

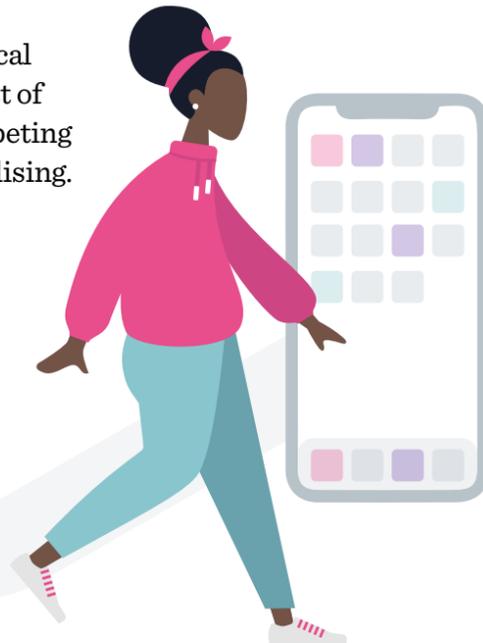
Participant Journey: Digitally Focussed



Awareness

Status:

- At the start of the journey, physical activity tends to fall down the list of priorities for this segment, competing with school, uni, work and socialising.



Delivery

Status:

- Having been inspired on social media, many are ready to explore trying out more activities.
- This segment is open to a variety of options, from attending a gym to trying out a sports club.
- However, having not undertaken much physical activity before, women in this segment need easing in. Activities which start participants off gently and focus on convenience will best engage.



Maintaining momentum and advocacy

Status:

- At a younger lifestage where social and leisure opportunities compete for attention, physical activity is at risk of being pushed back down the priority list.



Opportunities to influence & enable:

- Fitness Influencers on Social media - fitness influencers of different ethnicities, cultures and different body types can inspire different women of this segment to be physically active.
- Local sports clubs - can keep on top of their social media accounts to ensure content is engaging, inspiring and where possible, representative of different groups in the community.
- Key opportunity for partnership** - partners with further reach, established networks and higher spending capacity can team up with smaller sports clubs to facilitate outreach on social media.

Opportunities to influence & enable:

- Social media fitness influencers - can help enable by showing how they work out at home in an approachable manner without the need for much equipment.
- Sports clubs - can provide introductory sessions for beginners or 'bring a friend' sessions so women and girls feel less daunted about trying a sport.
 - Providing these sessions online could remove initial barriers around self consciousness or having to travel.
 - Weeknights when social lives are less of a priority would best suit this segment.

Opportunities to influence & enable:

- Maintaining momentum:
- Sports Clubs - can create a sense of team spirit among women and girls at a club by building in social events and starting a team whatsapp group, helping create a deeper and longer standing connection with a club.
- Advocacy:
- Encourage women and girls to bring their friends to training and try out the home workouts as a way of easing more women like them into physical activity.

Participant Journey: Busy Mothers



Awareness

Status:

- At the start of the journey, many mothers know they should be more active for their health and wellbeing but many lack the motivation, time and energy and have little information about suitable opportunities for mothers in the area.



Delivery

Status:

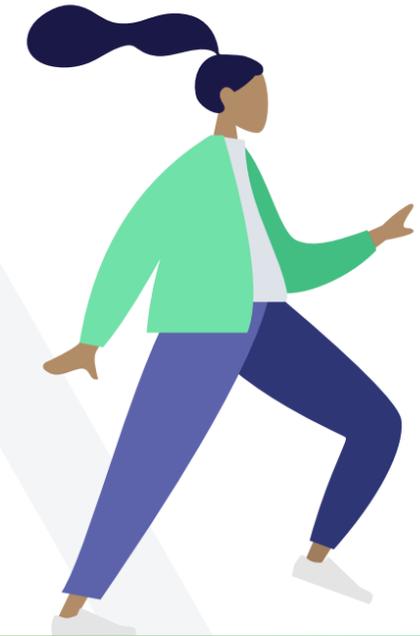
- Having been motivated to make more time for their physical health and exercising, many mothers decide to look into a physical activity.
- However, many find they face a barrier at this stage...
- Financial: lack of access to the resources necessary for memberships or classes
- Logistical: not being able to leave their child alone and not having on site facilities to take their child with them
- A lack of knowledge to create their own physical activity routine at home.



Maintaining momentum and advocacy

Status:

- Whilst she is enjoying exercising, the demands of motherhood are constant and there is a danger she may drop off.



Opportunities to influence & enable:

- Parenting groups and, where relevant, religious institutions can spread messaging about the importance of exercising through their networks of mothers who attend their facilities.
- Campaigns aimed at mothers can help inspire through representing stories of mothers and all they contend with, focussing on resilience and mutual support.

Opportunities to influence & enable:

- Parenting groups - can offer physical activity sessions for mothers and their children for free, solving issues around childcare and expense. Where relevant, religious centres can fulfil a similar function.
- Sports clubs - can provide dedicated family sessions as well as home workouts for mothers, eliminating barriers around childcare and allowing mothers to connect and socialise.
- Key opportunity for partnership** - parenting groups and religious institutions require support in terms of coaches and equipment which sports clubs could facilitate.

Opportunities to influence & enable:

Maintaining momentum:

- Parenting groups and sports clubs - can facilitate the creation of exercise partners to keep one another motivated or keep the emphasis on joint mother-child sessions which will continually create bonding and mental benefits for both mother and child.

Advocacy:

- Encourage mothers to spread the word along their networks, thus growing a community of mothers focussed around sport - integrating much needed social interaction with physical wellbeing on a regular basis.

Participant Journey: Religiously Orientated



Awareness

Status:

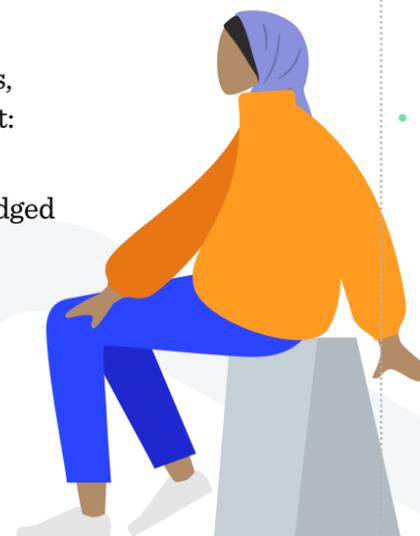
- At the start of the journey, physical activity may simply not be a priority for many or depending on religious practices, there may be a lack of representation as well as cultural barriers.



Delivery

Status:

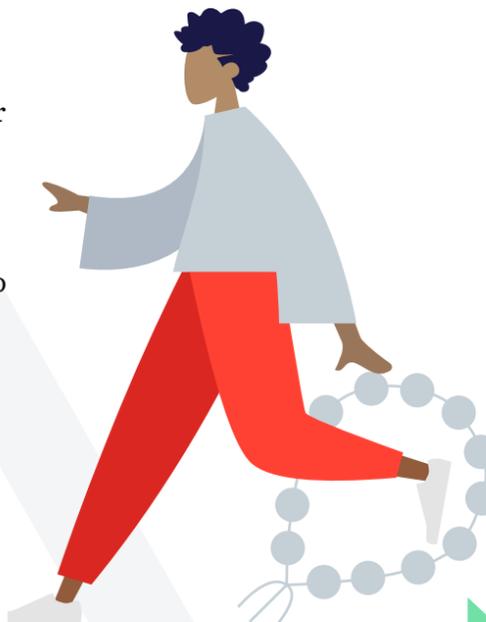
- With encouragement from influential members of their religious community, this segment feel keen to engage more with physical activity.
- However, depending on their religious practices, many may come up against barriers at this point:
- Attire: feeling restricted due to beliefs around appropriate clothing and feeling they may be judged or not have the right kit.
- Spaces: feeling uncomfortable exercising alongside men, leaving very few available sessions for women only.



Maintaining momentum and advocacy

Status:

- Many women may not live that close to their chosen place of worship and may find it hard to make the journey simply for physical activity.
- Some may need persuading that physical activity is befitting within a place of worship and need more time to open up to the idea.



Opportunities to influence & enable:

- Places of worship - different religious centers can spread the word about the importance of physical activity and how it ties in with teachings on physical and spiritual wellbeing.
- Sports clubs and foundations - representation of women from visibly different religious groups in comms and touchpoints with a club are crucial e.g. on club websites, club social media.

Opportunities to influence & enable:

- Places of worship - providing physical activity sessions within churches, mosques and temples will provide convenient, familiar, trusted and safe spaces to engage in activity.
- Sports Clubs - can provide modest club kit or take a demonstrably open stance on being able to perform a sport no matter what you wear.
- **Key opportunity for partnership** - Places of worship often need support finding coaches and sourcing equipment. Sports clubs can step in to help provide resources and partner as facilitators.

Opportunities to influence & enable:

Maintaining momentum:

- Places of worship - can try scheduling sessions at times which coincide with when many women of the congregation might be at their place of worship e.g. after Sunday worship in churches or around weekend prayers in mosques and temples.

Advocacy:

- Spreading awareness about opportunities for physical activity via sermons will help but also requires engaging trusted women in religious communities who act as key figures of guidance and influence.

Participant Journey: Community Fixtures



Awareness

Status:

- At the start of the journey, many may not have done physical activity in a while, with working life and household responsibilities overtaking this as a priority.



Delivery

Status:

- Having gained more awareness, participants in this segment face the following challenges:
- Self awareness: The majority being older, many in this segment feel a little self conscious about joining typically young spaces such as sports clubs or gyms.
- Confidence: Many haven't been active for a long time and feel self conscious about their fitness levels.
- Safety: If not going to gyms etc., those wanting to undertake physical activity on their own in public spaces don't feel safe to do so.

Opportunities to influence & enable:

- Sports Clubs - can arrange community sessions across various sports which encourage women in their 30s, 40s and above to join in relaxed sessions to get moving.
- Councils / Sports Foundations / women's groups - can organise group sessions in public spaces such as parks for group walks, jogs or in community halls for zumba, aerobics.
- Organising sessions at weekends when this segment have more time will increase convenience as well as create greater scope for such sessions to become social staples every week/month.

Maintaining momentum and advocacy

Status:

- Having attended a few larger gatherings put on by councils or sports foundations, encouraging such sessions to be run organically within friendship groups will help build momentum and expand to more women.



Opportunities to influence & enable:

- Maintaining momentum:
- Councils / sports foundations / women's groups - can keep large scale, monthly group sessions in parks and public spaces going as milestones to aim for each month.
- Advocacy:
- In the meantime, participants can be encouraged to form their own groups for local runs, games, classes or walks on a weekly basis, with larger, monthly, public sessions to look forward to.

Opportunities to influence & enable:

- Local neighbourhood groups/apps - ideas and initiatives aimed at inspiring and enabling more women in this segment are best spread through neighbourhood networks such as Nextdoor and Whatsapp groups.
- Local radio and news - local media can bring awareness to initiatives run by local sports clubs or open events for local women.