

# 12-14 year old girls

## Sports they like

- Ice Skating
- Dance
- Swimming
- Trampolining
- Horse Riding
- Gymnastics
- Badminton
- Tennis
- Skiing
- Netball
- Basketball
- Yoga
- Cycling
- Athletics

## Those who do sport do it to

- Have fun and ability to socialise with friends
- Control weight and stay slim
- 'Feel good' about themselves

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

- Modern facilities would be available
- Parents encourage them to get out of the house and be more active
- Friends would go

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

- Lack of privacy in changing facilities and showers
- Attractiveness of a kit
- Embarrassment and failure
- Fears of being different (eg, getting flushed, sweating or running 'strangely')
- Lack of confidence
- Being watched by boys while exercising
- Competition
- Money, time and transport
- Difficulty in sustaining motivations
- The influence of friends
- Lacking of interesting or suitable activities
- 'Sporty' girls being regarded as being 'unfeminine and boyish'

## 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

- ◆ It's a fun thing
- ◆ Hang out with friends here
- ◆ Fun times and friend times
- ◆ Make friends @
- ◆ Your space @ our place
- ◆ It's a girl thing
- ◆ Girl power
- ◆ Fun sessions for fab girls
- ◆ Girls Allowed
- ◆ Girl's don't play football or cricket. YEAH ... RIGHT!
- ◆ Friends together

## 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 your 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