

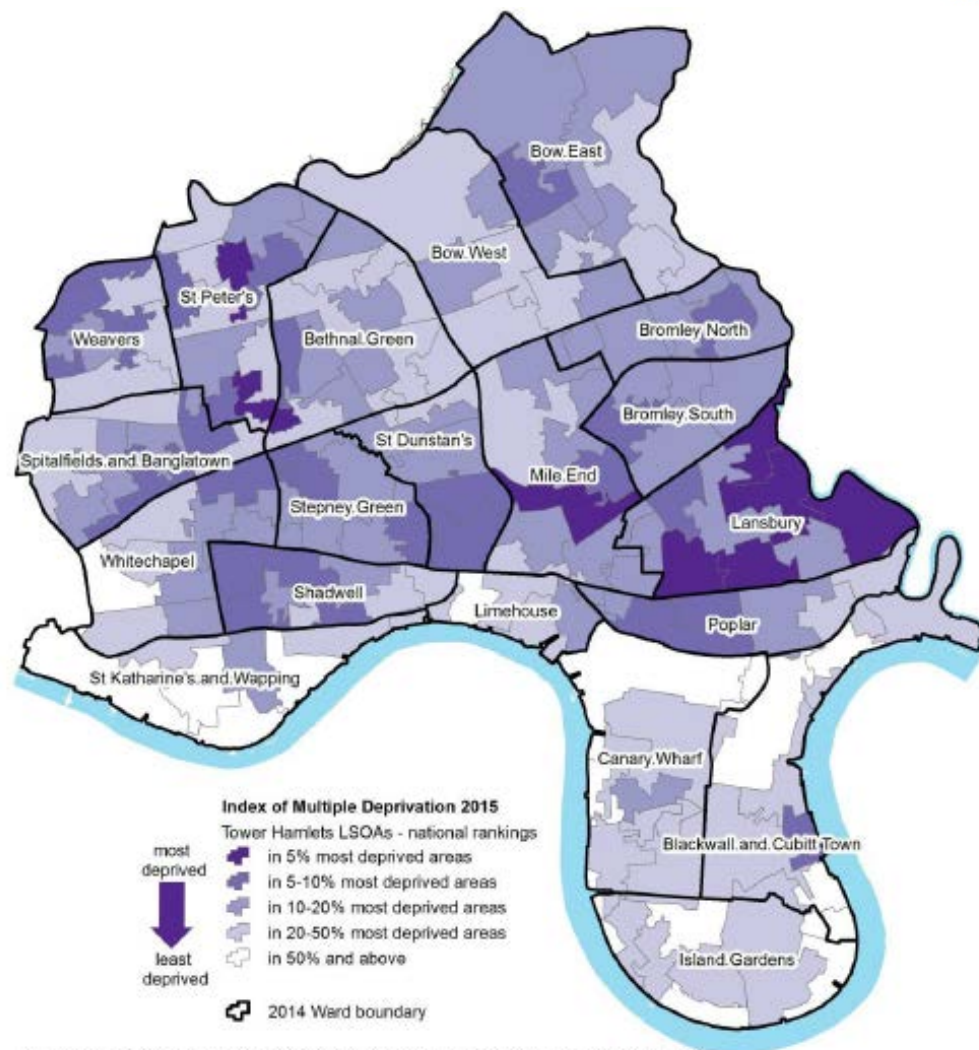
Outdoor Gyms in Urban Areas – making an impact on the health of local people



Judith St. John
Divisional Director Sport, Leisure and Culture
London Borough of Tower Hamlets
October 2018

What are the health needs on a local basis?

- High levels of deprivation
- High levels of physical inactivity
- High levels of poor health
- Requests from patients' groups and residents



How can we engage with people who are most physically inactive?

- NICE model for Community Engagement
- Logic Model
- Community engagement model for activating outdoor gyms
- Engage the community in the process so that the implementation and construction of the gym has the health promoting impact of people doing things for themselves instead of being done 'to'.

Work with GPs and patient participation groups to identify local solution



- Request from Whitechapel Patients' Participation Group (PPG) to the Mayor
- Public Health liaised with GP surgeries and PPGs or community health networks where no PPG
- Range of health centre responses:
 - ✓ texting patients
 - ✓ hosting events
 - ✓ displaying posters

How can we engage with people who are most physically inactive?

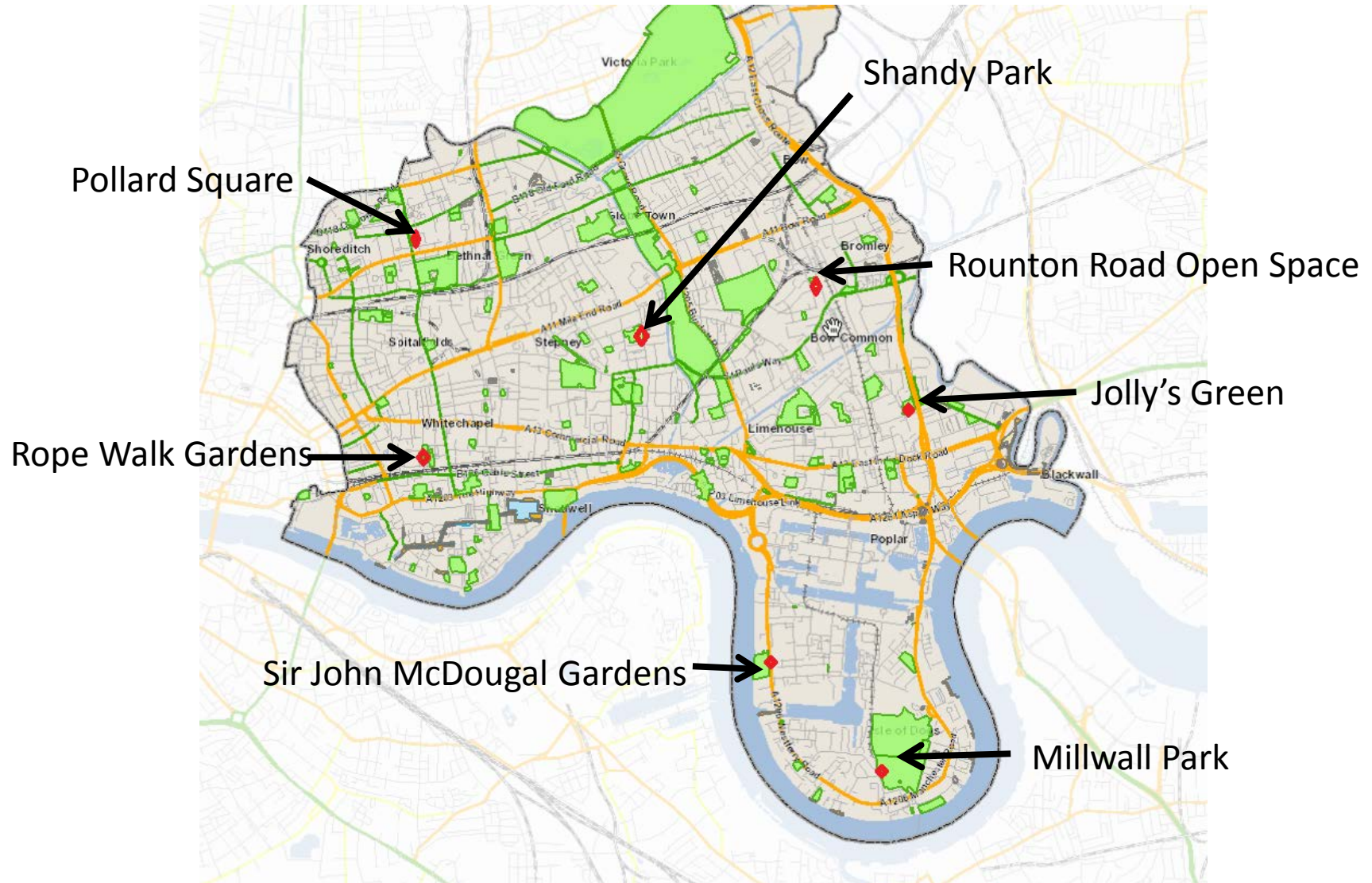
- Accessible equipment – central tender requirement
- TGOGC proposed equipment mix suitable for range of users plus pathway to fitness
- Partnership between Parks and Public Health and Sports
- Parks – location/ installation (capital); Public Health – engagement (revenue); Sports - activation (revenue)
- Public health liaison with GP surgeries and PPGs / community networks at initial engagement stage
- Social Prescribers can refer
- Activation as important as installation



Site identification

- Sites identified by Parks and Public Health
- Near to a possible health centre partner
- Deprivation data showing high rates in IMD
- Near areas of open space deficiency
- Geographic spread across borough
- Suitable for an outdoor gym

Outdoor Gym sites in Tower Hamlets



Community consultation and engagement

YOUR VIEW COUNTS!

Come along and tell us what fitness equipment you would like to see in your local park and when it would be a good time to run sessions.

Drop-in consultation at MILLWALL PARK

(by the Childrens Centre)
Refreshments will be provided
Everyone welcome

Anytime between

1-3PM

SATURDAY 19TH MAY

- Engagement sessions held at each site ahead of installation – average attendance c. 30 people
- Raise awareness of the outdoor gym programme and seek views to ensure the gym was best positioned and accessible to the widest range of residents.

Getting it Done - Implementation of the works

- Project tendered in December 2017 using the ESPO framework for outdoor play, gym and sports equipment/ facilities.
- Quality: Price 60:40 – unusual for LA but wanted good quality equipment quality – effectiveness/ robustness/ accessibility
- 5 bids received and the tender awarded to The Great Outdoor Gym Company (TGOGC)
- £200K contract covered the installation of 7 outdoor gyms and 7 years' maintenance
- Requires TGOGC to produce visuals for and participate in a consultation event at each location
- Mayor's funding provided £90K pa for 3 years to support activation



Activation Programme

- Activation as important as installation (budget) – especially to get less active people involved
- Gym Launch events during summer events period
- 4x4 introductory sessions at early-installed gyms – informed by consultation on who to target/ when to hold sessions
- Whitechapel Health Centre Patients' Participation Group organised their own community event on 30/6/18 with gym instructors
- Engaged Our Parks to run twice weekly free exercise sessions at all gyms from end of July to end of October 2018
- Installations were completed in June, so it's early days.



Is it working?

- 2,486 people attended the summer outdoor gym launches/fun days
- 183 people attended organised exercise sessions at outdoor gyms in August 2018
- Physical Activity Coordinator to run activation activities (inc. community and health outreach and training of volunteer exercise trainers) for the remaining 2/3 years
- Funding for monitoring and evaluation included in programme
- Evaluation to include data on activation, gym usage, interviews with those involved in the project as well as residents, both using the gyms and living nearby.
- Monitoring via sensor equipment to be installed at each location (in the hand bike)
- TGOGC App which can be used to measure your own activity levels



Review and lessons learned

- Contact and inform local groups such as Friends Groups ahead of any event
- Build enough time into the process for consultation/ engagement – and resource it properly
- Be clear on the purpose of consultation
- Equipment selection? NO - except where there is local knowledge of nearby equipment
- Location in park? YES – users know how the park is used/ what the local issues are
- Do consultees want the gym? NO – it's the Council's role to address health needs of population – litmus test with local groups/ Friends in advance.



Review and lessons learned



- Be prepared to address opposition and consider responses in advance
- Be clear that this is a facility strategically planned to address health needs of surrounding population (role of Council)
- Be clear on the weight given to the views of those who turn up to consultation events and to the views of a small number of vociferous complainers against the majority of quieter supporters.
- Think about how staff respond to comments
- Think about addressing widespread concern re. attracting antisocial behaviour – when research has shown increased use actually reduced it – plan how to advise on this

GP Support

“Many of my patients still ask me for a free referral to a local gym so the demand for this type of exercise is there but exercise on prescription is no longer available, so this outdoors gym would help to meet this need without the £40pm cost of other local gyms. The fact that the gym is outside means that it will increase time spent in the fresh air in green space which has been proven to improve mental health and reduce stress, as well as improve exposure to sunlight and the ability to make vitamin D naturally in the summer months. The outside space also engenders a sense of community as there is no barrier to using the equipment, and allows neighbours to talk to each other. There are also no mirrors in an outside gym which is a relief those intimidated by traditional gyms.”

GP Support



“I am very supportive of the plans to have an outdoor gym in Pollard Square because it will give free access to gym equipment to everyone in the Bethnal Green community without having to travel far from home. The ability to spend time outside in a green space doing physical exercise will improve the mental and physical health of local residents and workers, as well as top up Vitamin D levels to boost immunity due to being outside in the summer.”

What the people say

“I have lived opposite Jolly’s Green since 2007. It has always been a drab, underused piece of green. You avoided the area unless you were walking your dog for their daily runs and ablutions, the road next to it, you avoided as a driver to park your car, in short the space was unwelcoming.”



What the people say



“Since the park Gym (and children's park) has been in place, families are gathering inside the park making use of the amazing facilities on offer. Children are experimenting with exercise and when they get tired of this, they continue to play in the park. The park has become a place for local residents to relax, get fit and socialize. I have met people who I would not necessarily have met and it all down to the park being activated as a friendly family space.”

What the people say



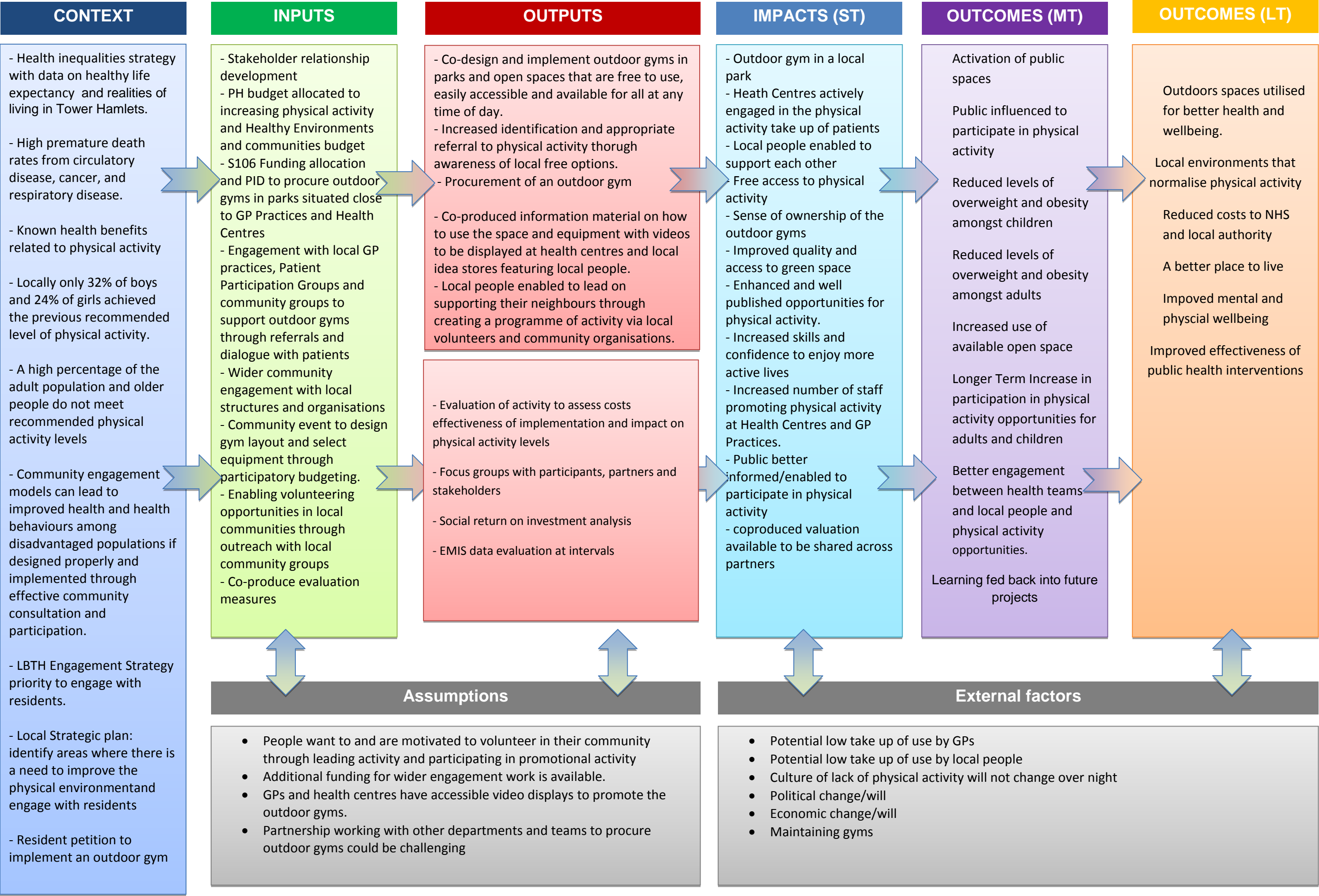
“My son loves the park, he visits at least twice a day in the weekends and regularly during the week after school. He has a place nearby where he can play, be fit and make friends his age. We now have a local and visible community rather than a hidden one!”



The project was managed by Alice Bigelow (LBTH Parks), Susie Crome (LBTH Public Health), Alison Dickens (LBTH Parks) and Lisa Pottinger (LBTH Sports & Physical Activity) and co-created with local residents, Patients' Participation Groups and GP Practices.

The project sponsor was Judith St. John (judith.stjohn@towerhamlets.gov.uk).

Logic Model >> A built environment supporting everyday physical activity through outdoor gyms in Tower Hamlets





ParksHerts

Hertfordshire Parks Web Project

Liz Gore, Policy Manager

Aaron Niblett, Parks Project Officer

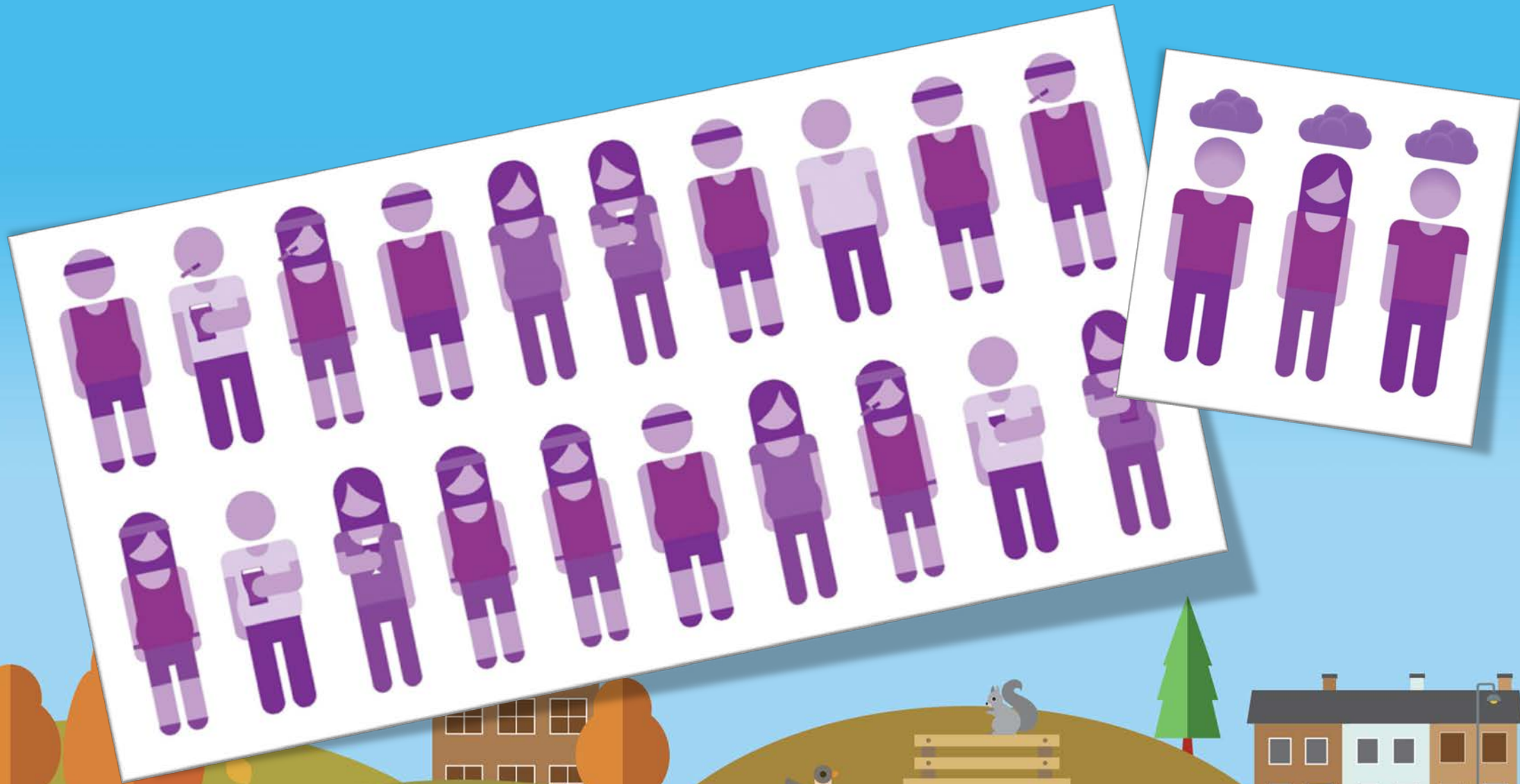
Hertsmere Borough Council



Let's get some fresh air

Lets get exploring >







Perfect Timing

- Development of Hertfordshire Partnership Fund
- Buy in from County Council, 10 Districts and one Parish Council



Project Specification

- Generic Appeal
- Fun and User Friendly
- Consistent Information
- Move away from 'Council speak'
- Data Collection
- Easy to Maintain



The background of the slide features a stylized, colorful illustration of a park scene. In the top left corner, a large yellow sun is partially visible, with several short yellow lines radiating from it. Below the sun are two white, fluffy clouds. The sky is a solid light blue. In the foreground, there are rolling green hills. On the left, there are two stylized trees with orange and yellow foliage. A small grey squirrel is sitting on the ground near the base of these trees. In the center, there is a brown building with many windows. To the right of the building, there is a small brown hill with a wooden bench on top. A grey squirrel is sitting on the bench. Below the bench, there is a small pond with two ducks swimming in it. To the right of the pond, there is a green pine tree. Further to the right, there is a larger brown building with a chimney. The overall style is flat and modern, with a warm, autumnal color palette. The title 'ParksHerts' is written in a large, white, sans-serif font, with a small green leaf icon positioned above the letter 'H'.

ParksHerts

A mobile friendly website which aims to:

- Help local residents to make more of their valuable local open spaces and find and visit new parks
- Encourage people to make outdoor exercise part of their daily lives.



Let's get some fresh air

Let's get exploring >



ParksHerts



Let's get some fresh air



Let's get exploring >



SKIP





King George Recreation Ground

📍 110 Miles away
 🕒 Car Park, Tennis Courts and Sports Courts open October to March - 8am to 4pm, April to May - 8am to 7pm, June to September - 8am to 9pm, Toilets open Summer - 8am to 6.30pm, Winter - 8am to 3.30pm, Splash Pad open end of May to September - 11am to 6pm

8.3 ha award winning destination park in Bushey. 5 routes and 7 points of interest

[Explore the Park Map](#)
[I'm in this park](#)
[Personalise map](#)


Park Information

Share

Print

The park contains many facilities including a 250m2 splash pad (new for 2017), large play area, challenging play equipment for teenagers, multi sports court, kickaround goals, tennis courts, table tennis tables, outdoor fitness equipment, sculptures, meadow with copse, open grassland, a cafe and free car parking.

A wide events programme continues, including the annual dog show, marathon, teddy bears' picnic and family fun days. Regular activities are held with charities and local community groups.

The Friends of King George Recreation Ground have represented residents and park users and acted as a conduit between them and the council since 1997. The Friends have been successful in raising funds for several projects including a unique and beautiful wrought iron circular seat around an old oak tree, commissioned from a local artist-blacksmith.

The park is also a designated 'destination' site for inclusive play.

Visit the website >

On Site Facilities


Car Park (Free) P

Disabled Access 

Disabled Toilets 

Dog Free Area 

Dogs Welcome 

Food & Drink 

Pushchair Friendly Paths 

Splash Park 

Toilets 

Park Routes

Fitness Trail

Distance 0.8 km
Steps taken 1080

History trail

Distance 0.4 km
Steps taken 476

King George Recreation
Ground Easy Access

Distance 0.6 km
Steps taken 771

Fitness Trail

Distance 0.8 km
Steps taken 1080

[View Route](#)



History trail

Distance 0.4 km
Steps taken 476

[View Route](#)



King George Recreation Ground Easy Access

Distance 0.6 km
Steps taken 771

[View Route](#)



[View more routes](#)

[View all routes on map](#)

How to get here

Parking:

Free Car parking is provided at the [main car park](#) accessed from King George Avenue.

Additional parking is available at the [overflow car park](#) off Chiltern Avenue next to the Bowls Club.

Please can we ask that you respect our neighbours and not park in the surrounding areas.

Public Transport Information:

The nearest station is Bushey main line. The park is approximately 1.5km/mile from the station.

The 142 and 258 buses stop at the station and in Bushey High Street and Melbourne Road.

The 500, 550 and 551 buses stop in Chiltern Avenue.

For more information use Intalink website www.intalink.org.uk/timetables or www.nationalrail.co.uk

King George Recreation Ground

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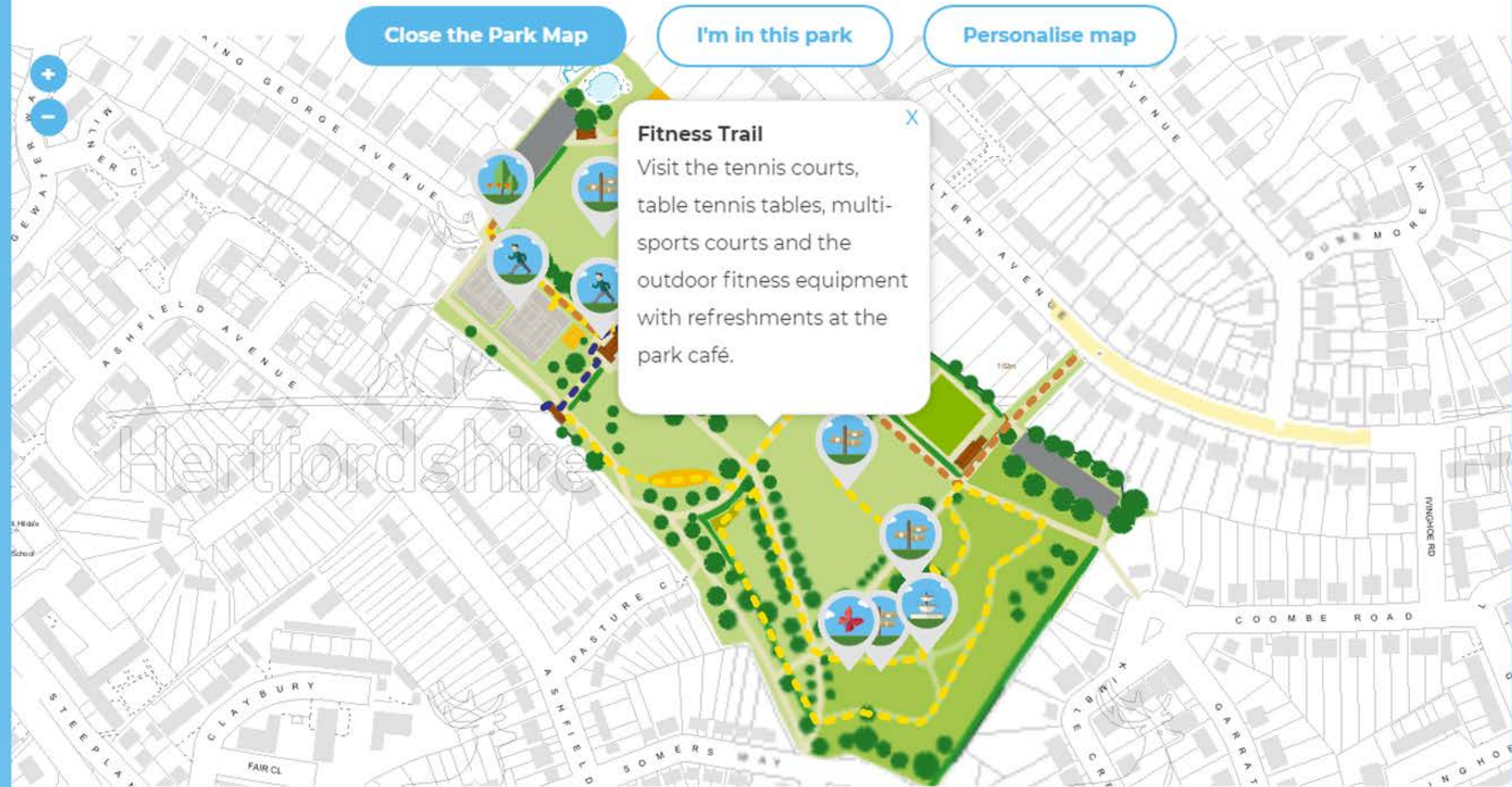
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8.3 ha award winning destination park in Bushey. 5 routes and 7 points of interest



Events

Order by date ▼

Chorleywood House Estate Local Nature Reserve Volunteer Session

Tuesday 16th October at 9:30am - 12:30pm.

Located at [Chorleywood House Estate Local Nature Reserve](#).

The Friends of Chorleywood House Estate meet on the first and third Tuesday of each month.

[View Event](#)



Multisport Sessions - Waltham Cross Playing Fields

Tuesday 16th October at 6:00pm - 8:00pm.

Located at [Waltham Cross Playing Fields](#).

Free of Charge multisport sessions for those aged 11-19 years every Tuesday, 6-8pm at Waltham Cross Playing Fields.

[View Event](#)



Cassiobury Park Green Gym

Wednesday 17th October at 10:00am - 1:00pm.

Located at [Cassiobury Park](#).

A great volunteering opportunity to help the environment, make new friends and get active.

[View Event](#)



Event Tags

Active

Cardio

Conservation

Exercise

Fitness

free

Fun

Health & Fitness

Nature

Volunteer

well-being

Wildlife

Multisport

Things to do

young people

Football

Family

Family Fun

Parkrun

Running

Children

Junior Parkrun

health

Orienteering

workout

July is Parks Month – Come on and #TryANewParksHerts

Come on and #TryANewParksHerts With over 140 council owned parks and open spaces in Hertfordshire there really is something for everyone. As part of Hertfordshire's Year of Physical Activity (HYOPA) we'll be providing you with daily inspiration using the hashtag #TryANewParksHerts. Here's a few ideas to get you started. What do you want to do today? Have some ...


[Read post](#)

0 Comments

Want to be part of something BIG?

Want to be part of something BIG? Hertfordshire County Council is attempting to set a new record for the greatest number of Health Walkers out walking on Monday 14 May. Taking place during National Walking Month and as part of Hertfordshire's Year of Physical Activity, the 3rd Mass Health Walk provides a bumper offering of over ...


[Read post](#)

0 Comments

Love your Lunchtime – Visit our Town Centre Parks

Love your Lunchtime – Visit our Town Centre Parks Learn to love your lunchtime by escaping from the office into one of our fantastic Town Centre Parks. Just a short stroll can make you feel better and ready to face whatever the afternoon brings. Use ParksHerts to find your nearest town centre park and then grab your workmates and go! For ...



Editing Bushey Rose Garden - Step 1 of 3

Save & Preview

Back to listing

Essential Details

Park Name:

REQUIRED

Bushey Rose Garden

Park Introduction:

REQUIRED

0.5 ha Grade II registered Park and Garden of Special Historic Interest in Bushey.
2 routes and 16 points of interest

Park Short Description:

Park Owner:

Opening Times:

Bushey Rose Garden

#1 OF 14 FORMAL/ URBAN/ DECORATIVE

445

day visits

-

current events

890

visits per Hectare

1 Park Routes

1 MOST POPULAR ROUTES

Accessible garden circuit

✓ 0.07 views per day

✓ 0.29km completed

16 Points of Interest

3 MOST POPULAR POIS

Coffee Cart

✓ 0.07 views per day

Bird Feeder

✓ 0.05 views per day

The Summer House

✓ 0.04 views per day

1

Edit

Deactivate

Delete

Average day visits

With 890 visits per Hectare for Bushey Rose Garden, thats...

831%

Compared to parks in this region (95.55 visits per Hectare)

#1 of 14 parks

932%

Compared to Formal/ urban/ decorative parks (86.24 visits per Hectare)

#1 of 14 parks

3889%

Compared to all parks (22.31 visits per Hectare)

#1 of 106 parks

Key

This park

Parks of this type

Parks in this region

All parks

Editing Bushey Rose Garden - Step 2 of 3

Save & Preview

Back to listing

Categories

SEO


Travel Details

Location

Below you can set the central location point of a park by using either the marker on the map (Drag and Drop), or by inputting the values and using the search buttons.

Please note: Each search button will move the marker within map and should be used as a reference to drag/drop the marker to your desired location.

Map



Easting/Northing

REQUIRED

513540.24932508415

Longitude/Latitude

REQUIRED

-0.36048609559045

Back to step 1

Save & Continue

Editing Bushey Rose Garden - Step 3 of 3

Image 1


Image 2

Image 3

Image 4

Image 5

Image 6



Download

Back to step 2

Save

Promotion & Social Media



ParksHerts

Find your perfect park
with ParksHerts

With over a hundred parks and open spaces in the county, there is so much more to see in Hertfordshire.

You can search ParksHerts to find a great day out based on who's going, what activities you'd like and the facilities on offer. So, get searching and find your new favourite!

ParksHerts

Find your perfect park with
ParksHerts

www.parksherts.co.uk [@ParksHerts](https://twitter.com/ParksHerts) [ParksHerts](https://facebook.com/ParksHerts) [ParksHerts](https://instagram.com/ParksHerts)

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141

Parks &
Open
Spaces



1037

Points
of
Interest



97

Routes to
walk, run
or cycle



1000+

Events
promoted



18,990

Unique
visitors



66,368

Page
views



404

Twitter
followers



428

Facebook
followers



Who uses the site?

Most popular routes

- 'the whole family', looking to 'make a day of it'
- 'the whole family', 'getting some fresh air'
- 'just me', 'getting some fresh air'

Most popular self-selected filters

- 'Activity Trail (wildlife)'
- 'Children's Play Area'





We know organisations managing parks don't have bottomless marketing resources. That's why we created HelloParks.

HelloParks' mission is to empower better promotion and engagement of these valuable, vibrant and inclusive community assets - and to help park managers easily attain insight on park usage.



Features

HelloParks is packed full of innovative features to enable easy and effective promotion of parks and open spaces.

[Show me](#)

Platform

HelloParks lives on a secure cloud platform, so there's no hosting or burdensome setup to worry about.

[Show me](#)

Customise

HelloParks is offered with a range of additional customisation options to tailor implementation to individual requirements.

[Show me](#)



www.parksherts.co.uk



ParksHerts



@ParksHerts



ParksHerts







THE DAILY MILE HAS A POSITIVE IMPACT ON:

- health and wellbeing -
 - physical
 - emotional
 - social
 - mental
- attainment
- self care



THE STORY SO FAR

- 6,400 + schools & nurseries signed up
- 3,100 + in England
- 55 countries
- Government agreements / implementation partners
- London Marathon / Mayor of London
- GM Moving / Mayor of Greater Manchester
- Sir Andy and Sir Mo
- Almost 1.5 million children



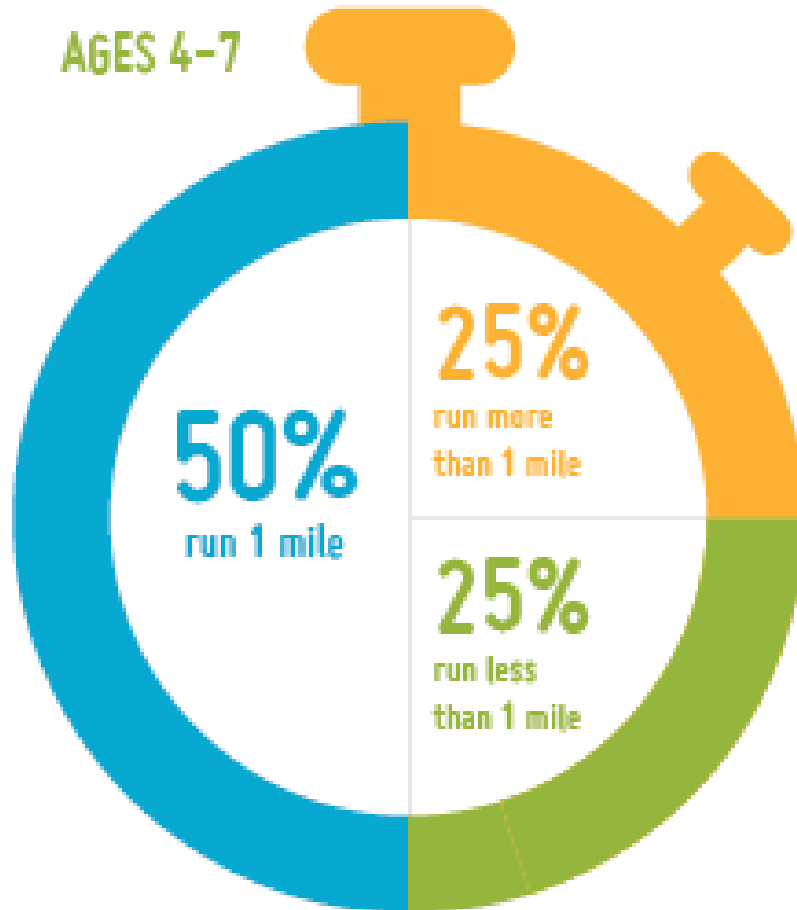
THE CORE PRINCIPLES OF THE DAILY MILE

- 100% inclusive
- social and fun
- children run and jog at their own pace
- always a time - 15 minutes - never a distance
- outdoors in almost all weathers
- school clothes
- during class time with the teacher
- risk assess your route
- keep it simple



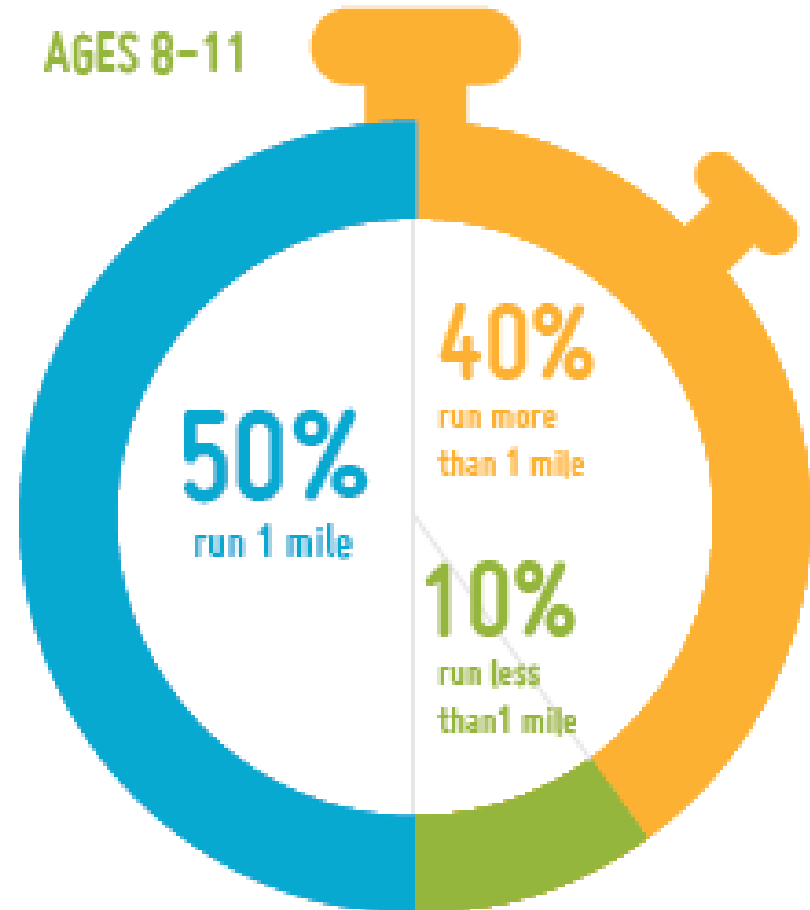
IN THE 15 MINUTES.....

AGES 4-7



75% run a mile or more

AGES 8-11



90% run a mile or more









SPECIAL NEEDS

- children with mobility difficulties
- children with SEN and complex need
- helps build confidence with movement
- used therapeutically – e.g. ASD, ADHD
- asthma, brittle bone disease, cerebral palsy, cystic fibrosis, diabetes
- an opportunity for isolated children to socialise
- provides a reason to be outdoors every day









BENEFITS FOR CHILDREN

- greater happiness
- fit in 4 weeks
- access to sport and PE
- addresses health inequality
- physical activity is normalised
- resilience, self esteem and determination
- relationships
- obesity is reduced
- focus and attainment



WHY IT FITS IN SCHOOLS AND NURSERIES

- enables children to be physically active every day
- it's very simple and it's completely free
- a practical H&WB solution, not only a message
- a positive impact on focus and behaviour
- H&WB benefits for staff
- great support from parents
- no workload - no planning, measurement or assessment
- raising attainment through regular physical activity
- helps to build the school community









REMOVING THE BARRIERS TO PHYSICAL ACTIVITY

- no kit, therefore no issues around kit:
 - no cool / uncool kit
 - no forgetting or losing kit
 - no body image issues, or revealing your body
 - no time spent changing
- no sense of failure - every child succeeds
- no equipment, set up, tidy up or warm up
- weather and the seasons are a benefit, not a barrier
- no staff training









WHY DO CHILDREN LOVE THE DAILY MILE?

think of a memory from your childhood when you were
playing and you were happy

fresh air

friends

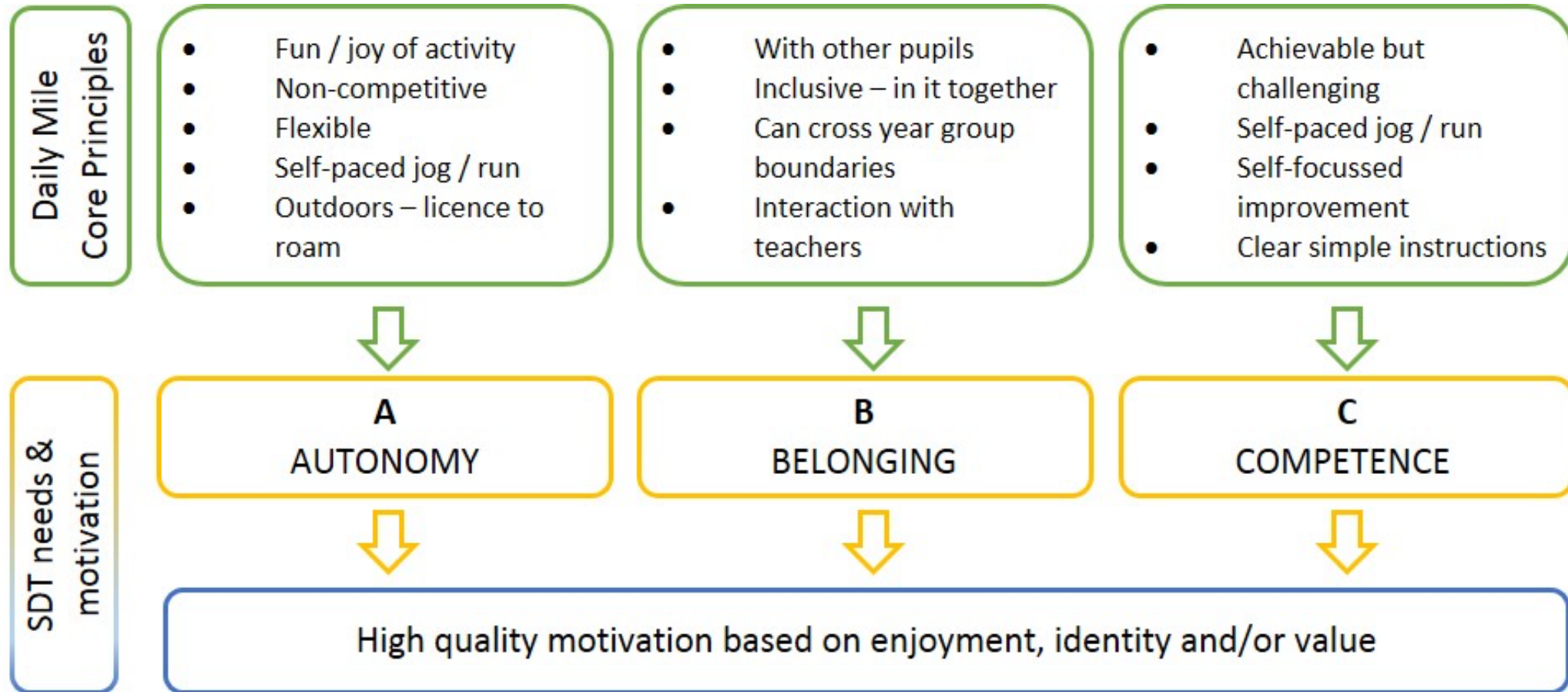
fun

freedom

the needs of childhood in 15 minutes



THE ABC OF MOTIVATION



Simon Sabere









COPPERMILL PRIMARY RESEARCH FINDINGS

- the number of children who recorded a score low enough to be an indicator of potential health risks was reduced from 36 children to 12 children - in 10 weeks
- significant improvements in wellbeing and self-esteem
- predicted SATs results: high 60s, low 70s
- actual SATs results:

Reading

92%

Writing

88%

Maths

96%

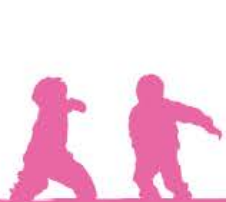
GPS

96%

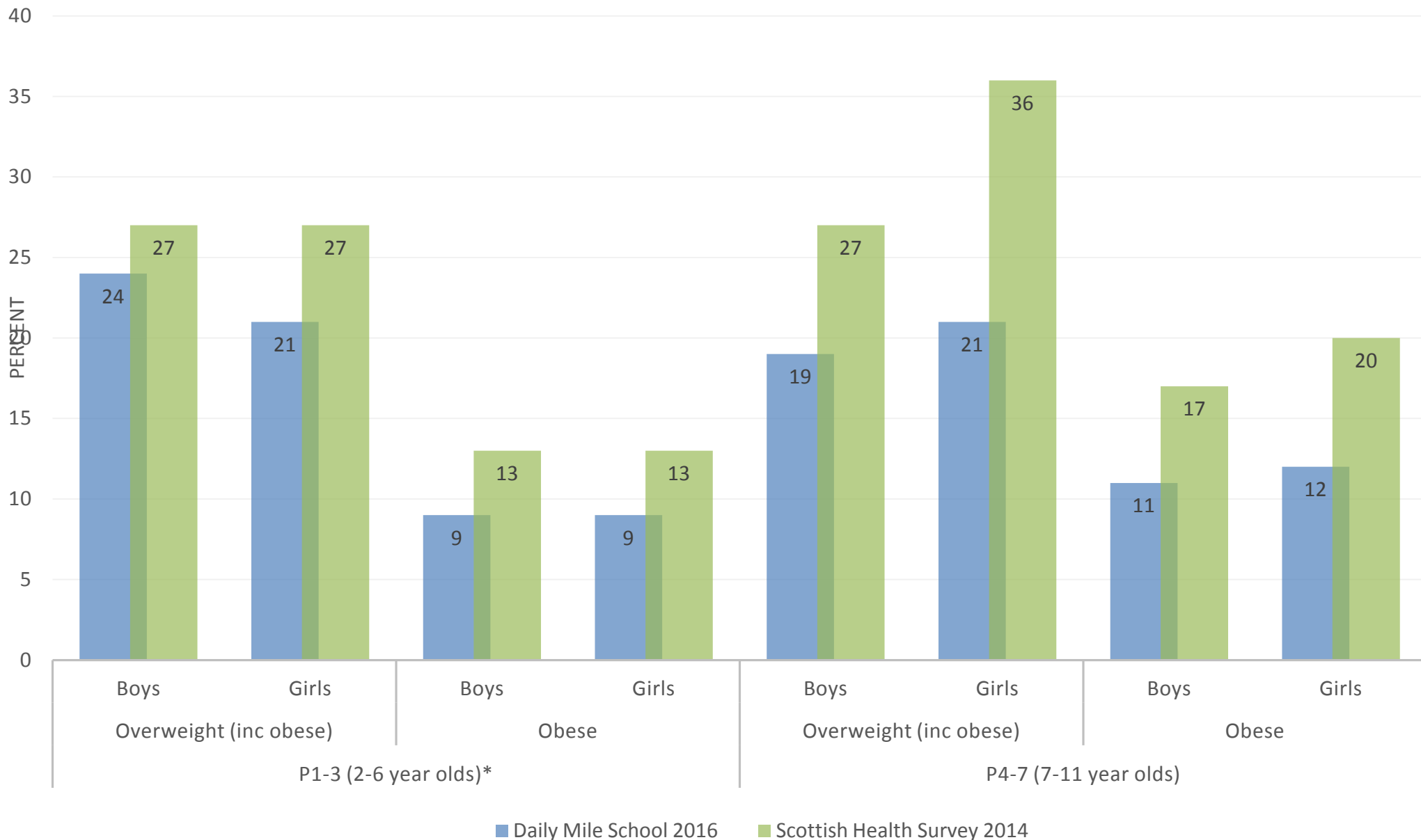


UNIVERSITIES OF STIRLING & EDINBURGH

- increases MVPA by +9 min/day (~17%)
- reduces SED by -18 min/day (~5%)
- improves bleep test by +40 mtrs (~6%)
- reduces skinfolds by -1.4mm (~4%)



OVERWEIGHT / OBESITY IN THE DAILY MILE SCHOOL V SCOTTISH NATIONAL AVERAGE



Chesham RA, Booth JN, Sweeney EL, Ryde GC, Gorely T, Brooks NE, Moran CN. 2018. The Daily Mile makes primary school children more active, less sedentary and improves their fitness and body composition: a quasi-experimental pilot study. *BMC Medicine* 16:64 <https://doi.org/10.1186/s12916-018-1049-z>



APSE Sports & Leisure Management Advisory Group – (Southern Region)

INCREASING LEISURE CENTRE USE FROM
800,000 TO 1.5 million visits

ANDY KNIGHT

HEAD OF COMMISSIONING FOR HEALTHY LIFESTYLES

The Challenge

- One of the most deprived communities in the UK
- 1 in 4 children aged 4-5 and 1 in 3 children aged 10-11 are overweight or obese
- 2 in 3 adults in the borough are overweight or obese
- Huge demographic change. In 2001 the population was 90% White British, in 2017 less than half are
- 30% of the population is under the age of 18 where half of these are 7 or younger

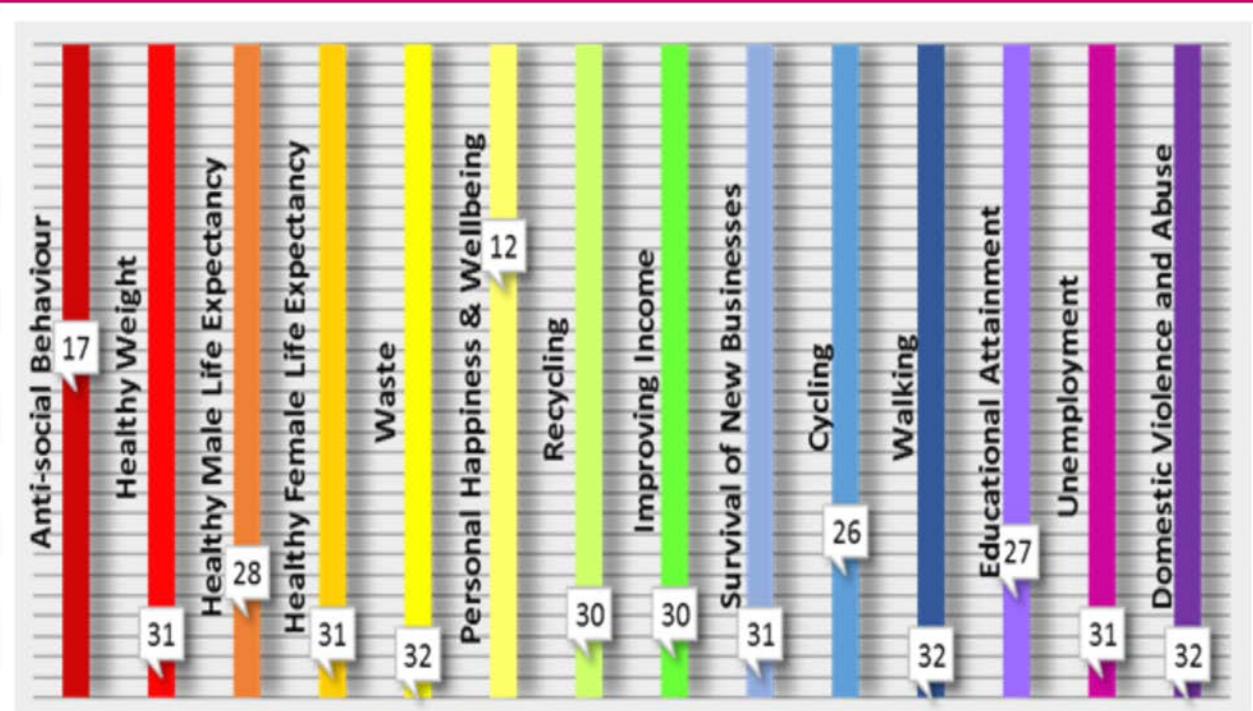


Figure 1 Relative ranking of Barkina and Dagenham in comparison to 32 other London Boroughs

“For a borough with our health inequalities, getting a good, exciting leisure offer in place was a major priority.”

Councillor Maureen Worby, Cabinet Member for Social Care & Health Integration

2008 – 2010: A new beginning

- Improved reputation (QUEST Award, National Pool Safety Award)
- Workforce development
- Reduce operational costs
- Secure capital investment
- Realigning strategic priorities with Public Health



2011-2016: The opportunity

- Opening of Becontree Heath Leisure Centre (2011).
- Leisure centres used as Olympic training venues.
- ASA Swimming Pool Operator of the Year.
- Healthy Lifestyle team established.
- Success breeds success... Cabinet approve a new leisure centre in Barking (Opened 2015).



From 2016: A service for the future

- As Council budget pressures begin to bite, borough launches its transformation programme.
- Leisure centre visitor numbers hit 1.5m.
- Cabinet agree to seek a not-for-profit commercial partner, and maintain social value in the leisure service.
- September 2017 new partnership starts with Everyone Active



The Future - Barking Riverside

- Healthy New Town
- 11,000 new homes
- Health Hub in the 'District Centre'
- Family focused
- Maximising the wider community assets
- Due to open 2021

