

glued[®]

CLEAR & HONEST MARKETING

IMPROVING PHYSICAL LITERACY
DUDLEY SCHOOL SPORT PARTNERSHIP



“Setting up a new community interest company meant we needed a professional identity from day one to build trust with schools. Glued understood exactly what we were trying to achieve. They delivered a vibrant brand that captures our energy, and a website that is easy to manage. Glued have helped us create a platform to drive our mission to get more children active across Dudley.”

Luke Philpotts,
Founder, Dudley School Sport Partnership



Context: Luke Philpotts launched a Community Interest Company (CIC) called Dudley School Sport Partnership, aimed at improving physical literacy and activity among children in Dudley. The initiative builds on Luke’s extensive experience in school sport and CPD delivery, offering structured support to schools through training, competitions, and inclusive events. To properly support and elevate this new venture, a strong visual and digital presence was essential.

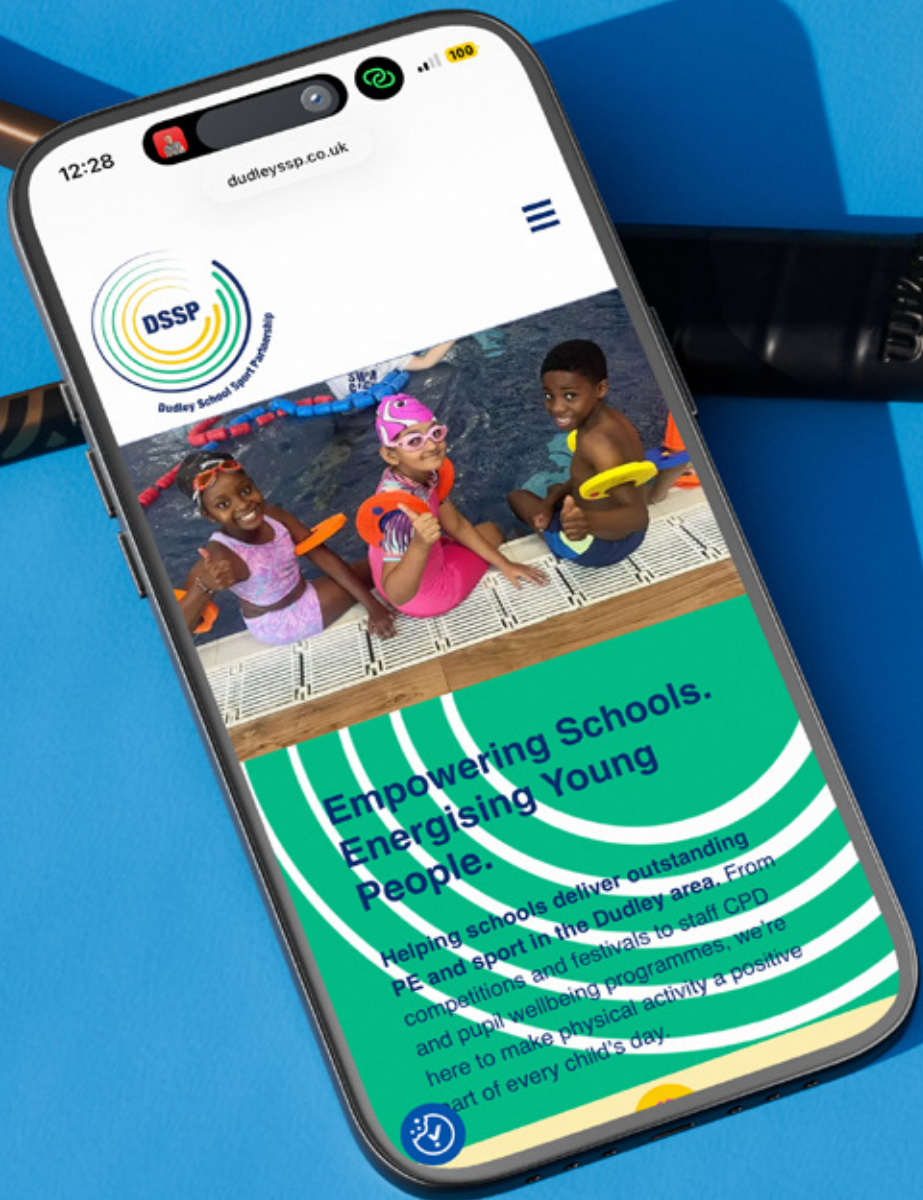
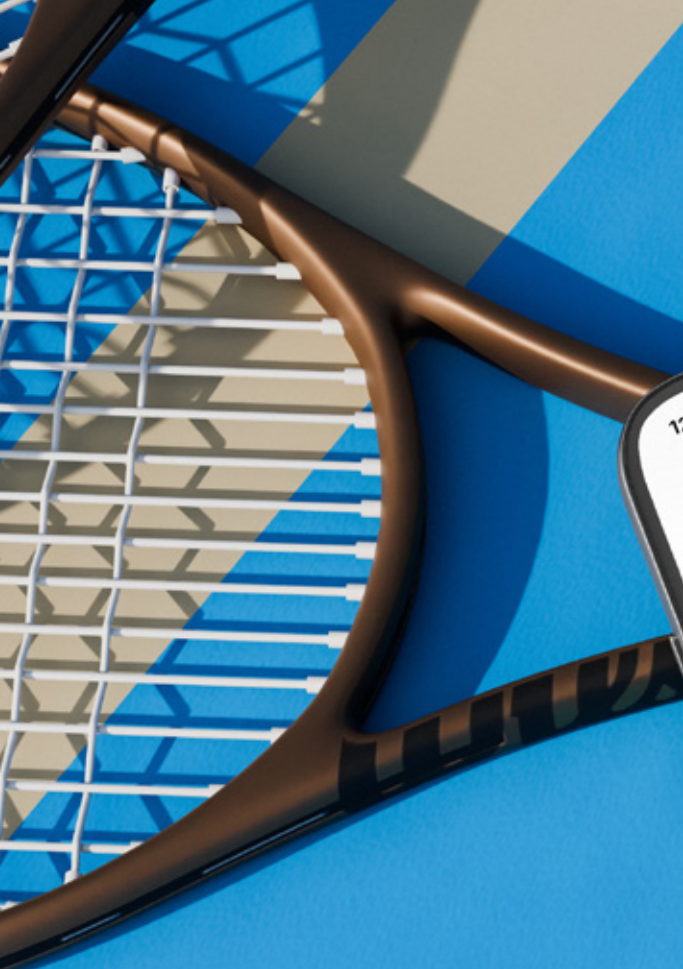
The requirements: The core requirement was to establish a brand and website that would serve as a professional platform to communicate the CIC’s mission. The new brand needed to showcase events and support engagement with schools and stakeholders effectively. As a new initiative, the project required a comprehensive package covering everything from an initial discovery meeting to logo design, brand look and feel, and website build and training.

The outputs: Following a discovery session exploring the target audiences, key messages, and visual tone, we developed a vibrant and dynamic brand identity. We established a bright, energetic

colour palette featuring four core colours (yellow, pink, green, and navy) to help the brand stand out.

To bring the brand to life online, we designed and built a WordPress website using tailored templates for the home page, content pages, blog and news, calendar, and contact page. We also loaded and tested the supplied content to ensure a seamless launch.

The results: The project culminated in the delivery of a brand guidelines to ensure visual consistency across all future communications. The live WordPress website now provides a robust, easy-to-manage digital front door for the partnership. Combined with a comprehensive training session on how to update the site, Luke and his team are fully equipped to confidently manage their online presence, promote upcoming events, and successfully drive their mission to improve physical literacy across Dudley.



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dudleyssp.co.uk



Empowering Schools. Energising Young People.

Helping schools deliver outstanding PE and sport in the Dudley area. From competitions and festivals to staff CPD and pupil wellbeing programmes, we're here to make physical activity a positive part of every child's day.



ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people—externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.



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If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

www.gluedlimited.co.uk

    gluedlimited

Glued is a brand and marketing agency based in the Midlands, helping your brand and marketing stick—inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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