# Motivations

Ben (18-25)

1. Get your physical edge back
2. Party hard, play harder
3. Play with your work mates
4. Get back into something you’ve played before

Jamie (18-25)

1. Sociable, masculine, communal
2. Competition
3. Sociable side – go to the pub afterwards
4. Easy and convenient

Chloe (18-25)

1. Lightening the commitment load
2. Get back into something you’ve played before

Leanne (18-25)

1. Empathy around difficulties of looking after self when got children
2. Club and crèche.
3. Women only sessions
4. Get back into something you’ve played before

Helena (26-35)

1. Feel happy, feel healthy
2. Clear your head
3. Do it with friends
4. Enjoy good food

Tim (26-35)

1. Get some family time together
2. Get back your edge
3. Fit in a burst of activity
4. Get active with friends and family

Paula (26-35)

1. Inspire the kids – be a supermum
2. Get back your glamour
3. Quality time with the kids
4. Some me time

Alison (36-45)

1. Fitting activity in around kids’ routines
2. No obligation to compete/ informality
3. Get back into something you’ve played before

Jackie (36-45)

1. Catch up with friends
2. Quality time with the kids

Kev (36-45)

1. Play to Kev’s inner lad with masculine bantering humour
2. Competition
3. Communal
4. Social and pub afterwards

Philip (46-55)

1. Empathetic – we’re here to help you stay fit
2. Competitive option – but only softly competitive and only option not required
3. Convenient and flexible

Elaine (46-55)

1. Activity – the great stress reliever
2. It’s easy to make it part of the routine
3. Treat yourself to some me-time
4. Hold on to your figure and stay in shape

Brenda (46-55)

1. Come and join us
2. Relax with some me time

Roger & Joy (56-65)

1. Expand your social circle
2. Have some time out from one another
3. Enjoy time together
4. Enjoy the good things in life

Terry (56-65)

1. Just like it used to be
2. Still got it (pride and being respected, that you can still cut it and play well)
3. Connect with kids and grandkids
4. Same crowd, different view
5. The boredom buster

Norma (56-65)

1. Make Grandchildren even more fun
2. Support to help you get active

Ralph & Phyllis (66+)

1. Healthy body/ healthy mind
2. Do it with friends
3. Good cause, good exercise
4. More fun with grandkids

Frank (66+)

1. Come and join us
2. Live life, not just exist
3. Stay healthy
4. Enjoy time together
5. Connect with your kids and grandkids

Elsie & Arnold (66+)

1. Come and join us
2. Make the most of the years ahead
3. We can help you to be more active
4. Connect with your kids and grandkids