



DropZone

Making adventures accessible to all!

BBC Learning is joining forces with BBC One and a range of external partners to deliver a brand new, action-packed adventure campaign: **DropZone**.

AIMS

1. To help thousands of individuals and families across the UK experience an adventure activity, with a particular focus on people trying such activities for the first time.
2. To ensure, by campaign end, more people are confident and knowledgeable enough to progress their interest and engage on an ongoing basis.

HOW WILL THIS BE ACHIEVED?

The public will be encouraged to log onto the DropZone website via calls to action in each *DropZone* programme (launching January, 2010 – tbc). On arrival they will be able to:

1. Search for adventure near them, using a comprehensive database of activities, the **DropZone ThrillSeeker**
2. Access the **DropZone Glossary** for an extensive list of activities, links and information. The activities will be tiered according to their difficulty:

Green = Easy
Blue = Adventurous
Red = Adrenaline Rush
Black = Extreme

3. Enter the **AdventureZone** – crammed with downloadable goodies and ideas



PARTNER SUPPORT

We're asking partners to provide one or more of the following to support public engagement:

1. Run activities

Starting in January, 2010 and running through to a major taster event across Easter, 2010 (2-4 April). Partners can run whatever activity they choose. They do not have to be new and can be part an existing portfolio. They can also be run on an ad-hoc rather than continuous basis. All we ask is that:

- Adventure and fun is a key element
- Partners register their activities on the DropZone ThrillSeeker (see page 2)
- Events meet our key criteria e.g. they are free (or run at cost recovery), partners oversee all health and safety requirements, provide us with a basic evaluation after each event (numbers of attendees) and promote the campaign.

Note: A full list of criteria will be available on the ThrillSeeker (live mid-November/tbc) OR directly from **Kim Wilcocks** at: kim.wilcocks@bbc.co.uk.

2. Provide activity ideas

For inclusion in our 'Doorstep Adventures' pocket guide and the online AdventureZone area. In return, a credit and web link to your organisation will be provided.

The ideas need to be simple, fun and practicable at home or in a local space – especially for those unable to attend external activities or preferring a really easy first step. If you have content that might be suitable email **Kim Wilcocks** at: kim.wilcocks@bbc.co.uk.

Deadline – 30 October.

3. Promote the campaign

By newsletter, on your website, in press releases. We really don't mind and are happy to provide text and images. **Note:** We do need to sign-off text before it goes live.

THE THRILLSEEKER

Searchable by postcode and theme, this database will contain details about all your activities.

During the campaign period we will be actively promoting the ThrillSeeker. By registering your events you will not only maximise the chances of audiences finding them, but you'll also benefit from the ability to promote your own organisation and input links directly back to your own websites.



Note: Activities can be uploaded from mid-November (tbc). In the meantime, if you have any technical questions or you want to find out more about how you can register, please email **Clare Tomkins** at: clare.tomkins@bbc.co.uk with **DropZone** in the subject line.

RESOURCES

We're keeping these simple because we believe the experiences that people have at our partner's activities will provide the real stimulus for getting involved. With that in mind, current ideas include:



1. **The DropZone 'Doorstep Adventures' pocket guide** - available as a hardcopy or downloadable from the DropZone website. This will contain:

- An intro to the *DropZone* programme and campaign
- Information about the benefits of getting active and adventurous
- Nine simple, family focused activities that the public can try at home or away
- An A to Z activities section, containing a comprehensive list of activities and associated partner website links

2. A range of **downloadable activity sheets** – accessible via the website, these will compliment those contained in the pocket guide.

3. **Empty-belly e-posters** – These can be edited to contain your own event information.

Note: The e-posters will be available in December. The pocket guide will be ready for distribution immediately after New Year, though we can take your orders from December.

SPORT RELIEF

The DropZone campaign will also be supporting Sport Relief, 2010. To do this we will include the following text (or similar) across our resources:

“If you’ve enjoyed taking part in DropZone, why not try another activity (or two) and get sponsored for Sport Relief. Every activity completed, no matter how small, can make a real difference. Find out more at: [Sport Relief](#).”

NEXT STEPS

It’s simple:

1. Let us know if you have activities you wish to run – we can then discuss these with you and provide support to get them registered on the ThrillSeeker
2. Provide us with any activity ideas that we could use in our resources
3. Tell us about the ways you could promote the campaign

Once we know who is running what and when we will provide promotion and resources to support your activities. We are expecting both to begin at the start of January, 2010.

CONTACTS

For technical questions related to the ThrillSeeker contact -

Clare Tomkins at: clare.tomkins@bbc.co.uk.

For all other campaign related questions contact -

Kim Wilcocks at: kim.wilcocks@bbc.co.uk.

Note: If you are a partner that is already working through one our Learning Project Mangers (LPMs) please continue to do so. Please see the attached list for up to date contact details.

LEARNING PROJECT MANAGERS

Please use the table below to locate the contact details for your local BBC Learning Project Manager.

Region/Nation	Local Radio Stations	Learning Project Manager
BBC East	Three Counties, Norfolk, Cambridgeshire, Suffolk, Essex	Madeleine Forrester (Mon-Thurs) Email: madeleine.forrester@bbc.co.uk
BBC East Midlands	Nottingham, Leicester, Derby (LPMs for this region cover Northamptonshire even though not in broadcast area)	Helen Sykes BP (Weds-Fri) Email: helen.sykes@bbc.co.uk
BBC East Yorks & Lincs	Humberside (LPM - Liz Thornton) Lincoln (LPM - Helen Sykes)	Liz Thornton Email: elizabeth.thornton@bbc.co.uk
BBC London	London	Naomi Arnold Email: naomi.arnold@bbc.co.uk
BBC North-East & Cumbria	Cumbria, Newcastle, Cleveland	Darren Taylor (Mon-Weds) Email: darren.taylor@bbc.co.uk
BBC North-West	Merseyside, Lancashire, Manchester	Terri Sweeney (Weds-Fri) Email: terri.sweeney@bbc.co.uk
BBC South	Berkshire, Oxford, Solent	Roger Hammett Email: roger.hammett@bbc.co.uk
BBC South-East	Kent, Southern Counties	Eleanor Fell Email: eleanor.fell@bbc.co.uk
BBC South-West	Devon, Cornwall, Guernsey, Jersey	Michelle Andrews Email: michelle.andrews@bbc.co.uk
BBC West	Gloucestershire, Swindon, Wiltshire, Bristol, Somerset Sound	Trish Campbell Email: trish.campbell@bbc.co.uk
BBC West-Midlands	Stoke, Shropshire, WM, Coventry & Warwickshire, Hereford & Worcester	Jenni Waugh (until end October 2009) Email: jenni.waugh@bbc.co.uk Fiona Dye (from November 2009) Email: fiona.dye@bbc.co.uk
BBC Yorkshire	Leeds, Sheffield, York	Liz Thornton Email: elizabeth.thornton@bbc.co.uk
BBC Northern Ireland	Ulster, Foyle	Margery Quinn Email: margery.quinn@bbc.co.uk
BBC Scotland	Scotland	Catherine Garvie Email : catherine.garvie@bbc.co.uk
BBC Wales	Wales, Cymru	Non Richards (Mon-Thurs) Email: non.richards@bbc.co.uk