



Year Four Evaluation Report 2017

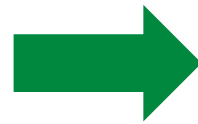




Introduction to ParkLives

The ParkLives Journey

Following the 2012 Olympic legacy, a light was shone on investing in the wellbeing of communities. As part of this, green spaces, such as parks, were seen as a way in which to encourage people to be more active¹, with profoundly positive effects on wellbeing, sleep patterns and enjoyment of exercise². Likewise, the use of community spaces and group exercise, act as a way to positively impact the community through building cohesion, reducing isolation and loneliness, and positively impacting mental health^{3,4}.



As part of a novel initiative to promote healthier, happier and more active communities and continue the 2012 Olympic legacy, ParkLives started in 2014. It was a unique collaboration between Coca-Cola GB and local authorities to provide free physical activities in local parks. The aim was to support people to make positive changes in their lives through fun and free activities in parks and green spaces, and encouraging community cohesion.



Year two (2015)

ParkLives grew to include three more authorities - Glasgow, Nottingham and Manchester. Local authorities from year one applied learnings to refine their approach in year two, and share with new authorities. A total of 9,067 activities were organised, with a total of 111,166 total participations.



Year three (2016)

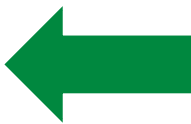
Year three saw expansion of ParkLives, including four new local authorities: Stoke, Swansea, Southampton and Dundee. ParkLives is delivered in a variety of ways, including through trusts (e.g. ActiveNewham and Active Nation), local authorities and their sports teams (e.g. Glasgow Life), and councils (e.g. Birmingham City Council). ParkLives also partnered with StreetGames, which operates across an additional 35 locations, with the capability of reaching individuals in disadvantaged areas. A total of 10,498 activities were organised, with a total of 237,060 total participations.



Year four (2017)

Year four continued involvement of all 10 local authorities, with additional StreetGames locations. In Year four, a bespoke Kinetic Insight data collection 'tap-in' system was introduced in Dundee, Glasgow, Newcastle and Manchester from June to September. This system allowed the measurement of deeper health and wellbeing related variables.

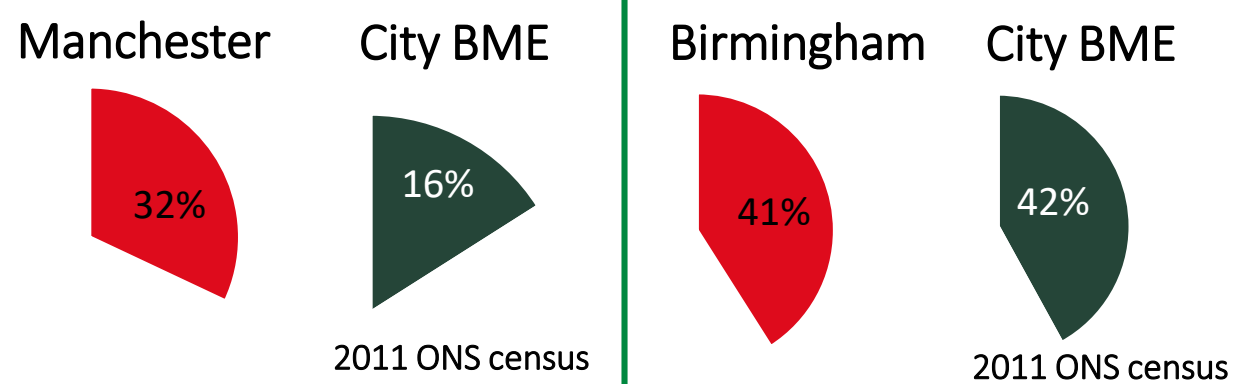
Year one (2014)



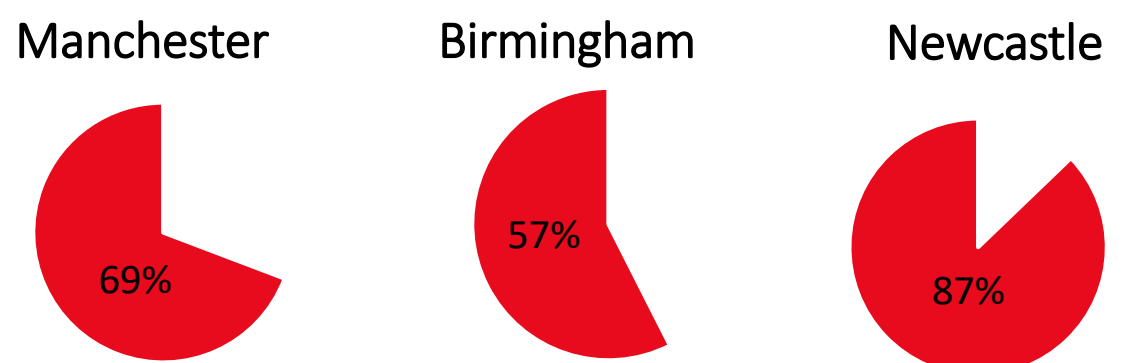
ParkLives started out in Birmingham, Newcastle and London Borough of Newham. There was a total of 5,096 activities organised and total of 22,495 participations.

Year four (2017): ParkLives has engaged diverse populations

Over a quarter of ParkLives participants in 2017 were from a BME background in major cities such as Manchester and Birmingham.



Over 50% of participants engaged in cities of Manchester, Birmingham and Newcastle were women.



¹ Rütten A, Abu-Omar K, Gelius P, Schow D. Physical inactivity as a policy problem: applying a concept from policy analysis to a public health issue. *Health Research Policy and Systems*. 2013;11(1):9.

² Barton J, Pretty J. What is the best dose of nature and green exercise for improving mental health? A multi-study analysis. *Environmental science & technology*. 2010;44(10):3947-55.

³ Sugiyama, T., Leslie, E., Giles-Corti, B., & Owen, N. (2008). Associations of neighbourhood greenness with physical and mental health: do walking, social coherence and local social interaction explain the relationships?. *Journal of Epidemiology & Community Health*, 62(5), e9-e9.

⁴ McCormack, G. R., Rock, M., Toohy, A. M., & Hignell, D. (2010). Characteristics of urban parks associated with park use and physical activity: A review of qualitative research. *Health & place*, 16(4), 712-726.

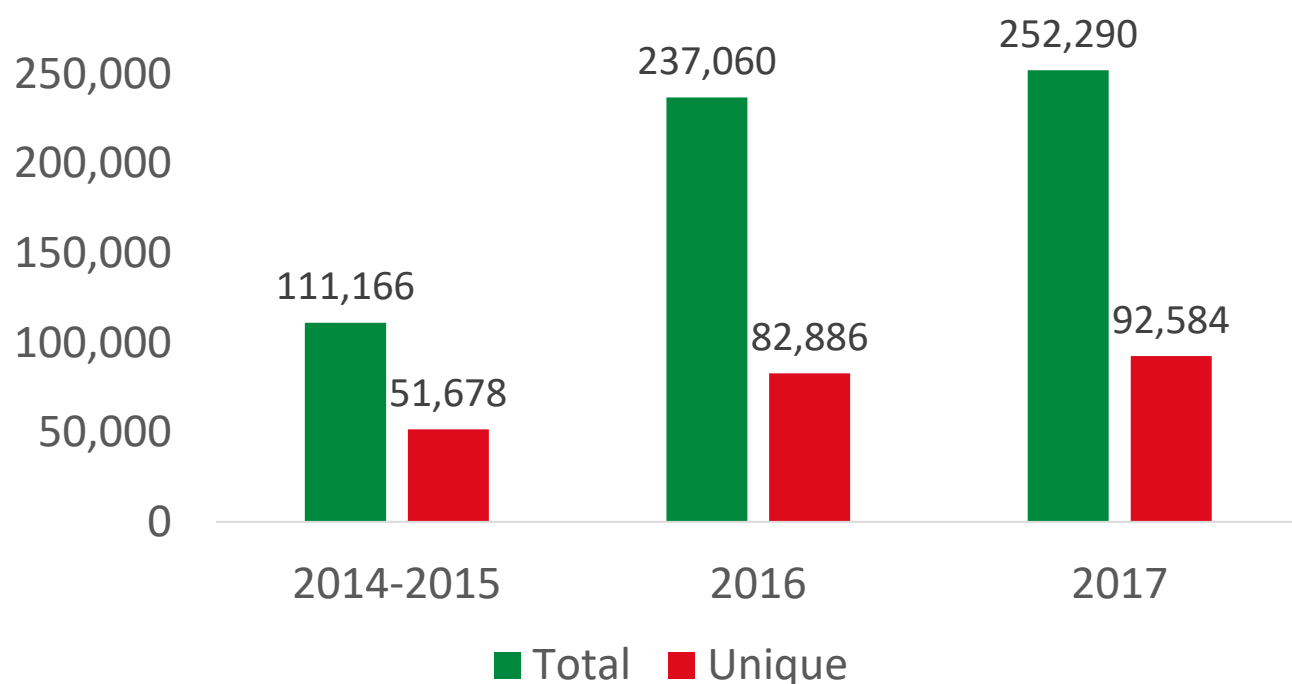
Participation & Activities



Overall Activity Participation

All local authorities capture total and unique attendances to each of their ParkLives sessions over the year. Since 2014 total and unique participation increased year on year.

Overall Participation



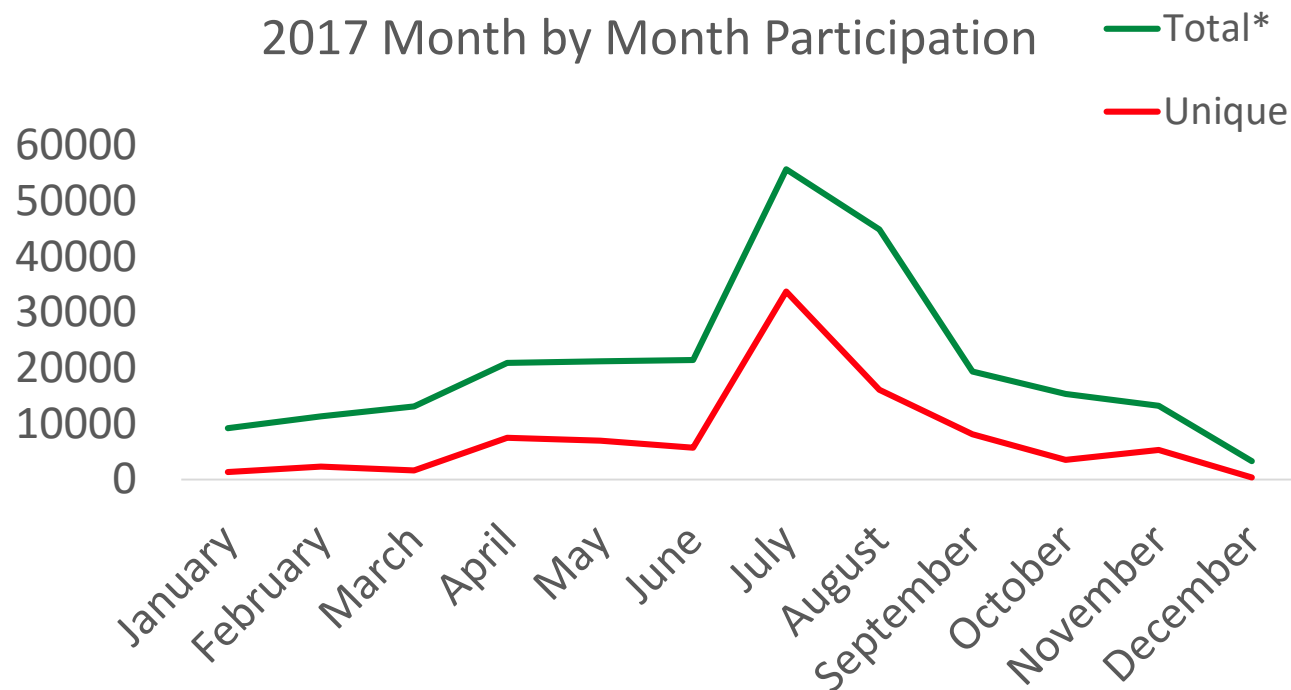
Total Participation

2017 saw the highest proportion of total participations yet, with **15,230 more total participations** than in 2016. 2017 total participations have **more than doubled** since the end of 2015.

Unique Participation

Unique attendances was also highest in 2017, having increased steadily since 2014. Unique attendances make up **37% of the total participations in 2017**. Collectively this demonstrates that ParkLives is consistently encouraging new members of the community to take part in its activities, whilst encouraging those who have already attended to continue participating. This is a trend that continues to grow as ParkLives has progressed.

2017 Month by Month Participation

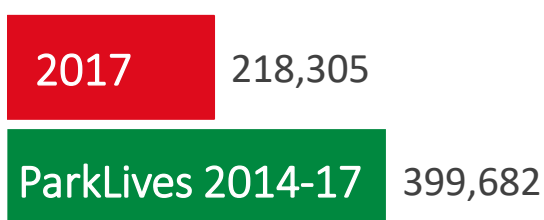


Both total and unique attendances were highest during the summer months of June to August, peaking in July with 55,735 total attendances. These summer months comprised 49% of the total annual attendances and 60% of annual new participants.

Total Programme Activity Participation

2017 comprised **49%** of the overall participation and **55%** of all unique ParkLives programme attendances.

Unique

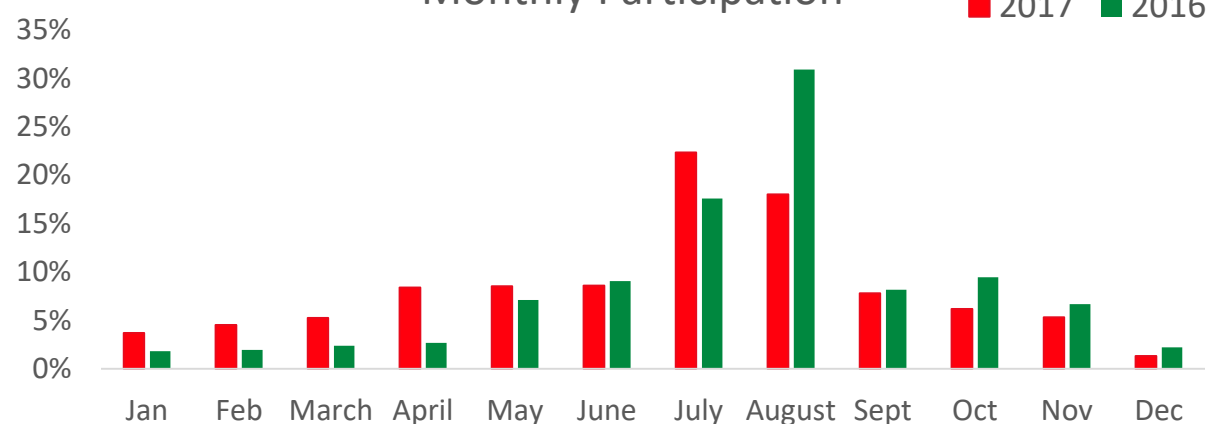


Total



2016 compared to 2017

Monthly Participation



Participation from January to May 2017 was double (30%) that in 2016 (16%), indicating that local authorities are engaging individuals more effectively throughout the year.

Participation & Activities



Activity Participation Per Authority

Local Authority	Total Participation 2017	Unique Participation 2017
Birmingham	105,657	17,452
Newcastle	14,337	11,105
Newham	17,689	5,880
Nottingham	20,965	15,555
Manchester	19,318	11,668
Glasgow	10,218	7,802
Stoke	9,282	4,768
Swansea	11,605	5,992
Southampton	24,700	7,336
Dundee	9,400	3,105
StreetGames	9,119	1,921
Overall	252,290	92,584

In 2017 the local authorities with the highest ParkLives participation were Birmingham, Nottingham and Manchester. For authorities including Newcastle, Stoke, Swansea, Glasgow, Manchester and Nottingham, unique participation made up at least 50% of 2017 attendances. For the other authorities, Dundee, Southampton, Newham and Birmingham, re-occurring participants comprised the bulk of their annual attendance, demonstrating they were successful in retaining participants over the year.

Local Authorities



12,926 activities took place across 2017 across all 10 local authorities.



Up to 384 parks were repeatedly used across 2017 across all 10 local authorities.

StreetGames



405 StreetGames activities took place across 2017.



72 parks were used repeatedly across 2017 for StreetGames activities.

Some of the most popular regular activities across the local authorities were...

Birmingham



Newcastle



Newham



Manchester



Nottingham



Glasgow



Stoke



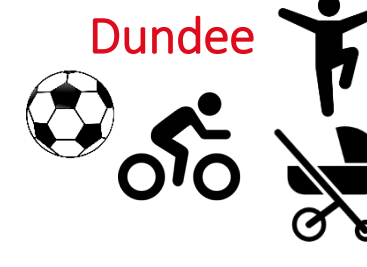
Swansea



Southampton



Dundee



In addition to special event activities such as...



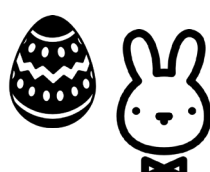
Halloween treasure hunts and orienteering



White water Rafting and Canoeing



Holiday Arts and Crafts



Easter egg hunts



Fun & Game events (e.g. nerf wars, trampolining)



Participation & Activities



Testimonials



Community Involvement

“The event has been brilliant and very inspiring. It have encouraged me to see and learn about things that I can get involved in within my local community”

- Participant, Glasgow

Families making memories together

“I am emailing to tell you how much my three children and I enjoyed the canoeing and high ropes. It not only took us all out of our comfort zone but made all of us much more confident about what we are able to achieve when we put our minds to it. There was lots of laughter, high fives and smiles as we left Colwick Park today - all feeling really proud of ourselves. The team on all the days we attended were absolutely fantastic, they made us feel safe, capable and made it really enjoyable - I looked forward to each event and enjoyed the constant laughter! My children have had a fantastic time and so have I.”

- Participant, Adventure sessions, Nottingham



Health and fitness

I heard about ParkLives at my local gym and was looking for activities to improve my fitness and wellbeing. I was badly injured in a car accident a few years ago and advised if I didn't exercise I would be confined to a wheelchair. The regular weekly exercise, looking forward also to the social element as benefited me greatly. I am able to do much more than I could prior to my involvement, including increased flexibility, overall fitness and greater wellbeing

- Participant, Nordic Walking, Newcastle



Wellbeing and socialising

“Active Parent & Toddler Group has been such a fantastic experience for myself personally, as I suffer from really bad anxiety and depression. It's helped me overcome my difficulties in social situations, I feel a lot more confident in myself and it's been nice wanting to get out there and do something positive. Also, meeting other parents and getting to know them and having a laugh and even sharing stories. The fact that this has been free is a real bonus. Thank you for a great experience and for changing my life really.”

- Participant, Stoke



“I lost my hubby a few years ago and this walk really helps as lots of people have experienced what I have. It's funny how an hour a week can change your outlook on life!!!! It's full of fun and laughs. I've never giggled so much. With a free brew and chat!! Just special it is.”

- Participant, Manchester



Deeper Wellbeing Data

Kinetic Insight System

The use of a bespoke electronic technology system, made by Kinetic Insight, was introduced as a pilot in four local authorities across the summer months of June to October. These authorities included Manchester, Newcastle, Glasgow and Dundee.

This 'tap-in' system was piloted by a subsample of individuals who signed in (tap in) to ParkLives sessions across this period. A single-item wellbeing question, specifically associated to the local authority and used the Office for National Statistics (ONS) validated measures¹, associated to physical activity was asked. In Newcastle, Glasgow and Dundee short questionnaires at the beginning of the summer period, and 6-weeks following, were rolled out asking multiple wellbeing measures.

¹<https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/methodologies/surveysusingthe4officeforationalstatisticspersonalwellbeingquestions>

Tap-in questions and questionnaires

Self-efficacy to exercise

'How sure are you that you will exercise regularly during the next year?'
where 0=not at all sure and 10=completely sure

Manchester



Newcastle



Dundee



Participants questioned in three authorities report strong self-efficacy to keep exercising over the next 12 months, suggesting they are confident they will stay active. Manchester's self-efficacy increased from August to September 2017, showing change across time.

Community Identity

'I identify with my group (or category)...'
Where 7=completely identify

Dundee



Newcastle



This subsample of ParkLives attendees over July and August 2017 either 'identify' or 'completely identify' with others in their communities. On average community identity increased from July to August 2017 within Dundee for these individuals who participated in ParkLives.

Social Trust

'Generally speaking, would you say that most people can be trusted or that you need to be very careful in dealing with people?'
Where 10=completely trustworthy

Newcastle



Dundee



Social trust was asked in Newcastle and Dundee. Results show that ParkLives participants over the summer reported average (5) to above average (5+) social trust indicating this subsample of individuals feel like they can trust those in their local community.



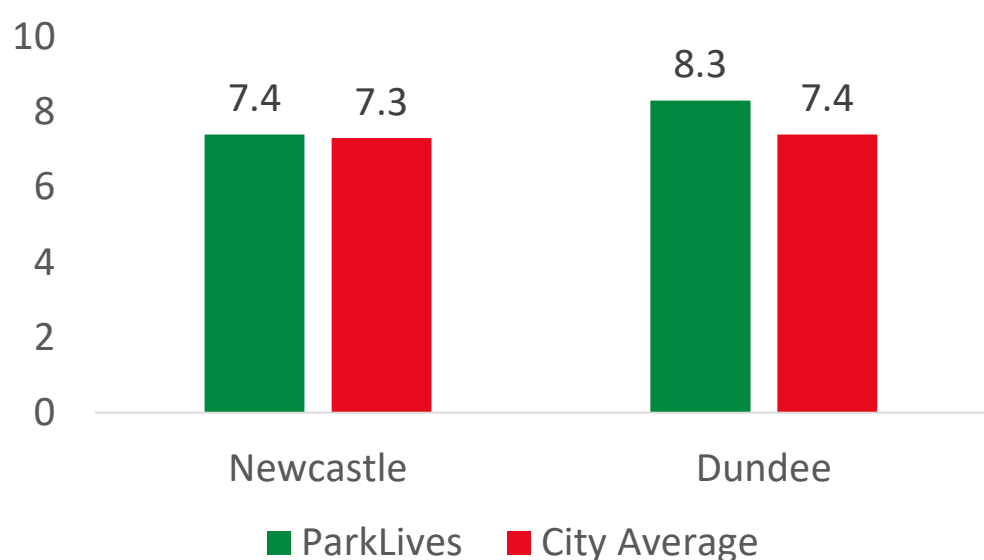


Deeper Wellbeing Data



Life Satisfaction

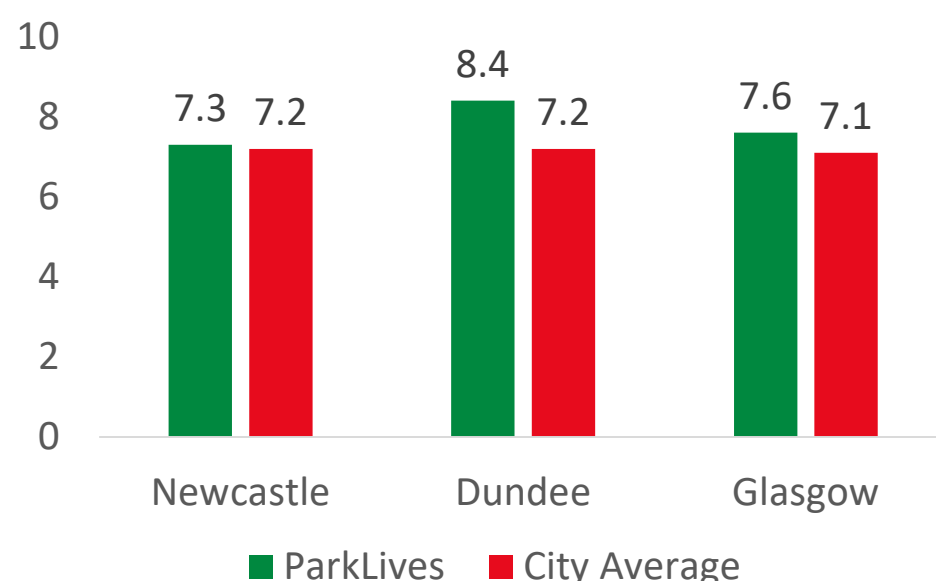
'Overall, how satisfied are you with your life nowadays?' where 0=not at all satisfied and 10=completely satisfied



Participants in Newcastle and Dundee self-reported being 'satisfied' with their life nowadays. This subsample of ParkLives participants during the summer from both cities reported slightly higher life satisfaction than the city averages.

Happiness

'Overall, how happy did you feel yesterday?' where 0=not at all happy and 10=completely happy



The subsample of participants who tapped-in or completed a questionnaire during the summer in Newcastle, Dundee and Glasgow all reported being 'happy' with their life nowadays. Self-reported happiness were similar or greater for these ParkLives participants in each of the three cities in comparison to each of the cities averages. This suggests that ParkLives has the potential to positively impact happiness levels of those attending.

Results suggest that for some individuals who participated in ParkLives activities, they reported greater happiness and life satisfaction than individuals in the city average who had not participated in ParkLives over the summer 2017. This gives an indication of the positive impacts that taking part in physical activity can have. It associates with research showing that exercising in green space with others increases social cohesion, wellbeing and positive mental health².



Dave Fuller
PHOTOGRAPHY

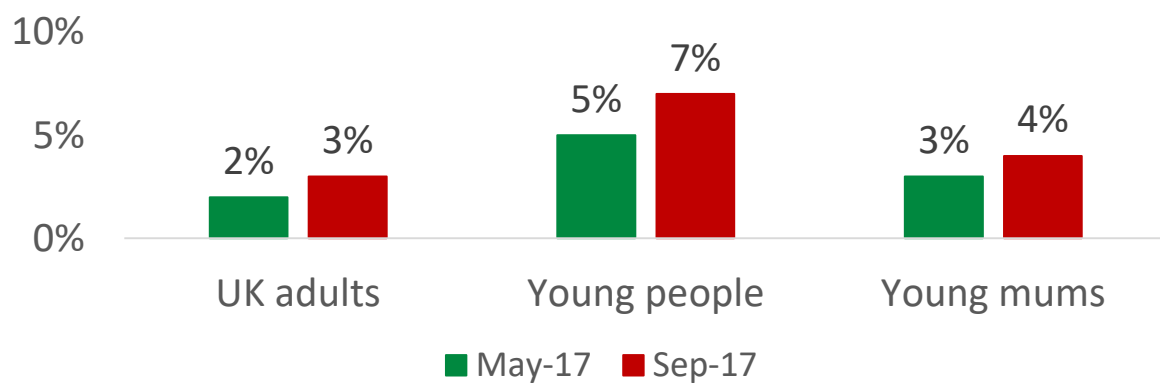
ComRes Polling



Similarly to previous years, a polling survey was conducted in May 2017 (n=2,534) and September 2017 (n=2,536) adults. The sample comprising adults (aged 16+ years) living in or near to the ParkLives target cities of London, Birmingham, Nottingham, Glasgow, Newcastle, Manchester, Dundee, Southampton, Stoke-on-Trent and Swansea; and was weighted to be nationally representative of all UK adults by age, gender, region and socio-economic grade. Survey respondents were categorised into two target populations: young people (aged 20 – 30 years) and young mums (aged 20 – 40 years).

Awareness of ParkLives

Awareness of ParkLives in 2017



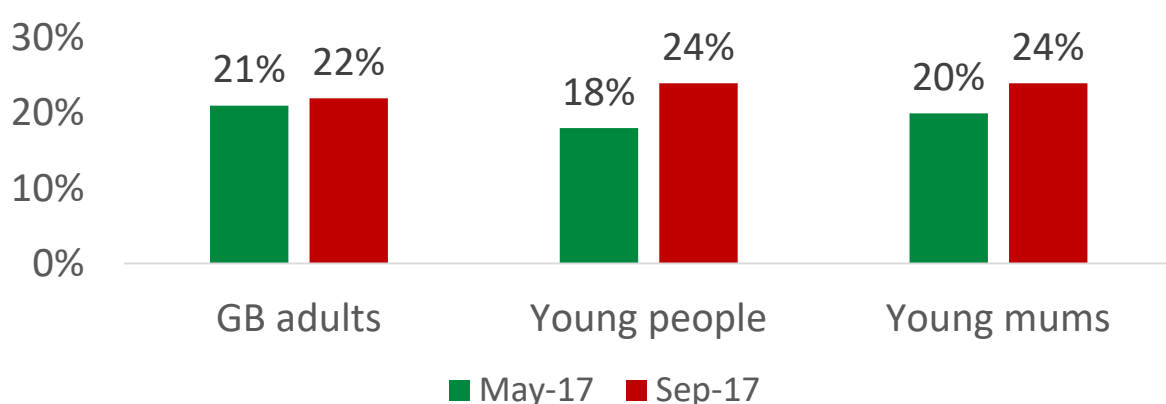
Awareness of ParkLives had increased by September 2017; 7% of young people and 4% of young mums were aware, indicating that campaigns had successfully reached younger age groups. Social media campaigns, like Facebook, were the most successful method of advertising for the majority of authorities, like Nottingham, Swansea, Newcastle and Dundee. Word of mouth was the second most successful, particularly seeing ParkLives activities in local parks (e.g. Birmingham). Other methods of awareness included, local PR in local print, radio, blogger content, and promotions in local stores and at local festivals.

Experiential events were also conducted in seven of the ParkLives cities - Birmingham, Newcastle, Nottingham, Glasgow, Stoke, Swansea and Southampton - providing awareness of local activities by handing out timetables. A total of 20,362 activity timetables were distributed.

Physical activity levels

Of those surveyed, GB adults, young people and young mums were more likely to be highly active in September 2017 than May 2017. The percentage of young people highly active increased by 6% (from 18% to 24%).

Physical Activity Levels



Physical activity participation in parks

From May to September 2017 the proportion of UK adults frequently using their local parks and open spaces (once a week or more) increased by 1% to 24%.

Young mums were most likely to use parks frequently (28%), in comparison to young people (21%), and UK adults. Individuals in Dundee were most likely to use their parks frequently.



ParkLives inspired physical activity

ParkLives Inspired Physical Activity in 2017



ParkLives encouraged between 1-6% of the surveyed sample within the ten core cities to participate in more physical activity. This implies that an estimated 59,485 people over the age of 16 were inspired by the programme to be more active by September 2017.

Testimonials



Improving mental health

"I just wanted to let you know what a fantastic initiative this is. I signed up for the couch 2 5K at Wollaton Park. I am a stay at home Dad who suffers with severe depression and have struggled with life in recent months to the point of needing support from the Crisis Unit. I was extremely apprehensive about joining, as I haven't really done any exercise/ sport in a number of years.

[The session leader] was an excellent coach and extremely inspiring. From having done nothing, last week I went out five times and am already seeing and feeling the benefits. I feel energised and am feeling more positive generally. It has also had a positive impact on the family and has even made us all go out running together. I just want to thank you for this initiative and hope this can continue going forward. Just can't thank you enough."

- Participant, Nottingham



Reduced loneliness

"I'm 87 and have been walking for years. I appreciate the Parklives walking group as I would be lost without it. I don't have any family members alive anymore and I never had children. I've met so many lovely people who I class as family."

-Participant, Manchester

Community cohesion

"I wish I was off work every day as I would join all the sessions. It's just the best session ever!! There are loads of us. Very mixed group.

I love the way we get fruit/biscuits and a brew at the end as well it makes it a social as well as a walk. Just lovely. It's really helped me get through a tough year! I'm very anxious but I feel this session has improved things. The GP even says that my blood pressure is miles better. Super."

- Participant, Manchester





RESEARCH
INSTITUTE

For any additional information on the evaluation of the ParkLives programme please contact ukactive Research Institute at research@ukactive.org.uk