

# Jackie – Middle England mum



## About Jackie

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Gary is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy ferrying the children to school, grocery shopping, work, after school activities and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another, both in the week and at weekends – and rarely does Gary seem to share the work.

- 21% of people like Jackie do sport for 30 minutes 3 times a week
- 55% of Jackies would like to do sport more often
- 83% of Jackies are white 10% are Asian, 5% are black and 2% are mixed
- 11% of Jackies are with limiting disability
- 57.5% of Jackies are aged 36-45, 28.4% 26-35, 14.2% 46-55.

## Alternative names

Andrea, Cheryl, Deborah, Jane, Louise.

## Sports she likes

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

## What works

### Messages that work to motivate her

#### 1. Catch up with friends.

*'With busy working and parenting lives, we often don't see our friends as much as we'd like. Activities or active travel are a great way to seize some quality time with them beyond the usual entertaining and going out. You'll catch up and feel better for it'*

#### 2. Quality time with the kids.

*'Activities or active travel are a great way to grab some quality time with the kids. We see them every day – but how often do we get the chance to catch up and really talk to our bundles of joy (it's hard enough getting them to sit around one table)'*

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

1. **Fitting in time around work.**
2. **Kids don't want to be seen out with mum as they get older.**

*"My teenage son doesn't want to be seen walking with me!"*

3. **Skepticism around making it happen with so many other priorities.**

*"Why would I want to make my already hectic life more busy?!"*

## 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

### City spin

- Goals: Prompt activity and stimulate contemplation
- Targets: Participation contemplators

### 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

- 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 drives her to learn as much as she can before making a purchasing decision.

## She relates most strongly to marketing that is

- Mass-market
- Family-orientated
- Down to earth
- Reliable
- Practical
- Competitive
- Everyday
- Established
- Value
- Mainstream

## Communications Channels

At Make Sport Fun we have found there are 6 stages to an effective activity marketing campaign.



- Plan your campaign – identify what segment you should be targeting, how to reach them and what budget you'll need.
- Set up your campaign – set up ways for people to register; a CRM system to track who's registered and when they need following up with; an activity database; and (if required) a campaign website.
- Recruit – find people who want to get active and get them to register their interest.
- Intervene – follow up with people who've registered by phone, email and post, and find them somewhere local to do an activity of their choice on a day and at a time that suits them.
- Active Participation – people then go off and try their new activity. Ideally their first experience will be fun, free and friendly.
- Review- stay in touch with people via phone, email, text message and direct mail, address any barriers and issues and offer further motivation and support to keep them active.

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

- Recruit
  - Pay per click (e.g. Google Ads)
  - Search Engine Optimisation
  - Direct mail
  - Face to face
  - Partnership working
  - Referrals
  - Social media (e.g. Facebook, Twitter)
  - PR
- Intervene
  - Phone
  - Email

- SMS
- Post
- Review
  - Phone
  - Email
  - SMS
  - Post

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

Catch up with friends  
Re-charge your batteries with a friend  
Setting the world to rights with fresh sir and a friend  
Put the world to rights on a walk  
It's easy to catch up with your friends  
Catch up with your friends on the walk to work  
'Let's catch up' *great for laughs and a friendly moan*  
A laugh and a moan with friends is good on the phone. Better on a walk  
Share the pain!  
Lose yourself for 15 minutes on the walk home from the kids' school  
Energy boost for busy mums  
The natural energy booster  
The more you walk the more you boost your energy  
Shift down a couple of gears on the way to pick up the kids  
Walking with friends - great for mind, body and soul  
Walk the walk and talk the talk  
Take a break - take a walk

## **Walking with kids:**

The best stories don't need to wait 'til bedtime  
Stretch your legs and the truth. Home time tall stories  
Been Mum's Taxi Service all week? Give yourself a lift with a walk  
Loads of London journeys are quicker on foot  
Walking can be an everyday adventure  
Find out what they've got up to today  
Break out of the house on a walk  
The family that walks together talks together

## **Cycling:**

Travel under your own steam  
Loads of London journeys are quicker by bike  
How do you get the kids to the library; school; grandmas or local shops with a smile on their faces? Make it a bike ride  
Journeys with kids *can* be fun  
Cycling is most children's favourite way to travel  
Getting back into riding a bike reminds you that keeping fit is supposed to be fun!  
Beep beep - a half hour bike ride with the kids means no need for the gym or aerobics – and they love it  
Kids and Mum and a bike ride = a whole lot of fun for free!  
Wheely good ideas for fun times together  
Go flat out! *Lots of parks and neighbourhoods in London are flat. Perfect for a family bike ride*  
Bike rides. Exercise without the boring bits  
It is true. You never forget how to ride a bike  
Show the kids what you can do on a family bike ride  
Want to know how to get a great body shape sitting down? Go cycling!  
Want to know a secret? You can get fitter by sitting on your bum for 15 minutes a day  
Keep the whole family fit on a bike ride  
You don't need a gym to get fit – get on your bike instead!  
Bike back to fitness  
Make a wheel change to your fitness levels – start cycling

**Activities with kids:**

Proud supporters of TEAM MUM

It's easy to find your perfect family activity (perfect families not guaranteed!)

Making the most of every minute

London – the perfect city for families

X – the family borough

Family time in London, there's too much to do

Explore your streets together

Brain boosting exercise

- exercising releases chemicals in the brain, like serotonin, that have a strong affect on your mood, helping reduce anxiety, stress and depression

Family fitness fun from A to Zzzzzzz. *Active children sleep better – better for them – better for you*

It's easy to find activities for you with childcare too

We've thought of great value activities to do with the kids this autumn

Summer survival kit – a range of classes for the whole family at xxx

Fun and fitness for the whole family

Let us take the kids off your hands this summer

Instant fun guaranteed – just add kids!

Have fun with the family at xxx

Fun + fitness + family = a great day out!

**Skating:**

Laugh, spin, glide, get fit, fall – you'll do them all

All time kids and family favourite

Shhhh it gets you fit too!

The great fun family fallover

Ice work if you can get it – try skating at xxx

**Classes:**

We're on your side, join us

We're with you every step of the way

Finding time for some fit time is easy with us

Exercise with friends causes big giggles

Energy boosts for busy mums

The secret to weight loss – exercise with us

Want to lose weight – and kept it off/we can help

We're backing busy Mums

Because mums need a break too – classes at times to suit you

Dad's turn to look after the kids – your turn to have fun

Enjoy the buzz of exercise – make a beeline for xxx

**Aqua aerobics**

What a wonderful water workout! We think so. Make up your own mind

Try out our aqua aerobics sessions and make up your own mind

XXX calories burned by aqua aerobics class

Splash back into fitness with aqua aerobics

**Dance classes:**

News Flash! Diets don't work and they make us a bit miserable!

Dance your way to a workout, minus the boring bits!

Dance – getting fit the fun way

XXX calories burned by dance exercise class

We've got dance classes day or evening; fun workouts that work round you

Time to yourself, even better with friends. *Convenient classes*

You're everything for everybody; we can help you find time for you

Pump up your social life *Bring friends and make new ones at body pump classes*

With a little help from your friends

*Research shows we're more likely to do regular activities that keep us fit if we do them with friends*

Dance away the pounds at xxx

Relive your dancing days at xxx

# 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