

# Brenda – Older working women Communications Plan

**Brenda**

Age 46-55

Single/Married

May have children

Low skilled  
worker

## About Brenda

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays Brenda looks after her grandchildren while her daughter works; often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with them in tow and the adventure play area being pricey, that doesn't happen often.

- 14% of Brendas do sport for 30 minutes 3 times a week
- 37% of Brendas say they would like to sport more often
- 73% of Brendas are white, 12% are black and 12% are asian

## Sports Brenda likes the most are:

Swimming, aerobics, body combat, step machine, dance exercise and keep fit.

## Those who do sport do it to:

1. Keep fit
2. Just enjoy it

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

1. They were less busy
2. Cheaper admission (distant 2<sup>nd</sup>)

## 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 a perfectionist, which means that she wants information to be able to make purchasing decisions. She's also very adamant, so she thinks she already knows best and is less open to new ideas. If she does listen to others before making decisions it will be her family and close friends.

## Messages that work

1. Come and join us
2. Relax with some me time

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

1. Preconception barriers about looking stupid, trying new things
2. Uncomfortable about meeting new people – doesn't know what they'll be like
3. Time – a solid regimented diary means activity must be pencilled in in advance
4. Financial barriers – money is very tight and making ends meet is a persistent worry

She relates most strongly to marketing that is

- Hardworking
- Traditional
- Word of mouth
- Trustworthy
- Mass market
- Reliable
- Value for money
- Mass culture
- Jargon Free
- Everyday

### Communications channels

In order to get a response from Brenda use:

1. direct mail
2. magazine

Don't use:

1. internet
2. email

Brenda gets her information via:

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

She makes her purchases face-to-face

She is unlikely to respond to a newspaper advert

She is unlikely to have internet access

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

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

## 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
- 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   | 11. Yoga         |
| 2. Football   | 12. Fitness      |
| 3. Basketball | 13. Dance        |
| 4. Athletics  | 14. Trampolining |
| 5. Hockey     | 15. Self Defence |
| 6. Rugby      | 16. Cue Sports   |
| 7. Netball    | 17. Gym          |
| 8. Gymnastics | 18. Archery      |
| 9. Cricket    |                  |
| 10. Angling   |                  |

## Pre-written promotional messages

General:

Walking:

A walk can boost your energy levels - which is great news if you're seeing the grandkids this weekend  
You're an expert in staying fit and well, you're a walker

Walking with grandkids:

Fresh air and frolics can be a walk in the park

Help your grandkids get the walking habit

Enjoy a fun, free trip out with the grandchildren

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

Grans and Grandkids and great times

Going on walks with your grand children can boost your energy levels

Laughing with your grand children will help lift your mood

Activity specific:

Classes:

Neither the time nor money for a luxury spa? Neither have we! But we do have great value  
keep fit classes that make you feel great

No pressure, no jargon, just great value, enjoyable activities at times to suit you

Energy booster; great news if you're seeing the grandkids this weekend

We've got classes at times to suit you

Our aerobics classes have been running for xx years. Try a session for free to find out what everyone  
else knows

Would you like to know why women trust us to help them keep fit?

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

Have we told you about value for money fitness classes and childcare for kids/grandkids?

The club for families; and friendships old and new

Try out a new class for free!

- We've got friendly classes from dance to aerobics, and you can try a session on us

Dance exercise:

Great ways to feel reenergised at XX dance sessions....

Boring workouts are a thing of the past with exercise to music.....

Friends and family welcome to join in the fun

Classes

We'd all love a bit of sparkle back in our lives

We've got fun, laughter and a little bit of exercise too (and you're invited)

Come and join us for fun and feel like a new woman again

Getting active is a great way to feel bright and make new friends

We are a fun and friendly activity group for ladies only

It's not the taking part that matters it's the having fun

We're with you every step of the way

Sunny uplifting classes for rubbish rainy days

## Yoga

Spending time on yourself doesn't mean spending a lot of money

Spending some 'me time' with us

Work can be hell. Yoga is heavenly

You deserve some time just to be yourself

GPs know that the easiest way to lift your mood is exercise

- Exercising releases chemicals in the brain that help reduce anxiety, stress and depression

## Swimming:

Great Grans welcome here

Let us help make your time with the grandkids even more fun

Make a splash with the grandkids!

3 great reasons why swimming is good for you:

it's one of the best ways to keep fit; it's kind to your joints; it's refreshing and helps boost your energy

The everyday exercise that's relaxing too

A warm welcome awaits at wonderful women-only swim fit sessions

## 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'

### 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