

# Everyday Youths

Mainstream / Easy-going / Content

## Why Everyday Youths take part

↑ More important

To spend time with friends

To have fun

To make new friends

↓ Less important

To improve appearance

## What stops Everyday Youths taking part

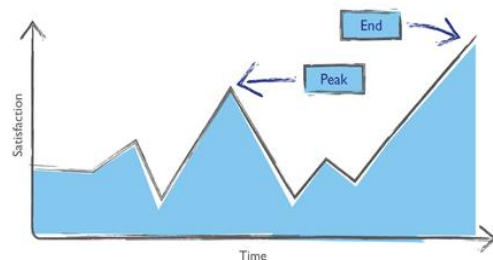
*I found somewhere but haven't got round to going*

## Keep it fun, friendly and relaxed

Everyday Youths need their experiences to be fun and offer opportunities to spend time with their friends.

- ✓ Ask them what they find fun and plan sessions with that in mind.
- ✓ Encourage chatting and laughing about the activities.

Focus on session planning using the Peak-End rule which tells us that people remember and judge an experience on its most memorable point and how it finishes.



- ✓ Finish strong with celebration or the session.

## Don't ask too much of them

This group **don't like the idea of too much responsibility**, so don't ask them to take the lead or get involved in organising.



*'I love doing things with my friends, so having the opportunity to take on a challenge with them would be really good'* Ramila, 18

## Encourage friendships

Make sure sessions stay focused on their existing friendship groups and other **people 'like them'**. If more talented sports people are allowed to dominate the group this will push out everyday youths.

- ✓ Let them pick their own partner.
- ✓ Introduce pairs to each other to create groups of similar young people.
- ✓ Allow opportunity to talk to everyone to grow friendship groups.
- ✓ Encourage the sharing of social media contacts and meeting-up outside the session.

This group like challenges they can do with friends, but they **don't want to worry about being good** at the activity.

- ✓ Play fun games that teach a skill without pushing the technical element.
- ✓ Challenges that are about the whole group reaching an outcome are appealing e.g. As a group let's try to run a marathon distance in total – this way if one person runs further than another it's not the key focus.

## Let them drop in and out

Everyday Youths are wary of making commitments.

*'Too much commitment is always a hassle.'* Roy, 24

- ✓ Focus on the immediate future rather than longer term.
- They worry about keeping up if they miss sessions
- ✓ Reassure them they can come back anytime and join in.
- ✓ Avoid using a skills pathway to engage them, if they drop out this will undermine their confidence to coming back.

## Let them drop in and out

This group are interested in reward and additional benefits.

- ✓ Use things they enjoy doing as incentives to keeping active. E.g. cinema vouchers

Listening to music is popular amongst all young people



Gaming

Cinema

Computers