



Kev – Pub league team mates Communications Plan

About Kev

Kev, 40, lives with his long-term partner and step-son, working as a self-employed plumber. In between jobs he may visit the bookies or grab a swift half at the pub.

On Saturday mornings Kev trains with the pub football team, and sometimes makes the Sunday side – although he's struggling more and more to keep up with the lads in the team. Evenings and weekends often see him down the pub, smoking, drinking and watching sport, when work allows.

Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up, so instead it is a few games of snooker or darts at the pub.

- 19% of people like Kev do sport for 30 minutes 3 times a week.
- 64% of people like Kev would like to do sport more often
- 89% of people like Kev are white and 7% are Asian

Sports he likes the most are

Football, darts, karate, snooker, weight training, fishing, boxing, pool, tenpin bowling and cricket

Those who do sport do it to

1. Just enjoy it
2. Keep fit

Those who want to do more sport say they would do more if

1. Less busy
2. Cheaper admission

Those who don't do sport say it's because

1. Difficult to find time
2. Not really interested

He says he would walk more if

1. He had more free time

How he makes decisions

He is very inquiring, meaning that he likes information and has an open attitude to new ideas. He is also experiential, meaning that he is motivated by the search for entertainment and experience.



This communications plan was written by Make Sport Fun
Source **Sport England segmentation work**





What works

We have conducted further qualitative research into what messages work for promoting activity to Kev. Below are the messages that our research showed us are most effective.

Messages that work

1. Play to Kev's inner lad with masculine bantering humour

"There is nothing quite like the laugh you have with a team when everyone's playing well together and we get a win".

2. Place club sport in its competitor set

"Looking for something more inspiring this weekend than a wander round the supermarket and an evening in front of Big Celebrity Jungle Dancer on Ice?"

3. Communal

"There will be free refreshments and a chance to watch that evening's UEFA Cup semi-final on the big screen at the end of the session".

4. Social and pub

"Matches will be played at a variety of venues ...all of them will be near enough to a local hostelry to allow thirsts to be quenched at the close of play".

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

1. Is he going to look like a fool as a beginner?

Am I going to be good at it or will I look like a fool as a beginner?

2. Are others going to take it as seriously as he wants to?

Are players going to take it seriously – whatever level they play it at?

Just for Fun? Never!!!!!!

For more detail on what messages work see the full research report at <http://www.promotingactivitytoolkit.com/Research/tabid/345/Default.aspx>

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He relates most strongly to marketing that is

- Down to earth
- Value/cheap
- Dependable
- Uncomplicated
- Jargon free
- Plain
- Traditional
- Mass market
- Not gimmick-led
- Unpretentious

Communications channels

In order to get a response from Kev use:

1. post
2. internet
3. email

Don't use:

1. newspaper
2. magazine

He will probably respond via the internet (to get more information)

Kev gets his information via

1. text messages
2. national newspapers
3. interactive TV

He prefers to make her purchases via:

1. face-to-face

Communications must be informative and entertaining.

Brands he likes



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%

Black Caribbean- sports they are doing

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

Black Caribbean- sports they'd like to do

1. Cricket
2. Swimming
3. Martial Arts
4. Cycling
5. Badminton

Black African- sports they are doing

1. Walking
2. Football
3. Running/ Jogging
4. Weight Training
5. Keep fit/ Yoga

Black African- sports they'd like to do

1. Football
2. Swimming
3. Tennis
4. Table Tennis
5. Martial Arts

Black Other- sports they are doing

1. Walking
2. Football
3. Weight Training
4. Cycling
5. Running/ Jogging

Black Other- sports they'd like to do

1. Motor Sports
2. Football
3. Keep fit/ Yoga
4. Weight Training
5. Tennis

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Indian- sports they're doing

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

Indian – sports they'd like to do

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

Pakistani- sports they're doing

1. Walking
2. Football
3. Swimming
4. Cricket
5. Keep fit/ yoga

Pakistani- sports they'd like to do

1. Swimming
2. Cricket
3. Football
4. Badminton
5. Squash

Bangladeshi- sports they're doing

1. Walking
2. Football
3. Weight training
4. Swimming
5. Badminton

Bangladeshi- sports they'd like to do

1. Football
2. Badminton
3. Swimming
4. Cycling
5. Martial Arts

Chinese- sports they're doing

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

Chinese- sports they'd like to do

1. Tennis
2. Swimming
3. Badminton
4. Motor sports
5. Martial arts

Other - sports they're doing

1. Walking
2. Swimming
3. Football
4. Running/ Jogging
5. Weight training

Other- sports they'd like to do

1. Swimming
2. Golf
3. Motor Sports
4. Keep fit/ Yoga
5. Football

Communication 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

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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

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- 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

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- 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%

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Pre-written promotional messages

General:

Walking:

Your turn to get the milk and papers?

Walking is a great fitness improver for men who like their sport

Train with the best: most top sportsmen include a 30 minute brisk walk in their plan

For men who love their sport exercise starts with a walk

Know your sport? Walk. *Sports coaches agree that a brisk 30 min walk is a great fitness boost for men who love their sport*

Once a sportsman, always a sportsman. *Sports coaches agree that a brisk 30 min walk is a great fitness boost for men who love their sport*

Fancy an extra a tenner a week?

- *walk to work or the shops and you could save £10 a week or more*

Cycling:

Cycling to work is a great way to improve your strength and save you money

Cycling to work. Fresh air, freedom and cash in your pocket

Three reasons why cycling to work makes sense: *Gets you fitter; Makes you stronger; Saves you cash*

No lycra outfits. No nonsense. You'll feel fitter every time

It's true – you never forget how to ride a bike! *Or how much fun it is*

Football:

That 'after the match pint' tastes even better when you played

Playing the game makes watching it twice as exciting

Drinking to your team's success – it's even better when you played

All ages. All levels. All welcome. We're serious about football and open to new members

Great goals - sometimes. Great banter – every time

Five-a-side mid-week sessions

- *Good skill, great spirit, no nonsense enjoyment. Players of all ages welcome*

Meet friends old and new down the park

- *Find your nearest friendly five-a-side or Sunday league team [here](#)*

Activity specific:

Five-a-side. Nets. Weights.

- *Your local leisure centre has great value sessions. No joining fee. Just bring your team mates or come along. All sportsmen welcome*

If you've already thinking about getting fitter we are on your side

Great value sessions. No joining fee. Just bring your team mates

If you're ready to feel fitter; we're ready to help

Relaxed, great value classes for everyone

Men's Net Sessions

Sports lovers. Use your skills in one sport to try another

– golf driving; cricket nets; penalty shoot outs; net sessions. We got'em.

Karate:

Getting fitter? Get into karate

- *No joining fee. Expert coaches on your side*

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Cricket:

Posh gyms and health clubs leave us cold

- *Join us for a warm welcome at XX cricket club*

Great club house; big screen TV and nets. And the cricket's ok too
England's original game

- *Come and join us for great cricket and training sessions. Expert coaching and flexible sessions*

We don't like cricket. We love it.

- *Cricket lovers welcome. Expert coaching for the men's team – all levels.*

Weights:

Weight training during the week improves your strength and stamina – great for football on Saturday or Sunday

Give your fitness a lift with weight training#

Fit to take on everything life has to offer

Pool / snooker:

Feel fitter the fun way

Enjoy your competitive side

Sharpen your edge

Fishing:

Fresh air and friendship. Feel fitter the fun way

Classes:

Getting fitter? Boxing exercises offer one of the world's best workouts

Train with the experts

- *Men all ages/levels welcome @ club*

Great value boxing exercise classes for men. *And they really pack a punch*

Bowling:

Stretch yourself at the bowling alley. Because getting back to fitness doesn't need to be boring

If you know your old men from your turkeys you're a ten pin bowling expert!

- *2 for 1 Mid-week sessions for friends*

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'

- 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

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- 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 transSPORT
- Sessions that fit around the shops
- School-run sessions

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