

GoYeovil is set to launch details of its plans for 2011 this month following the huge success of **GOYeovil** 2010. AgustaWestland, main sponsors in 2010, have once again given financial backing to the project and many of the other sponsors and supporters from 2010 have already indicated their support. Local NHS managers are clearly keen supporters of the Healthy Living Agenda and Yeovil Town Council and Area South (SSDC) have given support. Mike King and his team at Aztec Media, sponsors of the GOYeovil web site, (www.goyeovil.co.uk) are busy making preparations for the 2011 web site. The Western Gazette has already given enthusiastic backing to the campaign.

This year promises to be as exciting as last year but will kick off with the **GOYeovil** campaign giving its full support – and brand - to the exciting, and long overdue, news of Yeovil's first half marathon, being organised by Steve Elliott and other members of Wessex Wizards (through Total Buzz Events), on **Sunday 27th March**. Sign up to the race via their web site www.totalbuzzevents.com. This will undoubtedly become a key date in the calendar for serious runners, but **GOYeovil** very much hope this will be a huge event too for fun runners who may consider raising funds for the **GOYeovil** charities to ensure that this year's totals are even greater than in 2010.

The **GOYeovil** summer week of Healthy Living and fun activity – and the return of the pedometer challenge - will be from **Monday 13th June 2011 to Sunday 19th June** and involvement and events are already being planned by Yeovil College, Yeovil Schools, The Quedam Shopping Centre and the Town Centre Partnership. As part of the GOYeovil event agenda, Yeovil will see its first '*Walk or Cycle to work*' week and it is hoped that as many people as possible living in Yeovil will support this endeavour.

More details of all these events are expected by the end of the month and will be followed closely in the Western Gazette.

News of **GOYeovil's** achievements travelled far and wide last year and other towns are now copying the idea – the organisers of **GOYeovil** were delighted to hear that Frome have a GO Frome agenda for 2011 and were pleased to share their experiences with the Frome organisers.

Background

The **GOYeovil** organisation was launched last year to encourage the people of Yeovil to get involved in a 'whole community' project to do something so outstanding that it would get regional recognition for the town. Based on Healthy and Active Living (anything physical....walking, 10 pin bowling, performing arts, dance, aerobics, all sports) the campaign was supported by local councils, health services, local businesses, local organisations, local Schools, Yeovil College and 1,000s of individuals who got involved in a special week of activity. Some

businesses offered financial support to get the project off the ground with Main Sponsor, AgustaWestland, providing generous financial support to assure the success of the project. Those taking part in the **GOYeovil** week raised money for GOYeovil's two chosen charities – St Margaret's Yeovil Hospice and Yeovil Women's Hospital (the Flying Colours appeal). Most of these funds were raised by businesses and individuals taking part in the **GOYeovil Pedometer Challenge** and the Ninesprings Race Day (the Race Day was organised by Yeovil Town Road Running Club).

The whole project was intended to be a fun filled fund-raising week and not a week of *pain and lettuce leaves*, but of course many used it as an opportunity to look at, and in some cases, change their lifestyle. No one wants people preaching at them and that was not the plan. Sports, dance, performing arts, cycling, bowling; anything that requires a little or a lot of effort was part of **GOYeovil!**

Through the Pedometer Challenge, **Yeovil's BIG GREEN FOOTPRINT** was remarkable. **Yeovil businesses and individuals collectively walked around the world in those 7 days and also took a separate stroll from the UK to Australia and in so doing raised £6,300 for each of the GOYeovil charities.** Businesses involved in the pedometer challenge became very competitive in trying to outdo each other. Yeovil College rowed the Yeo in a College rowathon challenge and so nearly achieved their target to walk the Great Wall of China – achieving over 4,600 miles. A Yeovil College Hip Hop team visited the town centre, their football team took on the challenge and even the toddler group at the College chalked up their own step counter miles. One of Yeovil's Primary Schools – Holy Trinity Primary School – took the GOYeovil message and step counters to London for the week. Meanwhile, many Agusta Westland employees made the challenge their own, cycling or walking to work with the walkers clocking up nearly 3,000 miles. Western Gazette staff were on foot too, clocking up 500 miles in the week but beaten by the staff at The Hair Shop who achieved 716 miles in their busy salon.

TOP TWENTY COMPANIES	Step count
Agusta Westland	50,022,000
Yeovil College	9,238,971
Bradfords Building Supplies	2,060,619
The Hair Shop (Cyril Gallee)	1,432,354
Battens Solicitors	1,317,463
Western Gazette Co Ltd	959,715
New Image	855,882
SSVCA	769,252
Yeovil Town Road Running Club	739,486
Palmers Fish and Chips	660,985
Yeovil Women's Hospital	566,470

Jones Building Contractors	528,962
Somerset County Council	401,781
HSBC Bank, Yeovil	379,559
St Margaret's Yeovil	374,040
Natwest Bank, Yeovil	215,949
John Hall Financial Services	206,884
Livingstone's Insurance	105,797
Inner Wheel Club of Yeovil	94,342
Rotary Club of Yeovil	54,300