

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:



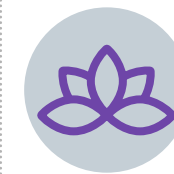
01. Parenting Groups who already provide support as well as potential spaces for mothers to be active whilst children are taken care of.



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.

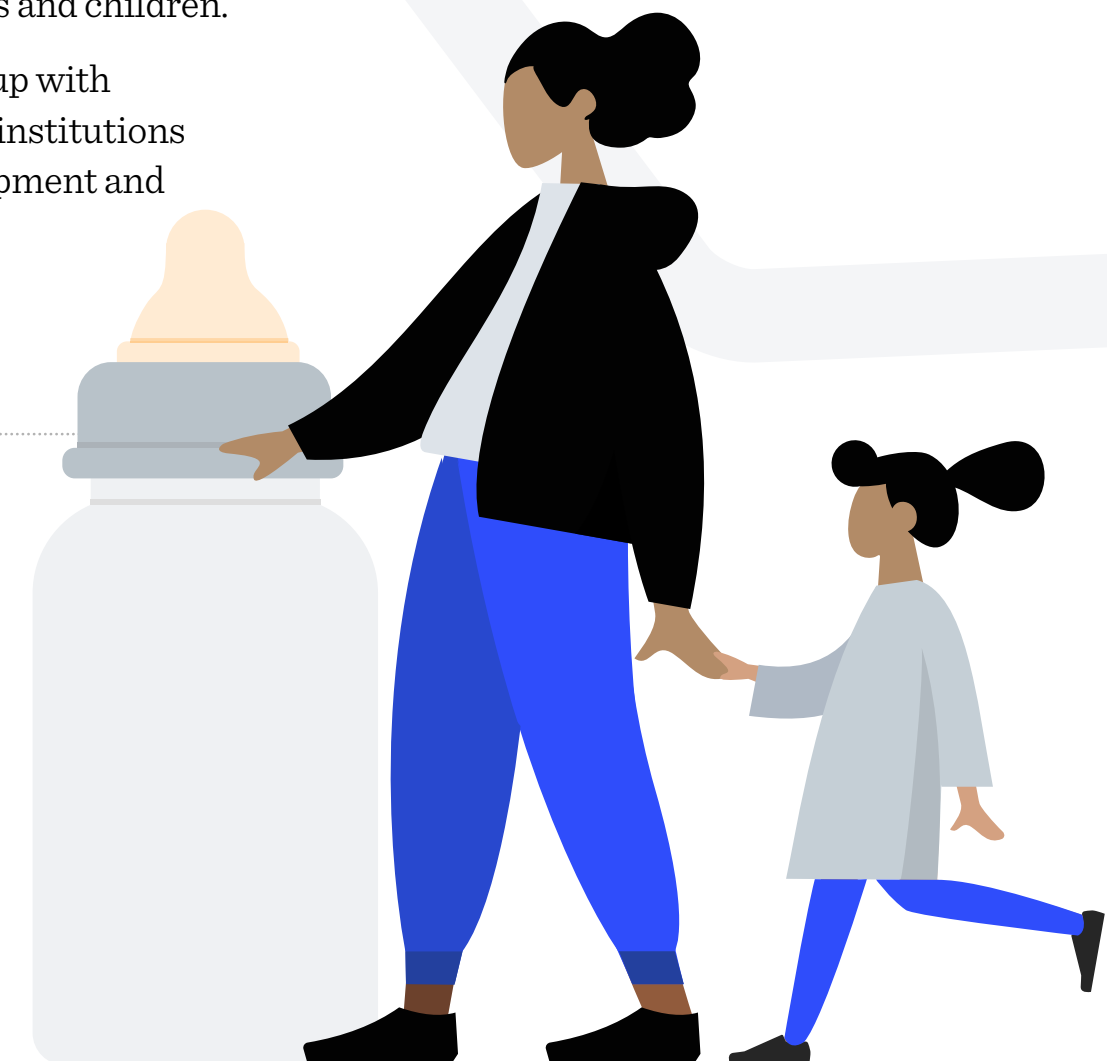
Opportunities to influence and enable:

- **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.

