

Published: July 2016



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ParkLives Evaluation Year 2 Report

Outcomes relate to over 9000 hours of programmed, supervised, and free activities throughout parks in Birmingham, the London Borough of Newham, Newcastle, Glasgow, Manchester, and Nottingham.

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Executive Summary

The importance and evidence of regular physical activity is becoming more prominent and indisputable in the effective prevention and management of numerous non-communicable diseases. Green exercise research indicates that additional benefits may be gained from physical activity participation in nature-based, outdoor environments.

ParkLives facilitates the delivery of physical activity in nature based settings. 2015 saw six local authorities taking part in the initiative that delivered over **9000** hours of programmed, supervised, and free activities throughout parks in **Birmingham, London Borough of Newham, Newcastle, Glasgow, Manchester, and Nottingham.**

This year, the second of ParkLives delivery, built upon the learnings from the first. Developments included; wider community engagement, the implementation of a simpler data collection system, and an in-depth qualitative analysis of barriers and motivators to participation. The purpose of this report is to highlight recorded attendance figures, explore areas of success, and develop learning from 2015 into recommendations for future delivery.

Previous research, and our own community engagement polling, suggests that the availability of parks and open space does not guarantee either park usage or community physical activity participation. Motivators for participation include the delivery of structured activities that can be taken part in with friends and family members of all ages. In addition targeted and localised promotion is required to raise awareness of community based programming.

Total participant attendance at ParkLives sessions across the six delivery locations for Year 2 was **135,960**.

The total unique participation for the same period and locations was **76,472**.

This was a gain on Year 1 of 113,465 total attendees and **63,612** unique attendees.

In total free activity was delivered in **145** parks across the country, an increase of **84**.

The SMS data collection system utilised in Year 2 provided a timelier and more complete recording of participation (total and unique) for each session compared with the first year of the programme. The two most popular categories of activity were mind and body (e.g. yoga and Tai-Chi), and fun and games (e.g. multigames offering facilitated by a ParkLives session leader).

Just under three quarters of recorder participants were non-disabled and inactive (exercising less than one day

a week). Data suggest the online presence was highly effective in reaching inactive populations.

ParkLives in Birmingham collected in-depth data throughout the summer and winter months. This provides insight into attendance levels month by month, a demographic breakdown of participants, and the popularity of activities. Data reveal reducing participation through the winter months before increasing into the spring and summer with a drop off again at the end of the school summer holidays. Across the country the multigames offer was the most popular activity choice. This was evident in the majority of locations and across different demographics. Data support the community engagement polling that highlighted the importance of providing activity that can be participated in with friends and family all together.

Additionally, throughout the summer months, experiential events were delivered in areas of high footfall across the delivery locations, including on popular streets and shopping centres. The aim of these events was to increase awareness, provide taster sessions, and give away ParkLives branded merchandise that promoted the sessions.

To further understand the motivations and barriers to participation a number of qualitative research projects have been conducted during Year 2. These pieces of research support the broader polling in identifying clear requirements to increase participation for current users and non-users of ParkLives.

- » The key motivators to participation were the sessions being free of charge and located in parks close by
- » Not have enough time and not finding the right activities were seen as the main barriers to participation
- » 73% of participants would definitely recommend ParkLives
- » Participants also stated they would be very likely to attend more ParkLives sessions in the future (70%)

The principle of continual growth and improvement in all areas of ParkLives will continue into Year 3 delivery. The data collection system will be refined and advanced to include a Near Field Communication (NFC) system. This solution will allow a deeper understanding of return attendance and help support local authority delivery. ParkLives has grown substantially during the second year of delivery. 2016 sees even greater growth with four new local authorities involved in the programme, along with a new partnership with StreetGames, bringing ParkLives to around 35 additional communities as part of its doorstep sports clubs.

Introduction

ParkLives is a novel initiative that promotes healthier, happier, and more active communities through partnership between Coca-Cola GB and local authorities. The aim of ParkLives is to utilise the brand and marketing expertise of Coca-Cola GB, in relation to physical activity promotion, on a scale that is beyond the means of local authorities.

The purpose of this report is to highlight recorded attendance figures at ParkLives sessions during the second year of delivery (2015), explore the predictors and facilitators of success, and develop learning into recommendations for future delivery.

We report data collected through October 2014 – December 2015 that comprises the second year of ParkLives delivery. Year two is over one calendar year to bring reporting in line with the calendar year of January to December. This report includes, alongside total attendance figures, a demographical analysis of participation levels

in Birmingham as a case study, and an assessment of community engagement levels. This is supplemented with a qualitative analysis of the motivators and barriers to ParkLives participation and is focused upon highlighting what works and developing recommendations for future delivery.



Benefits of physical activity and green exercise

Physical inactivity has become an important and highly significant issue in public health¹ due to the association between a sedentary (inactive) lifestyle and an increased incidence of cardiovascular disease, some cancers and psychological disorders.

Increasing physical activity has the potential to significantly improve both physical and mental wellbeing, reduce all-cause mortality and improve life expectancy. For example, increasing activity levels will help prevent and manage many conditions including coronary heart disease, cancer, diabetes, musculoskeletal disorders, obesity, and stroke. Ekelund and colleagues who studied 334,161 individuals over a 12 year period across Europe report that by encouraging even the smallest increase in physical activity levels of inactive individuals may produce the largest benefit to public health².



Physical activity also has a role in enhancing psychological wellbeing by improving mood, self-perception, self-esteem, and reducing stress.

In addition to the physical and mental benefits of physical activity, green exercise research indicates that additional benefits may be gained from physical activity participation when that physical activity is performed in nature-based, outdoor environments.

The ecological dynamics perspective describes a pathway by which green exercise promotes a range of psychological and social benefits. Characteristics of nature-based outdoor environments offer 'affordances' (behavioural opportunities) for physical activity, social interactions, and individual-environment interactions which themselves

"This month we have had lots of new attendees to our session. The session is steadily growing and we have had a mix of children and adults all having fun and trying out new activities".

Lisa Cary / Donna Young , Session Leaders

function to enhance human health and wellbeing³. Loneliness is an established risk factor of both physical and mental illness among adults⁴, which can be decreased by utilising green space.

Green spaces and natural features stimulate a sense of community through increases in feelings of emotional attachment to a community and an individual's identity within a community, which additionally decreases feelings of loneliness and increases in social support^{5,6}.

Indeed, compared to exercise in indoor or 'built' urban environments, green exercise has been shown to reduce mental fatigue, reduce stress, improve mood and self-esteem, and promote social interaction.

Enhancing wellbeing via each of New Economics Foundation's 'five ways to wellbeing'⁷, green exercise participation facilitates individuals in:

- » Being more Active by taking part in exercise and activities in natural environments, gaining physical and mental health benefits
- » Being Connected both with nature and with other people, thus increasing social inclusion
- » Taking Notice of nature and the green environment around them and gaining the associated mental health benefits and increased connectedness to nature
- » Keep Learning, by developing new skills and learning about themselves
- » Being able to Give, through sharing and supporting each other and working as a team

In the ways described, it can be considered that ParkLives affords individuals and communities the behavioural opportunities for a range of health, wellbeing and community enhancements.

Update from Year 1

Data Collection

As highlighted in the Year 1 evaluation report, one of the key areas for development in Year 2 was the collection of robust data utilising an SMS data capture solution. Session leaders recorded the total and unique attendance of the session, texting these two numbers along with the name of the park and session code to a central database where all attendances were collated.

This solution was delivered across five of the six ParkLives locations to provide an overview of total attendance, unique participants, and the most popular activity in the participating parks.

ParkLives in Birmingham collected more in-depth data which is presented as a separate case study.

The local authorities from the first year of ParkLives were able to take learnings into the second year of delivery adjusting and refining their approach. Lessons learned were shared with the new local authorities providing them with a template on which to base their approach.

To help gain a better understanding of why people were, or were not, taking part in ParkLives sessions, and to develop a more rounded view of their particular motivations, the SMS solution was incorporated into a multi-tiered evaluation model:

- » Commissioning of wider community engagement polling to understand the perceptions, barriers, and motivators to ParkLives participation and physical activity more generally
- » The advancement of the previous 'pen and paper' model of data collection, that was onerous and difficult for session leaders to complete, to a simple electronic solution that is able to provide top line participation figures and highlight most popular activities
- » Utilise data collected in Birmingham to provide a more in depth case study and demographical breakdown of participation figures
- » An in-depth qualitative assessment ParkLives as a concept and why, or why not, somebody would take part a ParkLives session via interviews and conversations with both ParkLives attendees and non-users

Branding

In May 2015 Coca-Cola GB underwent a significant strategic marketing repositioning of its four cola variants to be remarketed under one 'master brand' rather than being marketed as separate brands. This company-wide approach was adopted by ParkLives and therefore the decision was taken to remove the 'Coca-Cola Zero' branding

from the programme and replace it with the corporate association as ParkLives from Coca-Cola Great Britain.

New Participating Local Authorities

ParkLives welcomed three new local authorities in 2015: Glasgow, Manchester, and Nottingham, building on the three local authorities from year one: Birmingham, London Borough of Newham, and Newcastle.

Each new authority has been asked to discuss briefly why they have decided to take part in ParkLives.



Glasgow

The mission of the Glasgow Sport ParkLives programme is to be inspirational to local communities by creating an engaging, innovative and life-changing range of opportunities for local people. The underpinning principle of the project is that it aims to develop sustainable capacity and enrich people and support cohesion in local communities in which the people live.

The Glasgow 2014 Commonwealth Games was a significant sporting event that showcased and highlighted a myriad of opportunities for all to become engaged in cultural and sporting activities. Building on 2014, Glasgow Sport ParkLives works with a number of partners to develop programmes for Glaswegians: making connections for them, enabling them to get involved in sport and physical activity, offering volunteering opportunities, and supporting them to maintain lifelong participation.

Building new and strengthening existing partnerships is essential to the longer term success and sustainability of the project within the city. Glasgow Sport ParkLives will facilitate a new way of working across a wide and diverse range of services. The focus of the project and the strength of its success will centre on utilising the city's parks.

'Glasgow' means 'dear green place', recognising the fact that Glasgow has over 90 parks and open spaces, more than any other city its size. Many of them contain some of the city's main galleries and attractions, facilities for

recreational activities, and many fine examples of Victorian sculpture. The involvement of a variety of services will be the key to its success. The engagement and support of sports clubs, coaches, volunteers, students, young sport leaders and local communities will enable the success of the programme to be sustained beyond the projects' life. Although the project has a sporting context, it also aims to actively link to general physical activity and play.

Within Glasgow, physical activity decreases markedly with age, such that just over one fifth of adults over 50 years of age achieved the recommended levels. Physical activity varies across area deprivation; 51% of those in the least deprived areas achieved the recommended levels of physical activity compared to 35% in the most deprived areas. The variation in physical activity by area deprivation is greater in Glasgow than in the rest of Scotland.

"The air has been fresh and the sun has come out in the last couple of weeks, so amazing to be out in the open in such a beautiful environment....invigorating and stress releasing. ParkLives is so great!"

Anne Hodge , Session Leader

Manchester

Manchester was the fastest-growing city in the country between 2001 and 2011, with the population rising by three times the national average. The health of people in Manchester is generally worse than the England average, and deprivation is higher than average with around 40% of children living in poverty. Life expectancy for both men and women is lower than the England average.

Manchester's vision for Sport and Physical activity is to establish Manchester as the world leading sport city with Manchester residents making sport and physical activity a habit for life.

Sport and leisure are commissioned to provide targeted community physical activities for those in most need:

To raise the general levels of physical activity within Manchester as a whole, with the resultant benefits to the health of all Mancunians, and;
To target areas of the city with the most acute health problems, often referred to as being at the wrong end of the 'slope of health inequality', so that residents of those areas are less disadvantaged.

The emerging vision is: "to create a network of active, high quality community facilities that make a significant contribution to creating vibrant neighbourhoods which attract productive people to want to live and work in Manchester". Manchester will continue to regenerate and improve its parks and green spaces, creating new opportunities for education, employment, community cohesion, enhancement of the visual environment and participation in a range of health, active, cultural or social events and activities.

Manchester has a multiplicity of outdoor leisure provision which includes urban parks, playing fields, river valleys, allotments and open spaces. With over 160 parks and open spaces across the city, the facilities and services available sit within the heart of every neighbourhood. The Council is committed to protecting and developing these valuable community assets as a resource to drive the priorities for Growth and Neighbourhoods.

Nottingham

Nottingham ranks as the 20th out of 326 districts in England in terms of the 2010 Index of Multiple Deprivation and has a life expectancy almost 3 years less than England overall. One of the Healthy Nottingham strategic priorities in the Nottingham Plan to 2020 is "Increasing physical activity through sport and active recreation participation". The vision of Nottingham's Active Parks programme is to get more families, friends, and communities actively participating in a broad range of Park based FUN Recreational and Sporting Activities. The programme offers are aimed at engaging families as well as some activities that will be more suited to different ages such as children, 14-25 year olds, and seniors. It has a diverse range of activities to include everything the parks and open spaces in Nottingham have to offer around health and fitness, sports, social and cultural, conservation and adventure. Nottingham has a number of existing programmes which work hand-in-hand with ParkLives, including the City of Football 2015-16, Forest Rec Sports Zone, and a number of regeneration, sporting and community projects, including with housing association tenants. Across Nottingham, 20 parks and open spaces were selected for ParkLives using insight data to target the local communities in areas of high health inequalities.

"What can I say... Apart from Thank you, from the bottom of my heart, I used to go walking alone, I now have a new group of people I call my 'family' after being so low we have such a laugh. Love my walk. Thankyou "

Gwen , ParkLives Participant

Awareness and Impact of ParkLives

The recently published Sporting Future, the Government's new Strategy for Sport and Physical Activity highlights that raising awareness is key to elicit positive behaviour change and that an appropriate mix of marketing methods should be utilised to engage different populations⁸.

It has been suggested that in order to increase physical activity levels at a population level and help individuals to reduce the barriers to physical activity, policymakers should focus intervention strategies on increasing the awareness of specific aspects of physical activity⁹.

To understand the awareness of ParkLives in participating cities and UK adults in general (control group), the ukactive Research Institute commissioned ComRes to conduct an online survey. The respondents were split into four key groups; young people, young mums, low income individuals, and those currently inactive – pre-determined as target populations for the ParkLives programme. The initial survey was conducted between the 15th and 18th May 2015 (n=2,804) and follow up between 4th and 8th September 2015 (n=2,601).

This wider community engagement, the top tier of our evaluation framework, aimed to gain an insight and understanding of the perceptions and awareness of ParkLives of residents living in the key delivery cities. More specifically, this included investigating the activity levels in these locations, how they changed over the summer months, and whether parks and open spaces were utilised during activity participation across the summer months. As well as how much and where physical activity took place, the polling was used to identify the most popular activities within the delivery locations and target groups.

Finally, the polling looked to compare awareness between other prominent physical activity promoting campaigns. In September 2015, following a summer of ParkLives delivery, there were 58 (2%) respondents to the survey who were aware of ParkLives.

The most aware respondents were the 25-34 year olds (5%) and those living in Newcastle (5%).

The majority of respondents who were aware of ParkLives within their local area were already active with only 12% classified as inactive.

Awareness of ParkLives does however seem to predict park usage – only 3% of those aware of ParkLives within participating cities reported never using a park or open space to be active.

40% of those aware of ParkLives use a park or open space less than once a month.

33% of those aware of ParkLives use a park or open space more than once a month, but less than once a week
24% of those aware of ParkLives use a park or open space once a week or more.

Focusing specifically on the four target groups, ParkLives awareness was highest for young people (43%), followed by young mums (33%). Awareness was 12% in low income and inactive respondents.

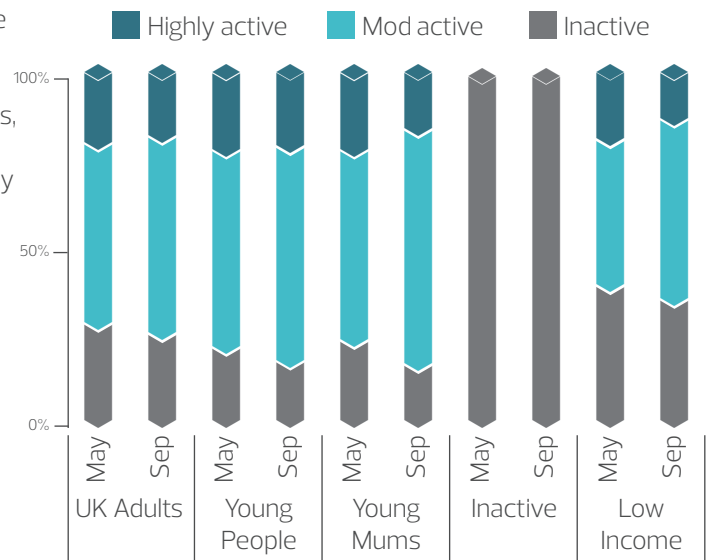


Figure 1. Activity levels of the four target groups and UK adults (control group)

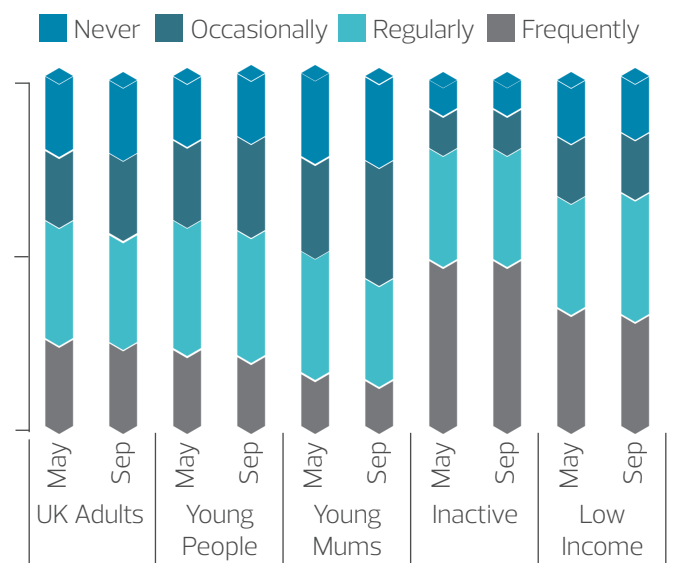


Figure 2. Park and open space usage of the four target groups and UK adults (control group)

Young People

Surveying suggests a 4% decrease in Young People who were classified as inactive between May and September in delivery locations (Figure 1). This is manifested in an increase of moderately active Young People (+5%) and a slight decrease in highly active Young People (-1%), with similar results seen for UK adults overall.

This increase in physical activity levels is also reflected in an increase in park and open space usage across the summer months (Figure 2). There was a decrease in Young People using parks or open space less than once a month or never, which coincided with a 4% increase in regular usage (more than once a month but less than once a week). UK adults on the whole also saw an increase in regular usage, in more sporadic use.

A total of 16 activities were participated in by Young People, with the six most popular highlighted in the Figure 3. Of the activities overall, nine saw increases in participation and a further three maintained their participation rate. Of the five most popular activities walking, football, and jogging saw an increase in participation rates.

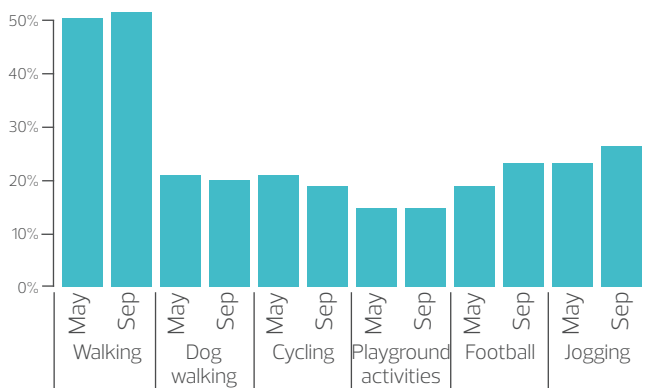


Figure 3. Six most popular activities for young people

Young Mums

Young Mums saw the largest decrease in physical inactivity levels and subsequent increase in moderate activity levels (Figure 1). Inactivity reduced by 7% over the summer months whilst moderate activity increased by 13%. However, there was a reduction in highly active individuals which followed a similar trend to UK adults overall.

Increased physical activity levels were mirrored by an increase in the use of parks and open spaces (Figure 2). A 7% increase in regular usage was seen across the summer months, with frequent usage remaining constant. These increases were greater in ParkLives delivery locations than across the country as a whole.

Young Mums increased participation in all of the six

most popular activities (Figure 4). Using the playground was the second most popular activity for this target group suggesting activities are participated in with their children.

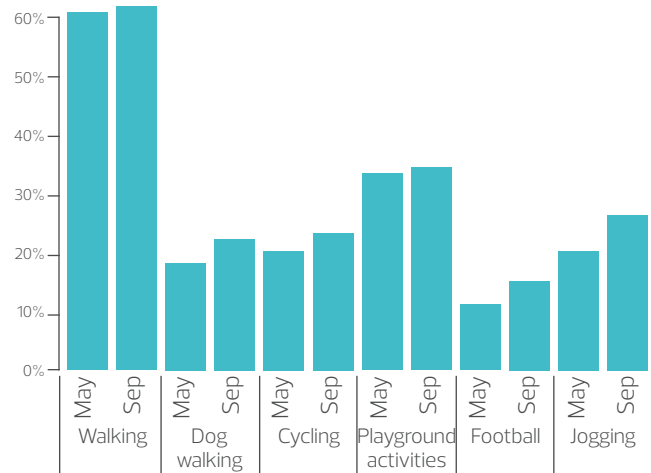


Figure 4. Six most popular activities for young mums

Low Income

Data suggest a decrease in inactivity levels amongst low income individuals in ParkLives delivery locations to a greater extent than the general UK population (Figure 1).

This coincided with an increase in moderately active individuals (+10%) which was double the increase of UK adults (+5%). Again however, there was a reduction in highly active individuals.

Although there was an increase in the low income individuals being moderately active there was only a slight change in the usage of parks and open spaces (Figure 2). The 3% reduction in low income individuals never using a park or open space was reflected in a 3% increase in occasional usage.

This differed from the UK adults as a whole where there was no change in regular use of parks and the utilisation of open space. The most popular activities can be seen in Figure 5.

The availability and free of charge access to structured activities in parks provided a great opportunity for low income individuals to increase their physical activity levels.

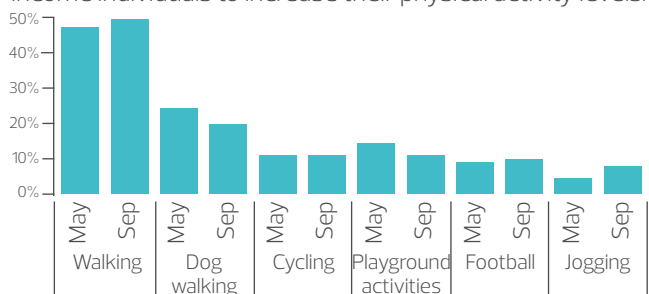


Figure 5. Six most popular activities for low income individuals

Inactive

Inactive individuals were classified as taking part in moderate intensity physical activity for 30 minutes or more on zero days within the last week.

For inactive individuals the park and open space usage results reveal that 48% never used this space for physical activity (Figure 2).

In comparison with UK adults more generally, regular and frequent usage of parks and open spaces was lower, and those never using this space was higher.

The two most popular activities participated in were walking and dog walking, both reducing in participation from May to September (Figure 6).

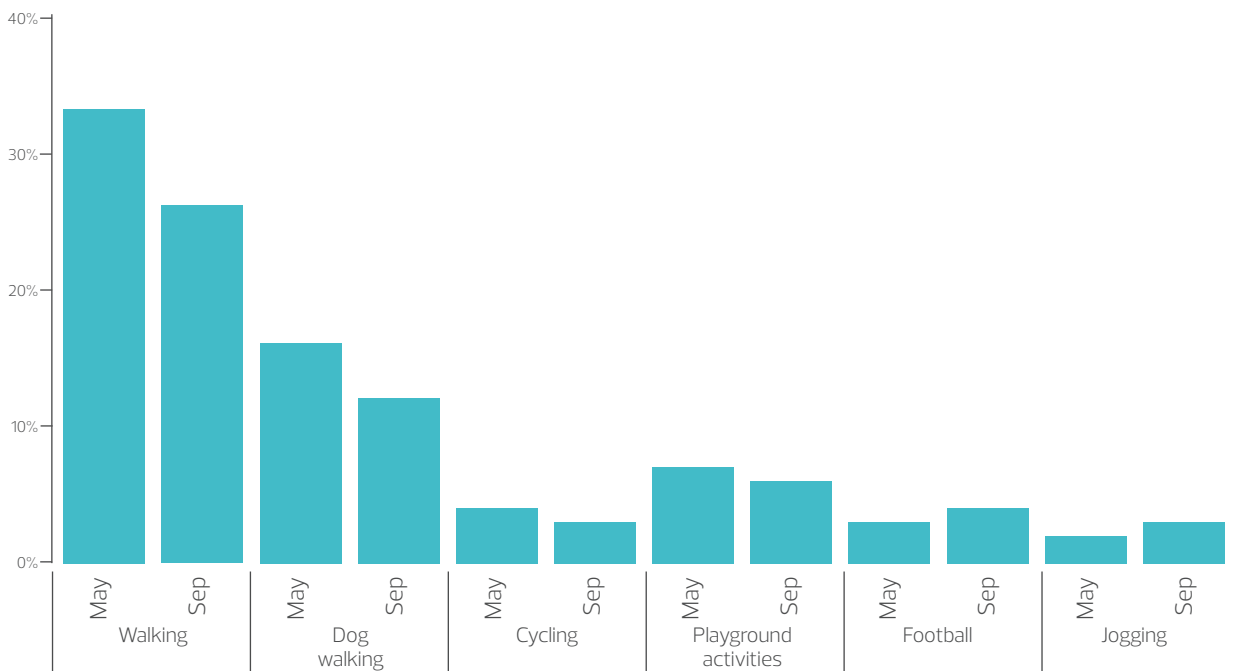


Figure 6. Six most popular activities for the inactive

Campaigns

ParkLives awareness increased in Young People and Young Mums (both: May – 3%; Sept – 5%) but decreased in the Low Income group (May – 2%; Sept – 1%). Across the six delivery locations there was a general increase in the awareness of ParkLives for Newcastle (May – 4%; Sept – 5%), Manchester (May – 2%; Sept – 4%), Birmingham (May – 3%; Sept – 4%), and London (May – 2%; Sept – 7%).

Of those that were aware of participation schemes, Change4Life was the scheme that people were most aware of; this was especially true for Young Mums. Other

key participation schemes were sports groups, local leisure centre advertising and parkrun. In general, Inactive and Low Income respondents were the least aware across the target groups.

By comparing ParkLives awareness with other physical activity campaigns we can see that although awareness of ParkLives increased from May to September the overall awareness was relatively small in comparison other initiatives (Figure 7). It is worth considering though that, as an example, the successful nationwide campaign 'This Girl Can'¹⁰ had only slightly higher awareness (6%). This is especially important as recent reports suggest that 'This Girl Can' has increased the activity levels of 2.8 million women aged between 14 and 40 who are aware of the campaign¹¹. This suggests that if marketing and promotion

is conducted in the right way a low awareness does not necessarily mean there will be a low impact on increasing physical activity.

Drivers

A clear trend toward organised events within parks was visible when individuals were asked which, if any, free activities would make them more likely to attend a park. Walking, as an organised structured event, was the most common activity selected across all of the target groups and delivery locations.

Other activities do however differ across the target groups with the Young People and Young Mums preferring group exercise such as yoga, Zumba, circuit training, and tennis. On the other hand, the Inactive and Low Income respondents preferred less structured activities such as conservation and dog walking.

These two groups also provided the highest percentage response for 'none of the above' indicating their reluctance to use green space for exercise.

Similar responses were seen across the six delivery locations for the activity choices. Tennis was most popular in Birmingham and London increasing by 3% in both cities. Manchester and Nottingham was the most popular place for cycling with a 12% increase in September from the

the availability of structured activities within the green space recent research suggests that park usage was increased the most when organised and supervised activities were present¹². Furthermore, research conducted in five disadvantaged areas across the UK found that the lack of supervision in local parks, open space and streets, as well as parents being fearful of letting their children use these spaces and the lack of maintenance are the biggest public service problems¹³.

Awareness Summary

Although parks and open spaces are an essential asset and make up a large portions of local authorities, simply having the space available is not enough to ensure its use. This polling suggests that participants require structured

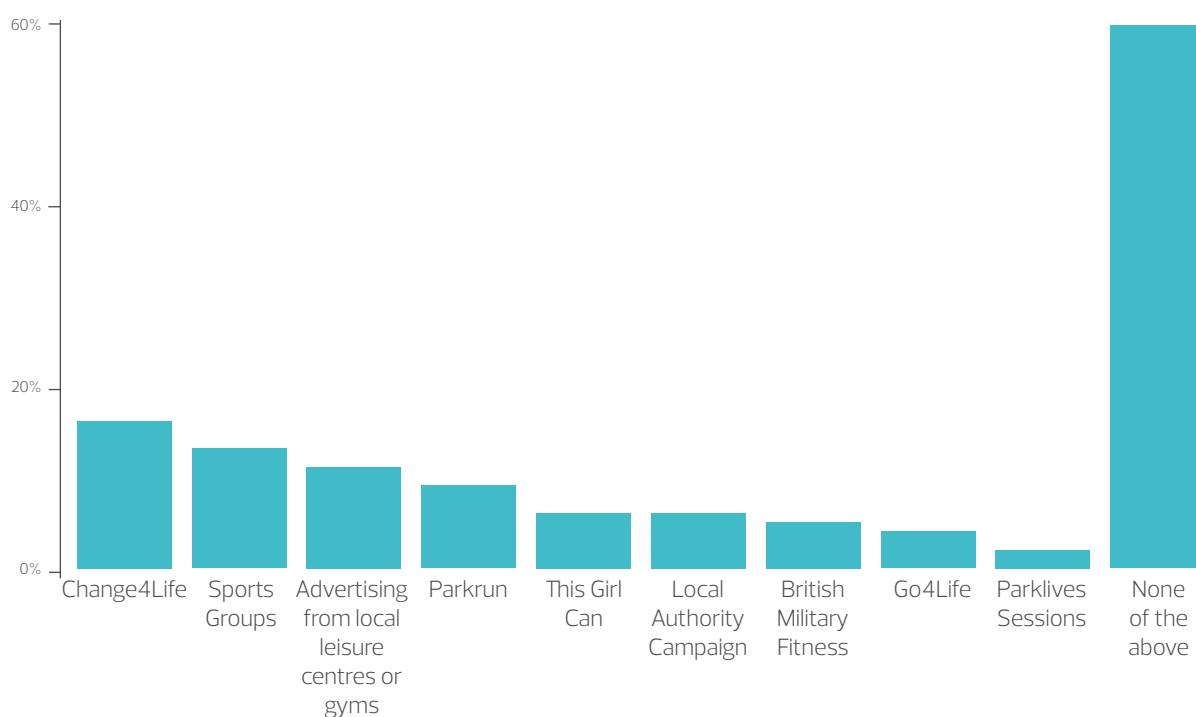


Figure 7. Most recognised campaigns across UK adults in September

respondents living in Nottingham. Conservation activities were most popular in Glasgow and Nottingham, with respondents from Newcastle preferring dog walking and London preferring jogging.

Activity preferences changed dramatically in Glasgow with nearly double the amount of respondents stating none of the available activities would increase their activity in local green space if offered for free.

It is apparent from these results that having green space available is not enough to ensure its use. UK adults prefer

activities that they can participate in with their friends and family members of all ages.

This wider community engagement has highlighted key issues that can be used to refine the promotion and delivery of ParkLives in future years and locations. Focusing on and targeting the correct audience can increase the usage of parks, participation rates in ParkLives sessions, and increase physical activity levels.

Experiential Events

During the summer months ParkLives was taken to areas of high footfall such as the Bullring shopping centre in Birmingham. The aim was to provide people with the opportunity to try activities on offer from ParkLives to raise the awareness, and to increase sign up and participation rates.

Throughout these sessions people taking part were offered promotional products such as water bottles, Frisbees, and bags as well as timetables of available activities in local parks.

There were three levels of campaigns; gold, silver, and bronze. Each of these campaign levels provided the residents with a different experience from trying activities themselves to simply receiving information. The events that made up each of the campaigns were run for a period of time in various delivery locations.

Table 1. Breakdown of experiential events across the three campaigns

Campaign	Water Bottles	Frisbees	Bags	Participation	Timetable	Sign-ups
Gold	4,482	4,150	1,952	11,899	12,160	2,113
Silver	4,304	6,329	3,822	12,895	26,660	4,249
Bronze	-	5,126	2,882	-	31,345	3,104
Total	8,786	15,605	8,656	24,794	70,165	9,466

The experiential events had a total of 74 live days. Across the whole campaign there were a total of 24,794 participations in taster activities and 9,466 sign ups to full ParkLives activities.

A total of 70,165 timetables were also given out highlight when and where activities were available. A full breakdown can be seen in Table 1.

Anecdotal feedback from the events revealed a very positive reception to the ParkLives events. The key theme throughout was how much variety was on offer in terms of activities and also how many parks local to residents were involved. These two factors were seen as key in the level over sign up with Zumba the most popular activity available.

The experiential events can demonstrate a direct increase of ParkLives participation. Examples of the increases in participation as a result of the experiential events can be seen in all six of the ParkLives locations.

Birmingham had the highest peak in total and unique participation during the week of 3rd – 9th August 2015

which followed a Silver experiential event of the weekend of the 1st and 2nd of August 2015.

Newcastle saw a significant increase in total attendees to 717, with 626 unique participants, for the week commencing the 20th July 2015 which also saw a silver experiential event. Participation was also high the following week.

Two silver experiential events had a positive impact of participation levels for The London Borough of Newham in line with media campaigns. Similarly the London gold experiential event across the 8th and 9th August 2015 saw a peak in total attendees to 1,803.

Following a silver experiential event over the 15th and 16th August 2015, ParkLives total participation in Nottingham saw an increase of 85%.

Manchester saw peak participation during week commencing 10th August 2015 which included a mix of direct mail and a silver experiential event over the 1st and 2nd August 2015.

Glasgow saw a spike in total attendees to over 1,200 following a successful bronze experiential event and wider media activity. Additionally, a silver experiential event on the 4th and 5th July 2015 may have also contributed to the new attendees increase.

Awareness of ParkLives is a key area for improvement which can be met utilising the reach of these events. By bringing the taster sessions into urban areas the physical and mental health benefits of physical activity are promoted in addition to the additional benefits from physical activity participation performed in nature-based, outdoor environments. There is a positive increase in activity levels at ParkLives sessions following the experiential events demonstrating the impact and effectiveness of these events.

Participation Levels

Coca-Cola GB aims to engage one million people in physical activities by 2020.

In order to measure the success of this goal, data collection systems have been implemented across Coca-Cola GB promoted activities.

Unique attendees are the number of different people who have been recorded attending one ParkLives session. Total participation numbers include the total number of visits to ParkLives sessions. This includes multiple visits from the same person.

Total and Unique Participation Numbers

The unique and total participation numbers across all six delivery locations can be seen in Table 2 and 3 respectively.

Overall there were **135,960** participations in ParkLives session during the second year of ParkLives delivery.

The majority of participation occurred in Birmingham with 54% of total participants taking part in activities provided in the city's parks and green spaces.

76,472 unique individuals were recorded attending a ParkLives session during Year 2.

Over **9,000 hours** of programmed, supervised, and free activities were delivered.

Parks

The utilisation of parks and community based open space is fundamental to the success and growth of ParkLives. ParkLives delivery allows local residents to attend free structured activities within nature based environments and affords local communities the behavioural opportunities for a range of health, wellbeing and community enhancements.

A total of **145** parks and open spaces have been used to promote and engage local residents in physical activity and green exercise within the community.

The utilisation of numerous parks and open spaces in each delivery location highlights how ParkLives is able to engage with various different groups within a community. The total number of parks used for ParkLives activities can be seen in Table 4.

By increasing the specificity of a programmes offering and through the targeting of specific populations the wider benefits of both physical activity and green space usage can be utilised. As suggested by Arian Coggins, the Head of Public Health and Wellbeing Commissioning for Essex County Council, the number of inactive residents can be

Table 2. Unique participation figures across all ParkLives activities

Unique participation	Birmingham	Newcastle	London Borough of Newham	Nottingham	Manchester	Glasgow	Experiential events	TOTAL
Winter Yr 1	4658	-	-	-	-	-	-	4658
Summer	21047	6426	3946	10871	2575	443	24794	70102
Winter Yr2	1532	-	-	-	180	-	-	1712
Total	27237	6426	3946	10871	2755	443	24794	76472

Note. Winter Year 1: October 2014 – March 2015, Summer: April 2015 – September 2015, Winter Yr 2: October 2015 – December 2015

Table 3. Total participation figures across all ParkLives activities

Total participation	Birmingham	Newcastle	London Borough of Newham	Nottingham	Manchester	Glasgow	Experiential events	TOTAL
Winter Yr 1	12743	-	-	-	-	-	-	12743
Summer	51333	9622	9479	12571	3885	1017	24794	112701
Winter Yr2	9406	-	-	-	1110	-	-	10516
Total	73482	9622	9479	12571	4995	1017	24794	135960

Note. Winter Year 1: October 2014 – March 2015, Summer: April 2015 – September 2015, Winter Yr 2: October 2015 – December 2015

decreased as well as park usage increased through the targeting of individuals within a radius of a park or green space who are classed as inactive. This correlates with the ParkLives media plan of promoting the programme in and around the participating parks.

By further specifying the target group to, for example, inactive individuals within a radius of a local park or green space who have a mental health problem, who are socially isolated, and on a social care caseload the wider benefits can be achieved. For this example this could be an increase in activity levels and park usage, a decrease in isolation leading to an increase in independence through facilitated outdoor group work, and the park or green space seen as a relevant asset for health and social care organisations. This also plays an important role for ParkLives as it looks at outreach to specific groups. An example of this is the local mental health charities in Newcastle who ParkLives works closely with to promote the positive benefits of physical activity and utilising parks and green space.

Table 4. Number of parks at ParkLives locations

Location	Number of parks
Birmingham	77
Glasgow	10
Manchester	7
Newcastle	9
London Borough of Newham	22
Nottingham	20

New Activities

Across the second year of ParkLives a number of new activities were delivered in all locations. These activities provided all generations with the possibility to take part in activities that were not previously available. Examples of these activities include Donkey Grooming, Ultimate Frisbee, Park Golf, Picture Your Park, Mini Beasts, and Giant Twister. The majority of these activities provide families with further opportunity to take part in physical activity together.

Overall

To understand the impact of the second year of ParkLives delivery and the total level of engagement the participation numbers of the sessions during the winter and summer were added to the experiential events to give an overall unique (Table 2) and total attendance (Table 3).

76,472 unique individuals were recorded attending a ParkLives session during Year 2

135,960 total participations in ParkLives session during the second year of ParkLives delivery.

145 parks and open spaces used to deliver ParkLives sessions

In Year 1, there was a total attendance of 22,495 individuals, of which 12,860 were unique, taking part in ParkLives activities in 61 parks. This is a growth of 113,465 total attendees and 63,612 unique attendees for Year 2 in comparison to the first year of delivery. Activities were also delivered in 84 more parks during Year 2.

Comparison

In addition to ParkLives there are other initiatives promoting an increase in physical activity in green space. Two examples of these are British Military Fitness (BMF) and parkrun.

BMF has been offering group fitness outdoor training to individuals of all fitness abilities for 15 years. Over this time BMF has grown from three people at the first session to 13,000 weekly participants in 145 locations across the UK¹⁴.

parkrun organise free, weekly, 5km timed runs in parks across the UK and the world. These events are open to individuals of all abilities offering free and safe opportunities to take part. parkrun was established in 2004 and now counts just over one million runners across 405 events in the UK¹⁵, with an estimated weekly participation of 80,000 people in the UK¹⁶ (weekend 9th and 10th July saw a total participation of 84,971)¹⁷.

Comparing the participation numbers of these two initiatives with ParkLives reveals that ParkLives is present in the same number of parks across the UK as BMF having only been delivering activities for two years.

Although the weekly participation numbers of ParkLives are currently lower than both BMF and parkrun, these initiatives offer an excellent example and target for the expansion of ParkLives over the next few years.

Summer 2015

As highlighted in the Year 1 evaluation report one of the key areas for development in Year 2 was the collection of real time data utilising an SMS solution that enabled quicker collation of participation numbers and a focus on what activities were generating the greatest engagement.

Data was collected across five of the six ParkLives

Table 5. Total registration and participation numbers across five of the six ParkLives locations

Type	Sub type	Total	Percentage of those who registered online
Registered	Total	17886	-
	Facebook	3421	19.1%
	Local	14465	80.9%
Active On Site	Have logged in at least once	3226	18.0%
Attended 6+ Activities	Signed up and session leader confirmed	61	0.3%

locations to provide an overview of total attendance, who took part, and what activities were most popular in the participating parks.

Birmingham ParkLives collected more in-depth data which is presented separately below.

Registrations

The data in Table 5 show the total number of registrations through the online ParkLives platforms. The website received the majority of the registrations with one in five registering via their Facebook profiles.

Continuous engagement on the website saw just under one in five (18%) of total participants logging in at least once post registration. Online platforms are a vital tool in the promotion of ParkLives sessions and locations with these results highlighting the large amount of people using this as a source of information, without which many may not be able to attend a ParkLives session.

Demographic

The demographic breakdown of participants who took part in ParkLives sessions across five of the six delivery locations can be seen in Tables 5, 6, 7 and 8 collected using the online registrations.

Just under three quarters of participants were non-disabled and inactive (exercising less than one day a week). Data suggest the online presence was highly effective in reaching inactive populations.

One in three participants were aged between 30 and 50 years of age and 74.6% of participants stated their ethnicity as white.

Table 6. Disability status of ParkLives.com users

Disability Status	Total	Percentage
Disabled	289	1.6%
Not Disabled and Active*	4894	27.4%
Not Disabled and Inactive^	12992	72.6%

* exercise 1 or more days per week; ^ exercise less than 1 day per week

Table 7. Age breakdown of ParkLives.com users

Age (years)	Total	Percentage
12 to 18	411	2.3%
19 to 30	4227	23.6%
30 to 50	11214	62.7%
50+	2034	11.4%

Table 8. Ethnicity breakdown of ParkLives.com users

Ethnicity	Total	Percentage
White	4614	74.6%
Asian	767	12.4%
Black	438	7.1%
Other	67	1.1%
Mixed	217	3.5%
Unknown	78	1.3%

Actual events and number of sessions

There were a total 21 different activity groups, which accounted for 205 different activities, across all ParkLives locations. The most popularly attended activity groups were Mind and Body which includes yoga, Tai-Chi, and Pilates (19.36%; n = 6,669), Fun and Games which includes Rounders, Family Games, and Green Fit (15.61%; n = 5,378), and Run, Jog, Walk which includes Couch to 5k, Learn to Nordic Walk, and Health Circuit Walk (12.21%; n = 4,206).

This data was collected by utilising the online registration through the ParkLives website and SMS data collection system. Both Fun and Games (28.64%; n = 855) and Mind and Body (13.57%; n = 405) also had the largest number of new participants recorded by SMS only.

These popular activities, along with the other available activities, all utilise the open green spaces in the delivery locations. Promoting these activities in parks and green

space allows the participants to take notice of the environment around them and develop new skills, two areas in the New Economics Foundation's 'five ways to wellbeing'¹³.

The total participation numbers (Figure 8), and new participant numbers (Figure 9), demonstrate how having a wide range of team, group, structured, and unstructured activities provide participants with a wide array of opportunities to become physically active.

Summary

ParkLives has successfully engaged a wide ranging demographic of all ages, ethnicities and disabilities. The website was a vital first port of call receiving the majority of registrations highlighting its importance for ParkLives users. The offer of 205 different activities provided participants with the opportunity to try various different activities, learn new skills, and take part with friends and family members.

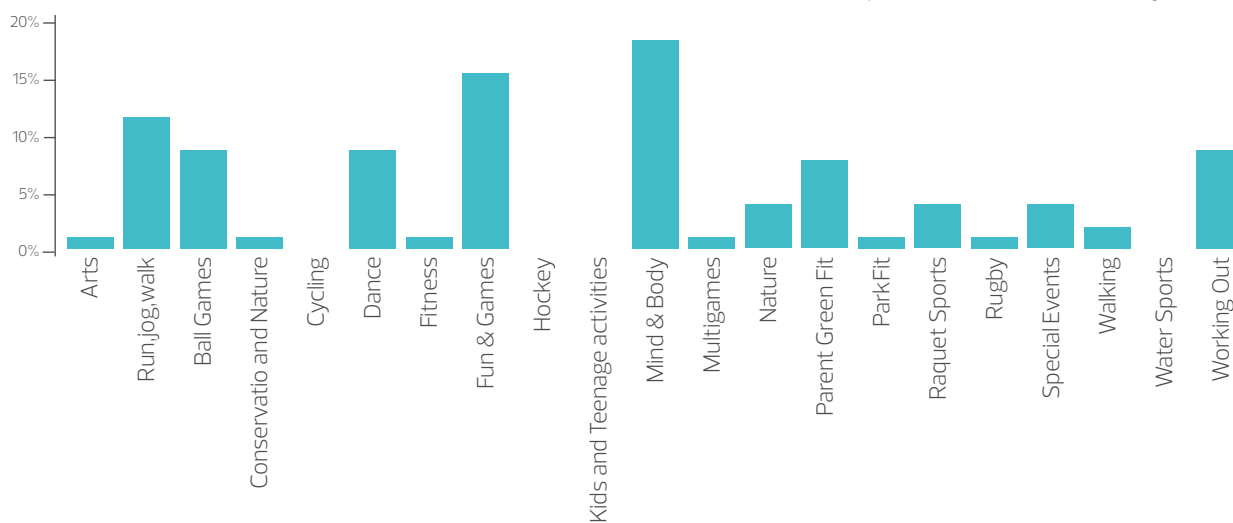


Figure 8. Total participation for ParkLives activities across five of the six delivery locations (exc. Birmingham).

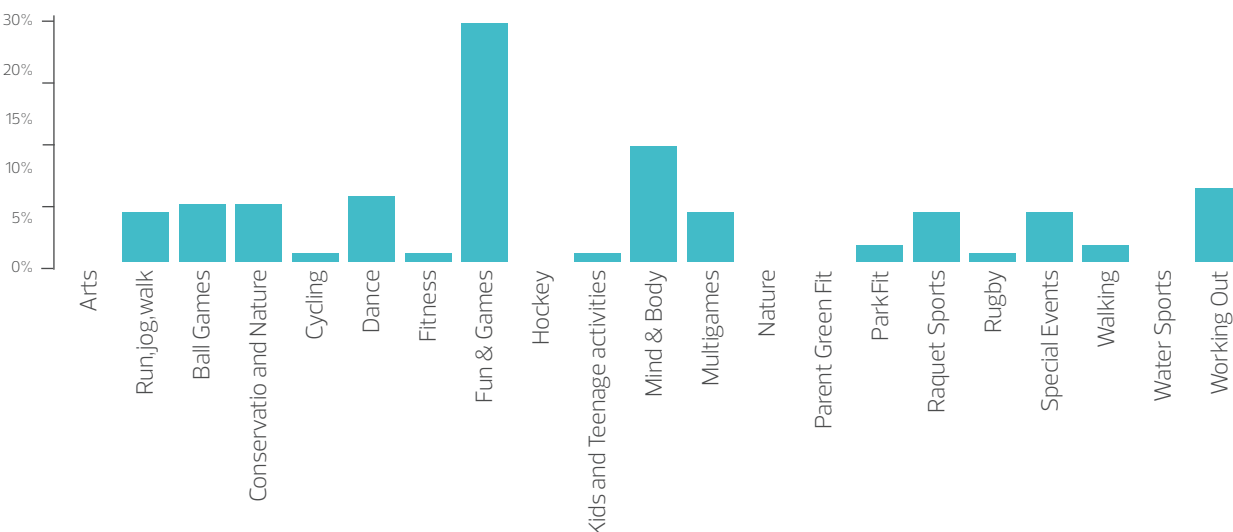


Figure 9. New participants across ParkLives activities in five of the six delivery locations (exc. Birmingham).

Case Study: Birmingham

In-depth data was collected in Birmingham to provide a more detailed understanding of the delivery of ParkLives. The in-depth analysis highlighted which activities were most popular for each month, per location, and a detailed demographic breakdown is presented below.

Month

Although ParkLives runs throughout the year, key engagement occurs during the summer months. Figure 10 provides the percentage attendance breakdown for each month which shows an increasing trend from April through to August and the school summer holidays before a reduction in attendance in September, coinciding with a return to school. The number of attendees is higher however in September than April.

Multigames was the most popular activity through all of the summer months. Multigames was at its highest popularity during May (54.2%) and lowest popularity during June (30.1%). This lower percentage in June coincided with an increase in popularity of Walking (12.1%), Tai-Chi (11.6%), Tennis (7.6%) and Buggysafari (7.5%).

The availability of a wide range of activities across all ParkLives sessions allows the participants to try out and learn new skills. Fun, structured, group sessions that can be taken part in with various family and friends proved to be the most popular over the course of the summer. This snapshot of month by month popularity is vital to understand the usage patterns and needs of ParkLives users and should be used to inform programming during future delivery.



Location (within Birmingham)

Across Birmingham there were a total of 77 parks and open spaces that were involved in ParkLives.

Cotteridge Park was the most popular park with 6.92% of participants taking part in activities there (Figure 11). The vast number of green space utilised in Birmingham and spread of usage across them demonstrates the reach and scale of ParkLives in Birmingham and the ability it has to positively increase physical activity levels of the city's population.

The large availability of parks and open green spaces across Birmingham allows the participants of ParkLives to try and experience new places as well as activities. This allows participants to keep learning whilst being active, connecting with various individuals and groups, and appreciate and take notice of the different outside environments available to them.

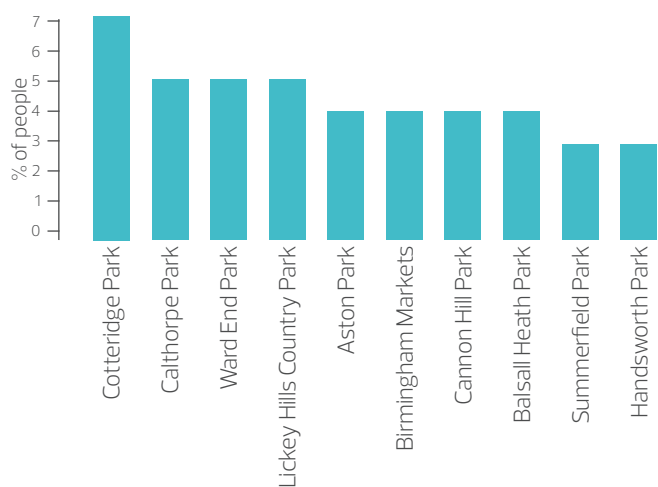
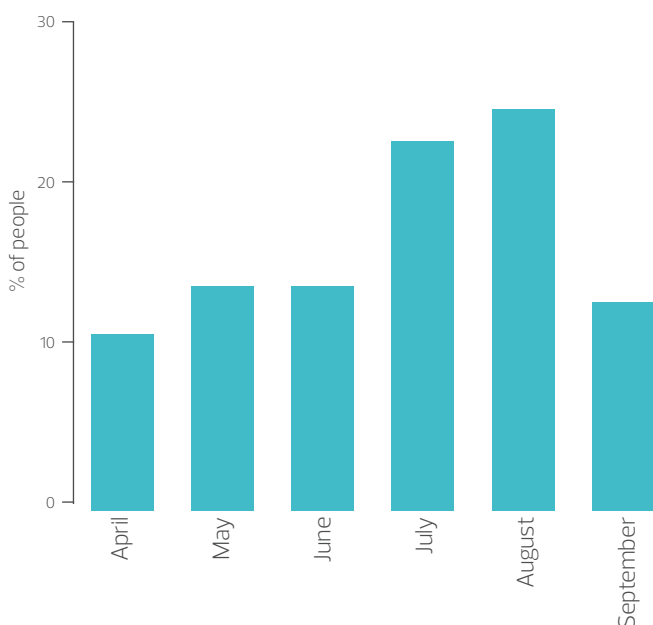


Figure 10. Monthly ParkLives attendance percentage across the summer

Figure 11. Top 10 parks in Birmingham

Age

ParkLives is free and open to all ages (Figure 12). The most prominent age group participating, 6 – 15 year olds, accounted for over a third of all participants (34.5%), with over 75 year olds the smallest age group (1.5%) (Figure 12).

The most popular activity for the age groups of 0–5 up to 36–45 year olds was multigames with a ranging popularity of 31.8% (36–45 year olds) to 75.7% (6–15 year olds) and was also in the top five activities for the other age groups.

Buggysafari was the second most popular activity group for the 0–5 year age group and 26–35 year age group indicating that Young Mums were participating with their children in these activities. Tai-Chi was a popular activity amongst the older participants (46–55 year olds – 20.3%; 56–65 year olds – 30.6%; 66–75 year olds – 32.2%; over 75 years olds – 27.8%) as was walking (46–55 year olds – 14.6%; 56–65 year olds – 33.4%; 66–75 year olds – 42.3%; over 75 years olds – 49.6%).

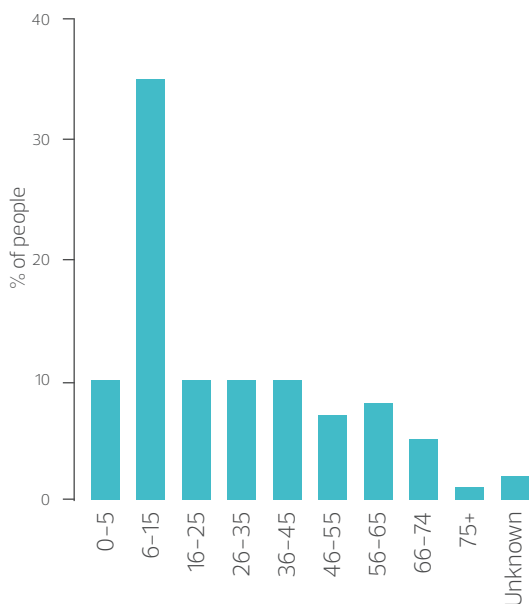


Figure 12. Age breakdown of participants in Birmingham

Sex

Over the course of ParkLives in Birmingham there was a slightly larger proportion of males taking part (52.3%) (Figure 13). Multigames was the most popular activity for both males (58.8%) and females (32.9%), with walking the only other activity that was in the top five for both males (5.6%) and females (11.4%).

Males tended to favour more structured competitive activities such as tennis (7.4%), football (6.4%), and table tennis (6.4%). On the other hand females favoured activities such as Tai-Chi (11.9%), Zumba (9.5%), and Buggysafari (6.3%).

The different preferences to structured and unstructured activities between males and females should be used to inform the availability of activities across all locations to ensure maximum participation.

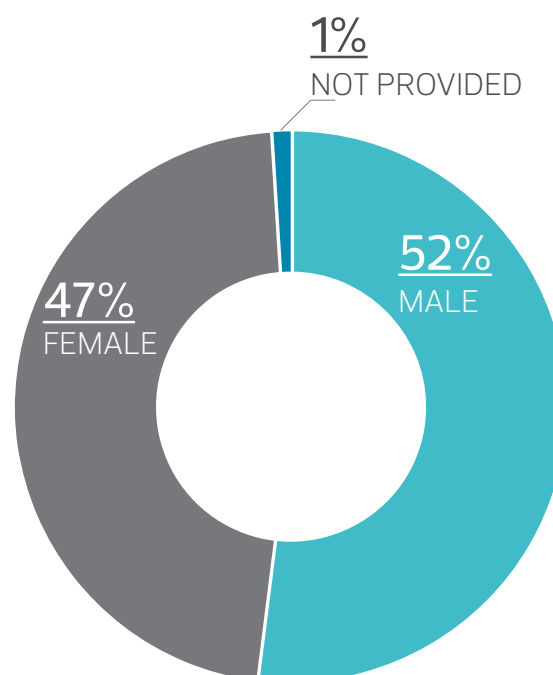


Figure 13. Percentage sex split of participants

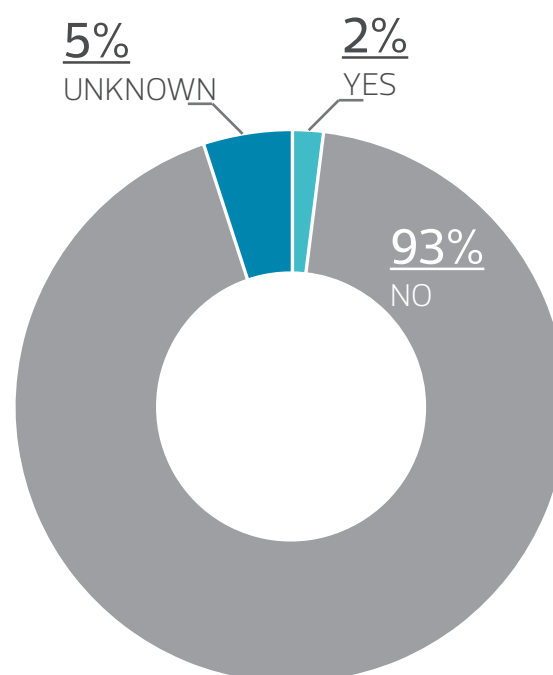


Figure 14. Percentage disabled split of ParkLives participants

Disability

The majority of participants in ParkLives across Birmingham were not disabled (92.6%), with only 2.4% of participants reporting a disability (Figure 14).

ParkLives is however a fully inclusive initiative promoting physical activity participation from all people with local communities. Data suggest targeted engagement may be required to raise awareness amongst disabled groups. We can however see that, once again, the most popular activity was multigames for disabled groups – representing 38.4% of total participation. Other popular activities for the disabled participants include Tai-Chi (20.7%), Zumba (10.1%), walking (9.5%), and aerobic or dance (4.0%).

Ethnicity

The greatest proportion of participants who took part in ParkLives sessions in Birmingham were White (44.8%), with Asian participants making up a third (32.9%) and Black participants a further 10.6% (Figure 15).

The most popular activity across all of the ethnic groups was multigames (White – 26.4%; Asian – 68.1%; Black – 54.6%; Mixed – 54.1%; Other – 66.7%).

As with the demographic breakdown above the ethnicity results reveal difference in activity choice for individuals from different ethnicities. Although inclusivity is encouraged through ParkLives, it is important that this snapshot be used to demonstrate the need for tailored activities in areas where there is a diverse ethnic population. Usage data highlight the need for a flexible offer that allows participants to take part in activities in their own way, and not be too prescriptive in delivery.

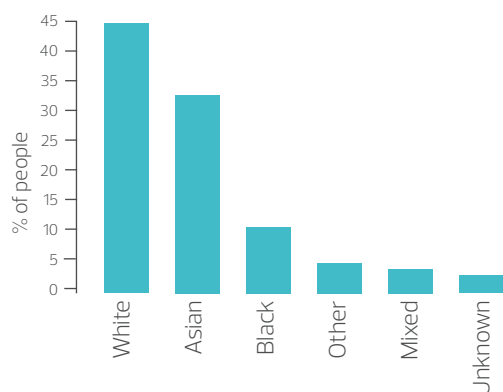


Figure 15. Ethnicity breakdown of ParkLives participants in Birmingham

Activity Group

Overall, the most popular activity was multigames with just under half (46.3%) of all participants taking part. Other popular activities from the top 10 can be seen in Figure 16.

There are a wide range of activities that participants have taken part in during the summer ParkLives sessions in Birmingham ranging from walking, running, and buggysafari which can be done at various paces to suit the individual to more structured class type activities including Tai-Chi, Zumba, or team activities such as football. Overall there were 31 different activity groups which included 45 different individual activities.

To ensure wide participation across the various communities within Birmingham, and other delivery locations, it is important to provide a range of activities. Figure 16 demonstrates this happened in Birmingham which is reflected in the participation rates across the city. The results here indicate that multigames should be included at all ParkLives locations to encourage an increase in physical activity.

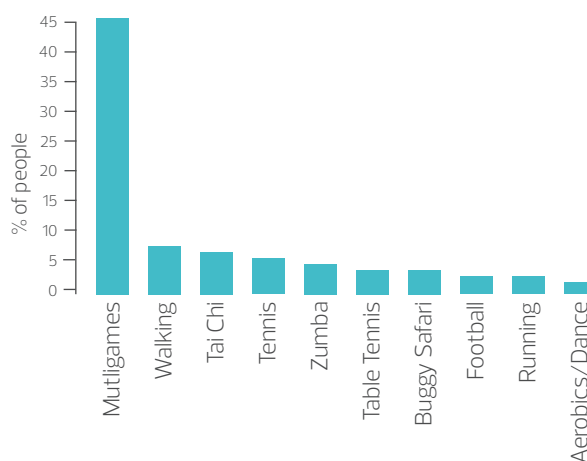


Figure 16. Activity group breakdown across ParkLives sessions in Birmingham



Deprivation

The in-depth data collection in Birmingham allows for participation to be analysed by the Index of Multiple Deprivation (IMD). The two most deprived quintiles of Birmingham represent 70.4% of the participation, an increase of 10.7% of year one of ParkLives delivery. These results reflect the broad range of parks and open spaces used for ParkLives and demonstrate the availability of ParkLives for the whole population but with specific focus on those in greatest need. Furthermore, the participation of families in areas of high deprivation demonstrates how ParkLives has the ability to engage individuals to take part in physical activity. A full percentage breakdown per quintile can be seen in Table 9 for both 2014 (year one) and 2015 (year two).

Table 9. Birmingham participation percentages by IMD quintiles

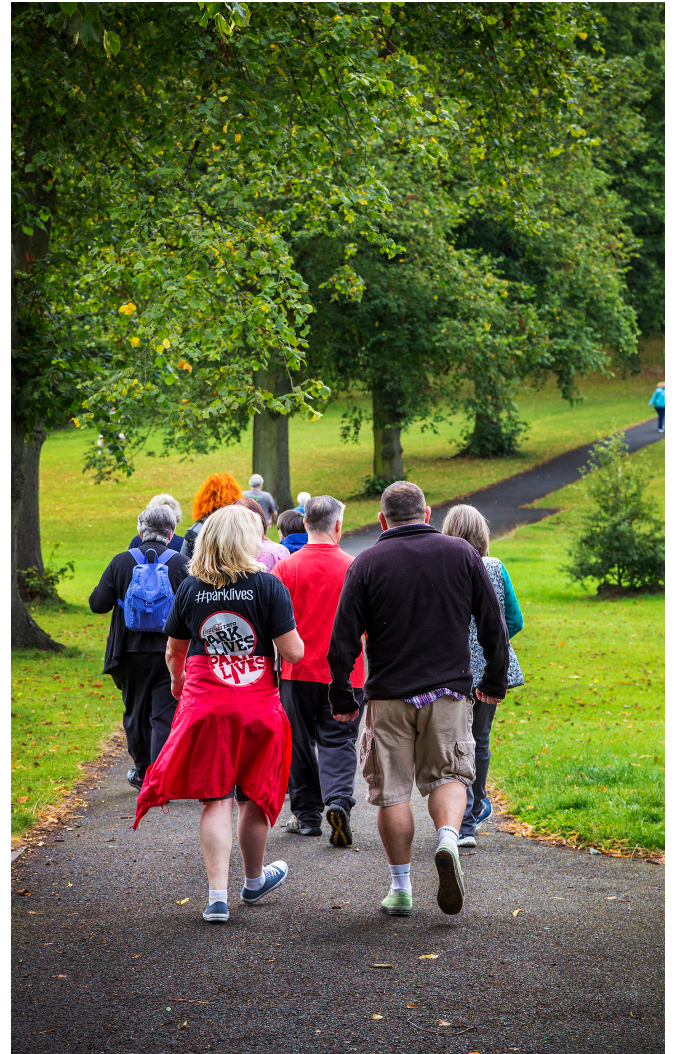
IMD 2015 Quintile	2014	2015
Quintile 1 – most deprived	39.29%	57.03%
Quintile 2	20.44%	13.41%
Quintile 3	16.60%	8.93%
Quintile 4	3.13%	1.80%
Quintile 5 – least deprived	0.30%	0.50%
Incomplete/No postcode	11.04%	14.62%
Outside BCC	9.20%	3.72%

In-Depth Summary

Overall, the in-depth data collected in Birmingham presents a well-established, diverse, sustainable ParkLives programme. This can be seen in the range of available activities, large rates of participation which span generations, males and females, and disabled and non-disabled participants. The results here should be used to shape and evolve the activities on offer not only in Birmingham but also across other delivery locations.

The range of ages and ethnicities of both sexes, individuals with and without disabilities, and individuals of areas of high deprivation highlights the popularity of ParkLives activities to all and promotes participation with friends and family.

This support and inclusion created through ParkLives activities allows for positive behaviour change and an increase in physical activity levels whilst utilising the open green space available. Better connections across generations can be promoted through the use of parks and



green space due to green exercise reducing mental fatigue, reducing stress, improving mood and self-esteem, and promoting social interaction, which can help bring families and friends, new and old, closer together through physical activity.

Data suggest family participation, and given that the multigames offer allows groups to form organically as opposed to in structured settings this is highly feasible. The concept of facilitating play in this manner is one that warrants replication.

“The best thing about working for ParkLives is the positive feedback from people attending my yoga sessions who are suffering from loss, depression and pain etc. Many have spoken about the benefits and in most cases have been relieved of symptoms. “
Amma Clarke , Session Leader

Qualitative Insight

To try and understand why it is that people engage, or do not engage with the ParkLives programme, a qualitative process has also been adopted and delivered by us creates who investigated the engagement of both users and non-users of ParkLives in Newcastle. The aim was to provide a better understanding of the impact of ParkLives and where improvements can be made for future delivery.

A diverse sample of 10 individuals were recruited from various ParkLives sessions across Newcastle. Additionally, eight individuals were recruited from local shopping centres as the non ParkLives attendees' sample. Data was collected through semi-structured interviews which were often completed in the individual's home.

ParkLives provides individuals with the opportunity to become active, lead a healthier lifestyle, and improve their overall wellbeing and self-motivation, with a lasting impact beyond ParkLives itself. The key insights from this research include:

- » ParkLives provides an opportunity for individuals who have been active to re-engage in physical activity in a fun, social way.
- » Participants became aware of ParkLives through word of mouth and seeing a session in a park.
- » ParkLives was seen as part of a whole lifestyle change by some participants with initial improvements providing further motivation to continue.
- » The flexibility, convenience, and family orientated

activities allowed individuals to enjoy themselves which had a positive impact on their wellbeing.

- » The feeling that ParkLives really made a difference to both fitness levels and wellbeing, and the additional motivation of the activity leader and the rest of the group, led to continued and sustained attendance and positive behaviour change.

- » ParkLives provides people with the opportunity to invite interested family and friends, or to share news skills and build upon those skills learnt, often sharing activities with others beyond the ParkLives sessions.

- » There are four key aims and objectives identified for future improvement of ParkLives sessions, which include:

- » Increasing attendance

- » Engaging those who will benefit the most from participation

- » Extending the impact of ParkLives for people beyond the sessions

- » Maintaining involvement

It is suggested that these be approached differently depending whether the target audience is a ParkLives user (e.g. maintaining involvement) or a non-user (e.g. increasing attendance). Specifically this research has suggested that the ParkLives can be improved by implementing the seven points for each target group highlighted in Table 10.



Table 10. Future improvement of ParkLives sessions for current users and non-users of ParkLives

Parklives Users	Non-Parklives Users
» Goal setting	» ParkLives leaders getting to know potential participants through taster sessions
» The ability to track progress	» Re-consideration of the target audience and the time of day of the sessions
» Provide the leaders with the possibility to become coaches	» Provide clear meeting point in parks
» Utilise other networks such as health workers	» Increased social media through YouTube videos created by ParkLives session leaders
» Fill the gap between summers to encourage positive behaviour change	» Ability to share events with friends and family
» Ensure there is continuous awareness and clarity	» Improved website
» Use participants as ParkLives ambassadors	» Keep in touch with registered participants about upcoming activities.

Recommendations from the qualitative research conducted by uscreates include utilising key success criteria to prioritise and develop opportunities, review the website and registration experience of participants, and mobilise local authority partners to promote ParkLives. Two recommendations suggested here, filling the gap between summers and including taster sessions, have been implemented during the second year of ParkLives delivery.

The winter data presented above for Birmingham demonstrates the usage of ParkLives through the winter and how the time between summers can be utilised to encourage and sustain positive behaviour change. Additionally the experiential events, also presented above, demonstrate that providing taster sessions in areas of high footfall is a positive and successful method of promoting ParkLives. uscreates also suggest further in-depth research to understand the impact of marketing at local level and identify opportunities to engage more people, and additional qualitative research with wider stakeholders.

“So winter has been wet and windy so far but that hasn't put off the faithful ParkLives participants at walk2run in Alex park. We've mainly taken up road running wearing our ParkLives high viz vests as the park is not very well lit at night. However, we've done some adventurous sessions in the park using head torches! The Platt fields buggy boot camp only started in the Autumn but has grown steadily (despite the weather!) It's a lovely city centre park that is well used by people and wildlife!! Geese dodging had become part of our weekly workout!!!”

Emma Walker , Session Leader

Social Inclusion

One of the critical success factors for ParkLives, as identified through a number of sources, including direct feedback from participants and the qualitative research from uscreates, was a sense of social cohesion which is delivered. The possibility to transfer the benefit to others became an important factor for continued participation, according to uscreate's research, including the opportunity to share an exciting new skill with friends and arrange group activities to try and build upon skills learnt.

For others, ParkLives provided an opportunity to make new connections. Jane Shearer, a walking group session leader in Newcastle, commented, "Ladies from the Summers Wednesday group have now created their own little group and have continued to go out for a social run weekly".

The social side of the programme helps it grow as it facilitates spreading of awareness through word of mouth. Lisa Davidson, who leads Gentle Bootcamp at Boggart Hole Clough in Manchester said, "This session for the over 50's was a slow starter, but after talking to a couple of ladies in the cafe, they came along to a session and through their word of mouth I now have a small group of regular ladies and new faces each week. A few of the ladies have some long term medical issues which their doctors are supporting and have encouraged them to continue with the sessions on their journey to becoming more active. They all love it and think it is a great idea to get people enjoying their local parks whilst getting more active".

There is also evidence which shows that participants are feeling much more connected to their communities through their involvement in ParkLives. Wendy Chan, a Tai Chi session leader in Newcastle said, "During the very last week of the Tai Chi in September, nobody wants to go home because we all were sad we won't be seeing each other again. Participants have made friends with one another and began to take each other's phone numbers to keep in touch. ParkLives has enabled the senior's participants to exercise within their capacity as well as building friendship within the group. They always tell me, it gets them out of the house and look forward to some lovely Tai Chi and a chat with everyone else. I think we have successfully created some degree of community belonging".

This has a particular positive impact on new mums making connections in baby and toddler sessions. Kerry Nesbitt, a session leader in Newcastle, said: "Active push has brought together a community of new mums to make friends and get active in the fresh air with their new babies. All of the parents have had a great time making new friends at the sessions and the little ones have seen their mums being active from a really early age! The running groups have

really encouraged groups of people to take part in running together in a friendly environment".

The programme is also proven to break down barriers between generations. This was discussed by Richard, the Rounders participant in Newham, in the promotional video made for ParkLives: "At Rounders, we're all mates", he said, speaking about the connection that is made between him and his daughter during the ParkLives sessions they attend. Will Nutman, a session leader in Newcastle, also commented on this aspect of the programme: "During the summer it was great to see all generations joining in and playing games during the family sessions".

"My bootcamps are going from strength to strength, with new participants almost every week and a group of regulars who are there come rain or shine. On Saturdays I'm nearly at capacity! I've found that the more people that take part, the more people come over to inquire and ask about my sessions and ParkLives in general. I have really enjoyed being out in the parks and engaging with the local communities."

Jon Smith, Session Leader

The Session Leaders

Session leaders are the inspirational figureheads that keep participants engaged and retained and ensure they bring their friends and families to future sessions to take part. They are recruited locally by each local authority, with most already within the network of the local authority through providing existing local services.



All session leaders are given an introduction to ParkLives and go through a short training programme (circa two hours), provided by Coca-Cola GB and ukactive. However they are provided the freedom to use their engaging personalities and unique approaches to make their sessions truly different. Many session leaders have not, until the point they deliver their first ParkLives session, run an outdoor activity, with most more experienced in delivering group exercise in gyms and leisure centres. The audience for ParkLives sessions may be very different from those previously worked with by the session leader, with the programme encouraging an audience of less active people who may be unlikely to have memberships for gyms. This means that the role of session leader becomes even more important, as initial engagement needs to be focussed on making the participant feel comfortable and supporting the participant get over any initial trepidation, before being able to support the participant to perform the required activities.

Marguerite Fisher, ParkLives coordinator in Newcastle as well as Nordic Walking session leader said: "[A] highlight for me was when one of the ladies who come to GCP Bootcamp on a Saturday morning was leaving and heading to London to start a new life, she told us how the encouragement she had received during the time she had been coming was fantastic and how getting fitter had change her life for the better, she told us she could do so much more especially with her family".

Amma Clarke, Yoga session leader in Manchester, said "The best thing about working for ParkLives is the positive feedback from people attending my yoga sessions who are suffering from loss, depression and pain. Many have spoken

about the benefits [of the programme] and in most cases have been relieved of symptoms".

Some of the key success factors of great session leaders include their approachable style, empathetic communications and delivery expertise. Also critical in reaching new audiences and engaging existing audiences is the use of social media. Some of the most engaging session leaders were able to utilise their personal social media channels, including twitter and via the closed Facebook session leader group to talk to participants and share successes with other session leaders (see examples below from Vicki Read, coordinator and session leader in Newham).



"This week I was delighted to hear that ParkLives would like to continue the Walk 2 Run group through the winter months.

I have enjoyed being part of the ParkLives team through the summer and would have missed it as I'm sure the participants would also. I look forward to continuing the group and I'm sure the numbers will only improve as exposure of ParkLives grows."

Gino Sassanelli, Session Leader

Motivators and Barriers

To understand the motivations and barriers of participation on a wider scale to the in-depth investigation reported by uscreates, further polling was conducted out by MediaCom. This research aimed to identify the sources of awareness of ParkLives, identify barriers to participation, understand awareness and appeal of an incentive scheme, and understand claimed future participation. This research relates to the media activity which ran across the summer months to encourage participation, drive awareness, and gauge the understanding of an incentive scheme. The qualitative research was conducted through an email survey distributed to the ParkLives database. A natural sample of 339 people was achieved which was skewed towards mums with young children.

A total of 53% of respondents participated in ParkLives, with 45% of the sample stating their children have participated in a ParkLives session, of which 87% participated with their children. This highlights that ParkLives provides people with the opportunity to participate in physical activity as a family, and is supported by the in-depth data collected in Birmingham. This popularity and availability of family participation opportunities should be utilised to promote and increase participation in ParkLives activities.

"My monthly update is about my two very determined Heaton buggy Bootcamp mums. When we started the Bootcamp in October they were both 12 weeks post-natal and had met at a pre-natal class. They came to my class every week and pushed their limits each week with challenging exercises. They even turned up the rain!! Since attending my class, they have completed their first post-natal 5k run and plan on completing 10k. If that's not motivation to all my other mums, I don't know what is!"

Terri Barter, Session Leader

The website

Overall the website received positive feedback including its ease for participants to sign up to ParkLives sessions (37%), it is easy to use and navigate (36%), there is useful information about the activities (33%), and the website provides up to date and accurate information around the activity timetable (31%). Just under one in five (19%) said the website needed improving and it is confusing (10%). The biggest driver to the website was advertising that was placed in the local parks (18%) through an activity

where the respondents were able to participate for free (16%); this was especially true for the original ParkLives locations. The new ParkLives locations drove people to the website additionally through outdoor advertising (13%) and social media (12%). This is contradictory to the research conducted by uscreates indicating the key role of the website and the need for additional understanding participants experience using the website.

ParkLives Awareness

Awareness of ParkLives sessions originated from a range of sources with one in five made aware through advertising at the local park. The other key awareness driver came after participating in a free activity in their local area (15%). Additional outdoor advertising (12%), and information provided by promotional staff (11%). Participants living in Birmingham, Newcastle, or London were more likely to be aware of advertising in the local parks.

Just over half of the participants (58%) were aware that ParkLives was a partnership between Coca-Cola GB and their local authority. This is likely to be influenced due to the survey being sent from a Coca-Cola GB email address.

Barriers

The lack of time was the main barrier to participation in ParkLives sessions for 48% of individuals who signed up on the website but had not participated. Additionally not finding the right activity (20%), no parks located close to the respondent (17%), activities not in their city (8%), and they signed up for their children but they did not want to attend themselves (7%) were other key barriers to ParkLives participation.

ParkLives offers a wide range of activities, as demonstrated above, across parks and open spaces within the delivery locations. Due to the structured and timed nature of ParkLives sessions they are not accessible throughout the day meaning the time and accessibility will continue to be a barrier. However the adaptability and broad range of parks and activities help to reduce this barrier and therefore increasing physical activity levels. The activities are available to all generations and the relatively low barrier of not wanting to participate with their children indicates families often participate together – supported by both the insight and data provided throughout this report.

Motivators

The two main motivators to participation were the sessions being free of charge (78%), and the sessions being located in nearby parks (67%).

Furthermore, something for the whole family to do together is more of a motivator than the exercise or keeping fit element of ParkLives for those living in Manchester, Nottingham, or Glasgow.

On the other hand, the incentive scheme offered to increase participation levels was not a key motivator to participation (6%) with only one third (36%) of participants actually aware of the incentive scheme. Those who were aware of the incentive scheme recalled the Kitbag.com sportswear voucher for first time users most readily (70%), and the additional vouchers for bringing two guests (41%). However, only 2% of participants redeemed the voucher. Of those who received a voucher but did not use it stated that Kitbag.com was not appealing (37%), they forgot about it

"What can I say... Apart from Thank you, from the bottom of my heart, I used to go walking alone, I now have a new group of people I call my 'family' after being so low we have such a laugh. Love my walk. Thankyou"

Joy , Parklives Participant

(32%), or the voucher expired (30%).

When asked what a good incentive would be to encourage people to participate in ParkLives the most popular choice was money off vouchers to be used in supermarkets (63%). Other choices included other sports related products such as water bottles, draw string bags, or Frisbees (54%), money off local and accessible family locations (42%), and money off a sportswear brand (41%).

Those who participated in ParkLives sessions were statistically more likely to encourage their friends to sign up to the website (78%) and take part (83%) in ParkLives sessions than non-participants. However, non-participants did not recommended sign up on the website (47%) and participation (39%) in ParkLives although they had not taken part themselves.

Data suggest that ParkLives does leave a positive influence on those who have taken part in the sessions and that the positive stories, advertising, and availability influence the non-participants. This is the same across both new and original ParkLives locations.

73% of participants would definitely recommend ParkLives. Participants also stated they would be very likely to attend more ParkLives sessions in the future (70%).

Motivation to participation is clearly influenced due to the wide availability and the sessions being free of charge as well as being able to take part with the whole family. These factors indicate that the barriers discussed previously are being reduced with participants motivated to participate. The incentives offered for participation should be altered to fall in line with the needs and requirements of ParkLives users as this may engage individuals who are yet to participate. Specifically this should involve tailoring vouchers to meet the target audience and having numerous options available.

ParkLives Session Leaders

ParkLives was delivered by 266 session leaders in 2015, with these individuals proving instrumental in engaging audiences and driving participation.

In Newcastle, ParkLives is working closely with a number of local mental health charities promoting the positive benefits of physical activity and utilising parks and green space. Between these charities they support young people up to adults over 60 years of age who suffer from a range of mental conditions such as depression and Psychosis to individuals who are lonely and vulnerable. By working closely with a ParkLives leader, and support worker, activities have been arranged and adapted to encourage physical activity. The emphasis is on the social side of the activities, not the activity themselves, and there is often an incentive waiting at the end in the form of tea and cake. There are a number of positive anecdotal stories of increased confidence, activity levels, social interaction and reductions in mental health issues. The partnership and support provided between ParkLives, local charities, support workers and ParkLives session leaders demonstrates how ParkLives can work in local communities to promote physical activity for health benefits.

"We were extremely pleased to see some families returning weekly for the sessions we ran. Seeing them come together and try activities that they have never tried before. We have also been lucky to be contacted by a new head teacher that heard about us from her deputy who attended one of our sessions. We can't wait to deliver more Muddy Hands ParkLives activities in next years programme."

Jamie , Session Leader

Healthcare Professionals

As part of the outreach for ParkLives, a programme of work has been devised to engage healthcare professionals on the potential benefits of ParkLives for local health and wellbeing.

To date the healthcare professional programme has:

- » Identified and engaged influential stakeholders within all regions, to build relationships and awareness of the ParkLives healthcare professional programme
- » Hosted a ParkLives Healthier Lives Event in partnership with Birmingham City Council, to engage local influential stakeholders and healthcare professionals in Birmingham
- » Developed and distributed ParkLives materials to

support Physical Activity Referral Teams (PARS) and local stakeholders to drive awareness and a healthcare professional recommendation in Manchester, Nottingham and Birmingham

- » Distributed an engaging video in GP surgeries across Birmingham, Newcastle and Manchester to drive awareness and patient participation in ParkLives
- » Distributed an e-newsletter in Pulse (leading GP publication) to educate on the benefits of physical activity and raise awareness of ParkLives amongst GPs

By the end of year two of the programme, at least 23,000 healthcare professionals have been engaged with the ParkLives video distributed to 28 GP surgeries and reaching over 300,000 patients.

ParkLives Communications and Promotions

There were three type of communications for the programme: paid, social and earned.

Paid communications

This mainly involved out of house poster promotions, including bus shelters, telephone kiosks and 48 sheet posters (all close to parks delivering sessions).

The out of house plan delivered £22,100 additional media value – driving 59,530,000 impacts in total with door drops reaching more than 350,000 households.

Social communications

Social media plays a key role in driving awareness and interest in ParkLives participation. There was a total of 9,300 mentions and 61.9m social media impressions from January – September, with coverage volumes building steadily month-on-month before dropping off in September. @ActiveParksBirm was the leading account for ParkLives mentions, with Birmingham the most discussed City in connection with ParkLives. The ParkLives hashtag used in overwhelming majority of coverage, with 88% of mentions containing a hashtag. Coca-Cola's GB twitter account posted 221 tweets relating to ParkLives, achieving 26.6m impressions,

Earned communications

Local PR was a critical platform in reaching communities in the participating cities. Some of the key successes for local

PR include:

- » 18.5million people reached across six cities
- » 90 media articles
- » 100% positive media coverage
- » 95% of coverage included a Coca-Cola brand mention
- » 91% of media coverage included a ParkLives web link

Secured coverage for over 650 events in local listings media 17 pieces of national PR coverage was also achieved, which involved four pieces of national news, three national broadcast pieces and ten national consumer pieces.

"ParkLives has really changed my life, I was diagnosed with cancer a couple of years ago and slipped into a deep depression, Laura Gligan asked me to join her on the Alexander park walk, I have really enjoyed the past few months and can't thank you all enough for giving me this chance to mix with others who are going through the same as me. I have met so many new friends. Thank you so much."

Carol , ParkLives Participant

Mystery Shopper Programme

The summer of 2015 saw independent expert agency Proinsight run approximately 225 mystery shops across all local authorities in two waves. These mystery shoppers were local people tasked with following a normal consumer journey and assessing sessions and session leaders using a bespoke survey with weighted questions. The following outcomes were analysed:

- » 47% of Mystery Shoppers would actively promote ParkLives to their friends and families
- » 66% of Mystery Shoppers rated the Sessions they attended a 4 or 5 out of 5 for enjoyment
- » In 26% of cases Mystery Shoppers could not find Session Leaders who were absent or in another location due to various reasons



Next Steps for Year 3

The ParkLives Scientific Advisory Board has challenged the ParkLives team to provide a robust and scalable way to record and report detailed data relating to participation. As well as understanding the total participation levels and how many unique people have participated in ParkLives activities, there is a desire to drill down much deeper into the demographic data relating to 'who' is participating.

In 2013, Kinetic Insight (KI) began developing a bespoke solution for Manchester City Council that would significantly improve their ability to deliver their community focussed physical activity programme, Active Lifestyles. Following detailed consultation, KI were conscious of the many challenges facing all of the service administrators and instructors that previous hardware and software solutions had tried and failed to resolve. With this in mind, the core elements of its solution for Active Lifestyles focussed on two questions that were critical if the solution was to be a success:

- » How can we collect rich demographic participation data in a manner that is quick and simple for participants, but at the same time isn't intrusive to the delivery of physical activity, and isn't overly demanding for instructors to facilitate?
- » When we have collected this rich demographic participation data, how can we display this data in a manner that will provide Manchester City Council with real time access to reports that will allow them to prove outcomes to public health and other stakeholders?

The Kinetic Insight Pro Tablet Application utilises NFC (Near Field Communication) technology to facilitate the registration process for registered members of Kinetic Insight at any local authority delivered physical activity session. The use of NFC technology ensures that the registration process is extremely quick, yet very simple for any member to follow regardless of their age or technical ability.

Individuals are able to register with Kinetic Insight via a paper registration form that is manually entered into an online web portal, or alternatively by completing the registration process via the tablet application during a session. Upon successful registration, every member is sent a welcome pack that contains a welcome letter, an NFC membership card and an NFC key fob. The welcome letter provides an introduction to the local authority's physical activity offering, details how to use the NFC membership card and key fob, and also provides contact information. The welcome packs can be customised to the requirements of every local authority and KI distributes the welcome packs centrally.

The solution was discussed with a working group of representatives from all ParkLives local authorities and has subsequently been rolled out within Birmingham and Newcastle. Procurement is ongoing with Dundee, Glasgow, and Manchester.

The touch system will also be utilised to track other variables during ParkLives engagement. Upon 'tap' in the tablet will be set to ask a validated single item question related participant wellbeing. The question asked may vary as time progresses or remain consistent during the year. The same question / questions will be incorporated into all related polling and qualitative data collection. This will enable links to be drawn between e.g. awareness of ParkLives and changes in wellbeing, participation in ParkLives and changes in wellbeing, number of ParkLives sessions attended and changes in wellbeing, and, wellbeing of those in control cities over the summer period (ComRes) and those participating in ParkLives.

Wellbeing measures will likely be selected based upon their validity as single-item measures, established link in the literature to physical activity, and significance to key stakeholders. Examples of potential measures include; happiness, social cohesion, and self-efficacy to be active. The data collected will relate directly to outcomes specified in Sport England's new strategy Towards an Active Nation. Ultimately, it is essential that Coca-Cola GB obtain an accurate reflection of the total and unique participation for all ParkLives sessions. This solution allows a deeper drill down into some of the demographic data around participants, which supports wider stakeholder engagement, including local Public Health agencies.

New Local Authorities

Year 3 of ParkLives will see four new local authorities delivering activities within their local parks and green spaces. These local authorities are Dundee, Southampton, Stoke-on-Trent and throughout the boroughs of Swansea, Neath Port Talbot and Bridgend. Additionally, Year 3 will see ParkLives partner with StreetGames and their doorstep sports club network to deliver ParkLives sessions in a further 35 locations across the country.

"I have mental health issues but this walk really helps me keep it all at bay as I can talk to the group and Laura about how I feel. I really enjoy the social bit after it As well as I don't have many friends or family. Thankyou."

Andrew , ParkLives Participant

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