

# 15-17 year old boys



## Sports they like

- Football
- Basketball
- Tennis
- Boxing
- Swimming
- BMX
- Table Tennis
- Cycling
- Archery
- Badminton
- Rugby
- Trampoline

## Those who do sport do it to

- Have fun
- It is good for fitness and health

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

- Facilities are good
- Helpful staff

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

- Don't like doing sports
- Friends don't take part
- Lack of confidence
- Don't have time
- It is expensive
- No facilities

## Communications Channels

- Text messaging & emails (specific consent must be obtained from the parents of under 16s and from the over 16s themselves)
- Use youth orientated venues, music festivals, magazines, radio and TV
- Use young people to advocate
- Friends (38.3%)
- School (16.6%)
- Carers/parents (16%)
- Web (11.7%)
- Posters/flyers (10.7%)
- Newspapers (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' 'welcoming' 'relaxed' 'hassle-free' 'belonging'

## Messages

- ◆ Free kicks
- ◆ See what you and your mates can do
- ◆ Hang out here
- ◆ Your space @ our place
- ◆ Lads' night in
- ◆ Supporting is great, playing is better
- ◆ Great games, great tunes
- ◆ Chilled out sessions
- ◆ Join us for a session?
- ◆ Bring it on! Free sessions
- ◆ Stuck for something to do?

## Messages for 15-17 year old boys and girls

- ◆ Are you making the most of your spare time?
- ◆ Belong here
- ◆ Skint? Bored? Check this out!
- ◆ Risk takers welcome
- ◆ Find your favourite
- ◆ Bring on the laughs
- ◆ Friendliest venue in town
- ◆ Social-life centre
- ◆ Friendships come first
- ◆ U-16? Check out the free swim times
- ◆ Want some space?
- ◆ Independence days
- ◆ We're having a laugh
- ◆ Dance? Body-pump? 5aside? Whatever you're into – we got it
- ◆ Classes and sessions for people who don't do team sports
- ◆ Pump up your social life
- ◆ Just the good stuff here
- ◆ The place to meet new mates
- ◆ Make the first move
- ◆ Sorted for games and laughs
- ◆ Mates space
- ◆ Music. Mates. Stuff to do

- ◆ Even more fun with friends
- ◆ Get a buzz
- ◆ Extra enjoyment from your fav TV shows
- ◆ Inspire your friends
- ◆ Random bits of happiness here
- ◆ Dance class heroes
- ◆ Laugh your socks off
- ◆ Take control of your social life
- ◆ Friends United
- ◆ Sign up for free
- ◆ Take it to the next level
- ◆ Cos not everyone is the same
- ◆ Turning spare time into friends time
- ◆ Pick up and play time
- ◆ We're your biggest supporter
- ◆ No team? No worries
- ◆ Not only romance gets your heart racing
- ◆ Designed for you. Great with mates
- ◆ Give boredom the red card
- ◆ Play as you go