



Tim – Settling Down Male Communications Plan

About Tim

Tim is 33 and works in IT. He lives with his wife Lorna, in a semi-detached house in the desirable suburbs. At the moment it's just the two of them, but Lorna is expecting their first baby in a few months.

Tim loves sport.

Since his job got busier he doesn't do as much as he used to, but he still manages trips to the gym, most weekends at the canoe club and the odd mid-week game of squash.

He hopes things won't change too much when the baby comes, but he knows they may not be able to enjoy such regular snowboarding holidays in the future.

- 32% of Tims do sport for 30 minutes 3 times a week
- 63% of Tims would like to do sport more often
- 88% of Tims are white, 7% are asian and 3% are black

Sports he likes the most are

Canoeing, skiing, hockey, golf, weight-training, cycling, climbing and squash.

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 they were less busy

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

It's difficult to find the time

He says he would walk more if

He had more free time

How he makes decisions

Entertainment and life experience are key driving factors in his decisions. He also loves technology and finding out information before making decisions.

He relates most strongly to:

- Eye-catching
- Practical
- Informative
- Connected
- Home
- Quality
- Post-modernist
- Authentic
- Entertaining



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Source **HM Government**- Healthy Weight, Healthy lives: Consumer insight summary



Communications channels

In order to get a response from Tim use:

1. internet
2. email

Don't use:

1. post
2. newspaper

He will probably respond via the internet or email in order to get more information. Tim gets his information via

1. internet
2. telephone
3. text message
4. interactive TV

He prefers to make his purchases via:

1. mobile
2. internet
3. land-line

Communications should be entertaining, eye-catching and cutting edge.

Brands

He likes brands such as:



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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

Black Other- sports they'd like to do

1. Motor Sports
2. Football
3. Keep fit/ Yoga

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4. Weight Training

Indian- sports they're doing

1. Walking
2. Football
3. Swimming
4. Weight Training

Pakistani- sports they're doing

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

Bangladeshi- sports they're doing

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

Chinese- sports they're doing

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

Other - sports they're doing

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

5. Tennis

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'd like to do

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

Bangladeshi- sports they'd like to do

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

Chinese- sports they'd like to do

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

Other- sports they'd like to do

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

Commsunication 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
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

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Pre-written promotional messages

General:

Walking

Walk it off

Time to think

Head-clearingly good

Cycling

Make every minute count

Bring on the the-cycle-to-work work out The wheel deal

Test yourself with a daily cycle

Get to work under your own steam

Life doesn't need to get in the way of feeling great

Only 24 hours in a day, show them who's boss

What's your home – work PB?

Enjoy the thrill of a time trial

'Spend sometime alone everyday' That's the Dalai Lama's Good Karma advice for life

Do you need a reason? Feel free

Head for the hills

Activity specific:

Gym:

If your body could speak... 'Cheers for the burger last night. Are we going to the gym now?'

Let us have the long hours culture

- before/after work sessions

You're not the 'I'm too busy to keep fit' type

Canoeing

Only regret the things you didn't do

1.5m people like you take on the canoeing challenge

You'll always be pushed for time

Canoe. The DIY will wait for you

Squash

Because a computer game doesn't really test you

Difference of opinion with a mate? Let the court decide

Skiing

Inhibitions - excess baggage

Check inhibitions in at the desk

Activity specific:

Golf:

A bad day on the course is better than no golf at all

Make your next day out with friends a real challenge

Clock off / tee off

What premiership players love more than WAGS

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Cricket:

Back to the old school

Nostalgic for cricket

Never mind the summer. Play

England expects.....Clubs across London NEED YOU!

Eccentrics to professionals...London clubs have them all

Work. Bills. Commitments. It's just not cricket/ Friends. Sport. Beers That's cricket

Refugees from shopping welcomed

Play as you go. Nets sessions for friends

Football

Grab some mates. Grab some kit. Grab a game

When Saturday comes we're down the park. Sundays too

Your mates need you

Friends first. DIY later

Saturday and Sunday league football. Made for mates

Give DIY the red card for an hour

Don't lose it. Fit the footy in

Live your life and love your football

Scared of commitment chaps? No membership. Book'n'Play

Let us help find your football hour

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

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- We're your biggest supporter
- Our support is knock out

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

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