

THE POWER OF PARKS

THE OUR PARKS JOURNEY



Big Space, Small Space

Game Rules:

Participants have to guess if the next space shown will be bigger or smaller.

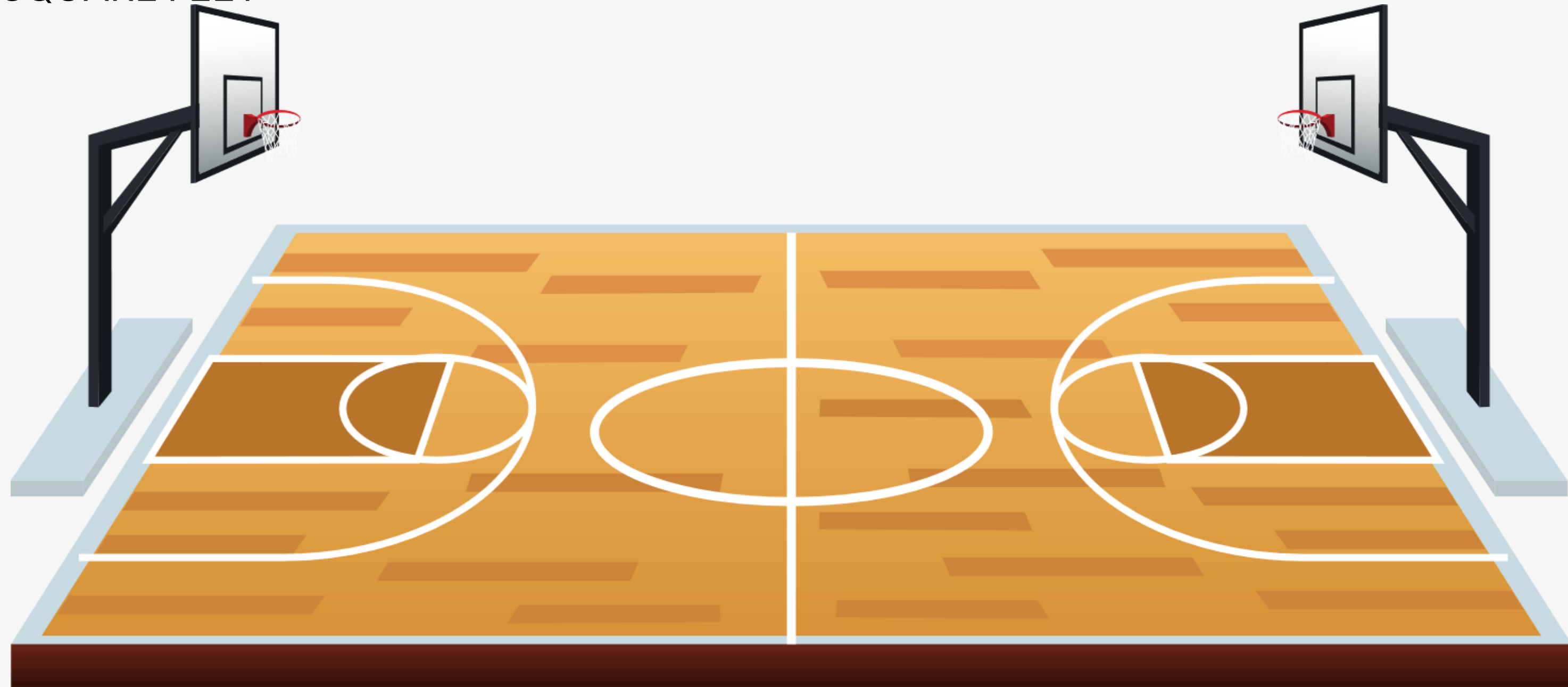
- If you think it's bigger, keep your arms out.
- If you think it's smaller, cross your arms.

If you get it right, you stay standing. If you get it wrong, you sit down.

Points mean prizes – let's go!

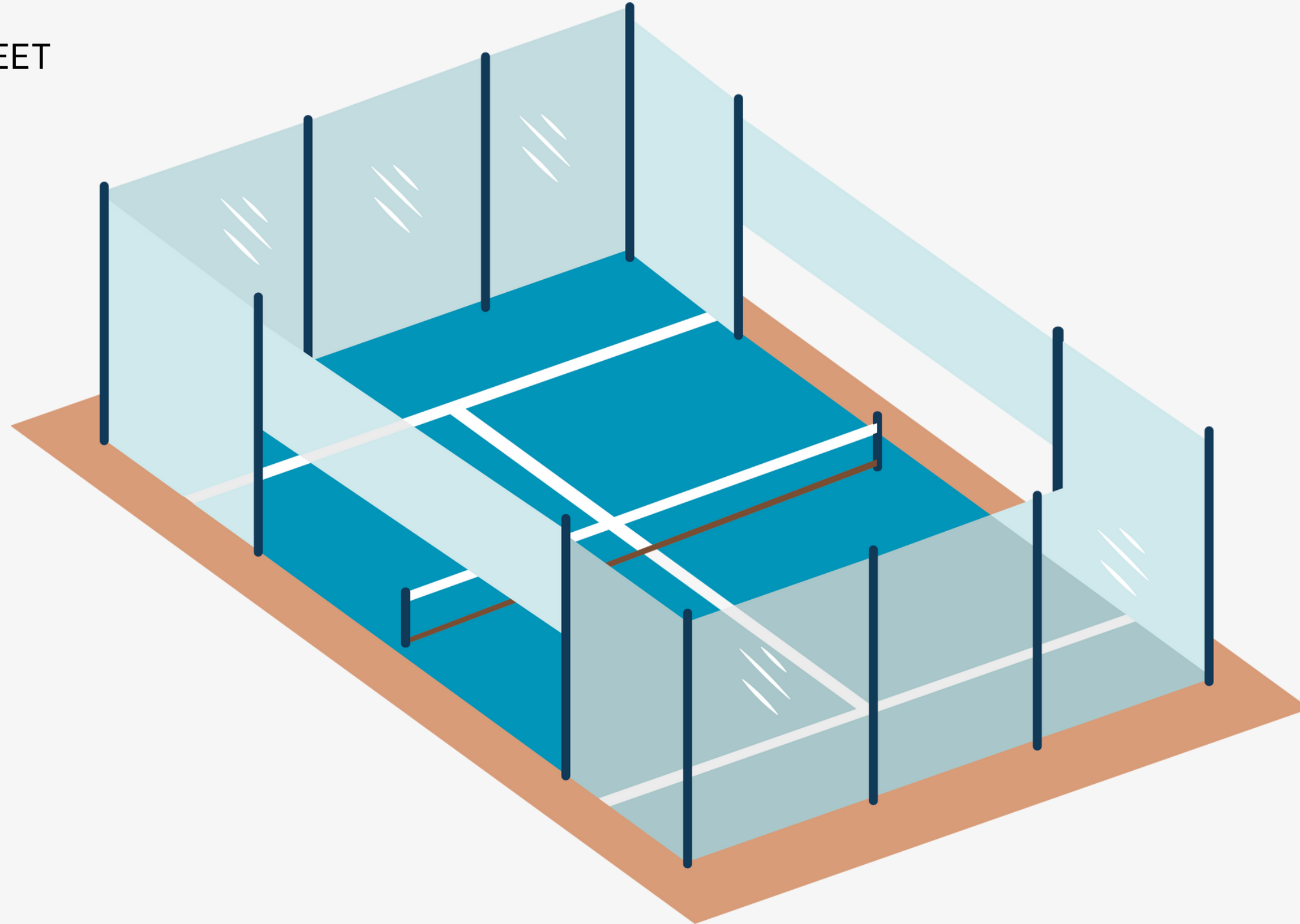
BASKETBALL COURT

4,700 SQUARE FEET



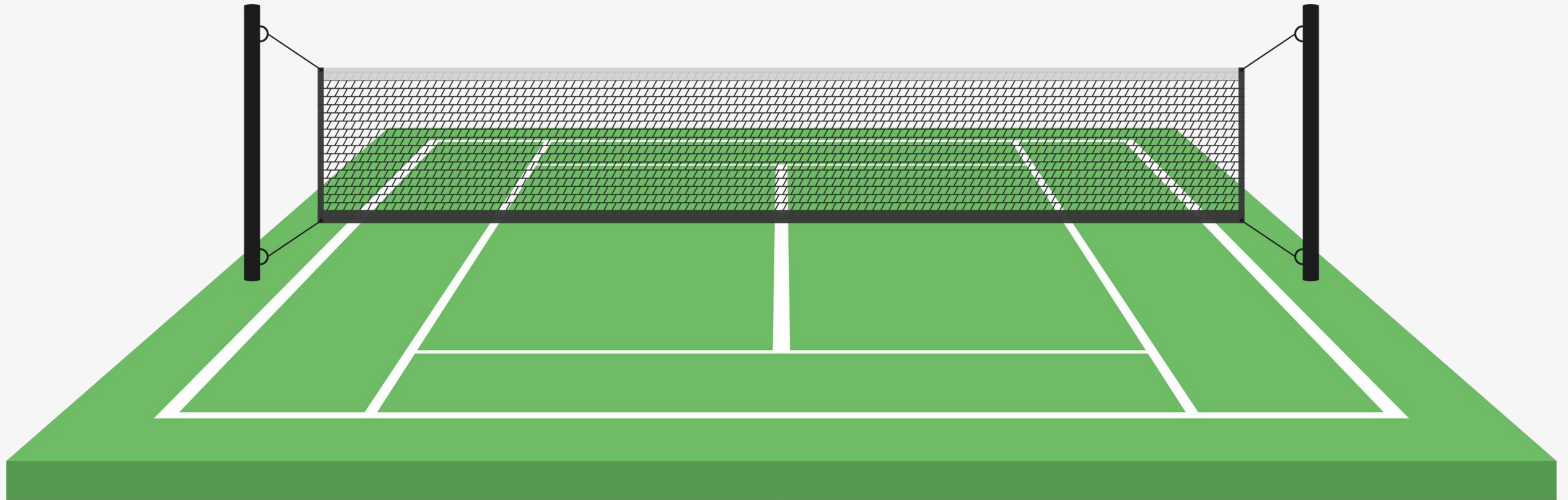
PADEL COURT

2,178 SQUARE FEET



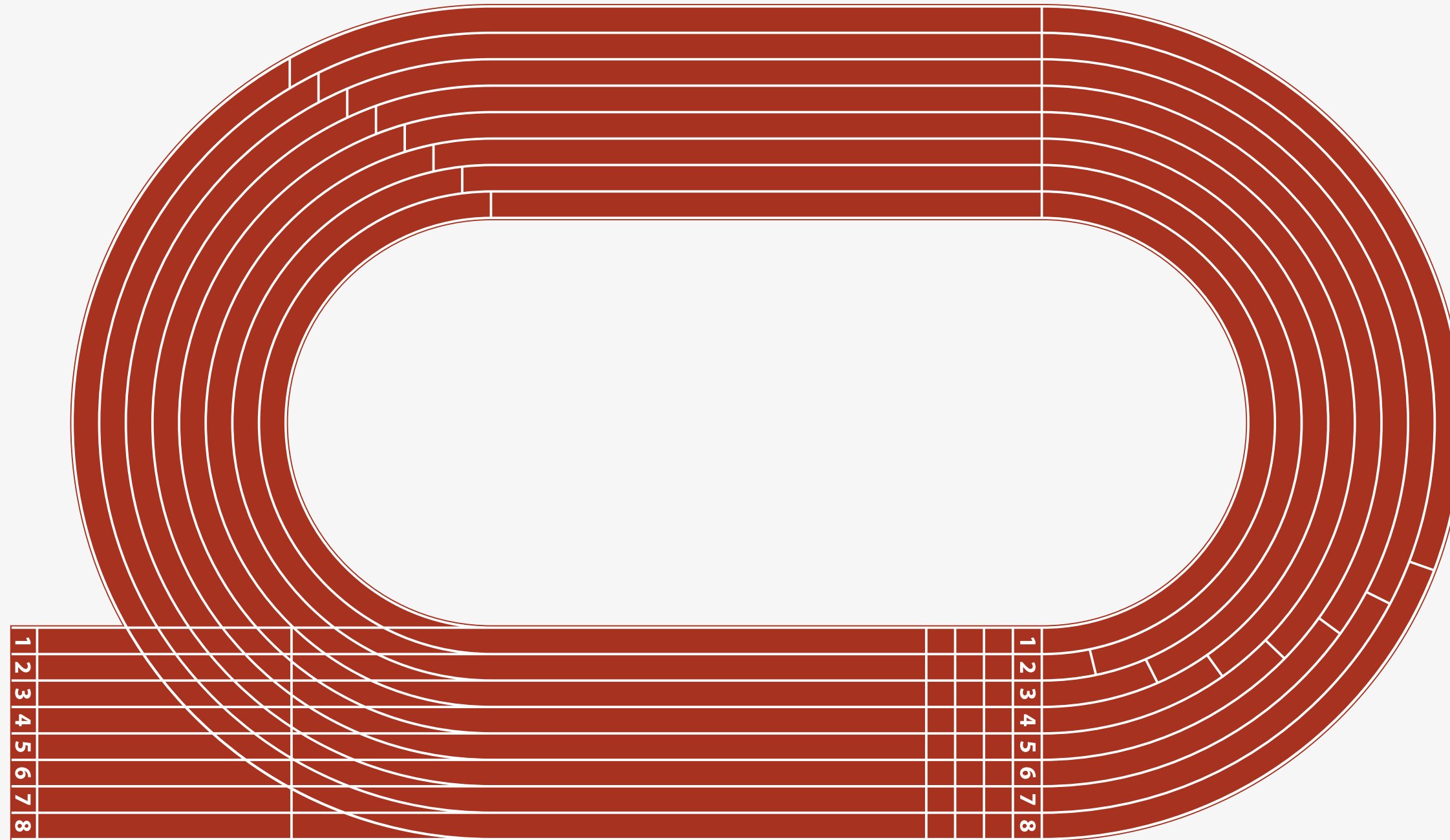
TENNIS COURT

2,808 SQUARE FEET



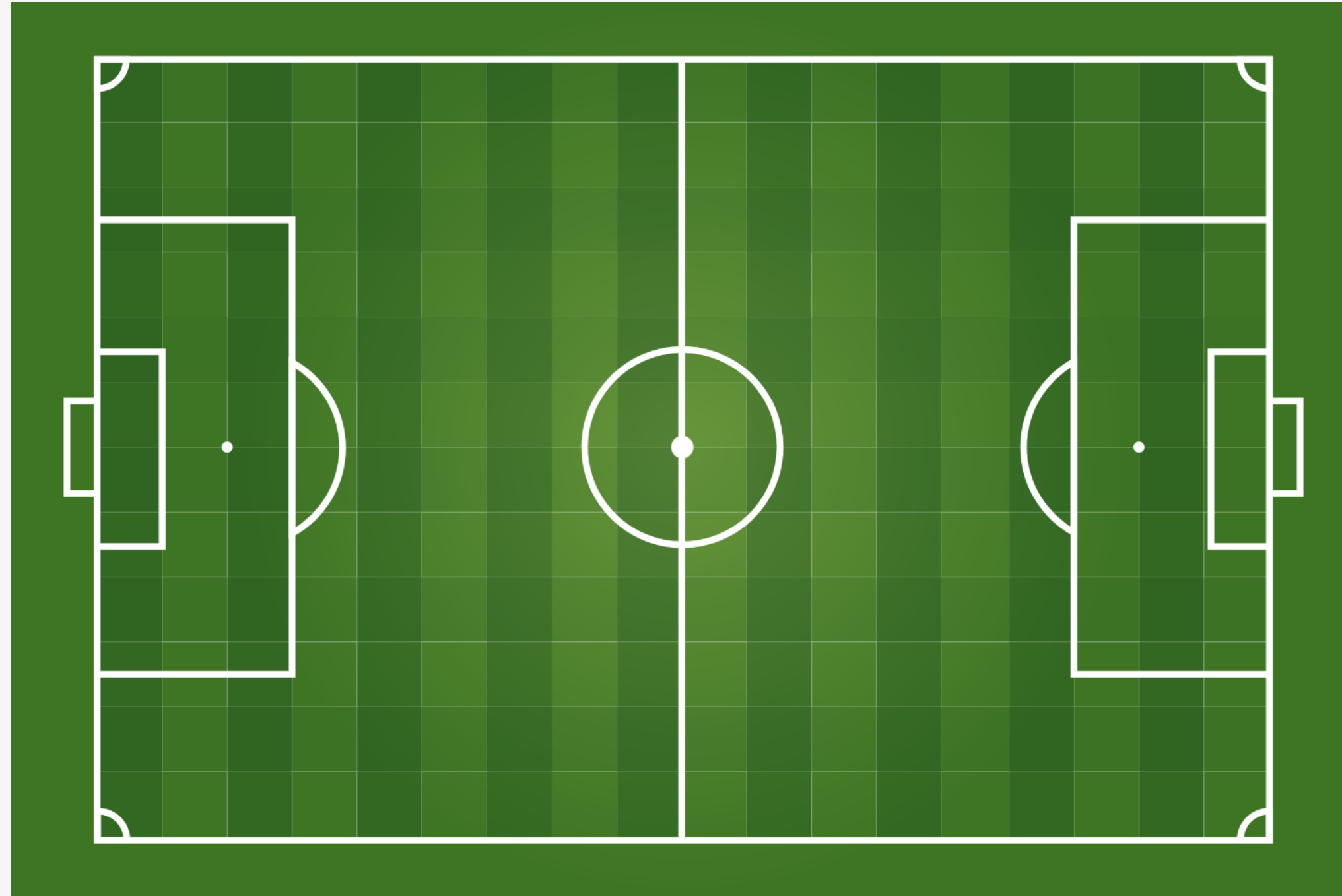
ATHLETICS TRACK

157,092 SQUARE FEET



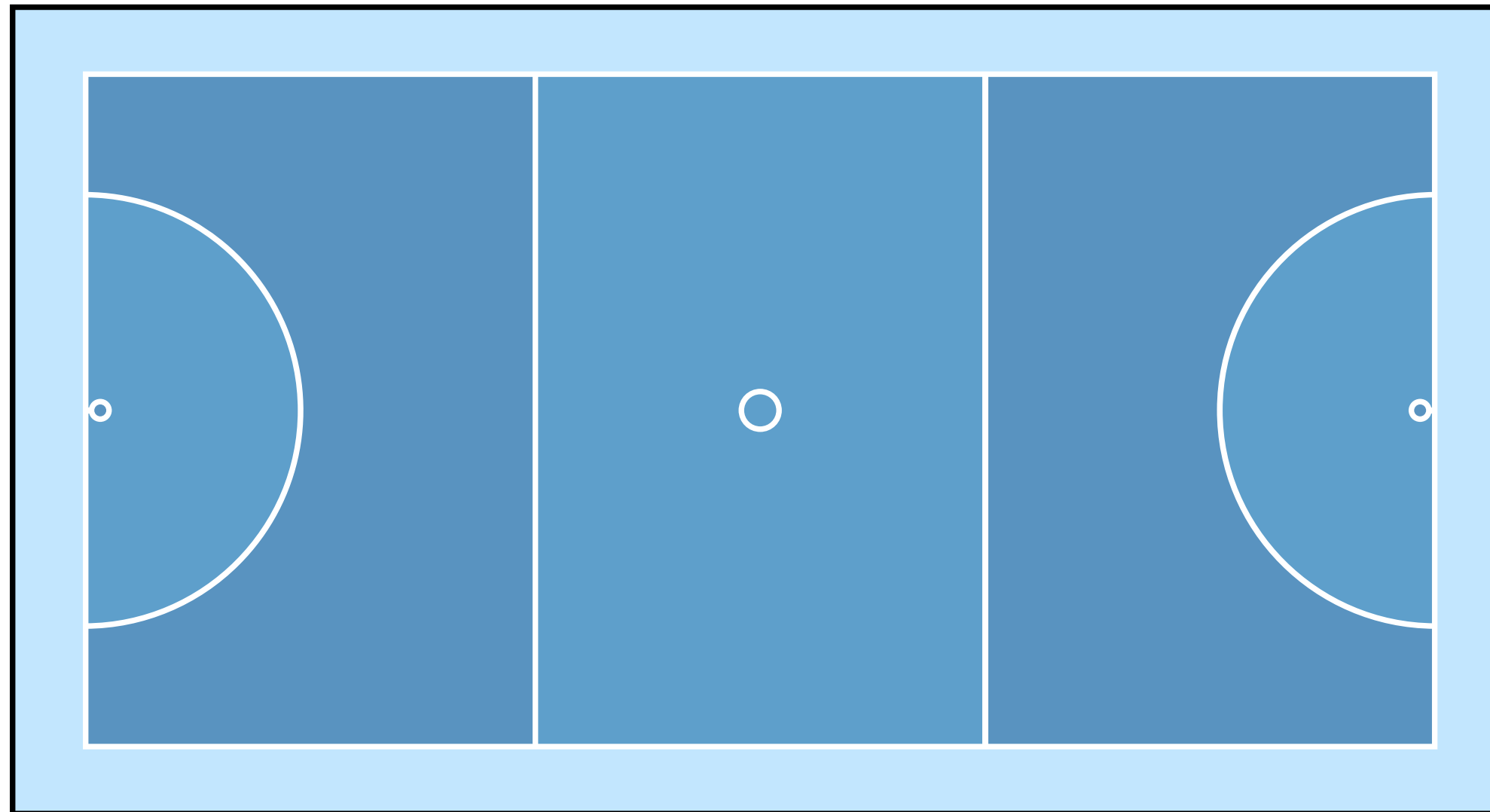
FOOTBALL PITCH

69,300 SQUARE FEET



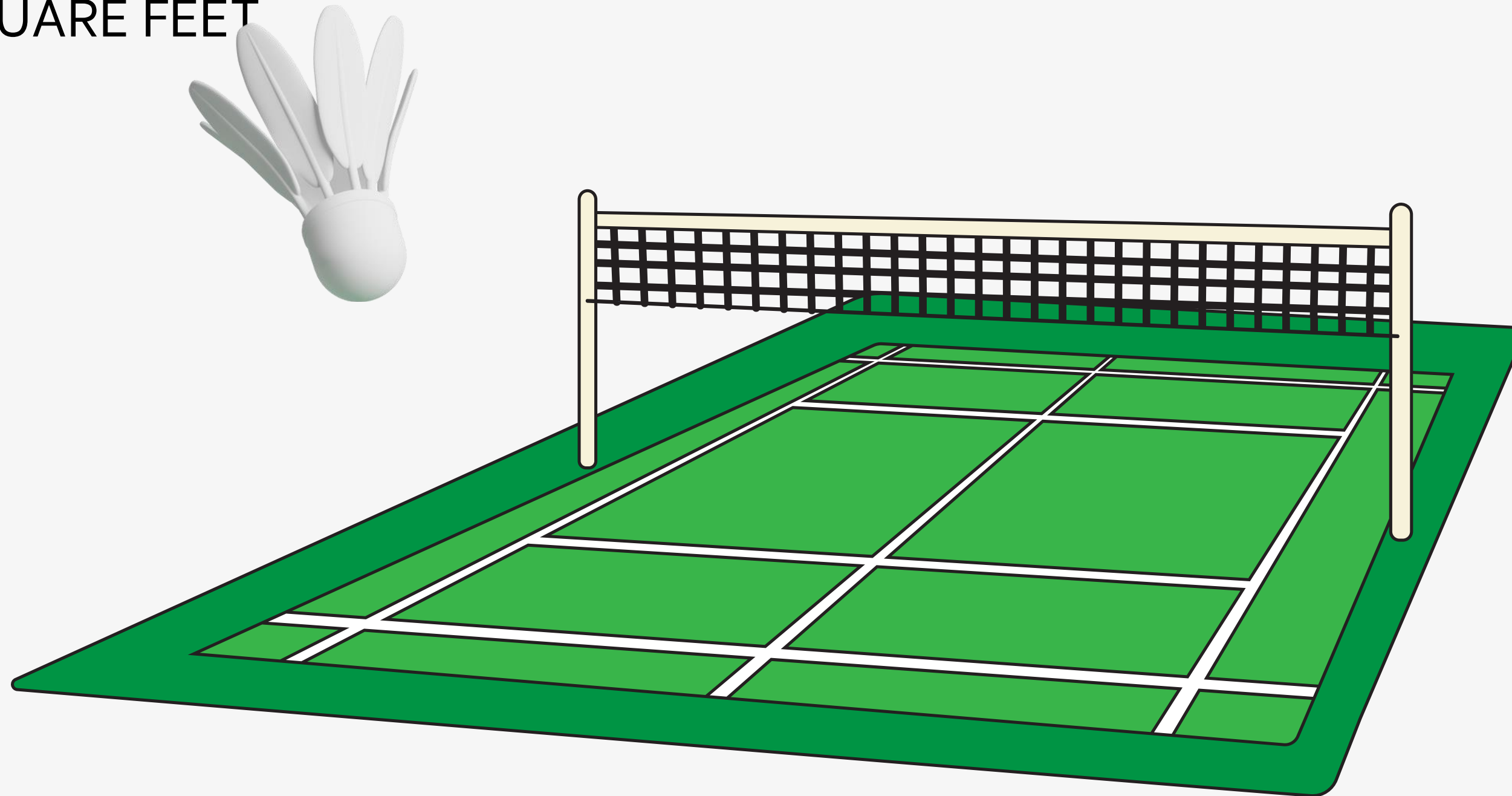
NETBALL COURT

5,006 SQUARE FEET



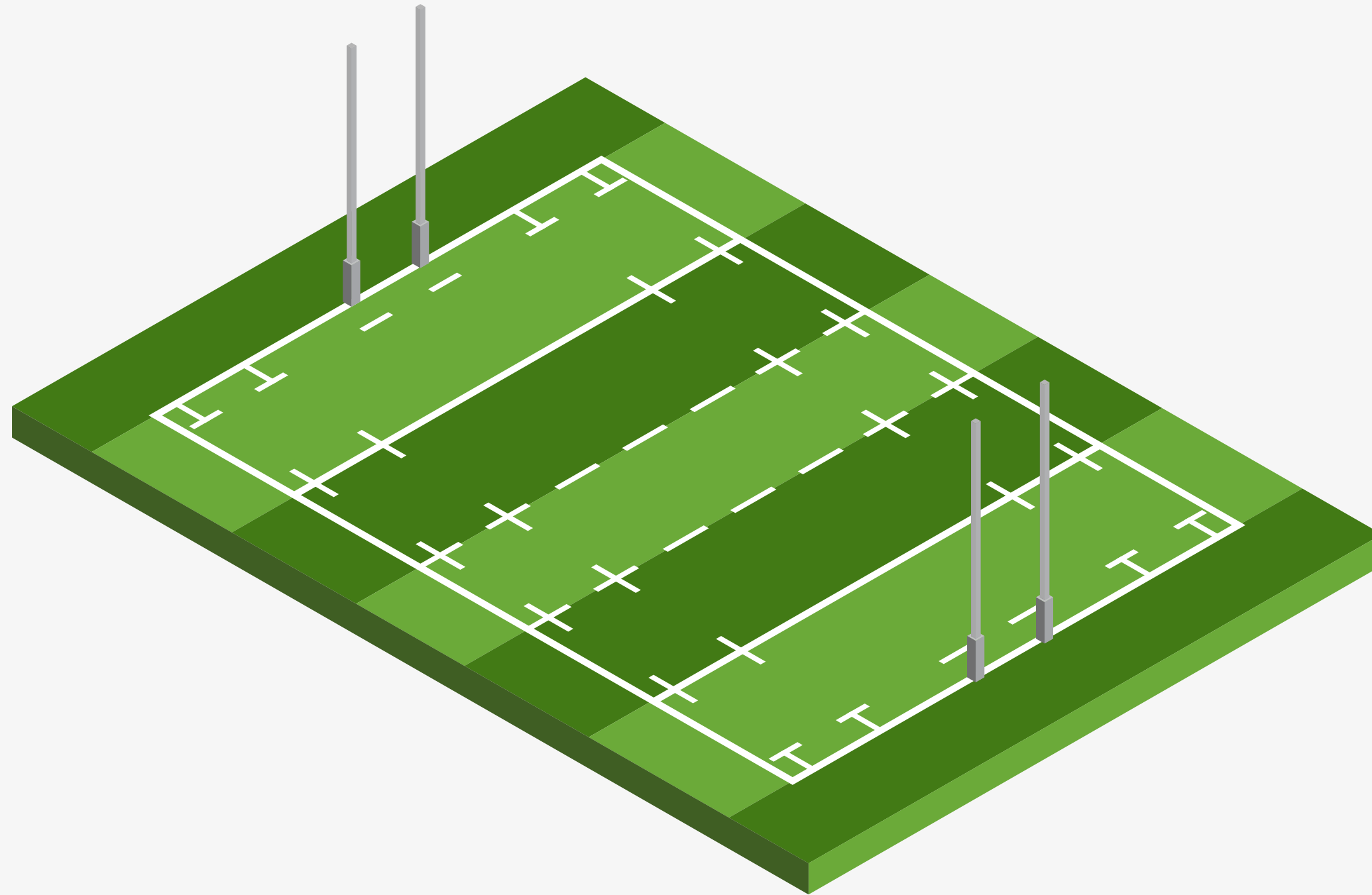
BADMINTON COURT

880 SQUARE FEET



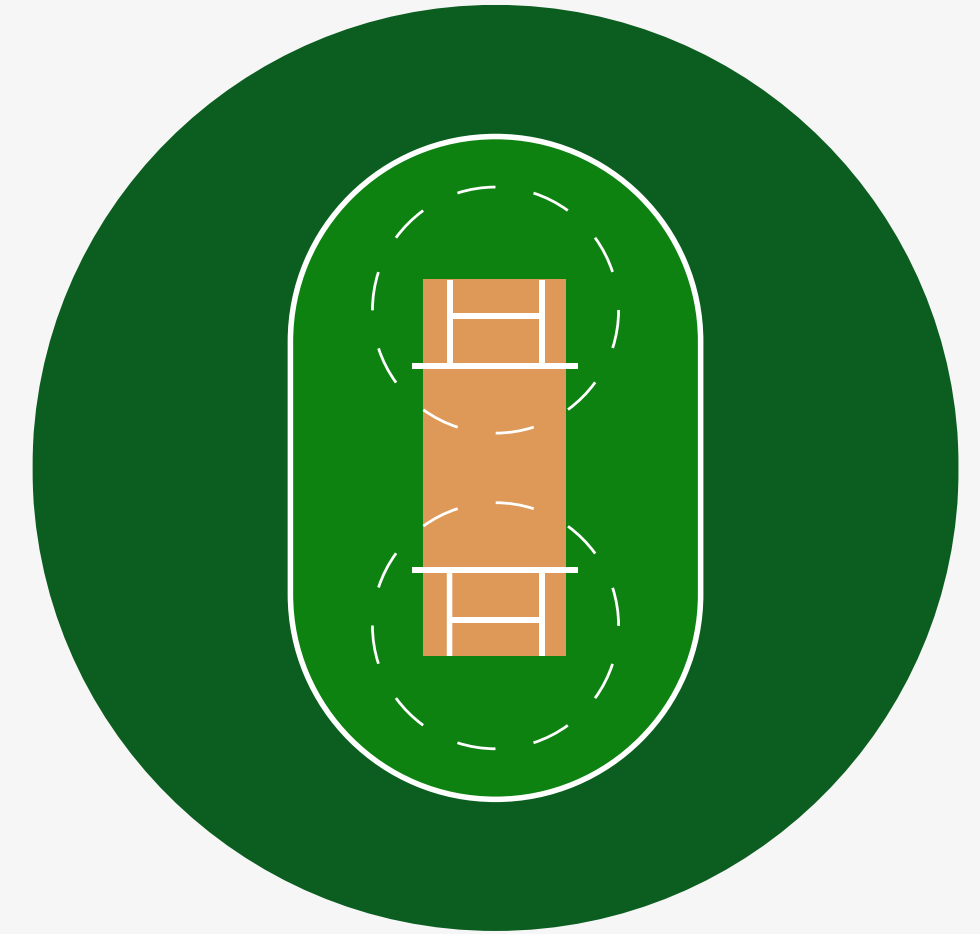
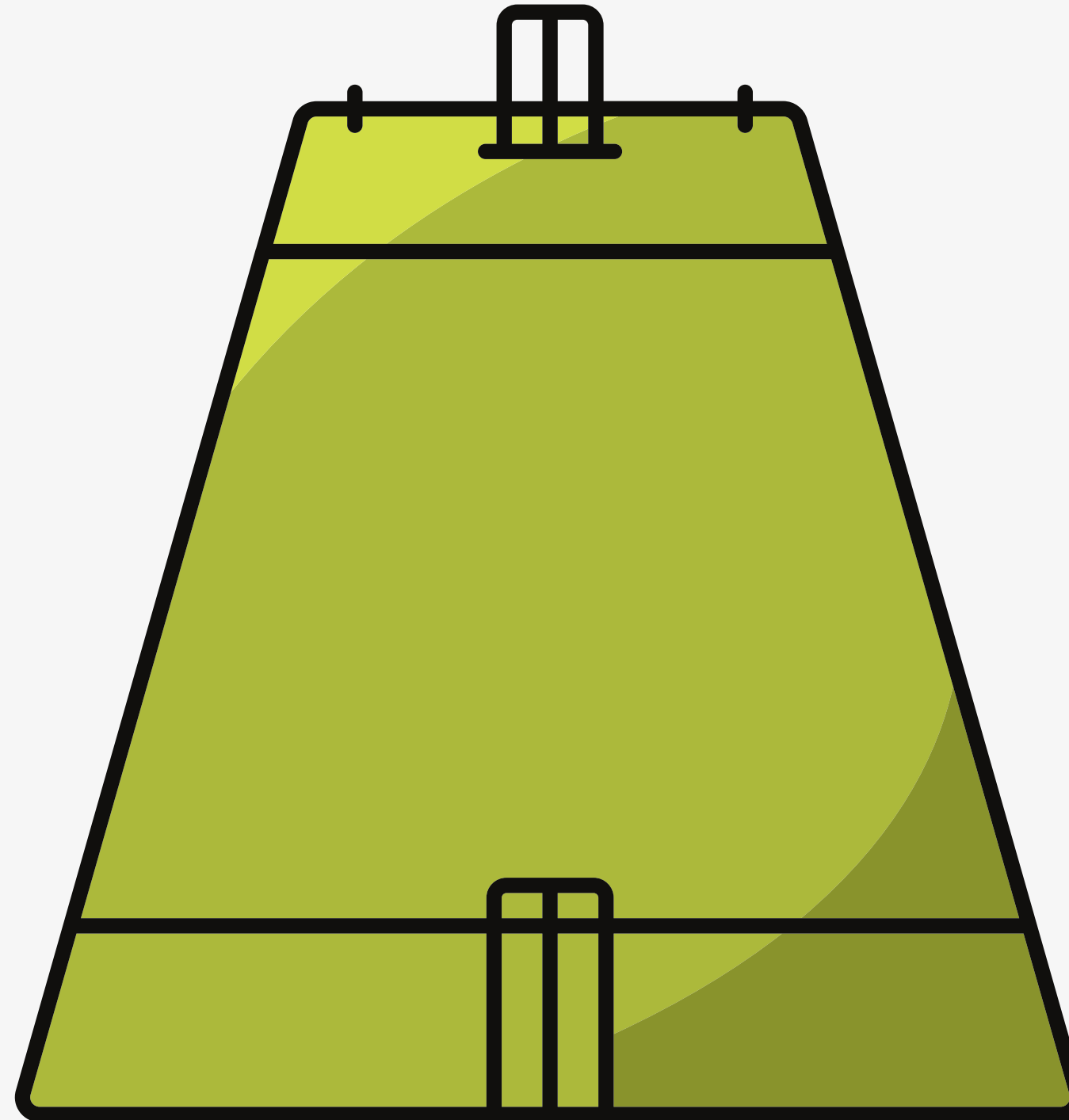
RUGBY PITCH

91,800 SQUARE FEET



CRICKET PITCH

196,350 SQUARE FEET



FORWARD 

Our Parks was created to deliver easy, barrier free access to quality exercise that is available to everyone, uniting our communities and delivering health benefits to those that need it most

We deliver both outdoor and online classes and have built a growing and inspirational network of 'Parkers' across the UK



@OurParksUK

POPULATION

The total active population is 200,000+ Parkers

GENDER

94% of the Parkers taking part in our programmes are female

AGE

30 - 59 years is the most dominant age group

UNIQUE USERS

2017/18

COUCH TO FITNESS

176,000 Unique Users
over 1 million hours watched

CURRENT ACTIVITY LEVEL UPON SIGN UP

75% did fewer than 30 mins of exercise before signing up

TOTAL SESSIONS

10,700 delivered sessions delivered

PHYSICAL SESSION AVERAGE

15 Parkers per session

MENTAL HEALTH CONDITION

5% classified with having a mental health condition

ETHNICITY

42% from an ethnically diverse background

DISABILITY

7% classified with a disability

CTF Usage

On average, each Parker completes 8x 30 minute sessions

Access to open spaces, such as parks and forests, varies across the UK, influenced by factors like urban density and regional planning.

Nationally, the average provision is approximately **30 square meters of green space per person.**





However, this average conceals notable inequalities, particularly in urban settings. For example, in London, the total green space available per person is around 31.69 square meters, with parks accounting for roughly 16.13 square meters per individual.

Areas with higher population density face even greater limitations in green space per capita.

Islington, for example, has an average of just 2 square meters of green space per person, highlighting the challenges urban areas face in providing accessible open spaces.



The availability of green space varies greatly outside of London.

Cities such as St Albans and Wakefield excel, boasting green areas that encompass roughly 27% of their total land. In contrast, places like Ripon and Chichester have less than 7%, while the City of London provides a mere 2.18%.



Furthermore, nearly 2.8 million people in the UK live more than a ten-minute walk from a public park, garden, or playing field, indicating significant gaps in accessibility.



To address these disparities, organisations like Fields in Trust advocate for the “Six Acre Standard,” recommending a minimum of 6 acres of recreational space per 1,000 people, with at least 4 acres designated for outdoor sports and recreation and 2 acres for children’s play.

This standard aims to ensure equitable access to quality open spaces across urban and rural areas.





In summary, while the UK provides an average of 30 square meters of green space per person, significant regional variations exist, with urban areas like London facing challenges in meeting recommended standards.

Addressing these disparities is crucial for promoting public health, well-being, and environmental sustainability.

NEED

Gender Split

Diversity

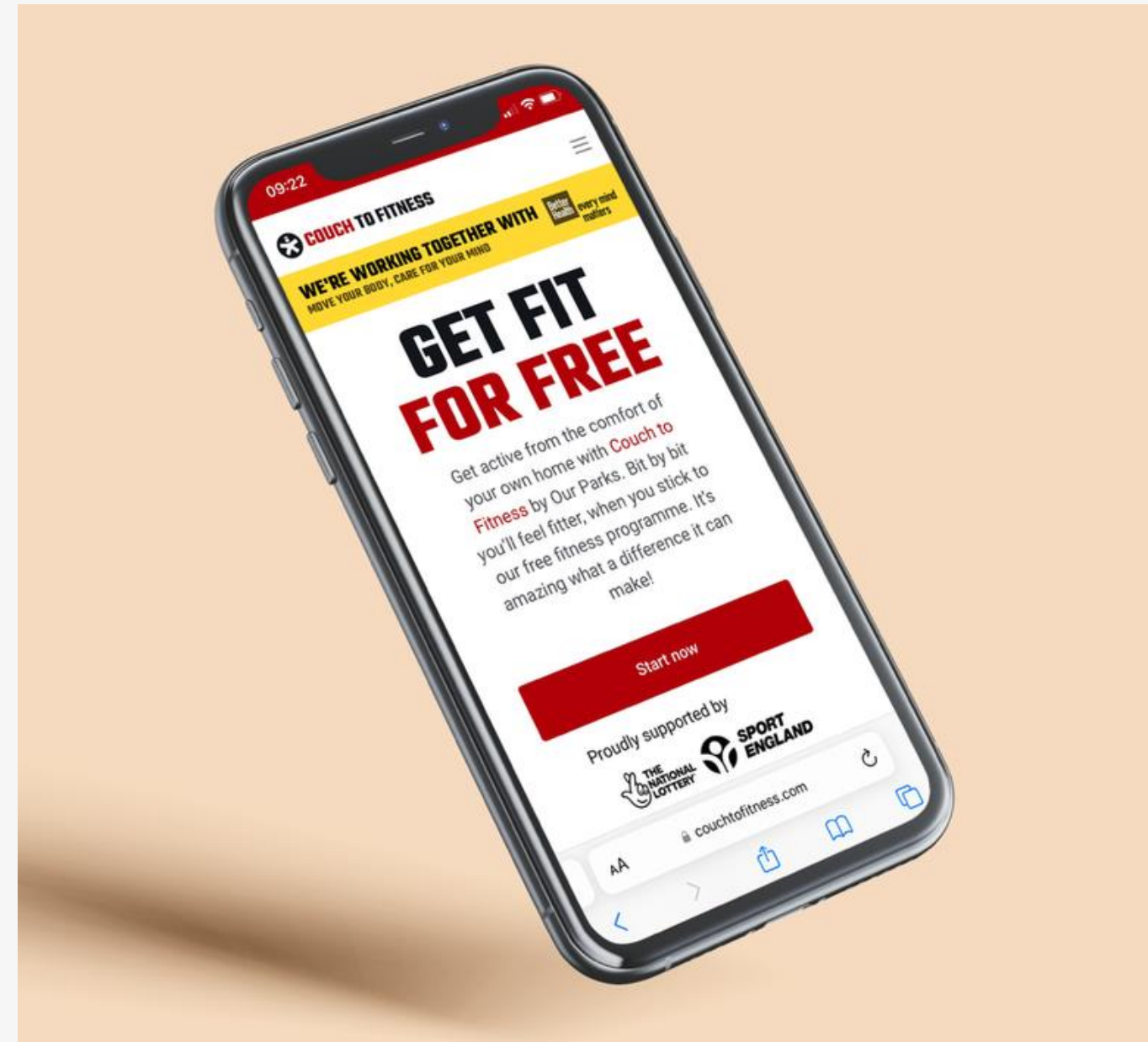
Population



OUR CHALLENGE

**WE NEED TO HELP MORE PEOPLE
BE ACTIVE**

Women, low income and minority groups are particularly affected



Our Parks is an outdoor group exercise programme, also live-streamed, and on-demand coach led exercise programme that works specifically targeting inactive women & girls to be active.

HOW IT WORKS

We have 4 pathways to exercise as listed in the next few slides. The process is as follows:

- **All Parkers sign up online to their chosen programme pathway**
- **We collect baseline data on all pathways e.g: borough ethnicity, exercise level upon sign up, gender, etc**
- **Parkers must book to attend classes, or sign in to view on-demand and live-streamed content**
- **Thorough this, we track usage data that allows us to report on the impact our programmes are having via our reporting system**

We send regular updates and communicate the funders aims and use our population of Parkers to continue to add value to mutual goals



01. **COUCH TO FITNESS**

CURRENTLY OUR FASTEST GROWING PRODUCT:

- 176,000+ SIGN UPS
- 96% FEMALE
- 8,600 USERS IN FACEBOOK GROUP

PROGRAMMES: COUCH TO FITNESS, AFROBICS, BHANGRA, FAMILY FIT AND PRE & POST-NATAL





02. **OUR** PARKS

CORE PHYSICAL PROGRAMME:

- 134,000+ PARKERS (USERS)
- 96% FEMALES
- 74% FROM LOW INCOME FAMILIES

PROGRAMMES: IN PARK CLASSES TARGETING BEGINNERS, LIVE AT-HOME WORKOUTS AND CORPORATE WORKOUTS FOR STAFF

03. **OUR CAMPS**

FREE HOLIDAY ACTIVITY PROGRAMME FOR LOW INCOME FAMILIES:

- 1000+ FAMILIES
- 50 VENUES ACROSS LONDON & SURREY
- 3000 KIDS DAILY
- 72,000 HOT MEALS AND FREE PLACES DELIVER IN THE PAST 12 MONTHS





04. **COACH PARKER**

FREE OUR PARKS DESIGN LEVEL 2 COACHING QUALIFICATION TO ALLOW THE COMMUNITY TO DELIVER OUTDOOR EXERCISE

PROGRAMMES: 16 HOURS E-LEARNING & ASSESSMENT DAY. ONCE PASSED, PARKERS RECEIVE CERTIFIED AWARD.

STATS: 20 UNIVERSITIES DELIVERING THE PROGRAMME TO STUDENTS AND 400 COACH PARKERS THROUGH THE SYSTEM

COACH PARKER

REPORTING

Brief Example

PARK POPULATION

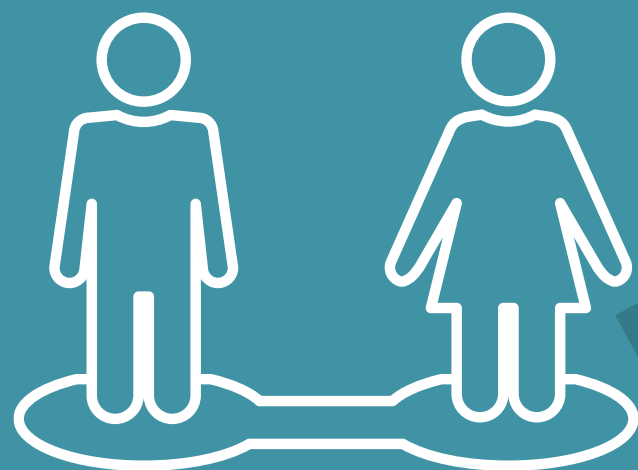
PARKS

CENTRAL PARK

CANNING TOWN RECREATION GROUND

PLAISTOW PARK

STRATFORD PARK



7

92

%

%

@ourparksuk

Council example

GENDER SPLIT



| NEXT: OVERVIEW

7TH FEB - 20TH

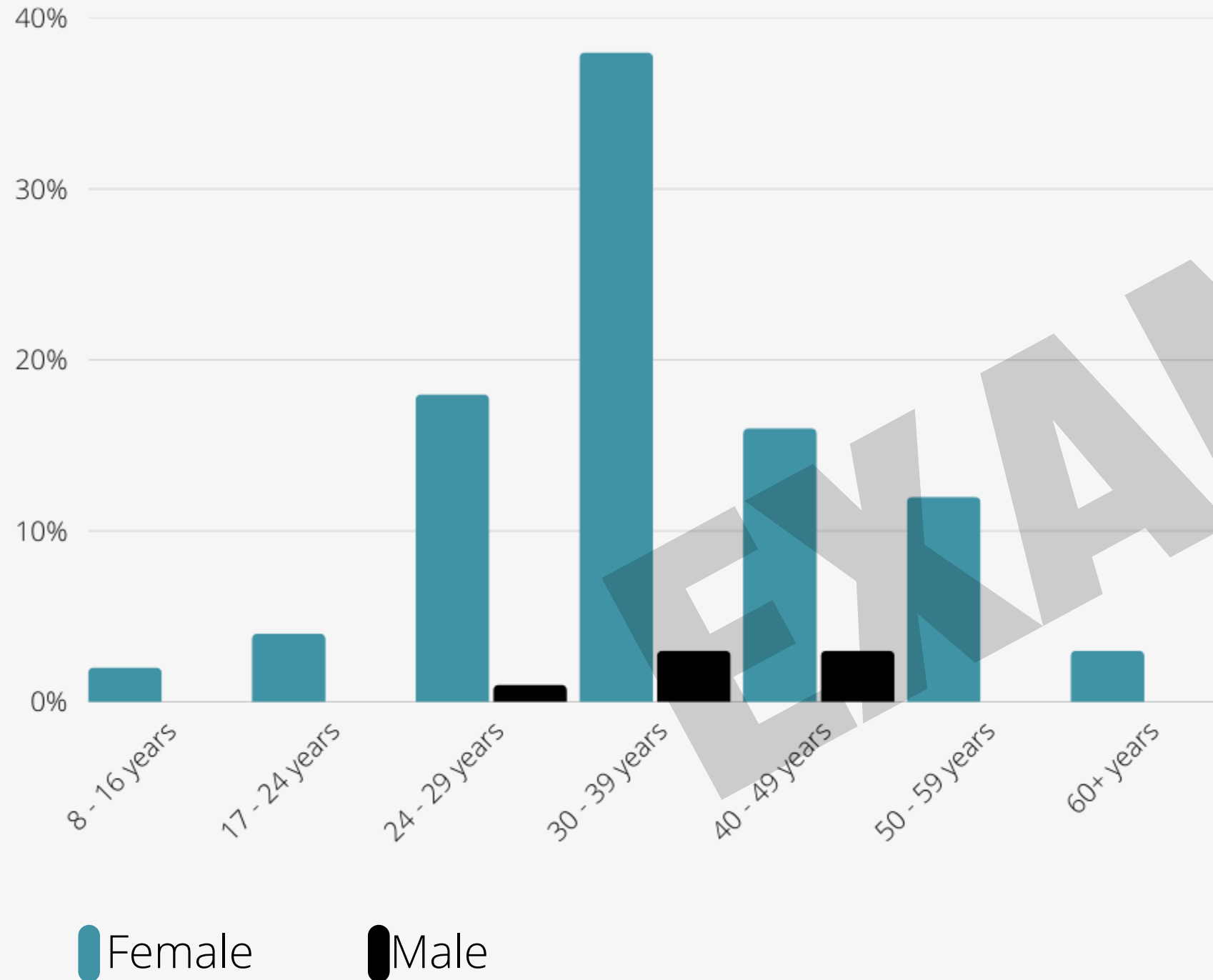
JUNE 2022

Total Unique Physical Park attendees 174



PHYSICAL POPULATION GENDER BY AGE

The age uptake is skewed towards women between the age of 30 - 39. However, there is uptake across all age brackets.

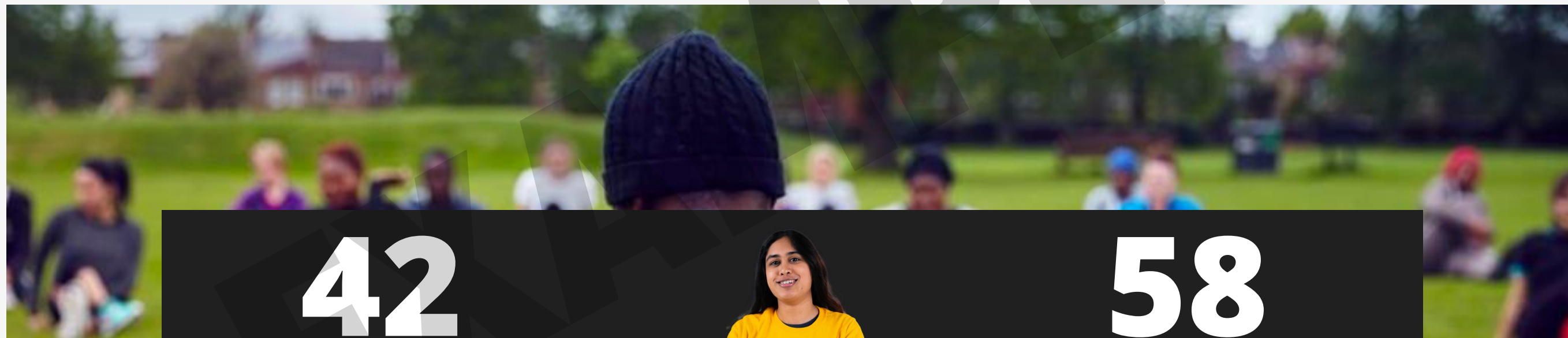


Council example



Council example

DIVERSITY OUTREACH



42

Diversit

%



58

White

%
Background

DIVERSITY OUTREACH PARKER POPULATION

Council example

HOW YOU HEARD ABOUT US

| NEXT: EXERCISE

| | |
|---|-----|
| English/Welsh/Scottish/Northern Irish/British | 17% |
| Any other White background | 24% |
| White and Black Caribbean | 7% |
| White and Black African | 8% |
| Any other Black/Black British background | 3% |
| Any other mixed/multiple ethnic background | 4% |
| Indian | 5% |
| Any other Asian/Asian British background | 3% |
| Caribbean | 9% |
| African | 17% |
| I would prefer not to respond | 3% |



44% Other
56% white background

HOW WEALDON COUNCIL EXAMPLE PARKERS DID DISCOVER THE PROGRAMME

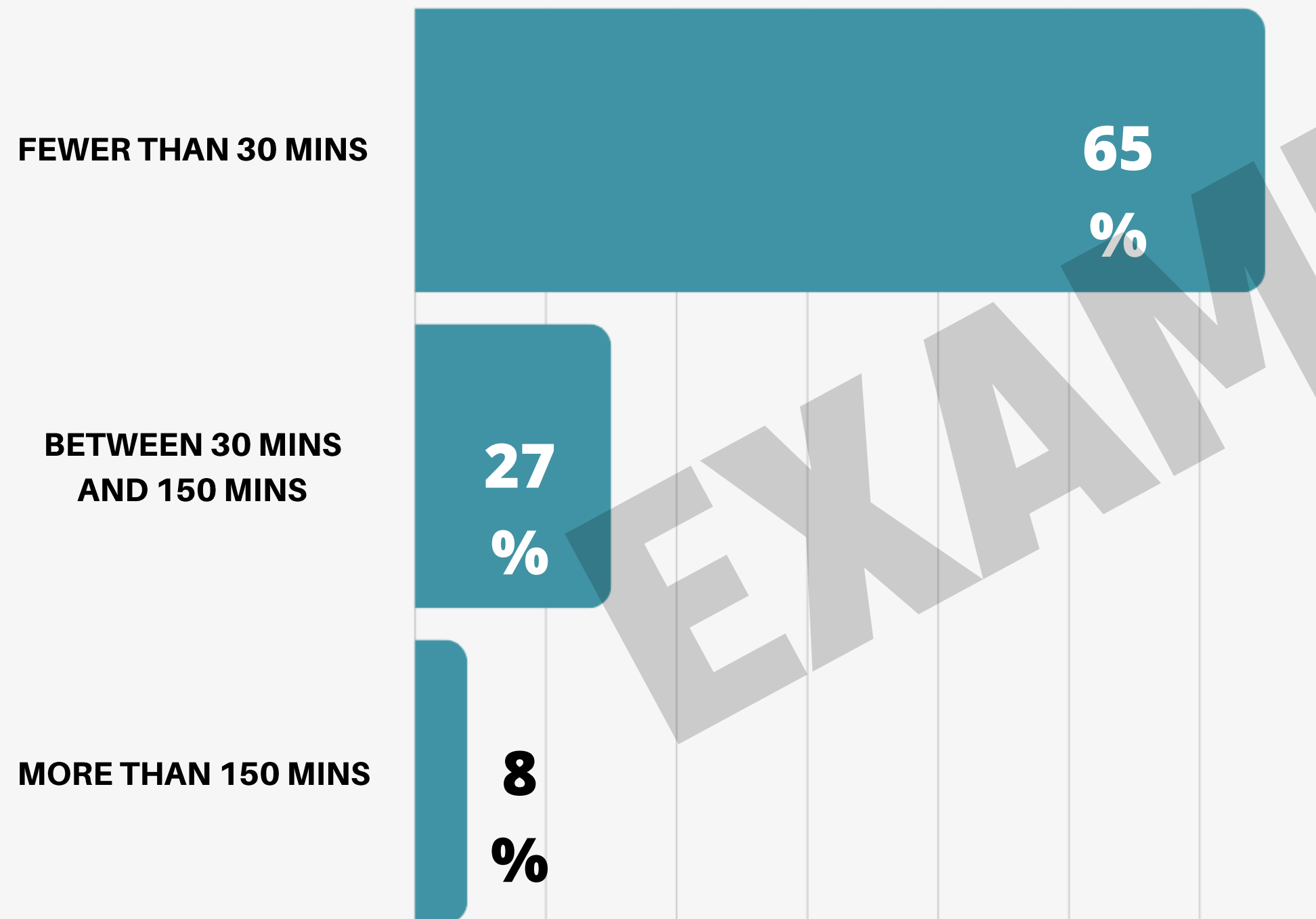
HOW YOU HEARD
ABOUT US

| NEXT: EXERCISE

| | |
|-------------------------|-----|
| WORD OF MOUTH | 30% |
| SOCIAL MEDIA | 28% |
| SAW A CLASS IN THE PARK | 7% |
| BANNER | 1% |
| PRESS | 1% |
| GOOGLE SEARCH | 22% |
| HANDED A FLYER | 2% |
| LOCAL PAPER | 0% |
| BETTER HEALTH CAMPAIGN | 9% |



LEVEL OF 30 MIN OF EXERCISE PER WEEK UPON SIGN-UP



- 65% of users considers themselves inactive upon sign-up
- 27% of users do between 30 mins and 150 mins of exercise
- 8% fall into 150mins plus category.

OUR

COUNCIL example COACHES

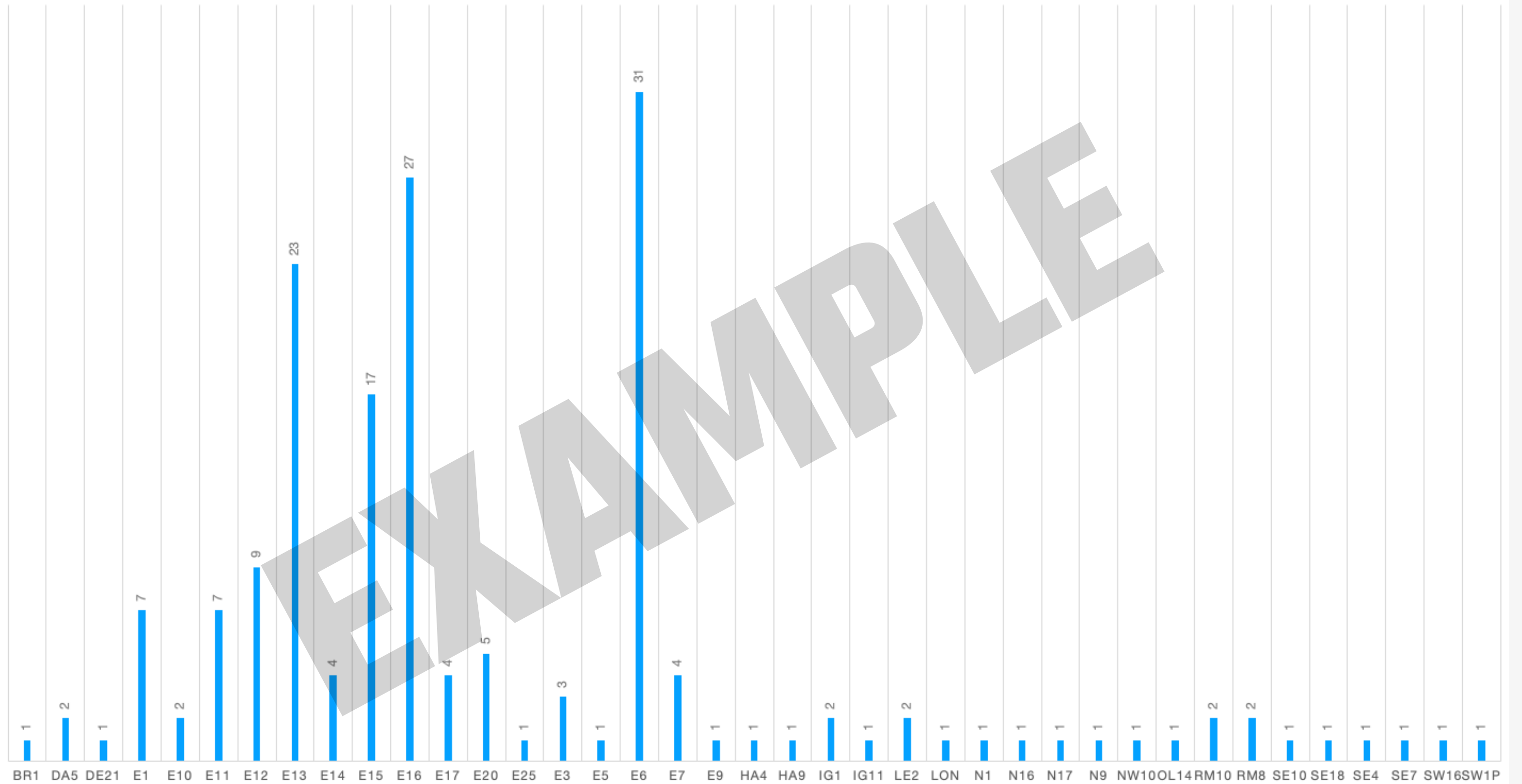
- 90% of our coaches delivering classes are XXX Council residents
- All coaches delivered their first outdoor exercise session in XXX Council
- There is a 50 / 50 split between male & female coaches
- XX% of our XXX Council are from a Ethnically diverse background



POSTCODE BREAKDOWN

USAGE

UNIQUE USERS PER LOCATION



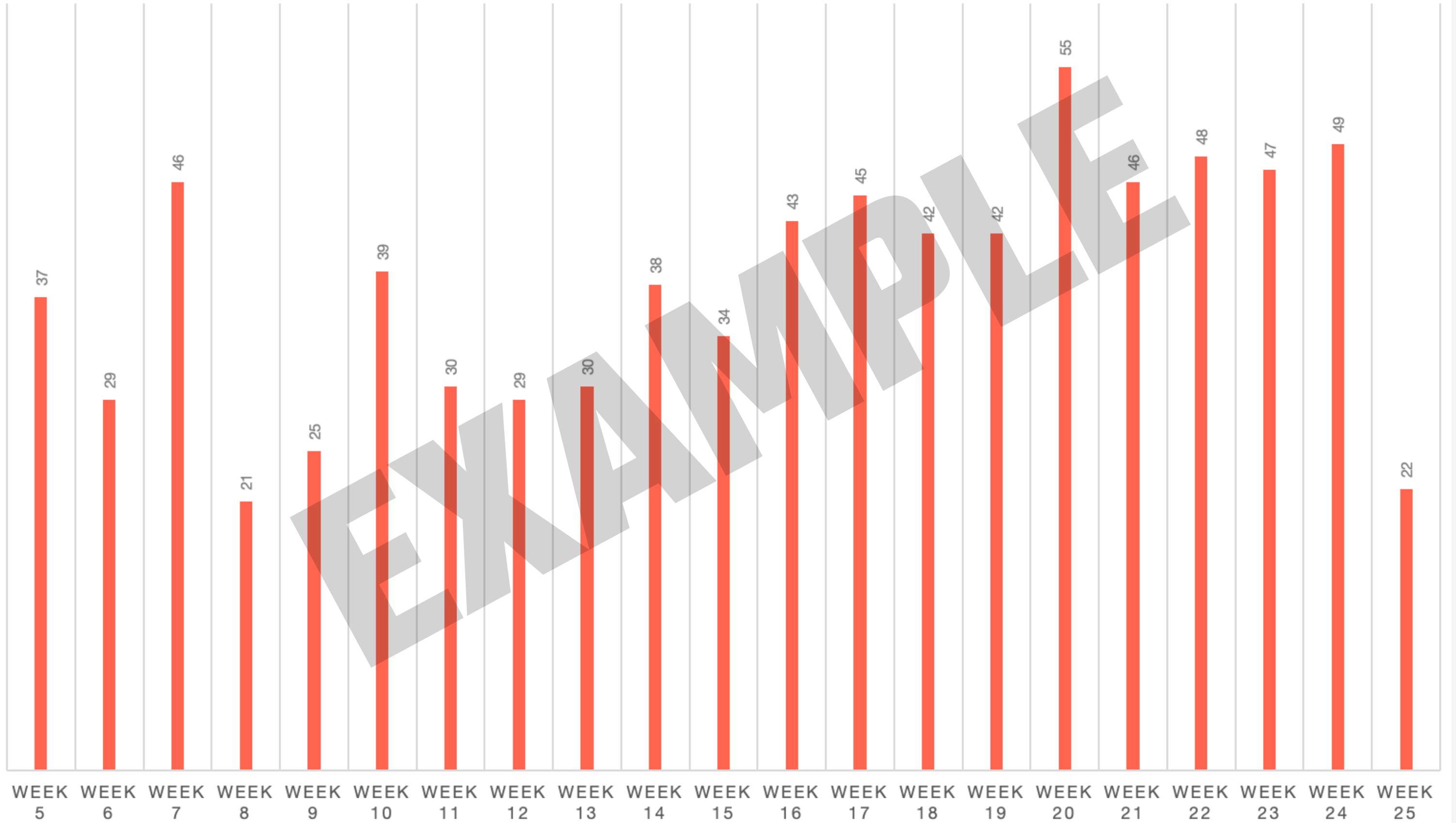
USAGE BY LOCATION

USAGE

| WEEK START DATE | 26-Jul | 02-Aug | 09-Aug | 16-Aug | 23-Aug | 30-Aug | 06-Sep | 13-Sep | 20-Sep | 27-Sep | 04-Oct | 11-Oct | 18-Oct | 25-Oct | 01-Nov | 08-Nov | 15-Nov | 22-Nov | 29-Nov | 06-Dec | 13-Dec | Grand Total |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| WEEKNUMBER | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | Total |
| Beckton District Park South | | | | | | | | | | | | | | | | | | | | | | |
| Family Fit / Beginners Bootcamp | 4 | 3 | 2 | 4 | 7 | 3 | 1 | 2 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | 36 |
| Canning Town Recreation Ground | | | | | | | | | | | | | | | | | | | | | | |
| Back to Exercise | 3 | 4 | 8 | 5 | 5 | 2 | 3 | 2 | 3 | 1 | 3 | 1 | 3 | 3 | 7 | 4 | 3 | 4 | 4 | 4 | 3 | 75 |
| Central Park | | | | | | | | | | | | | | | | | | | | | | |
| Back to Exercise | 1 | 2 | 3 | 5 | 2 | 5 | 5 | 4 | 7 | 2 | 3 | 5 | 8 | 8 | 5 | 6 | 4 | 3 | 4 | 3 | 6 | 91 |
| Little Ilford Park | | | | | | | | | | | | | | | | | | | | | | |
| Family Fit / Beginners Bootcamp | | 5 | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 55 |
| Memorial Recreation Ground | | | | | | | | | | | | | | | | | | | | | | |
| Family Fit / Beginners Bootcamp | 1 | 1 | 2 | 4 | 2 | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 42 |
| Plaistow Park | | | | | | | | | | | | | | | | | | | | | | |
| Back to Exercise | 2 | 3 | 5 | 5 | 5 | 7 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 84 |
| Plashet Park | | | | | | | | | | | | | | | | | | | | | | |
| Family Fit / Beginners Bootcamp | | 1 | 1 | 2 | 3 | 4 | 1 | 3 | 4 | 1 | 3 | 2 | 2 | 3 | 4 | 4 | 2 | 4 | 3 | 3 | 2 | 52 |
| Stratford Park | | | | | | | | | | | | | | | | | | | | | | |
| Back to Exercise | 2 | 5 | 4 | 2 | 2 | 3 | 1 | 2 | 3 | 4 | 1 | 1 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 68 |
| Grand Total | 13 | 24 | 28 | 30 | 30 | 28 | 21 | 20 | 25 | 14 | 17 | 18 | 27 | 27 | 29 | 29 | 22 | 25 | 23 | 25 | 28 | 503 |

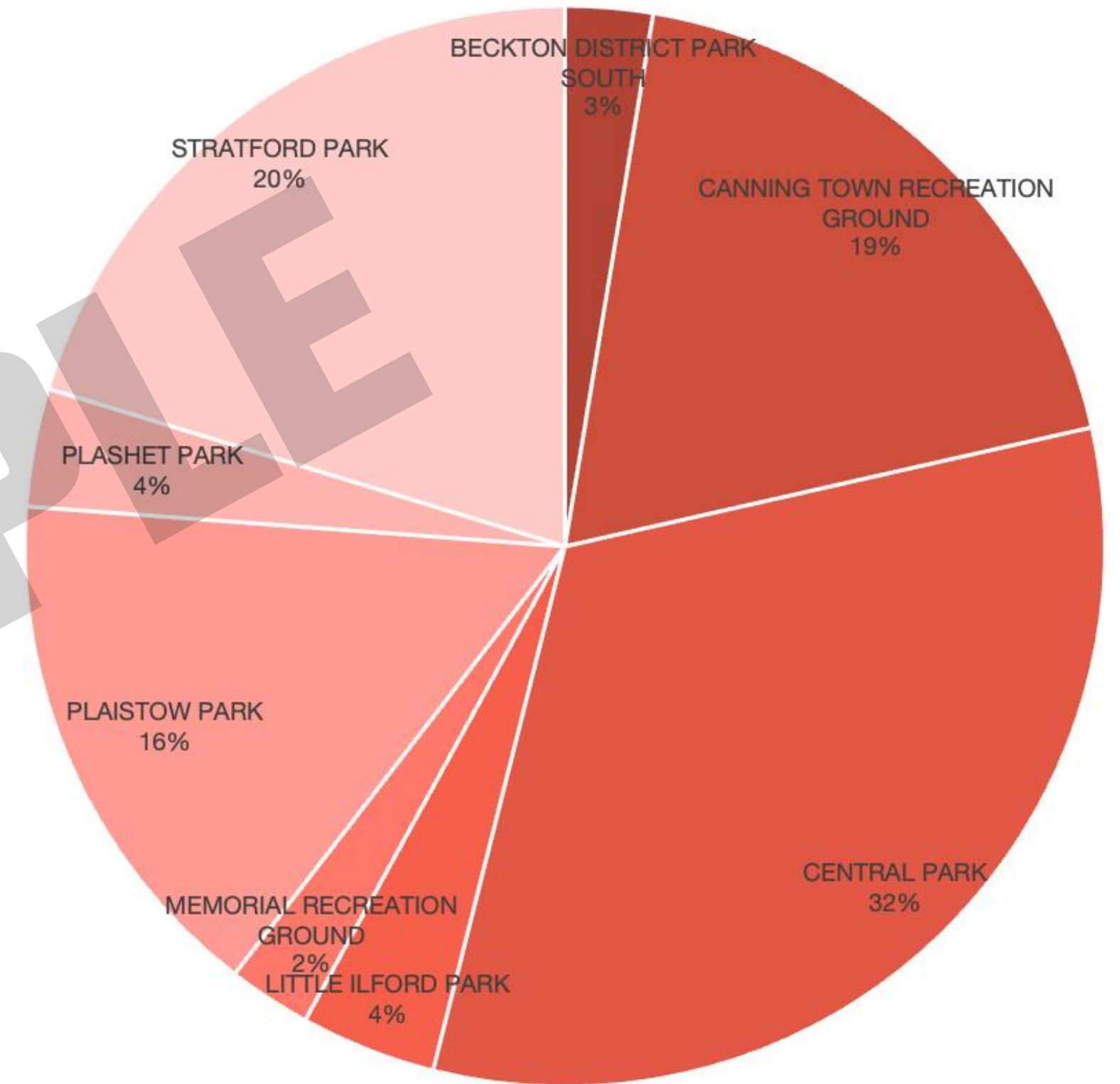
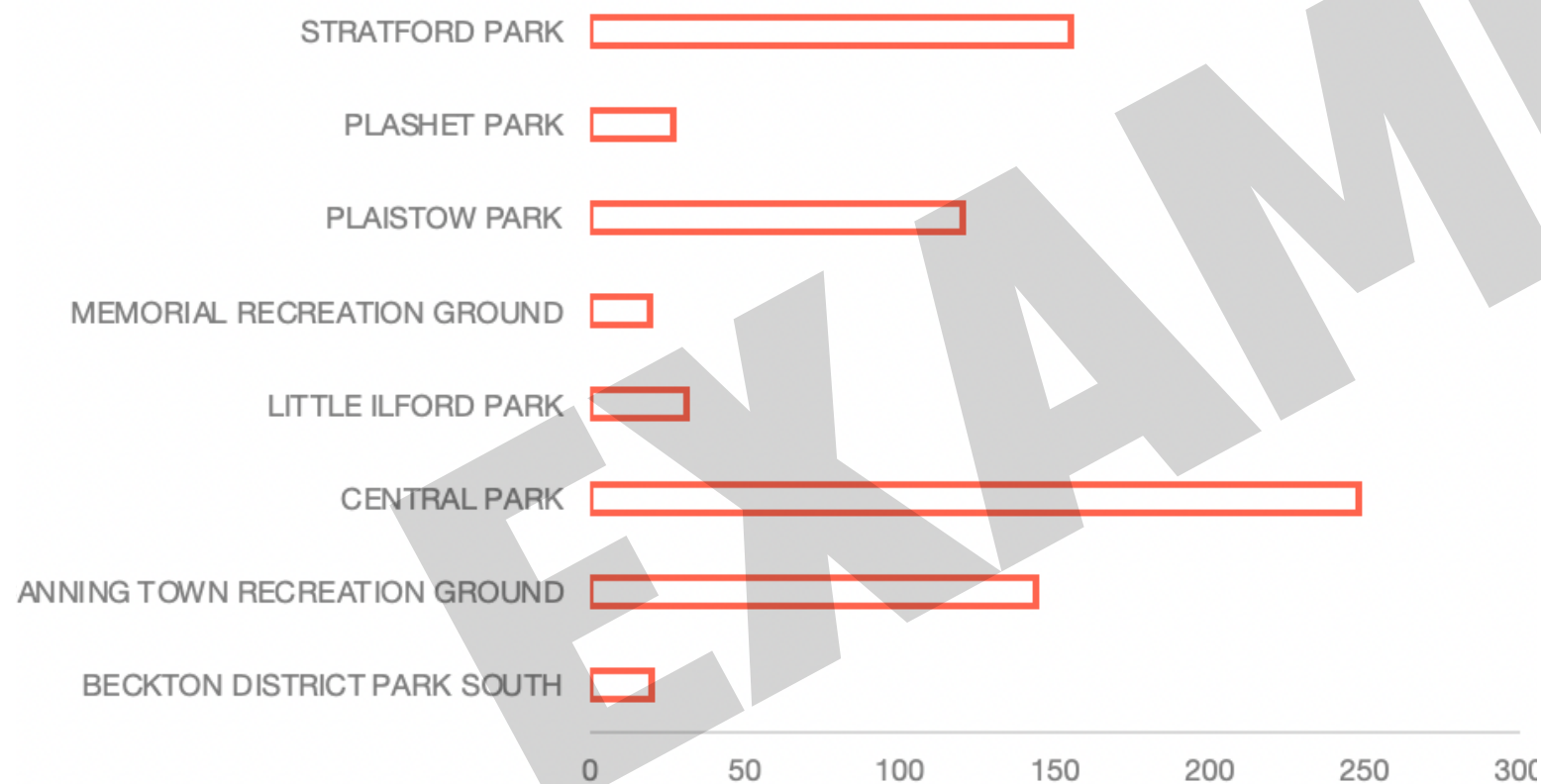
USAGE BY WEEK

USAGE BY WEEK



USAGE BY PARK

PARK BREAKDOWN



- BECKTON DISTRICT PARK SOUTH
- CANNING TOWN RECREATION GROUND
- CENTRAL PARK
- LITTLE ILFORD PARK
- MEMORIAL RECREATION GROUND
- PLAISTOW PARK
- PLASHET PARK
- STRATFORD PARK

COUCH TO FITNESS UPDATE

- Total Example Council Residents Signed up to Couch to Fitness = 2317
- 381 XXX Council Couch to Fitness Parkers signed up to CouchtoFitness.com between March and September 2022
- 81% of users do less than 30 mins of exercise per week upon sign-up
- 65% Parkers continue the programme past Week 2
 - 87% are Women above the age of 30





Contact:

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 - **Web: OurParks.org.uk**

