

Running and cultural participation
community consultation

Final report

September 2014

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Genesis of the report

This report is the result of collaboration between Glasgow Life (GL) and the Glasgow Centre for Population Health (GCPH), who co-funded the appointment of consultants to research participation in running and culture by people living in deprived areas of Glasgow.

This research explores the accessibility and delivery of two key Glasgow Life services and events; running races and cultural venues. Although it is recognised that these activities may attract different audiences, both are characterised by low participation in areas of deprivation. As Glasgow Life is a publicly-funded body managing key public resources in the city, these differences in uptake are potentially relevant to the functioning of communities. It is acknowledged that increasing levels of running and cultural participation can bring health benefits to neighbourhoods with low levels of uptake, and that increased participation within these neighbourhoods could potentially contribute towards reducing inequalities in health across the city. Both Glasgow Life and the GCPH believe that the opportunity to access services and events, and the benefits that accrue from them, should not be determined by where people live.

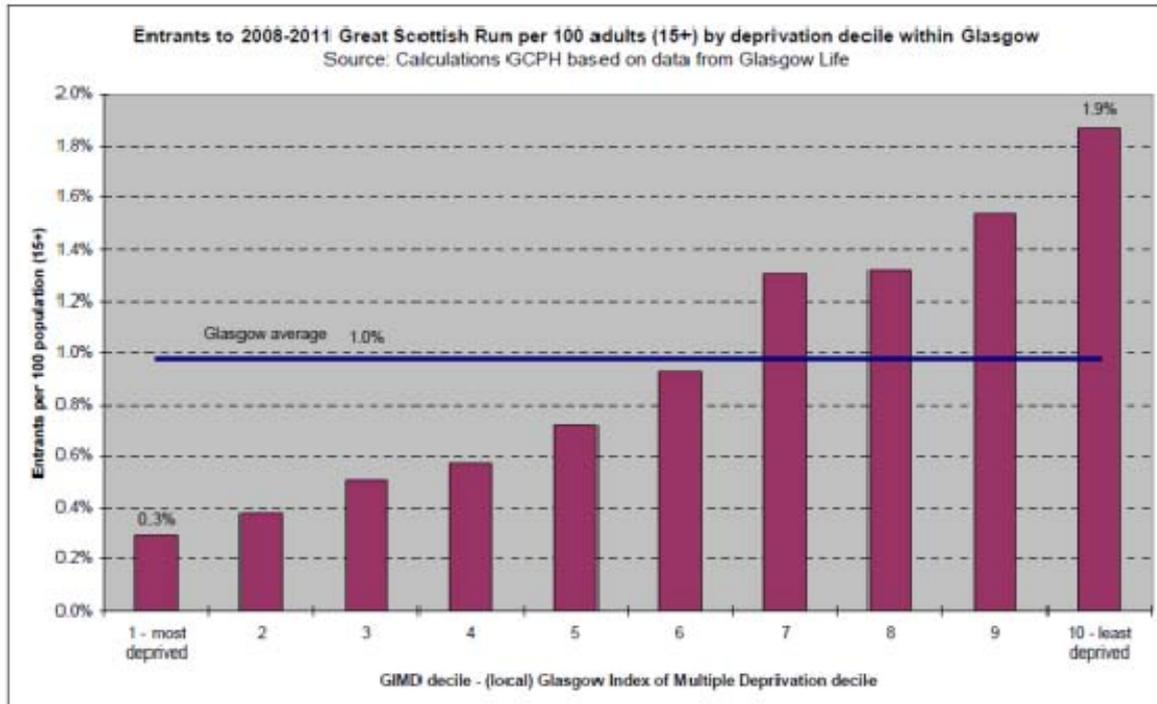
Areas of deprivation are known to have low participation rates in running and culture. This has been demonstrated by previous research. In autumn 2011, the Glasgow Household Survey showed this distribution of museum visiting in the least and most deprived areas of the city:

Table 1. Museums and galleries visited in the last 12 months, by deprivation.

	Most deprived areas	Least deprived areas
	%	%
Kelvingrove Art Gallery & Museum	37	75
Riverside Museum	25	45
Glasgow Science Centre	18	31
People's Palace	17	29
The Burrell Collection	14	29
Pollok House	12	20
Gallery of Modern Art	7	24
The Tall Ship	12	23
House for an Art Lover	5	17
Glasgow School of Art	2	7
The Hunterian	3	13
The Lighthouse	2	12
Scottish Football Museum	7	5
Scotland Street School Museum	3	7
St Mungo Museum of Religious Life & Art	5	5
Provand's Lordship	1	3
The Tenement House	1	4
<i>Base</i>	459	100

In 2012, research by the GCPH found the following distribution of participants in organised runs in the city:

Figure 1: Entrants to Great Scottish Run per 100 adults, by deprivation decile.



It is notable that, while there are serious inequalities, there are also significant numbers of people in deprived areas who do participate in sport and cultural activities. In order to understand the nature of participation in deprived areas, Glasgow Life in partnership with the Glasgow Centre for Population Health commissioned this report. As well as exploring the barriers to participation, it also seeks to understand these ‘positive deviants’ – the people who do overcome the barriers and take part in culture and sport. The Social Marketing Gateway (SMG) were commissioned in September 2013 to carry out an in-depth, qualitative examination of motivations of residents from areas of deprivation in relation to culture and running.

This report provides us with a better understanding of the spectrum of participation and non-participation in running and running events; and in visiting museums and arts venues, which will help us address inequalities.

Mark O’Neill

Director of Policy and Research

Glasgow Life

Executive summary

The Social Marketing Gateway was commissioned by Glasgow Life and the Glasgow Centre for Population Health to undertake qualitative research to gather insight that can be used to widen participation in organised running events and cultural activity. Respondents were recruited from more deprived areas as these neighbourhoods typically have low levels of participation in these pursuits. A three-tier research approach was used to gather insight from participants/non-participants about these pursuits: focus groups, in-depth one-to-one or paired discussions and a community day session.

Running – main findings

Five main segments were observed in relation to respondents' attitudes and behaviour concerning running and events: 1) Committed runners/joggers, 2) Irregular/lapsed runners, 3) Contemplators, 4) Running rejecters and 5) Fitness rejecters. The degree to which motives and barriers exist differs in prominence among the different segments depending on their attitude, intention and ability to run.

Motives: There were two types of motives identified for running: macro and micro motives. The former were the key triggers to getting involved in running which included a number of motives: the over-arching health benefits; the social aspect, i.e. to support a friend; and to get into running events. Micro motives include a variety of day-to-day factors used by active runners to help them remain committed. Such motives included: to support mental wellbeing; to prepare for an event through raising money for charity; setting achievable goals and beating personal bests on a weekly basis; gaining a sense of accomplishment; finding new routes; selecting personal music playlists; maintaining and improving general fitness to benefit other sports; and socialising.

Barriers: The key barrier to starting running was lack of self-belief and embarrassment, and this was particularly evident among contemplators. This was because there was an underlying perception that running requires a level of fitness. Other barriers identified in this research were: personal safety; lack of social norm or perceived acceptability of running (with this issue being compounded by a perceived lack of running routes or an accessible environment in which to run); injury; competing fitness regimes; and de-motivating factors (i.e. time, energy and weather conditions). In addition, there appeared to be gender disparities in relation to the target audience fully embracing all types of running, both outdoors and indoors (treadmill). That is, women reported being more embarrassed to run outside, while men felt more intimidated to run in the gym.

Event motives: In terms of event running specifically, it was evident that the desire to participate in events constitutes a major motive for potential runners to get into running and begin goal setting. Raising money for charity was another important motive for event running, although this was presented as a 'double-edged sword' for many committed runners.

Event barriers: The barriers identified for entering events mimicked those present for running generally. For contemplators and irregular/lapsed runners they may lack the self-belief and confidence, particularly since events are seen to be a 'serious' task which require a long-term commitment to training. Cost is the main barrier for committed runners, and this is particularly evident with the Great Scottish Run (GSR).

Positive deviants: It was evident that regular runners were strongly motivated by the benefits of running i.e. they were not just 'aware' of them. Furthermore, it appeared that many of the running respondents who actively engage with the sport are surrounded by people who have a positive influence on their intention to run and/or are more likely to live in

regenerated areas or work out-with the community. They are therefore more likely to be influenced by people that view running positively.

Running – recommendations

The recommendations are targeted towards contemplators, as they are the easiest segment to persuade to get into running and events. However, irregular/lapsed runners and committed runners would also benefit, as there is scope to increase their participation and help to keep them committed to the sport. Furthermore, running rejecters are likely to benefit in the long term through implementation of the recommendations, due to the changing social norms whereby running is becoming more accessible and attractive. The recommendations are as follows:

- 1) Make running the norm: raise the profile of running in target communities. Such as, create accessible running paths, improve on-street safety, recruit local champions, raise the profile of running clubs/school running clubs.
- 2) Develop tools to increase confidence and self-belief: making running more accessible. For example, develop a leaflet and app to provide contemplators with the confidence to get them past the contemplation and preparation stage and into running, while highlighting or reiterating the benefits of running.
- 3) Promote the GSR specifically within the key target communities to allow the event to become a key motivational platform for contemplators. Running events such as the GSR are used as a valuable micro and macro motive to get into and keep running, as they can play an important part in a runner's goal setting.

The report includes specific examples of how these recommendations could be implemented in practice.

Culture – main findings

The research identified that interests in, and visiting behaviour concerning cultural venues cannot be clearly divided into liking/disliking and visiting/not visiting these venues. Respondents' behaviour and attitudes towards visiting and engaging with cultural venues fell into five main segments: 1) Committed visitors, 2) Occasional visitors, 3) Contemplators, 4) Pseudo rejecters, and 5) Full rejecters.

Motives: The main reason committed visitors (the most engaged) visit cultural venues was due to their personal interest in the subject matter. Conversely, the main motive for less frequent visitors was to educate their children. Other motives existed such as: free entry; the associated mental health benefits of visiting; and keeping a friend company or socialising.

Barriers: Four main barriers to visiting cultural venues were identified:

- 1) Those who contemplate going do not get round to it as they perceive there to be no real benefits of visiting. Further to this, many feel that cultural venues are not targeted at them or in any real way designed to be relevant to them and/or the people from the communities they live in.
- 2) Cultural venues are not high profile enough, resulting in many people in the target audience not thinking about visiting.
- 3) When they do think about visiting, there are a number of accessibility issues such as transportation links and costs that create barriers for many.
- 4) There are perceived to be 'better things to do' such as going to the cinema, spending time in the pub, playing football or shopping. Going to a museum, or another cultural venue, is not considered to be an attractive day out with friends or family by many people living in the communities included in this research.

Positive deviants: As with the findings for active runners, respondents who visit cultural venues were strongly motivated, primarily due to their personal interests in what is offered by cultural venues. Although some respondents from the active segments were aware of the

barriers e.g. that they did not perceive themselves to be the primary target audience for venues, this perception was not strong enough to hinder participation. Further, positive deviants were more likely to be encouraged by positive influencers e.g. the children of active participants or their parents (who typically had taken them when they were younger). In addition, active segments were more likely to be exposed to different social norms through their working or living environment – they were more likely to work in the city centre and live in regenerated areas of more deprived communities.

Culture – recommendations

In light of these findings, the recommendations are as follows:

- 1) Improve the offer in a way that is specifically relevant to the target audience in Glasgow's more deprived communities. Through this, make the prospect of visiting relevant venues more attractive by highlighting and promoting the key benefits of having a positive experience at one of Glasgow's cultural venues.
- 2) Promote visiting cultural venues as an extremely attractive and acceptable part of a whole day out. By positioning cultural venues as part of a great day out combined with other activities, it can help justify to the visitor the financial cost and the time required to travel to and from the venue. An important aspect of this recommendation is to raise the profile of venues in the low-participation communities.
- 3) Make the venues more accessible for the most deprived neighbourhoods. This primarily relates to removing financial and transportation barriers for these communities.

1. Introduction and objectives

1.1 Background to project

The Social Marketing Gateway (SMG) was commissioned by Glasgow Life and the Glasgow Centre for Population Health (GCPH) to undertake qualitative research to gather insight that can be used to widen participation in organised running events and cultural activity, with a focus on neighbourhoods characterised by low participation in these pursuits. It is well documented that there are significant potential benefits that increased participation could bring to the Glasgow population, not least to their health and wellbeing.

1.1.1 Benefits of physical activity

The benefits of regular physical activity are undeniable: the health implications of failing to achieve recommended levels of physical activity are serious and well documented, and ultimately hugely costly to society and the economy. Conversely, physical activity has been identified as one of the most positive health interventions that can be made to improve public health, not only in relation to physical health, but also in relation to mental wellbeing¹. Organised physical activity such as running events are recognised as being a valuable means of encouraging increased participation in sport, as the required training period for such events tends to mean that participants will be achieving close to or above the recommended weekly level of physical activity². In this way, population-wide health benefits can be achieved through the mass participation and training for an event such as the Great Scottish Run (GSR).

1.1.2 Benefits of cultural engagement

Cultural engagement and participation, for example through visiting museums and art exhibitions also holds the potential to deliver real benefits to the population. The arts and cultural sector in Scotland holds significant potential to enhance individual wellbeing, (as well as reinforcing national identity, civic life and economic vitality)³. For example, the New Economic Foundation's Report (Five Ways to Wellbeing)⁴, commissioned by the Government's Foresight project on Mental Capital and Wellbeing reinforces this. It presents a wealth of evidence from psychological literature to support people to 'take notice' of the cultural opportunities available to them and to 'keep learning' as two of the five practical ways to improve emotional health and general wellbeing. Participation and attendance at cultural services, therefore, has the potential to improve health and wellbeing. Glasgow City Council's policy of free entry to its cultural venues lowers the cost of engagement for the local population, although there are other perceived costs of engagement that stop people from participating, and this was explored in this research.

1.1.3 Glasgow context

These issues are particularly relevant in the Glaswegian context, where the population experiences poor health – specifically a higher death rate – at a level beyond that which can be explained simply by the city's high levels of socioeconomic deprivation. The excess deaths experienced by Glasgow's population are the subject of ongoing research at the GCPH⁵. For both components of this project, the focus was on low-participation neighbourhoods which are generally characterised by multiple deprivation, with higher than average levels of poverty, income deprivation and unemployment.

Within these neighbourhoods, there are considerable gains to be made in terms of the potential benefits mentioned above. As such, this project has a clear role to play in the GCPH's aim to generate insights and evidence, to create new solutions and provide leadership for action to "*improve health and tackle inequality*". Similarly, the core contribution of the project to Glasgow Life's strategic objective "*to encourage participation, involvement and engagement in culture and sport for all*" is clear, as well as to the specific aim "*to*

enhance the health and wellbeing of people who live in the city”.

1.2 Research aims

The aims of this research are as follows:

1. To better understand what factors motivate and enable people from low-participation neighbourhoods of Glasgow to take up running as a hobby, and, to train for and take part in organised running events.
2. To better understand what factors motivate and enable people from low-participation neighbourhoods of Glasgow to visit cultural venues within the city.
3. To seek to identify the behaviours, practices, understandings, motivations and enabling environments that lead to involvement (in running, in organised running events and with cultural venues within the city).
4. To use the findings to develop more effective marketing strategies and interventions to widen participation in Glasgow Life’s services and programmes, with regard to both components of the study. This is from the perspective of both current participants and those who are lapsed or potential participants.

1.3 Report structure

Following the provision of an overview of the methodology used by SMG in this project, this report will be split into two sections: 1) Running and running events, and 2) Culture. Each section is subdivided to allow focus on the following key issues:

- Factors affecting respondents’ attitudes and behaviour towards running/culture
- The key insights pertaining to motives/barriers for the different segments
- Conclusions and recommendations.

2. Methodology

The research focused on two distinct behavioural groups within the running and cultural participation elements of the project. As well as speaking with current participants from low-participation neighbourhoods (i.e. those who have signed up for/taken part in the GSR, or who have attended any of the arts and museum venues listed in the brief at least twice within the past year), SMG also gathered insight from those individuals from these neighbourhoods who do not currently participate.

The original plan as set out in the proposal was to hold eight focus groups for running and four for cultural participation, and for these to be conducted in October 2013. The Stages of Change behavioural theory (see Figure 2) was to be used to inform the recruitment process, recruiting an even proportion of active participants (those who are at the maintenance stage), contemplators and lapsed participants. Half of the respondents of each group (four) were to be recruited from client databases of active participants in either running events or culture. They were to 'bring a buddy' to the focus group, with the stipulations being that these buddies were to be lapsed or potential participants of either running events or attending culture venues in Glasgow, and live in the same area.

Figure 2: Stages of change.



However, this methodology was revised as a result of two factors. The first being that it was not possible to source sufficient details of potential respondents from the given postcode areas through the client's databases to recruit the group discussions. Secondly, the research team agreed, specifically within the running part of the project, to undertake the research across a broader range of people with regards to running to understand more about behaviour surrounding running rather than just events. Through this the project aimed to gain valuable insight from pre-contemplators/rejecters of running as well as those involved in running events i.e. those who had not considered running or entering a running event.

Thus, in order to recruit a robust sample, a three-tier qualitative approach was adopted:

- 1) Focus groups with a mix of current participants in running and cultural activities (as relevant to each of the groups) and non-current participants.

The focus groups were held in community centres in Molendinar, Pollok and Castlemilk. There were four groups held for running and two for culture (each of

these in different neighbourhoods), and they all lasted around 90 minutes. The group dynamics were evenly split, with 50% being active in either running/event running or cultural pursuits, and the other 50% being a mixture of contemplators or lapsed participants for the activities i.e. they did not completely reject the idea of participating in either running or cultural activities.

- 2) In-depth one-to-one or one-to-pair discussions with active participants (and non-active buddies) in running events and cultural activities.

Respondents for the in-depth discussions were recruited through the client databases (note that although respondents were within the postcode areas, some appeared to have come from more deprived areas which were regenerated and fairly aspirational). In total, the SMG team interviewed eight cultural and seven running respondents. The in-depth discussions were either paired (whereby database recruits invited along a buddy) or one-to-ones. Each interview lasted between half an hour and an hour. These took place wherever the respondents felt most comfortable – their local café, community centre, their home or the SMG office.

All respondents received an incentive of £30 to participate in a focus group or a one-to-one/paired discussion.

- 3) A community day involving 26 face-to-face interviews within the Govan community with respondents who were recruited on the street, in workplaces or in homes.

The community day session was based at the Pierce Institute in Govan, and consisted of recruiting respondents in the local neighbourhood and asking them to have a 'quick chat' about culture and/or running, as relevant. These discussions lasted in the region of 10 to 20 minutes.

A summary of the numbers of respondents interviewed as part of each method and where is shown in table 2 below.

Table 2. Number of respondents.

	Running	Culture
Focus groups (7-8 participants in each)	<ul style="list-style-type: none"> • 1 x Pollok Community Centre • 1 x Molendinar Community Centre • 2 x Castlemilk Community Centre 	<ul style="list-style-type: none"> • 1 x Pollok Community Centre • 1 x Molendinar Community Centre
In-depth discussions (active participants in running/ cultural engagement were recruited as core respondents and non participants were brought along as buddies)	<ul style="list-style-type: none"> • Seven in-depths (four runners, three non-runners) 	<ul style="list-style-type: none"> • Eight in-depths (five active, three non-active participants)
Community day (Govan)	26 respondents were interviewed in total across the day, with most being interviewed about both running and cultural participation	

A discussion guide was used for each approaches to cover the following themes:

Running

- Thoughts on local community
- Attitudes towards starting new hobbies
- Attitudes towards running
- How running fits into everyday life
- Motives **FOR** running *and* running events (prompt cards used)
- Barriers **AGAINST** running *and* running events (prompt cards used)
- Attitudes towards running events and feedback on the Great Scottish Run
- What can be done to get the local community more active in running/running events.

Culture

- Thoughts on local community
- Attitudes towards starting new hobbies
- Attitudes towards culture i.e. museums and art galleries etc.
- Motives **FOR** engaging in cultural pursuits/visiting cultural venues in Glasgow (prompt cards used)
- Barriers **AGAINST** engaging in cultural pursuits/visiting cultural venues in Glasgow (prompt cards used)
- What can be done to get the local community more actively engaged and to visit cultural venues in Glasgow.

Benefits of the methodology

The main benefits of using this multi-method qualitative approach was that it allowed the SMG team to speak to a wide range of respondents (active/non-active/lapsed/rejecters) by using different recruitment techniques. The research team was able to gain useful sensitive insights from the in-depth discussions and community day, while promoting debate regarding participating/not participating in running/culture in the focus groups and paired discussions. What is more, respondents for the focus groups and in-depth discussions completed a very short and simple 'homework' exercise, meaning that they were able to prepare and then participate with a good understanding of what was being asked. As an alternative approach, the community day also proved beneficial, as the SMG team was able to gain spontaneous insight from those that did not consider participating in running/running events or visiting cultural venues.

Limitations of the research

While the research methodology was developed to best meet the objectives outlined within the budget available, it is important to highlight limitations of the approach adopted:

- As the methodology is exclusively qualitative, statistical data is unavailable. Having said that, it was clear from the outset of the project (and the initial brief) that an innovative qualitative approach was most appropriate for gaining a depth of understanding of the issues being explored.
- It should also be acknowledged that the simple agreement to participate in this research perhaps reflects a degree of confidence and motivation by respondents that may not be representative of the populations in key target communities as a whole.

2.1 Sample

Respondents across the project were recruited to cover as wide a range of representatives from the key Glasgow communities as practically possible.

- Govan Community Day: all respondents recruited lived or worked in Govan
- In-depth interviews: respondents recruited from Pollok, Springburn, Greater Govan, Crookston, Toryglen, Riddrie and Calton

- Group discussion
 - Pollok respondents were recruited from Priesthill
 - Molendinar respondents were recruited from Balornock, Riddrie and Blackhill
 - Castlemilk respondents were recruited from Castlemilk and Toryglen.

The sample for both cultural and running respondents is summarised in Table 3.

Table 3. Research sample.

	Running and events	Culture
Demographics	<ul style="list-style-type: none"> - Mainly from SEG C2DE - 50/50 gender split - Mixture of young (aged 18-34 years), mid (aged 35-54 years) and older (aged 55+) - Mixed ethnicity 	<ul style="list-style-type: none"> - Mainly from SEG C2DE - 50/50 gender split - Mixture of young (aged 18-34 years), mid (aged 35-54 years) and older (aged 55+) - Mixed ethnicity
Behaviour (active)	<ul style="list-style-type: none"> - Active joggers and/or runners including those who regularly run/participate in large sporting events like GSR, BUPA 10K or charity run - Mixture of different levels of commitment to running - Mixture of running club members/non-members 	<ul style="list-style-type: none"> - Individuals who regularly attend Glasgow Museums/Arts Venues (at least twice within last year) <p>Glasgow Museums</p> <ul style="list-style-type: none"> - Riverside Museum - People's Palace - St Mungo Museum of Religious Life and Art - Kelvingrove Museum and Art Gallery - Scotland Street School Museum - The Burrell Collection - Provand's Lordship - Glasgow Museums Resource centre (GMRC) <p>Glasgow Arts</p> <ul style="list-style-type: none"> - Gallery of Modern Art (GOMA) - Tramway - Trongate 103
Behaviour (non active)	<ul style="list-style-type: none"> - Those never been involved in a running event/running, but did not reject the idea of running/entering a running event - Lapsed runners who had been involved in running or running events (but not for the last five years) - Those who had never been involved in a running event/or ran as a hobby, and believed it was very unlikely that they would participate in running or enter a running event 	<ul style="list-style-type: none"> - Those who had not been to one of the key cultural venues within the last five years, but who did not reject the idea of attending - Those who had not been to one of the venues within the last five years, and believed it was very unlikely that they would attend

3. Running and running events

3.1 Impacting contextual factors in relation to running behaviour and attitudes

Discussions began by gathering insight on a variety of factors that it was felt could have an impact on respondents' behaviour and attitudes towards running.

3.1.1 Thoughts on local community

On the whole, respondents held positive attitudes towards their communities as they liked living where they did, with many having lived in their communities for the majority of their lives. That said, there was a general belief that to 'outsiders', i.e. those who do not live in their communities, that the area could be perceived to be a little 'rough'. It was contended that no matter where one lives in Glasgow, regardless of how nice it is perceived to be, there will always be some pockets of social deprivation, meaning that every community will have 'good' and 'bad' areas.

When respondents were probed about personal safety, there was a general consensus that there is scope for public safety in their neighbourhoods to be improved, particularly during the evening (which is prime time for running). It was suggested that this could be achieved through additional/longer street lighting and CCTV cameras (the latter is mainly because there are too many quiet streets that people may be uncomfortable being in alone). There were also discussions around improving the standards of the streets i.e. uneven pavements, and cleanliness, which could be partially addressed through the removal of dog faeces and broken glass. All of these issues, it was clear from the discussions, do impact on the sense of health and safety when out and about in the community at any time and specifically at times when running is an option.

3.1.2 Attitudes towards starting new hobbies

The vast majority of respondents stated that they enjoyed starting new physical pursuits such as joining the gym, playing football or walking. Within the interviews there was seen to be a clear social benefit for taking up many hobbies with respondents often doing them to keep a friend/family member company. There was also a desire to get active due to the associated health benefits, attributed to both physical and mental health. Not all hobbies discussed involved being physically active, with some activities such as photography considered to be an important way of filling a void in people's lives and keeping mentally active. Regardless of the activity, maintaining the hobby appeared to pose the biggest barrier for most respondents, as life can sometimes quite simply "get in the way" of maintaining these personal pursuits.

For those few who struggled to take up new hobbies or who were not interested in taking up new hobbies, all perceived lack of time and motivation as the main barriers to doing so. For example, when they come home from work they simply want to enjoy a relaxing evening in front of the television.

3.1.3 General spontaneous attitudes towards running

All respondents were clearly aware of the associated health benefits of running, i.e. physical and mental health and wellbeing, weight loss, generally looking good and maintaining youthfulness i.e. to keep them feeling young. However, the degree to which this actually motivates individual respondents differed depending on their attitudes towards running and whether or not it was felt to be within their perceived ability to run. For instance, many respondents aspired to be runners, but there was a strong sense that they were not worthy enough or capable of being able to run with ease.

It appears that the degree to which running was perceived as a social norm varies slightly in

the communities visited for this research, as a result of the green space and running routes available. For instance, in places like Govan, Castlemilk and Molendinar, the perceived lack of runners was believed to be due to the lack of accessible routes, as these places are in highly built-up areas and often on significant gradients. In Pollok, however, the large park areas available were known to be accessible for all, meaning that running is perceived by many to be appealing.

Another common theme expressed by respondents who held negative attitudes towards running is the impact on the work-life balance of running. The majority of respondents were in full or part time employment, and they claimed to be emotionally or physically drained after returning home from work. This, it was clear, can negatively impact on their attitudes and indeed their intentions to go running. Despite this, the majority of the respondents who were not positive about the idea of running, but who enjoyed exercising, would find other means to keep themselves physically active. This group expressed more enjoyment towards keeping fit through other physical pursuits – running was just not for them or they did not have time to run and train for other sports.

3.1.4 Outdoor runs versus the treadmill

There was discussion and debate about the motives and barriers for running outside versus running on a treadmill. Runners within the interviews liked the idea of running outside as they could set their own pace and experience new and exciting routes. In addition, outdoor runners stated that they need to concentrate on where they are going, which in turn helped take their minds off life's problems, thus bringing mental health benefits.

However, some respondents (especially women and/or those with weight problems) believed they would feel self-conscious if running outside, particularly if running is not felt to be the norm in their area, which is why some respondents opted to run on the treadmill. This, it appeared, was because it is more acceptable to exercise and indeed perspire in a gym because it is expected there. However, it appeared that some respondents do feel self-conscious and intimidated in the gym – this was particularly evident among males. Overall, it appeared that the decision to run outdoors or on the treadmill comes down to personal preference but that the relevant considerations of each option do highlight important general problems or barriers to full commitment to running. In addition, it was evident that those who run solely on the treadmill are less likely to enter events and be committed runners.

3.1.5 Fitting in running into everyday living

As previously indicated, for those who run, whether on the treadmill or outdoors, it was clear they may sometimes struggle to find the time to fit it in around work and/or other commitments. That said, there was a minority of runners who actively made the effort to go on a run after work, especially as they enjoy the mental health benefits associated with the running process or completion of a run and would use this as part of their routine to unwind. Across all the interviews the perception that running is a time consuming pursuit was evident.

3.1.6 Summary of key segments observed in the interviews regarding attitudes to and engagement with running and running events

In summary, over the interview discussions, five main segments were observed in relation to respondents' attitudes and behaviour concerning running and events that can be summarised as follows:

- 1. Committed runners/joggers** – these are individuals who run/jog on a regular basis (e.g. couple of times a week), with many of them taking part in organised events (all of them have taken part in an event at some time in the past). They are very enthusiastic about running and hardly anything prevents them from running.

2. **Irregular/lapsed runners** – these are individuals who like to run a little bit e.g. they use the treadmill. Lapsed runners were those who used to run and may have entered events in the past, but have given up due to boredom, injury or are simply giving themselves a break. Their experience of running was generally positive, but they have not committed to or found the motivation for starting it up again. In addition, there were some respondents who fell into the irregular/lapsed runners category, as, although they were non-runners per se, they perceived themselves to be irregular runners because they would powerwalk. And they believed that this is the fastest that they could possibly or realistically go at the time of the research (as running was not perceived to be realistic for them). On the whole, irregular/lapsed runners are not as committed as the committed runners category, as they tend to sporadically take up powerwalking/running activities, and tend to stop and start when it suits.
3. **Contemplators** – these are individuals who can clearly see and are motivated by all of the associated health benefits of running and, therefore, would like to run. But, crucially, they lack the self-belief that they need to begin and commit to running.
4. **Running rejecters** – these are individuals who are clear about the benefits of running (especially physical fitness), but they believe a better way of accessing these benefits is through other forms of exercise that they prefer (e.g. football, walking, gym, classes, cycling, swimming).
5. **Fitness rejecters** – these are individuals who see that exercise would be beneficial to them, but feel that it is simply not worth the trouble, thus running is simply not for them. (Note – the smallest number of respondents were in this category).

3.2 Motives and barriers to running

The motivators and barriers towards running for respondents across the sample will now be outlined in depth, making reference to the above segments.

3.2.1 Key motives

The main motivations can be divided into two groups: macro and micro motives. The former are motivations that can act as the catalyst to get into running i.e. the overarching motive. The latter are smaller, day-to-day motivators that can help keep a runner committed and thus avoid relapse.

Macro motives (i.e. the triggers/the bigger picture motives)

Health benefits – All respondents were aware of the health benefits, but only the runners and irregular/lapsed runners were able to use it as a motive to actually run or get into running. Respondents felt that there were four health factors which can motivate people to run:

- 1) Mental health and wellbeing i.e. to 'feel good in your head and de-stress'. Running was felt to be a good way to de-stress, and was seen to also have knock-on effects on self-esteem i.e. by being active, individuals can become more confident, feel better and be more positive.
- 2) Weight loss to allow participants to feel they are looking their best.
- 3) Additional energy can provide the necessary stamina for daily living and other activities.
- 4) Ensuring that physical health can be maintained to allow the offset of illness and potential premature death. This was particularly evident as a known benefit of running among older respondents who see running as a way to remain youthful and maintain a healthy heart.

Social aspects – The social benefits of running were felt to be twofold: 1) to meet new, like-minded people as part of a running group or club, and 2) to support friends or family to get

active. Nearly all of the committed and irregular/lapsed runners acknowledged that they got into running either by joining a group or by supporting a loved one. For example, one respondent, who is an irregular/lapsed runner, got into running to support her daughter who was training for the Tough Mudder race and they now run together. It was expressed by many that moral support and encouragement is important in the early stages of getting into running in order to give the motivation to first start and keep going.

However, for many of the committed runners, once they gained the confidence and motivation to run alone they left the groups and clubs as they were proving to be held at often inconvenient times or were too restrictive in terms of their desires to go out running as and when they wanted. Thus, running groups or clubs or supporting someone was regarded as a good trigger to get into running. That said, it should be noted that contemplators were wary of being the “unfit or fat one” at the back of the running group, and as such it was clear that they felt reluctant to join. This point highlights that for many, the associations with running groups can also act as a barrier to running (see self-belief barrier below).

Running events – In some cases events, and as part of this, raising money for charity through events, were used as the trigger to get into running. For example, one lapsed runner, had seen his friend post on Facebook that he was entering the GSR event and feeling this was a good idea, he signed up to it too. His friend was not looking for a running partner, but simply hearing of the event was the trigger this respondent needed to take up running. Running events in themselves were seen as a motivation for getting into running because of the promise of a great feeling of ‘accomplishment’ that successful completion of a real challenge was believed to bring. For the more committed runners who had been running for a long time, events merely acted as a motive to maintain their running regime (see micro motives below). That said, many of the contemplators in the sample stated that they could be persuaded to start running if they were to enter an event with somebody they knew. It was stated by the vast majority of contemplators that they would not sign up alone as they need moral support. In addition, for some contemplators it was stated that for them to seriously entertain the idea of entering a running event they would need to have a sense that it was socially acceptable to run and walk or to powerwalk around the whole of a course.

Also, some irregular/lapsed runners who prefer powerwalking stated they would also be inclined to enter a running event, and as such gain a greater commitment to exercise, if it was clear that it was acceptable to powerwalk instead of running.

Free and convenient – Only the committed runners were able to appreciate the financial and convenience benefits associated with running, as they had already reaped rewards from it by experiencing it firsthand. committed runners across the sample stated that they particularly liked the prospect of simply leaving the house and starting running. Further to this, some even ran instead of using public transport e.g. running to work or to the shops as it is convenient and saves money.

Non-runner segments in contrast saw little compelling motivation in the idea that running is a ‘free pursuit’ with other benefits (health, social and events) being regarded as more compelling.

Micro motives (day-to-day motives)

Beyond the major macro motives which it was clear constituted the main reasons for start running, the research identified that committed and some irregular/lapsed runners used a combination of various micro motives to keep them going on a day-to-day or week-to-week basis, and to stop them ‘dropping out’ or lapsing. In turn, when potential runners were prompted with the idea of these micro motives it was acknowledged that they had the potential to help them to maintain a running programme after they have started. The key

eight micro motives as highlighted in the research were as follows:

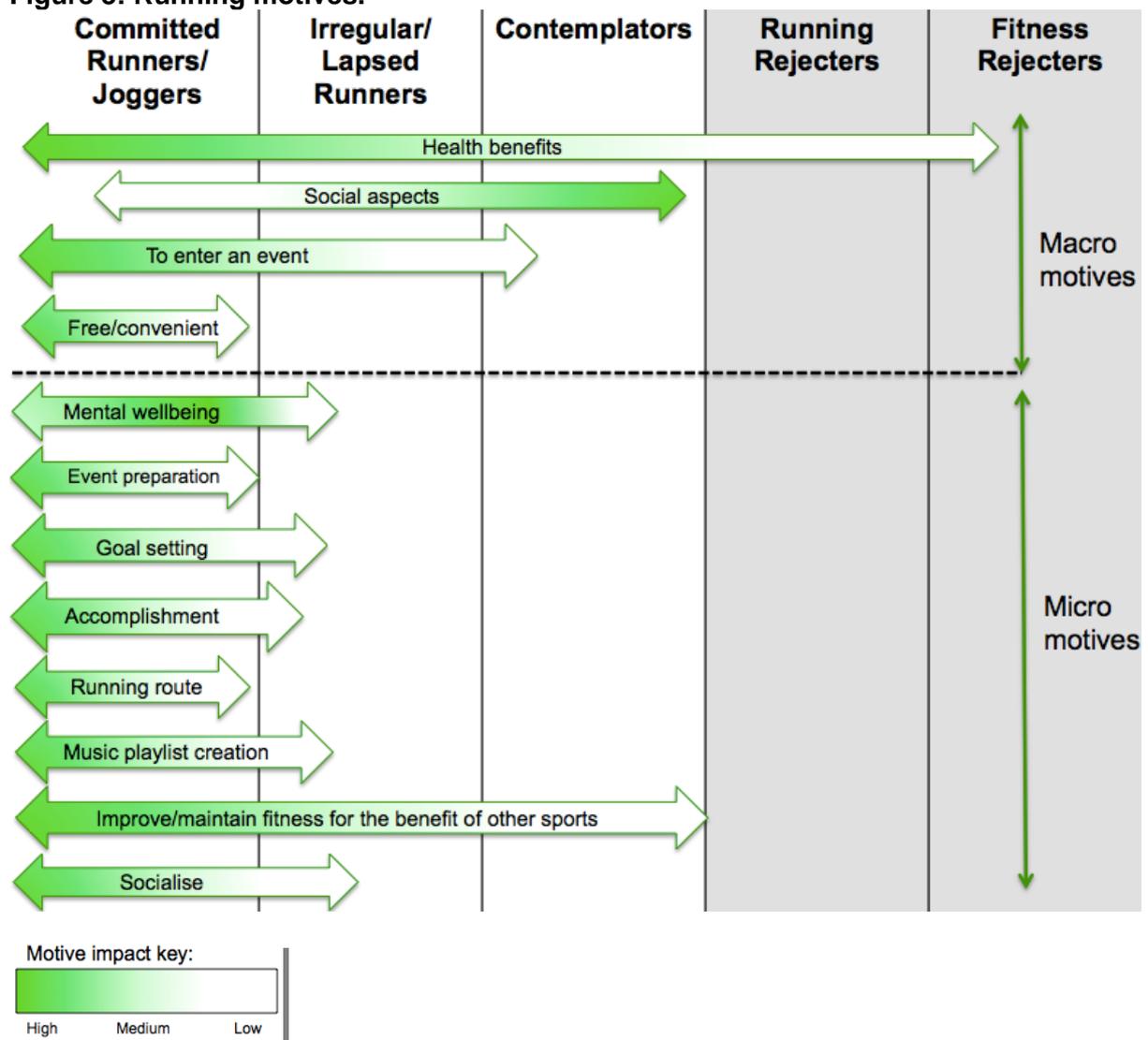
- **Supporting mental wellbeing** – this particular health benefit, as opposed to the other three (physical) health benefits listed above, was often mentioned as a micro motive because the reward was instantaneous. For example, committed runners recognised that running was a good way to clear their mind/let off some steam/unwind from work. As such, running was regarded by many runners as being instantly ‘therapeutic’.
- **Preparing for an event** – This included raising money for charity through events, which it was stated can provide the necessary incentive for runners to continue training. As part of this, committed runners were seen to keep re-entering events to keep them going, forming part of their ongoing goal setting.
- **Setting achievable goals and beating personal bests on a weekly basis** – it was expressed by all of the committed runners that they enjoy the personal challenge to always be improving, whether on time or distance. Many runners in the sample felt that they are always pushing themselves to go a little bit further on a daily run or event and this in itself is a positive motivator that keeps them getting out on runs.
- **Gaining a sense of accomplishment** – it was expressed that not all committed and irregular/lapsed runners enjoy the actual process of running and often “can’t wait ‘till it’s finished”. However, the factor that was felt to keep them going while out on a run is the sense of accomplishment they know they will get once they have completed it.
- **Finding new routes** – it was stated that routes provide an opportunity for escapism and that new routes can help keep the mind mentally active. The act of thinking about, finding and experiencing a new route for some runners was felt to be a positive ‘micro’ motivation for running. Even consciously focusing on the route while running can act as a distraction to the pain barrier and in so doing can provide a positive motivation to keep on going.
- **Selecting personal music playlists** – music was considered a key motivator when preparing for and going out on a run. As well as providing a personal enjoyable escape for many runners music, it was stated, can provide a motivating platform to time a run or part of a run e.g. “once this song is finished I will have completed half a K”.
- **Maintaining and improving general fitness to benefit other sports** – a micro motive for some when running and one that was seen as relevant for many potential runners was its ability to help progress their overall fitness for the benefit of other sports. This micro motive to keep running appeared to be specifically relevant to many in the research sample who also played football.
- **Socialising** – as highlighted above a macro motivator to get people into running was the idea that running, through a running club is a good way to meet people and that running is a good way of spending time with existing friends or family. Beyond this, however, it was clear that the social aspects of running (including powerwalking and jogging) were seen as good micro motivators to keep people involved. That is, simply spending time with friends or family was felt to often be a key motive to getting out for a run or to plan a running session.

Figure 3 below highlights that committed runners are influenced by both macro and micro motivations to keep running. Perhaps more importantly, this figure also highlights that the known or acknowledged motives or benefits of running for all segments other than committed runners are less common. The diagram highlights:

- The irregular/lapsed runners are likely to appreciate the health benefits and perhaps the social benefits of entering an event, but are not heavily influenced by anything else.
- Beyond this, the research highlighted that contemplators and rejecting segments are only likely to appreciate the health benefits of running and its social benefits.

As a result, it can be argued that there is great scope to raise the profile of the wide range of motivations surrounding involvement in running beyond just that of getting healthy.

Figure 3: Running motives.



3.2.2 Key barriers

In addition to discussing the main reasons why respondents felt running was a good idea, all non-participating respondents were asked to highlight the main issues that stopped them taking up running, stopped them committing to running to a greater degree than they were already or drove them to lapse in their commitment to run. In addition, committed runners were asked to highlight the barriers that they felt were relevant to making running a

potentially difficult activity to getting involved with. Outlined below are the seven key barriers that were highlighted in the research.

Lack of self-belief – This was the main barrier present for all of the contemplators interviewed, for some irregular/lapsed runners and most of the fitness rejecters. There was an underlying perception that one needs to be fit to run, therefore many do not run as they do not see themselves as worthy of taking up the activity. Among potential runners in the research there was a clear lack of realisation that all runners start from somewhere, and this is often a very low level. Specifically with regards to running groups, contemplators and irregular/lapsed runners viewed themselves as being unable to keep up with the committed runners, and it is this lack of belief and the ‘intimidation factor’ that can prevent them from joining a group or starting or maintaining running:

“I would feel de-motivated to join a group. It’s just insecurity. And you know I won’t be as good as them, I won’t be able to keep up with them.” **Contemplator, Castlemilk Focus Group**

“I’ve asked my partner to go running with me before. And the first thing she says is “I’m not fit enough to go running with you.” And I think that [idea] puts a lot of people off going running in a group.” **Committed runner, Castlemilk Focus Group**

“Can I do it that long? I know I’m not strong enough to go that far.” **Irregular/lapsed runner/contemplator, Molendinar Focus Group**

“I now know that I can go out once a week. But the thought of stepping it up to twice a week scares me a wee bit.” **Irregular/lapsed runner, Pollok**

“The first 10K I did, I basically walked it to say the least. We were at a friend’s house and that was one of the things we discussed and we all agreed to do it. Then the next night I thought ‘oh my God what have I done?!’ They are all super fit and everything and I thought ‘oh God I’m gonna really embarrass myself here.” **Irregular/lapsed runner reminiscing about her first 10K, Castlemilk Focus Group**

“Nobody just went all of a sudden ‘oooft I can run’. It doesn’t happen like that – you need to pace yourself and build it up.” **Committed runner explaining to contemplators that you do not need to be fit to run, Castlemilk Focus Group**

Embarrassment and self-consciousness – Overlapping with the lack of self-belief was the sense of potential embarrassment. Contemplators (and some irregular/lapsed runners) stated that they would feel too embarrassed to run in public, as they were worried they would look unfit or overweight. They were self-conscious of how they are perceived by others, and worried about *“looking stupid, as everyone else [who runs] is perceived as ultra-fit”* **Contemplator, Castlemilk Focus Group**

“The treadmill is an easier place to start [running again]. I know it sounds crazy, but I want to try and get the weight off before I go running in the streets... It’s all down to being embarrassed, y’know? You don’t want to have motors go by and think ‘oh God look at the state of her running – look at the size of her!” **Irregular/lapsed runner, Castlemilk Focus Group**

“I wouldn’t want to be the fat one at the back!” **Contemplator, Castlemilk Focus Group**

Safety – This was a barrier that was seen to be particularly prominent among females (although still apparent among males), and related to respondents not feeling safe to run in

their neighbourhood alone, especially after dark. From discussions, it became clear that there is a lack of street lighting and safe and established routes for running within many of the research areas. There was a perception that Friday nights in particular seems to attract the 'wrong crowd' and can prevent irregular/lapsed runners from going out and can serve as a barrier to contemplators for getting started. Although parks, such as Springburn and Pollok Park, were felt to be good places to run, there was a general consensus that runners do not feel secure when running alone at night or in the dark in these parks. It was stated that this was because it can be fairly deserted (demonstrating a lack of social norm) so "you don't know who's out there". Committed runners coped with this safety issue by learning the 'safe' places to go. Compounding this issue of lack of perceived personal safety was that runners stated that they were often reluctant to listen to their music (an important micro motive as highlighted above), as there was felt to be additional vulnerability created by not being able to listen for 'problems'. (Although it was stated that this would not prevent the committed runners from running. They would often listen with one earphone).

Related to the above safety concerns, there were also issues connected to the condition of the streets such as potholes, dog faeces and broken glass. These issues made many runners in the groups feel they were more prone to accidents.

Lack of social norm or perceived acceptability of running "people don't run 'round here" – The lack of belief that running is a 'popular' or even socially acceptable activity within the communities of the research were in themselves enough to prevent many respondents from taking up running, as running was simply not perceived as the norm. At its most extreme level, in some communities, however, for those who do run or who fall within the irregular/lapsed runners segment, there was a sense of stigma surrounding them when out on a run. This made them as runners or potential runners feel at times conscious of onlookers. This idea, it was stated, can further disengage contemplators from the idea of running, especially since it was felt that they already lack the self-belief to start. A core issue relating to this problem was the fact that very few potential runners actually knew any established running routes in their neighbourhoods where it was known that runners go to run.

"I would never run along the main road in broad daylight. I want somewhere where you can go." **Irregular/lapsed runners, Molendinar Focus Group**

"My daughter said "you did not just run across that main road did you!?" 'Cos she was embarrassed that I ran along the main road in case any of her pals had seen me!"
Irregular/lapsed runners, Molendinar Focus Group

To testify to the fact that this barrier to running is a real issue, it was noted in the groups that self-consciousness can also be an issue for committed runners when there are no dedicated running routes in an area. Even some in this segment had concerns about what people think about them:

"When I run from Ruchburn to Springburn it is a struggle because you do get the kids looking, and I'm already (self) conscious about running... I always worry when I'm running past people and think do they go "is she breathing right?"" **Committed runner, Molendinar Focus Group**

As well as creating a barrier in relation to perceived 'self-consciousness' the lack of perceived social norm was seen to have an additional important knock-on effect. That was, that most potential runners (irregular/lapsed runners and contemplators) stated that they had no awareness of how or where to join a running group.

Injury – While many lapsed runners acknowledged each of the barriers listed above as relevant, the reason why many lapsed runners stopped running was due to injury. Many became injured as a result of not knowing how to train properly and/or rushing into an event without sufficient training.

Also, the fear of injury was seen to be a barrier that can limit full or any involvement for many irregular/lapsed runners and contemplators. In particular, those irregular/lapsed runners/contemplators who were in employment or who were older were more likely to put off running as they stated that they cannot afford to get injured due to their life or work stage. In turn these respondents stated they would use the fear of injury as an excuse not to run.

Competing fitness regimes – This barrier to running was particularly evident among the running rejecters. The key barrier which prevents them from taking up running was their commitment to other sports like football, which can limit the amount of time and energy that they are able to invest in running. Some people involved in other sports were simply not committed to the idea that running was for them.

De-motivating factors – In addition to the six major barriers listed above there were a range of other ‘reasons for not running’ that can be categorised as general excuses. When probed, most potential running respondents acknowledged that these barriers were not substantial. In turn, most respondents were themselves happy for these issues to be generally categorised as excuses that could be overcome or ignored as issues if they were to be able to find the self-motivation and self-belief required to get running.

That said, a key difference between the contemplators and the fitness/running rejecters is that the contemplators recognised these as excuses that they want to find the motivation to overcome, whereas the rejecters saw these excuses as key barriers that they were not likely to be able to get around. The range of excuses listed by respondents can be categorised into ‘time’ excuses, ‘energy’ excuses and ‘conditions’ excuses:

Time

- **Time it takes to complete a run session (intruding on the rest of their day)** – this was more a barrier for irregular/lapsed runners.
- **Long term commitment to dedicate to running** – there was a general belief that being able to run requires a long-term commitment to incorporate running into everyday life. This was seen to be an important barrier for contemplators.
- **Family commitments** – this involved looking after or spending time with children in the family and/or care responsibilities for older relatives.
- **Holidays** – A few committed runners admitted that they used the festive season as an excuse to lapse from running because they felt they deserved to take the time off. However, their desire to regain their fitness in the New Year motivated them to start running after a short break.
- **Other commitments creating a perception of there not being enough time to run** (including other social, work, sporting and other hobby commitments).

Energy

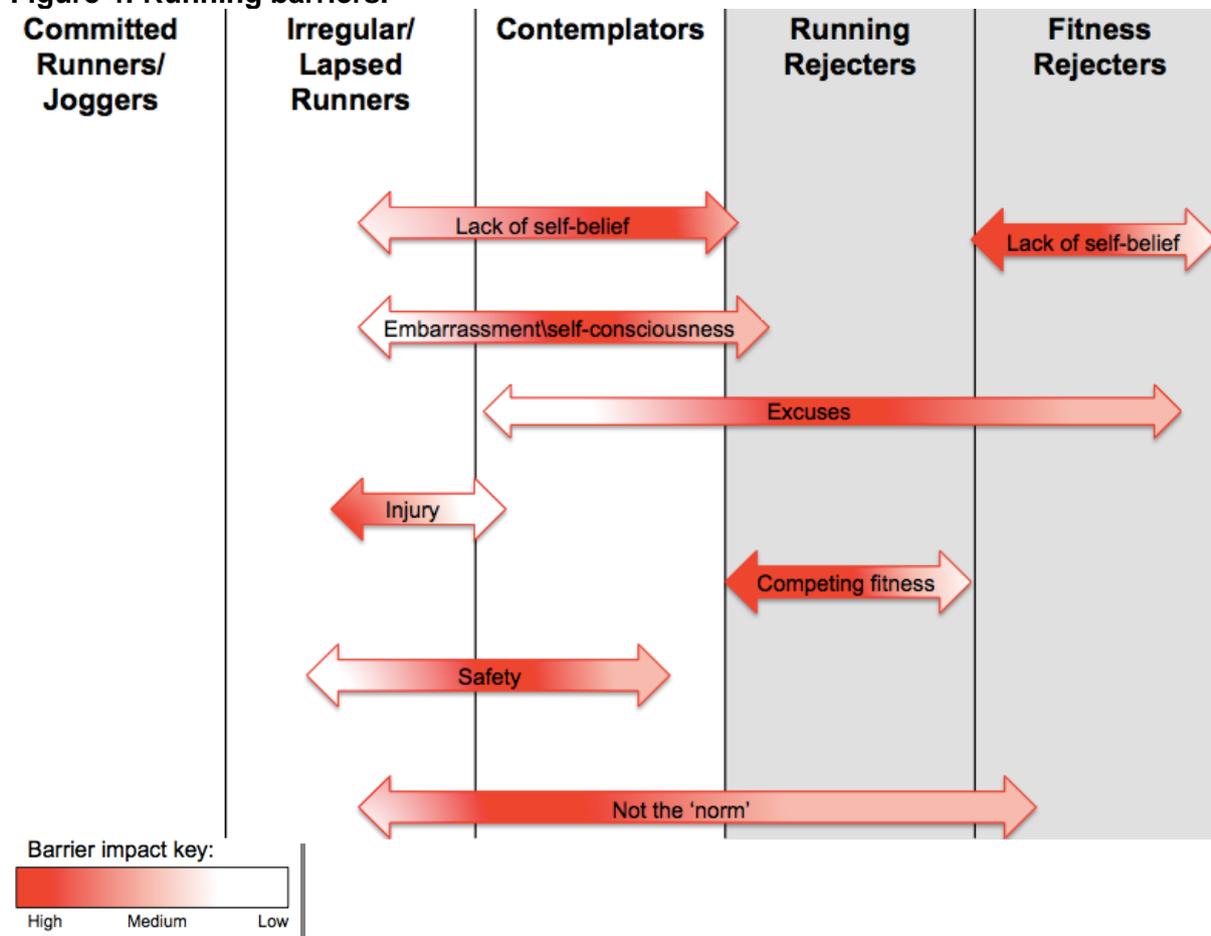
- **Active working lifestyle** – respondents explained that they were often too mentally or physically exhausted after or before work.
- **Laziness** – some respondents acknowledged that a key barrier to getting into running was their own personal laziness. This belief, it was felt, was created by a long-term lack of activity which created a self-perpetuating situation.

Conditions

- **The Scottish weather** – this was only a barrier for committed runners if it was “really, really bad”. That said, it was clear that irregular/lapsed runners and contemplators were likely to be put off the idea of running by even mildly bad weather such as rain or wind.
- **Dark nights** – beyond the issue of ‘safety’ as noted above, there was a sense from many irregular/lapsed runners and contemplators that the idea of running in the dark is not really an attractive proposition. This, for some, meant that they believed that the only real chance for them to get really into running was in the summer when there are lighter evenings.

By way of summary, Figure 4 highlights that most of the main barriers discussed prevent contemplators from getting started. In addition, for irregular/lapsed runners (who are likely to have stopped running or never really got fully committed to running) all of the main barriers may play a small part in preventing full engagement at some point. In contrast, the running and fitness rejecters tended to focus mainly on the excuses (without actually considering additional barriers that were clearly relevant to contemplators and irregular/lapsed runners):

Figure 4: Running barriers.



3.3 Running events and the Great Scottish Run

As noted above, running events were spontaneously referred to as one of the four potential main positive motivators to getting into running. Sections 3.3 and 3.4 of this report will now go into more detail in relation to respondents' attitudes to running events and specifically the Great Scottish Run.

3.3.1 What constitutes a good event?

Running participants highlighted four important factors to the delivery of a successful running event.

First and foremost, it was expressed by respondents that the event's running route must be interesting, with attractive scenery that can be urban or rural. For most participants it was considered important that a route avoids any steep gradients. Further, it was stated that a good route should be well thought out in order to prevent 'bottlenecks'.

Secondly, respondents suggested that the organisation on the day must be of a high standard. For example, the runners should be grouped according to their ability and starting times should be staggered, as this will prevent some runners from slowing down the race. This point was hugely important for slow runners who were most comfortable with the idea that they would be able to 'run at the back' with other slower runners. In addition, event participants stated that they required lots of toilets and lockers at the starting line, as queues can increase frustration and impact on nerves. Finally, the finishing point needs to be organised in such a way as to make it easy to find family and friends.

Thirdly, respondents who have run in events enjoyed a good atmosphere, with this being created by the energy of fellow runners and the crowd. This energy was considered to be essential in keeping runners' motivation high throughout the course. The New York Marathon was considered an aspirational event for many committed runners – perhaps because of the location – but also because the mixture of committed and charity runners makes for an enjoyable, friendly and exciting atmosphere. Further to this, the Glasgow Women's 10K was regarded as being one of the most positive atmospheres.

Fourthly, it was clear that the ideal running event would attract the widest possible level of participation. It was clear that the race was 'for all' and not just the 'super fit'. The ideal race was in fact felt to be one that made it clear that fast or experienced runners can 'do their thing' but that those that run and walk or powerwalk are also welcome.

3.3.2 Does the Great Scottish Run deliver?

The research highlighted that the answer to this was 'yes.' All respondents who had taken part in the GSR commended it as an enjoyable experience and would consider running it again. In particular, several respondents commented positively on the new route (it is flatter and varied, with cobbled streets avoided), and a particular highlight was running over the Kingston Bridge (as this is a bridge which is often congested with traffic so it was a refreshing experience for it to be full of runners). The event was regarded as being well organised and the atmosphere was considered to be one of the most positive of the year in Glasgow.

"There's no better feeling when you're running round the streets [of Glasgow] and everyone is clapping you on and you actually feel like an athlete." **Committed runner, Castlemilk Focus Group**

However, despite the general attitude to the GSR being very positive there were a few minor

issues that respondents flagged up as concerns:

- A number of the committed runners viewed the rising entry costs as a barrier to participating in future GSRs.
- Also, it is important to note that, although some of the irregular/lapsed runners and Contemplators had heard of the event, it was clearly not front-of-mind and they clearly did not know much about it. For example there was a clear lack of awareness of:
 - How or where to register
 - What is on offer – for example, some respondents were unaware that there is a choice of entering either the 10K or half marathon, and that there is a family event too. When the range of events was flagged up to potential runners it was clear that more runners would like to participate.

3.4 Motives and barriers to participation in running events

As noted, running events in general constitute one of the main overall motives for getting into running. As such, many of the motivators and barriers for running in events reflect those discussed above in relation to running in general. That said, during more detailed discussion about running events specifically, it was clear that there was a range of specific motives and barriers to participation. As a result of this it was clear that for running events – and specifically the Great Scottish Run – to be delivered successfully, these motives and barriers should be acknowledged.

3.4.1 Event motives

Goal setting – As part of a new runner’s main motivations and for runners’ micro motives for running, an event provides them with an end goal to focus their training on and simply to keep going. Events encourage those who sign up to aim to accomplish something that is acknowledged as being difficult, and/or to beat their personal bests.

For most participants, running events were regarded as being a form of personal competition i.e. runners rarely run the event to beat a peer’s time; instead they run in events to compete with their own previous time(s) or to accomplish something they have never achieved before. Conversely, it was expressed by some lapsed event runners that they might find it difficult to start running again after an event. This was because they were previously so overwhelmed and both physically and mentally exhausted as a result of their experience.

To be rewarded – This related to both an intangible reward, i.e. the sense of accomplishment or achievement, and tangible rewards, i.e. the promotional merchandise (e.g. t-shirts) and medals supplied for completing the run. These rewards can also provide participants with ‘bragging rights’, for example “look at my trophies” or “I’ve been part of something big.” This in turn can have a positive impact on self-esteem and worthiness as a result of their accomplishment.

To raise funds for charity – In the interviews, many contemplators expressed that they would consider getting into event running primarily to raise money for charity and for a worthy cause. In addition, it appeared that the only real motive to potentially encourage running rejecters into running was through the idea of running for a good cause.

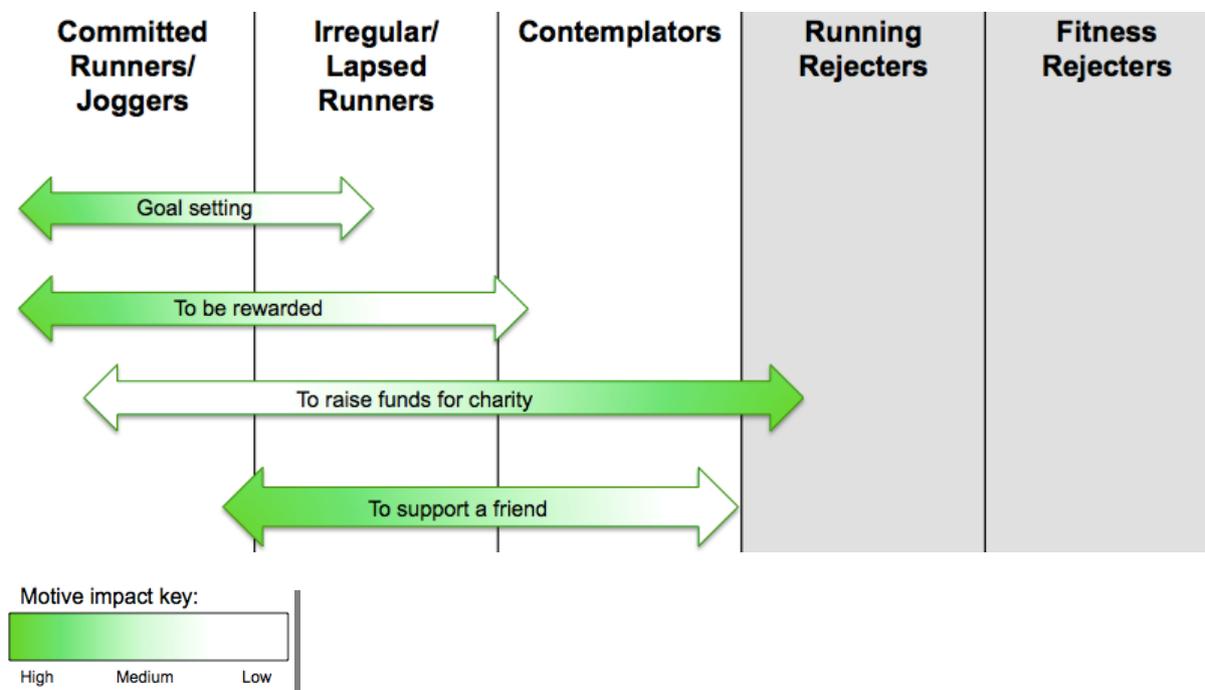
That said, this notion was presented as a ‘double-edged sword’ for many committed runners: they want to raise money for charity but it adds extra pressure to perform well as they do not want to let their sponsors down, which can be a de-motivator. Also, for a minority of respondents (primarily with experience of raising money for charities), approaching sponsors was considered off-putting as there was a perception that people are constantly being asked to donate. Some would go as far and say that they “hate” asking people for sponsorship money.

To support a friend – This was particularly important for irregular/lapsed runners (i.e. the less committed) and contemplators. The latter thought of themselves as especially unlikely to initiate the registration for an event, but if a friend or family member were to ask them, this can trigger their motivation to run. They were likely to say ‘yes’ and be committed to their promise.

*“If I did have a go and did it with someone I would stick with it. That’s because if I tell someone I’m going to do it, I will do it and not let them down. So yeah, I would do it with someone if they ask me to.” **Contemplator, Springburn***

Figure 5 shows the running event motives present across the three main segments that are the most likely to get involved in a running event. As can be seen, the more committed a runner the more they are likely to get involved in an event for personal reasons alone. The potential runners, that is, existing irregular/lapsed runners and contemplators as well as some running rejecters, were seen to be motivated more by altruistic benefits, for example, supporting a friend or raising money for a cause.

Figure 5: Running event motives.



3.4.2 Event barriers

Lack of belief in personal capabilities (mindset) – In relation to the main barrier to getting into running at any level (namely lack of self-belief) running events were perceived by most contemplators and irregular/lapsed runners to be something for the committed or elite runner. This was because events, including the GSR, were regarded as “too serious” an activity. However, many contemplators and irregular/lapsed runners indicated that they would like to or aspire to run in one. That said, they just lacked the self-belief that they are capable or fit enough to run for the duration of the course.

This relates to the issue that several potential runners believe that participation in any running event requires the ability to run the whole way, and that a combination of running and walking or powerwalking is not acceptable.

“People have a fear of being last. If people know that they could run at their own pace, then that would be fine. If event organisers are more open with time figures, then people would be less intimidated.”

Committed runner, Springburn

“If you could persuade people to powerwalk then they would be less intimidated by it.”

Contemplator, Springburn

Financial cost – As mentioned above, committed runners perceived the cost of entering a running event as an unnecessary or unjustifiable amount, when running itself is free. Some even expressed resentment for paying for the cheap merchandise they were awarded with at the end.

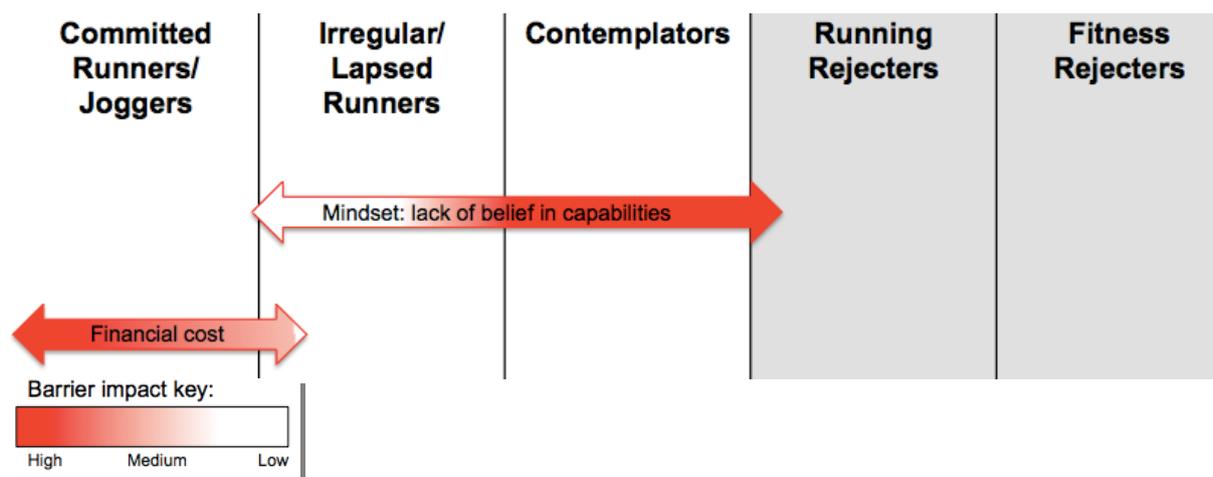
That said, it should be noted that very view contemplators or irregular/lapsed runners felt that cost of entering an event would in any way constitute a major barrier as long as the other barriers can be overcome.

“I don’t do events now because they are very expensive. That is the only reason.”

Committed runner, Govan

The two barriers for running in events are shown in Figure 6.

Figure 6: Running event barriers.



3.5 Positive deviance between runners and non runners

As previously indicated, it was clear from this research that *all* of the respondents were aware of the benefits and barriers relating to running, regardless of whether they were a runner or a non-runner. For instance, even those who do not run recognised the associated health benefits of running. It appeared that the key difference between those who are motivated to run and those who are not was in their willingness to act on this knowledge and their ability to overcome the perceived barriers. Needless to say, the barriers were strongest among non-runners i.e. contemplators, running rejecters and fitness rejecters, and these therefore hindered their enthusiasm to start running.

This research suggests that positive deviants were more engaged for two reasons, which are interlinked:

- 1) They were more likely to be surrounded by or exposed to people who had a positive influence on them regarding attitudes to health and specifically running, such as family members/spouses who provided clear support and encouragement or who already participated in running and running events. This often inspired or encouraged the runners interviewed in this research and shaped their behaviour.
- 2) They were based in a recently regenerated area and/or they worked out-with their community i.e. they worked in the city centre and were therefore exposed to different norms within their working environment. Also, those who lived near perceived popular or safe running routes, such as Pollok Park, were also more inclined to get out and be engaged in running, especially if they were surrounded by other positive people.

3.6 Conclusion and recommendations

It can be deduced from this research that all segments clearly see the associated health benefits of running. However, it is a matter of whether they feel able to or if they can be motivated enough to access these benefits. In particular, contemplators (who are a key target audience for GL/GCPH moving forward) crucially lack the self-belief they need to take up running, with many feeling too embarrassed and self-conscious to run in public.

With reference to the Stages of Change Model, the two main stages where barriers exist are at the contemplation and maintenance stages. Thus, the barriers that are presented here need to be significantly reduced and the benefits and motives for running maximised.

The degree to which these motives and barriers exist differs in prominence among the different segments depending on their attitude, intention and ability to run. For committed and irregular/lapsed runners, i.e. the positive deviants, the motives are stronger and provoke action, whereas the barriers are highest for contemplators, then irregular/lapsed runners, followed by committed runners having very few, if any, barriers which prevent them from getting into running. The positive deviants were more likely to be exposed to running through their work environment or be living in a regenerated area within their neighbourhood.

In summary, the main **motives** for running were:

Macro motives (key triggers to getting involved in running)

- Health benefits (mental health and wellbeing, weight loss, additional energy, ensuring that physical health can be maintained to allow the offset of illness and potential premature death)
- Social aspects
- Running events
- Free and convenient.

Micro motives (day-to-day motives)

- Support mental wellbeing
- Preparing for an event, including raising money for charity
- Setting achievable goals and beating personal bests on a weekly basis
- Gaining a sense of accomplishment
- Finding new routes
- Selecting personal music playlists
- Maintaining and improving general fitness to benefit other sports
- Socialising.

The main **barriers** were:

- Lack of self-belief and embarrassment (key barrier for contemplators)
- Personal safety
- Lack of social norm or perceived acceptability of running
- Injury
- Competing fitness regimes
- De-motivating factors: time, energy and conditions.

Specifically in terms of event running, it is evident that the desire to participate in events constitutes a major motive for potential runners to get into running and forms an important part of many runners' goal setting. Raising money for charity is another important motive for event running, although this is presented as a 'double-edged sword' for many committed runners. That is, many runners clearly want to raise money for charity but asking for sponsorship puts others off. In addition, the idea of committing to a cause in a high profile way can also add an extra pressure to perform well, which can be a de-motivator.

The barriers to entering events mimic those present for running generally. For contemplators and irregular/lapsed runners they may lack the self-belief and confidence, particularly since events are seen to be a 'serious' task and require a long-term commitment to training. Cost is the main barrier for committed runners, and this is particularly evident with the GSR.

3.6.1 Increasing participation in running and running events

From these findings, it is clear that learning can be taken from the Theory of Planned Behaviour for increasing participation in running and running events. The recommendations are centred on increasing perceived confidence, which in turn increases positive attitudes and the intention to run. This will have an impact on creating positive social norms around running: the norm being that running is acceptable, accessible and enjoyable in these communities.

Outlined below is a list of the key jobs that the research highlighted need to be undertaken to ensure an increase in running and participation in running events across the target audience:

Contemplators (primary target audience as they are the easiest to persuade of the segments who are not currently participating):

- Increase their confidence and self-belief so that they can begin the process of running.
- Motivate them through developing a set of motivational techniques to ensure that they 'keep going'.
- Make running as accessible as possible by changing perceptions of running as being a social norm (i.e. that it is socially acceptable to run and that there is no perceived stigma surrounding it as an activity or enjoyable pursuit). This may be achieved through actions such as the provision of dedicated running paths and through the promotion of running clubs and groups (especially for beginners) within the relevant

communities. Further, local fun run events may be organised to stimulate interest in low-participation communities.

- Make major events more accessible and relatable to contemplators' abilities e.g. through local promotion and specifically publicising the option of powerwalking (while still ensuring that the race is aspirational).

Committed runners and irregular/lapsed runners (secondary target audience as they already behave in the desired way, but there is scope to increase participation):

- Avoid them seriously relapsing (i.e. stopping running for long periods of time), through maintaining their motivation to run by providing an easily accessible set of motivational techniques.
- As part of this provide direct and local promotions to encourage entry into events such as the GSR.
- Make events more accessible e.g. through reduction in costs, publicising the option of powerwalking (specifically to encourage irregular/lapsed runners) and by making the registration process as obvious and as simple as possible.
- Promote running clubs and groups within the area as well as holding local events.

It should be noted that the fitness rejecters and running rejecters are *not* part of the target audience in this set of recommendations. It is felt that they do not need to be targeted as they inevitably lack the motivation and intention to change. That is, they are not committed to the idea of running (remember that running rejecters may already be active through other fitness pursuits).

That said, it could be argued that running rejecters could constitute an important tertiary audience for promotions of the GSR on the basis that this segment may regard the idea of running for a good cause as a positive motivator. Furthermore, SMG recognises that these segments are likely to benefit in the long term if these recommendations are implemented. This is on the basis that the increased popularisation of running may encourage some fitness/running rejecters to take up alternative forms of exercise. It is important to recognise that running is not for everyone. However, creating an environment whereby running is seen to be a normal form of exercise might encourage running rejecters and fitness rejecters to become more involved in other sports.

At a practical level the SMG team recommends the implementation of a three-tiered approach to undertaking the findings listed above. These three tiers of activity, it is felt, will be of primary relevance to motivating the key target audience of contemplators, while also being relevant to invigorating irregular/lapsed runners and committed runners.

Recommendation 1: Make running the norm/socially acceptable: raise the profile of running in communities

These are some suggestions which the research has indicated can help to create new positive social norms surrounding running and running events:

- As is already enforced for cycling routes in Glasgow and other cities in the UK, popular running paths can be signposted with prominent visual cues (e.g. of a runner painted on the tarmac) throughout the route. It is important that some, if not all, of these routes are accessible for all abilities. These routes should be selected to be in the heart of key target communities and ideally incorporate wide pavements and park areas. Each community should ideally designate a 5K running route (ensuring it is safe and well lit – see next bullet point). However, SMG recognises that Glasgow Life do not have direct decision-making power over this and would have to work in partnership with other organisations, primarily Glasgow City Council Land and Environmental Services to allow implementation.

- Improve the night-time safety in relevant neighbourhoods with increased street lighting and CCTV cameras in operation and ensure that this work is being undertaken specifically to allow running to become more popular. As part of this, the cleanliness and condition of the pavements should also be tackled in order to create more appealing running routes and to reduce the risk of injury. As above, Glasgow Life does not have sole responsibility for safety decisions, and would need to work in partnership with and Glasgow Community Safety Services to allow implementation of any 'safety development' initiatives.
- Increase the profile of running clubs and groups by carrying out more promotional activities. This is likely to increase demand and supply, making running more visible in the communities.
 - Please note: in relation to irregular/lapsed runners, the promotion of running clubs could be targeted in local gyms, even on the running machines.
- Increase the presence of school running clubs. In line with Social Cognitive Theory^a, the immediate environment i.e. family can have positive impact on behaviour e.g. if children were to start running, this can have a knock-on effect on parents' running behaviour, as the parents aim to provide moral support for their children. These school clubs can also provide the opportunity to bring along a parent, which will help to get the whole family involved. Also, by targeting people at a young age, it can help to engrain social change in these communities for the long term.
- Recruit local champions, such as gym instructors, to encourage and motivate contemplators and irregular/lapsed runners to commit to going outside for a run or entering an event. For example, if they see someone with stamina on a treadmill, they can say to them that they clearly have the ability to enter an event or run outside. This can help to increase the number of visible outdoor runners and event participants, making it more socially acceptable within relevant neighbourhoods.
- There is also opportunity to hold local running events and fun runs – the latter so that people of all ages and abilities can participate. By having local events, not only does it increase accessibility of running as the route is local, but it also raises the profile of running within the neighbourhood, thereby positively impacting on social norms.

Recommendation 2: Develop tools to increase confidence and self-belief: making running more accessible

Contemplators expressed an appetite for useful motivational and confidence-building tools to help them get past the contemplation and preparation stage and into running, with the aim of committing to the sport. While the research indicated that a leaflet and app would prove beneficial, other media channels e.g. a film shown in Glasgow Life gyms could be implemented to support the idea that running could be easily accessed. Such motivational and confidence-building tools could provide motivational techniques and advice for getting started and keeping going with running. For example, techniques could be presented for getting 'from couch to half an hour run in six weeks' or 'from sofa to 5K run in ten weeks'. Specifically regarding the use of an app, more 'hands on' and tailored techniques could be offered to the individual. The app could incorporate some of the leaflet's content (see below) as well as facilitating practical goal setting and route planning dedicated to key target neighbourhoods. SMG acknowledges that there are already a number of competing running apps, thus ideally this app should be tailored to have a clear relevance for the local communities, for example a 'Running in Govan' app.

^a This looks at how people learn behaviour. The learning/development of a behaviour is achieved through the interaction of three different factors: personal, environmental and behavioural. Environmental factors include social (e.g. friends, family), physical (e.g. design of a building on energy habits) or situational factors.

This research suggested that the following key components of a leaflet or app (or other applicable channels) would be of value when getting a contemplator motivated to begin running. It could be structured by taking them from the contemplation stage into preparation and then maintenance, giving them the confidence and reassurance to move through each stage. Learnings have been taken from committed runners' micro motives:

Possible leaflet and app content structure

Introduction – How do I get started?

- *I'd rather watch the TV – what's a good reason for going out on a run?*
- *Getting over negative thoughts – I'm too self-conscious to be seen on the streets*
- *Getting over negative thoughts – I'm not fit enough to run*
- *What running gear do I need?*
- *Why join a group/club?*
- *Asking a friend or family member to run with me*

Getting going – How to complete my first run successfully

- *What are good warm up/down techniques?*
- *How do I pick a good route?*
- *How do I stay safe on the streets?*
- *How do I get past the pain barrier when I'm out on my run?*
- *What's the best way to prevent injury?*
- *What are good breathing techniques?*

Setting yourself a running schedule that works for you – from struggling with the stairs to becoming a runner in six weeks

- *Setting myself a running programme that is achievable for me that I will enjoy*

Keep going and enjoy the journey – I can't be bothered running today

- *How to motivate myself on a rainy day?*
- *If I only have 20 minutes, how can I get the most out of my run?*
- *How do I set achievable and fun goals for running sessions?*
- *Top ten music tracks to keep me going on my run; and selecting my own playlist*
- *Good mantras/positive thoughts to keep me going on a run.*

Set myself a big goal

- *How to run a big event like the GSR.*

Case studies

- *The leaflet can also contain case studies of, for example, local champions/success stories of people who, in the beginning, clearly lacked the self-belief or were embarrassed to run and have now completed their first GSR.*

Furthermore, as with any form of promotional material, it is important to promote the benefits of the behaviour change. In other words, the associated health benefits should be communicated to contemplators through these channels, in particular the associated mental health benefits and the fact that it is free and convenient should be expressed, as these were particularly potent for committed and irregular/lapsed runners.

Recommendation 3: Promote a key end goal: raise the profile of the GSR through motivational techniques

As identified through this research, running events such as the GSR are used as a valuable micro and macro motive to get into and keep running, as they can play an important part in a runner's goal setting.

Therefore, beyond the leaflet and app (which will promote running events through the use of motivational information) it is considered important to provide dedicated promotions for the GSR in relevant neighbourhoods. This dedicated promotion will have the benefit of being specifically relevant to committed and irregular/lapsed runners, but will also provide a further touch point for contemplators by demonstrating that running is a social norm in their neighbourhood. That said, to achieve this latter aim of motivating contemplators through the promotion of the GSR it will be necessary to ensure that the event is accessible to runners of all abilities, including those who believe they will need to powerwalk their way round the course.

Recommendations regarding the marketing activity of the GSR in relevant communities are as follows:

Showcase the GSR's benefits

This research shows that runners participate in running events such as the GSR because they enjoy the route, they wish to raise money for charity and because it acts as an end goal to keep them focused and motivated. Therefore it is important to focus on the following key factors when promoting the GSR:

- Signpost the route (as much as possible) a couple of months before, as this can create subliminal cues encouraging those who are undecided to register for the event, as well as illustrating an appealing running route.
- Provide more charity links by providing a list of charities and sponsorship options to appeal to those (particularly contemplators) who are motivated to take up running to raise money for charity.
- Offer a tailored training plan and goal-setting advice depending on experience/ability. This can be provided to those who register, with the incentive of registering early to get a more thorough plan.

What do we want to say?

- The key message is that, *"no matter what your ability is, GSR is a rewarding event which can help keep you motivated all year round"*.
- The call to action is register early to aid with your goal setting.

And where do we want to say it?

- Raise the profile in local gyms, community centres and other community settings – posters, promotional items e.g. water bottles, motivational stickers on treadmills (which say, for example, "you have what it takes to enter the GSR"), lanyards etc.

When do we need to communicate?

- Pre-event: It is important to begin promotion/implement the use of motivational techniques as detailed above well in advance of the GSR, for instance around six months before the event to give runners the chance to be fully prepared and gain confidence in their ability to take part.
- Post-event: It is also important to maintain contact with participants after the event to avoid relapse. For example, it was expressed by some of the respondents that they lack the motivation after an event to continue training. Thus, by using some simple and tailored motivational techniques (dependent on the segment) throughout the year e.g. winter training plan, New Year's action plan, people can be reminded to continue training.

Provide a confidence boost prior to the event

- Hold local roadshows around three to six months prior to the event to educate runners/contemplators about common issues such as safe training, injury prevention, as well as provide motivational techniques e.g. good routes and give runners the opportunity to socialise and form informal running groups. GSR coaches who are affiliated with local running clubs/groups could facilitate these. Committed runners

alluded to this ‘roadshow’ idea already taking place for some running events in England.

Increase registration in more deprived communities in Glasgow

- Make it easier and more accessible to register for the GSR by having registration points in gyms, community centres, shopping centres.
- Reduce the cost barrier by offering a two-for-one entry in relevant communities. Not only will this reduce the cost barrier for committed runners, but it could also facilitate the social aspect of running.

Figures 7 and 8 below outline the potential positive impact on the relevant segments after implementing these recommendations.

Figure 7: Running motives – recommendation.

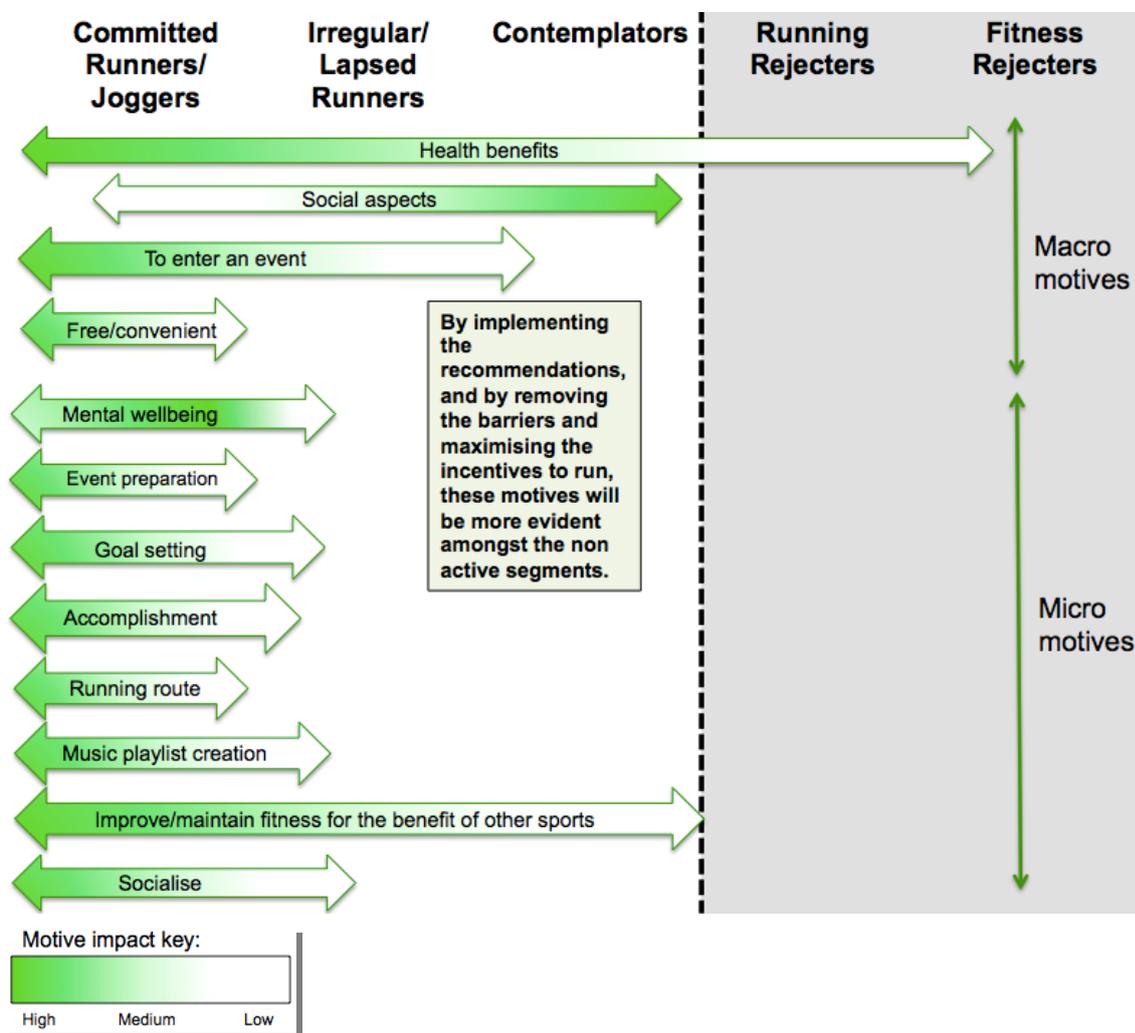
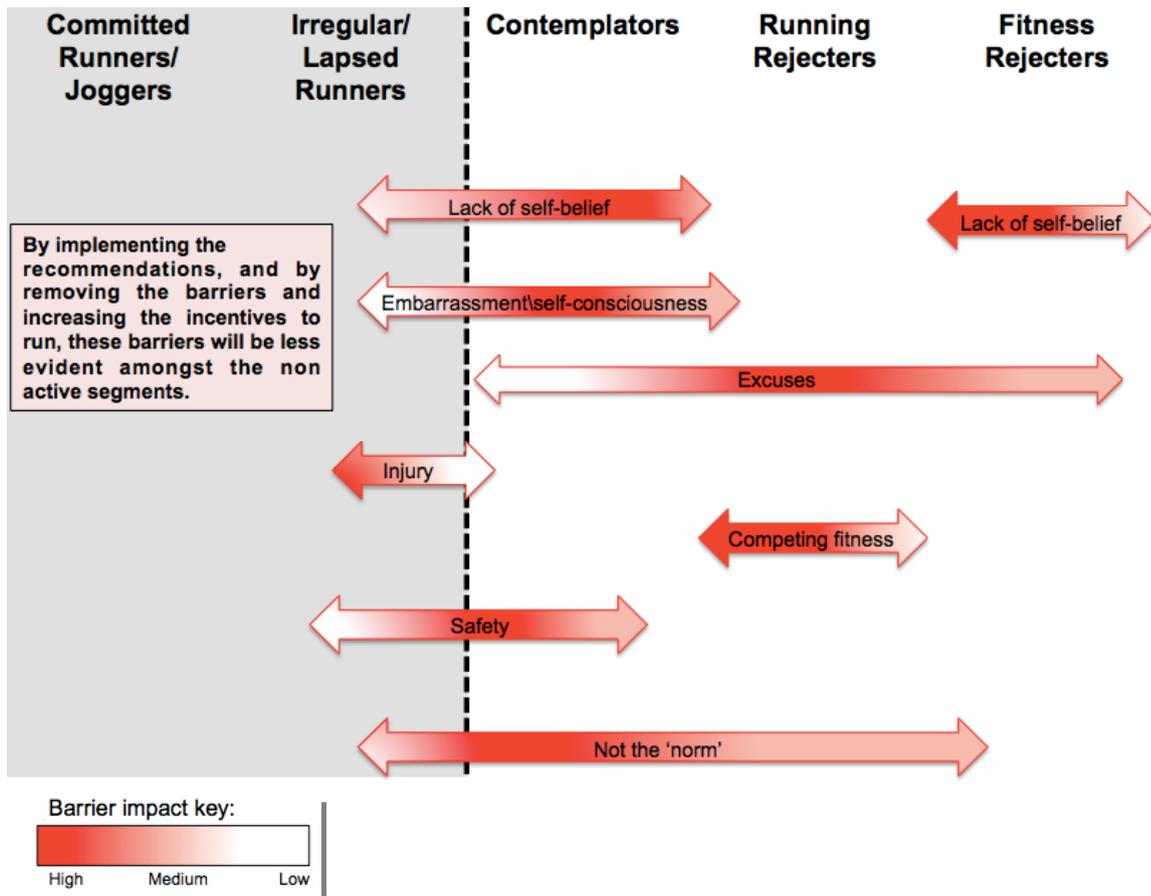


Figure 8: Running barriers – recommendations.



4. Culture

4.1 Impacting contextual factors in relation to visiting cultural venues

All interview discussions began with finding out a little bit about a variety of factors that it was felt could have an impact on respondents' behaviour and attitudes towards visiting cultural venues in Glasgow.

4.1.1 Thoughts on local community

During the introduction and warm-up discussions, respondents were asked a series of context-setting questions about the areas in which they live. Most respondents were mainly positive about their neighbourhood. However, there was a general consensus that there was a lack of things to do in the research areas (especially for schoolchildren and at night time), and thus residents stated that they have to travel into the city centre to socialise or to find something to do. In most of the more deprived neighbourhoods in which the research was undertaken, transportation links were considered to be poor – the city centre was accessible but other areas in Glasgow were a 'hassle' to get to (i.e. where many of Glasgow's cultural venues are situated).

4.1.2 Attitudes towards starting new hobbies

Many of the respondents were fairly open-minded about starting new personal pursuits, with many having an interest in doing something creative in their spare time.

For those who struggled to take up and maintain new hobbies or who were not interested in taking up new hobbies, the perceived lack of time and motivation were the main barriers. For example, looking after their children or grandchildren took precedence over starting new things and investing in some "me time". There was a sense that there are more important things to do in life, such as socialising with friends, rather than taking up new hobbies.

4.1.3 Attitudes towards culture i.e. museums, art galleries and performing arts

The arts, such as visiting galleries and viewing performing arts in particular did not seem to appeal to respondents. This issue appeared to be due to two main factors:

- Many respondents stated they were simply not interested in what they perceived to be on offer from the arts.
- There was a perception that the arts were only for the upper class and art students.

As a result of these attitudes, Glasgow's Museums were more frequently referred to by respondents than Glasgow Arts, as they were more willing to respond positively to these sorts of venues. On further probing of attitudes, it was deduced that respondents hold the most favourable attitudes towards museums, followed by performing arts venues and then art galleries.

Further, additional initial discussions with respondents about their attitudes to cultural offerings in Glasgow highlighted that attitudes were far from polarised with only engagers and non-engagers. Conversely, it was clear that attitudes existed on a scale of opinions from the most engaged and positive to the most detached and negative.

The research highlighted that respondents' could be split into five main segments with regards to their behaviour and attitudes towards visiting and engaging with cultural venues:

1. **Committed visitors** – these were individuals who visited cultural venues several times a year. They typically would not 'pass by' a venue; they would need to go in if they were in the area. Committed visitors are the most likely to exhibit civic pride and not only visit cultural venues because they are interested, but also because they

enjoy seeing what Glasgow has to offer. They are the happiest out of all the segments to visit cultural venues by themselves.

2. **Occasional visitors** – these were individuals in the research who do not see themselves as regular visitors to cultural venues, but who visit such venues two or three times a year. They are interested in cultural activities and enjoy visiting (often specific venues of interest), but they do not consider themselves to be committed.
3. **Contemplators** – these were individuals who think that they *should* be visiting cultural venues, and feel guilty that they are not. A lack of real desire to go to the venues and it not being something at the forefront of their mind were the overarching issues. Also, the period of preparation for visiting a cultural venue serves as a big barrier for this segment – respondents in this segment stated they may not be aware of where all the museums are or what is on offer. In addition, getting to a venue was often regarded as a problem.
4. **Pseudo rejecters** – these were individuals who regard themselves as broadly dismissive of visiting the relevant venues. They simply do not think they will enjoy what the venues have to offer, and would rather do other things with their free time. However, they would consider visiting if it is clear that there is something of interest to them, and as part of this, if the venues have a more interactive presentation and also more adult-friendly themes. But, again, many in this segment would also not know how to get started.
5. **Full rejecters** – these were individuals who, when prompted, regard visiting relevant venues as ‘not for me’. They were clearly disinterested and disengaged with the idea completely. They cannot imagine that a cultural venue would ever be able to produce something of interest to them.

4.2 Motivations and barriers

The motivators and barriers towards visiting cultural venues held by individuals living in the relevant more deprived communities, as highlighted within the research, will now be outlined in depth, making reference to the above segments.

4.2.1 Motives

Personal interest – this was the main motive that drives visits to cultural venues for the most committed visitors of the cultural venues across Glasgow. The theme of personal interest can be attributed to the following factors:

- Fun and engaging temporary exhibitions – all (apart from full rejecters) expressed that they would be more likely to visit a museum if there was an exhibition of particular interest to them. Popular culture was a common theme mentioned among respondents in relation to what they would like to see more of – respondents were able to recall Kylie Minogue and AC/DC exhibitions as being of interest. The football exhibition at Hampden was considered to be too expensive, but the idea of a free football exhibition was popular with many respondents.
- General curiosity and a desire for self-education – committed visitors in particular proclaimed how their curiosity about history and their keenness to learn – especially about topics such as Scotland’s and Glasgow’s past – are the main drivers for visiting museums.
- Personal relevance or connectivity to a theme – this was seen to relate to an individual’s own life or to family ties. For instance, respondents were inspired to see what life was like for older relatives through visiting the Scotland Street School Museum in memory of parents or grandparents who attended or who were from this generation. Or, respondents explained how they liked to visit the Transport Museum to see how Glasgow’s transportation links have progressed over the years. This was of particular relevance to those who were brought up in Glasgow, as it evoked a sense of pride in being Glaswegian.

“I prefer the Transport Museum, I think it’s really good and interesting... I’m thinking of years ago – think it might be an age thing, as you weren’t interested in what your dad done or anything....But you know, when I was younger I couldn’t have cared less... As you get older you are seeing different perspectives and things. And then you know, I’m saying ‘oh I remember this’ – things like the old subway, and I quite like it.” **Occasional visitor, Pollok Focus Group**

For the kids – This was the second most commonly mentioned motive for attending and a clearly very important motive for those who were not in the most committed visiting segments. Those who have young children or grandchildren stated they would go to venues a couple of times a year – choosing a venue depending on what particular theme their child takes an interest in. It appeared that respondents primarily take their children in order to educate them, otherwise, it was clear, they would not be that interested in visiting:

“The reason why I go to museums is because my son is interested in ancient history and still is. And if it wasn’t for him, I probably wouldn’t have gone. I think that’s what got me interested.” **Occasional visitor, Pollok Focus Group**

However, many of the respondents with adult children admitted that they have not been since their children were younger, as they do not have a personal interest.

Nostalgia – For some committed and occasional visitors, they enjoyed visiting for nostalgic reasons. Their parents took them when they were younger and they enjoy going back and reliving their youth. This was said to provide an escape from everyday life. As indicated above, the Transport Museum in particular was felt to be able to evoke nostalgia.

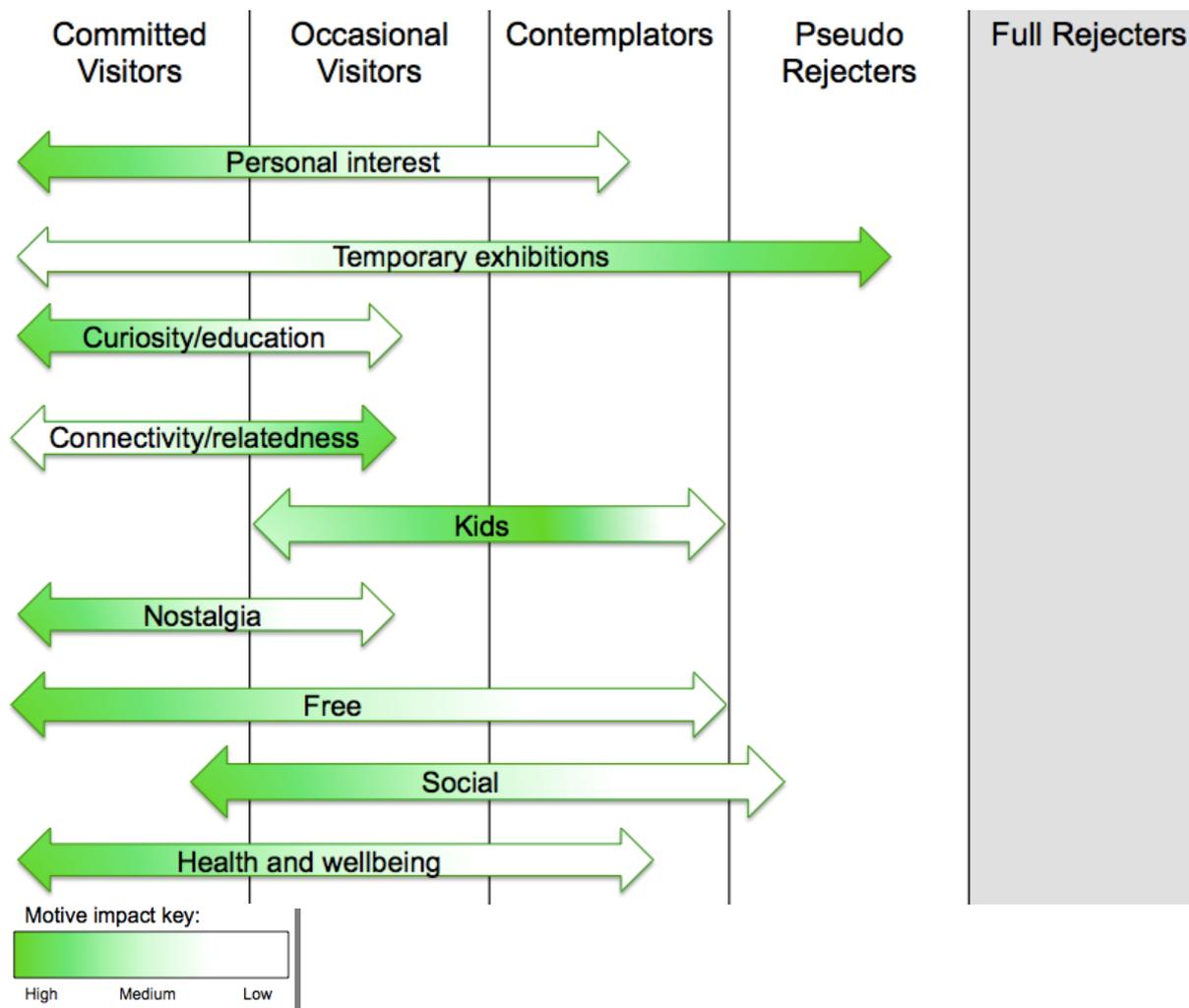
Free – Free entry was seen as an incentive for visiting, however the associated costs (see below) can on many occasions be seen to outweigh this benefit. As a result of this and because of other barriers, the fact that venues are free was not a powerful enough motive on its own to persuade contemplators and occasional visitors to visit or increase visits.

Health and wellbeing – Only when prompted were the associated health benefits recognised as an incentive for visiting. The key health benefits that were acknowledged as being of value, when prompted, included being physically active i.e. getting out and about and de-stressing. This highlights that health and wellbeing benefits are not at the front of people’s minds in relation to visiting of cultural venues.

Social aspect – Many contemplators and pseudo rejecters admitted that they were not comfortable going alone and would much rather visit to support a friend or family member.

Figure 9 highlights that the motives for visiting cultural venues were far more prominent for committed visitors. That said, as highlighted below, the research also revealed that even pseudo rejecters and contemplators do acknowledge many of the benefits or motives to using cultural venues. Clearly, however, for these two segments, especially the contemplators, these benefits were not regarded as substantial enough to motivate them to act.

Figure 9: Motives to visit cultural venues.



4.2.2 Barriers

The main barriers to participation in cultural activities can be divided into four broad categories with sub themes:

1. Lack of interest and being unaware of, or not interested in the benefits of visiting

What's in it for me? – many respondents were simply not attracted to the idea of visiting cultural venues due to a lack of personal interest in the perceived offerings of the venues. For many, their lack of interest and participation can be explained through their inability to relate to what is being exhibited i.e. it had no impact on or relevance to their lives.

When prompted, respondents who were from the contemplator and pseudo rejecter segments could identify with some of the motivators for attending, in particular how it can improve general health and wellbeing. This demonstrates that the benefits of visiting are not at the forefront of people's minds, suggesting that there is no real perceived benefit of visiting.

It's not for someone like me – This was a strong perception among the rejecters. They believed that museums are for tourists and the educated, and that the art galleries are for the superior and art students. There was a strong perception that museums are targeted

towards tourists and they are made more accessible to them, as tour buses stop at the venues. Respondents from the remaining segments agreed that their communities were not the main target audience.

“They’ve targeted it so much at tourists they’ve forgotten about us” Occasional visitor/contemplator, Molendinar Focus Group

“I think it’s a societal aspect. I don’t think most working class people think it’s on their list of priorities. People who have not got a lot of money and who are being treated whatever way by the Government, aren’t going to think”

“– They’re not going to feel comfy”

“You know, if they have a choice what to do at the weekend, they’re not going to go to the museum. People don’t have enough time or money... if someone has the ability and has the money then, aye.” Occasional visitors/contemplators, Pollok Focus Group

“Why would somebody from this background go there [Burrell Collection] if they don’t have means to take with them? And unfortunately I don’t think there can be much to do to improve it. I think it has to do with society.” Occasional visitor, Pollok Focus Group

“Museums are for ‘yuppies’.” Full rejecter, Govan

The perception that galleries are targeted towards the upper class and art students existed due to the idea that one has to know what they are looking at to gain any benefit or enjoyment from the experience of visiting one of the relevant venues. This was why some do not visit art galleries as they believed that they make them feel inferior and stupid; they feel like they would not be able to relax:

“I wouldn’t know what I’m looking at. But I wouldn’t ask them because the staffs act like they know it all, and would think, “Why do people from Govan come here?!” Full rejecter, Govan

Table 4 shows which venues were considered to be too superior for respondents. Note, as can be seen, many venues fell into the ‘unsure’ category. This emphasises respondents’ lack of awareness of venues or desire to visit. As can be seen, two Glasgow Arts venues (Tramway and Trongate 103) fell into different categories, highlighting that attitudes varied across the sample.

Table 4. Venues' perceived target audiences.

	Not for me/my family	Generally accessible to all/family-friendly	Unsure
Glasgow Museums	<ul style="list-style-type: none"> - The Burrell Collection (because of how the items are displayed it discourages interaction) - Glasgow Museums Resource Centre (GMRC) 	<ul style="list-style-type: none"> - Riverside Museum - Kelvingrove Museum Art Gallery and Museum - Scotland Street School Museum - People's Palace 	<ul style="list-style-type: none"> - St Mungo - Museum of Religious Life and Art - Provand's Lordship
Glasgow Arts	<ul style="list-style-type: none"> - Gallery of Modern Art (GOMA) - Tramway - Trongate 103 (These venues are perceived to be for 'artistic people' / tourists) 		<ul style="list-style-type: none"> - Tramway - Trongate 103

2. General lack of awareness

Not at the front of people's minds – This was arguably the key barrier for all segments (in particular contemplators) who are not actively engaged and who do not reject the idea of visiting a venue completely. They simply just do not think about visiting cultural venues as a viable option for something to do, not because they lack interest necessarily or exclusively, but because they are not made aware of it on a regular basis.

Lack of awareness of venues – There was also a lack of awareness of certain venues among respondents, including what was on offer in a variety of venues. Many were unaware of the Provand's Lordship (also known as the oldest house in Glasgow), Glasgow Museums Resource Centre (GMRC), Trongate 103 and Tramway in particular. For example, one respondent thought that the Trongate was a shop, while others were under the impression that bookings need to be made to visit Trongate 103 and the Tramway; hence they had not been yet.

3. Perception that the venues are not accessible

Associated financial costs – Although respondents appreciated free entry costs (although as noted above this does not constitute a strong incentive to go), the associated costs for refreshments and transportation were felt to act as a barrier when wanting to visit the relevant venues. The cafés and shops (if applicable) were perceived to be overpriced, and the cost of transportation was regarded as expensive by some. This issue was compounded by the fact that people in the relevant communities often needed an average of two buses to visit these venues. This meant that travel became very expensive for families.

This was arguably more of a barrier for contemplators than any other segment, as it can inhibit part of their preparation, i.e. the perceived financial cost of getting there can be considered too high, causing them to give up preparing to go. (Note that this was not an issue for people who had a free bus pass.)

That said, many respondents admitted to spending more money when engaging in other social activities such as visiting the cinema, which proves that the benefits of attending cultural venues are simply neither attractive enough nor high profile enough for contemplators and many occasional visitors.

Transportation

In addition to the cost of travel, it was considered that the transportation links (including poor parking at venues) and the time it takes to get to many venues prevents respondents from committing to going. This barrier was evident for all segments except the committed visitors. Many of the respondents would not know how to get started i.e. what bus(es) and/or train(s) to get in order to access some of the lesser-known venues. It was expressed by contemplators that if they lived closer to venues or venues were in their neighbourhood then they would be inclined to visit more frequently than at present.

The quote below demonstrates that the transportation barrier can still significantly reduce the freedom of choice for people living in the communities relevant to this project, even for the most committed visitors:

“I was watching my wee cousin and he wanted to go to a museum. So I took him to People’s Palace as this was easiest to get to, ‘cos that’s down at Glasgow Green. But he probably would have rather gone to the Riverside Museum, but that is just too much hassle for me to get to.” **Committed visitor, Molendinar Focus Group**

4. It is not considered an appropriate/normal/attractive day out with friends/family

This issue of visiting a cultural venue not being associated with a ‘good day out’ for groups was linked to the barriers outlined above i.e. the lack of awareness or lack of perceived benefits do not make visiting museums a viable option when meeting up with friends or having a family day out. The following complementary issues can also help to explain this:

Competing factors – such as the cinema, shopping, playing or watching football and going to the pub were considered to be more attractive than visiting a museum. This was mainly because these are the ‘normal’ or common things to do – they were considered to be socially acceptable among peer groups. Visiting museums and/or galleries was not thought of as a viable option when meeting up with friends.

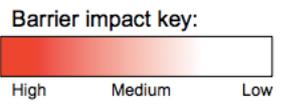
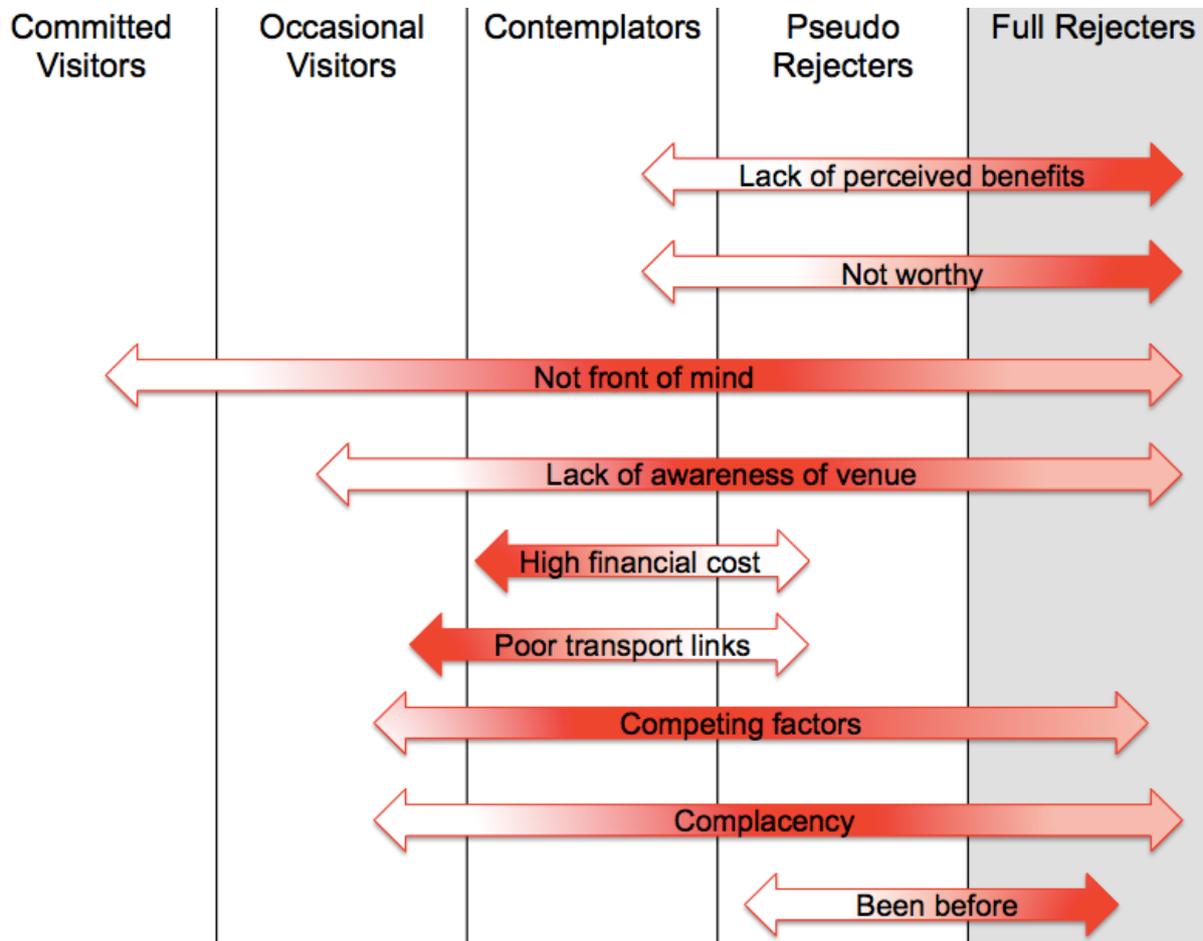
Complacency – when probed, many contemplators and pseudo rejecters stated that there was no real sense of urgency to visit and there were other more important social priorities that take precedence. In general terms there was an apparent sense of complacency i.e. a belief that the relevant venues ‘always have and always will be there’. A contemplator’s reasoning as to why he had not been in a while was that he was “waiting to be invited by friends”. This demonstrates that not only is there an unwillingness to go alone, but visiting museums is not considered a ‘normal’ thing to do.

Been there, done it – in addition to the issue of complacency, the idea of having ‘done it’ was a common notion expressed by pseudo rejecters and rejecters. Many strongly believed that what is exhibited and is on offer in these venues were not going to change from the first and/or last time they visited – which was often in their youth. Reasons for not visiting such as “I went when I was at school”, “I’ve seen it all before” and “the same things are still there” were common among participants from these segments, with this mindset deterring them from going.

“I went to the museum when I was at school... I think the older you get, you get into a working habit and get set in your ways. History and the city and that are just not for me.” **Full rejecter, Pollok Focus Group**

Figure 10 breaks down the perceived barriers by segment and shows that contemplators face a lot of barriers (many of which are around the preparation stage of changing behaviour). In reality, for all segments that are not in the 'active' group as defined by Glasgow Life, all the barriers to some degree have relevance in hindering greater engagement.

Figure 10: Barriers to visiting cultural venues.



4.3 Positive deviance between those who actively visit cultural venues and those who do not

It was clear from this research that the positive deviants i.e. the committed and occasional visitors, had a strong desire to visit. This was more apparent among the committed visitors, as they were reluctant to let any barriers prevent them from visiting. For example, the fact that they have been many times before or that they perceived the venues to be predominantly targeted towards tourists did not negatively impact on their visiting behaviour. Conversely, the non-active segments were able to recognise the benefits of visiting such as to learn, but this did not provoke behavioural change in terms of visiting.

A key piece of insight from this research is that those who were positively engaged are so for two main reasons:

- 1) They were surrounded by people who have a positive influence on their intentions to visit. For example, many of the respondents from the active segments visited cultural venues a lot when they were younger as they were surrounded by people that encouraged them to visit the venues or passed on their own interests to them. Also, many of those who visit do so because of their children, hence their children are seen to have a positive impact on their intention to visit.
- 2) For some of the positive deviants, they seemed to live in areas where cultural attendance was more common than that of the non-visitor segments. In particular, many lived in the regenerated areas of the more deprived communities and/or worked in a place where cultural interests were more commonplace such as near to the city centre i.e. they did not work and live in the same area.

4.4 Conclusions and recommendations

In conclusion, the research has identified that individuals' interests in and visiting behaviour concerning cultural venues cannot be clearly divided into liking/disliking and visiting/not visiting these venues. Respondents' behaviour and attitudes towards visiting and engaging with cultural venues fell into five main segments: 1) Committed visitors, 2) Occasional visitors, 3) Contemplators, 4) Pseudo rejecter and 5) Full rejecters.

Specific to the communities targeted in this research, the segments that do not actively participate gave a strong general impression that they felt that they are not 'worthy enough' to visit cultural venues in Glasgow – 'it's not for people like them' – due to where they come from and their working class backgrounds. This was particularly evident in relation to the arts, but was expressed to some extent in relation to museums too.

Motives

The prime reason why committed visitors (the most engaged) visit museums was due to their personal interest in the subject matter. The main motive for the other segments who visited on a less regular basis was to educate their children. Other motives existed such as free entry, the associated mental health benefits of visiting and keeping a friend company or socialising.

Barriers

Four main barriers to visiting cultural venues were identified in the research:

- 1) Crucially, those who are inclined to go do not get round to it as they perceive there to be no real benefits of visiting or do not feel worthy enough coming from the communities they live in.
- 2) It is not high-profile enough and many people do not think about visiting.
- 3) When people do consider visiting, there are a number of accessibility issues such as

transportation links and costs that create barriers.

- 4) There are perceived to be 'better things to do' such as going to the cinema, the pub, playing football or shopping. Going to a museum, or other cultural venues, is not considered to be an attractive day out with friends or family for many people living in the communities involved in this research.

It can be deduced from this research that the positive deviation between those who actively engage and those who do not is attributed to three factors. Firstly, active segments have a strong overriding desire to visit. Secondly, they are strongly influenced by their family, friends and work colleagues. Thirdly, it appeared that some of those who visit cultural venues do so because they are more exposed to positive social norms, either through their working environment outwith their communities or by living in the regenerated areas in relevant socially deprived communities.

In light of these issues, the recommendations required for implementation to motivate a wider cross-section of the population from the relevant communities to visit Glasgow's cultural venues are detailed in the following section.

4.4.1 Increasing participation/visits to cultural venues

Recommendation 1: Improve the offer in a way that is specifically relevant to disengaged individuals in Glasgow's more deprived communities

This idea is to simply make the prospect of visiting relevant venues more attractive by highlighting and promoting the key benefits and developing the offer. The insight has suggested that the following can be done to make cultural venues more attractive to people living in more deprived communities:

- Improve the relevance of temporary exhibitions – nearly all occasional visitors, contemplators and pseudo rejecters suggested that they would be more likely to attend if a temporary exhibition (with no/low entry fee) would be of interest. An attractive theme discussed was popular culture, as this is more relatable to everyday life, thereby making it interesting to go and see.
- Bring exhibitions to life – make exhibits more interesting and engaging (for all ages), for example by making them interactive by providing themed tour guides (Scotland Street and Edinburgh Dungeons were referenced and well liked for this reason) or touch screens to find out more about the display (as done at the Science Centre), interactive quizzes/flip cards (as already done in Kelvingrove).

This finding also reflects previous work carried out by SMG relating to the Burrell Collection's visitors. That research suggested that to make a theme interesting it should clearly show a connection to the lives of people to allow visitors to make a personal connection. For example, inform visitors of the financial worth of objects/paintings, or give an insight into the lives of the owners of the objects in order to make it relevant, interesting and relatable.

- Make venues more adult-friendly – have later opening hours in prime venues which involve social activities e.g. Host themed nights within museums with a 'meet and greet' opportunity, offer adult learning classes by using exhibitions as inspiration, put on creative writing classes to connect the experience with something practical or host creative pottery classes for beginners.

- Health and wellbeing benefits – Highlight the associated health and social benefits of visiting by linking with the Five Ways to Wellbeing^b. These are 1) Connect, 2) Be active, 3) Take notice, 4) Learn and 5) Give. This can be achieved by communicating to visitors that by visiting cultural venues is it a good way to:
 - 1) Catch up with friends and family (connect)
 - 2) Get out and about (be active)
 - 3) Stop and ponder over exhibitions (take notice)
 - 4) Expand their mind (learn)
 - 5) Although it is free, make a donation to maintain the presence of these venues for future generations (give).

Recommendation 2: Promote visiting cultural venues as an attractive and acceptable part of an enjoyable whole day out

By positioning cultural venues as part of a great day out, it can help justify the financial cost and time it takes to travel to and from the venue, as trips can be combined with other activities. Possible suggestions to achieve this are as follows:

- Encourage visitors to ‘make a day of it’ and visit one of the cultural venues along with nearby venues by promoting and offering transport links between the various venues, especially as the venues are clustered across Glasgow. Transport provision can also be provided from the different communities.
- Beyond this, other linked attractions that are close to the relevant cultural venues can be tied in as part of the day such as restaurants, shopping, cinemas, etc.
 - Tie in financial incentives such as discounts in surrounding restaurants to encourage the target audience to see that a range of options close to Glasgow cultural venues are affordable and accessible. Ideally these incentives would have a direct link to the exhibition e.g. a voucher for the Charles Rennie Mackintosh tearooms if they have visited Scotland Street School museum.
- Promote and create picnic areas (ideally inside and outside) as this reduces the cost of paying for food and drink and also helps to create a sense that spending the day at venues can be fun.
- Promote 2-for-1 on coffees/offer loyalty discount schemes for Glasgow museum cafés as this makes it a sociable experience by encouraging friends and family to meet for a discounted coffee before or after experiencing some culture.
- Hold after-school clubs/Saturday morning clubs for children in museums. There could be an organised tour guide to look after children to allow parents to socialise with one another over a coffee. This could also help make visiting cultural venues more accessible for this target audience (see recommendation 3).
- Hold family days/mornings at the venues which are promoted as being family-friendly so that children can interact freely and parents do not feel obliged to keep them quiet.
- Make it more experiential for children, for example through the use of themed tourguides (Scotland Street School Museum already does this for school visits, and Edinburgh Dungeons was used as another good example of how this is done). If the children are more likely to enjoy it and learn from it, then they are more likely to ask their parents to keep taking them back.
- Target schools, both primary and secondary.
- Increase the product offering in museum shops by making it more child- and purse-friendly. This is because many small gifts are currently perceived as being too expensive for families (but affordable for tourists).

^b These are a set of evidenced based actions developed by the New Economics Foundation.

- There is an option to piggyback on local organised walking groups as these groups are often looking for a destination to walk to. Therefore, where local communities are near venues, Glasgow Life could organise refreshments and a tour of the museum for the group on arrival. For example, Pollok is within close proximity of GMRC/the Burrell.

Further to the points above, raising the profile of the venues within the relevant communities is crucial to increase participation for all target audiences. This is all about making it easier for residents to think about visiting cultural venues and to see that they are relevant to them. Residents need to be reminded and made aware about what is on offer at these venues to bring the possibility of going to the front of their minds. Drawing reference from the Attention Interest Desire Action (AIDA) model, which is a hierarchical model commonly used in marketing communications, the audience's attention must be grabbed first in order to generate interest. Then, they need to desire the offering (as per the first recommendation of making the offer more attractive) in order for them to take action and visit.

Although the types of communication messages that can be used to promote venues were not specifically tested, it is reasonable to assume that different approaches using different forms of engaging creative techniques (such as humour, or romance) could be used to make visiting venues more attractive. This is because using an engaging tone could remove the perception that 'it's not for me' as venues are perceived to be more down to earth and inclusive.

Many of the residents in the communities studied, particularly older generations, are not computer literate, suggesting the need to communicate the cultural offer both on and offline. Libraries were mentioned as a good place to promote the cultural venues, and places such as community centres, gyms, schools and newspapers can also be used. Glasgow Museums' social media could be focused on relevant communities by creating more targeted, frequent and varied adverts and by facilitating a two-way dialogue.

Recommendation 3: Make venues more accessible to people living in deprived neighbourhoods in Glasgow

This primarily relates to removing financial and transportation barriers for deprived communities in Glasgow. Possible options include:

- Signposting the main transport links to make residents more aware of how to get to the venues from their neighbourhood. This could be communicated online, in leaflets and through advertising space on public transport itself.
- Extend opening hours for a couple of hours in the evening so that venues can be used as social 'hang-outs' after work. This could be promoted as a positive way to unwind by observing new things.
- Make exhibits more accessible within the local community. Respondents suggested that local communities could hold free temporary exhibitions (this could be as simple as securely displaying one item in a busy waiting area) in a public place within a community. For example, Pollok Civic Realm could be used as it attracts a high footfall and is owned by Glasgow Life. This approach could increase the profile of relevant museums and galleries within the communities and help to generate discussion about them. It is noted, however, that the Open Museum already has a free community museum at Pollok Civic Realm which features objects from Glasgow Life's collections, as well as co-produced community exhibitions. As such, it could be argued that there could be more promotion of these temporary exhibitions within the community to raise awareness, possibly using ideas suggested by respondents in this research. Beyond this, temporary exhibition spaces could be used to direct

- visitors to other museums and galleries across Glasgow.
- Ease the burden of transport costs by allowing visitors to obtain a discount in the café (where applicable) with their train or bus ticket.
- Offer discounted family travel to these venues.

Figures 11 and 12 highlight how the recommendations can reduce the barriers and increase the motivations for the targeted segments.

Figure 11: Motives for visiting cultural venues – recommendations.

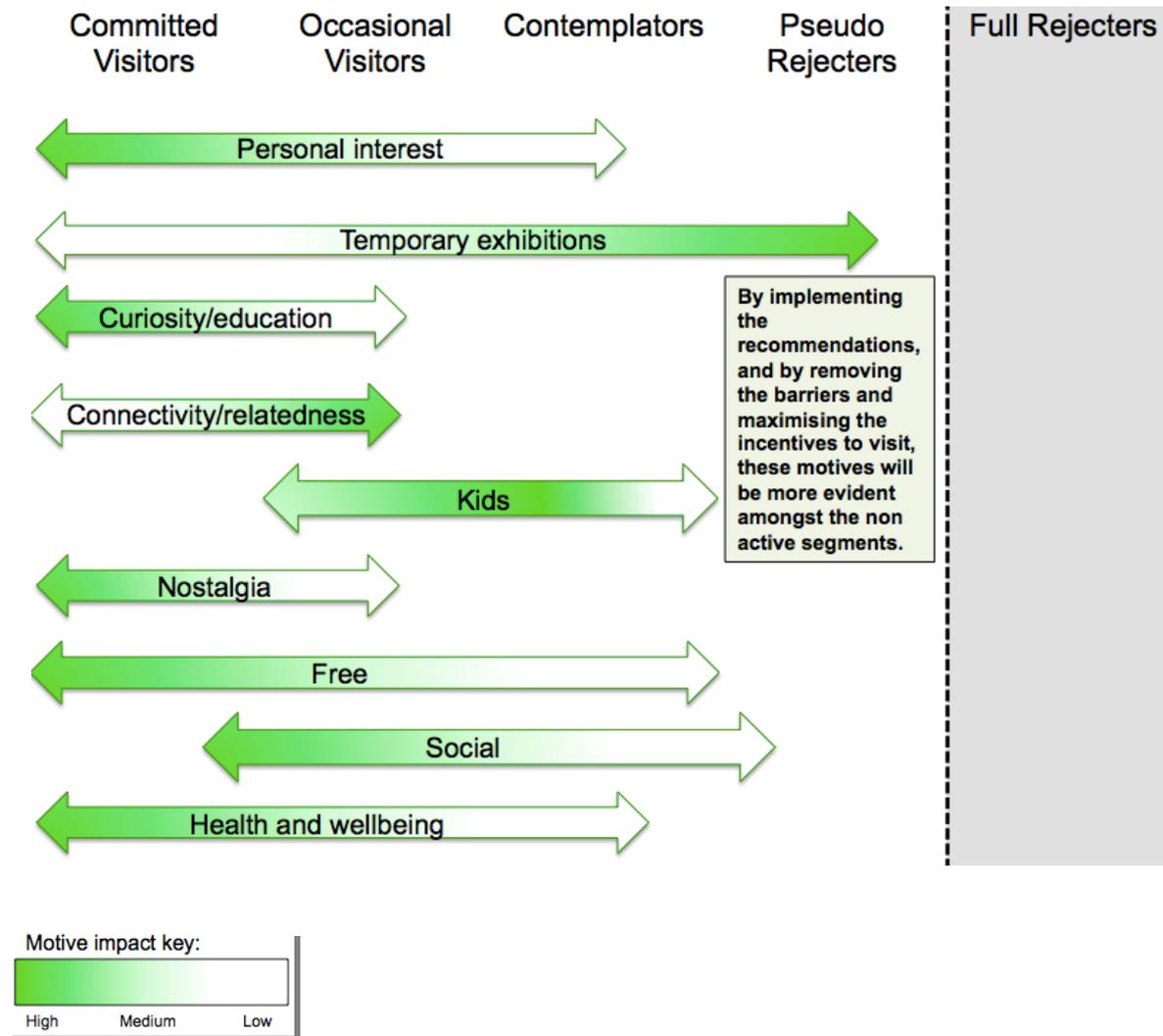
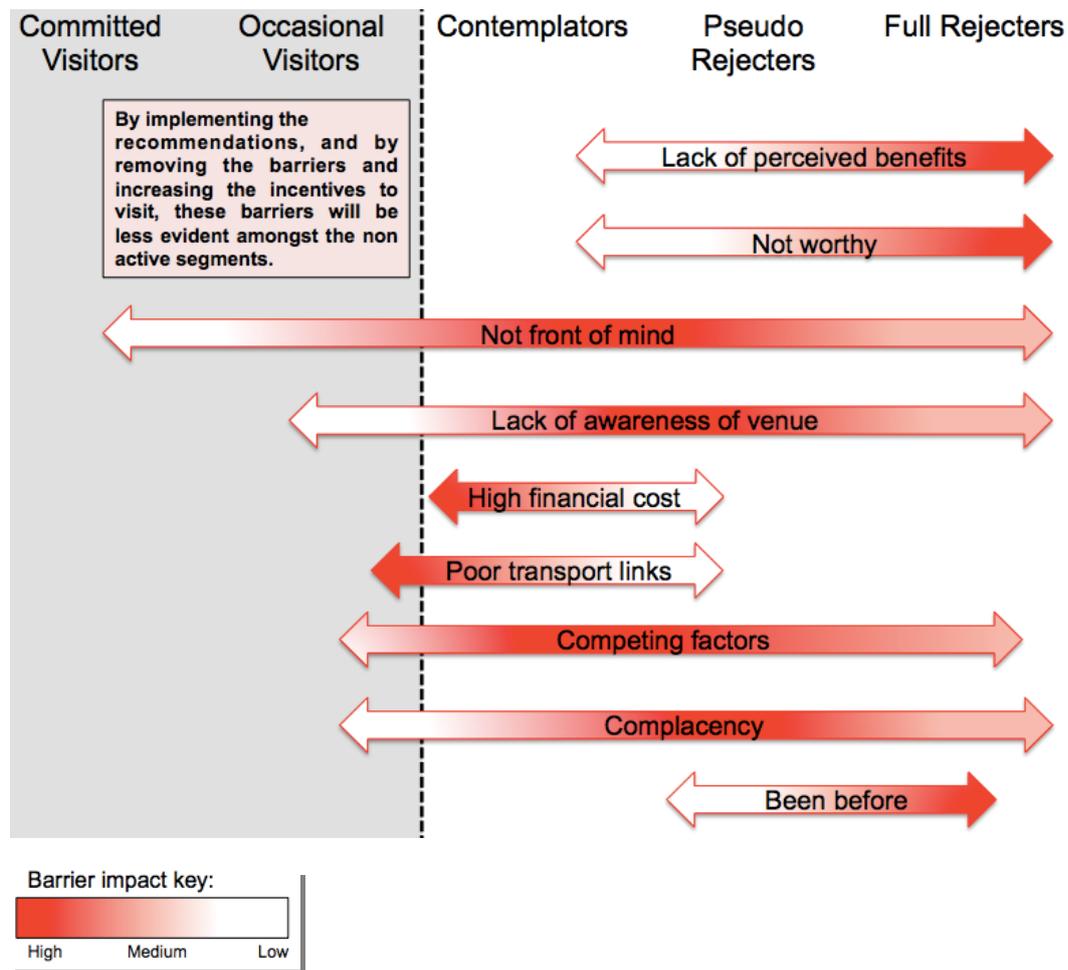


Figure 12: Barriers for visiting cultural venues – recommendations.



The recommendations listed above have relevance to all of the key segments i.e. contemplators, pseudo rejecters, and occasional visitors. However, the relative importance of each of the elements of this approach will be subtly different:

- Contemplators (it is felt that this should be regarded as the primary audience because this is likely to be the largest in size and the easiest to influence). The priorities are to raise the profile and make cultural venues more accessible, while also improving the offer and maximising the benefits of visiting through positioning venues as part of a general day out.
- Pseudo rejecters (secondary audience as this is a sub-group of the contemplators, as they are interested but they are a much tougher audience to persuade). The priorities are to raise the profile and make the idea of visiting cultural venues more appealing and accessible.
- Occasional visitors (tertiary audience because they already engage but there is scope to increase their participation and bring along friends/family). The main priority is to bring the idea of visiting venues to the front of people’s minds by raising their profile.

Although the research suggested that the target audience could be any demographic group within the relevant communities, it also suggested that the main potential target markets within the segments listed above are parents, people whose children have recently left home, newly retired and young couples. As such, the product development, incentive initiatives and promotions should be primarily focused on these groups.

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