

# Terry – Local ‘old boys’ Communications Plan

## About Terry

Terry is 59 and lives on his own in a council flat. Having worked on and off as a builder, he has struggled in recent years to get work. At the moment he has a small income as a school caretaker, barely covering the bills.

During the day Terry might do the odd job around the school, but invariably he’s not needed until the end of the day once the children have gone home. He spends his mornings watching TV, and afternoons playing darts in the pub, angling or on the allotment. As part of the local darts team, he plays the odd competition at weekends now and again, otherwise goes to the bookies or stays at the pub watching boxing into the early hours. He wishes he still had the fitness to box himself, but those days are a thing of the past.

Terry eats oven food or at the pub most nights. Healthy eating isn’t high on his list of concerns – it’s expensive and he’d rather have pie and chips.

- 12% of Terrys do sport for 30 minutes 3 times a week
- 34% of Terrys would like to do sport more often
- 82% of Terrys are white, 8% are Asian and 7% are black

## Sports he likes the most are

Fishing, darts, shooting, snooker, pool and boxing

## Those who do sport do it to

1. Just enjoy it
2. Keep fit
3. Meet with friends

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

1. They were less busy
2. They had people to go with
3. There was cheaper admission

## Those who don’t do sport say it’s because

Their health isn’t good enough

## He says he would walk more if

He had more free time

## How he makes decisions

He is very accepting in his decision making style. Family will be a strong influence in his decision process and he will rely heavily on them for opinions and advice. However they can also be open to new products and services as long as they are presented in a reassuring and straightforward manner.



## What works

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

### Messages that work

#### 1. Just like it used to be.

*Remember how activity used to feel? Remember running errands as a child? Remember the feeling you once got from playing sport or got on your bike? There's no reason why you can't get that same pleasure – with activities that you know and feel good about and at your pace. Who needs gyms? You don't.*

#### 2. Still got it (pride and being respected, that you can still cut it and play well).

*It's easy to start feeling you've lost your edge or a competitive streak in retirement. A bit of bracing activity can give you that great feeling that 'you've still got it' - the feeling of pride you get when you surprise the grandkids or your mates...or just yourself.*

#### 3. Connect with kids and grandkids.

*'Many granddads feel they are spectators when it comes to their grandchildren's (and their children's) lives – especially if gran isn't around. Activities are a great way to spend quality time together with grandkids and get to know them better'*

#### 4. Same crowd, different view.

*There's no shortage of socialising when you're retired – but isn't it funny how much of it seems to happen in the pub? Activities with your pals that take you outside the pub are a great change of scene and a real break - and the added benefit of feeling better. Same crowd – different view.*

#### 5. The boredom buster.

*Retirement beats working any day – but at times you can get into a routine that quickly starts feeling like you're stuck in a rut. Taking up a physical activity again or trying out active travel can inject a buzz and energy into your routine you might not have felt for a while. It's a great boredom buster.*

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

#### 1. Physical/ health limitations.

#### 2. Thinks of activity as meaning sport and big changes.

*Activity can kill you!*

#### 3. Doesn't like being told what to do.

*"It's not as if I'm in the pub every day – that's not fair"*

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 marketing that is

- Hard-working
- Basic
- Down-to-earth
- Necessity
- Cheap
- Jargon free
- Everyday
- Traditional
- Sensible
- Simple

### Communications channels

In order to get a response from Terry use:

1. post
2. local papers
3. magazines

Don't use:

1. internet
2. email

He will probably respond via post or phone. Terry gets his information via

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

He prefers to make his purchases via:

1. face-to-face
2. telephone

Communications should be presented in a reassuring and straightforward manner.

### 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

**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](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
- 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

### 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

This communications plan was written by Make Sport Fun

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

- 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

### General:

#### Walking

Remember when we used to 'run errands'?

- *Walking to local shops for papers and milk is great to improve your fitness*

Improving your fitness step by step  
A walk can boost your energy levels - great news if you're seeing the grandkids this weekend

Start your day the fit and fresh air way

Take the first step towards improving your health

Making it easy to your get up and go back

Finding down to earth ways of having fun with the grandkids is easy. Start with a walk

It's fun, free and there's always something new to see

Watching the game can improve your fitness. Wherever you're watching, if you walk there it's great exercise

Walking is a great way to catch up with friends

Your heart and your wallet say 'cheers!'

The favourite exercise of GPs and sportsmen

#### Cycling:

Fancy saving a tenner a week?

Let the good times roll

Could cycling to work work for you?

Three reasons why cycling to work works: *Saves cash; Time to think; Fresh air and exercise*

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

Some of the great benefits of cycling are:

*a reduced risk of illness and injury*

*improves your body strength*

*increases co-ordination*

*it's fun and free*

Some of the benefits of cycling to work are immediate. Like money in your pocket *Other take a bit longer – like feeling fitter and stronger*

Getting there under your own steam is rewarding....in more ways than one!

On a bike even the simplest journey is interesting

The exercise that's good for hearts and wallets

If you go by bike, *you* decide the journey time

The quickest way to get from home to the darts game

Shopping may still be boring but cycling is more fun than the bus

From 9 – 90 the fun of riding a bike never leaves you

Remember teaching your kids to ride bikes? It's easy to rediscover how much fun it is. Ask the grandkids!

It IS true what they say...you never forget how to ride a bike. Or how much fun it is!

Remember when an afternoon out with the lads was a bike ride in the park?

Get the bike out of the shed, call 'the boys' and let the good old times roll

Take a trip down memory lane on a bike ride

Fun, free, freedom-giving and friendly. Cycling locally has a lot going for it

An easy bike ride doesn't put extra pressure on hip joints or knees / so it's the ideal way to keep fit and feel refreshed/ which is great if you're seeing the grandkids this weekend

Pedal power strengthens heart power

Remember the feeling of just getting on your bike and riding off?

Bikes brings the buzz back

Pump up your tyres and pump up your life

The boredom buster

### **Activities with grandkids:**

Why don't you teach a young dog some new tricks?

You've got a few tricks up your sleeve

Teach your grandkids to grow their own

Let your grandchildren know you're there for them

It's true what they say...you never forget how to ride a bike / cast a line / fly a kite

You're not the stay at home type of granddad

Enjoy great times – they'll be teenagers all too soon!

Show your grandkids why it's called the great outdoors

Remember when you played football in the park with your son?

'He's not half bad... of course I taught him everything he knows'

'I taught him how'

Remember the smell of cut grass and a newly oiled cricket bat?

### **Activity specific:**

No pressure, no jargon, just great value, enjoyable activities

No courses to commit to, no membership, no pressure, just come as you are

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

We make it easy to try new activities with free taster sessions

How to feel fitter a bit at a time

Meet up with friends old and new at your local club

If you want to start feeling fitter, we're here to help you

A friendly welcome and no membership fees

Great ways to get back to fitness with free taster sessions

Join us down the local. Blokes – get back to feeling fit at YOUR local club.

Rediscover your competitive side @

### **Fishing / shooting**

Are you a bloke who thinks gyms and treadmills must be seriously boring?

- *Thank goodness for that – we thought it was just us!*

Think pounding the treadmill is a younger man's game? So do we! *Come fishing with X club –*

Your first fishing trip with the grandchildren will be remembered forever

Fresh air and friendship at X club

### **Fishing:**

See the world through a different view, organise a fishing trip

Take your friends on a fishing trip and find something new to talk about

Carping on about the same old thing? Take yourselves off to a different place,

take a perch and mullet it over. Sorry!

Looking at life afresh

The reel way to avoid getting stuck in a rut

Let's go and find the one that got away

## **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
- 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

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

- 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