

Leanne – Supportive Single Communications Plan

About Leanne

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terrace house. She is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, down the Local or at bingo.

- 23% of Leannes do sport for 30 minutes 3 times a week
- 60% of Leannes would like to do sport more often
- 69% of Leannes are white, 15% are Asian and 11% are black

Sports she likes the most are

Swimming, netball, aerobics, ice skating, dance exercise and body pump.

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
3. People to go with

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

1. Difficult to find time
2. Not really interested

She says she would walk more if

She had more free time

How she makes decisions

She is very experiential, meaning that her over-riding motivation is for entertainment and experience and quite intuitive, meaning that she will make decisions without thinking them through.



What works

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

Messages that work

1. Empathy around difficulties of looking after self when got children.

You stopped thinking of yourself when your baby was born, and now life's a real juggling act.

2. Club and crèche.

While you concentrate on toning up that tummy... The crèche is available so that mums can take an hour for themselves ...We know how expensive parenthood can be we've kept our charges low.

3. Women only sessions.

Mums like you – not athletes. Never judge you – in it for the fun.

4. Get back into something you've played before.

5. Cost as a secondary message.

Discounted membership/ Leisure card

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

1. Financial barriers – money is tight.

"We've started walking much more – not because of health, but because petrol is so expensive!"

2. Family barriers – she'll need to organise childcare unless there's crèche or she can do it with the kids.

Child friendly / flexible and not expensive.

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

She relates most strongly to marketing that is

- Sociable
- Entertaining
- Value
- Free trial
- Kids
- Time saver
- Young
- Practical
- Chatty
- Uncomplicated

Communications channels

In order to get a response from Leanne use:

1. post
2. internet
3. email

Don't use:

1. newspaper
2. magazines

She will probably respond via internet (to get more information)

Leanne gets her information via

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

She prefers to make her purchases via:

1. face-to-face

Other info

Communications should focus on fun and entertainment.

Brands she likes



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

This communications plan was written by Make Sport Fun
 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

Indian- sports they're doing

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

Pakistani- sports they're doing

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

Bangladeshi- sports they're doing

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

Chinese- sports they're doing

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

Other - sports they're doing

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

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'd like to do

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

Pakistani- sports they'd like to do

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

Bangladeshi- sports they'd like to do

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

Chinese- sports they'd like to do

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

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

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

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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, san 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

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- 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

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

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- 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:

Fresh air and fun. Have you got the girls and the kids together for a walk in the park yet?
Get the goss on a walk with girls
Walk the walk and talk the talk!
Catching up on the mobile is great; chatting together's even better
Fancy a catch up with the girls?
Walking – it's the most sociable way to travel!
Psst.....Heard the secret about how to get toned legs? Walking!

Walking with the kids:

Mum, you're a walking class hero
'My mum loves walking'
You're giving your kids great habits!

Activity specific:

Swimming:

Make a splash with the kids
Our mums and kids swim sessions are a splash hit
Free swimming for kids. And for you
Join the 1000's of mums like you making the most of the FREE swimming sessions for kids...Grab your cossie!
FREE swimming for kids; reduced rates for Mums
We think mums are fabulous. That's why we help mums feel great
- *Friendly & affordable swim&sauna sessions; child care too*

Ice skating:

All time kids' favourite treat – gets you fit too
Falling over fun

Netball:

Can you keep a secret? We're the back to netball girls and we never go to the gym!
Get the goss with the girls at get back to netball sessions near you
Get back to netball with the girls! Are you up for it? *Cheap, friendly and full of fun*
It's easy to catch a netball session near you
- *Cheap, friendly and full of fun*
'I got back into netball and back into my jeans'
Netball with friends (NOT that scary girl at school!)
We're all shapes, all sizes, some mums, some not. We're all getting back into netball and you're invited
- *Come and join the friendliest club in town*
No diets. No sweaty gym sessions. *What do we do? We get together for fun, informal training and games when the kids are in bed or the crèche is open. Come and join us. The netball girls xx*

Dance classes:

More glittery than Kylie's hot pants and cheap as chips

The secret to weight loss is simple – great value exercise classes and we keep the kids busy too

Great tunes. Great moves. Great prices

- *Because us girls are great we have fab deals on all girls-only aerobics and exercise classes*

Look good for less!

Our fab, fun dance classes cost less than a magazine!

Celeb-style dance classes for less than a celeb magazine!

Lose weight, tone up, improve your groove

You do your moves; we look after the tots!

Freestyle. FREE TRIAL!

Big fun. Zero boredom. *We don't guarantee a JLo bod. We DO promise big fun and inexpensive classes!*

You're invited to have a jiggle and a giggle with us

Dancing Queens...*Don't save your moves for the disco*

Did you know local leisure centres offer great fitness classes with great value childcare places? You do now!

Exercise classes:

Celeb-style exercise classes for less than a celeb magazine!

Bring the girls and join the A (for aerobics) list!

Get your free trial of the celebs' favourite exercise class at real life prices

Try before you buy

- *'Friendly free taster sessions – see what you like best before paying for a full session*

Let us take care of the kids whilst you take care of you

- *Reduced rate friendly child care*

Champagne lifestyle classes for lemonade budgets! *Come and join us*

Have a jiggle and a giggle with us at girl's only aerobics

Who says getting toned should be boring and expensive?

- *Buy one get one free or reduced child care on all our aerobics classes*

A small reward for doing the best job in the world

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.

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'

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