



**LONDON SPORT
CONSULTANCY**



**SPORT
ENGLAND**

East London – Women and Physical Activity

September - May 2021





The Challenge

The area of East London shows some of the lowest levels of physical activity amongst women in the country. Just under 250,000 women and girls in this area do not meet the recommended 150 minutes of exercise a week.

London Sport partnered with AudienceNet to understand the barriers to physical activity amongst women and girls in three East London boroughs and identify potential local influencers who could inspire and enable women to take up more physical activity.

The project aimed to explore the role of local influencers in reaching and engaging less active women in physical activity and sport, focusing on diverse communities and populations where activity levels were known to be below average.

London Sport's Support

Using qualitative and quantitative data triangulation methods, London Sport identified and recruited participants for an online community. The qualitative online community lasted two weeks and consisted of 64 participants.

The community involved primarily capturing women and girls' thoughts on existing leisure centre provisions, sport

and physical activity opportunities and barriers within their area. Further lines of questioning explored active behaviours, resident needs, reach and engagement, and opportunities to improve their health and wellbeing.

Once the online community terminated, London Sport was able to create influencer consultations based on the working up of all outputs.



The Outcome

The research informed the development of personas and a segmentation of the local female population, grouped by the most defining factors influencing their approach to taking up physical activity, from motherhood and religious affiliation to how connected women were digitally.

The construction of personas in this way helped identify the types of channels and influencers best suited to inspire and reach out to less active women in each segment, e.g. places of worship, parenting groups, campaigns over social media.

This piece of work builds on London Sport's existing segmentation of 'less active' individuals and inspired the creation of the partner guidance pack. The pack is designed to help any delivery body operating in East London identify strategies and approaches for increasing levels of physical activity amongst women.

What do our partners say?

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“You see on a national level that we struggle as a country to engage people to take part in sport and improve their physical health. We've also had that on a cultural and a local level where we've had to change mindsets about the benefits of sport and about the permissibility of being allowed to take part in sport. This research enhances people's understanding of my community and hopefully, by increasing their understanding, it can debunk some of the myths and negative perceptions that they have.”

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Ash Siddique

Al Madina Mosque in Barking



Interested in working with London Sport?

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