



LONDON SPORT  
CONSULTANCY

# How to reach and support customers affected by cost of living crisis

Chris Norfield

# Today.

- 1 How the cost of living crisis is impacting activity levels
- 2 Tips for delivering activities during cost of living crisis
- 3 Tips for marketing activities during cost of living crisis

# Impact of cost of living crisis on physical activity?

- The rising cost of living is due to converging challenges, including:
  - financial legacy of the Covid-19 pandemic
  - conflict in Ukraine and associated economic sanctions
  - global supply chain issues
  - Inflation, tax rises and wage stagnation.

Sport England research indicates that the resulting increase in cost of living will negatively impact sport and physical activity more than during previous recessions due to the significance and scale of these challenges.

*Source: <https://www.sportengland.org/guidance-and-support/cost-living>*



# Activity providers are feeling the pressure

- Increase in inflation and utility costs resulting in providers
  - Reducing number of sessions
  - Increasing costs to participants
  - Moving to alternative venues
  - Reducing pool temperatures
  - Stopping activity altogether

# Emerging impact on consumers

- 40% people said the cost of living increase was having a 'negative impact' on their ability to be active in August 2022, up from a third of people in March 2022
- Almost half of people (48%) think the cost-of living is likely to have a negative impact on their ability to be physically active in the future.
- First sign of a drop in overall activity levels seen in August 2022

Source: <https://www.sportengland.org/guidance-and-support/cost-living>

# Groups most at risk

- Low income households and those 'just about managing'
  - Those with children
  - People with a disability
  - Ethnically diverse communities
  - Women
  - People with long term health conditions



# Inequalities continue to widen

- These groups all started with lower activity levels and had been disproportionately impacted by the impacts of the pandemic.



# **Tips for delivering sessions during cost of living crisis**



# Key factors that could lead to lower activity levels in these groups

- **Cost:** Over 50% of those who are financially struggling report “spending less on non essentials”.<sup>2</sup>
- **Mental Bandwidth:** These groups were more likely to report that they were struggling to “find the bandwidth to prioritise being active”

# Segmenting by behaviour

Reducing activity	Maintaining or increasing activity
People making choices between paid activities and/or lowering frequency they take part	Those who are not making changes because they are either able to continue to pay for activities <i>or</i> who were doing low cost or free activities prior to the rise in the cost of living, such as walking for leisure
People cutting back or stopping altogether because they can't afford to continue with their physical activity choices	People who are doing more or continuing because they recognise the benefits to wellbeing

Source: <https://www.sportengland.org/guidance-and-support/cost-living>



# Groups reducing activity levels

- People making choices between paid activities and/or lowering frequency they take part
- People cutting back or stopping altogether because they can't afford to continue with their physical activity choices

# People making choices between paid activities and/or lowering frequency they take part

Could you offer:

- Loyalty discounts – e.g for block bookings
- Payment instalments
- Short payment holidays
- Different options – such as delivering classes online or increasing group size

# People cutting back or stopping altogether because they can't afford to continue with their physical activity choices

Could you ...?

- Lower the additional costs required to take part in your session?
  - i.e. equipment needed,
  - travel to venue,
  - social element attached,
  - childcare

# Other support available

- Delivering for providers with budget and desire to help this audience get active.
  - Such as Local Authorities or Health organisations.
- Grants for activity providers (see Sport England website)
- Explore alternative venues
  - Parks
  - Warm Spaces
  - School Facilities
  - Active Practices



# **Tips for marketing during the cost of living crisis**

# The 4 step marketing plan

- 1 Identify who your most likely or ideal customers are.
- 2 Advertise your session in the places they are.
- 3 Ads should grab their attention and make it easy for them to express an interest in your session.
- 4 Support them to turn up and take part.

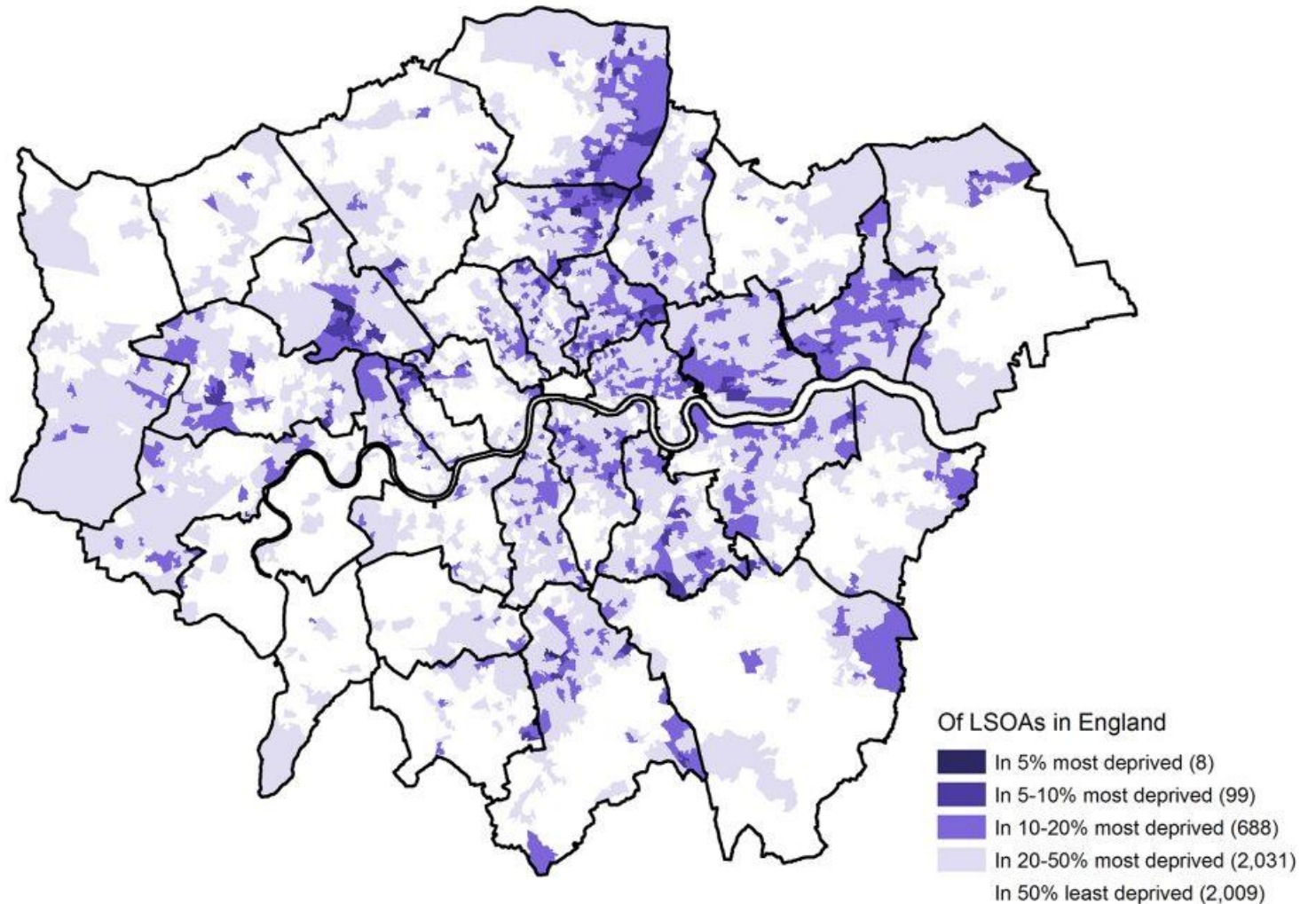


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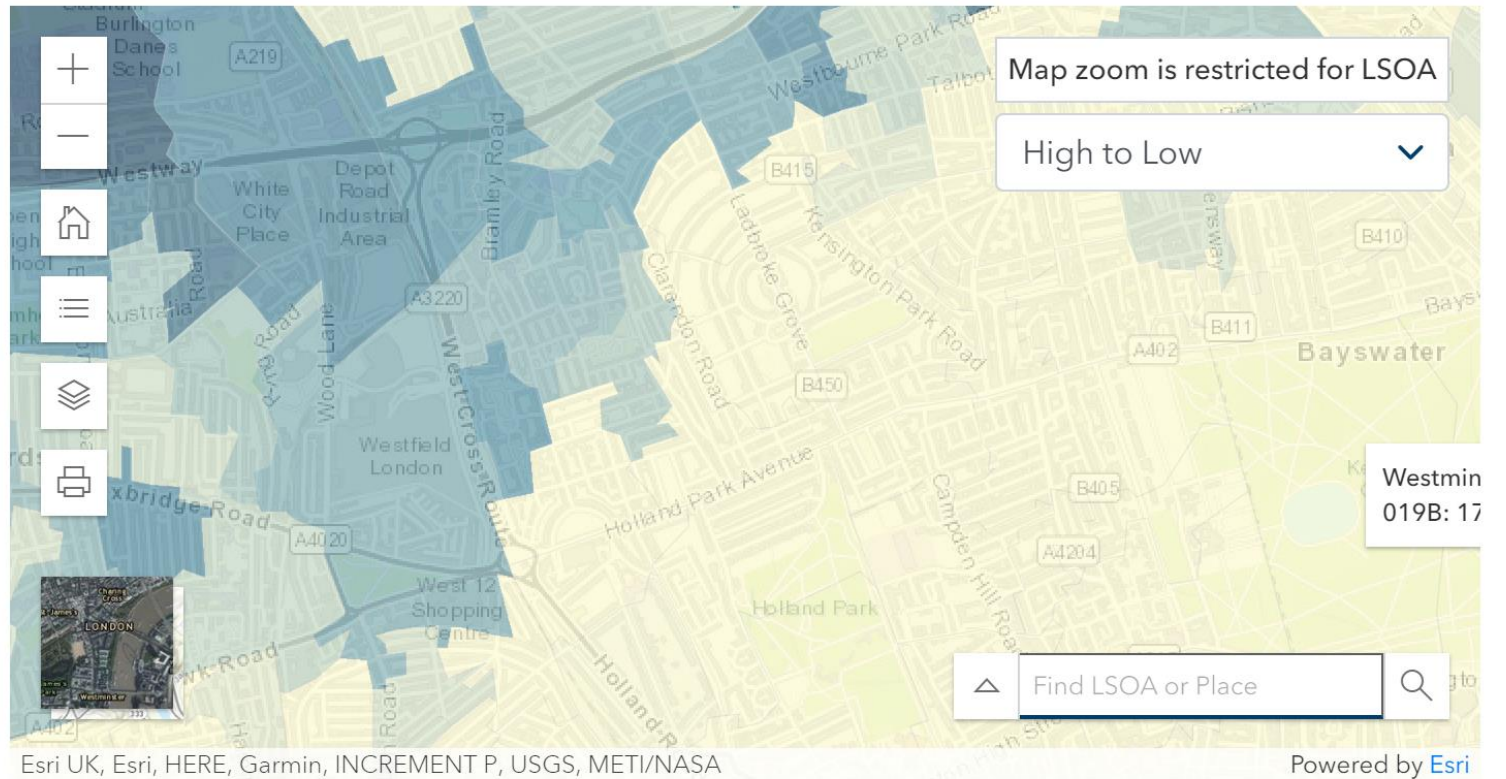
# 1. Identify the target audience

- Where they live
  - Indices of Multiple Deprivation (IMD)



# 1. Identify the target audience

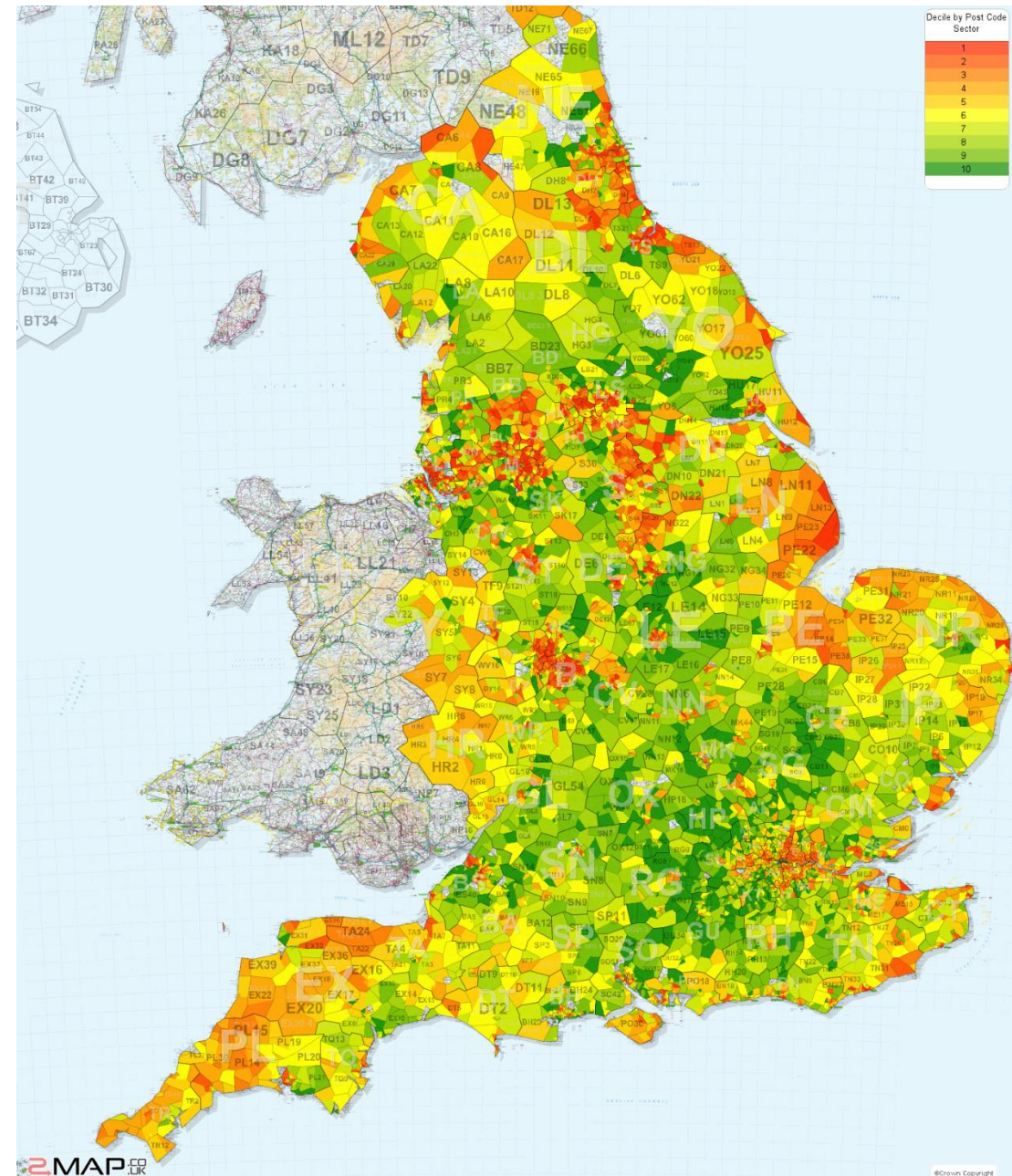
- Where they live
  - IMD
  - National Statistics Socio-economic classification (NS-SEC)





# 1. Identify the target audience

- Where they live
  - IMD
  - NS-SEC
  - Postcode sector



# 1. Identify the target audience

You can access the postcode tool at

[www.shorturl.at/jqxE1](http://www.shorturl.at/jqxE1)

The screenshot shows a Google Spreadsheet titled "KS611EW to KS613EW - NS-SeC". The spreadsheet contains a table with the following columns: Postcode Sector, Total sector population, % population from lower socio-economic groups, Area, and Region. A large white number "0" is overlaid on the spreadsheet, and a text overlay says "Click anywhere to PAUSE Count".

Postcode Sector	Total sector population	% population from lower socio-economic groups	Area	Region
TS1 1	136	77%	Cleveland	North East
LS 5	647	68%	Liverpool	North West
TS2 1	519	68%	Cleveland	North East
TS3 9	5225	68%	Cleveland	North East
DN32 7	4954	68%	Doncaster	East Midlands
TS1 5	943	66%	Cleveland	North East
HU3 3	3271	66%	Hull	North East
DN1 1	244	66%	Doncaster	East Midlands
TS6 7	3259	66%	Cleveland	North East



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## 2. Reach that audience (online)

- Targeted paid social ads
  - E.g. Facebook, Instagram, TikTok

# Targeted paid social ads



**GET ACTIVE** **Get Active with London Borough of Hounslow.**  
Sponsored · 🌐

Find out about your nearest school holiday camps, activities and one off events throughout this summer!



[HOUNSLOW.GOV.UK/SUMMER20...](https://HOUNSLOW.GOV.UK/SUMMER20...)  
**Find free and low cost sessions near you** [LEARN MORE](#)

Like Comment Share

Targeting the right


**Locations**

People living in or recently in this location

United Kingdom

Heston + 2 km

Include Search locations Browse



Age: 30 - 50


Gender: All genders

**Detailed targeting**

Demographics > Parents > All parents

Parents (All)

**Audience definition**



Your audience selection is fairly broad.

Potential reach: 54,000 people

Your criteria is currently set to allow detailed targeting expansion.

**Estimated daily results**

Reach: **5.5K-16K**

Link clicks: **49-143**

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?





# Targeted paid social ads: If you are trying to reach adults

1

Facebook

Good reach, great for targeted advertising + you get Instagram ads as well.

*Full 'Facebook Ads' webinar available for free on the Digital Marketing Hub - [digital.cimspa.co.uk](http://digital.cimspa.co.uk)*



# Targeted paid social ads: If you are trying to reach younger people directly

1

Instagram

Good reach, great for targeted advertising + you get Facebook as well as back up.

2

TikTok

Rapidly growing userbase, Well set up for cheaper advertising (but not hyperlocal yet).

*Full 'Engaging younger audiences' webinar available for free on the Digital Marketing Hub - [digital.cimspa.co.uk](https://digital.cimspa.co.uk)*



## 2. Reach that audience (online)

- Targeted paid social ads
  - E.g. Facebook, Instagram, TikTok

## 2. Reach out to that audience (offline)

- Mailouts
- Local places people are visiting such as Warm Spaces or Foodbanks
- Via organisations who are already supporting this audience such as Social Prescribers

# The 4 step marketing plan

1

Identify who your most likely or ideal customers are.

2

Advertise your session in the places they are.

3

Ads should grab their attention and make it easy for them to express an interest in your session.

4

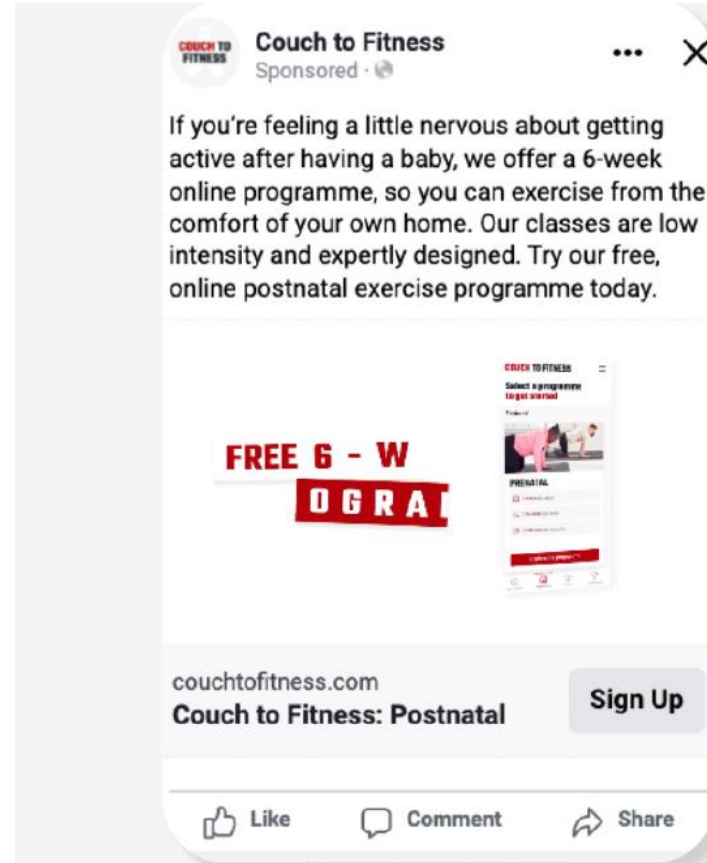
Support them to turn up and take part.

# Pre + Postnatal programme promotion

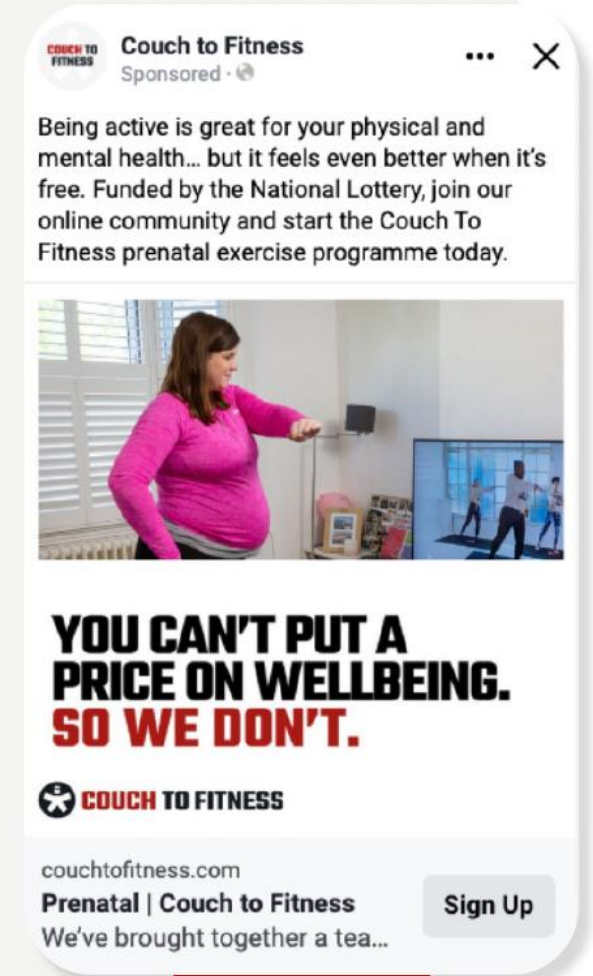
- **Expert Instructors:**  
Qualified coaches will teach you
- **Wellbeing:** Programme is good for your wellbeing
- **Three instructors:** You choose which options to follow
- **Free:** No cost or contract

# Pre + Postnatal programme promotion

- Expert Instructors: Qualified coaches will teach you
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- Three instructors: You choose which options to follow
- Free: No cost or contract



Postnatal



Prenatal

# Online fitness programme promotion

- **Time banded:** the programme is 9 weeks long
- **Case study:** Real quotes and pictures
- **Solving a problem:** Daunted by going to an actual gym




# Online fitness programme promotion

- Time banded: the programme is 9 weeks long
- Case study: Real quotes and pictures
- Solving a problem: Daunted by going to an actual gym

**COUCH TO FITNESS** Couch to Fitness  
Sponsored · 🌐


If you want to get active but don't want to be locked into a gym contract, then why not try our FREE at home online fitness programme funded by the National Lottery.



couchtofitness.com  
Try Couch To Fitness  
Get active from the comf... [Learn More](#)

**COUCH TO FITNESS** Couch to Fitness  
Sponsored · 🌐

If you want to get active but don't want to be locked into a gym contract, then why not try our FREE at home online workout programme funded by the National Lottery.



couchtofitness.com  
Try Couch To Fitness  
Get active from the comf... [Learn More](#)



# Holiday Activity and Food Programme promotion

- Learn new skills. A chance for kids to take part in new activities
- Food. Children will be fed at the activities.
- Free. The activity is free
- Fun and enjoyable. This activity is enjoyable for kids.

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Get Active with London Borough of Bexley. Sponsored · 🌐

The holidays can be an expensive time. So why not book a place at one of Bexley's HAF programmes? ...see more

**ALL FOR FREE**

GET ACTIVE | POWERED BY LONDON SPORT

bexley.gov.uk  
Bexley's Summer Holiday Activities and Food... [Learn More](#)

Northamptonshire Sport Sponsored · 🌐

Bookings for Northants summer activities are live! With thousands of fun places available, which activity will you choose?

Available to children between 5 and 16, who are eligible for benefits related free school meals, these activities offer an exciting variety of physical and enrichment opportunities!

Book now:

**FUN TIMES**

holidayactivities.org  
Fun Summer activities near you! [Book Now](#)



# Holiday Activity and Food Programme promotion



Get Active

Published by Prteam Ilkagency · Paid partnership · 13 July 2022

If your kids are looking for fun activities over the holidays, why not book a place at the Clayponds Centre summer holiday camp!?

It's completely free for those who are eligible for free school meals and/or your child has an EHCP.

Book your place now for loads of activities, skills and connections with new friends. — with [Ourcamps](#).

**AT ACTIVITY PROGRAMMES THIS SUMMER**



Northamptonshire Sport

Sponsored ·

Bookings for Northants summer activities are live! With thousands of fun places available, which activity will you choose?

Available to children between 5 and 16, who are eligible for benefits related free school meals, these activities offer an exciting variety of physical and enrichment opportunities!

Book now:



# 3. Tips on messaging

- Highlighting 'wellbeing' benefits
- Power of free:
  - If a programme is free or a first session free
  - Or by adding value to a purchase, such as a free gift
- **Social proof:** recommendations and reviews from others can be very persuasive.
- **Solving a user problem:** i.e. No contract, not tied in,
- **Not judgemental or stigmatising** e.g. particularly for benefit related offers

# The 4 step marketing plan

- 1 Identify who your most likely or ideal customers are.
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## 4. Follow up

- Because of low availability of mental bandwidth its even more important to
  - make it easy and quick to express an interest
  - follow up to support a person to plan when and how to join your activity

# Make it easy to express an interest

## Link to external site

- Registration form on your website
- Eventbrite

## On social media platforms

- Fill out a lead form on the social media platforms
- Send message
  - Direct
  - Messenger
  - WhatsApp



# Ways to follow up + support

- Phone, Email, SMS, Messenger
- Create and send content that answers questions, builds confidence and reminds them to actually attend!



Hi Susan, your nearest walk is on a Friday at 11am it starts at North Harrow underground station, HA2 7SR.

Would you be interested in attending this walk?

Yes!



Great, I'll send you some more information over the next few days and a reminder the day before.

1 DAY LATER



Hi Susan, here is a short video about our walking groups.

Watch video

# Ways to follow up + support

- Phone, Email, SMS, Messenger
- Create and send content that answers questions, builds confidence and reminds them to actually attend!

1 DAY LATER



Hi Susan, this is a reminder that your nearest health walk is taking place tomorrow.

Will you be able to attend this walk?

Yes I will attend

No

Yes I will attend



Great, the meeting point is outside the station entrance. Here is a map. You might want to make a plan of how you will get there.



North Harrow  
Subway station · Station Rd

Open map

# Your 4 step marketing plan

<p>Who are my most likely or ideal customers?</p>	<p>Where can I reach this audience?</p>
<p>What is the offer I'm asking them to register for?</p>	<p>How will I follow up with them to encourage them to turn up?</p>

# Takeaways

1

Impact of cost of living only just starting

2

Consider the different segments of market

3

How could you change session delivery and funding approaches?

4

How can you use marketing to engage those most affected?

5

Test and learn as you go

# Questions?

Chris Norfield

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