



CHIEF CULTURAL & LEISURE OFFICERS ASSOCIATION



# WELCOME TO Cambridge a city of cycling



[cambridge.gov.uk](http://cambridge.gov.uk)

[facebook.com/camcitco](https://facebook.com/camcitco)

[twitter.com/camcitco](https://twitter.com/camcitco)

**Population: 124,000**  
12.4% growth since 2001

**33% drive to work**

National figs: 57%

**31% cycle to work**

National figs: 3%

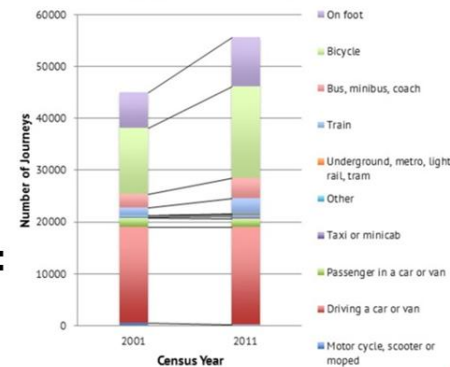
**Of all journeys made:**

43% by car

23% by cycle

2% by bus

Cambridge residents travel to work



[cambridge.gov.uk](http://cambridge.gov.uk)

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## Transport Strategy for Cambridge and South Cambridgeshire

- More bus and train use - high quality passenger transport network
- More cycling and walking – complementing and feeding into bus/rail network
- Making it harder to drive across the city – priority given to bus/cycle/pedestrian movements
- More car sharing
- General traffic levels will remain at current levels



[cambridge.gov.uk](http://cambridge.gov.uk)

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# Introduction to CLOA

Debbie Kaye, Vice Chair, CLOA

Head of Community Services, Cambridge City Council

[debbie.kaye@cambridge.gov.uk](mailto:debbie.kaye@cambridge.gov.uk)

0780 124 7500

- Who?
- What – our mission
- Why?
- How?
- A selection of tools to support LAs

# Engaging in Commissioning

## Sport England & CLOA







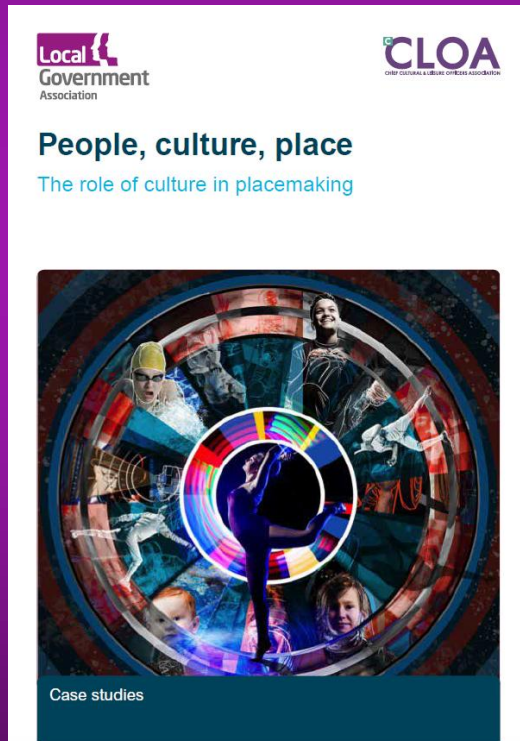
# Active people, healthy places

## LGA, CLOA & SPORTA 2017



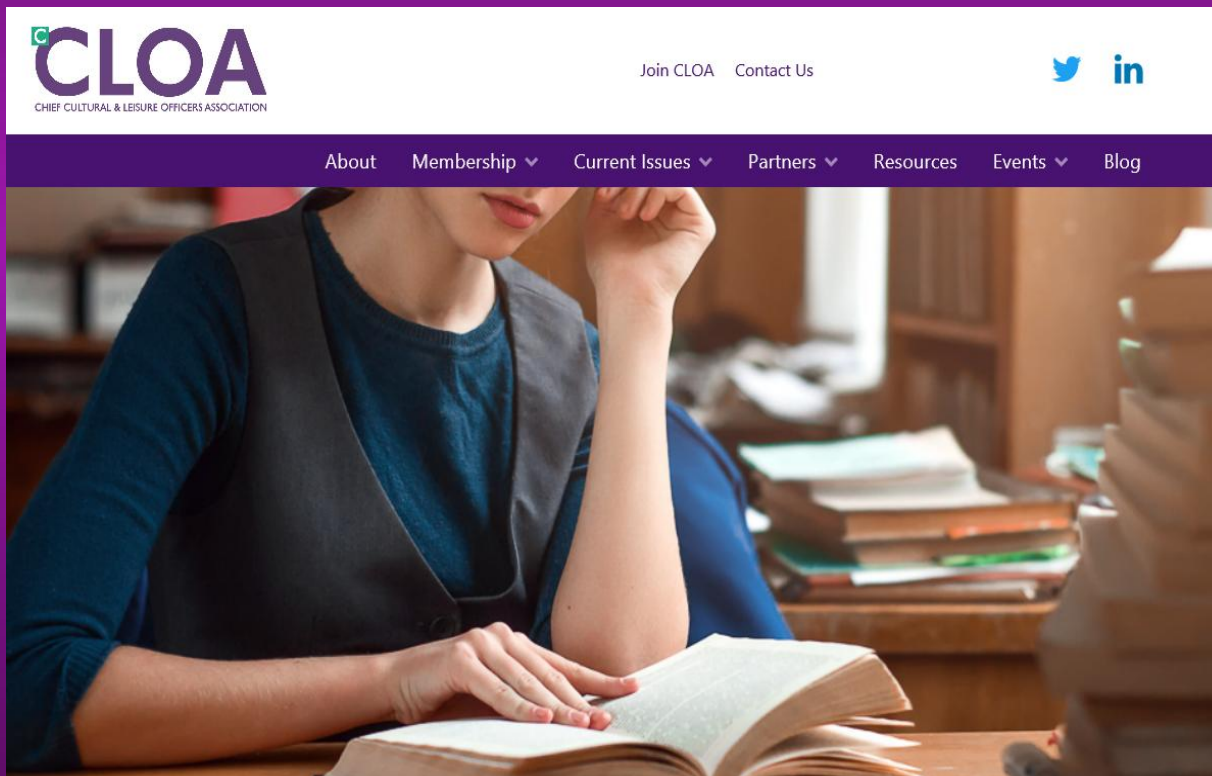
# People, culture, place – the role of culture in placemaking

## LGA & CLOA



# Find out more:

<https://cloa.org.uk/resources/>





# CLOA

CHIEF CULTURAL & LEISURE OFFICERS ASSOCIATION



# Keeping in touch with CLOA

Join and benefit from information and networking

Visit our website - [www.cloa.org.uk](http://www.cloa.org.uk)

Follow us on Twitter @cCLOAssociation

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# MASS PARTICIPATION PROJECTS





## Mass

- Creating sustainable opportunities to a wide audience through a strong partner network (LAs, CSPs, City Councils, Leisure Providers) delivering Ping in the Community, Loop at Work, public tables, Ping! festivals
- Grow the network of Ping Pong Parlours and our work with Partners (including Clubs and Leagues) to provide more structured activities within the Parlour and to 'join the dots' locally
- Evidencing the impact of Ping Pong Parlours on Behavioural Change
- Connecting with participants to influence Behavioural Change and sustainability – The Hub and Social 'membership'

# What is Ping!?

The collective name for a family of projects that can be used to positively impact members of the general public (or the 'mass market')

- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Social and Community Development
- Economic Development

Working in partnership to build a network of great places to play table tennis, reaching diverse segments of the population and shaping people's activity behaviours for the long term

- Ping! public tables
- Ping Pong Parlours
- Ping in the Community
- Loop at Work

All of our work is based around the simple concept of taking **ping pong to the people** and removing the barriers that may otherwise prevent people from taking part



#INTHELOOP  
[keepintheLOOP.co.uk](http://keepintheLOOP.co.uk)





# Ping! Lead Partners

Working with partners (City Councils, Local Authorities and County Sport Partnerships) to equip and enable them to provide more opportunities for people to take part in table tennis

- Outdoor public tables and public events
- Activation projects e.g. Bat and Chat
- Incorporating other local objectives
- Engaging a 'mass market' and making the sport widely accessible

**61%**  
**INACTIVE**  
prior to  
taking part

**“** Fantastic free experience that exposes a range of people to a new sport

**“** Excellent idea that has got me really excited and interested in table tennis”

**32%**  
**FEMALE**



# OUTDOOR TABLES

## OUTDOOR TABLE TENNIS

Outdoor table tennis tables have the ability to engage the whole of your community in a positive and fun activity. We have worked with hundreds of organisations who have successfully introduced tables into their communities and their expectations on what can be achieved have always been exceeded!

### THE IMPACT OF PING PONG

Ping pong, or table tennis, can provide many benefits for specific groups or the community as a whole:



#### PHYSICAL BENEFITS

- Lowers risk of major illness through increased heart rate
- Develops motor skills



#### MENTAL BENEFITS

- Reduces the risk and symptoms of depression, stress and anxiety
- Improves self-esteem



#### SOCIAL BENEFITS

- Aids the development of social skills
- Helps people to form friendships
- Creates a sense of community

If you're thinking about introducing outdoor tables into your community, consider...



1. Taking to people in order to provide something they want and will use
2. Where the best place to put the table is. A table placed in a visible, prominent area with plenty of footfall will be more popular than somewhere hidden away. Consider the elements in your location too – a windy location won't work
3. Doubling up! Our research shows that having two or more tables in a location encourages greater numbers of people to play and can create a more vibrant scene
4. Providing seating. People enjoy watching as well as playing and seating can encourage people to wait to play if the tables are already occupied. Seating also creates a nice perimeter for the activities
5. Consider how people will have access to bats and balls – perhaps locate the tables close to a facility that could loan or hire equipment out to people. Or, maybe you could talk to the local shop and see if they can make it available for sale

PINGINTHECOMMUNITY.CO.UK

#PINGCOMMUNITY

@ping\_tweets @pingandland



## WHAT WE CAN PROVIDE

Our Ping in the Community table tennis packages are designed to make introducing table tennis into your community really easy!

Outdoor packages include all-weather-bats, balls and printed resources to help advertise and activate your project should you wish to. We have different outdoor options available depending on your requirements:



### OUTDOOR TEMPORARY TABLE

This table can be easily moved in different spaces. It is ideal for events and, in or out of use. This table cannot be left outside on a permanent basis. £660



### OUTDOOR SEMI-PERMANENT TABLE

This is a static, durable table. It can be fixed to the ground using large pins or bolts. There is the option to move this should you wish to, maybe to preserve the ground or, if you are not certain on the best location and want to try some different options. £685



### OUTDOOR PERMANENT TABLE

This is an extremely robust, steel structured table. It can be sand weighted and/or secured to the ground with concrete anchors at each foot. £1550



### FUNDING

If you need some funds to introduce outdoor tables into your community, there are plenty of local and national pots available. Take a look at some of the options below:

- Sport England's Community Asset Fund
- Awards for All
- County Sport Partnerships or Local Authorities
- [www.mycommunity.org.uk/funding-options](http://www.mycommunity.org.uk/funding-options)

Although the tables, bats and balls we supply are reasonably priced, bear in mind that costs can add up if groundworks need to be completed (these can be between £1,500 - £3,000 on their own). Note that laying a surface could be considered as a permanent structure and could limit what funding you can apply for.

### USEFUL ADDITIONAL INFORMATION

- We recommend that each table should be placed in an area measuring 8m x 4m with a clear height of at least 3m above the table to make it a safe space. A smaller space might be suitable though, providing there are no dangers nearby e.g. roads, lakes or walls!
- All tables are provided with fixings for you to secure the table to the ground, but check that the fixings are suitable for the surface the table is placed on. You may have to purchase additional fixings
- Maintenance costs after the initial purchase are very low and all tables have a manufacturers guarantee
- We rarely hear of vandalism of tables and most get year round usage by a broad section of the community
- Ensure you have permission from the land owner/trustees to place the table/s and take the time to explain who you hope to attract and what you want to achieve
- Make sure you have appropriate Public Liability Insurance policies in place for your outdoor table tennis tables. You may need to update your Public Liability Insurers to include this activity - the cost for this is normally minimal

# PING! 2018 SURVEY



65%



32%



60%  
inactive



10-20 minutes  
average length of play



Net Promoter Score



4.7 / 5 star rating



11% had been  
to Ping before

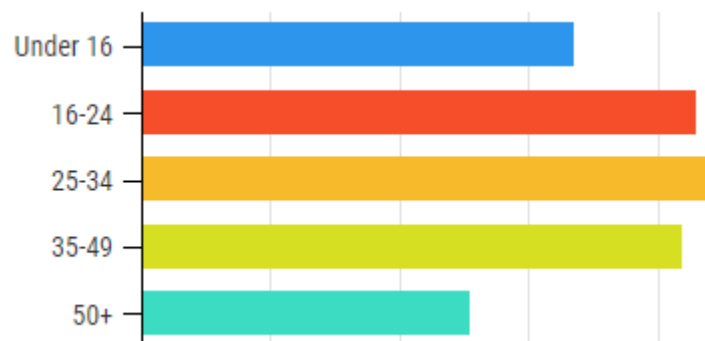


99% would play  
again

22% of participants have a disability



● Social or behavioural   ● Hearing   ● Vision   ● Learning   ● Physical  
● Mental Health   ● Other





# Ping Pong Parlours

Turn otherwise empty shopping centre retail units into vibrant places for the public to play table tennis for free


- We work in partnership with the Shopping Centre to deliver the project
- Open for a minimum of 6 weeks and 1 day with no maximum project length
- Open 7 days a week, 8 hours per day – provide great access to the community
- Introduces beginners, gets people back into the sport and provides extra opportunities for those already engaged
- Appeals to a diverse range people and particularly good at attracting females

 **76%**  
**INACTIVE**  
prior to taking part

 **54%**  
**FEMALE**

**20%**  
**WITH A**  
**DISABILITY**



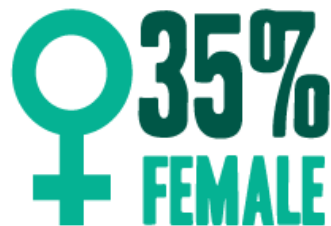
 ...It's taught me that being active and getting fit doesn't always have to involve gruelling tasks, it can be fun and other people can get involved with you



# Ping in the Community

Aims to inspire people to lead happier, healthier and more connected lives

- Provides subsidised table tennis packages with everything needed to kickstart and embed table tennis in a community group or venue
- Suitable for any community group and an inclusivity pack is an available add-on
- Has been used to tackle social isolation, provide more meaningful activities for young people, help people to get active
- Helps to build provision in an area and create a table tennis 'scene'



“...developing a friendly social group so that people can meet others in their community through a shared activity

“...has supported combatting social isolation within the community



<https://www.pingengland.co.uk/mansfield-ping-pong-parlour/>



# PING IN THE COMMUNITY

Progress to date...

- 440 communities engaged
- 7,920 participants engaged
- 59% inactive



- Average of 18 participants per session
- 34% female
- 15% from ethnic minorities



<https://www.pingengland.co.uk/power-of-ping-men-in-sheds/>

# PING IN THE COMMUNITY

*“Provides a social environment which meets the needs of a cross section of ages. Bringing people of the local community together for a sporting lifestyle to enhance their health and wellbeing”*

*“I really look forward to Saturday evenings now and enjoy the camaraderie of playing table tennis with a different group of people”*



Addaction - Devon



Mindful Table Tennis - Bedford



Age UK – Milton Keynes





- Addaction (addiction centre)
- Wendover Woods - Forestry Commission
- Doncaster Alcohol services
- All Saints Church
- Wheelton Village Hall
- Wigan Youth Zone
- Baddow and Galleywood U3A
- Coventry Boys and Girls Club
- Age UK Wiltshire
- YMCA Bristol
- Liverpool in Work
- Mencap Liverpool

- Suffolk Libraries
- Basingstoke CMHT (mental health hospital)
- Oakhill Secure Training Centre
- Womens' Zone Community Centre
- Merseyside Society for Deaf People
- Maidenhead Synagogue
- Northampton Football Club
- Melodic Distraction
- Green Hayes Lodge Care home
- Sport in Mind
- Leonard Cheshire ....



# Loop at Work

Aims to inspire people to lead happier, healthier and more connected lives

- Provides subsidised table tennis packages for office spaces
- Promotes an active lifestyle, especially during the working day
- Staff who play table tennis at work are more likely to report significantly higher job satisfaction, greater competence in the workplace and feel more connected with their colleagues



“ It adds to our wider offer for health and wellbeing to the staff and encourages staff to get away from their desks

“ Stress relieving, unites staff who wouldn't usually meet, great fun!



# LOOP AT WORK

- 450+ workplaces
- 7,200 participants engaged
- Average of 16 people playing regularly per workplace
- 12% inactive
- 66% more active since having Loop
- 22% female
- 8% from ethnic minorities
- 10% have a disability

*“Increased laughter and staff have also reported improved wellbeing after a few games of table tennis”*

*“Brings staff from different departments together, good for social bonding and wellbeing”*

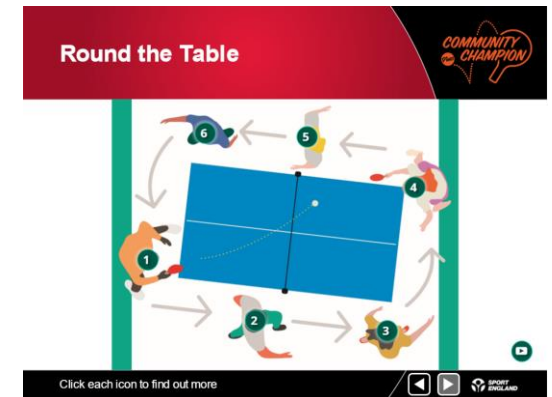




# Community Champion Training

Aims to upskill recreational table tennis volunteers with free online training to enable them to facilitate sessions in Ping Pong Parlours and other social environments

- Provide basic knowledge and understanding of the game
- Enhance confidence of volunteers to deliver sessions
- Provide tips for games ideas and inclusive sessions
- Hope to build a stronger relationship with volunteers
- Enhance the experience of those playing



# Partnership Network

- Cornwall Sports Partnership
- Leeds City Council
- Leicester City Council
- Leicester City TT Development Group
- Liverpool City Council
- MK Council
- Newcastle City Council
- Active Newcastle
- Brighton TTC
- Wesport
- Cambridge City Council
- Chelmsford City Council
- Chichester Community Development Trust

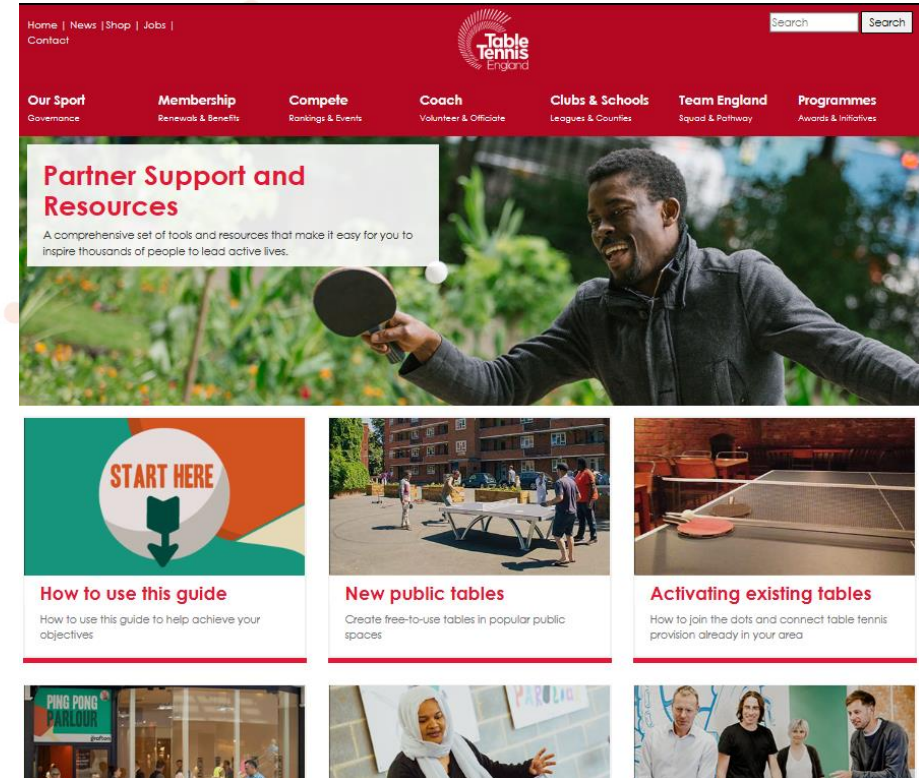
- New Forest District Council
- Nottingham City Council
- Oxford City Council
- Living Sport
- Plymouth City Council
- South Norfolk Council
- Stoke City Council
- Suffolk County Council
- Adur & Worthing Council
- Barnsley MBC
- Blackpool Council
- City of Bradford MDC
- Everyone Active
- David Lloyd
- Parkwood Leisure

- Ping Pong Fight Club
- Ellandi
- Munroe K
- Hark Group
- Intu
- JLL
- Toolbox
- Savills
- Shoppertainment
- Global Mutual
- Colliers
- Land Securities
- British Land
- Hammerson
- Grosvenor Group
- Capital and regional
- GCW

# Partner Resources

<https://tabletennisengland.co.uk/programs/partner-support-and-resources/>

Tools and resources to make it easier for you to deliver impactful work with less demand on your time and budget





# Table Tennis England

How our projects and programmes can help organisations achieve their own objectives

## Benefits of Table Tennis

Table tennis is a fantastic sport which can be played by anyone, irrespective of disability or background. Although the sport is considered a low impact activity, it many physical, mental and social benefits to those who take part.



As little as 10 minutes of table tennis can improve your physical fitness, which in turn can help reduce the risk of several health issues. The activity also aids complex thinking and increases the cortex within the brain. Playing table tennis regularly

can also reduce the risk of depression, stress and anxiety, whilst also improving self-esteem.

Furthermore, playing table tennis encourages people to interact with each other and develop social connections – meaning it's a great activity to reduce

social isolation. The nature of it has been able to help get a competitive something

## Social and Recreational Projects



### Ping in the Community

Providing table tennis packages with eve kickstart and embed table tennis for a wi organisations.

Any community organisation can get involved, inc groups, care homes, U3A, Age UK centres, and yo

Find out more by visiting our website [www.pingint](http://www.pingint)

- Increases physical activity
- Promotes long-term behaviour change
- Tackles social isolation and loneliness
- Targets the whole community or specific group



...developing a friendly social group so people can meet others in their community through a shared activity

...has supported combatting social isolation within the community

## PING PONG PARLOUR

Ping Pong Parlours transform empty retail units within shopping centres into vibrant, exciting places for the public to play table tennis for free.

Parlours attract thousands of people each week, and challenge people's perceptions of how sport and physical activity can be consumed. Find out more by visiting our website [www.pingpongparlour.net](http://www.pingpongparlour.net)

- Increases physical activity
- Targets a 'mass' audience, with thousands participating
- Appeals to broader sections of society
- Target specific groups with structured sessions



...It's getting, getting, getting people sa



### Loop at Work

Loop at Work provides table tennis packages for businesses, allowing them to provide the opportunity for employees to be more physically active during their working day.

Research has shown that employees who enjoy being part of a table tennis 'culture' are more likely to report significantly higher job satisfaction, greater competence in the workplace and feel more connected with their colleagues. Loop at Work supply subsidised equipment plus the IT software to make sure a table has a big and lasting impact on a workforce. Find out more by visiting our website [www.loopatwork.co.uk](http://www.loopatwork.co.uk)

- Increases physical activity
- Promotes behaviour change
- Targets a sedentary population

...stress relieving, unites staff who wouldn't usually meet, great fun!



...adds to our wider offer for health and wellbeing to the staff and encourages staff to get away from their desks



### Outdoor Public Tables

Ping!, now in its tenth year, originally existed to create an infrastructure of free playing opportunities for people in public spaces across London.

The project has since been delivered in over 30 other towns and cities with more than 1000 tables available nationwide for the public to access. The Ping! brand is now used much more widely and the project is more strategically managed to ensure maximum impact and return on investment, but the concept of outdoor tables in public spaces is still successful and can be a useful building block in a wider project.

Many of the social and recreational projects take place in public spaces across England and are open for everyone to get involved in. The 'Places to Play' map is a useful place to find these opportunities - [www.pingengland.co.uk](http://www.pingengland.co.uk)

- Increases physical activity
- Targets a 'mass' audience, with thousands of people participating
- Appeals to broader sections of society

...fantastic free experience that exposes a range of people to a new sport

...excellent idea that has got me really excited and interested in table tennis!



### TT Kidz

TT Kidz is a new project for 7-11 year olds; a fun, eight-week programme that introduces table tennis to young people of all abilities. The programme can be run in a club or school environment, with participants receiving their own TT Kidz goody bag including a t-shirt, bat, balls and activity book.

Visit [www.tt-kidz.co.uk](http://www.tt-kidz.co.uk) for more information.

8-WEEK programme for 7-11 year olds

The programme is launching October 2019.

- Building school-club links
- Targeting a specific audience
- Increases physical activity
- Aimed at clubs or schools wanting to engage this age group

## Core Projects

### Table Tennis Clubs and Leagues

Table Tennis Clubs offer a structured and more formal setting to participate in the sport, often with a coach leading sessions and regular training times. Each club is different and hosts a variety of opportunities.

Our Table Finder is a useful starting point for those interested in getting involved in a club: [www.tabletennisengland.co.uk/competitions/where-to-play/table-finder](http://www.tabletennisengland.co.uk/competitions/where-to-play/table-finder)



Table Tennis England registered clubs have also demonstrated a commitment to meeting minimum standards as defined by the NGB, PremierClubs in particular are committed to providing great table tennis experiences for players and volunteers. Local Development Officers can also support in finding suitable clubs for interested players, you can find area staff contact details here.

- Regular participation
- Increases physical activity
- Targets individuals already involved in TT/who have played before or that are keen to have more structured environment

### Bat and Chat



Bat and Chat are social, activator-led sessions within table tennis clubs (and sometimes within our social and recreational programmes too), aimed at those aged 55+.

- These sessions are a great way to take part in the sport in a relaxed, fun environment.
- Promotes behaviour change
- Tackles social isolation and loneliness
- Increases physical activity
- Aimed at people who are looking for a slower paced, social version of the game

Sessions run by TT Premier clubs are all aimed at ages 55-80



# SUMMARY & QUESTIONS



<https://www.pingengland.co.uk/news/>





**Active**  
Gloucestershire

**Implementing Beat the Street**  
Kirsty Dunleavy



# Active Gloucestershire



## VISION

Everyone in Gloucestershire  
active every day



## MISSION

We will unite organisations and  
people around our vision and  
enable them to make it a reality



## AIMS & OBJECTIVES

Get inactive active

- 30,000 inactive people active

Make physical activity the  
social norm

- 2,000 organisations & people  
part of Gloucestershire Moves
- An infrastructure in development  
to support physical activity

Be a strong & sustainable charity

- £1m pa turnover
- 50% non-Sport England
- known & understood
- High-performing staff & board



## DELIVERY APPROACH & PLANS



Gloucestershire Moves 'whole system' approach

Function & Individual Activity Plans

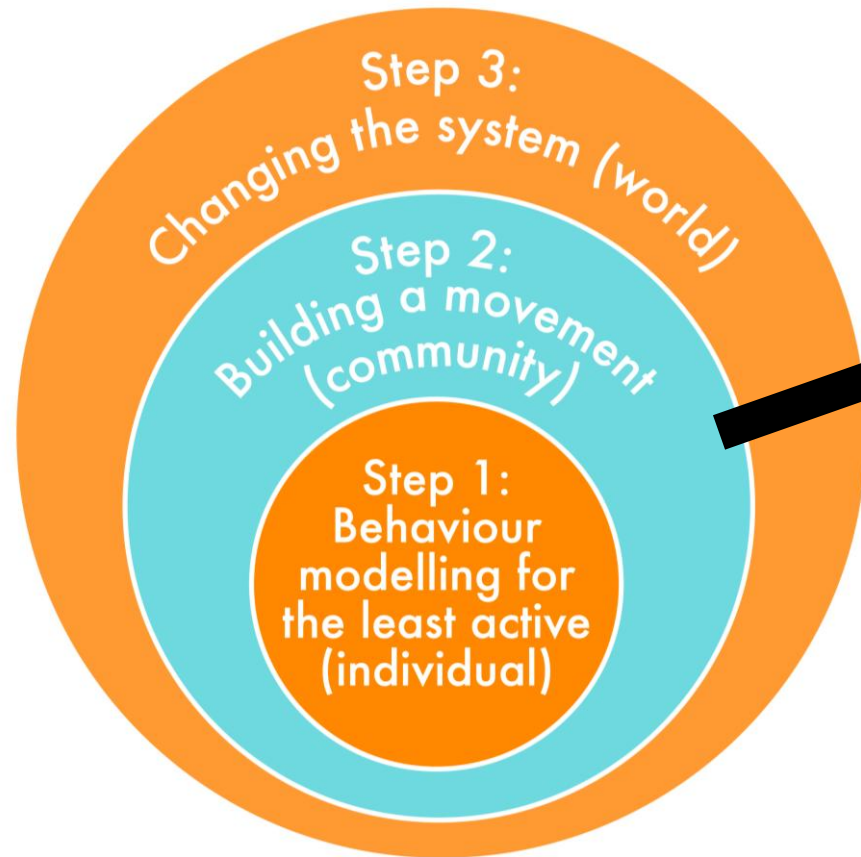


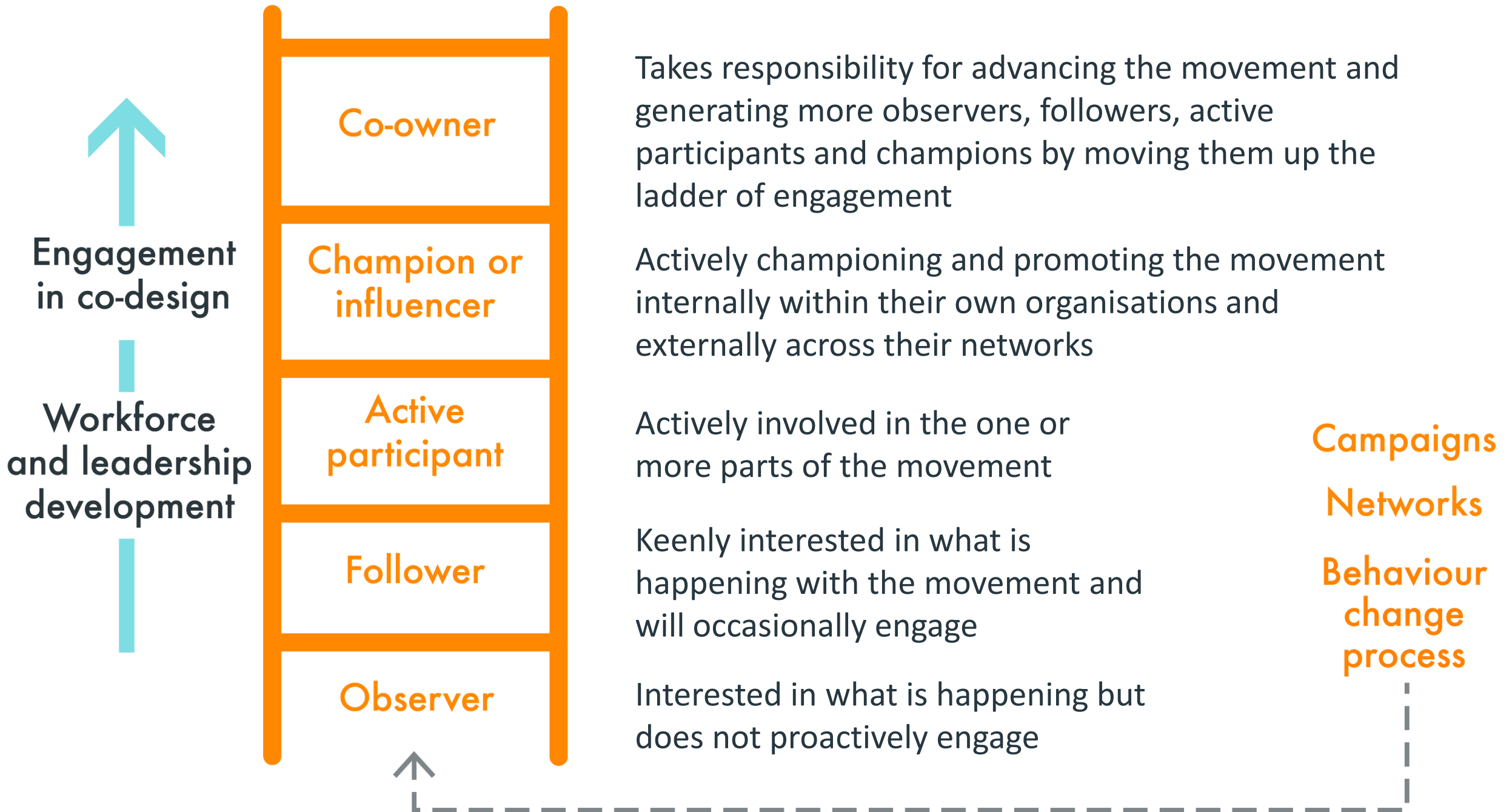
## BRAND

Essence: Agents of change

Values: Collaboration +  
Innovation + Sustainability

# What is Gloucestershire Moves?







# What is Beat the Street?

- Turned Gloucester into a giant game
- Fun, free challenge
- Aims to make physical activity part of daily life
- Inclusive – something for the whole family
- Schools, community groups, workplaces and individuals



# Aims of Beat the Street



**Increase the number of people reaching recommended amount of physical activity (150mins)**



**Increase number of people participating in active travel**



**Improve mental health and well-being amongst players**



**Lift people out of inactivity (less than 30mins)**



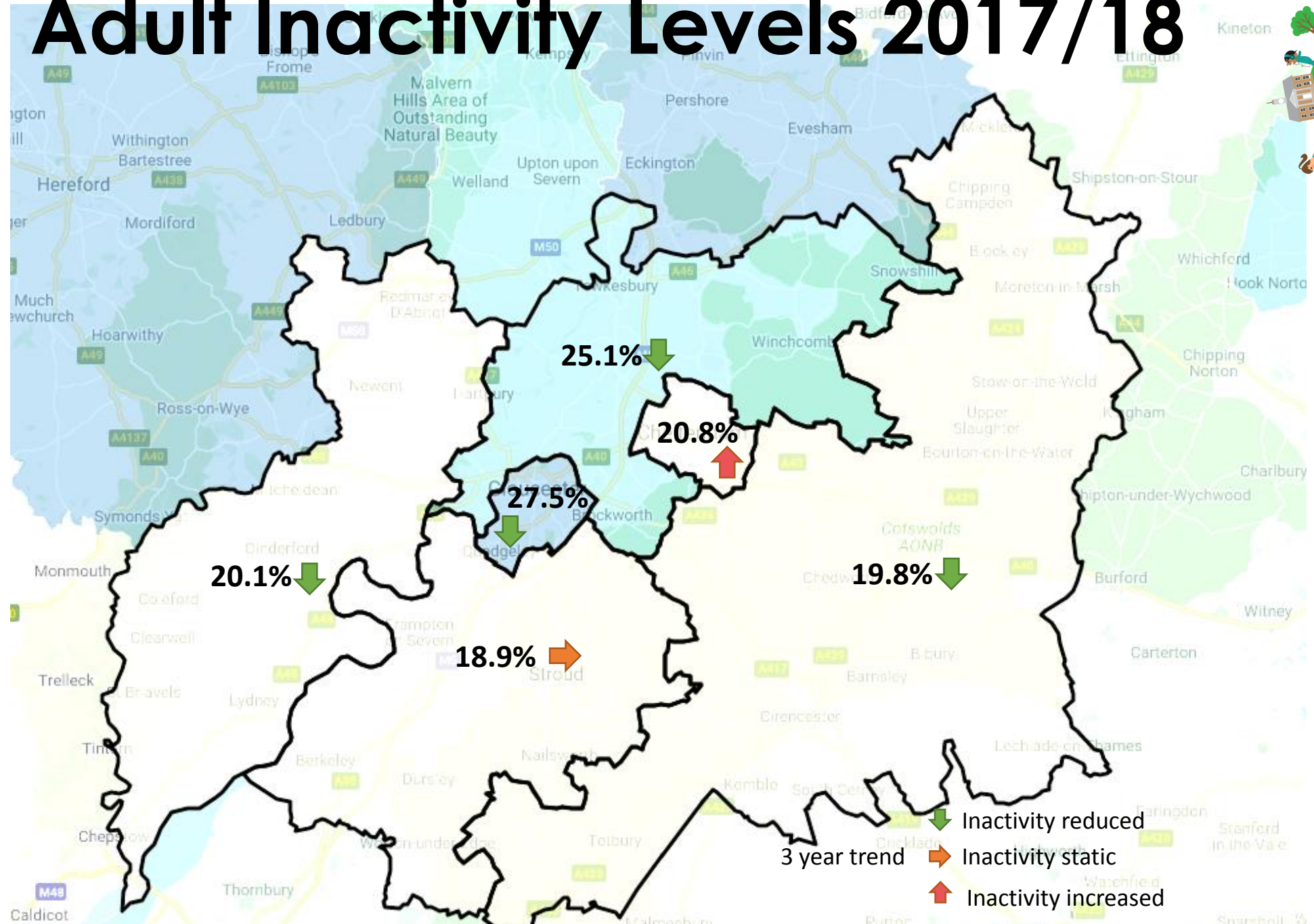
**Target audience - women and people from low socio-economic backgrounds**

# Step change across a community





# Adult Inactivity Levels 2017/18

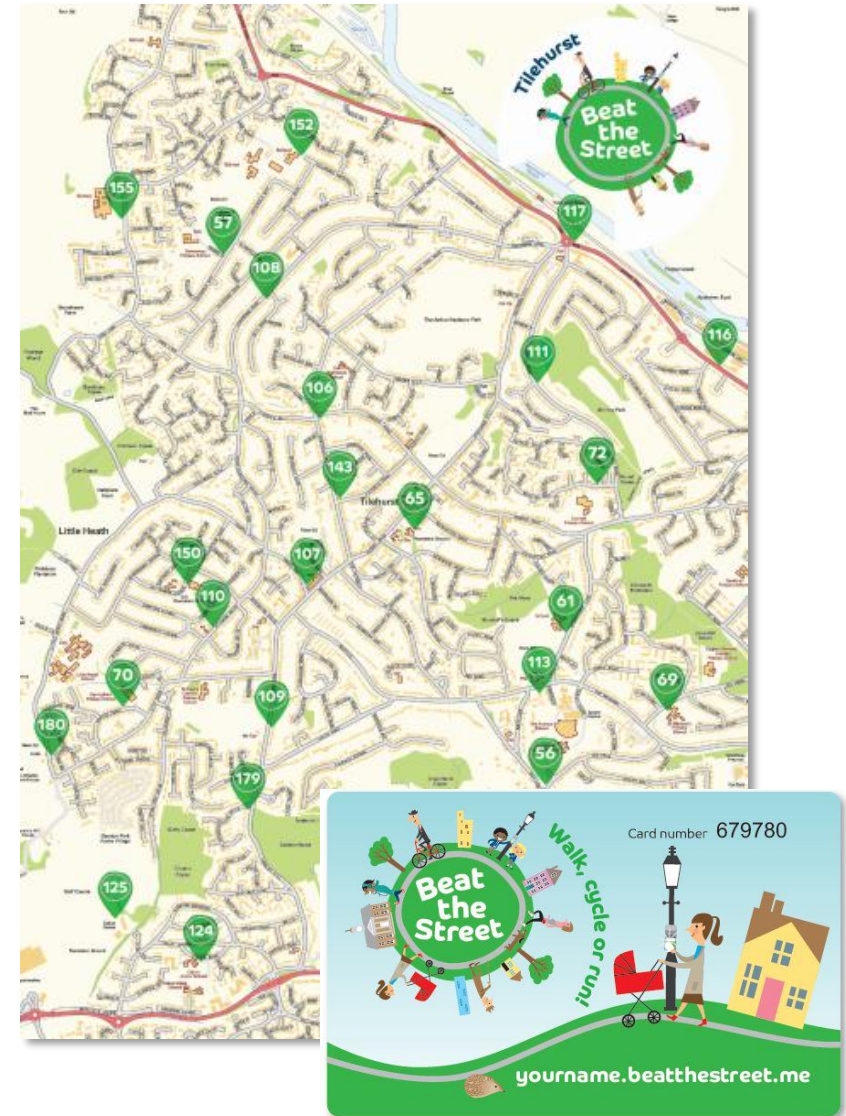






# How Beat the Street works

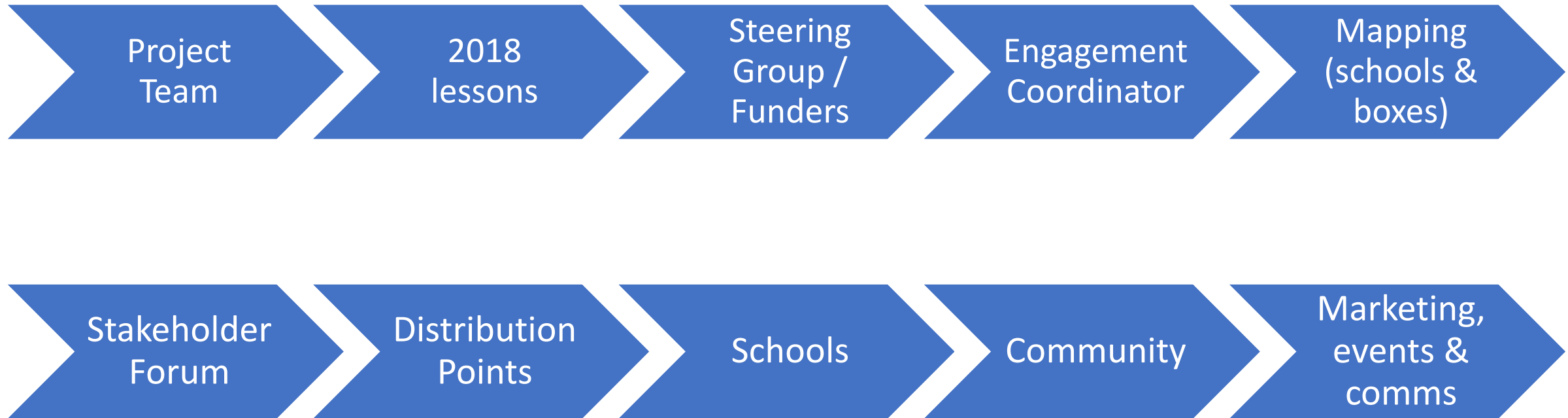
- Residents and community groups pick up a card and a map from any distribution point.
- Register their card on the website to join a team. They can check points, keep an eye on the website leader boards and find out about other challenges.
- Players must tap at least 2 different boxes within an hour to record 1 journey [1 journey = 10 points]
- Points make prizes! But also Lucky Tap prizes.
- Themed weeks e.g. Go Explore, Go Travel and Go Wild.
- 3 leaderboards; School, Community and [small teams]



[Video](#)



# Engagement Phase



# Community Engagement



## Primary schools

## Youth groups

GP / Health centres

# Community Hubs

# Councillors

## Workplaces / business parks

## Libraries

Healthy  
Lifestyles  
Service

# Community Builders / Connectors

## Leisure centres

# Mental health services

# Police

# Evaluation and impact



- **Player registration, end of game survey and 6/12 month follow up surveys**
- **Sport England evaluation framework [Active Lives]**
- **Case studies, quotes and focus groups**
- **ROI**
- **Process evaluation with stakeholders and project team – wider impact**





# Lessons from year 1...

1. Spending time with friends and family
2. Finding new places to go and exploring the local area

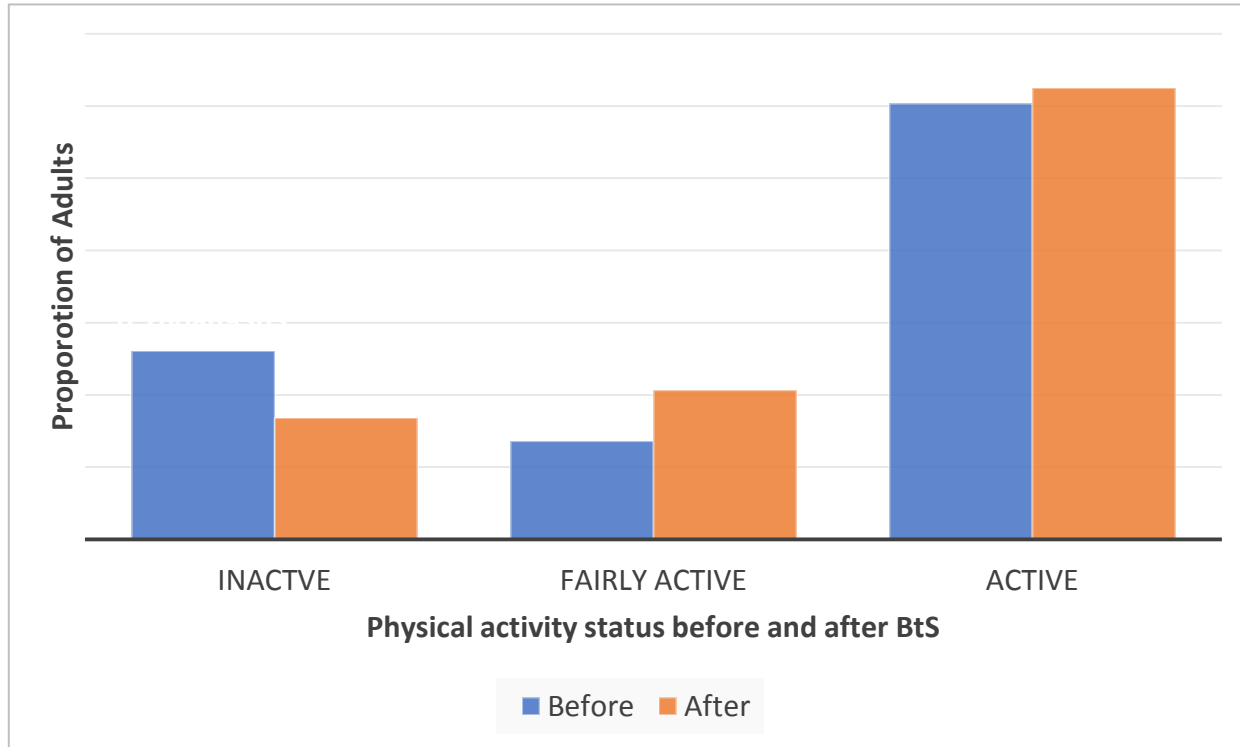
- More Beat Boxes [93] in new locations
- More distribution points including supermarkets & community hubs
- Signs above the Beat Boxes
- Bonus point events & themed weeks
- Prizes & incentives for registering, playing and completing end of game survey
- Small team leaderboard
- Summer holidays
- Project team and strategic group
- Sustain plan



[illegible]

Social media following: **2000+** (71% female)

# Impact of Beat the Street Gloucester



1. Physical activity levels
2. Community connections
3. Social movement



*“Being a group of mixed physical abilities we thought we wouldn’t do very well but did amazingly and have started up a walking (and gaming) group.”*

**Smith, aged 30-39**

*“It encouraged me to buy a bike, and get out and about. It gave me a goal, and a challenge It gave me an opportunity to meet new people and build on existing friendships. I fell in love with cycling again. It put a smile on my face and joy in my heart. It put colour back into my life and stopped the anxiety from preventing me enjoying life again. I really hope BTS runs again next year, for me the prize was the activity itself. My reward was the simply enjoying the moment.”*

**Anita, aged 40-49**

*“It encouraged me to go to unfamiliar places, something I usually avoid due to being visually impaired, but I set and completed my target to visit all 93 boxes.”*

**Juliette, aged 30-39**

*“I know being active will help with my mental health and the weight so it was a good motivation for me. I really got into it. Now I walk most days and have started run/walking. I have done the ParkRun twice now and the second time I went for a coffee with a lady I met, she said I was her friend, I haven’t made new friends in many years. It has made me feel great and I want to find out about the local running group.*

**Chris, aged 40-49**

# Next steps

- Strategic group
- Gloucester City Innovation Hub
- Communication plan
- Network of Champions
  - Walking / running groups
  - Virtual challenges
  - Volunteering
- Options appraisal – Beat the Street #3?



Thank you

