

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

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Target Market



Health and fitness



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How invisible is this?



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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...



www.btcv.org/greengym



- 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,

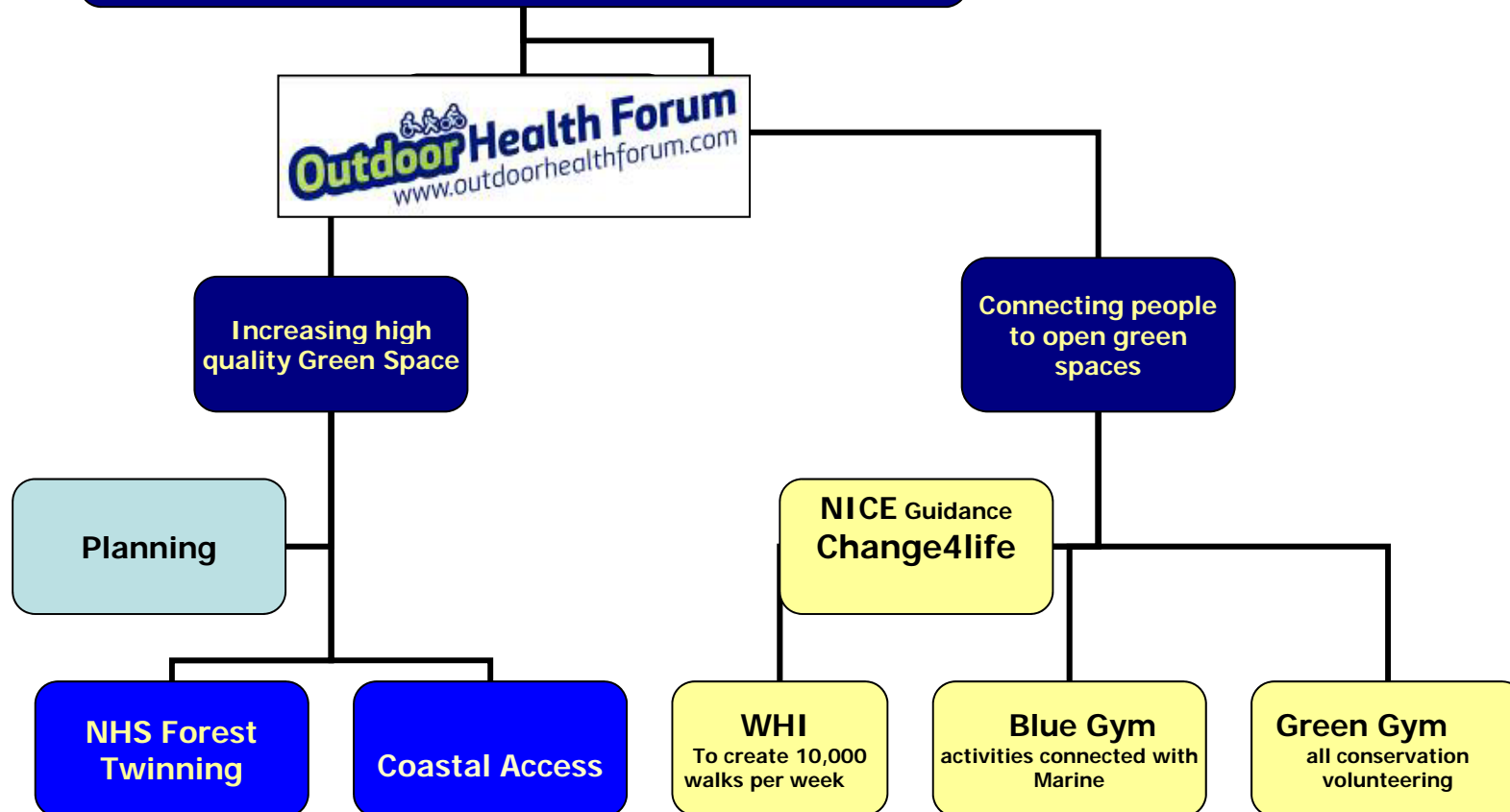
Integrate:

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?





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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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