

Nottingham City Council ParkLives Healthy Lifestyle project



Nottingham
City Council

What is ParkLives?

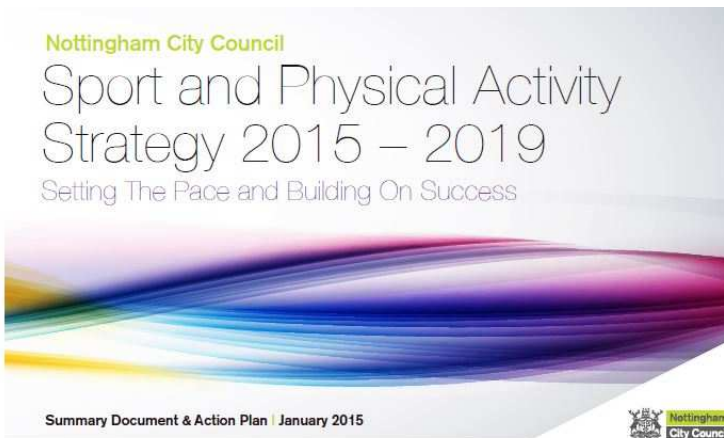
- Funded project by Coca Cola GB to get 1 million people active by 2020

2014 – Birmingham, Newcastle, London borough of Newham

2015 – All the above plus Nottingham, Manchester and Glasgow

2016 – All the above plus Swansea, Stoke, Southampton, Dundee up to 2020

Strategic Fit - NCC

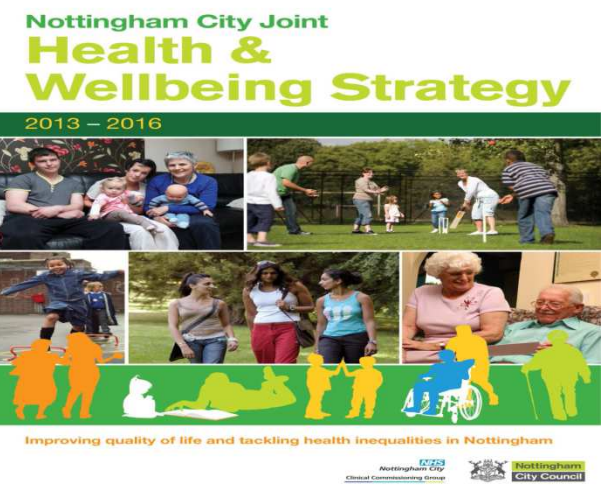


A Strategic Vision for Nottingham's Green Spaces

Better quality, sustainable open green spaces that are accessible and inviting to use

Resulting in:

More people using open and green spaces, more often



All of our strategies within the council look to making Nottingham citizens more physically active with low cost affordable access to quality activities delivered in the local area.

Government strategy – Sporting Futures

ParkLives Nottingham 2015

- Provided a wide range of FUN free activities
- Provided activities in N,S,E,W of the city at all times of the day so time and travel isn't a big barrier to exercise
- Worked with a wide range of groups and organisations
- Getting more people more active everyday!



ParkLives Nottingham 2015

- Over 450 activity sessions took place from May – October across 19 parks and open spaces including Vernon Park and Peggy's park
- Over 15,000 attendances in the project
- Delivered 2 free mass-participation events
- Attended 6 community events



Next Steps – Area 2

ParkLives Nottingham 2016

Programme from April – October including Vernon Park, Peggy's Park and many more

Insight led

Working with more parks and more community organisations

Attending more community engagement events

Active Friends of Parks Groups

ParkLives community champions and activators wanted!

Community Champions and Activators

- Opportunities available for local people to support the project in:
 - Delivering sessions
 - Social media & marketing
 - Research & Insight
 - Working at high-profile events
- Funding and training opportunities available to support
- Contact Parklives@nottinghamcity.gov.uk

