

Elsie – Retirement home single



About Elsie

Elsie is 74 and lives on her own in warden-controlled sheltered accommodation. Her husband passed away three years ago and she is just about getting used to life on her own, thanks to the support of the other residents.

The sheltered housing is good for Elsie. The warden checks on her if she needs anything, and they have card mornings, dance afternoons and bingo evenings in the community lounge each week. Despite this Elsie still finds herself on her own quite a bit, and likes to fill the quiet with TV shows, particularly programmes on the War or black and white films.

- 5% of people like Elsie do sport for 30 minutes 3 times a week.
- 11% of Elsies would like to do sport more often
- 95% of Elsies are white, 2% are black, 2% are Asian and 1% are mixed
- 54% of Elsies are with limiting disability
- 97.8% of Elsies are aged 66+, 2.2% 56-65

Alternative names

Doris, Ethel, Gladys

Sports she likes

Keep fit, swimming, bowls, golf, cycling, martial arts, badminton, angling, table tennis, tennis.

What works

Messages that work to motivate her

1. Come and join us.

'Joining a group activity with people like you can be a breath of fresh air, make you laugh and give you a good time.'

Activity is a great way to make new friends and feel better'

2. Make the most of the years ahead.

'You may not be a spring chicken, but you won't be getting a telegram from the Queen any time soon. You've still got things to do, places to see and people to meet.'

Getting active and doing a little exercise can help you build your strength and give you the energy you need to ensure you enjoy the most of the years ahead. You'll feel better for it too.'

3. We can help you to be more active.

'We all know that we should be a little bit more active, but we're worried about doing anything which might be too much.'

Don't worry – there are plenty of activities designed for people like you and experts to advise you. With guidance, you can enjoy all the benefits of activities which are just right for you.'

4. Connect with your kids and grandkids.

'Many grandparents feel they are spectators when it comes to their grandchildren's (and their own children's) lives – especially if granddad or grandma isn't around.

Activities are a great way to get some quality time and get to know them better. You'll soon find your inner child.

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

- 1. Lack of support and guidance**
- 2. Not fit enough to do any activity**

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>

Going for green

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

Ultimate Performance (disability communities)

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

Cultural Carnivals (ethnic minority communities)

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

Silver Spirit

- Goals: Prompt activity
- Targets: Participation contemplators in older age groups

How does she make decisions?

They are intuitive and accepting, this combination means that they want to “feel” right about their decisions and that they are willing to accept opinions from others.

She relates most strongly to marketing that is

- Comforting
- Reliable
- Reassuring
- Safe and secure
- Community
- Friendly
- Traditional
- Cautious
- Easy to understand
- Gentle

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
 - Referrals
 - Partners
 - PR
 - Direct mail
 - Flyers
- Link
 - SMS
 - Phone
 - Direct mail

- Try
 - Voucher
- Repeat
 - Phone
 - Direct mail

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. 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.

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

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:

Walking with friends is a lovely way to catch up

Afternoon 'grin and tonic'

Let the good times stroll

Remember when we used to 'run errands'? Walking to the local shops for bread or a paper can help you prevent injury

GPs know that a short walk every day is a great way to keep fit

Going for a walk with friends is a real tonic

Swap the soaps for a stroll

Keeping fit can still be easy

- A short walk each day will help improve your fitness and prevent injury

Walking tonic

GPs recommend regular walks as a good way to keep yourself well and cheerful

Write yourself a prescription for pottering

Happy Potter

Walking can loosen joints and strengthen muscles

A sunny day and a nice walk - what could be better?

Catch up with friends on a daily walk

Help yourself to keep healthy – take a walk

Prescription for a happier you – one short and gentle walk, to be taken daily

Walking is good for you – just ask your doctor

Round up your friends for a walk

Regular walks are an excellent way for older people to keep fit

A regular walk will keep you healthy and happy

Bowling:

Keep mobile, keep bowling

Since I've started bowling I haven't had a minute to myself...It's been great!

Feeling well starts with fresh air fun

Be bowled over by the friendly welcome

Bowling brings new friends

Bowling our way to extra get up and go

Bowl along to xxx – you won't regret it!

You're never too old to make new friends – try bowls at xxx, the friendly club

"I didn't used to get out of the house much but taking up bowls has given me a new lease of life!"

You're never too old for bowls!

Dancing:

Step. Step. Chat, chat, chat

- dancing is a good way to catch up friends

Enjoyable, friendly and fun tea dance sessions. Everyone welcome

- Enjoy your first session on us

A gentle spin around the dance floor sets me up for the rest of the day

I dance because it makes me happy

Don't just watch dancing on TV!

- We make it easy to get involved

"The weekly tea dance is a chance for me to have a twirl and keep up with my friends!"

Come along to the weekly tea dance at xxx – no partner necessary

Dance the afternoon away!

Calling all dancers – the weekly tea dance at xxx needs you!

Slip on your dancing shoes and come along to the xxx tea dance – a warm welcome guaranteed!

Come along to the tea dance at xxx – friends are waiting to be made

Remember your dancing days? Relive them at the weekly dance at xxx

The xxx tea dance welcomes everyone – you don't need a partner, just come along!

Chair based exercise:

Just how much fun can you have sitting down? Find out by joining the chair-based exercise group at ...

You don't have to be young to keep fit – join a friendly crowd of older people for chair based exercises, classes throughout the week at ...

Sit down, keep fit, then have a cup of tea and a natter – chair based exercise classes every week at ... refreshments provided!

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