

# Paula – Stretched single mum



## About Paula

Paula, 33, lives in a council owned property with her three children. Jake and Kyle are at school now, but Ruby is still at home. Paula gets state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn't been able to work because of the children.

A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It's not cheap, but they need entertaining and they're already bored of the computer game she bought them last week.

- 16% of Paulas do sport for 30 minutes 3 times a week.
- 47% of Paulas would like to do sport more often
- 69% of Paulas are white, 13% are black, 12% are Asian and 5% are mixed
- 16% of Paulas are with limiting disability
- 50.1% of Paulas are aged 26-35, 28.9% 36-45, 20.4% 18-25, 0.6% 46-55

## Alternative names

Donna, Gemma, Shelley, Tina, Tammy

## Sports she likes

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

## What works

### Messages that work to motivate her

#### 1. Inspiring the kids – be a supermum.

*'Kids can take mums for granted sometimes, and forget the 'person behind the Mum'. Activity with kids is a great way of showing them another side of your: that you're more than just a mum and have some tricks or stories up your sleeve. There's nothing like the feeling of surprising and inspiring them with a side of you they don't see everyday'*

#### 2. Get back your glamour.

*'Having kids can leave you feeling that you'll never get your figure back – and not many mums look (or want to look) like Victoria Beckham. Regular activity or active travel is a great way to get back in shape and looking great. Who needs personal trainers or boring diets?'*

#### 3. Quality time with the kids.

*'Activities or active travel are a great way to spend some quality time and share with the kids. We see them every day but how often do we get the chance to catch up and really spend time with them. You'll snatch some quality time with your kids – and come away feeling great too'*

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

### 1. Financial barriers.

*Paula's financial antennae are very often on guard*

*Money is very tight: bills and making ends meet is a persistent worry*

*...so free or affordable activity that doesn't shout 'cost' plays well!*

### 2. Preconception barriers.

*A tendency to imagine that activity = treadmills... obscuring more easier wins*

*Paula's walk to school and garden play with kids at first sight doesn't seem 'proper' activity*

*...so important to look ensure that everyday activity is not obscured by sport or 'a bar too high'*

## 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>

### Family fun works

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

### 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 very experiential, which means she likes the novelty of new things, and will often try things out just to see what they're like. She may ask some people's advice before buying something new, but is also the most likely to spend without thinking and try something impulsively.

## She relates most strongly to marketing that is

- Uncomplicated
- Kids
- Jargon Free
- Value/cheap
- Time saver
- Mass culture
- Easy to understand
- Mass Market
- Credit
- Free trial

## 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

## Inspire the kids – be a supermum:

Walking Class Heroes!

Led by Mums

Calling all our cool school mums....can you help our walking challenge?

You're a walking talking inspiration to your kids

Giving the kids the best habits starts with walking

Get the walking habit with us

'Lead the way Mum!'

The best stories don't need to wait 'til bedtime

Make a splash with the kids

Active mums have active kids

Fit mums have more fun

Introduce your kids to dawdling!

'Tell us another story Mum!'

Surprise them with a tall tale.....or two

'No WAY Mum! There were no mobile phones..?!' sharing *your* school stories

Let's play follow the leader

Every expedition needs a leader

Shine and watch your kids shine too

Activities for champion mums and their teams

We're supporting Mum's Team

Proud supporters of TEAM MUM

Inspire your kids, be an explorer mum

Surprise them with an everyday adventure

Mum's 'super-doopah-stick-it-up-your-jumper' catch game

You're their action hero

Superheroes don't always need a cape and costume (a frisbee is fine!)

You may not be able to save the world but to them you are a superhero

Be a superhero to your kids – take them on a walking adventure

Take the lead – show your kids that exercise matters

Kids + Mum + Fresh air = Great fun!

"I love going to the park with Mum!"

### **Get back your glamour:**

We're making it easier to get fit and feel fabulous

We've got the tips, the classes.. the *stuff that works*

Trust us...no boring diets...no skin-tight leotards.... just funky music and moves

Easy fun figure-fixer workouts

Really fab classes for fab, real women

Mums are worth a million dollars so let us help you feel it

Walk the weight off

Let us help you back into THAT dress

Find out why Mums like you love our feel great and shape-up classes

Keeping fit and losing weight is easy with our free taster sessions and easy child care

Fitness classes – affordable. That extra sparkle? That's on us

Wanted – woman with kids, under 40, would like to shape up and feel great

I changed to walking once a week – and pocketed the change

Get a taste of the celeb life for *real life* prices

We've got celeb-style dance classes for less than a celeb magazine

Exercise and family is easier with our help

Let us take care of the kids whilst you take care of you

Try out a new class for free!

Fitness classes that are fun, affordable and on your doorstep

We think being a Mum is the greatest job in the world. That why Mums love our school-friendly timetable of great value classes

Spending time on yourself doesn't mean spending a lot of money

Making time for yourself *is* allowed you know! We can help

You are a champion mum, let us help you feel fabulous

Just BE YOU

Memo to me: I am fantastic mum. Classes for fantastic mums @ XX

The secret to weight loss isn't lettuce leaves or cabbage soup (thank goodness!) It's great value exercise classes - and we keep the kids busy too

Want to know how you can get a great body shape sitting down? *Go cycling!*

Can we share a secret? You can get fitter by sitting on your bum for 15 minutes a day!

Cycling with friends is a fun way to get fit

Getting your body in shape can be as easy as riding a bike

Don't worry Mums – we've remembered that fitness is supposed to be fun!

Letting off steam is good for you!

Getting in shape can be as easy as getting from A to B

When was the last time you took off on your own?

Blow the cobwebs away

Want to lose weight – and keep it off?

We've got fun ways to unwind, get in shape and feel fabulous

We make it easy to find time for you

How to have fun *and* lose weight – fitness classes for busy mums at xxx

Great classes and great value – sign up today!

Walk your way to a fab figure

Enjoy a class while we look after the kids – childcare available at xxx

Childcare available – me time guaranteed

Drop the kids off with us – make time for yourself

Fun workouts – low prices – kids club onsite - what's stopping you?

### **Quality time with the kids:**

The new dawn chorus!

Catch up on the kids' chatter

Chuckles, chat and cheeky stories. Children's walks are cheerful

Stretch your legs and the truth

share some tall stories on the walk home

Spending quality time with your kids - priceless

Let's play follow the leader

Let the good times stroll

Fresh air fun and frolics brings us closer together

Catch up with the kids – in every way

Keeping up and catching up. It's the best part of the day

The best stories don't need to wait 'til bedtime!

Walky Talky time

Lively kids running riot? We might just have the answer....

Check out our great value activities to keep them active and happy..

We're supporting Mum's Team

Proud supporters of TEAM MUM

We make it easy to keep the kids active, and get time for you

Boredom-busting great-value activities for busy mums and lively kids

We're serious about being silly

Bright ideas for bubbly kids and busy mums

3 reasons why cycling together is great for the kids:

Fab fresh air

Super exercise

Gets them ready for a great night's sleep!

Silly activities. Seriously good for you

Family fun at fantastic prices

"Mum, I'm bored!" – if you're tired of hearing that check out the family friendly activities at xxx

Treat the kids without breaking the bank – great value activities for families at xxx

Break out the bikes for some family fun

Get them out of the house this summer – great value activities at xxx

Little feet are made for walking

Avoid holiday hell – keep them busy this summer at xxx

Great value family activities = priceless time with your kids

Kids and Mum and a whole lotta fun! Join the party at family swimming

# 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