



# Frank – Twilight year gents Communications Plan

## About Frank

Frank is 69 and lives with his wife in a small bungalow. Having put money into a private pension during his years working as a sales manager, Frank has a reasonable income, and though he can't afford luxuries he enjoys a flutter on the horses, the odd scratch card and spoiling the grandchildren.

Frank spends most of his days watching TV or having a pint at his local. He enjoys playing snooker there, and has taken part in mini tournaments occasionally. At weekends he may take his grandson fishing, but he's not sure for how much longer he'll be able to - his eyesight is getting worse and he won't be able to drive for much longer.

- 9% of people like Frank do sport for 30 minutes 3 times a week.
- 17% of Franks would like to do sport more often
- 95% of Franks are white, 3% are Asian and 2% are black

## Sports he likes the most are

Bowls, snooker, golf, walking, darts, fishing, pool and swimming

## 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. Cheaper admission
3. People to go with

## 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 adamant, and this explains his determined rejection of advertising and modern communications. He is very self-sufficient and uses a mixture of rational analysis and intuition in making his decisions.

**Frank**  
Age 66+  
Married/ single  
Retired

## What works

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

### Messages that work to motivate him

#### 1. Come and join us.

*Living the same routine year after year can sometimes make you feel like you're stuck in rut. Joining in a physical activity with a group of people your age can be a breath of fresh air, make you laugh and give you a good time. It's a great way to get out more, meet new people and feel better.*

#### 2. Live life, not just exist.

*It's sometimes easy to get stuck in a rut in retirement. Activity is a great way to get out if it, try something new and get the most out of life. Take on an activity as a new hobby and you'll wonder how you ever survived without it.*

#### 3. Stay healthy.

*We all want to stay mobile and continue enjoying independent life, without being burden on anyone. Doing a bit of regular activity will keep you feeling healthy and keep your body in working order for the long haul.*

#### 4. Enjoy time together.

*With retirement, you sometimes find you have a bit more free time than you used to. Perhaps it's time to rekindle your friendship and get to know each other again? There's no better way than to do a sport or outdoor activity together.*

#### 5. Connect with your kids and grandkids.

*Many granddads feel they are just spectators when it comes to their grandchildren's (and their children's) lives. Activities are a great way to spend quality time together and get to know them better.*

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

#### 1. Lack of motivation.

#### 2. Pride / fear of looking foolish.

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

- Established
- Safe and secure
- Reliable
- Modest
- Careful
- Trustworthy
- Non-technical
- Unpretentious
- Risk-free
- Service

### Communications channels

In order to get a response from Frank use:

1. Newspapers
2. Post
3. magazines

Don't use:

1. internet
2. email

Frank gets his information via:

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

He makes his purchases face-to-face

### Brands

He likes brands such as



## 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
  - 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 for improving your fitness*

Want an easy way to save a tenner a week?

Stretch your mind, and your legs

Catching up on the latest news with my friends

Walking is the new garden fence

Walking between meals gives you a great appetite!

If you've been out of physical activity for a long time then walking is the easiest way to start getting active again

'I like taking my grandchildren for a walk'

Feel fitter & the fresh air and fun are free

Telling little ones a tall tale

#### Cycling:

A gentle cycle is the feel great way to travel

Remember those long bike rides with childhood friends? Your route might be shorter, but the fun's still the same

Cycling can help keep joints supple and strengthens muscles

Want to know a good bet? Taking regular exercise can prolong your life

Grandchildren remember the bike ride with granddad

Some of the benefits of cycling are:

*It reduces my risk of injury and illness*

*It improves my body strength*

*It helps me get fit*

*It's fun and free*

#### Fishing:

Feel fitter the fresh air and fun way

'Seeing my grandson catch his first fish is something that will stay with my for the rest of my life'

'Granddad! You should have seen the one that got away..'

#### Bowls

The year-round friendly game

Playing bowls beats the TV

Did you know you can play bowls for less than the price of a pint?

#### Snooker

Get 2 games for the price of 1at your local snooker club this weekend

No joining fee. Just new friends to meet and great value games

Free lessons for your grandchildren this weekend

#### Golf:

'I love a challenge that's why I play golf!'

Getting a round in with friends in the fresh air

Mark Twain once said 'golf is a good walk ruined'. I say a great walk is made even better by playing golf

#### Darts:

Walk to the match for that fresh air advantage

## Swimming:

Did you know swimming is a great way to keep your muscles and bones in good working order?

Because of the reduced stress on your body in the water, GPs often suggest swimming as the best all round gentle exercise

Our great value swimming classes cost less than a ready meal and do twice as much good

Heard the one about the 65 year old who never, ever exercised and was as fit as a fiddle? No, neither have we.

We're here to help everyone feel better

## 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
- 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