



Partner Guidance Pack

This pack includes:

- **Segmentation and Personas**
Segmentation of local women: 1x Overview slide and 2x supporting personas per segment
- **Participant Journeys**
Journeys showing the trajectory of each segment from inactivity to sustained activity
- **Influencer Case Studies**
Recommendations on local organisations or 'influencers', their reach, needs and how to engage them

Who this pack is for:

This pack has been designed to help any delivery body operating in East London identify strategies and approaches for increasing levels of physical activity amongst women. Key input and direction has been provided by the partner network for the ELWG project, namely Essex Cricket, West Ham United Foundation, Leyton Orient and London Pulse.

The purpose of this pack:

This pack has been put together following months of research into attitudes and behaviours, barriers and motivational factors for local women in East London.

The documents in this pack will provide delivery bodies with the following information:

- Insight into groups of inactive and less active local women, what resonates with them and how to engage them, preferable sessions and interventions.
- Types of local organisations to approach and how to work with them to create greater levels of physical activity amongst their networks.

How to navigate this pack:

- For topline information on segments, see overview slide per segment in the Segmentation and Personas document.
- For key points on how to work with varying local influencers, see relevant headings under each category of influencer in the Influencer Case Studies document.

Further information on segmentation:

The segmentation is based on a sample of 64 women from a targeted area in East London and divided by life stages and cultural factors. There is likely to be some overlap, with women inevitably sitting across at least one or two segments.

Each of the 4 segments contains information about the size of its population, potential barriers to physical activity, key influencers and preferred physical activity sessions, supplemented by 2 personas to provide nuance and more specific examples.