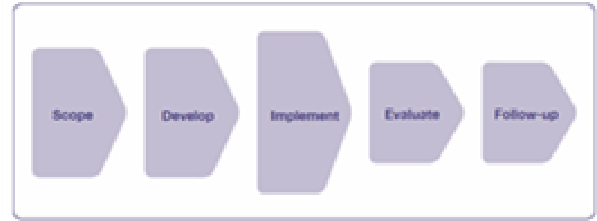


APPENDIX 1: Getting Exeter Active – a Social Marketing Approach

Through adopting a social marketing approach the Get Exeter Active work programme will stay focussed on clear, measurable outcomes. The Social Marketing 'Total Process Planning' model places the residents of Exeter at the centre of the work.



The **Scoping Stage** seeks to understand who in Exeter is not active and why. It is through understanding their barriers and motivations that evidenced based planning can begin. The scoping examines all relevant data and analyses it with a view to segmenting the population.

Different people will require different approaches and it is important local planning recognises this from outset. The scoping also includes understanding what services and interventions are already there to enable planning to maximise existing resources and pull together overlapping areas of work across organisations. Finally Social Marketing is based on behavioural change models that

demonstrate how important it is to raise self-esteem and understand beliefs.

Example Outputs

	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14
Literature Review					
Segmentation (Sport England/Mosaic)					
Review of intelligence Service/intervention review					
Evaluation design to include measurement					
Behaviour Change Modelling					
Engage with target audience					

Outcomes

The Health and Wellbeing Board could expect to see:

- **Insight** - a person centred understanding of physical activity needs at a local level.
- **Segmentation of the population**, their wants, barriers and what will get them moving.
- **Recommendations** for targeted, measurable behaviour change

Dominant market segment by population

Catchment area Exeter District

- Ben - 1
- Jamie - 2
- Chloe - 3
- Leanne - 4
- Helena - 5
- Tim - 6
- Alison - 7
- Jackie - 8
- Key - 9
- Paula - 10
- Philip - 11
- Elaine - 12
- Roger & Joy - 13
- Brenda - 14
- Terry - 15
- Norma - 16
- Ralph & Phyllis - 17
- Frank - 18
- Elsie & Arnold - 19

— Catchment area
— Lower Super Output Areas

Multi-facility
 Health and Fitness Suite

Jamie
Sports Team Lads

Young blokes enjoying football, pints and pool
Vocational student, single
18-25

Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and sms text information services.

Jamie is a very active type that takes part in sport on a regular basis.
Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling