

# Ralph and Phyllis – Comfortable retired couple



## About Ralph & Phyllis

Ralph and Phyllis are in their late 60s and have been retired for some time now. Ralph was a successful banker, enabling them to retire early. They've downsized recently, now benefiting from Ralph's investment portfolio and comfortable private pension.

Both Ralph and Phyllis still feel there is much of life to live. They enjoy playing golf together, and Ralph competes at weekends sometimes. Phyllis still likes to go for the occasional swim while Ralph is out trout fishing, and they also love to go for long walks together. In their earlier years the pace was faster, but they're proud they're still active, enjoying life and can just about keep up with the tiring grandchildren.

- 14% of this group do sport for 30 minutes 3 times a week
- 20% of them would like to do sport more often
- 97% of them are white, 2% are Asian, 1% are black and 1% are mixed
- 37% of this group are with limiting disability
- 92.5% of this group are aged 66+, 7.5% 56-65.

## Alternative names

Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie.

## Sports they like

Keep fit/gym, swimming, golf, bowls, cycling, tennis, angling, badminton, martial arts, athletics.

## What works

### Messages that work to motivate them

#### 1. Healthy body/ healthy mind.

*You've been enjoying retirement for some years now and have every intention of continuing to do so. Keeping your mind busy is a part of that.*

*In the same way, getting active can help you keep your body in working order and fine tuned for longer. You've got the healthy mind? Why not work on the healthy body too.*

#### 2. Do it with friends.

*Retirement gives you the time to spend doing the things you enjoy in life and spending time friends and family. The trouble is, you often find you're doing less physical activity amid all that fun.*

*Combining gentle activity with socialising is a great way to motivate yourself and keep the body active to do it, and still ensures you get your fun.*

#### 3. Good cause, good exercise.

*Many people use some of their free time in retirement to 'give back a bit' to causes they care about - whether that's fund raising, helping transform surroundings, helping out others or passing on your skills.*

*When it's a physical activity, this can be a great way to motivate yourself and keep the body active to do it – on top of the satisfaction you'll already feel about what you're doing.*

#### **4. More fun with grandkids.**

*As a grandparent, spending time with grandchildren is important to you.*

*Why not take part in a regular activity with them and show them a thing or two? It'll all help towards keeping a health body and you'll all have fun too.*

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

### **1. Lack of motivation.**

*"I was a runner until I was 45. I suppose we just got a little too comfortable in recent years"*

## 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>

### **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

### **Silver Spirit**

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

## How do they make decisions?

They are very inquiring in their decision style. This matches the fact that despite their age, they own a number of computers. They are also adamant and perfectionist meaning that they require information to make a rational decision but not advice. They're very certain of their own opinion once it is formed.

## They relate most strongly to marketing that is

- Prestigious
- Established
- Classic
- Informative
- Intellectual
- Friendly
- Trustworthy
- Community
- Personalised service
- Reliable

## 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 they like



Waitrose



# Female 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

# Male Black and Minority Ethnic Groups

## Motivators

- Use men only venues and entrances
- Enclosed and private showers and changing rooms available
- Local facilities
- 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

## Barriers

	Black Caribbean	Black African	Black Other	Indian	Pakistani	Bangladeshi	Chinese	Other
Work/ study demands	38%	36%	41%	49%	45%	13%	59%	36%
lack of/ unsuitable facilities	26%	39%	47%	29%	25%	41%	44%	29%
home & family responsibilities	20%	24%	23%	37%	31%	38%	23%	18%
I'm too lazy/ embarrassed	14%	7%	14%	11%	5%	10%	15%	15%
lack of money	32%	18%	26%	18%	20%	18%	23%	13%
friend/ family don't take part	2%	1%	4%	8%	8%	16%	6%	11%

## 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
- Communicate through MENTER (Minority Ethnic Network) [www.mentor.org.uk](http://www.mentor.org.uk)

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

6. Walking
7. Cycling
8. Keep fit/Yoga
9. Weight Training
10. Swimming

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

6. Walking
7. Football
8. Running/Jogging
9. Weight Training
10. Keep fit/Yoga

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

6. Walking
7. Football
8. Weight Training
9. Cycling
10. Running/Jogging

**Indian – sports they’re doing**

6. Walking
7. Football
8. Swimming
9. Weight Training
10. Keep fit/Yoga

**Pakistani – sports they’re doing**

6. Walking
7. Football
8. Swimming
9. Cricket
10. Keep fit/Yoga

**Bangladeshi – sports they’re doing**

6. Walking
7. Football
8. Weight Training
9. Swimming
10. Badminton

**Chinese – sports they’re doing**

6. Walking
7. Badminton
8. Football
9. Cycling
10. Keep fit/Yoga

**Other – sports they’re doing**

6. Walking
7. Swimming
8. Football
9. Running/Jogging
10. Weight Training

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

6. Cricket
7. Swimming
8. Martial Arts
9. Cycling
10. Badminton

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

6. Football
7. Swimming
8. Tennis
9. Table Tennis
10. Martial Arts

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

6. Motor Sports
7. Football
8. Keep fit/Yoga
9. Weight Training
10. Tennis

**Indian – sports they’d like to do**

6. Cricket
7. Swimming
8. Football
9. Badminton
10. Keep fit/Yoga

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

6. Swimming
7. Cricket
8. Football
9. Badminton
10. Squash

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

6. Football
7. Badminton
8. Swimming
9. Cycling
10. Martial Arts

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

6. Tennis
7. Swimming
8. Badminton
9. Motor Sports
10. Martial Arts

**Other – sports they’d like to do**

6. Swimming
7. Golf
8. Motor Sports
9. Keep fit/yoga
10. Football



# 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, san 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
- Character 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:**

Let the good times stroll!

Walking every day keeps me fit for all the other things in my life

Them bones, them bones! Walking is good for the skeletal system

*It helps counteract the development of osteoporosis and reduces the risk of injury when falling*

People can't believe you have retired? You've got the walking habit

Want to know the secret to feel great? Walk this way

Fresh air oxygenates the brain and helps your mind alert

X% of this town's over 60s regularly walk to local shops and services

Enjoy the great outdoors – take a walk

Walking – good for body and soul

Walking can boost health and increase life expectancy

Do you really need to drive? Take a walk instead

## **Cycling:**

What's green and keeps the doctor away? *Not an apple this time! It's gentle cycling.....*

'A gentle cycle to the shops keeps us fit, and we're doing our bit too'

'My quickest time to the shops is five minutes and 20 seconds, although that was wind assisted!'

'Cycling is one activity I can fit into my daily schedule without having to change everything else'

Because keeping fit should be fun and enjoyable

Cyclists have more zest for life

Take a gentle trip down memory lane

Bikes need exercise too – take yours out today

When did you last go for a bike ride? Remind yourself how good it feels...

Give your bike a treat – take it for a ride today

Cycling is good for you – get back in the saddle today

Make the most of summer – enjoy a bike ride

## **Bowling:**

The year-round friendly game

'Since we started playing bowls we've made so many new friends'

Try bowls – because lawns aren't just for mowing

"Taking up bowls has given me a new lease of life"

Try bowls at xxx bowls club – the friendly club

## **Table tennis:**

Time travel with table tennis – get younger with every game

Control, speed and agility - just three reasons why I love playing table tennis

Tennis without all the racquet – give table tennis a go at ...

Feel young again – try table tennis at ...

**Golf:**

I love a challenge that's why I play golf  
Getting a round in with friends in the fresh air  
A round of golf is a great way to catch up with friends  
Mark Twain once said golf is a good walk ruined. I say a great walk is made even better playing golf  
Retired but not retiring  
'He thinks he's better than me at golf. I let him win just to keep him believing this'  
Catching up with friends on the course  
Enjoy the challenge. Love the company. Play golf together.  
Is it your round? Rediscover golf at ...

**Swimming:**

'Every time I go swimming I challenge myself to see if I can do another five lengths'  
Keeping bodies supple and muscles toned since Adam was a lad  
To feel younger take to the water  
When I swim I feel great. And afterwards I catch up on the latest news  
- *Be amongst friends at over 60s sessions at X*  
"Swimming makes me feel young again"  
It's not just plants that need watering – enjoy a swim at ...

**Fishing:**

Fishing is a great fresh air day out for the whole family  
'Seeing my grandson catch his first fish is something that will stay with me for the rest of my life'  
Return of the hunter gatherer  
Fresh air fun with friends  
Become the hunter gatherer again – go fishing!  
Line up a day's fishing  
Try fishing, because there's nothing quite like the thrill of the catch  
Reel in some relaxation – go fishing

**Chair based exercise**

Chairfully does it – join us for chair-based exercises at ...  
Sit down, stretch out and have fun – chair-based exercises for all at ...  
Sit down and keep fit – join us every Tuesday for chair-based exercises

# Female 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

# Male 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'

## *Messages*

- ◆ Serious sessions, real respect
- ◆ Club dress code: trainers
- ◆ Exercise clears the mind
- ◆ Small club. Big welcome
- ◆ Open to new ideas – share your thoughts at the friendliest venue in town
- ◆ Got ideas? We're on your team
- ◆ Street sports, music, your shout
- ◆ Sessions and tunes
- ◆ Meeting place for mates
- ◆ Hang out here
- ◆ New ideas for a lads night out
- ◆ Your shout
- ◆ Hang out with friends here
- ◆ Mates always welcome
- ◆ Give it all to the game
- ◆ Test yourself nobody else
- ◆ It's time to get your game on
- ◆ No hassle night out
- ◆ No team? No worries
- ◆ No contract, no pressure, just sports
- ◆ Your sports your way
- ◆ We're on your team
- ◆ In it 4 fun
- ◆ We're your biggest supporter
- ◆ Our support is knock out



# 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