

# Sing to Win competition

## Cumbria County Council

### Description

Schools were asked to write and record a catchy song, lasting no longer than two minutes that would encourage walking, cycling and scooting to school. Active Travel teamed up with the local radio station (CFM) to promote the competition. The top three schools had their songs recorded professionally and they were then put to the public vote on CFM Radio's website. The winning school received a performance at their school by X-Factor finalists District 3.

### Who was involved

Nancy Turnbull (CCC Active Travel) Thought up the idea, organised and promoted the competition through radio, press, school portal, posters, leaflets and car stickers. Liaised with the schools. Judge for final three. Dan Slee (CFM Radio) Promoted and advised (rules on broadcasting). Robbie Dee (CFM Radio) Promoted on his morning radio slot. Judge for final three. David McNeill (Director – StagedRight Productions). Judge for final three.



### Costs

CFM radio costs: Air time £4,541.64 Website £1,000.00 District 3 £2,500.00 Promotion costs: A5 leaflet £150.00 Car stickers £100.00 A4 posters £ 50.00

### Development

- Letters & leaflets distributed to schools Dec 12
- Advertised Jan 13
- Competition open 14 Jan-19 Apr
- Final 3 songs judged 23 Apr
- Recording sessions at schools 10 May – press articles published
- Songs put to public vote on CFM website 11-17 May
- Winning song announced on CFM 17 May
- Performance & Q&A sessions with District 3 at the school 24 May
- Press & TV coverage on the day - Nancy & pupils interviewed by both
- Finalists presented with framed certificate and CD

### Outcome

Excellent feedback from the schools and local councillors. It was a good promotion for walking & cycling initiatives. The winning school's staff and pupils said it was the best day ever! More schools have said they would like

to enter in the future. One great benefit is that the CDs can be sold to raise money for their school or for charity. The competition will be run again both because of its popularity and as an excellent fun vehicle for promoting cycling and walking.

### Criteria

The Active Travel Team has not run a singing competition before. The idea came to me while listening to local radio on my journey to and from work. During the morning show there was a daily 'school run' feature where parents and children were invited to call in and answer questions. In the afternoon show, between 3 and 5pm the public were asked to ring in with song requests. I realised how many families tuned in to the station during those times so I approached CFM Radio and asked if they would help promote a singing competition for Active Travel. Children were asked to write a song about walking, cycling and scooting to school lasting no more than 2 minutes, the words and music for which had to be original. The winning school would be announced just before Walk to School Week (May 2013) and that the prizes would be presented on the last day of that week. CFM provided their morning DJ, together with the director of a local theatrical group, to help me to judge the competition. The incentives to enter were an X-Factor finalist performing at the winning school, a professional recording of the top three schools songs (together with a copy of the CD to sell) and a framed certificate.

