

A beginner's guide to engaging new audiences: Working with retired people



Why work with this audience?

When individuals retire, it can lead to a change of pace in lifestyle, leaving more time for new activities.

Life expectancy is increasing globally; by 2030, 20 million people will be aged 60+.¹

The Active Lives survey by Sport England found that over a third of those aged over 65 do less than 30 minutes of physical activity every week.



What are the barriers?

- Lack of confidence and cycle skills.
- Concerns around being fit or healthy enough to cycle.
- Limited awareness of the wider economic, health and social benefits of cycling
- Loneliness and isolation which can make going out difficult.
- Concerns around secure cycle storage and parking (especially e-cycles).
- Unaware of local weekday activities.
- Low knowledge of local cycling infrastructure and routes.



What can I do to help?

- Choose a centrally located venue with good transport links and facilities such as a community centre or village hall.
- Host events during the week and allow time for travel to and from your event avoiding rush-hour.
- If you are leading a ride, consider providing e-cycles or avoid long, hilly routes.
- Keep sessions short and plan regular breaks incorporating a social element where possible.
- Try to incorporate local cycling infrastructure and facilities into your rides such as cycle parking, cycle paths and cycle friendly cafes.
- Run training sessions indoors or on grass until you are confident participants have sufficient balance to cycle unaided.
- With extra time on their hands retired people are often keen to do something worthwhile and might be looking for a volunteer role. Invite them to help out at a session, suggest progress and training options.
- Promote the benefits of cycling and how active travel helps climate change.



How can I reach this audience?

- Reach out beyond social media, create eye-catching flyers or posters and display them on local community noticeboards such as in faith centres, waiting rooms and local shops.
- Promote your events to interest groups and support services in the community, places where you might find other retired people. Places like social prescribing teams, Age UK, the Women's institute, community hubs and volunteering centres.
- Contact your local radio or newspaper to tell them about your upcoming events or write a piece about a past event.
- Use images to reflect your target audience in your marketing material.



¹Office for National Statistics