

SECTION 7:

APPENDICES

This section contains the exercises referred to throughout this guide. They are in a print-friendly format so you can print them out as and when required.



EXERCISE



FILL IN THE FOLLOWING TO IDENTIFY WHO YOU'RE LOOKING TO REACH LOCALLY. PART 1.

Who?

The type of people

Women and girls profile


Age range and life-stage

e.g. school age, post-compulsory education, young mums, retirees. Also consider those about to change life stages, such as having a baby or leaving school, as this is often a point where they drop out of sport.

Place they live and work

e.g. specific boroughs, communities, estates.

Age range of children**Specific ethnic groups****Disabled women and girls**

Think about the choices you can offer. Are they looking for something that is specific to their impairment/health condition or joining in with non-disabled women and girls. For guidance on how to appeal to more disabled people, [read this report](#) .

Income level and employment

e.g. socio-economic groups.

Health and life style

e.g. smokers/overweight and are your planned activities directly linked to overcoming these challenges?

My local focus

EXERCISE



FILL IN THE FOLLOWING TO IDENTIFY WHO YOU'RE LOOKING TO REACH LOCALLY. PART 2.

Who?

Women and girls profile

My local focus

Mindset

Motivations for taking part

e.g. for health purposes, to get fit, to meet new people, for fun.

Barriers to taking part

e.g. struggle for time, don't know people, don't feel fit enough.

Triggers and prompts

e.g. flyers and posters, social media groups, rewards.

Ease of access

Their transport facilities

e.g. convenient public transport routes, likely access to a car.

Accessible venues

Sport and social interests

Current sporting habits

Are they new starters, maintaining ongoing activity, or stepping up to do even more?

Wider non-sport interests

Non-sporting interests

e.g. women's groups, book clubs, mum and toddler groups.

EXERCISE



WORK THROUGH THE FOLLOWING CHECKLIST FOR EACH OF YOUR COMMUNICATIONS MATERIALS TO ENSURE THEY WILL MEET THE NEEDS OF YOUR WOMEN AND GIRLS. PART 1.

Action	Details	Plan of action in place (Y/N)
What women and girls need to know		
Where to go:	The location(s) you're using (indoors/outdoors/accessibility).	
When to arrive:	Day, date, time (including duration) and frequency of sessions.	
What to expect:	Who will be welcoming them, what kind of session is it (style, activity level), can they bring a friend if they need help or support.	
What to bring and wear:	Details of what attendees should wear (ideally whatever makes them comfortable) and any particular equipment needed (and when this is provided).	
How much and how to pay:	Include the total cost (including equipment hire) and ways of paying. Mention any discount details, e.g. for booking multiple sessions, or when bringing a friend.	
Additional info:	Include a website/Facebook address for more information, or to sign up online. A point of contact and telephone number can be useful if people have specific questions or needs they wish to discuss beforehand.	
How you talk to them		
Language:	Always tailor it for the audience you are speaking to and for the channel you are using (e.g. a tweet uses different language to a leaflet). If you're trying to attract people who aren't that sporty, try using language like 'enjoying being active and a bit sweaty', not 'doing sport' or 'getting fit'.	
Tone:	Keep it warm and friendly, avoid jargon and focus on the benefits (not the sport).	

EXERCISE



WORK THROUGH THE FOLLOWING CHECKLIST FOR EACH OF YOUR COMMUNICATIONS MATERIALS TO ENSURE THEY WILL MEET THE NEEDS OF YOUR WOMEN AND GIRLS. PART 2.

Action	Details	Plan of action in place (Y/N)
How it looks		
Design:	Ensure the design appeals to your audience of women and girls. Keep things simple and easy to read.	
Photography:	Use photos from your own sessions if possible, with a mix of different people, sizes and backgrounds. Don't be afraid to show women looking sweaty. This helps to make it feel real.	
How you're going to get the information out there		
Online activity:	Make the most of your website and social media accounts by linking a Twitter or Instagram account to your Facebook page, and keeping everything updated daily at least. Encourage your followers to keep the conversation going by answering their Facebook posts or using Twitter to message or retweet them. Think about accessible communication.	
Offline marketing activity:	Use the right mix of local advertising channels to suit your budget. It doesn't have to be expensive. Approach local media (local newspapers, local radio) to cover your activities. Harness people power by encouraging enthusiastic attendees to spread the word. Reward loyalty with simple promotions. Think about accessible communication.	

EXERCISE

DO I HAVE THE RIGHT
ACTIVITIES IN PLACE? PART 1.

The right activities could be brand new, or an existing activity given an energy boost to attract new female participants. Either way, your activities should make it easy for women and girls to participate, and not require them to change to fit the sport.

Get these eight things right and you will be making it easier for women and girls to overcome their personal and emotional barriers to getting active. Review your current and planned activities to see whether they deliver against this checklist and identify any gaps.

Focus area	Practical consideration	Personal/emotional benefit of getting this right
1. Right time	Be open, run classes to suit women's lifestyles (e.g. work and family).	Reduces the fear that exercising is time that should be spent on others.
2. Right place	Close to where women are, feels safe and has accessible, adequate facilities if at all possible (changing rooms, hairdryers, no mirrors that might make participants feel self-conscious during class).	Reduces the fear of looking silly, unattractive or 'on show' in unfamiliar and open environments.
3. Right welcome	Make sure the welcome on arrival at reception and from activity leaders is warm, informative and reassuring. If individuals have concerns or needs they would like to mention to the leader, make sure they have the opportunity to do this discreetly.	Reduces the fear of being exposed as lacking ability or familiarity with the process, equipment, or the way to the changing room.
4. Right company	Show them they will be with people like them, and that they are welcome to come with friends or family.	Reduces the fear of not fitting in or not being able to keep up with the group.
5. Right gear	Clear, simple and necessary clothing/equipment advice given before they attend.	Reduces the fear of looking like the odd one out.
6. Right price	Charging a small amount adds to the sustainability of the activity in the long term. Make sure that you cover your costs so you aren't out of pocket, any extra money can be put back into doing more. It's worth remembering cost may be an issue for some women, so make it clear if concessions are available or if some sessions are free – for example the first one, or two for the price of one.	Reduces likelihood of cost as a barrier to attendance.

EXERCISE

DO I HAVE THE RIGHT
ACTIVITIES IN PLACE? PART 2.

Focus area	Practical consideration	Personal/emotional benefit of getting this right
<p>7. Right mix of activities</p>	<p>Make it clear what the activity can do for women and girls. They're looking for:</p> <ul style="list-style-type: none"> ● A healthy way to spend time with the family. ● A good way to catch up with friends or meet new people. ● An energiser before work, education, going out. ● An opportunity to do something for themselves as an effective way to de-stress after work, education, or looking after the kids. ● An opportunity to develop new skills or discover new places. 	<p>Reassures them that getting active is a good use of their time.</p>
<p>8. Right next steps</p>	<p>Make sure you link out to other activities to retain people's interest and evolve their experiences.</p>	<p>Reassures them that there's more to come after the current sessions finish, and that they can continue to have fun and achieve positive results.</p>

ANY QUESTIONS?

We are keen to hear how you are getting on. If you have any questions about this guide, or to share your experiences, please email:



A Word version of this document is also available.
Please email the above address for further information.