

## ParkLives with StreetGames Programme Year 3 (2018) – Guidance Notes



These guidance notes have been prepared to help you better understand the ParkLives with StreetGames programme and the various components within it, it will help you complete your application and plan your activity programme and budget for 2018. Please read these notes before you complete your application and delivery plan.

### What is ParkLives?

ParkLives is a programme of year round free and fun activities in parks, delivered by Coca-Cola Great Britain with a range of partners including nine of the UK's biggest local authorities. Year two of the ParkLives with StreetGames programme saw 35 organisations across the United Kingdom deliver 16 to 20 weeks of activities across 35 parks located in the heart of disadvantaged communities.

ParkLives is designed to bring local communities together in order to live happier and healthier lives by being more active outdoors, specifically in parks. With ParkLives, the focus isn't fitness but rather fun and community. Everyone's invited to come along and enjoy a ParkLives session in their local parks – whether with family, with friends, or even on their own to make new friends.

ParkLives programmes include a whole range of fun activities from archery, to nature trails, to hula-hooping to arts and crafts. ParkLives relies on local partners to design their own scheduled activities to best suit the needs of their local community.

The best way to understand ParkLives is to listen to what Richard from Newham says in this video created by StreetGames' own Gundeep Anand...

<https://www.youtube.com/watch?v=j-VXVztjOPc>

### The benefits of being a ParkLives with StreetGames project

ParkLives with StreetGames projects will receive a financial contribution of £1000 for delivery but there will also be some additional benefits of working with Coca-Cola Great Britain.

You will receive;

- ParkLives bundle from Coca-Cola Great Britain to help brand your initiative which includes t-shirts, waterproof jackets, hoodies, bunting and teardrop flags.
- Participant and ParkLives Promoter incentives and rewards package from StreetGames
- Session leader training taking place on Wednesday 21<sup>st</sup> March on Day 2 of the StreetGames Development and Training Conference Awards at De Vere Staverton Estate, Northampton
- Support to plan for the sustainability of the programme locally after two year's of funding

You will also become part of a much bigger programme that is marketed at scale across the UK. As a result, your project will be incorporated into the [Parklives.com](http://Parklives.com) website and you will be provided with promotional tools to help drive participation with your project.

### Guidance Note 1: Aims of the ParkLives with StreetGames programme

ParkLives with StreetGames aims to give 8 -25 year olds and their families living in disadvantaged areas the opportunity to access parks within their local communities through engagement in a variety of sports and physical and wellbeing activity. The young people will be exposed to a broad offer of sports and activities providing them with the skills, knowledge and confidence to access local parks

in their community.



### **Guidance Note 2: Delivery Requirements**

Organisations must deliver a range of physical and wellbeing activities in addition to hosting a launch and celebration event in parks for the target group for a minimum of 16 weeks (in the period between April 2018 – August 2018).

Organisations must choose a park that is located in or close to a disadvantaged community which can be easily accessed by the target group. Please also consider the suitability of the park selected. Ideally it should have the following;

- a. A defined area in which activity will happen, this should be easy to access and visible to the young people
- b. Some hard standing space, to enable a wider variety of activities
- c. Some nearby facilities that could be used in the case of wet weather – even if it just a social get together

Organisations running a ParkLives Programme must consider the Local Authority (or Park Owner) Policy in relation to booking space in parks to third parties. Often organisations are required to

- a. Plan ahead and give reasonable notice of an intended booking
- b. Fill in a booking form (there may be a charge also)
- c. Have in place suitable health and safety plans - including a risk assessment and event safety checklist and Public Liability Insurance.

Please note the following important information;

- a. You will need to submit a letter/email of support as part of the application process from the Park Owner, permitting the use of the space.
- b. Organisations can only apply to host one ParkLives with StreetGames initiative
- c. Due to the wider Coca-Cola Great Britain ParkLives programme, we are unable to accept applications from the following areas; Birmingham, Dundee, Glasgow, Newcastle, Newham, Nottingham, Southampton, Stoke and Swansea

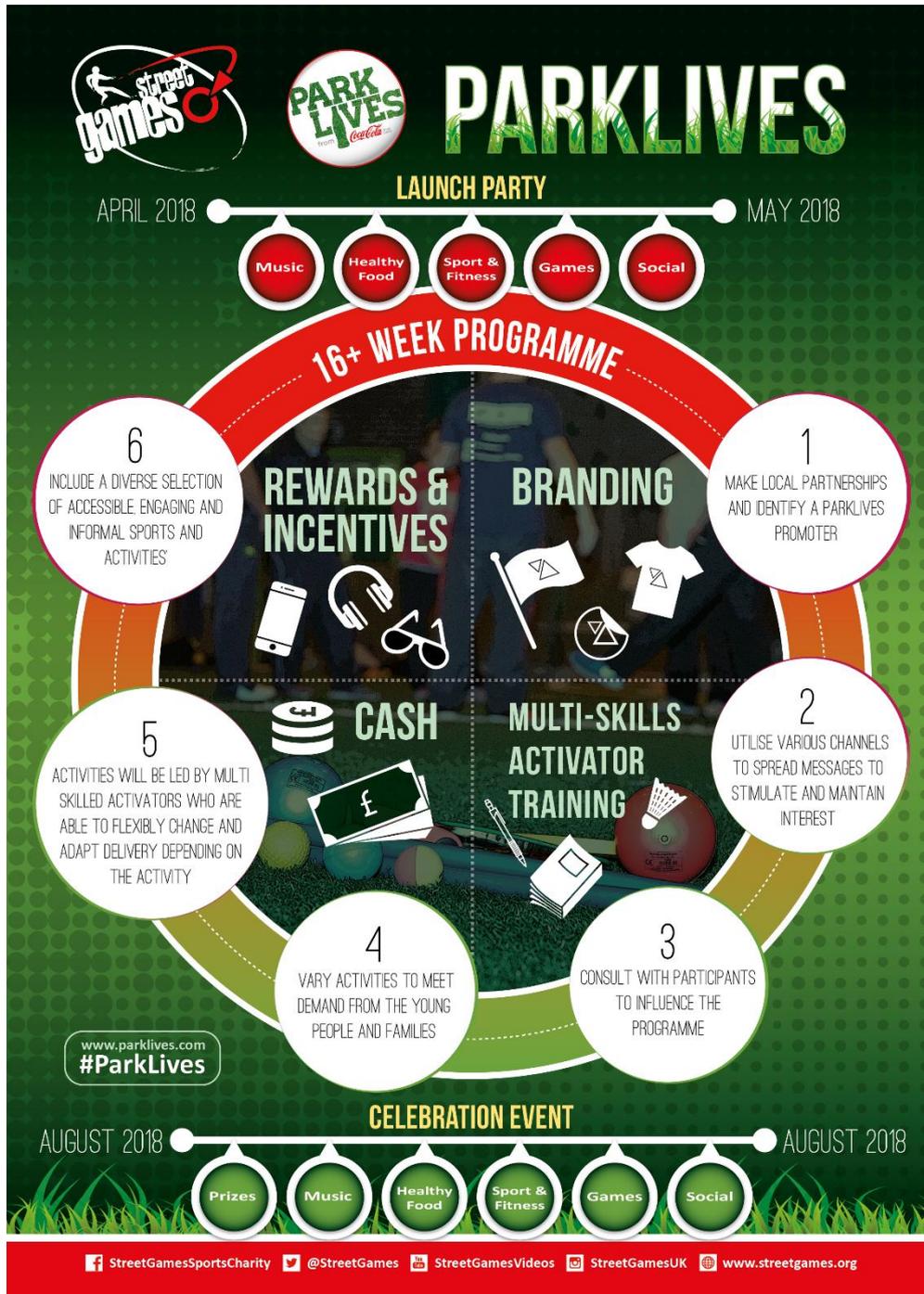
### **Guidance Note 3: Delivery model**

The diagram below attempts to illustrate the delivery model of the ParkLives with StreetGames programme.

When planning your ParkLives with StreetGames programme, you may wish to consider what sports and activities young people may want to take part in and why.

ParkLives programmes delivered last year offered a wide variety of activities in their parks which were successful in engaging young people and their families - e.g. roller skating, multi-games, Fitness/ Bootcamps, rounders and bush craft.

A number of organisations within the StreetGames network have previously been involved with the various Pop Up Clubs initiatives StreetGames has ran in the past. If this applies to your organisation, please do consider utilising this equipment for your ParkLives programme.



#### Guidance note 4: Identifying groups of young people

In order to run a ParkLives with StreetGames initiative, you (or your identified delivery partner) must have a pre-existing group of young people or families to work with/or intent to work with e.g. young people who already meet in a social or sporting context such as at a Doorstep Sport Project, a youth group or students from a particular college course. **The group of young people you intend to work with must be identified at application stage.** We would expect either you or the partner organisation you intend to work with to have an existing relationship with this group or the young people within it.



It is not the intention that you will have to go out looking for new young people although the nature of the programme means that new participants may be attracted to your ParkLives Programme. If you are looking to attract additional participants to your ParkLives programme (i.e. those not part of the group) please indicate how you are expecting to recruit them.

*Learning from previous years of the ParkLives with StreetGames programme has identified that those who used open recruitment as the method to engage with participants, found it much more difficult and time consuming to attract and sign young people up to the programme than those who worked with an existing group.*

### **Family focused ParkLives Programmes**

StreetGames are also keen to explore further how a family focused ParkLives programme would work. We understand that many young people have relationships with younger siblings and extended family members. We also know that sometimes the role of a parent or a carer is an important influence in helping young people to try new activities and environments.

*Learning from previous years of the programme highlighted that host organisations targeted and engaged with families predominantly through partners including local agencies like Children's Centres and support services, youth clubs and schools.*

*Further to this, previous years have highlighted that there isn't a preferred delivery format utilised when engaging families. A number of methods were adopted including;*

- *engaging both the parents and young people in games and play based activity*
- *separating the adults and young people for separate activities before bringing both sets of participants together for family activity*
- *Leaving equipment out in the park to encourage 'freeplay' between parents and families as a means to engage parents into wider games based sessions with their children.*

### **KPIs**

Projects delivering a ParkLives with StreetGames initiative have a target to involve **40 participants** from disadvantaged areas to take part in the programme. For host organisations returning for your second year, please note that some of these participants may be the same participants engaged in Year 1 of your programme.

**Monitoring requirements** – As the ParkLives with StreetGames programme is a funded initiative there is a monitoring and evaluation requirement. Each organisation delivering ParkLives must provide participation data via the Views monitoring system on a monthly basis. If your application is successful, more information will be provided in the ParkLives Welcome Pack.

Participating organisations will also be required to complete participant surveys with a sample of participants to assess how young people and families in disadvantaged areas access local parks within their community, what they enjoy about the ParkLives programme and how it could be improved for the future.

In order to raise the profile of the programme and to highlight best practice, organisations will be required to submit at least 2 testimonials and pictures/video content throughout the duration of their 16-20 week programme.



### **Guidance note 5: Identifying a ParkLives Promoter**

Each ParkLives initiative will aim to identify at least one ParkLives Promoter whose role is *to activate and expand their social network to motivate and support other young people to get involved (& stay involved) in the programme.*

Learning from previous years suggests that Promoters are a crucial part of the programme and are key to engaging with and motivating other participants. The Promoters role is to interact with other young people involved in the programme primarily through online social networks such as Facebook, Instagram and Twitter but also via offline methods.

The ParkLives Promoter will ideally be a young person that the participants can relate to – they could be part of the identified target group but do not necessarily need to be. The ParkLives Promoter could be an active participant or volunteer, but this is not mandatory. An organisation may identify a StreetGames Young Adviser or Young Volunteer to fulfil this role (if applicable).

The ParkLives Promoter ideally will be someone who is:

- Savvy with social media – particular Facebook, Twitter and Instagram (some or all of these social media platforms)
- Able to motivate and inspire the group of young people to get involved with ParkLives activities and be active in their own time e.g., promoting and implementing the ParkLives rewards & incentives programme, creating motivational ‘chat’ between group members etc.
- Personable and well respected by others
- Passionate about helping other young people to find their own way in sport.

The ParkLives with StreetGames Welcome Pack contains handy hints, tips, guidance and suggested content to be used on social media to ensure the type and tone of messaging is fun, quirky, youthful and safe. The ParkLives Promoter will be provided with a ParkLives Promoter hoodie as a thank you and to make them identifiable to the rest of the group. (If you anticipate identifying more than one ParkLives Promoter for your group please provide this information in the relevant section of the Activity Plan. Please build in an additional cost of £10 in your budget to cover a branded hoodie for any additional ParkLives Promoters).

Part of the role of the Project Leader is to ensure that the ParkLives Promoter fully understands the aims and objectives of the ParkLives programme and support them where possible. For each ParkLives initiative, we are looking for the ParkLives Promoter to be identified at application stage and a brief paragraph provided about them and their suitability for the role (based on the above).

*Learning from the previous programme shows:*

- *Promoters can be a vital part of the programme helping to recruit and encourage other people to take part.*
- *The Promoter role can be very varied ranging from social media interaction, consulting with young people about their activity interests, programme development, recruitment, completing registers, signing loyalty cards*
- *Interaction with participants can occur via various methods – e.g. social media, text, WhatsApp, as well as through face to face contact*



- *Promoters have tackled social media in many different ways but Facebook appears to be the most effective platform for interaction with and between participants. Twitter and Instagram have been effective for promoting sessions/activity but less so to generate interaction*
- *The Promoter model does not work as well with open recruitment*

Please note that the ParkLives Promoter role is a voluntary role, therefore the budget can't be allocated to paying the specified young person to fulfil the responsibilities of the role.

#### **Guidance note 6: The Workforce – ParkLives Activators**

ParkLives Activators need to be suitably qualified and experienced leaders who can engage young people in a range of sports and activities in outdoor settings. Those that have completed the Level 2 Doorstep Sport Coaching course would be ideal to deliver ParkLives activities. A 3-hour Park Multi Skill Activator course is available for free to those delivering ParkLives activities. It is highly recommended that staff and volunteers planning to deliver ParkLives attend this course. After the course ParkLives Activators will be able to introduce activities to young people in parks and outdoor community settings under the leadership and supervision guidelines of their host organisation.

All ParkLives initiatives will receive a bundle of ParkLives branded goods including dual branded clothing. All ParkLives Activators must wear the clothing provided at the sessions and events throughout the ParkLives delivery period.

#### **Guidance note 7: Motivating and supporting young people to take part and stay active**

We have designed a ParkLives with StreetGames Rewards and Incentive Scheme to help projects motivate young people to take part in the programme. The Welcome Pack you will receive will provide more information but in essence the scheme works similar to a Costa Coffee card where a young person takes part in a certain number of activities then they get a reward.

Successful organisations will be committed to training and briefing all coaches, leaders and workers in the overall vision and aims of ParkLives to ensure they are able to provide ongoing support and motivation for the young people. Successful organisations will also have a committed project leader who ensures that the ParkLives Promoter also fully understands the aims and objectives of the programme and is equipped to motivate and encourage young people to take part, stay involved and be active in their own time.

A strong application will explain how participants will be encouraged and motivated to get and stay active as part of the ParkLives programme.

*Previous learning from the programme suggests that:*

- *Young people like to work towards a reward*
- *The rewards (kit) are valuable to make the young people feel part of something*

#### **Guidance note 8: Staffing resources**

There must already be some staffing resource in place to support the project. The expense for an existing coach/leader who then works on the ParkLives project can only be eligible when the new ParkLives duties are additional to their existing role i.e. funding cannot be given to gain money for a role



that already exists. This is not providing additional activity – it is replacing activity. In a practical sense projects can make a case for the member of staff doing more than they did originally – it is an extra task and therefore eligible to be funded. NB. Activities funded through the ParkLives programme must be in addition to what is already being delivered, not instead of.

We encourage working in partnership with other local delivery partners to help deliver your ParkLives programme

### **Guidance note 9: How to complete your ParkLives activity plan**

We have provided you with a template (see separate excel spreadsheet – downloadable from [here](#)) to help you complete your ParkLives activity plan and budget form. You will have to download the activity plan, save it on your desktop, complete the information and upload it back on to the system. This guidance will help you complete you plan.

- You must prepare an activity plan for 2018 for your ParkLives initiative
- Please enter a name for the ParkLives initiative you want to deliver
- Please enter the name of the park and a brief description of the facilities in the park e.g. café, tennis courts, 2 football pitches
- Please attach a letter of support from the local authority that your park is located at, agreeing to your proposed use of their space and they fully understand the aims and purpose of the ParkLives programme
- For your ParkLives programme, please select from the dropdown the type of activity you plan to deliver, and then in the second column provide a little more detail about what this will entail.
- When completing the budget, if you have more than one budget heading for each activity, please list these on separate rows below. This will mean you will have to identify your next activity on the subsequent free row.
- The overall budget will be generated from the individual activity plans, however there is room to add additional comments on the final tab
- Please provide your bank details on the final tab, in order for us to issue payment if you are successful
- Only white sections on these forms are unlocked for entering your information.

### **Guidance note 10: How to complete your budget & plan to spend your £1000**

Organisations who submit a successful ParkLives application will receive £1000. The table below provides some guidance to help you complete your budget planning for your ParkLives initiative(s).

Item	Explanatory Note
Coaches/ Instructors	<ol style="list-style-type: none"><li>1. Paid no more than market rate</li><li>2. Existing staff where duties are clearly different/additional to existing work (see note above)</li><li>3. Should have relevant qualifications in activity</li></ol>



Item	Explanatory Note
Equipment	ParkLives could support you to access equipment that you do not own/or have access to as part of your regular programme of activities.
Rewards and Incentives	ParkLives will be providing a centrally funded rewards and incentives programme - so it is anticipated that minimal budget expenditure is needed If you anticipate identifying more than one ParkLives Promoter for your group, please build in an additional cost of £10 in your budget to cover a branded hoodie for any additional ParkLives Promoters.
Monitoring and evaluation	Staff time to collect and input data is an eligible staff cost – if you feel you lack capacity – please build in some resource
Training	ParkLives projects can spend up to £100 on training. A full list of the activator training that the StreetGames’ Training Academy offer can be accessed <a href="#">here</a> .

**If you have any questions about your ParkLives application please email [parklives@streetgames.org](mailto:parklives@streetgames.org) or contact Josh or Helen on 0161 707 0782.**

- For questions relating to the budget please contact the Network Support team on [network.support@streetgames.org](mailto:network.support@streetgames.org)
- For questions relating to the application form or guidance notes please contact: [parklives@streetgames.org](mailto:parklives@streetgames.org) or [hele.crowley@streetgames.org](mailto:hele.crowley@streetgames.org)

**Thank you and good luck!**