

# Alison – Stay at home mum



## About Alison

Alison is 38 and married with two children, aged 6, and 3. As a housewife her career is temporarily on hold, whilst her husband works as an accountant.

Alison's life is busy – she does the school or playschool run, ferries the children to music or horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.

Alison manages to get to an exercise class whilst her youngest is at playschool a few weekdays, and the family go swimming at the weekend. She is thinking of starting tennis with girlfriends in a few months, when playschool hours increase.

- 25% of Alisons do sport for 30 minutes 3 times a week
- 64% of Alisons would like to do sport more often
- 89% of Alisons are white, 7% are Asian, 2% black and 1% mixed
- 8% of Alisons are with limiting disability
- 55.1% of Alisons are aged 36-45, 39.8% 26-35, 4.6% 46-55, 0.5% 18-25

## Alternative names

Justine, Karen, Suzanne, Tamsin, Siobhan

## Sports she likes

Keep fit/gym, swimming, cycling, athletics, horse-riding, tennis, badminton, netball, rounders, football.

## What works

### Messages that work to motivate her

#### 1. Fitting activity in round kids' routines.

*"Our off-peak memberships are just right... for those who want to fit in an aerobics class between dropping off the children and picking up the dry cleaning".*

*"Most of our dance and fitness classes don't start until 9.30am to suit those with school runs to cope with, while our afternoon sessions end at 2.30pm".*

#### 2. No obligation to compete/ informality.

*"We have informal sessions at 8pm every Thursday, so come and dry out those demon drop shots and long-lost lobs. And if it rekindles that competitive urge we can offer coaching sessions, an internal league and even a chance to play for the centre's own team.*

### **3. Get back into.**

*Alison is pragmatic and wants to recover the levels of fitness she knew before having children.*

## Barriers you need to address in secondary messages (in main text – not headline)

- 1. Family barriers – she'll need to organise childcare if a crèche is not available.**
- 2. Are others going to be too competitive rather than having fun? She's not in her best shape.**

## Projects that work

These projects are from the Active Celebrations report. For more details see link below

<http://www.promotingactivity.com/wp-content/uploads/2011/07/Active-Celebration-Demonstration-Effect-Initiatives.pdf>

<http://www.promotingactivity.com/wp-content/uploads/2011/07/Active-Celebration-Festival-Effect-Initiatives.pdf>

### **Raise your game**

- Goals: Increase participation frequency
- Targets: Infrequent participants

### **Generation games**

- Goals: Re-engage participation
- Targets: Former participants

### **Going for green**

- Goals: Stimulate contemplation to become physically active
- Targets: Groups less interested in physical activity

### **Let's play**

- Goals: Prompt activity and stimulate contemplation
- Targets: Participation contemplators and disinterested non-participants

### **Stroll 'n' roll**

- Goals: Prompt activity
- Targets: Participation contemplators

### **Cultural Carnivals (ethnic minority communities)**

- Goals: Stimulate contemplation
- Targets: Disinterested non-participants

### **Ultimate Performance (disability communities)**

- Goals: Prompt activity and stimulate contemplation
- Targets: Participation contemplators and disinterested non-participants

## How does she make decisions?

She is a perfectionist, which means that she likes to research her purchases before making a decision, e.g. on the web. She's not a natural risk taker, and unless reassured or given evidence to show the sustainability of something new she will tend to stick with what she knows, and what's recommended by peers.

The need for information is counter-balanced by the time-pressure in her life. She is therefore responsive to messages that combine quickly digested but detailed information.

## She relates most strongly to marketing that is

- Family oriented
- Linked to the home
- Practical
- Solid
- Reliable
- Variety/ choice
- Time saver
- Personalised

## Communications Channels

At Make Sport Fun we have found there are 4 stages to an effective activity marketing campaign.



- The know stage is your initial marketing to get someone's attention and to get them to register so that you can communicate with them more easily in future.
- The link stage is about linking them with the ideal activity for them.
- The try stage is when they first try the activity. We want to ensure that this is fun, free and friendly.
- The repeat stage is about staying in touch with people to make sure they stay motivated, and to find them a replacement activity if needed.

These are the communication channels which work best for this segment for each stage.

- Know
  - Search Engine Optimisation
  - Search Engine Marketing (e.g. Google Ads)
  - Online advertising (e.g. banner ads)
  - Facebook
  - Twitter
  - Referrals

- Facebook ads
- Partners
- PR
- Link
  - Activity search tool
  - Email
  - SMS
  - Phone
- Try
  - Voucher
- Repeat
  - Email
  - SMS
  - Phone

If you need more information about how to use these communication channels in practice then you can purchase the Make Sport Fun book from [www.makesportfun.com/book](http://www.makesportfun.com/book). This has details of precisely how to run your activity marketing campaigns and dozens of case studies.

You can also hire Make Sport Fun to run a training workshop to cover one area in more depth. More details are available at [www.makesportfun.com/services/training](http://www.makesportfun.com/services/training).

## Brands she likes



# Black and Minority Ethnic Groups

## Motivators

- Venues providing crèche facilities
- For BME women rooms with limited windows and viewing areas
- Use female only venues and entrances
- Enclosed and private showers and changing rooms available
- Local facilities
- Convenient times to fit in with BME women and schooling (e.g. after dropping off or before picking up children from school)
- Timetabling of activities should take into consideration the needs of local communities to make allowances for festivals and religious days as well as religious study
- Female only instructors for female groups of participants

## Barriers

	Black Caribbean	Black African	Black Other	Indian	Pakistani	Bangladeshi	Chinese	Other
Work/ study demands	27%	36%	41%	35%	29%	18%	33%	32%
lack of/ unsuitable facilities	26%	23%	44%	25%	25%	53%	15%	31%
home & family responsibilities	41%	40%	45%	49%	44%	42%	12%	43%
I'm too lazy/ embarrassed	19%	9%	12%	12%	6%	10%	16%	7%
lack of money	18%	20%	23%	13%	14%	18%	15%	20%
friend/ family don't take part	10%	5%	4%	6%	4%	2%	24%	4%

## Communications Channels

- Leaflets in different languages (depending on local ethnic groups)
- Advertise via religious buildings, posters, radio and word of mouth
- Use images of Black and Minority Ethnic groups in promotional literature
- In rural locations use local newsletters, notice boards and information points
- For young people use Internet, email and text messaging. Media that works is loud, funny, rude, exciting and multi-layered – with lots going on at one time
- Use word of mouth, local women's groups, faith groups, women's magazines, radio, libraries, schools and websites
- Communicate through MENTER (Minority Ethnic Network) [www.mentor.org.uk](http://www.mentor.org.uk)

**Black Caribbean – sports they're doing**

1. Walking
2. Keep fit/ yoga
3. Weight training
4. Swimming
5. Cycling

**Black African – sports they're doing**

1. Walking
2. Keep fit/Yoga
3. Running/jogging
4. Swimming
5. Football

**Black Other – sports they're doing**

1. Walking
2. Keep fit/Yoga
3. Swimming
4. Cycling
5. Weight training

**Indian – sports they're doing**

1. Walking
2. Keep fit/Yoga
3. Swimming
4. Cycling
5. Running/Jogging

**Pakistani – sports they're doing**

1. Walking
2. Keep fit/Yoga
3. Swimming
4. Badminton
5. Tennis

**Bangladeshi – sports they're doing**

1. Walking
2. Keep fit/Yoga
3. Swimming
4. Football
5. Badminton

**Chinese – sports they're doing**

1. Walking
2. Keep fit/Yoga
3. Swimming
4. Tennis
5. Badminton

**Other – sports they're doing**

1. Walking
2. Keep fit/Yoga
3. Swimming
4. Cycling
5. Tenpin Bowling

**Black Caribbean – sports they'd like to do**

1. Keep fit/ Yoga
2. Swimming
3. Martial arts
4. Badminton
5. Netball

**Black African – sports they'd like to do**

1. Swimming
2. Keep fit/Yoga
3. Netball
4. Tennis
5. Cycling

**Black Other – sports they'd like to do**

1. Keep fit/Yoga
2. Netball
3. Swimming
4. Martial Arts
5. Horse Riding

**Indian – sports they'd like to do**

1. Swimming
2. Keep fit/Yoga
3. Badminton
4. Tennis
5. Martial Arts

**Pakistani – sports they'd like to do**

1. Swimming
2. Keep fit/Yoga
3. Badminton
4. Tennis
5. Netball

**Bangladeshi – sports they'd like to do**

1. Swimming
2. Martial Arts
3. Badminton
4. Tennis
5. Ice Skating

**Chinese – sports they'd like to do**

1. Swimming
2. Badminton
3. Tennis
4. Cycling
5. Running/Jogging

**Other – sports they'd like to do**

1. Swimming
2. Keep fit/Yoga
3. Badminton
4. Tennis
5. Horse Riding

# Rural Communities

## Motivators

- Mobile services that travel around the area can be of great benefit (e.g. North Norfolk Mobile Gym project).
- Existing village hall and school facilities can make great sports facilities.
- Combining smaller events can help increase the numbers of people willing to take part.
- 'Nature' is an ideal environment for activity: local green space, rural footpaths, farmland etc. It can also help the landowners.
- Ensure training is accessible to your workforce who live in rural areas. Consider time of day and location.

## Barriers

- Be aware that many rural areas do not have a regular daily bus service linking them to larger urban areas (e.g. 84% of rural Norfolk parishes have no access to a daily bus service).
- Problems relating to disability and age can be magnified when living in a rural location

## Communication Channels

- Local newsletters, notice boards and information points are widely used in rural locations and should be taken advantage of.
- Don't rely on internet or email as less than 5% of rural households have access to a broadband internet service, compared to 2 in 3 typically.
- Include images of traditional and innovative rural activities.
- Avoid the overuse of images that can only take place in urban areas.
- Consider all the other equality groups (like those detailed here) who could be living in rural areas.
- Avoid rural stereotypes (e.g. that rural people are more affluent)
- Try to involve local volunteers

# Disabled People

## Motivators

- Affordable price
- Good accessibility
- Inclusive community-based leisure services
- It is fun
- Can hang out with friends
- Opportunity to stretch themselves to their limits
- Social inclusion
- Increase of self-esteem
- Helpful, trained staff

## Barriers

- Availability of suitable facilities: toilets, changing facilities, seating arrangements, loop systems, parking space, uneven surfaces, tactile markings, poor signage
- Cost
- Have to travel outside their area to find accessible facilities
- Not enough community-based services and support
- Believe that they wouldn't be able to do as well as the others
- Fear that the other kids will be nasty or not understand them
- Children with visual disabilities struggle with signs being too small
- Children with physical impairments cite barriers to building relationships due to hostility, ignorance and a lack of access
- Believe that school sports clubs are for 'good performers' only
- Lack of information on what activities are available and where they can be undertaken
- Overprotection issues such as parents not allowing their disabled child to participate
- Negative public attitudes

## Sports they like

- |               |                  |
|---------------|------------------|
| 1. Swimming   | 10. Angling      |
| 2. Football   | 11. Yoga         |
| 3. Basketball | 12. Fitness      |
| 4. Athletics  | 13. Dance        |
| 5. Hockey     | 14. Trampolining |
| 6. Rugby      | 15. Self defence |
| 7. Netball    | 16. Cue sports   |
| 8. Gymnastics | 17. Gym          |
| 9. Cricket    | 18. Archery      |



## Specifically for people with sight problems

### Leaflets

- Type Size: 14 point print or above
- Easily recognisable font: sans serif (Verdana, Geneva, Arial, Helvetica, sans serif) and serif (Georgia, Times New Roman, Times, serif) typefaces
- Type weight: normal, semi-bold, bold
- Type style: underlining, italic and capital letters should be avoided
- Leading: anything less than single line spacing would be inadequate
- Numbers: ensure they are distinct by using a correct font
- Alignment: left aligning text
- Design & layout: simple and uncluttered. The different elements of page layout clearly separated from each other
- Columns: make sure the margin between the columns clearly separates them. At least 1 point thickness. Avoid putting pictures within the text of a column. No text is laid over the top of an image or texture
- Hyphens at the end of a line disrupts reading flow, so should be kept to minimum
- Good contrast
- Images: all images should either support the main body of the text, or should be accompanied by a text caption explaining their significance, but never on their own
- Photographs: the important part of the image should be obvious
- Text should be set horizontally
- Paper type: avoid using glossy paper, gloss lamination or gloss encapsulation. Choose matt, silk or uncoated paper that weights 90gsm.
- Handwriting: use a medium thick pen, felt tipped. Use white paper and a pen with dark ink

### Posters

- Alignment: left aligning text
- Easily recognisable font
- Not using underlining, italic and capital letters
- Good contrast between background and text
- Not placing text over images
- Make sure the colour of the poster contrasts well with the colour of the wall it is placed on
- Use strong, clear images that convey a clear message
- Minimum font size 26 points
- The core information is between 1400 and 1700mm from the ground

The following details must go in every poster to meet IFI standards:

- Website address
- Email address
- Phone - Type Talk details

### Audio Information- CD's

## **Tactile Information**

- Braille
- Moon
- Accessible images: combination of raised lines, shapes and textures

To read electronic information people with sight problems use Screen reading software or Screen magnification software

## **Email**

- Plain text format emails are used
- \*Bold\* or underline symbols are used to surround text you want to give emphasis to rather than italic, capital letters or underlining
- Use effective and meaningful subject line
- Use effective and meaningful file names, so they can be read by a screen reader
- If voting buttons are used this is mentioned within the email

## **Signage**

- Signs are well lit
- Surface of the sign is non- reflective
- Sign colour contrasts with the colour of the wall it is on
- Signboard has no sharp edges
- Content is short and concise
- Characters are embossed and have a depth of between 1mm and 1.5mm
- Engraved characters not used
- Characters are between 15 and 20mm high
- Text is not set in capital letters
- Braille is used wherever is possible
- Text is aligned to the left
- Arrows are positioned to the same side they are pointing
- Signs are positioned between 1400 and 1700mm high
- Spacing between characters is between 20 and 30% more than when using the standard typeface
- Spacing between words is increased from the standard typeface by about 25%

# Pre-written promotional messages

## Walking

The secret of stress busting exercise than can fit into your day? Walking  
It's most fun with friends  
'Me time' 'free time' 'time with the girls'. Your walk can be anything you want  
Fab for toning legs and bods  
A brisk walk tones you up and burns over 150 calories (Great chat with the girls burns extra)  
Need a break from it all? Take a walk  
Enjoy some me time on a walk

## Walking with kids

Walking class hero!  
Giving the kids great habits  
'My mum thinks walking to the shops is great'  
By walking regularly you're setting a fantastic example to your kids  
Exploring the great outdoors with the children is one of the easiest ways to keep fit  
The practical solution to restless children  
The practical way to keep fit and keep the kids busy  
It's fun; it's free and often the fastest way to get there  
Help your family celebrate the humble walk!  
Kids love counting the family steps with a pedometer  
It's easy to feel like a taxi service. A walk will get you there frazzle-free  
Taxi! Taxi! Give 'mum's taxi service' a day off and set off on an everyday walking adventure  
Take the family on an adventure – get out for a walk  
Take a walk – a workout for the whole family  
Explore the world on a walk  
Give them some space – take the family on a walk

## Cycling:

Want to know how to get a great body shape sitting down? Go cycling!  
Sitting on your bum way to feeling toned and lovely  
Give the jams a miss – it's quicker by bike!

## Cycling with kids:

Journeys with kids can be fun  
Cycling is most children's favourite way to travel  
Join the thousands of mums who get on their bikes with their kids  
Wheely good ideas to have fun with the children  
Three reasons why cycling together is great for the kids: *it gets them outside; it gets them active; it makes them ready for a great night's sleep!*  
Family friendly way to get fit and feel fantastic  
Why mums like you love cycling: *Great activity with the kids Gets you in great shape Cycling for half an hour burns 180 calories*  
Escape those four walls – take the kids on a bike ride this summer

**Swimming:**

A warm welcome awaits at our swimming sessions for busy mums  
Make a splash with the kids  
Children's entertaining made easy  
Family swim-fun sessions @  
Guilt-free 'me time'. Swim and sauna sessions. Great kids club. Bliss.  
Water way to do it – keep fit at the pool  
Take the plunge – get back into swimming

**Swimming with kids:**

Prepare for a splash attack - take the kids to the pool!  
Unleash your water babies at the swimming pool  
Wet n wild – have fun in the pool!

**Badminton:**

BadminFUN with friends  
Spring into fitness with friends  
Play as you go – Book sessions with friends  
Space shuttle – enjoy some time to yourself with badminton

**Classes:**

We've designed our classes around Mums  
It's fab but it's hard work being a mum! We're on your team with a range of classes and childcare too  
The practical way to get fit and feel fantastic  
Classes that make keeping fit fun - specially designed for busy mums  
We've got the timetable for Term Time Mums  
Time to fit around school or nursery.  
We've got mums in mind - classes at times to suit you

**Activities with kids:**

Fitness and fun for children and mum  
If you think you'll only get time to yourself when they go to college, let us help!  
We've developed a range of classes for busy mums. And the kids love our kids-only sessions  
Keep fit with the kids – classes for all the family

**Tennis:**

Enjoy girls-together tennis time - with a choice of classes during school hours  
Half hour tennis session burns 240 calories and can make you feel fab  
Net some time to yourself – take up tennis  
Anyone for tennis?

**Horse riding:**

There's more than one way for busy mums to get great legs, bums and tums  
Your tall, dark and handsome exercise partner  
It's never too late to get back in the saddle

**Exercise bike:**

Turn up the music. Or switch on the soaps. 'Cos getting fit is supposed to be fun after all!  
Going nowhere never felt so good

# Black and minority ethnic groups (focus on Black and Asian)

**Key message:** promotes the activity/venue/welcome

**Other messages:** quickly addresses barriers; and highlights specific benefits/offer e.g. 'free' 'girls only' 'inclusive' 'great value' 'no dress codes'

Along with the right images, the atmosphere at the club or venue matters (as much as the activities offered) so highlight your differences: 'friendly' 'welcoming' 'music' 'cool' 'respect' 'open to ideas' 'relaxed' 'support'

## *Example*

- ◆ Warm welcome to wonderful women women only classes, wear what you like
- ◆ Lead the way Up for it? Mentoring and coaching classes - free

**Main messages are the same as the 19 adult segments or young people messages.** However the following additional ideas may be useful.

## *Messages*

- ◆ Mums, Daughters and Grandmas family swimming at women only sessions
- ◆ We are family!
- ◆ Wear what you like
- ◆ Don't know what your sport is yet? Come and play
- ◆ Cool activities for girls who don't do sport
- ◆ Express yourself
- ◆ Your space at our place
- ◆ Your time, your sport, our support
- ◆ The friendliest club in town
- ◆ Fantastic family fitness
- ◆ We're behind you every step
- ◆ Helpful. Friendly. Open
- ◆ Girlfriends with style
- ◆ Your club, your sessions
- ◆ It's your beautiful game
- ◆ The fun half hour for the whole household
- ◆ Did you know kids' swimming is free? Grandparents too?
- ◆ Exercise classes for wonderful women
- ◆ Generation games!
- ◆ Women-only classes, and female coaches
- ◆ Your club, open to your ideas
- ◆ Friendly, open, respectful, fun
- ◆ Always friendly, always affordable
- ◆ Putting family first

# Rural Communities

**Key message:** promotes the activity/venue/idea

**Other messages:** quickly addresses barriers and highlights your specific benefits/offer.

Key benefits for rural communities include: 'transport' 'local' 'within reach' 'outdoors' 'free' 'taster sessions' 'indoors' 'mobile'

## *Messages*

- ◆ Your activity centre
- ◆ When it comes to activities we've got it
- ◆ Great games and activities nearer than you think
- ◆ Your local activity champions
- ◆ Get active naturally
- ◆ Your social-life centre
- ◆ Raising your heart rate – it's only natural
- ◆ Natural. Local. Yours
- ◆ Fun for free in the park this Summer and Autumn
- ◆ Enjoy the even greater outdoors
- ◆ Doorstep delights
- ◆ The best places to get active? Right here
- ◆ Enjoy natural highs!
- ◆ Getting the most out of life
- ◆ Walk the everyday adventure trail
- ◆ Top trails and tall stories
- ◆ Weather-proof your fun
- ◆ Activities in all weathers? We've got it covered
- ◆ Get up and about with us
- ◆ Walking heroes wanted
- ◆ Laugh your walking socks off

## *Mobile/ transport link-ups*

- ◆ Bringing activities to you
- ◆ Activities at the heart of everything
- ◆ Share the journey, share the fun
- ◆ Getting on board the activity express
- ◆ The club that comes to you
- ◆ Find out about community tranSPORT
- ◆ Sessions that fit around the shops
- ◆ School-run sessions