

Let's go outdoors!

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Chief Executive

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Investigate....

- Using parks as a Leisure opportunity
- Stimulating the usage of parks
- Meeting the needs of user groups

Our parks and open spaces...

- A leisure opportunity or a waste of space?
- A jewel or an eyesore?
- A space used or abused?

Target Market



Play, parks and open spaces

Target Market



Health and fitness

How invisible is this?



What value do you put on it?



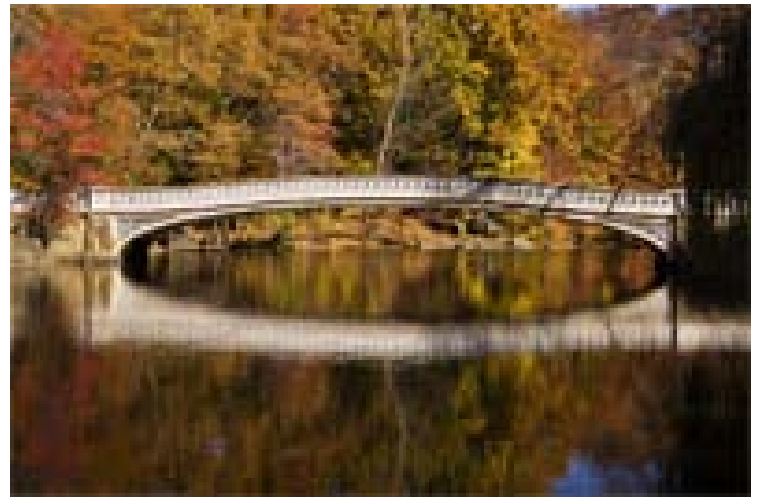
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To confirm why YOU matter!

- Arbiters of parks and other leisure spaces
- Local Authorities are crucial to improve health through better use of outdoor environment
- Overlapping territory
- “Country Walks on prescription” (Sunday times)
- Permanent behavioral changes – unnoticed!
- Asset management planning

Core belief ...

- Professional standards of management are essential to the continuing success of the industry
- Asset Management Planning – putting a real value on our parks



Parks, recreation and public health....

- There's increasing evidence that using park and recreation services has a positive relationship to individual health

(Godbey; Roy; Payne & Orsega-Smith, 1998; Hodges & Henderson, 1999; Iwasaki, Zuzanek & Mannell, 2001; Tinsley, Tinsley & Croskeys, 2002; Wolf, 1998; Yau & Packer, 2002).

- This association has been overlooked
 - Absence of disease, vitality and life expectancy
 - Understanding the direct benefits of parks and green spaces

Rocket science.....

- Senior citizens lived longer with more space to walk and with nearby parks and tree lined streets near to where they live.

Tanaka A, Takano T, Nakamura K, *et al.* Health levels influence by urban residential conditions in a megacity — Tokyo. *Urban Stud* 1996; 33: 879–945.

- Being within access to Green space can increase levels of physical activity

Giles-Corti B, Donovan RJ. Relative influence of individual, social environmental, and physical environmental correlates of walking. *Am J Public Health* 2003; 93(9): 1583–1589.

- NICE Guidance (*Summaries*)



No ball games....



- A chronic lack of investment
- Fewer on-site staff
- Parks maintained by contractors
- 60% of children would rather play outdoors
- 80% of these active children have 'been' told off
- Tax on tennis
- Obesity levels in children are rising

Crisis time....

England has been exposed as the sick man of Europe

- 9000
- 33%
- 28%
- 18%
- 18%
- £10million
- Numbers are rising

Physical Activity

NI 8: Adult participation in sport and active recreation

NI 110: Young people's participation in positive activities



Right now is the time.....

- Recession can be real opportunity
- Money talks! NHS v outdoors
- Perceptions about what it means to be active are changing
 - Trim trails
 - Green Gyms
 - Blue Gyms
 - Walk your way to health
 - Festivals of activities (Horsham 2006
Festival of Inclusion)



Quote.....

***“it is difficult to design a space that will not attract people.
What is remarkable is how often this has been accomplished”***

William H Whyte





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Britain's first bare foot park



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Fitness for the over 50's

Nottingham City Council:

- Parks department, primary care trust, local service providers
- 7 week course
- Local recreation ground
- Sessions on health were followed by a physical activity
- Total cost of £439
- 18 delegates

Best foot forwards.....



BuggyFit runs pram based exercise classes in 94 parks around the country

London Borough of Richmond on Thames.....

- Parks Improvement Plan – youth provision
- Equipment designed to attract and encourage young people
- Needs analysis
- Consultation with the user group
- Complimented other youth provision
- Youth Shelters
- Fit points

Hartcliffe, Bristol - SPACEmakers





- National Health Walk Scheme to promote brisk walking in the Community.
- Over 2000 walks with over 30,000 people each week.
- Over 525 schemes now active throughout UK.
- Free training for over 37,000 volunteer leaders.
- All areas eligible but deprived areas have greater priority.
- Joint working and funding with DH.
- Aim to significantly increase capacity over next 4 years.

Portsmouth Healthy Walks

- Sponsored by local businesses
- Led by volunteers
- Increased activities for those most at risk
- Reduce social isolation
- Reduce fear of crime
- Health improvement

Platt Fields Park, South Central Manchester

- Promote the park
- Encourage improvements
- Stimulate greater use
- Cross Cultural events
- Newsletters
- Open Meetings to plan
- Once a Month (OAM)
- Angling Club
- Specialist groups - dog walking, bird watching & horticulture
- Biodiversity
- Archiving



Carlisle Park, Morpeth

- 0.5 million visitors
- Bat walks
- Moth trapping sessions
- Home to white claw crayfish
- Aviary
- 3 play areas
- A sculpture trail
- Skate Park
- Trim trail
- Bowling greens tennis courts putting green

Other case studies.....

- Nordic Walking UK
- Outdoor Gyms
- New Age Curling
- New Age Bowls
- StreetGames
- British Equestrian Federation – Hoof- Ride
- Defra Muck in 4 Life



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British military fitness www.britmilfit.com

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Possible partners in activity...





- Scheme run by BTCV with commercial and government support
- Conservation work specifically to improve health some through referrals from NHS
- Over 100 schemes benefiting 10,000 people
- Over 60% (72% if referred by NHS) of participants were new to volunteering and to environmental volunteering.



Easy answers.....

Zones:

different activities within a park (active and passive)

Partnerships:

architects, local authority officers, children, young people, education, parents, health, police, commercial,

Integrate:

Design, development, management of public spaces, policy makers, funding bodies, decision maker

Conclusion?

- Get a different group round the table – new partners
- Engage with sport/physical activity agendas
- Focus on innovation – draw up fresh strategies that is cross cutting
- Break new ground – think differently
- Value the asset and make the argument
- Re-consider the functionality
- Consult

A new healthy service?



Increasing high quality Green Space

Connecting people to open green spaces

Planning

NHS Forest Twinning

Coastal Access

NICE Guidance
Change4life

WHI
To create 10,000 walks per week

Blue Gym
activities connected with Marine

Green Gym
all conservation volunteering



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A new way to wash?



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And finally.....

“create an inspirational and thriving public space”

Josie Valley – aged 14)

That’s her challenge

what’s your excuse?

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