INACTIVITY DESIGN PRINCIPLES CHECKLIST

Organisation, activity, location		
	Question	Notes
Principle 1	UNDERSTAND THE COMPLEX NATURE OF INACTIVITY	
	A Are you targeting your activities at inactive people, and if so are you focusing on a particular group?	
	B Do you have a sense of how much physical activity people are doing before they join your activity?	
	C Have you adapted your sessions to cater for different age groups, disabilities or health levels?	
	D Have you adapted your sessions to help people attend in Autumn and Winter?	
	E Have you been alleviate the concerns of people with health conditions? If so, how?	
Principle 2	USE BEHAVIOUR CHANGE THEORIES	
	B Do you prompt people to attend sessions?	
	C Do you provide any other support for people to attend sessions?	
	Do you have any support for people who take a break to start reattending?	
	E Do you have a way for people to commit on Facebook or other social media?	
	F How do you make your activity attractive to your target audience? Who spreads the word?	

	G Are there any rewards or incentives for inactive people to continue attending?	
Principle 3	USE AUDIENCE INSIGHT	
	A Do you know if any research has been done to find out what stops people joining your activity, and what would help them?	
	B Can you think of practical barriers you have addressed in your marketing or activity design?	
	C Can you think of any emotional barriers that have been addressed?	
	D What sort of community boundaries are there here, and how have you dealt with these?	
	F Do you collect any feedback?	
Principle 4	REFRAME THE MESSAGE	
	A What do your participants want out of your project activity?	
	B Do you think your activity name has helped to attract inactive people?	
	C Is there any wording or images used in the marketing specifically designed to attract inactive people?	
	D Do you think there are any words or images in your marketing which could put inactive people off?	
	E What do the coaches and other participants wear? Could new participants feel like they don't have the right gear?	

	F Is it clear from the marketing what inactive people should expect?	
Principle 5	DEVELOP AND WORK IN QUALITY PARTNERSHIPS	
	A Do you have any links with community groups who refer potential participants to you?	
	B Have you ever signposted your participants onto other services?	
	C Are the NHS or any other partners involved in the project?	
	D What happens once people have initially become active? Is there another activity that they can join?	
Principle 6	MAKE SPORT AND ACTIVITY THE NORM	
	E How do you ensure that people have a high quality experience?	
Principle 7	DESIGN THE OFFER TO SUIT THE AUDIENCE	
	A How do people join your activity? Could it be easier?	
	B At what point do people drop out? How is this risk minimised?	
	C Do you deliver activities within any existing community groups?	
	D Is there any training for staff and/or coaches in how to support inactive people?	
	E What information is available to potential participants?	

	F How would you describe the approach of your coaches and volunteers to new participants?	
	G Have you been able to involve community members in the delivery or marketing of your activity?	
	H Is there a range of activities on offer depending on the participant's needs or fitness levels?	
Principle 8	PROVIDE SUPPORT FOR BEHAVIOUR CHANGE	
	B Is there a buddy system for new people?	
	F Is there an opportunity for people to socialise during or after a session?	
Principle 9	MEASURE BEHAVIOUR CHANGE AND IMPACT	
	B Do you have a way of collecting people's activity levels when they start?	
	C Do you collect their activity levels at a follow-up point?	
	D Do you evaluate and make changes to your activity to improve it?	
Principle 10	SCALE UP WHAT WORKS AND MAKE IT SUSTAINABLE	
	C What would stop the activity expanding to new areas?	
	G How could the project attract more participants?	