

Active Black Country Roll and Stroll Pilots

Michael Salmon

Head of Insight, Health and
Wellbeing

Active Black Country

Towards An Active Black Country

We believe :

It is every resident's right to be active and play sport
Sport can improve Black Country residents' lives

Our role :

Is to promote the Power of Sport and Physical
Activity to improve lives

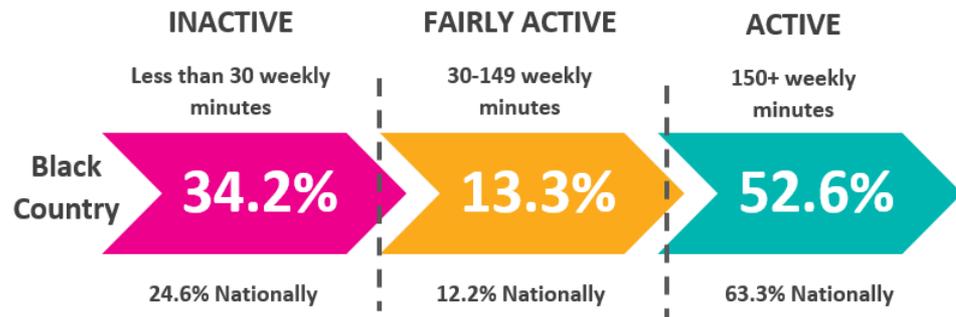
Our vision for the Black Country is ;

“That it is easier for individuals and communities to
be physically active. To be safe, secure, healthy and
passionate about Sport”



Today's inactive children are tomorrow's inactive adults

Adults



Children

34.1%

of Black Country CYP are **LESS ACTIVE** compared to 29% nationally

Black Country Reception (Age 4 - 5)



Year 6 (Age 10 - 11)



Source: National Child Measurement Programme, PHE 2018

Team Structure

Education

**Skills, Employment
and Workforce**

Community

**Health and
Wellbeing**



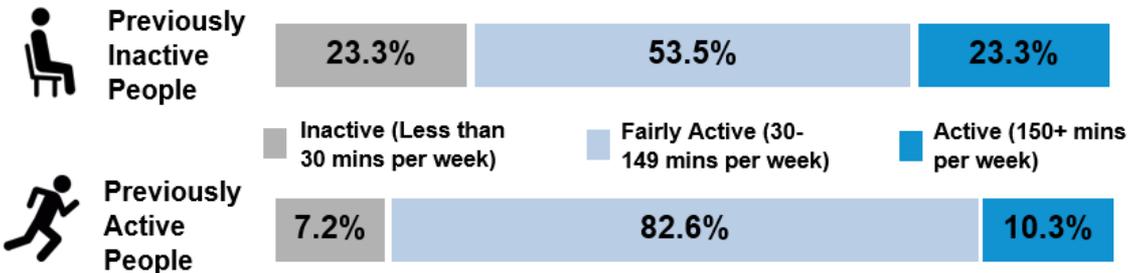
Active Black Country Covid-19 Research

Covid-19 Impact on Activity Habits of Black Country Residents

Insight Report
Published July 2020



Activity Levels During Lockdown



Influencing Factors

- Less people in the streets
- Reduced traffic
- Good weather
- CMO Advice

Favoured Activities

-  Walking for leisure
-  Exercising at home

ABC Approach to Supporting Social Prescribing



Health Coach Training / Clinical Champions

Piloting Approaches – Roll and Stroll



- Partnership with WMCA
- DfT Emergency Active Travel Funding
- Focus on Walking and Cycling
- 8 week turnaround



Partnered with 4 PCNs

Approach

Recruitment

- Selecting a cohort
- 10 Patients / Clients

Advice and Guidance

- Consultation
- E-Resource

Activation Budget

- £50 budget for half the cohort

Piloting Approaches – Roll and Stroll

Walking and Cycling in the Black Country Move 4 Summer



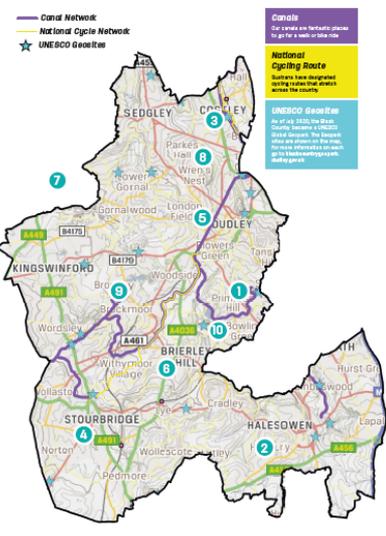
Big Summer of Cycling & Walking

ROLL & STROLL

Where you can go Walking and Cycling in...

DUDLEY

- Netherall Park**
Postcode: DY2 9BK
One of Dudley's healthy hub parks, Netherall Park is a great place to enjoy a walk or cycle. The park has been landscaped and is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Huntingtree Park**
Postcode: B83 4EX
A healthy hub park with large areas of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Silver Jubilee Park**
Postcode: WV9A 8SZ
This healthy hub park has a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Mary Stevens Park**
Postcode: DY8 2AD
This healthy hub park has a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Grange Park**
Postcode: DY1 2AP
Grange Park is a healthy hub park with a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Buttley Park**
Postcode: DY2 8BH
Clough is a healthy hub park with a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Stevens Park**
Postcode: DY5 2JU
This healthy hub park has a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Hindley Hill & Park**
Postcode: DY5 4DF
This healthy hub park has a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Wren's Nest National Nature Reserve**
Postcode: DY1 3GB
A site of national importance, Wren's Nest National Nature Reserve is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Satwells Local Nature Reserve**
Postcode: DY2 0BY
Clough Hill Local Nature Reserve is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.



Where you can go Walking and Cycling in...

SANDWELL

- Barnford Park**
Postcode: B66 8EM
This park, located in the heart of Sandwell, offers a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Brunswick Park**
Postcode: W810 9QR
Dating back to 1887, this park offers a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Dartmouth Park**
Postcode: B71 4AG
Located in Sandwell's walking hub, Dartmouth Park is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Headon Hill Park**
Postcode: B64 7M
A great walk from Headon Hill Leisure Centre, this park offers a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Lightwoods Park**
Postcode: B67 6DP
This park, located near the village of Lightwoods, offers a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Victoria Park, Smethwick**
Postcode: B66 3MT
Located at Sandwell's Green Street, this is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Victoria Park, Tipton**
Postcode: DV4 8AN
People with dog-friendly pets can enjoy a walk or cycle in this park. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Warley Woods**
Postcode: B67 5ED
Sandwell's 100-acre Green Park offers a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.
- Sandwell Valley Country Park**
Postcode: B71 48Q
Dating back to the 19th century, this park offers a large area of open grass, managed and landscaped. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle. It is a great place to enjoy a walk or cycle.





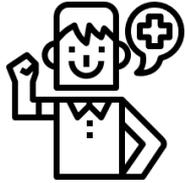
Participant Information

27/40 monitoring forms returned

- **Cohorts** – Pre-diabetes, hypertension, migrant communities
- **Age split** – 41% over 55, 29% aged 35-54
- **Gender split** – 63/37% male
- **Ethnicity split** – 67% BAME



Impact of Increasing Activity Levels



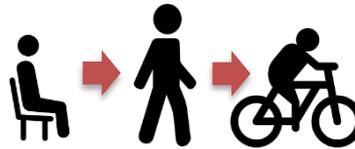
70% reported an improvement in physical health



70% said that they enjoyed being more active



67% reported an improvement in mental health



93% stated they planned on continuing being more active



Impact of Increasing Activity Levels



Improved sleep



Reduced anxiety



Less isolated



Pain a big factor

What was Activation Budget spent on?



New footwear



Bike



Bus Pass



Learnings

- **Activation budget has no *noticeable* impact but project is ongoing**
- **Understanding the relationship between pain and physical activity is a key training area**
- **Importance of companionship**
- **Activity has a key role to play during the pandemic – sector professionals need to reach out and work with colleagues in health**
- **e-Resource is a positive, however inclusivity needs greater consideration**

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 @bcbeactive

 /Active Black Country

 Active Black Country



**APSE Sports & Leisure
Management Advisory
Group**



Michael Hoenigmann Managing Director

- 25 years in play sector
- Set up both Jupiter Play and Inclusive Play
- Previously Global Sales Manager within play industry
- Passionate about play value and challenging the norms.
- 2 terms as chair of API
- Once a Commonwealth Fencing Champion!

Learning points.

01 Understanding that the needs of today's children are changing

02 How technology can be introduced to public play spaces

03 Engaging different generations to play together

04 Interactives and inclusion

05 Testing and market evidence of success

06 The added value through apps and the game store



Designing play spaces
that create a sense of

Wonder





Family Run Business

- Celebrating 20 years as a premier independent play & sport design consultancy; with a passion for *doing things differently*.
- Home to some of the world's most unique and innovative equipment brands, including RED DOT design award winners Yalp.
- An experienced team with skill set varying from, Inclusive Specialists, Engineers, Contract Management, Product Designers and an award winning design team delivering many bespoke projects across the UK





The world is changing



Technology in our everyday lives

- Covid-19 has brought about a huge digital revolution.
- Here we are on a digital webinar!
- Our relationships with family reliant on zoom, skype etc.
- Access to groceries and essential services online
- Voice enabled virtual assistants have been put forward as a means to combat loneliness for older people and people living with dementia who may spend long periods on their own.



Generation Z and device activity

- Born 1996-2010
- The tech heavy weights of the current teenage and young adulthood age groups.
- A hard to reach group in terms of engaging them with outdoor 'play' and active engagement with outdoors
- The tech world has been moulded by this age group
- Over half (55%) of Gen Z use their smartphones five or more hours a day, and over a quarter (26%) use their phones 10 or more hours a day.

59%

Access entertainment

73%

Text and chat

36%

Do schoolwork

28%

Learn new things

17%

Shop and browse

58%

Play games

Generation Alpha has arrived!

- Move over Millennials and Gen Z, here comes Generation Alpha!
- This roughly means those born after 2010 and, crucially, those who have never known a world without smartphones or social media. For context, Instagram was founded in 2010
- With over half of those surveyed (55%) regularly creating video content; tinkering with electronics (47%); enjoying robotics (43%) and computer coding (36%)
- However they are not as tech dependent as their millennial parents and enjoy playing outside too.
- BUT parents are still citing technology as the barrier to get kids outdoors



Generation Alpha

- Born 2010 (same year as the iPad)



Digital Masters & Critical Consumers

58%

Are anti-sharenting “my parents shouldn’t post pictures of me online” but 60% of their parents would post without permission.

73%

Question things they see and read on the internet.

75%

Are confident using the internet on their own whilst only 58% of their parents think their kids are capable.

66%

Think YouTubers do things they don’t agree with.

Young Activists

3 in 4

Believe it is important to speak out about causes they believe in.

1 in 5

Have taken part in a march or protest.

Creative Entrepreneurs

86%

Enjoy making things

55%

Enjoy creative video making

47%

Enjoy tinkering with electronics

20%

Already making money from hobby/talent



Technology vs Greenspace

- We often talk about greenspace and outdoor play being the antidote to screen time
- It is! We are huge advocates of getting children (of all ages, including us!) outdoors
- If every child in the UK was accessing greenspace and playing outdoors, this wouldn't be a debate!
- **Is it an either-or scenario?**



The National Trust research showed that children are playing outside for an average of just over four hours a week. This compares unfavourably with 8.2 hours for their parents when they were children.

National Trust: Natural Childhood, Stephen
Moss 2018



At least 74% of children play outside for less than an hour per day. According to Britain's Environment

One hour outside for exercise is the same standard that the UN guidelines recommend for prisoners.

Persil's Dirt is Good Campaign



When
technology and
greenspace
meet.





Let's look at some examples!

[Click to watch - Yalp Sona Demo](#)



Sona

- Yalp's bestseller globally, including the UK and for good reason!
- Versatile and adaptable game development that engages physical, creative and educational play
- Inter-generational.
- Wonderfully inclusive.



"In the UK at the age of 10-11 (year 6) 20.1% of children are obese and 14.2% are overweight."

House of Commons Library as part of the
National Child Measurement Programme.



Tackling Childhood Obesity through play
Hertsmere Borough Council- Meadow Park



"Following the success of the Fono DJ booth and Sona dance arch we were soon keen to increase their range of activities by adding the Sutu football wall to their park."

Aaron Niblett- Hertsmere Borough Council

[Click to watch - Yalp Sutu Demo](#)



SUTU

- High Intensity.
- Accommodates a range of ball games.
- Competitive.
- Tactical.
- Tough.



"Barriers to outdoor play are complex, dedicated play areas, and any spaces that would offer children somewhere to play, need to appeal to children."

Play England - Design for Play: A Guide to
Creating Successful Play Spaces



Broadening the appeal of parks
Newcastle – City Stadium Park, Lowfield Park, Platt Fields



"The new interactive wall will give young people another edge to their football games and I'm delighted it has already had so much use from local children who are getting outdoors and being active ..."

Cllr John-Paul Stephenson, Newcastle City
Council

[Click to watch - Yelp Memo Demo](#)



MEMO

- Educational.
- Encourages Cooperation.
- Combines play with learning.
- Creates Spatial awareness.
- Improves Memory.



**"Only 10% of children have access to
outdoor learning."**

Persil's Dirt is Good Campaign



Playful Classroom
Tollerton Recreation Ground



"We thoroughly enjoyed the sessions – the children were engaged and active which is great ... we will be interested to see how games develop further and will revisit with my new class."

Mrs Julie Cooper, Tollerton School –
Year 3 Teacher

[Click to watch - Yelp Fono Demo](#)



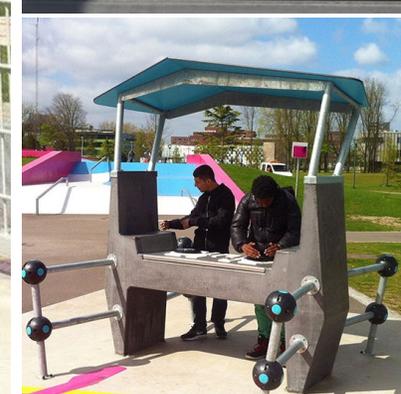
FONO

- Great meeting point.
- Gives teenagers their own space.
- Gives teenagers identity.
- Encourages creativity.
- Great chill out zone.



"For centuries young adults and teenagers have been meeting one another outdoors and often congregate on squares and other areas. Often, this results in neighborhood complaints and irritations."

Rob Tuitert- Yalp



Bijlmerpark
Amsterdam



"The youth figured it out much faster than I could, and within a few minutes they created their own little party. They couldn't believe it was there to stay for them to enjoy."

Oscar Hulscher- Policy Maker



DJ booth set up in a park



Mixmag

Follow

Like Comment Share

1.6K 362 comments 760 shares

82K views · on Monday ·

Mixmag

○ 2.3M followers

mixmag

Comments

DJ booth set up in park video

Over 1,600 people have, 'liked' 'wowed' or 'love' this video.

362

362 people have commented on this video.

1.6k
760

760 people have shared this video onto their own profiles.

82K

Over 82,000 people have now watched this video!

Other Users



“I need to know where that park is”

“My 11-year-old would never leave the park”

“We have one at our park, such good fun”

“Who do we need to ask to get something like that in our cities? Love it!!!!”

“We need one at Queen’s Park – love it”

Grid of five photos showing people at DJ decks:

- yosche** Center Parcs De Kempervennen 16w
- jureef64** Center Parcs Le Lac d'Ailette 20w
- thegirlwiththeverylongname** Center Parcs De Vossemere 59w
- trinitytweeds** Center Parcs De Kempervennen 6w
- issaidid** Center Parcs De Eem... + VOLGEN

Grid of five photos showing people at DJ decks with captions and engagement:

- sjakvanhoof** Center Parcs De Eemhof 49w
45 vind-ik-leuks
sjakvanhoof B2B with @dagmarg #TBT #blup15 #bungalup15 #kinderboerderij dagmarg #fullhouse #deurstop #volisvol #1uit1in 🍌🍌🍌🍌🍌
- acibfl** Center Parcs De Kempervennen 21w
92 vind-ik-leuks
acibfl Girl squad 🍌💖 #holland #withbesties
- inickolas** Center Parcs De Kem... + VOLGEN
76 vind-ik-leuks 12w
inickolas Only thing that I need now is a sick DJ name. 😂
- salomatti_** Center Parcs Le Lac d... + VOLGEN
148 vind-ik-leuks 11w
salomatti_ Dj Salomé enflamme les pistes 🍌💖
- acibfl** Center Parcs De Kempervennen 21w
92 vind-ik-leuks
acibfl Girl squad 🍌💖 #holland #withbesties

[Click to watch - Yelp Toro Demo](#)



TORO

- Encourages teamwork.
- High intensity.
- Tactical.
- Creates Spatial awareness.
- Competitive.



"When we isolate teenagers from other age groups and parts of society, we increase teen alienation, indifference, dysfunction, and antagonism in the younger generation"

Victoria Derr, Parks for Teens



Whitewater Road
Ollerton, Nottingham



"We are so excited to provide such fantastic facilities to the community. The enjoyment on the children's face says it all."

Karen- Clerk Ollerton & Boughton Town
Council.

Yalp Interactive Range



Sona

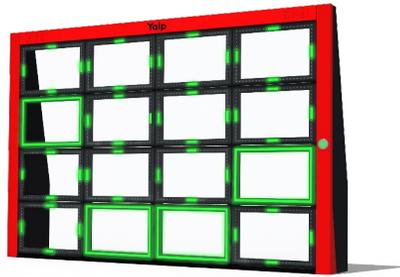
Dance Arch



- ✓ Dance
- ✓ Play
- ✓ Family Fun
- ✓ Free Play
- ✓ Inclusive Play

Sutu

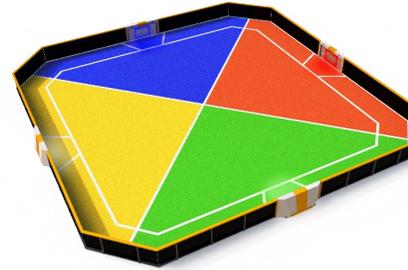
Sports Wall



- ✓ Competitive
- ✓ Tactics
- ✓ High Intensity
- ✓ Ball Sports
- ✓ Tough

Toro

Sports Court



- ✓ Sports
- ✓ Teams
- ✓ Tactics
- ✓ High Intensity
- ✓ Competitive

Memo

Activity Zone



- ✓ Educational
- ✓ Memory
- ✓ Exercise
- ✓ Cooperation
- ✓ Speed

Fono

DJ Booth



- ✓ Identity
- ✓ Music
- ✓ Meeting Point
- ✓ Chill Out Spot
- ✓ Entertainment



Today's reality, it's all about play and added value (not technology)

UK Statistics



22 in the UK
Best day =
10 hours



13 in the UK
Best day =
7 hours



2 in the UK
Best day =
10 hours



5 in the UK
Best day =
5 hours



So, will it break?

[Click here to watch - Quality Testing](#)



Benefits of interactives

- Family fun - intergenerational
- Addictive like gaming
- Safe play
- Easy to use
- Up to date
- Designed for outdoor use
- Inclusive Play





The power of interactives in a remote community.

Sun shines as the ribbons are cut on town's Park of Dreams



1 PLAY ARCH: Members of the Old Paper Shop Drama Group and Lorraine Courtney open the Yalp Sona Play Arch with Jayne Nendick and Shores centre staff



FOOTBALL WALL: The Withernsea AFC Under-12s team cut the ribbon on the Yalp Sutu interactive football wall with Jayne Nendick and park volunteers

THERE WERE smiling faces all round at the grand reopening of Withernsea's Millennium Green Play Park. Around 300 people joined ward councillors and the local MP as two brand new pieces of high-tech play equipment were unveiled on Saturday, September 21.

They were joined by special guest, Michael Hoenigmann, owner and managing director of Jupiter Play and Leisure Ltd which supplied and made the play tech equipment. He watched as a Yalp Sutu, an interactive football wall, and a Yalp Sona Play Arch were officially opened by the Withernsea AFC Under-12s and the Old Paper Shop Drama Group.

"It's really nice to see the

By **Nicki Jakeman**
Gazette Reporter

community getting involved and taking ownership of it and for the local children to open the equipment," he said.

The equipment is the first of its kind in a public space in East Yorkshire, thanks to park lease owners Shores Centre. They secured a grant of £99,933.60 through the Coast, Wolds, Wetlands and Waterways LEADER Programme from the European Agricultural Fund for Rural Development in June.

The Yalp Sutu is an interactive football wall which features a range of games including team play, high score and training

games. With the touch of an app, the pioneering technology can be linked to other Sutu's across the globe, enabling players to challenge each other worldwide.

The play arch's play floor is accessible to those of all ages and abilities, featuring games that give players the opportunity to train their brain or show off their dance moves.

Shores Centre chief officer Jayne Nendick revealed this is the first step to turn the park into a Park of Dreams and there are future plans for the toddlers' play area at the park.

Mrs Nendick was also presented with maintenance equipment for the play park, thanks to £1,000 from the Active Creative Grant from the East

Riding of Yorkshire Council.

"I'm pleased with how the opening went, the kids absolutely love the new equipment. We couldn't have asked for a better day for it. This isn't the end of it, this is just the start, its onto the next plan now," she said.

Graham Stuart, MP for Beverley and Holderness, got the chance to be one of the first to test the latest state-of-the-art play equipment.

"Well done to everybody involved, I think the park's got a very bright future. It was great fun

trying out the new play equipment and hearing about the exciting plans for the future. Jayne and her staff at Shores have really turned this park around and I know it's not easy to find funding for ambitious projects like this," the MP said. "That's why it was so great to see the team win their first lot of funding this summer and open their new equipment this month. You could see just how much the kids enjoyed using it and as the park gets more and more cutting-edge equipment, I look forward to it becoming

a tourist destination for people across East Yorkshire."

East Riding of Yorkshire Ward Councillor for South East Holderness, Dave Tucker, told the Gazette how the ward councillors feel inspired by those involved saying: "The work Jayne and the team have done is just inspirational."

Visitors were also encouraged to pledge one hour of their time towards the upkeep of the park and 75 sign-ups were taken over the two-hour event in all, pledging 358 hours.

Vowles Hardware



The Pod Squad- Withernsea

How interactives have fostered real connection, education and personal development in a community.

Not only has this equipment allowed local children to train their brains and have fun it has also helped 18 teenagers go to university, gain apprenticeships or go into fulltime employment! The incredible work SHoRes are doing is not only getting the local community more active but it is creating job opportunities, creating community ownership of their local play spaces, bringing the community together and it is also creating funds for further development of the park of dreams.

What a fantastic way to bring communities together!

Q&A

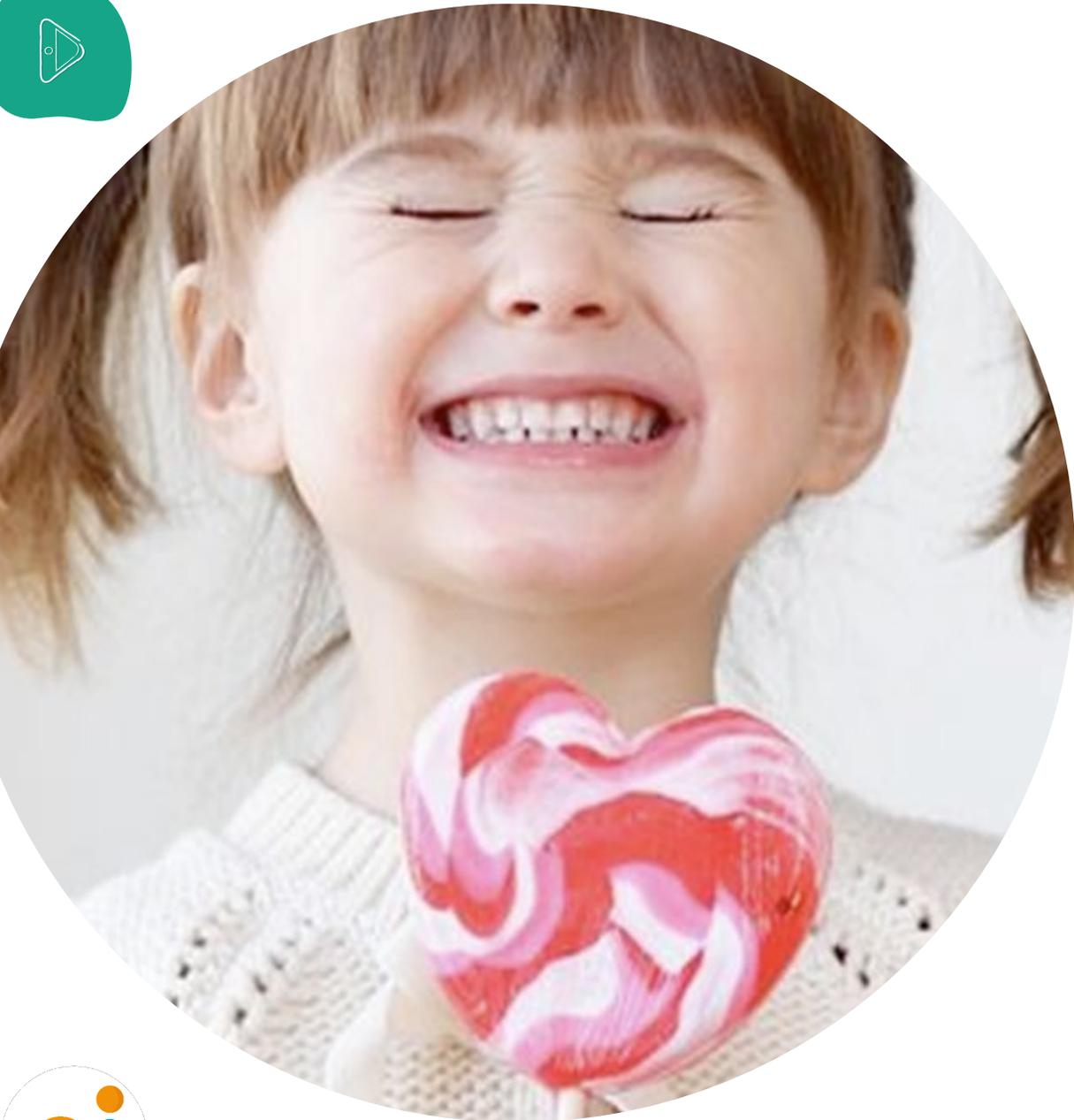
How Interactive Play Contributes to a Healthy Lifestyle

'Turning the digital allure into something constructive'



Resources

- White Paper on Healthy Lifestyles
- White Paper on Inclusive Play
- Product Videos and individual game videos
- Animation on how to use the MyYalp tool
- Case Studies from numerous countries and sectors
- Live data on installations and usage
- Visit [Yalp.com](https://www.yalp.com)
- Watch the Ted Talk featuring Rob Tuitert



Who's ready to take the next step to the future of play?

... so what next?

Book a detailed presentation for you and your team by phone or via email

0115 969 9859 - info@jupiterplay.co.uk

... or

Join our conversation and educational resources by emailing

innovationhub@jupiterplay.co.uk

