

# 12-14 year old boys



## Sports they like

- Football
- Basketball
- Cricket
- Tennis
- Swimming
- Boxing
- BMX
- Table Tennis
- Cycling
- Archery
- Badminton
- Golf
- Martial Arts

## Those who do sport do it to

- Have fun
- I enjoy playing sport
- Friends go
- Facilities/resources are good

## Those who want to do sport say they would do more if

- Facilities would be closer
- Friends would go
- Keep healthy

## Those who don't do sport say it's because

- Don't have time
- Lack of facilities
- Cost
- The influence of friends
- Don't like doing the activities available

## Communications Channels

- Text messaging & emails (specific consent must be obtained from the parents of under 16s and from the over 16s themselves)
- Friends (38.3%)
- School (16.6%)
- Carers/parents (15%)
- Web (11.7%)
- Posters/flyers (10.7%)
- Newspaper (5.5%)
- Library (2.3%)

# Pre-written promotional messages

First message: promotes the activity/venue/or the idea of doing an activity

Other messages: quickly address barriers and highlights your specific benefits/offer such as 'fun' 'free' 'friendly' 'confidence building'

## Messages

- ◆ See what you and your mates can do
- ◆ Hang out with friends here
- ◆ Your space @ our place
- ◆ Bring yourself or bring mates – and make new friends here
- ◆ Lads Zone
- ◆ Games for friends
- ◆ Sports made easy
- ◆ Tried X yet?
- ◆ Can you kick it?
- ◆ School's out sessions

## Messages for 12-14 year old boys and girls

- ◆ Friendship and fun
- ◆ Hang out with friends here
- ◆ Your space @ our place
- ◆ Inspire your friends
- ◆ Be your own team
- ◆ If team sports are not your bag, we've got ...
- ◆ Love computer games? So do we
- ◆ We don't say sport or TV – we say both!
- ◆ Meeting up with mates
- ◆ Get a break from the same school stress
- ◆ Do what you want, wear what you want
- ◆ School-free zone
- ◆ Escape from school & parents!
- ◆ Fun for free
- ◆ Laugh away the homework blues
- ◆ Time to escape
- ◆ So easy even your parents will get it!
- ◆ No homework here
- ◆ Kick start you social life
- ◆ What the weekends are made for
- ◆ The place2meet
- ◆ We got games galore!
- ◆ Give it a Go Guys

- ◆ Activities
- ◆ Dance-magic
- ◆ Footballtastic friendships
- ◆ Throw some shapes at Street Dance
- ◆ Be a trailblazer