

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
All	<p>Appoint Charter Action Leader as liaison point and keep upto date with developments</p> <ul style="list-style-type: none"> - Review action plan and to map out what exists already, synergies and new activities - Review progress against action plan and agree evaluation activities 	Executive Committee	Publicity and Promotions Officer Richard Naylor-Jones rnaylorjones@yahoo.co.uk	Active since March 2015. Formalise at November 2015 meeting	Outputs against agreed actions at the Executive meetings. Success of activities.	R Naylor-Jones confirmed at Executive meeting 15.11.15
All	<p>Raise awareness: Create section on website</p> <ul style="list-style-type: none"> - What is the Charter and why has the KUGB signed it? - What we have done so far as KUGB. - Information and links about mental health encourage links to local mental health services - Useful contacts 	<ul style="list-style-type: none"> - Key messages about the Charter - Links to Mental Health awareness - Web Master 	Publicity and Promotions Officer Richard and Jane Naylor-Jones jinaylorjones@yahoo.com	Content to be approved – October. Published – November To be updated at key milestones	Number of views	Initial information published 12.11.15

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
Clubs, Instructors and Members	<p>Raise awareness – ongoing - keeping the KUGB community up-to-date</p> <ul style="list-style-type: none"> - Via KUGB Social Media - Encourage clubs to disseminate through their media and forums - Share good practice 	Updates on new resources and activities at National and Local level	Publicity and Promotions Officer	Monthly / quarterly as appropriate	Social Media analytics following publication.	
Mental Health Services and other Sports Organisations	<p>(1) Networking and Best Practice</p> <p>Contact Mental Health Services and other organisations to review what is happening and share good practice. Explore opportunities to work together on specific outputs.</p> <p>Share good practice with MIND so that it can be considered as a resource on the Mental Health Charter for Sport and</p>	KUGB Office	Publicity and Promotions Officer	<p>March : - Sports & Recreation Alliance</p> <p>July – September : - established links Nationally with MIND and Mental Health Foundation.</p>	<p>Number of things done differently as a result.</p> <p>Impact of changes.</p> <p>Opportunities for joint partnerships</p>	

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
<i>continued.</i> Mental Health Services and other Sports Organisations	Recreation's website.			October : - encourage local clubs contact with these and other Local Mental Health Services and organisations		

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
Clubs, Instructors and Members	<p>(2) Networking Best Practice</p> <p>Share good practice within the KUGB organisation.</p> <p>Feedback from members on positive results experienced</p>	Clubs and Members	Publicity and Promotions Officer	As appropriate	<p>Number of feeds and articles on good practice</p> <p>Web analytics</p>	

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
Clubs and General Public	<p>World Mental Health Day Awareness event – resources for community clubs</p> <p>Encourage Clubs to support World Mental Health Day with events across the country.</p> <ul style="list-style-type: none"> - Provide guidance and resources to encourage participation - Social Media releases for the weekend - Sharing of events and pictures from events - Encourage contact locally with Mental Health services and clubs through invitation to their local event - Include 10 Steps for better Mental Health as part of event 	Local Clubs participation	Publicity and Promotions Officer	October 10 th	Reach of coverage during the event	<p>Number of Clubs actively participated. Feedback from participants and observers on social media very positive.</p> <p>Some local press coverage of events.</p>

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
Clubs and General Public	<p>Time to Talk Day - Mental Health Awareness event – resources for community clubs</p> <p>Encourage Clubs to support Time to Talk Day with events across the country.</p> <ul style="list-style-type: none"> - Provide guidance and access to resources to encourage participation - Social Media releases for the day - Sharing of events and pictures from events - Encourage contact locally with Mental Health services and clubs through invitation to their local event 	Local Clubs participation	Publicity and Promotions Officer	4 th February 2016 (Thursday or close to this day i.e. 3-7 February)	Reach of coverage during the event	