

British Aikido Board's Women's Aikido Class and Participation Toolkit

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British
Aikido
Board

**A guide to increasing female participation in clubs and
developing and delivering women friendly classes**



The British Aikido Board's Women's Aikido Class and Participation Toolkit

1. Introduction:

Welcome to the first Women's' Aikido Class and Participation Toolkit delivered by the British Aikido Board. Using information supplied by the **Women's Sport and Fitness Foundation (WSFF)** and other sources including female aikidoka this tool kit aims to give you an insight into why women participate in physical activities and the barriers that they may face in joining local groups such as Aikido clubs. The toolkit also delivers ideas and samples of how your club can attract more female participants and guidelines for starting female only classes and courses.

The BAB is committed to **Equality and Diversity** in Aikido and is thus committed to increasing the participation and growth of female membership in the organisation.

Further information on specific to this project and toolkit can be found at:

www.wsff.org.uk

www.sportengland.org/funding/active_women/barriers_to_participation.aspx

For further information on the BAB's work in Equality and Diversity contact us at email@bab.org

2. Participation Groups

Though it may be simple to conceive the idea of running a women's aikido class, produce posters and then wait for participants to turn up the first thing to consider is the age range of females you are targeting. The WSFF divide women into the following areas:

- **Under 16 girls**
- **16 – 18 school girl**
- **University students**
- **Female urbanites – Professional Females with sociable lifestyles**
- **Stay at home mums**
- **Middle England Mums – A mother who takes children on the school run and more often than not does not work**
- **Busy mums / single parents**
- **Empty nesters – Women who have children though they have left for university or work**
- **Older women still in work**
- **Retired Women**

With these classifications in mind now think which women in your club fit in to which group.

Classification	Groups	Your Notes
Children and Young People	Under 16 girls	
	16 – 18 school girl	
Education and Professional	University students	
	Female urbanites	
Family Orientated	Stay at home mums	
	Middle England Mums	
	Busy mums / single parents	
Mature Group	Empty nesters	
	Older women still in work	
	Retired Women	

As previously mentioned it would be difficult for a club to cater for all ten groups as each group themselves have differing life experiences, interest, income etc.

Engagement Guide

a. Young People

Group – Young People	Interests	Barriers to Practice	Suggested Session	Further Markets
Under 16 girls	<ul style="list-style-type: none"> • Socialising, fashion, TV, films, social networking 	<ul style="list-style-type: none"> • Fit with image, suitable venue and class, own money 	<ul style="list-style-type: none"> • Specialised Girls Class with own identity • Junior Defence 	<ul style="list-style-type: none"> • Schools • Other local groups – Guides, Church etc
16 – 18 school girl	<ul style="list-style-type: none"> • Music, social networking, films 	<ul style="list-style-type: none"> • Image conscious • May not want to practice in a group with boys • Lack knowledge on the benefits of exercise 	<ul style="list-style-type: none"> • Specialised Young Ladies Class with own identity • Self Defence – Link to Duke of Edinburgh 	<ul style="list-style-type: none"> • Colleges • Other local groups. Guides, Church etc

Recommendations:

- Partner with local schools colleges and groups to deliver development programmes
- Make sessions one hour long and within a fixed term – 6 – 12 weeks, or maybe to fit in to an academic term
- Give certificates of attendance and rewards for training. You can seek sponsorship from local business for this

b. Educational and Professional

Group – Education / Professional	Interests	Barriers to Practice	Suggested Session	Further Markets
University Students	<ul style="list-style-type: none"> • Socialising, fashion, discovering life 	<ul style="list-style-type: none"> • Spare time • Money 	<ul style="list-style-type: none"> • Make the club sociable and linked to lifestyle such as a student club • Self defence 	<ul style="list-style-type: none"> • Universities • Colleges with HE Provision
Social Urbanites	<ul style="list-style-type: none"> • Socialising • Nights out, • Holidays • Fun packed life 	<ul style="list-style-type: none"> • Profession and work • Lack spare time • Relive from stress • Want to keep fit – key word 	<ul style="list-style-type: none"> • More high impact and aerobic session • Aiki Exercise • Self Defence 	<ul style="list-style-type: none"> • Gyms – Private and Public • Local companies • Local urban social areas such as Malls and bar areas

Recommendations

- Make sessions fit in with busy lifestyles so consider where possible lunchtime session and after work / early evening sessions
- Consider working with local gyms and fitness companies to offer self-defence and active aikido sessions
- Make session 1 hour long
- Have regular refresher points in the programme so progress can be identified
- Consider a social side to the sessions

c. Full time mothers

Group – Full time mothers	Interests	Barriers to Practice	Suggested Session	Further Markets
Stay at home mums	<ul style="list-style-type: none"> • Interaction with other mums • Children • Any spare time 	<ul style="list-style-type: none"> • Spare time • Money 	<ul style="list-style-type: none"> • Make the club sociable and linked to lifestyle such as a student club • Bring a friend promotional sessions 	<ul style="list-style-type: none"> • Universities • Colleges with HE Provision
Middle England Mums	<ul style="list-style-type: none"> • Interaction with other mums • Children • Any spare time 	<ul style="list-style-type: none"> • Time • “Taxi Service” timings • Provision for childcare whilst they train 	<ul style="list-style-type: none"> • Joint Mum and Toddler / Children Class • Teach in a venue with child care • Promote as a social session and well being 	<ul style="list-style-type: none"> • Child and Toddler / Children Groups • Play groups, nurseries and infant schools
Busy mums / single parents	<ul style="list-style-type: none"> • Little free time • TV • Time with friends 	<ul style="list-style-type: none"> • Time • Money • Childcare 	<ul style="list-style-type: none"> • Less formal session • Bring a friend options and discounts • Self Defence 	<ul style="list-style-type: none"> • Child and Toddler / Children Groups • Play groups, nurseries and infant schools • General advertising

Recommendations

- Partner with a local gym or facility that has a crèche facility
- Make sessions one hour long
- Consider “light” exercise and aerobic movement in the classes
- Focus on fun rather than development
- Advertise around “bring a friend”
- Day time sessions would work well for this group

d. Mature Women

Group – Mature Women	Interests	Barriers to Practice	Suggested Session	Further Markets
Empty Nesters	<ul style="list-style-type: none"> • Socialising • Watching media • Spending time with partners 	<ul style="list-style-type: none"> • May be nervous about physical activity • Money 	<ul style="list-style-type: none"> • Develop individual programme • Make Aikido Light Sessions 	<ul style="list-style-type: none"> • Community bases • Short courses via colleges
Older Women Still In Work	<ul style="list-style-type: none"> • TV in spare time • Socialising • Family 	<ul style="list-style-type: none"> • High percentage of this groups have health conditions and / or disabilities • Time poor • May lack expendable income 	<ul style="list-style-type: none"> • Health and Well Being Session • Aikido Light Session • Promote as a social session and well being 	<ul style="list-style-type: none"> • Advertise via and to local business • Parents of younger groups

d. Mature Women. continued

Group – Mature Women	Interests	Barriers to Practice	Suggested Session	Further Markets
Retired Women	<ul style="list-style-type: none"> • Enjoy entertainment • Free time • Spend time with partners 	<ul style="list-style-type: none"> • Time • Money • Exercise is a barrier 	<ul style="list-style-type: none"> • Less formal session • Ease group into activity • Movement Classes 	<ul style="list-style-type: none"> • Child and Toddler / Children Groups • Play groups, nurseries and enfant schools • General advertising

Recommendations:

- Ease groups into activity
- Promote benefits of exercise, movement and well being
- Make fun and enjoyable
- Consider non mainstream sessions

3. Marketing Mix for Women's Aikido

Product	Place
<ul style="list-style-type: none"> • Can you teach something other than Aikido? • Adjust your current class. Informal sessions • Beginner programmes and beginner friendly • Use testimonials • Bring a Friend Sessions 	<ul style="list-style-type: none"> • Must be clean, hygienic and free of smells • Consider lighting of venue • Separate changing facilities • Socialising points before and after class • Try and reduce male domination of the classes • Suitable access, transport and parking
People – Class Instructors	Process
<ul style="list-style-type: none"> • A warm welcome and high customer care • A useful and timely induction • Friendly and available staff/coaches 	<ul style="list-style-type: none"> • Have a clear Induction and journey for the programme with an end game • Keep to a routine in the class
Price	Promotion
<ul style="list-style-type: none"> • Consider Loyalty Cards and Vouchers • Bring an Friend Discounts • Avoid asking for money immediately • Consider funding from local councils etc for your programme 	<ul style="list-style-type: none"> • Advertising • Websites • Facebook • Local Press

4. What to say

The language used for each group or session will differ. Here are some examples:

Group	Sample
16 – 18 school girl	Get a break from your revision and exercise like the stars at yoga class.
University students	It's free, it's a laugh and it's only round the corner!
Female urbanites	Keep fit, look great and stay sharp with our lunchtime classes.
Stay at home mums	Kids at school? Reclaim Tuesday mornings with our fun and fit aikido classes.
Middle England Mums	Been a while since you kept fit and had fun? Bring the fun time back at your Local Aikido Club.
Busy mums / single parents	Lots of women like you will be at our Wednesday afternoon sessions, for some keep-fit de-stressing!
Empty nesters	Thursday afternoons are full of laughs at with our new fun defence session.
Retired Women	We'll give you the chance to meet new people AND learn a new skill as well as keeping fit and healthy.

Key Points:

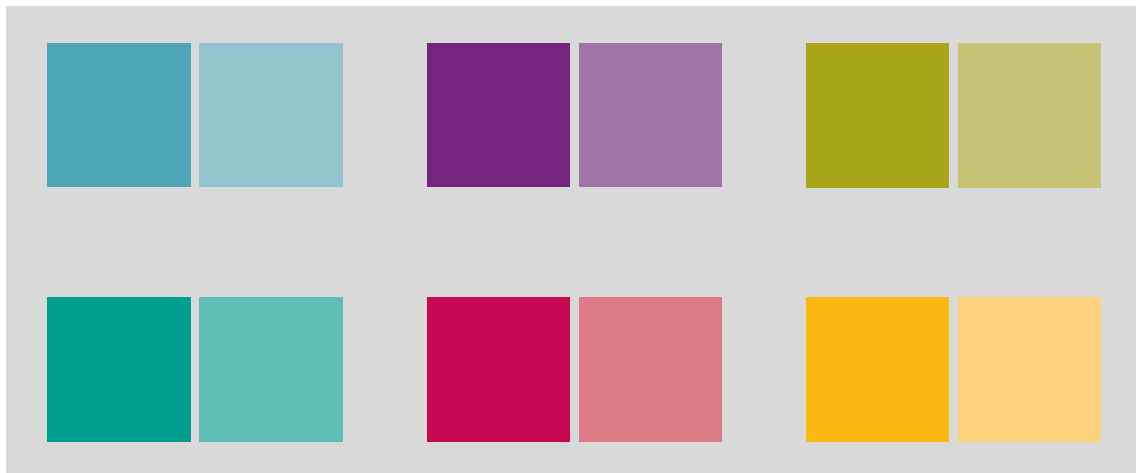
It is important to clearly display and explain the social, physical and mental benefits of keeping fit and healthy. Avoid emphasising the hard graft that goes into exercising and training.

A lot of the examples above focus on day time classes. As the majority of the UKA clubs are evening based consider timings that fit around a busy lifestyle.

5. Colours and advertising

Where possible use colours in posters and flyers

Here are colour swatches that are more appealing to a female audience



Using colour and images in your advertising where possible avoid plain black and white leaflets and posters.

The Marketing Team is available to help with design and production of materials and advice.

6. Your Next Steps

- Are you in a position to offer a Women's Only Class? Remember, you don't have to be a female instructor to do this
- Analyse the local area where you club is and consider the ten groups. This will determine the best Women's Class to offer
- See if you can work with local business, community groups and councils to see if there is any funding or resources that you can tap in to

Appendix: Sample Poster

Womens Aikido

**New Women's only Aikido Class
Starting September 2nd 2011**

**at
Ren Shin Kan
Dojo**



Aikido is a traditional Japanese martial art based around self-defence techniques.

In our women only classes you can gain fitness, flexibility and help develop overall well-being.

Aikido is a great way to socialise and have fun at the same time.

The first lesson is FREE so why not come along with a friend and learn something new?

Class Instructor and venue



**Sam Remington Jones
2nd Dan Aikido**

**Ren Shin Kan
Martial Arts Centre
Aikido Excellence**

**265 - 266 Second Floor,
Castle Street,
Dudley,
DY3 1LQ**



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