
PARKLIVES

IMPACT REPORT

2016-19



What is PARKLIVES?



ParkLives has been funded by Coca-Cola Great Britain and powered by Active Nation in Southampton since 2016. We've delivered a dedicated programme of fun, free activities in the heart of local communities – the parks! The programme is part of a £20 million investment made by Coca-Cola Great Britain, designed to get one million people moving.

Bringing together the regional insight and expertise, the programme had broken down some of the often-cited barriers to participating in physical activity and has also engaged with almost 40 councillors, broken down barriers to participation for lots of special population groups and **kept thousands of children busy** during the school holidays.

In Southampton

73% **INACTIVE**



OF REGISTERED PEOPLE CONSIDERED THEMSELVES

SINCE 2016

ParkLives has enabled people to make the most of parks and open spaces, meet new people and feel a real part of their community.

Over

30,000
INDIVIDUALS



HAVE TAKEN PART IN
FREE
PARKLIVES SESSIONS



Some of the most popular
ACTIVITIES WERE
BUGGY MUMS
TENNIS • FAMILY FUN PLAY!

FOLLOWED BY ADVENTURE ACTIVITIES:
KAYAKING ARCHERY SAILING



*I love these ParkLives sessions, they have really made the summer for me and my God-daughter! I'll bring along anyone that I think will enjoy it because the session leaders are so **friendly** and the **sessions are inclusive**. We stay all day for the Family Park Days and even enjoy helping to pack up at the end! It's sometimes **just nice to be outside** and sit and watch the sessions! Thank you ParkLives!*

Eloise Prowting



SINCE 2016

The ethos of ParkLives is about breaking down barriers and reaching individuals and communities that ordinarily would not engage in any form of physical activity.

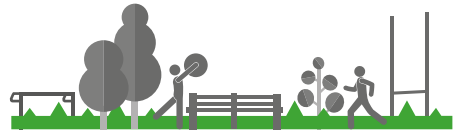


3 in every 4 registered users

were classified as inactive before the programme rolled out in Southampton.

Almost

**100,000
ATTENDANCES**



**SEEN AT OUR FREE
PARKLIVES SESSIONS**

113

INDIVIDUAL ACTIVITIES



**DELIVERED
ACROSS 50+ PARKS
IN THE CITY**

Interacting with new people on a regular basis does great things for you. This, for some, can be as important as the physical aspects – meeting and catching up with friends and learning new skills together are just some of the ways ParkLives in Southampton has helped thousands of residents.

DEVELOPS COMMUNITY TRUST



DEVELOPS EMPLOYABILITY

“

I've loved the opportunity to grow, learn and develop the skills that I have learnt through being a ParkLives session leader. Gaining people leadership experience has been vital to me and I hope to use this as a stepping stone to further enhance my skillset.

- Kwabena Bruce – Community Activator



”

“



ENCOURAGES
INTERGENERATIONAL
ACTIVITY

The Wednesday netball session is attended by young girls and mums between the ages of 10-60. They have integrated with one another and the younger ones have learnt more about their community and what is on offer from these sessions.

- Alice Evans – Community Activator

”

SINCE 2016

INCREASES
PHYSICAL
WELLBEING



ParkLives has been a breath of fresh air for me and my son. It's given us the opportunity to get fit and active whether at the Tennis or Football sessions. Dan's confidence has grown a lot too as he meets kids a similar age. It's just brilliant and long may it continue.

- Louise and Dan – Participants



IMPROVES SELF - CONFIDENCE



My daughter has grown in confidence playing with the rest of the group. She is now much more sure of herself and joins in with people she doesn't know.

- Launa and Daughter - Participants



SINCE 2016

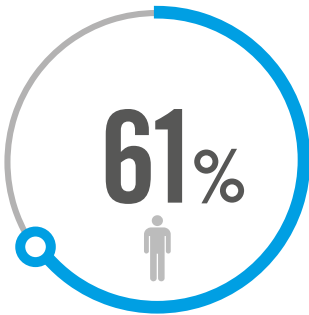
39%
OF SESSIONS

were delivered within Southampton's
5 most deprived areas

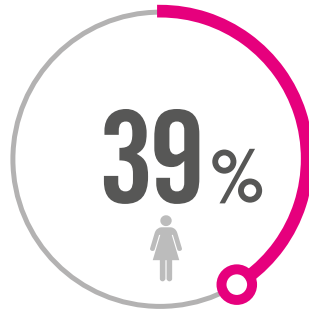


 Key areas of Southampton

 Most deprived areas of Southampton



Male session attendees



Female session attendees

BAME
Black, Asian and Minority Ethnic

37% **VERSUS** >>>

of participants at sessions during the summer period considered themselves to be BAME

22%

of the population of Southampton considered themselves to be BAME

SINCE 2016

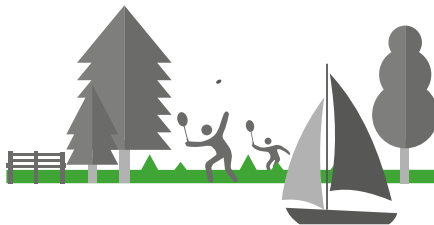


I have been coming to the Wednesday night sessions on the track for a few weeks now and highly recommend to any one that wishes to improve their running techniques or even first time running! I find this session has helped me to become stronger and fitter. Thank you Carol.

- Tracy Webster



We have enjoyed so many ParkLives sessions including tennis, badminton, family play and even sailing! It gives my son and his Dad quality time together and it's something out of the ordinary.



- Andrea Malcolm

OUR NEW ACTIVE PARKS PROGRAMME WILL LAUNCH EARLY 2020 AND ONCE AGAIN BE DELIVERED BY ACTIVE NATION AND PARTNERS.

We'll offer:

- ✓ Some of the same exciting sessions
- ✓ The same BRILLIANT session leaders
- ✓ And deliver all across Southampton communities – from Millbrook to Northam, Weston to Bitterne and everywhere in between.



Free and low-cost activities mean that it doesn't have to break the bank when it comes to keeping the kids, the dog and granny and gramps entertained. Active Nation is all about persuading the nation to be active and our community sessions encourage as many people as possible to try them... with as few limiting barriers to overcome as possible.

WHY IS OUR COMMUNITY ENGAGEMENT WORK SO IMPORTANT TO US?



Let's talk...

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#ACTIVENATION #PARKLIVES
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ACTIVE NATION