

Segment 1: Digitally Focussed

Highly connected digitally and influenced by what they see on social media e.g. from influencers on sites such as Instagram, TikTok, Twitter etc.



Proportion of target area population:

50%

Age:

Tends to skew towards younger generations but includes women across older age groups.

Geographic location:

Prevalent across target area with potentially higher clusters of younger generations in Newham.



Considerations around physical activity:

- Many have school, college or uni work to contend with for their time.
- At a younger age, social life and fitting in is important e.g. girls are more likely to engage if they see their friends doing activity too.



Most impactful influencers and channels:



01. Instagram Influencers

who enable physical activity by showing manageable fitness routines such as Chloe Ting, Kathy Drayton, Cassey Ho, Natalee B Fitness and others.



02. Sports Clubs

who create a social media presence and inspire with posts, pictures and other engaging content e.g. London Pulse.



Relevant physical activities and sessions:

- No particular restrictions on the types of activities relevant to this segment.
- Many younger women are open to joining sports clubs or trying out new and less common activities from rock climbing to kickboxing.

Patricia

16, Black British/Caribbean, GCSE student

Considerations around physical activity:

Would like to join a sports club but her friends aren't interested and she has no one to go with. She therefore lacks motivation to give it a try, worries she might be the only girl, if people will be welcoming etc.

Relevant physical activities / sessions:

- Taster sessions at local sports clubs to meet likeminded girls her age - this could include team sports from football, netball and cricket, to martial arts and boxing clubs.

Opportunities to influence and enable:

- **Sports Clubs** who actively reach out to young girls and create a social media presence e.g. on Instagram.
- **Female athletes** from clubs in the area who can act as role models for local women and girls.

Engaging messaging:



- Inspirational content on social media about being part of a team and the excitement of playing sport, told by current members, athletes.
- Seeing representation of women at different levels throughout the club; members, coaches, management.



Lizzie

28, White British, Working full time

Considerations around physical activity:

She cares about image and would like to lose weight but finds it hard to keep consistent. Finds fitness influencers inspiring but also finds it hard comparing herself to their level.

Relevant physical activities / sessions:

- Home workouts which provide maximum convenience and ease.
- Short sessions of activity focussing on fitness or targeting weight management such as HIIT sessions.
- Online strength and conditioning sessions provided by a sports club, open to beginners or the public in general.

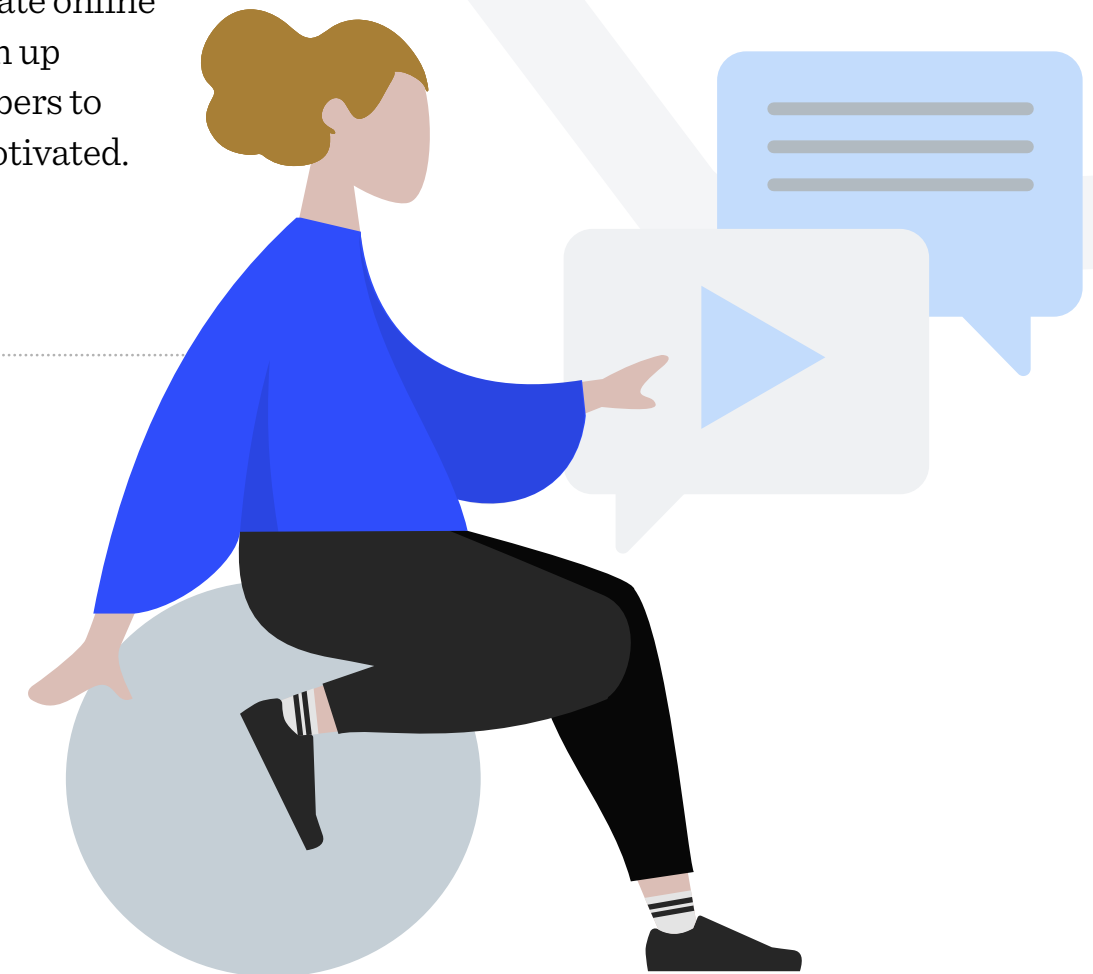
Opportunities to influence and enable:

- **Social media influencers** who focus on manageable and attainable workout routines.
- **Sports Clubs** who can facilitate online fitness sessions or even match up beginners with existing members to guide them and keep them motivated.

Engaging messaging:



Comms on social media which represent women of different body types and sizes and different levels of experience.



Segment 2: Busy Mothers

Women who are raising children of any age and whose role as mother plays a dominant role in their lives and greatly impacts their free time.



Proportion of target area population:

40%

Age:
Comprised of women across all age groups.

Geographic location:
Prevalent across the breadth of the target area.



Considerations around physical activity:

- Have little to no spare time to themselves in order to be active.
- Majority are financially stretched and gym memberships or other activity related costs can create prohibitive barriers.
- Without some form of childcare on site, many are unable to attend sports clubs or gyms.



Most impactful influencers and channels:



- 01. Parenting Groups** who already provide support as well as potential spaces for mothers to be active whilst children are taken care of.
- 02. Local Whatsapp Groups** for mothers which act as trustworthy networks for discussion and dissemination of programs or initiatives.
- 03. Religious establishments** who could offer activity sessions for free or at affordable prices, and a trusted space for children.



Relevant physical activities and sessions:

- Currently the most limited segment in terms of being able to be active but with many very keen to find any activities they can make work.
- Activities ranging from relaxing yoga sessions to higher intensity fitness classes as well as family sport sessions or activity-based games for mothers and children.

Ruksana

30, Pakistani, Working part time, with young children

Considerations around physical activity:

Would like to go to the gym to keep fit but membership feels like an unnecessary expense amongst her other priorities. With two young children, she is not able to attend anyway unless there is childcare.

Relevant physical activities / sessions:

- Spaces which allow women to attend with children e.g. parenting groups, local mosque and who can offer group activities such as fitness classes.
- Guided weight training from home to help recreate the experience of a gym at a lower cost and with no need for childcare.

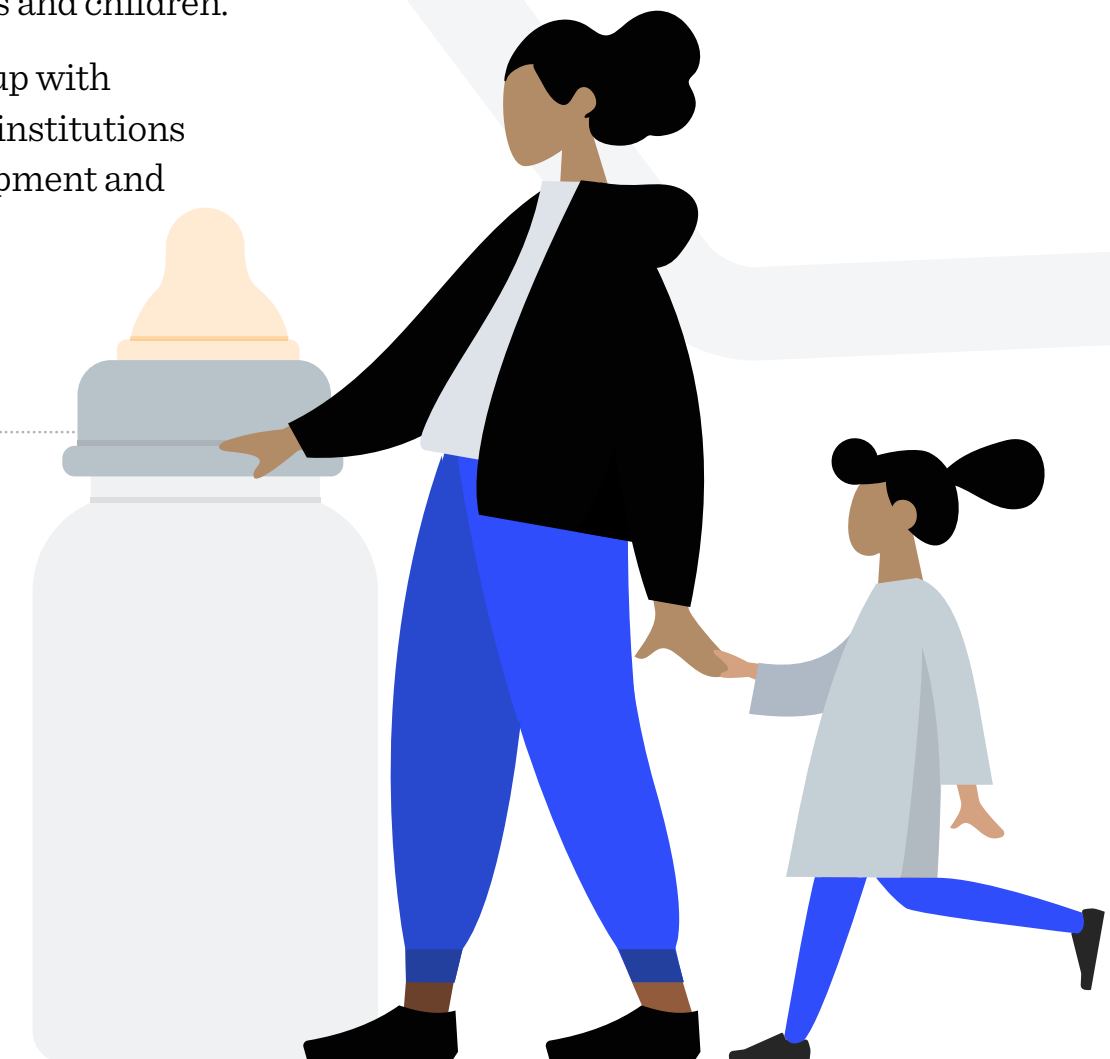
Opportunities to influence and enable:

- **Parenting Groups** such as The Hug or Early Years Cocoon in Barking who could offer free sessions for mothers and children.
- **Sports Clubs** who can team up with parenting groups or religious institutions to provide session plans, equipment and coaches.

Engaging messaging:



Especially for mothers of young children - messaging which encourages them to 'look out for number 1' and take some time for themselves, safe in the knowledge their children are well taken care of or can join in.



Veena

37, Indian, Working full time and full time mother

Considerations around physical activity:

Lacks time to be active due to work and caring for her children in the evenings. Also lacks self confidence in her ability to do physical activity / sport after not doing any for a long time.

Relevant physical activities / sessions:

- Gentle activity allowing her to build up confidence and fitness with other women.
- Walking groups in parks of women of all ages to create social opportunities whilst being active.
- Community sports sessions at netball, cricket clubs etc. which emphasise having fun, socialising and getting the whole family moving.

Opportunities to influence and enable:

- **Sports Clubs** who cater particularly to women of all ages and focus on casual sessions for whole families.
- **Community Groups** organizing park walks and get togethers.

Engaging messaging:



Campaigns which inspire and motivate mothers to try something new, understanding the demands on their time but also the importance of 'me time' e.g. presenting mums as superheroes, resilient and strong, but in need of some fun and distraction.



Segment 3: Religiously Oriented

Attach great significance to their religion and spiritual beliefs, holding their local place of worship and religious guidance in great esteem.



Proportion of target area population:

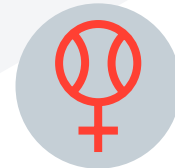
60%

Age:

This segment encompasses women across all age groups.

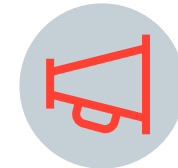
Geographic location:

Prevalent everywhere in target area but potential high clusters in Ilford and Newham.



Considerations around physical activity:

- According to religious practices, many may not feel comfortable undertaking physical activity in mixed spaces, requiring female only spaces or female only sessions of which there are few.
- Some may also feel constraints around their beliefs and preferences about clothing and appropriate kit to be active in.



Most impactful influencers and channels:



01. Religious places of worship who spread positive messages about physical activity as well as offering activity sessions themselves.



02. Sports clubs who can cater towards cultural considerations around clothing and provide female coaches.



Relevant physical activities and sessions:

- A range of different activities such as yoga, martial arts, jogging and some traditional sports is attractive to this segment.
- Certain activities such as dance or netball may prove more challenging to introduce in certain communities and would have to be positioned sensitively.

This group is not directly related to any of London Sport's existing segments as it is a product of the local context of the target area in which religion plays a particularly important role.

Religiously Oriented:

Amala

22, Bangladeshi, Muslim



AudienceNet



Considerations around physical activity:

Interested in trying out sports but not sure where to find the right club for her as she sees little representation of women who look and dress like her in organized sport.

Relevant physical activities / sessions:

- Sports sessions run by or in her local mosque would ensure a setting in which she feels comfortable wearing what she wants.
- Free introductory sessions at sports clubs/ opportunities to ask questions would help build familiarity and rapport.
- Having the choice of women only sessions as well as female led sessions would be preferable.

Opportunities to influence and enable:

- **Sports Clubs** who actively message about doing sport in whatever you feel comfortable in and who can support with appropriate club kit.
- **Local mosques** who encourage physical activity, offer sessions themselves and could reach out to other mosques to join in e.g. Barking Mosque, Ilford Islamic Center.

Engaging messaging:



Examples of muslim women who play sport at club level and wear what they are comfortable in.



Religiously Oriented:

Mandy

30, African descent, Christian



Considerations around physical activity:

Faces no real barriers based on her beliefs but has always felt that physical activity and sports are less important for women.

Relevant physical activities / sessions:

- Sessions which follow on from Sunday worship, held by the church in their grounds, church hall or local park.
- Sessions could include yoga and dance sessions or Zumba sessions as well as jogging groups or casual community netball sessions.

Opportunities to influence and enable:

- **Local influential churches** supporting the importance of physical activity for women e.g. Jubilee Church Ilford, Riverside Church Barking, Power House International Ministeries.
- **Sports clubs** who can provide resources for church sessions who may struggle to find facilitators and coaches on their own.

Engaging messaging:



- Tying the importance of physical activity and wellbeing to the teachings of the bible and the importance of taking care of one's body.
- Local women of Christian faith who could act as ambassadors on how their faith inspires them to care for their health and fitness.



Religiously Oriented:

Manisha

35, Indian, Hindu



AudienceNet



Considerations around physical activity:

Doesn't feel comfortable in male dominated spaces such as gyms for reasons of feeling intimidated and judged. Doesn't know of any female only gyms near her or any other female only sessions.

Relevant physical activities / sessions:

- Home workouts and online sessions focused on strength and fitness which simulate a gym experience at home.
- Yoga offered in her local temple as well as other sessions the temple could provide.

Opportunities to influence and enable:

- **Local temples** who support the idea of the importance of physical activity and who enable a safe space.
- **Sports clubs, affiliated coaches or gyms** who can offer and lead home workouts.

Engaging messaging:



Emphasising the already established links between spirituality and physical activity in her faith and how any other sessions whether sports, dance or aerobics support overall wellbeing.



Segment 4: Community Fixtures

Staples of the area and tapped into traditional media, local news and word of mouth, less influenced by social media.



Proportion of target area population:

30%

Age:

This segment tends to skew older e.g. late 30s, 40s.

Geographic location:

Prevalent across target area with potentially higher clusters around Barking and Dagenham.



Considerations around physical activity:

- Less exposed to content around fitness and fitness role models and may require more inspiration to start exercising.
- Given that this segment skews older, many may feel less fit and less comfortable in young spaces such as gyms and sports clubs.



Most impactful influencers and channels:



01. Local Channels such as Whatsapp groups, neighbourhood apps, local radio stations and newspapers who can spread information about new women's initiatives.



02. Sports clubs who can offer community sessions or **councils** organising sports related events for women in public spaces.



Relevant physical activities and sessions:

- For the majority, relaxed sessions which are also sociable e.g. jogging, Zumba, netball, rounders sessions etc., appeal.
- However, a few want to get into/back into organised sport and need opportunities to do so within their age cohort.

Bhavna

48, Indian, Working full time

Considerations around physical activity:

Wants to be active but is aware it will take her longer to get fit at this stage in life and finds the idea of exercising daunting.

Relevant physical activities / sessions:

- Public sessions in parks where women can socialise and feel safe whilst exercising in a group.
- Ideal activities include short group jogs or walks, Zumba classes, pilates, yoga and other gentle and social activities.

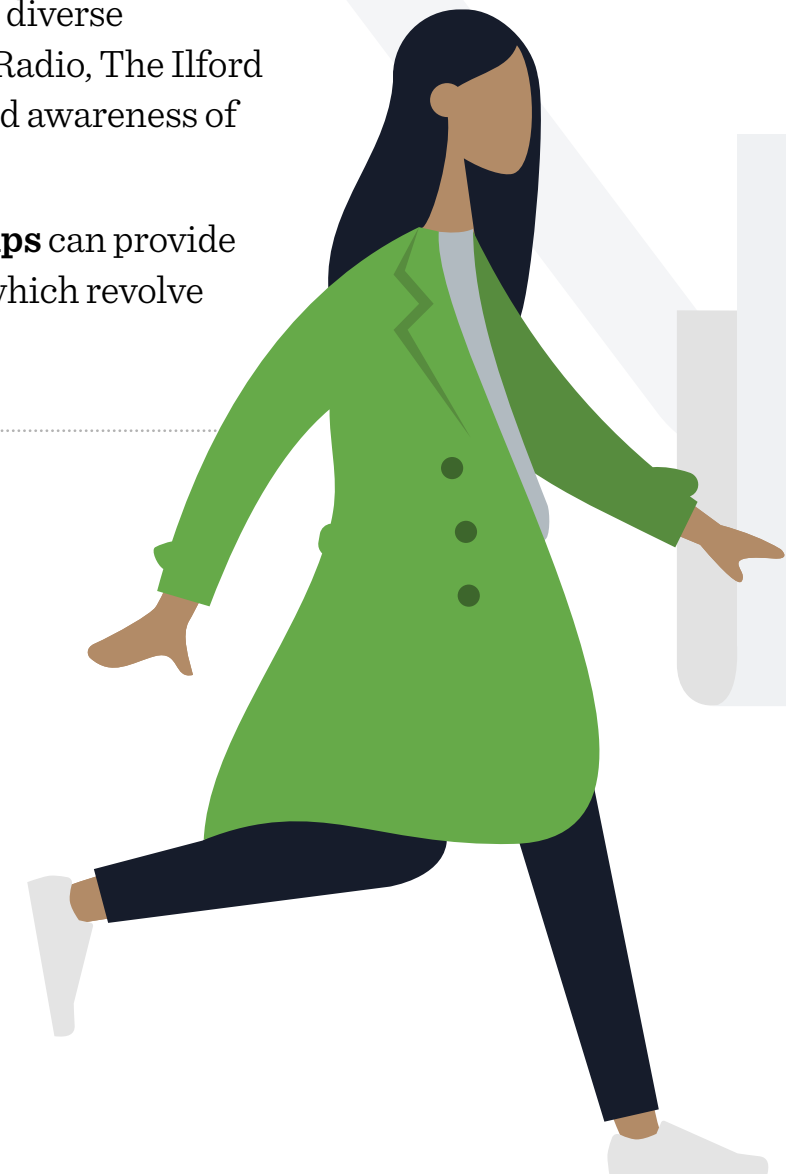
Opportunities to influence and enable:

- **Local news and radio** with diverse audiences e.g. East London Radio, The Ilford Recorder etc. can help spread awareness of initiatives for local women.
- **Councils or women's groups** can provide public spaces for meet ups which revolve around sport.

Engaging messaging:



Emphasising the opportunity to be active whilst meeting other women from the local area, potentially combining sport with other activities such as talks or other initiatives.



Lorna

40, Black British/African, Working full time

Considerations around physical activity:

Was very active when she was younger and would love to get back into organized sport. However, worries that sports clubs are for younger people and that she may stick out or take longer to catch up.

Relevant physical activities / sessions:

- Community sessions at sports clubs which actively target women over 30 to attend and create a sense of inclusivity across generations.

Opportunities to influence and enable:

- **Sports clubs** providing an accessible way back into sport and reaching out via leaflets in public spaces, over WhatsApp groups and local news.

Engaging messaging:



Showing women above the age of 30 playing organised sports to break through age related stereotypes and remind previously active women of the excitement of being part of a team or club.

