



**LONDON SPORT  
CONSULTANCY**



**GET  
ACTIVE**

**Exploring the impact of covid-19 and  
shaping a relevant online solution to  
better engage diverse groups**

**April - May 2020**



## The Challenge

Following the outbreak of covid-19, London Sport was keen to explore development opportunities for [Get Active](#), a free online activity finder site. A comprehensive evaluation was required to identify site development opportunities and support the development of an early stage campaign. To inform these aspects, research was also required to explore the lived experience of target users during the pandemic, in particular those with longer-term health conditions.

## London Sport's Support

To shape a relevant, engaging online solution, London Sport consulted with diverse Londoners.

A one-week qualitative online research community was created to gain a rich, holistic understanding of target users' lifestyles and behaviours during the pandemic.

Daily exercises was shared amongst 17 'Want To But Can't' target user representatives (learn more about our Less Active Segmentation Research [here](#)). A creative approach to research task planning was used including lockdown diaries, 'vox pop' video tasks, discussions and surveys. 'Mark-up' tool exercises were also used to explore emotional relationships with exercise and to review online adverts proposed by London Sport's creative agency.

Having gathered feedback, action points and recommendations were 'reality-tested' amongst key stakeholders to identify short and long-term development priorities for the Get Active website through discussion with key stakeholders



## The Outcome

London Sport's report gave the Get Active team a greater instinct and empathy for target users, combining layers of insight to create rich, holistic personas (e.g. 'sandwich generation mum', 'young single overdrawn' etc). The comprehensive site and campaign assessment enabled the team to sensitively gauge reception towards the new tone of voice and critical aspects of messaging, to de-risk further development decisions. More than 30 user-generated ideas built on the campaign theme 'Invent your ideal exercise class'.

## What do our partners say?

**"User research is key to ensuring we are continuing to develop the Get Active site, to better support people to find the right activity for them. This project helped us to understand how the coronavirus pandemic was influencing Londoners opportunities and motivations to engage with activity. As a result, we've been able to make changes to the platform to better support people to take the first steps to be active, and have put in place an exciting roadmap for future platform developments and campaigns."**

Chris Norfield  
Head of Digital Behaviour Change







**Interested in working with London Sport? Get in touch:**

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