

**REPORT OF ACTING DIRECTOR OF LOCAL COMMUNITIES**

**PARKLIFE COMMUNITY EVENTS**

**1. SUMMARY**

This report provides impact assessments from Parklife events (appendix 1) and requests support from the Area Committee for a financial contribution for the programme of events in 2008.

**2. RECOMMENDATIONS**

It is recommended that the Area Committee:-

- (a) note the successful election and partner impact assessment for the events;( appendix 1)
- (b) note the contribution the events made in reaching and involving a wide customer base in influencing decision; (appendix 1)
- (c) consider how these events contribute to our LAA measures NI 4 - local people feeling they are able to influence a decision and NI 1- people from different background getting on well together and our duty to involve;
- (d) contribute £10,000 towards a programme of events in 2008.

**3. BACKGROUND**

- 3.1 Parklife is now in its fourth year and has become an established and acknowledged successful community event initiative. It is widely recognised for the contributions it can make to city-wide priorities and local themes and as a result brings together a multitude of partners in local neighbourhoods who promote a wide range of information and services to local people.
- 3.2 Parklife has continued to evolve with community representation at both planning and partner level increasing over the years. This is reflected by the growth in numbers of community organisations and City Council services/officers involved in organisation and delivery of the events each year.
- 3.3 The Parklife concept has progressed from being viewed as a Sport, Leisure and Parks 'owned' programme and has become widely embraced as a broader, overarching 'council owned' initiative that can really enhance key messages.
- 3.4 Delivering the 2007 programme with closer working with Neighbourhood Management Teams, not only enhanced engagement at a local level, but also

brought a number of other key benefits and improvements to the 2007 programme, including:-

- a joint approach being taken to each area's individual event(s), where the needs of local residents and officers were taken on board by the planning team, and where possible events tailored to meet these needs;
- joint facilitation of Parklife (or Area) Focus Groups, providing the opportunity to consult with local people and therefore shape the events by adding that valuable, often lacking, community feel;
- improved channels of marketing and engagement through the knowledge and partnerships with local groups established locally by Neighbourhood Management Teams;
- significant proportion of the events being developed in partnership with Neighbourhood Management Teams and their communities, therefore allowing for potential priority neighbourhood targets to be promoted, or raised awareness of, at an event;
- financial support from Area Committees has enabled each Parklife event in their geographical area, in order to enhance local event(s) and meet specific shaping requests from focus group feedback.

#### **4. PROPOSALS**

- 4.1 It is proposed to build upon the success of last years events and future enhance Parklife and combine the opportunity to deliver 'Your Choice, Your Voice' events along side Parklife to increase wider participation and involvement in decision making.
- 4.2 Area Managers will support and help deliver events to engage local communities and promote Neighbourhood Working and the role of the Area Committee.
- 4.3 These events also give the opportunity to facilitate other consultation information. This could include planning for real work in Strategic Regenerative Framework Areas, Health Promotion, Community Safety messages.
- 4.4 The budget for each of the events will contribute to the following costs;
- Staffing costs
  - Marketing & Publicity
  - Physical Infrastructure
  - Activities and demonstrations

#### **5 TIMESCALES TO DELIVER**

Parklife events to be delivered in 2008 /2009.

#### **6. FINANCIAL IMPLICATIONS**

£5,000 financial contribution from each Area Committee.

**7. OBSERVATIONS OF RESPONSIBLE FINANCIAL OFFICER**

The £10,000 contribution can be met by charging £3000 each to the Aspley and Leen Valley Ward uncommitted balances to pay for the event on Melbourne park. The event in Bilborough can be paid for by charging £5000 to the Bilborough Ward uncommitted balance. The total uncommitted balance for the West Area, not including the effect of other requests for allocation elsewhere on this agenda, stands currently as follows:-

Aspley Ward	£ 2,718
Bilborough Ward	£10,852
Leen Valley Ward	£16,304
<b><u>Total</u></b>	<b><u>£29,874</u></b>

**8. LEGAL IMPLICATIONS**

All events will be licensed and relevant insurance will be obtained.

**9. OBSERVATION FROM OVERVIEW AND SCRUTINY OFFICE**

None

**10. EQUALITY AND DIVERSITY IMPLICATIONS**

These events are essential to promoting equality and diversity and to help deliver our Cohesion Strategy for the City.

**11. RISK MANAGEMENT IMPLICATIONS**

All events are risk assessed and managed.

**12. STRATEGIC PRIORITIES**

These events support the delivery of the Corporate Plan and contribute towards targets within the Local Area Agreement

**13. CRIME AND DISORDER ACT IMPLICATIONS**

These events contribute towards delivering positive involvement in communication to build strong cohesive neighbourhoods.

These events also give the opportunity to promote and publish community safety initiatives and information.

**14. VALUE FOR MONEY**

Pooling resources and maximising impact with a partnership approach to making successful events has shown better results for all. There is considerable amount of match committed to these events from a variety of organisations and agencies.

**15. LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION**

None

**16. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT**

Parklife Impact Assessment 2007

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**Appendix 1**



**Partner Impact Assessment 2007**

## **Introduction**

Parklife is now in its fourth year and has become an established and acknowledged successful community event initiative. It is widely recognised for the contributions it can make to citywide priorities and local themes and as a result brings together a multitude of partners in local neighbourhoods who promote a wide range of information and services to local people.

Parklife has continued to evolve with community representation at both planning and partner level increasing over the years. This is reflected by the growth in numbers of community organisations and city council services/officers involved in organisation and delivery of the events each year.

The Parklife concept has progressed from being viewed as a Sport, Leisure and Parks 'owned' programme; and has become widely embraced as a broader, overarching 'council owned' initiative that can really enhance key messages.

Delivering the 2007 programme with closer working with Neighbourhood Management Teams, not only enhanced engagement at a local level, but also brought a number of other key benefits and improvements to the 2007 programme, including:

- A joint approach being taken to each area's individual event(s), where the needs of local residents and officers were taken on board by the planning team, and where possible events tailored to meet these needs.
- Joint facilitation of Parklife (or Area) Focus Groups, providing the opportunity to consult with local people and therefore shape the events by adding that valuable, often lacking, 'community feel'.
- Improved channels of marketing and engagement through the knowledge and partnerships with local groups established locally by Neighbourhood Management Teams.
- Significant proportion of the events being developed in partnership with Neighbourhood Management Teams and their communities, therefore allowing for potential priority neighbourhood targets to be promoted, or raised awareness of, at an event.
- Support from Area Committees to provide a financial contribution to each Parklife event in their geographical area, in order to enhance local event(s) and meet specific shaping requests from focus group feedback.

As a result of building on key partnerships like this, a greater number and diversity of council partners came on board, many of whom played a key

role in engaging an increased number of local community partners to attend. This improved community involvement really got the message out, and together with Parklife's existing successful profile within communities saw overall attendance increase by a staggering 64% on the previous year. 16,117 people attended Parklife 2007 (over 11 events) compared to 9,817 in 2006 (over 12 events) representing a 64% increase in attendance.

<b>Parklife Events 2007</b>	<b>Area</b>	<b>Attendance</b>
Lenton Abbey Recreation Ground	7	1,163
King Edward IV Recreation Ground	6	1,865
Hempshill Lane Recreation Ground (Nelson Park)	1	1,256
Vernon Park	2	2,297
Broxtowe Country Park	West	1,904
Coppice Recreation Ground	5	cancelled
Forest Recreation Ground	4	1,597
Lenton Recreation Ground	8	820
Melbourne Park	West	1,916
Clifton Playing Fields	9	1,360
Southglade Park	1 / 2	1,150
Victoria Embankment (Re-arranged from 28/07/07 due to bad weather)	8	789
	<b>Total</b>	<b>16,117</b>

### **Key Successes & Outcomes of Parklife 2007:**

- 150 different partners involved in Parklife 2007 attending and promoting their services and delivering activities or workshops.
- Two Parklife Focus Groups were piloted in spring 2007 to assist in improving the 'community planning' side of Parklife. 45 local residents were involved.
- 1,052 people that attended Parklife events in 2007 responded 'yes' to wanting to be invited and involved in local neighbourhood Parklife focus groups for 2008.
- £65,000 anticipated total expenditure with 75% of it secured externally
- 9,000 individual monitoring forms completed in order to provide accurate sample for overview of statistical demographic attendances e.g. customer profile, geographic profile.
- 484 individual face to face evaluation questionnaires conducted providing strong customer focus feedback on Parklife and other sport and leisure services, plus additional insight into physical activity levels and involvement in volunteering.

- Comprehensive Partner Impact Assessment (see overleaf)  
**Parklife 2007 - Partner Impact Assessment**

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- £ 'DD Crew' Hip Hop & Street Dance Club
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### **Nottingham City Council Services**

Parklife is not just a free community event. It helps deliver core council objectives, whilst creating strong partnerships helping to impact on the city's strategic priorities.

#### **£ Children's & Families Information Service**

A CFIS team attended all events promoting a general range of citywide support available to city based families, such as extended schools services across different areas and childcare facilities. The team's main focus was to promote a new 2 year pilot project, offering free nursery places for children aged 2 years from qualifying families. 160 out of 200 places on the project have been allocated in the immediate aftermath of the events, and with Parklife being the highest profile promotional activity that took place during that time was sure to have made a contribution in promoting the project.

*"...the majority of events were located in key areas of the city where we aim to promote our services and one of the few opportunities throughout the year that bring out so many local families in one place."*

- Karen Aldred, Team Leader

#### **£ Fostering & Adoption Service**

A team of officers attended various events across the city in order to promote the benefits and support for people who may be interested in fostering or adoption. Information about the service was handed out and informal discussions took place with hundreds of people across the events, resulting in the team obtaining contact details for 21 people interested in becoming involved.

*"...(Parklife is) a really good forum to engage with local people...being able to discuss the process of fostering and adoption face to face, allows some of the questions to be asked that people won't always find the answers to on printed material..."*

- Stuart Holmes, Recruitment & Assessment Team Manager

#### **£ Museums & Galleries**

Over 570 children and young people were consulted with across 11 events, to investigate opinions on the current activities and attractions taking place at various cultural venues in the city. A range of activity taster workshops were facilitated with these young people in order to engage them and receive thoughtful and qualitative feedback.

*“Parklife enabled us to find lots of new customers ...the feedback from the young people will be used to shape future follow up educational workshops within the cities museums and galleries and also to help revamp the activities provided during the school holidays...”*

- Kate Hendry, Activities Coordinator

## ⌘ **School Governance**

The School Governance Team had 42 local people sign up their interest in becoming a Parent Governor for City Schools at Parklife. Since attending the events, 15 of these individuals have been appointed to ‘Parent’ (representing other parents) or ‘Local Authority’ Governor Positions and all are currently being mentored by the School Governance Team.

*“In the past we have had little success with the traditional methods of promoting within schools for Parent Governors. The process of just sending out letters to parents is just not suitable nor effective, as there is often a wide misunderstanding of what skills and experience are needed to become a Governor...this cannot be explained through a piece of paper. Parklife is a new and innovative way for services to get messages out effectively, face to face with local parents...”*

- Jacqueline Williamson, School Governor

## ⌘ **Waste Management**

The event at the Forest Recreation Ground was utilised as a chance to consult in detail with approximately 100 users of the park and gauge general opinions about plans for a new recycling location being added to the park.

*“Having never attended a Parklife event before, we were unsure of what to expect from the events in terms of how valuable the opportunity would be – we now know what a fantastic opportunity Parklife provides for quality consultation by bringing hundreds of local users to the site in question, allowing information to be collected in depth from the residents that will use the recycling facilities”*

- Bethany Pugh, Waste Management

The Waste Management Team attending were located next to the NDC Eco Team, who delivered workshops such as themed relay races and raising awareness on the importance of recycling; these activities engaged younger people in the issues, as well as adults, and enabled Waste Management to consult with a wide age range of interested people who use the park and establish that the general consensus was positive to having the new location.

## ⌘ **Parks Development**

The Parks Team utilised Parklife as an opportunity to publicise the new breathing space strategy and to further consult on projects that local people would like to see take place on their local open and green spaces across the City. 1,100 city residents' views were recorded over 11 events.

The findings from this consultation have already been used to produce prioritised investment plans for specific open spaces in each area of Nottingham, which have been agreed by Area Committees and will go to the Executive board in January. These prioritised plans are crucial to the formation of a City Wide Open and Green Space Forum who will oversee their delivery starting next year.

*"Having a presence at Parklife was very important to us as the events attract a broad range of people, which increased the scope of our consultation. By actually being physically present in local communities and in the environment that Parklife creates - we could gather real thoughts of the residents living in those areas, some of which are usually hard to engage with through traditional consultation methods."*

- Eleanor Mills, Assistant Nature Conservation Officer

## ⌘ **Nottingham in Bloom**

The Nottingham in Bloom database of city residents, who have submitted details to receive updates about bloom projects and events, has increased from 1,000 (before summer 2006) to 6,200 (after summer 2007). The team distributed 5,000 packs of seeds to local residents with details of bloom events, competitions and contact details on the packaging. This was to work towards raising the profile of upcoming 'East Midlands in Bloom' and 'Britain in Bloom' in 2008.

*"...the increased interest in Nottingham in Bloom events is largely attributed to the opportunities for publicising the project at Parklife events across the city. We registered thousands of people through the events with our 1 million bulbs and seed giveaways – the events were a great stage to roll these out across the city..."*

- Charmaine Daley, NIB Project Assistant

## £ Sport & Leisure

### ***Flexible Fitness***

Qualified Advisors provided free 'drop in' fitness testing across all Parklife events. Over 500 enquiry cards were filled out by local people at events, all of which would be contacted by customer advisors to encourage them to take up Flexible Fitness membership and access city facilities. Each of these people received a free one-day fitness pass that could be redeemed at any City Leisure Centre. Over 60 one-day passes that were distributed through the promotion at Parklife have been redeemed to date.

### ***Leisure Centres***

Teams of frontline staff from City leisure centres attended their local events across the city to promote centre activities and encourage people to visit.

- Southglade Leisure Centre held an open day alongside Parklife. 152 people in total took part in a range of free centre activities throughout the day including family swimming sessions and fitness classes. 9 people took up a special offer for gym membership and joined up at the centre on the day of the event.
- Harvey Hadden Sports Complex used the Broxtowe and Melbourne Park events to raise awareness of the new 'Easyline' gym, bringing sample equipment to the event and taking contact details of over 30 people who were interested in receiving more information.
- John Carroll & Noel Street Leisure Centre's delivered various 'have a go' sessions at the Forest Recreation Ground event. 50 vouchers for a free after school activity session were given out to participants to encourage a visit to the centre. 16 vouchers were redeemed during the validity period.

### ***Notts Tots & under 7's Children's Activities***

50 vouchers for Notts Tots (pre-school gymnastics) and 50 vouchers for Hoods Hideout (soft play) were given out to participants of 'have a go' sessions at each event. 1,100 vouchers were given to local people across 11 events, with 145 vouchers (13%) being redeemed during the validity period.

The contact details for over 317 people were also taken across the city to receive information about children's parties at city leisure centres and entry into a prize draw for a free children's party.

## £ Recruitment Team

The team promoted current council vacancies to local people, as well as informing them about the benefits for council employees. 40 interested people were spoken with in detail over 8 events, all leaving with an application form to apply for a vacancy. Specific information on how many of these individuals applied or were successful is not easily extracted - however due to the positive interest generated at the events, this is something that the team will look to monitor next year and assess its effectiveness of attracting applicants who reside within the city.

## £ The Big Wheel

The team attended the Forest Recreation Ground event in order to promote the usage of sustainable transport in the city i.e. buses, trams, cycling and walking. Over 500 information guides were distributed by mascots, highlighting specific routes and methods of transport as an alternative to driving. The event was chosen as an area to target due to its location next to the park and ride, and short walking / cycling distance to the city centre.

*“The environmental and health themes of Parklife, combined with the number of city residents it attracts, made the events an ideal arena to promote the usage of sustainable transport in the city...”*

- Helen Clifton, City Transport

## **Partnership Events**

The 2007 Parklife programme saw 2 events delivered in partnership with local development trusts. Parklife has become a tool that can boost the impact of community and voluntary organisations' work at a local level.

### **£ Meadows Partnership Trust**

The MPT focus was to raise local awareness of the support services running out of the One Stop Shop. 15 new clients signed up on the day and were supported through a programme of training, CV building and volunteering opportunities in order to get back into paid employment.

An additional 10 local people signed up to receive information for volunteering opportunities around the Meadows.

*“The influx of different organisations to the joint event was a really good chance for us to network with partners we didn't know existed, and allowed us to identify new opportunities for our volunteers and potential partnership projects we can start up...”*

- Anna Beardsley, Volunteer Coordinator

The MPT had initial plans of delivering a local event under the name of 'Medfest.' Parklife presented the opportunity to enhance the impact and attraction of the event by merging the events. This would both improve the capacity for marketing and attract more local people to an increasingly recognised brand. Other benefits would include increased capacity for registration and monitoring of local people attending, an increase in the range of activities on offer and improved infrastructure for the event.

*“Combining the Medfest with Parklife enabled us to pull on more resources and deliver a bigger and better event for the people of the Meadows. In the past 'Medfest' taking place has been dependant on applying for small pots of various funding and the events have been fairly small scale. The benefits were huge, not only because of the additional activities and infrastructure that the Parklife opportunity brought with it - but also because of the network of local and city wide partners that were attracted to attend...”*

- Linda Brodie, Partnership Development Officer

## £ Broxtowe Partnership Trust

The BPT used the Broxtowe Park event to profile some of their community partnership projects and for the chance to consult with and involve local residents in shaping them.

133 people who attended the events were asked to prioritise issues that needed addressing for environmental improvement throughout Broxtowe Estate. This was facilitated by the Broxtowe Estate Tenants & Residents Association. The information has since been used to formulate an environmental action plan, highlighting problem gardens on the estate (junk, overgrown and litter) as a priority for residents. West Area Committee funding has been granted and a garden clean up service has been set up by the BPT in partnership with the probation service. Offenders with community service sentences are enrolled in the programme with the target of clearing 100 gardens throughout the estate by July 2008.

Prior to the summer, a team of Health Trainers based at the BPT worked closely with kitchen staff at 'Martha's Café' (Hope Community Centre). A revamp of the menu was carried out; with the café offering healthy options at a cheaper price to encourage change of local people's eating habits. Following this, 150 local people were involved in free sample tasting sessions at Parklife, and information about the new subsidised menu was distributed to many more. The Health Trainers also signed up 16 individuals who felt they could use the support of a health trainer to stop smoking and/or become more physically active.

Building on the success of the joint Broxtowe Carnival / Parklife event in 2006, delivery of a local event in partnership was planned in the early stages with close partnership working taking place throughout the organisation of the event.

*"...Combining the Broxtowe Carnival with Parklife is a great deal for us and the residents. In previous years it's been a huge task for a small team of mainly volunteers to obtain funding and organise the carnival, and the scale of events in the past has been minimal compared to the events we've had in partnership with Parklife...the improved publicity, infrastructure and network of partners that Parklife brings with it, adds huge value to what we are trying to achieve as an organisation..."*

- Mark Bowyer, Partnership Development Officer

## **City-Wide Services & Voluntary Sector Partners**

Parklife facilitates the promotion of city wide services and community organisations to a large population of city residents. Access to large numbers of local people enables opportunities for quality consultation and more effective promotion of services.

### **⌘ Nottinghamshire Fire & Rescue**

Fire Fighters attended 8 events across the city, providing information on and booking free fire safety checks for 319 homes across the city. These checks all took place between August and November, with all the homes receiving advice on fire and smoke alarm fittings wherever necessary.

*“Parklife is a great opportunity for us to speak with people face to face, and large numbers of them, about fire safety and simple things they can do to keep their homes safe...its not a regular occurrence to book that many safety checks in such little space of time, so it’s a great medium to reach our community targets.”*

- Michael Ellis, Community Safety Advocate

### **⌘ Nottinghamshire Police**

Police units attended 2 events that were highlighted as needing better relations between community and Police. These were Southglade Park and Hempshill Lane Recreation Ground (Area 1 & 2). Officers attending provided general advice on burglary reduction action, booking homes in for Smart Water marking. Appointments were made with 97 homes around Bestwood and Bulwell.

*“A great chance for the Police to engage with local young people and improve relations locally...we brought our vans and equipment down for young people to have a play with and find out a bit more about how we support their local neighbourhood and are not the enemy...”*

- Andy Sharrat, Beat Officer

### **⌘ School Health Team**

A team of school nurses attended the events to raise awareness of alcohol abuse. The rationale for this theme was that it is an up and coming government target and there are big issues across the city affecting both children and adults. Approximately 900 people of all ages were engaged in activities and conversations regarding alcohol abuse with the nurses across 10 events.



*“...there were many surprises amongst parents and children about unit levels and alcohol percentages. Parklife provides an opportunity to bring the information out to people...with the use of visual aids and scientific knowledge, the message really hits home...”*

- Elaine White, School Nurse

*“We had a really positive experience...I feel that we really achieved something and the people we spoke with left with some really good information, the message is so effective in this setting...”*

- Marianne Dewsbury, Registered Nurse

### ⌘ **Nottinghamshire YMCA**

A team of fitness instructors engaged approximately 180 adults in physical activity sessions over 5 events. These included newer initiatives such as Nordic walking, Boxercise and chair-based aerobics, and are all sessions that form part of the YMCA's core programme for clients that have been signposted to the exercise referral scheme.

*“What we do fits in perfectly with the key message of Parklife...although we do a lot of targeted work; we also run a core programme that anyone can access. This is a great way to raise awareness of what we provide as well as bringing a bit of physical activity out to parents who may have only watched their kids take part in that day!”*

- Andy Raynor, YMCA

### ⌘ **Community Heart Nurses (Nottingham PCT)**

262 people received one to one healthy living advice and check ups over 6 events from a Community Heart Nurse. This involved distribution of general health information, visual aids and check ups (i.e. blood pressure). Each person that received advice was signposted to various local services that could support improvement to their health i.e. YMCA and Best Foot Forward.

*“Much of our day to day work is secondary prevention – working with people who've already experienced some kind of cardiovascular problems...Parklife provides one of the few and highly worthwhile opportunities for us to do some actual primary prevention. This involves raising awareness and trying to influence people to change their lifestyles before they experience problems...”*

- Carole Twells, Community Heart Nurse

### £ **Neuro Disability Unit (Aspley)**

The Care Team saw the Melbourne Park event simply as an opportunity for 8 unit residents to interact with their local community and rebuild confidence – as the residents ran competitions and fundraising stalls throughout the day.

*“...attending Parklife gave us the chance to raise awareness of the support services available for people who are affected by Neuro-disabilities and their families, as many people had never heard of us...it has also opened up a great network of potential partnerships that can benefit our residents as our Care Team have picked up much information and met key people who we can link our work with...”*

- Michael Jones, Unit Manager

### £ **Surestart - Children’s Access Centre (Bestwood)**

The Early Learning Team interviewed 19 local ‘non-user’ families at the Southglade Park event, to gauge the local awareness of the support and provision available at the Children’s Access Centre. The team also used the event to promote the activities and services based out of a second Access Centre in Top Valley.

*“Parklife gave us a great chance to get out into the local community and meet parents who aren’t aware of the huge range of support services and groups based at the centre...it’s an event that brings out local families and a great tool for us to link into...”*

- Tracey Fisher, Early Learning Worker

### £ **Surestart – Children’s Access Centre (North West)**

A team of Community Play Workers led various tasters in music and art workshops for under 5’s at the Broxtowe park event. The aim was to promote year round activities taking place at Access Centres at Strelley, Bells Lane and Minver Crescent. Over 200 children were engaged in the workshops and their parents / guardians were provided with follow up information about further activities.

*“...our aim was to raise awareness locally of where we are and the services we provide...being involved in an event with so many local people meant that we had the chance to talk to families who never even knew we existed or what we do...”*

- Natalie Johncock, Community Play Worker

## ⌘ **Neighbourhood Development Company (NDC) Eco-Team**

A team of NDC Environmental Community Officers used the event at the Forest Recreation Ground to promote the key objectives of 'Global Action Plans' on a local level. The importance of recycling was highlighted through interactive workshops such as themed team relay races. The workshops had more of an emphasis on quality, engaging 32 local young people throughout the duration of the event. These young people were all signposted towards joining the local 'Eco Team' to act as advocates for correct waste disposal locally.

*"...We find it difficult to get young people interested in, or to even attend forums or discussion groups on the subject; however being involved a fantastic event like this brings local young people out looking for a fun day and we can engage them in an interactive yet educational activity whilst doing so..."*

- Mark Kelley, Team Leader

## ⌘ **Parent-Line Plus**

The Nottingham based branch is part of a national charity that offers various advice and support for parents and carers. This is achieved through a 24 hour helpline and outreach work with communities through workshops and courses.

The Nottingham team had 126 parents and carers sign up over 3 events, to receive regular information about services and future workshops taking place in the city. This information has since led to organising workshops in areas that showed the most interest from local parents – with 'Stress Busting' courses taking place in Hyson Green and Bestwood after the summer and both sessions having all places filled.

*"The events are such a useful tool for us. A large part of our remit is outreach work, and Parklife contributes massively to helping us achieve our targets and use our resources more efficiently through the numbers of local parents it brings out to us"*

- Kay Casolo, Services Coordinator

## ⌘ **Nottinghamshire Criminal Justice Board**

A team of volunteers informed local people about the community justice initiative in Aspley and recruited 5 volunteers to support various projects of the organisation.

### £ **Green Lane Youth Centre**

The very first Duke of Edinburgh 'Gold Group' out of Clifton attended the event at the Playing Fields to raise awareness of projects and activities that young people in Clifton can access. Young people from the group spoke with local parents, providing face to face case studies about what the scheme had done for their personal development.

*"...we saw Parklife as a chance to support another community focused project and to showcase all the good work that these young people have achieved on the scheme...there's no better opportunity (to showcase) locally like it!"*

- Barbara Green, Youth Centre Volunteer

### £ **Spirita (Formerly Metropolitan Housing Trust)**

The community initiative team from Spirita selected to attend Parklife events in areas where they owned properties. A range of activities (i.e. card making, painting etc) were put on to engage children whilst parents obtained advice and information about local housing. A drop in service was also facilitated for this, with 20 people enquiring about how to get on waiting lists for local housing, and another 14 current residents seeking advice or reporting maintenance issues.

*"We wanted to do some active work in supporting the communities we operate in...Parklife seems to be the most effective community event of them all, due to the large of number of local people it draws out..."*

- Lesley Watson, Community Initiative Team

## **Training & Employment**

There are a wide variety of training and employment organisations that attend Parklife showcasing opportunities for community residents to access.

### **⌘ West Area Learning Champions**

A team of Learning Champions attended the Broxtowe and Melbourne Park events. Consultation took place with 52 individuals (adults) around current employment status, areas of interest, education to date and personal aspirations – in order to refer people onto specific training and employment opportunities.

*“Parklife provides a really good atmosphere for us to approach potential clients that we can support...it is a really helpful mechanism for us, as we have engaged with some people who wouldn’t necessarily come looking for us or attend consultation groups in the first instance”*

- Michelle Blyton, Learning Champion

### **⌘ Armed Forces Recruitment**

The Nottinghamshire recruitment unit attended events across the city in order to promote employment opportunities within the armed forces. Over 2000 children and young people were engaged in personal development activities over 11 events, such as climbing wall challenges and team building workshops.

*“...Although our core target group would be teenagers, the events were a good tool for us to promote future opportunities to younger children and parents who may have older children too...the opportunity to network with other partners and as a result situate ourselves next to the Youth Service, meant that we were in a prime position to attract our core target group into activities and handout information where relevant...”*

- Major Rhodes, Army Recruitment

### **⌘ New College Nottingham**

The NCN marketing team provided ‘drop in’ I.T taster workshops for adults on the ‘Learning Bus’ brought to several events. Advice and guidance on further training and courses available through the college was also provided. This resulted in 21 people signing up across 11 events to be contacted about further guidance and support available in developing new skills.

### **⌘ Kamyabi**

Kamyabi runs as a charitable organisation, running targeted projects, working with over 120 women from BME communities in Nottingham. The projects seek to provide personal development, skills and training with a view of building the confidence of the women involved and encourage them into

employment. Kamyabi recently initiated a catering social enterprise project under the name of 'Continental Cuisine' - a project which empowered 15 women from Nottingham BME communities to have a hand in running their own business of providing speciality and nutritional catering at all of the Parklife events across the city.

*"...The opportunity for us to operate at Parklife, enabled us to generate a substantial amount of funding for the project, 60% of which will be put into other ventures of the charity and the other 40% reinvested into this particular social enterprise to ensure its development and sustainability."*

All the women involved with the project were city residents and taken on as '1<sup>st</sup> Step Learners' - undertaking training courses such as 'Food & Hygiene - Level 1' and 'Team Work Development' building up to delivering a service at the events.

*"Parklife provided the very first experience for these 15 ladies to deliver direct to the public, enabling them to practice their customer service skills with a diverse range of people. This has had a huge impact on their confidence, especially from the excellent feedback they received from customers on the day. Jumping in at the deep end by being involved in these thriving events has only benefited the individuals involved and the ladies now continue to run the project with very little support required"*

- Lubna Alvi, Project Coordinator

Kamyabi also provided information about other projects and opportunities that can be accessed through the charity - and across all 11 events, the contact details of 44 people were taken who were interested in becoming involved with the project. To date, 14 of these people have enrolled into various strands of Kamyabi personal development projects.

## £ **South Nottingham College**

The marketing team attended the Clifton and Melbourne Park events in order to promote full-time and part-time course for adults. The events selected were for specific reasons. SNC have a main campus in Clifton, where the majority of the courses promoted are held. Over 115 adults engaged in taster sessions such as bead work and card making, with each going away with course guides and information on how to enrol and the support available. The event at Melbourne Park was selected as SNC promoted new sports based courses based out of the nearby Henry Mellish School. 34 people were spoken with in detail about the courses and left the event with a course guide.

*"...A great programme of events...extremely useful for getting our information into the hands of people that probably wouldn't pick up the phone and request information to be sent out to them..."*

- Miriam Morris, Marketing Assistant (Schools & Events)

## **Volunteering**

Parklife also continues to develop opportunities for local people to gain skills in customer service, administration and sports delivery through volunteering at events.

### **£ Nottingham Council for Voluntary Service**

A total of 16 individuals from across the city volunteered their services in helping to deliver the events this year. Opportunities were promoted to people who registered their interest in volunteering through the NCVS and were interviewed prior to placement.

47 people picked up information from NCVS about volunteering at Parklife. This is compared to 21 enquiries in 2006, indicating that interest is growing.

*“We’ve had feedback from 5 of our volunteers who attended the events and it has been universally positive...as far as volunteering opportunities go, Parklife is a big plus for us as there is no huge regular commitment. People can dip into their local event and feel like they are making a contribution as well as developing themselves...”*

- Dave Thomas, Volunteer Development Worker

*“Volunteering at Parklife was a great opportunity to see how a big event is run. Most volunteering placements are quite time consuming, especially whilst looking for full time work. The events gave me a chance to get a bit of experience in a wide range of skills e.g. customer service and helping to lead activities with coaches – in just one day.”*

- Carlo Bene, Parklife Volunteer

*“I’m trying to get back into work and really want to work with children. The events gave me some great experience in how to run enjoyable activities, I learnt a lot from the coaches and leaders I worked with...I also picked up some information about a childcare training course from South Nottingham College from one of the stalls which I think I may enrol on...”*

- Tamara Summer, Parklife Volunteer

## £ Tap the Gap

Two volunteers from city schools took part in the scheme for BME year 11 students, giving them an opportunity for a 4 week work experience placement within the Parklife team.

*"I had a great time and learnt so much from the events. I especially enjoyed being involved in setting up the event from start to finish; it gives you a real sense of achievement..."*

- Naomi Nanga, Tap the Gap Volunteer

*"I really enjoyed the opportunity to work with the team. I think I've decided that I want to get into events work in the future and have learnt a lot in this environment."*

- Damilola Raphael, Tap the Gap Volunteer

Parklife is an opportunity for personal development for all staff and volunteers involved, demonstrated by the success of the Tap the Gap scheme in previous years. In 2006, Curtis Powell (Bulwell) joined the team as a 'Tap the Gap' volunteer. Since this time, Curtis has been supported through a sports leadership qualification (CSLA) and has gained further voluntary experience. He has since rejoined the Parklife team in 2007 as an employed member of staff.



## **Sport & Physical Activity Clubs**

Parklife has become recognised as an opportunity to attract and recruit new members and participants to sports clubs and organisations across the city. These opportunities came in various forms - through offering 'have a go' taster sessions, as well as club instructors and committee members having the opportunity to speak with people of all ages, in a relaxed, fun and non threatening environment.

### **£ UFOMA Martial Arts Club**

The club committee received over 60 telephone and email enquires about club sessions as a direct result of attending Parklife events across the city. This impacted highly on the attendance to various club sessions, as participants for Tuesday night classes have doubled after the summer from an average of 25 people to 50 people.

Other developments since attending Parklife include the launch of a brand new club session for women aged 50+ which started after the summer as a result of interested names and contact details being taken from people all over the city at the events.

*“Attending Parklife gave our club the opportunity to promote what we offer and speak to hundreds of local people face to face, diffusing some of the stereotypes and misconceptions that martial arts is only for young, fit people”*

- Lee Martin, UFOMA Club Instructor

### **£ Bilborough Boxing Club**

12 local young amateur boxers from Bilborough ABC put on a boxing skills demonstration in the central arena at the Broxtowe Park event. The aim of this was to showcase local talent and attract new members to the club. Following the demonstrations, 30 young people were engaged in a boxing fitness circuit with some of the clubs coaches, 5 of whom have attended sessions at the club since the event.

*“We hope to be involved in more events next year, as this proved to be a great opportunity to show Nottingham where we are and raise awareness of what we're about – fitness, life skills and discipline as opposed to the negative stereotyping the sport gets...”*

- Des Spence, Club Coach

### £ **'DD Crew' Hip Hop & Street Dance Club**

A local dance group from the Meadows took the opportunity for their first public performance at the Victoria Embankment event. The group was made up of local young people aged 4 – 17 and was started by 2 local resident volunteers.

The interest that has been generated in the group since their public performance has seen membership soar from 30 to over 60 participants.

*"We didn't expect for our kids to be performing in front of so many people, what a fantastic opportunity (Parklife is) to showcase local talent and hard work!...the impact has been phenomenal, we've had so many more local young people wanting to get involved and its filled us with enthusiasm to establish ourselves as an official club..."*

- Dianne Hunt, Local Resident & Group Organiser

This resulted in the group's decision to formally constitute as a club and run regular weekly sessions at Portland Leisure Centre and Queens Walk Community Centre in the Meadows. The group have received support from the Meadows Partnership Trust and NCC Sports Development in applying for a 'Kick Start' grant to help launch the new club sessions and helping volunteers to achieve sports leadership qualifications.

### £ **Nottingham Rugby Club**

The club were preparing to launch their second official season at a new ground after relocating closer to the city boundary in 2005. The events were used to raise awareness of the 'Nottingham Community Rugby' Programme and engaged over 3,000 children in skills circuits, tag rugby games and other NCR activity taster sessions with players from the men's senior team.

*"Since our club base has moved closer to the city, We have really been trying to establish our Community Programme and are already involved in some areas such as St Ann's and Bestwood. Parklife has provided a great opportunity to access not only the children we target for our programmes, but also to network with a huge range of groups and services that we can potentially create effective partnerships with to enhance the work we currently do and expand our programme into other areas of the city..."*

- John Dainton, Community Rugby Development Officer

Another objective of the club's involvement was to increase community involvement and spectatorship to club matches through various ticket giveaways to participants and NCR activities led by the senior team players themselves.

*“Parklife was great chance to let Nottingham know where we are! The club thrives on community involvement ...Attending the Parklife events combined with our involvement with other opportunities during the summer, has definitely had an impact on number of people coming to see us play this season.”*

**- Ben Thompson, Operations Manager**

**END**

