



The screenshot shows the 'GET ACTIVE' website interface. At the top, there is a search bar with the text 'Search location'. Below the search bar are filters for 'All Activities', '9th Dec 2019 - 23rd Dec 2019', 'Paid and Free', 'Map', 'More Filters', and 'Clear Filters'. The main content area displays '2738 Activities Found (page 1 of 55)'. Three activity cards are visible: 'Badminton Club Sessions' for £5.00 on Mon 9th at 19:30, 'Walking for Health - Bishops Waltham' for free on Tue 10th at 10:20, and 'Pilates' at Paterson Centre on Swanmore Road, Southampton, SO32 2PA, which is scheduled. To the right is a map of the Southampton area with several location pins. A search bar on the map says 'Search as I move the map' and 'Redo Search'.

## BACKGROUND

The Get Active website has been developed to help people find local activities that are right for them. It also provides clubs and activity providers with a free marketing opportunity to promote specific sessions to a wider audience.

### Uploading sessions - things to consider

- **In your session description**, consider all the elements a new attendee might want to know (e.g. parking, clear directions, breaks in the session, opportunity to watch first etc.)
- **Check the scheduling**. If you are running a 6-week block, you can set the sessions to show weekly for 6 weeks. Alternatively, you can set weekly/monthly sessions, or other recurrences.
- **Choose a strong image**. The Get Active site allows one image for each session. Think about using a positive image that reflects your activity and will attract new people and not make them feel intimidated.

## UPLOADING SESSIONS

To upload sessions, you will need to register on the Open Sessions website:

<https://opensessions.io>

**TIP:** If you have a central club email address, use this for the account so that various people from the club can access the account to update sessions.

**Make sure you complete all sections of the session upload:**

- Describe the activity
- Participant information
- Location
- Who
- Cost
- When
- Promotion

## WHAT WORKS WELL – THIS GIRL CAN

In a recent This Girl Can Swim campaign, Sport England tested a range of images to encourage women to join swim sessions.

**The images that worked best were those of:**

- an individual in the activity setting but not actually doing the activity
- participants being supported by an instructor/coach



Example individual shot



Example instructor shot

## WHAT ATTRACTS – MYSTERY SHOPPERS

Energise Me has been working with local women in Hampshire to help them find new physical activities that they would like to try. Many of them struggled to find the information they felt they needed to know before deciding whether to attend a session.

**They wanted to find these things, clearly explained, all in one place:**

- when the session is and what it involves
- how much it costs and whether there are hidden costs like equipment hire or membership fees
- a clear description of the level of the class - e.g. what makes someone an improver?
- course duration and next steps for progression - e.g. beginner course following a taster session
- what to wear and what to take
- age range of people who attend
- photo evidence that reinforces text

### THE BASICS



**WHEN**  
(and session description all in one place)



**COST**  
(and what you get for your money)



**LEVEL**  
(and what that level means e.g. definition of improver)



**COURSE DURATION**  
(and the next steps for progression)



**WHAT TO WEAR**  
(and what to take)



**PHOTO EVIDENCE**  
(that backs up what text says about age range and ability)

AGE RANGE - 16+ isn't enough to reassure 45+ age group

### A CLUB DESCRIPTION OUR MYSTERY SHOPPERS LOVED

**“We’re a community club run by volunteers and have around 130 members of all ages from 12 to 77 years old, which include all levels of fitness and ability. Our members enjoy the camaraderie of being part of a team.”**

## EXAMPLE SESSION DESCRIPTION

Below is an extract from a health walk description, which focuses on sounding inclusive and highlighting the social aspect of the activity.

“Every week we welcome newcomers and regular walkers. Between us, we have a wide range of health conditions and range in age from XX to XX. Some of us are slower than others but we stick together and we’re all lapping everyone on the couch. Come and join us and be part of a group where we all support each other to improve our fitness levels.”

