

AREA COMMITTEE EAST
9TH FEBRUARY 2016

Title of paper:	ParkLives Healthy Lifestyle Activity Programme 2016	
Director(s)/ Corporate Director(s):	Hugh White Director of Sport and Culture Andy Vaughan - Corporate Director Commercial and Operations	Wards affected: All
Report author(s) and contact details:	Eddie Curry, Head of Parks and Open Spaces	
Other colleagues who have provided input:	Alex Brown - Community Sport and Physical Activity Officer John Wileman - Head of Sport, Community and Leisure Centres	
Date of consultation with Portfolio Holder(s) (if relevant)	Cllr Dave Trimble - Portfolio Holder for Leisure and Culture. 21 st December 2015	
Relevant Council Plan Key Theme:		
Strategic Regeneration and Development		<input type="checkbox"/>
Schools		<input type="checkbox"/>
Planning and Housing		<input type="checkbox"/>
Community Services		<input type="checkbox"/>
Energy, Sustainability and Customer		<input type="checkbox"/>
Jobs, Growth and Transport		<input type="checkbox"/>
Adults, Health and Community Sector		<input checked="" type="checkbox"/>
Children, Early Intervention and Early Years		<input type="checkbox"/>
Leisure and Culture		<input checked="" type="checkbox"/>
Resources and Neighbourhood Regeneration		<input type="checkbox"/>
Summary of issues (including benefits to citizens/service users):		
This report provides a summary of the 2015 ParkLives programme and provides details of how communities can get involved and participate in a range of free to attend activities, sports and events delivered in local parks all around the City throughout 2016.		
Recommendation(s): The committee are requested to: -		
1	Note the draft ParkLives programme for 2016 as detailed in section 2.5	
2	Help identify and provide nominations for Local ParkLives Ambassadors as detailed in section 2.5	
3	Help identify and provide nominations for Local ParkLives Activators as detailed in section 2.5	

1 REASONS FOR RECOMMENDATIONS

- 1.1 Physical inactivity is a significant problem in Great Britain with 29% of people in England failing to achieve 1x30 minutes of sport or physical activity per week. The ParkLives programme aims to activate the community and provide a programme of free to attend healthy lifestyle activities, sports and events delivered in Local Parks all around the City throughout 2016. The programme also aims to mobilise a network of local people who can all help promote and help to lead the sessions. It is hoped that these people will also help to sustain the programme beyond 2016.

2 BACKGROUND (INCLUDING OUTCOMES OF CONSULTATION)

2.1 ParkLives Programme

ParkLives is a sport, health and physical activity project funded by Coca Cola GB as part of their £20m investment to get 1 million people active by 2020. The project forms a partnership between Coca Cola GB and the local authority who project manage ParkLives in their area.

On 17th December 2015, the Government launched its new Strategy for Sport, 'Sporting Future: A new Strategy for an Active Nation'. This new strategy will see a shift away from traditional sports to a broader definition of what constitutes physical activity and this change aligns nicely to this Park Lives Programme of activities and the City's own Sport & Physical Activity Strategy 2015-2019.

ParkLives started in 2014 in three areas; Birmingham, Newcastle and the London borough of Newham. The emphasis of the project is about having fun on a park in an active way. It doesn't have to be a high intensity fitness class or a sports coaching session, it is an informal activity that promotes being active on a regular basis in a fun and social way. Cost and inconvenience are the two main barriers that people face in becoming more active and ParkLives overcomes these by providing free activity across the city in peak and off-peak times. The ParkLives initiative started in Nottingham in May 2015.

2.2 Nottingham ParkLives Vision

To get more families, friends and communities actively participating in a broad range of park based fun recreational and sporting activities.

2.3 Nottingham ParkLives Outcomes and Outputs plan

1. To formally designate 20 parks and green spaces as Activity Parks
2. To reach those who are most unlikely to participate from IMD areas and activate 60,000 people during the two year programme.
3. To provide weekly activities in all primary parks and an intensive programme of activity for families over the school holidays
4. To support the development of Friends Groups in each Active parks and recruit and train volunteers to build capacity and support future delivery of the Active Parks project.
5. To generate interest and support with the community in order to drive forward a wide range of parks improvements and help improve the parks to Green Flag Standards.
6. To look to existing delivery partners to establish and run the parks sessions across the city.

2.4 Headline Statistics from the 2015 Nottingham ParkLives Programme.

- Over 450 physical activity sessions between June and October in 19 parks across Nottingham city
- 2 mass-participation events
- Supporting 6 community events
- Over 15,000 attendances



2.5 ParkLives Programme 2016

In 2016 the ParkLives Team will again run a free to attend programme of weekly healthy lifestyle, sports, activities and events in local parks all over the City.

The key emphasis this year will be about activating the entire community, training and developing a local network of people who can get involved and *help sustain* the programme in future years.

Appendix 1 contains a draft 2016 ParkLives programme.

To help deliver the 2016 programme the ParkLives Team is now looking to identify and recruit local people who can who can volunteer to help promote and run the ParkLives sessions.

- **ParkLives Ambassadors.**
Key Responsibilities: - To help promote the ParkLives sessions and be a local champion who can encourage local groups and individuals to get involved and be active in their local park.
- **ParkLives Activators**
Key Responsibilities: - To actively get involved in assisting / leading local ParkLives sessions. This could be as a walk leader, organising a weekly game of rounder's or running a weekly Zumba class in the park.
- **Training and Support**
As part of this programme the ParkLives Team will help provide support and training on all aspects relating to the ParkLives programme and how to promote and deliver the sessions.

3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

3.1 N/A

4 FINANCE COMMENTS (INCLUDING IMPLICATIONS AND VALUE FOR MONEY/VAT)

4.1 The ParkLives Coca Cola GB programme is currently funded by Coca Cola GB for a two year programme from 2015 to the end of 2016.

5 LEGAL AND PROCUREMENT COMMENTS (INCLUDING RISK MANAGEMENT ISSUES, AND LEGAL, CRIME AND DISORDER ACT AND PROCUREMENT IMPLICATIONS)

5.1 N/A

6 EQUALITY IMPACT ASSESSMENT

6.1 An EIA is not required because there are no equality implications for this proposal.

7 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

7.1 N/A

8 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

8.1 N/A