

# Roger and Joy - Early retirement couples Communications Plan

## About Roger & Joy

Roger is 61 and Joy is 57. Last year Roger's accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.



Roger walks the dog to the paper-shop each morning, plus often plays golf. When Joy's around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.

- 19% of this group do sport for 30 minutes 3 times a week
- 38% of them would like to do sport more often
- 95% of them are white, 3% are asian and 1% are black

## Sports they like the most are

Swimming, sailing, walking, golf, aqua aerobics, shooting, bowls and fishing.

## 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

Their health isn't good enough

They say they would walk more if

They had more free time

## How they make decisions

They are adamant which is reflected in their cautious and circumspect adoption of new technology. They are also perfectionist which means they want the best possible solution, but also accepting which shows their need for expert opinion.

## Messages that work best are

1. Expand your social circle
2. Have some time out from one another

## Messages that don't work are:

1. Anything mentioning old or 'special treatment'
2. Suggesting that they're living the 'life of Riley'

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

1. Physical/ health limitations

They relate most strongly to the following ideas:

- Conservative
- Balanced
- Established
- Informative
- Intellectual
- Practical
- Sensible
- Reliable
- Financially prudent
- Quality

### Communications channels

In order to get a response from Roger and Joy use:

1. local papers
2. magazines

Don't use:

1. internet
2. email
3. post

They will probably respond via post or phone. Roger and Joy get their information via

1. local papers
2. face-to-face
3. magazines

They prefer to make their purchases via:

1. post
2. land-line
3. face-to-face

Communications should be clear and to the point, give clear indications of the value of the product or offer but also reassure them. They like professional advice, so any expert opinion you can use to back up your message will be useful.

### Brands they like



## 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%

#### Black Caribbean – sports they're doing

1. Walking
2. Keep fit/ yoga
3. Weight training
4. Swimming
5. Cycling

#### 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're doing

1. Walking
2. Keep Fit/ Yoga
3. Running/ Jogging
4. Swimming
5. Football

#### Black African – sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Netball
4. Tennis
5. Cycling

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



#### Black Other- sports they're doing

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

#### 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're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Cycling
5. Running/ Jogging

#### Indian – sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Badminton
4. Tennis
5. Martial Arts

#### Pakistani- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Badminton
5. Tennis

#### Pakistani- sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Badminton
4. Tennis
5. Netball

#### Bangladeshi- sports they're doing

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

#### Bangladeshi- sports they'd like to do

1. Swimming
2. Martial Arts
3. Badminton
4. Tennis
5. Ice Skating

#### Chinese- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Tennis
5. Badminton

#### Chinese- sports they'd like to do

1. Swimming
2. Badminton
3. Tennis
4. Cycling
5. Running/ Jogging

#### Other - sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Cycling
5. Tenpin Bowling

#### Other- sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Badminton
4. Tennis
5. Horse Riding

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## 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)

## 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

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- 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

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## 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%

### 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

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#### 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

#### 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)
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- Use images of Black and Minority Ethnic groups in promotional literature

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- 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
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### 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.
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- 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

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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
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8. Gymnastics
9. Cricket
10. Angling
11. Yoga
12. Fitness
13. Dance
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## Pre-written promotional messages

General:

Walking:

XX% of London is flat and 2/3 is green space

- Great news for walks, and knee joints

Remember when we used to 'run errands'?

- Walking to local shops for papers and milk is great for staying fit, and supports your community too

You're an expert in staying fit and well, you're a walker

You're giving your grandchildren great habits - you're a walker

2/3 of London is green space

- easy on the eye and the joints

Walking - the best possible exercise

The favourite exercise of GPs

Activity specific:

Retired but not retiring

Now is the time to enjoy myself

Now I've retired being active keeps my mind and body healthy

Time on your side

My life is fun and I want to keep it that way

'Aqua aerobics followed by a massage and then lunch...I've never been so busy!'

Replace colleagues with new friends'

The only thing senior about me is my bus pass

Double the number of Christmas cards you send this year

The warmest of welcomes awaits

Where no-one is under your feet

Where 'my space' isn't a virtual community

My space to get active

It's important she finds time for her friends. Aqua aerobics lets her do that

Every now and then we need to escape from each other

I feel like I belong

Fitness classes:

Full fitness – with help from the experts

Try out new activities at XX you'll be in safe hands

Like to try X activity but don't know how? We do. We're your local experts on activities from X to Y

Want to stay mentally sharp? Improve your memory? Increase the amount of exercise you get. GPs know those who exercise have a mental advantage over those who don't

Retired but not retiring? Friendships blossom at your local clubs

Retired but not retiring? Make new friends and learn a new activity at ....

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Swim / aqua:

Experts agree keeping fit in the water supports your back and joints

Why do we love aqua aerobics? It's the easy and fun way to get fit

Aqua aerobics helps you improve your fitness steadily. Each session burns up to 500 calories and tones your body whilst being kind on your joints

Regular swimming is proved to improve your fitness Enrol for our swimming sessions for great benefits in and out of the pool

Three good reasons why aqua aerobics classes are great: Helps you keep fit and feel great; It's kind on backs and knee joints; It's fun and friendly

Dancing:

Line dancing may prevent lines!

Starting dancing again moves you body and soul

We're stepping out all over again

Line dancing class – warning. May cause aching sides

Tennis:

Simply a great afternoon. Game, set and match

'Playing tennis together has helped us make new friends'

Golf:

Enjoying a bit more spare time? Learn a new skill, meet new people and enjoy the fresh air. You'll get warm welcome at X club

Three reasons why golf is great....You can walk four miles or more; Boosts your fitness levels; Keeps your heart happy at between 90 and 120 beats a minute

Rediscover your competitive side

Enjoying having some extra time on your hands? Improve your game with expert coaching at X club

## 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.

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## 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

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### 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

### Male black and minority ethnic groups (focus on Black and Asian)

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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

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**Key benefits for rural communities include:** 'transport' 'local' 'within reach' 'outdoors' 'free' 'taster sessions' 'indoors' 'mobile'

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