have
- Encourage the children in your school to take part in the photo competition – you could talk about the competition in **assemblies** and promote it to house teams if you have them
- Help us publicise the campaign on your **social media pages** and through your **community networks**.
- Add information on **noticeboards**

A marketing toolkit is available at www.hertfordshire.gov.uk/nevertoolatetoolkit and you will be sent a poster through the school postbag.

The important bit: Please remember to encourage anyone who signs up to the campaign to select **your school** when prompted in the registration form so that you can be in with the chance of winning the school prize.

The winners (schools and photo competition) will be announced week commencing 5 September 2022.

We are contacting schools directly and through PTAs – please raise this at your PTA meetings.

More details available at: www.hertfordshire.gov.uk/nevertoolate . If you have any questions, please contact: nevertoolate@hertfordshire.gov.uk or call 01992 555627.

Template article to share with your school communities

Dear parent/carer,

Win a family ticket to The Making of Harry Potter Warner Bros. Studio Tour and help us win £1000 for our school!

We are taking part in this year's 'It's Never Too Late to be Active' campaign, run by Hertfordshire County Council to encourage adults – especially the over 50s - to get more active.

Staying active as we get older keeps our body strong, our mind sharp and gives us more energy to keep doing the things we love and keep up with the grandchildren!

Anyone who signs up to the campaign will receive a **free** 7-day activity pass for their local leisure centre, a welcome call and ongoing support to help them find a suitable activity and entry into a prize draw to win £150 sports voucher.

Win a Making of Harry Potter Warner Bros. Studio Tour

As an optional extra, children are invited to take a photo of an older relative or friend being active (with permission, of course) which the adult can submit when they sign up to the campaign – the photo can be added when you sign-up and register (from 25 April) or any time before 29 July. The best 'action shot' will win a family ticket to The Making of Harry Potter Warner Bros. Studio Tour.

Cash prizes for the school too!

If you select our school's name when you sign up, we will be entered into a prize draw to win up to £1000 for the school. There's a bonus £250 for the school with the most sign ups, so please sign up, get active and spread the word!

To enter, simply visit www.hertfordshire.gov.uk/nevertoolate. Those without internet access can call the Never Too Late support line on 01992 555627 or visit their local library to register.