



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.



This communications plan was written by Make Sport Fun
Source **HM Government**- Healthy Weight, Healthy lives: Consumer insight summary





What works

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

Messages that work to motivate him

1. Get some family time together.

Family time is extremely important to you, but fitting it in to your busy week can be difficult. It's also hard to know what to do all together.

Getting out of the house and doing activity is a great way to spend time together. Share golden moments with your kids and enjoy time with your partner. It's good for your family's health and it gives you a break – and kids will be out like a light by bedtime.

2. Get back your edge.

A few years ago you may have been more active and had a competitive streak and pursuing goals. But now you're working and have responsibilities as a parent. That's taken a back seat. Getting active again will soon show its rewards – you will feel fitter, and look and feel better. It doesn't need to be a big commitment to get your edge back.

3. Fit in a burst of activity.

You work all day, get home, spend time with your kids, help put them to bed, catch up with your partner, go to bed...go to work, get home...etc. With so much going on, it's not surprising that you could sometimes do with getting away from it all.

Fitting in a short sharp effective dose of exercise can be a great way to looking better and recharging your batteries.

4. Get active with family and friends.

You had a full social life before kids, but when you have a family socialising is harder to fit in. Why not kill two birds with one stone by combining family activity with socialising. Try an informal activity with other families. You'll get a bit of socialising for a change and the kids will be entertained. Perfect.

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

1. Time Commitment.

With activity I never believed in doing it by halves – I used to be full on. So I don't do it at all now!

2. Family commitment.

By the time I get home I often don't even see my daughter – and she takes precedence over any gym.

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



He relates most strongly to:

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

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

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Black Other- sports they are doing

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

Indian- sports they're doing

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

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

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'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

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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.menter.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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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

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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

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

Cricket:

Back to the old school

Nostalgic for cricket

Never mind the summer. Play

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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

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

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