

# Participant Journey: Community Fixtures



## Awareness

### Status:

- At the start of the journey, many may not have done physical activity in a while, with working life and household responsibilities overtaking this as a priority.



## Delivery

### Status:

- Having gained more awareness, participants in this segment face the following challenges:
- Self awareness: The majority being older, many in this segment feel a little self conscious about joining typically young spaces such as sports clubs or gyms.
- Confidence: Many haven't been active for a long time and feel self conscious about their fitness levels.
- Safety: If not going to gyms etc., those wanting to undertake physical activity on their own in public spaces don't feel safe to do so.

### Opportunities to influence & enable:

- Sports Clubs - can arrange community sessions across various sports which encourage women in their 30s, 40s and above to join in relaxed sessions to get moving.
- Councils / Sports Foundations / women's groups - can organise group sessions in public spaces such as parks for group walks, jogs or in community halls for zumba, aerobics.
- Organising sessions at weekends when this segment have more time will increase convenience as well as create greater scope for such sessions to become social staples every week/month.

## Maintaining momentum and advocacy

### Status:

- Having attended a few larger gatherings put on by councils or sports foundations, encouraging such sessions to be run organically within friendship groups will help build momentum and expand to more women.



### Opportunities to influence & enable:

#### Maintaining momentum:

- Councils / sports foundations / women's groups - can keep large scale, monthly group sessions in parks and public spaces going as milestones to aim for each month.

#### Advocacy:

- In the meantime, participants can be encouraged to form their own groups for local runs, games, classes or walks on a weekly basis, with larger, monthly, public sessions to look forward to.

### Opportunities to influence & enable:

- Local neighbourhood groups/apps - ideas and initiatives aimed at inspiring and enabling more women in this segment are best spread through neighbourhood networks such as Nextdoor and Whatsapp groups.
- Local radio and news - local media can bring awareness to initiatives run by local sports clubs or open events for local women.