

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.

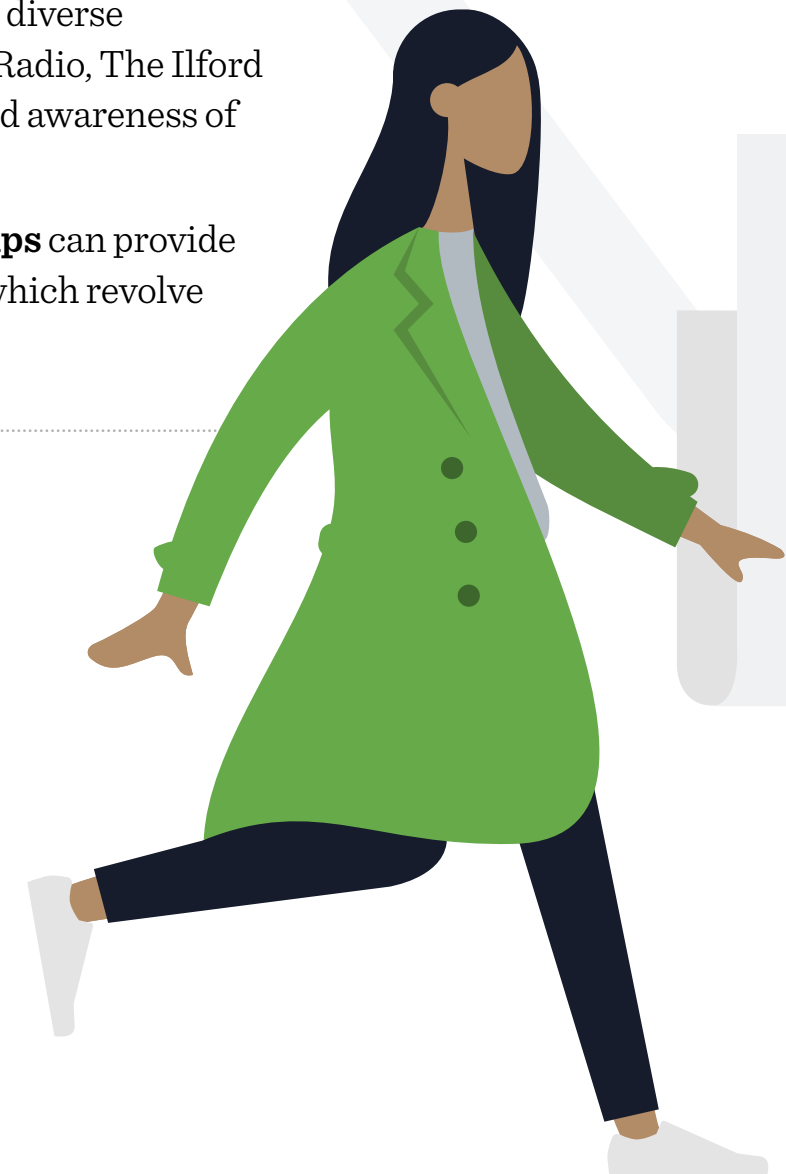
Opportunities to influence and enable:

- **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.

