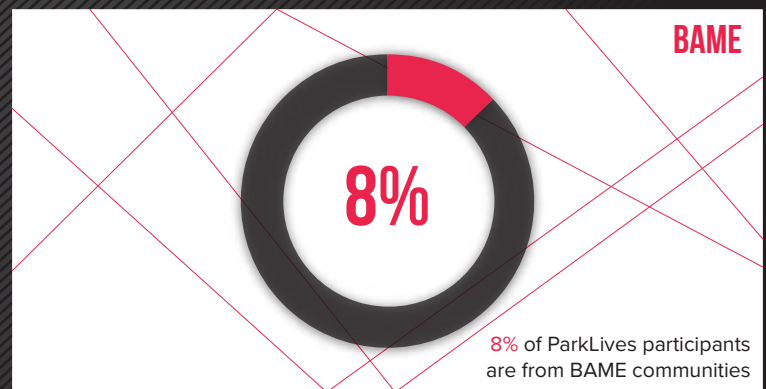


# PARKLIVES WITH STREETGAMES



ParkLives is a Coca-Cola Great Britain initiative which started in 2014 offering free, outdoor activities in the heart of local communities - the parks. ParkLives with StreetGames aims to give young people and families living in disadvantaged areas the opportunity to access parks in their local community through engagement with a variety of sports and physical activities. It also aims to equip the participants with the skills, knowledge and confidence to access their local parks, regularly and independently.

## YEAR 4 - APRIL / SEPTEMBER 2019



### SPORTS AND ACTIVITIES

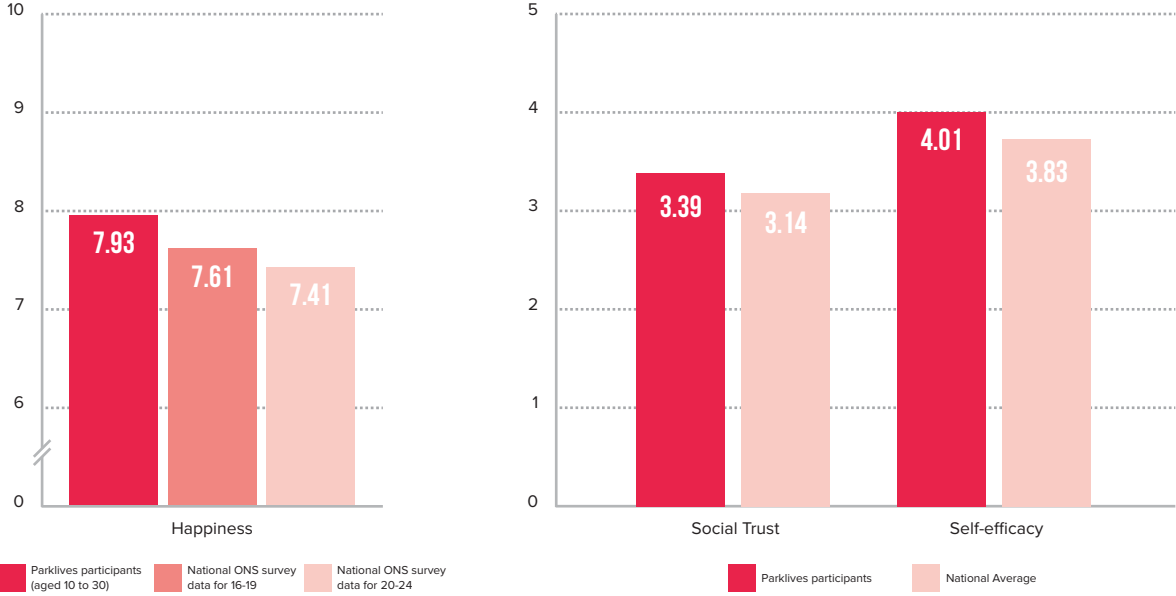
Over 40 different sports and activities have been provided including :



# PARTICIPANT SURVEY

We undertook a participant survey to better understand how the ParkLives with StreetGames programme aids individual development across a range of areas, for example, wellbeing and social skills.

The survey included a number of validated 'marker' questions related to subjective well-being. The Office of National Statistics use personal wellbeing measures as a way to present a picture of how people in the UK are faring in a range of areas that matter to their quality of life. ONS personal well-being questions allow individuals to assess their own quality of life. The graph below presents the results for our target group compared to the national average benchmark scores for 16 to 19 and 20 to 24 year olds.



The participant also survey included questions from the Active Lives Children & Young People Survey that relate to physical literacy. The results to date, show that participants' attitudes towards sport and being active are broadly in line with the overall national data published in March 2019 from the Active Lives Children & Young People Data. The percentage of doorstep sport participants that strongly agreed on the five statements is as follows:



Enjoyment

51%

(National avg = 51%)



Confidence

41%

(National avg = 39%)



Understanding

50%

(National avg = 68%)



Competence

24%

(National avg = 23%)



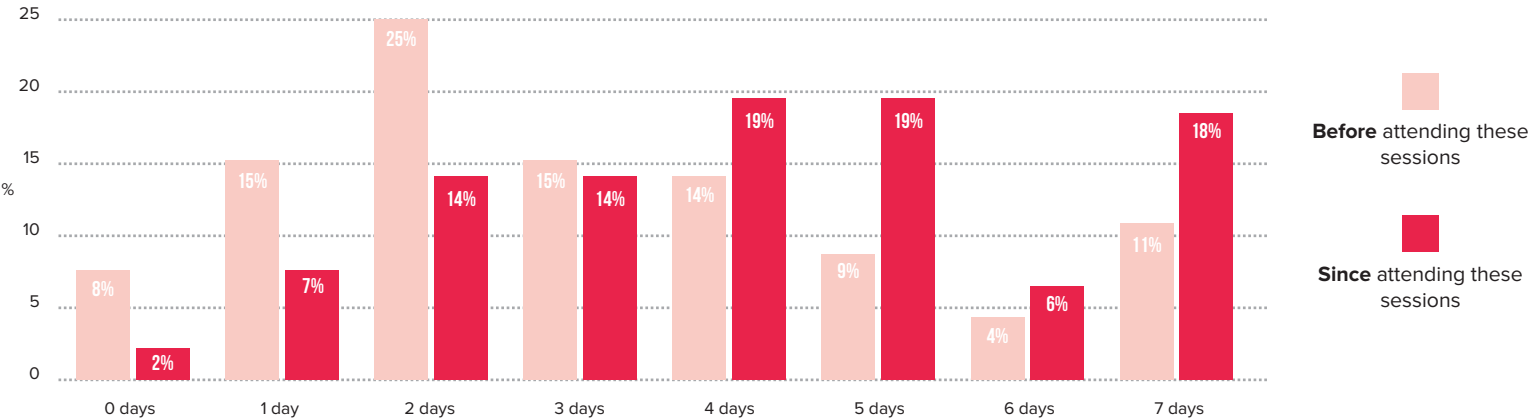
Knowledge

33%

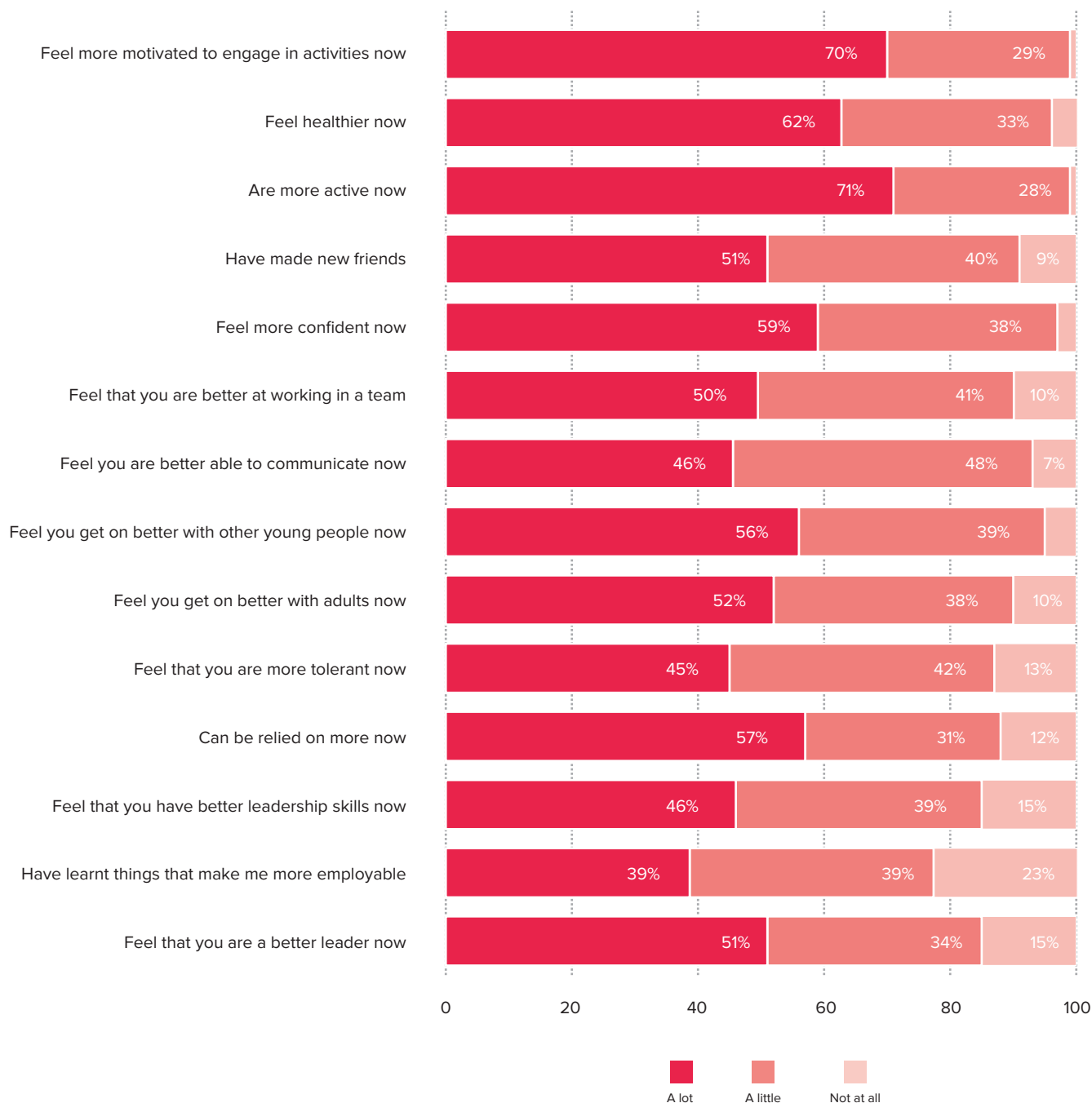
(National avg = 37%)

We also wanted to examine the impact attending these sessions had had on the young peoples activity levels. The chart below shows that young people were active on more daye per week since attending ParkLives sessions than they were previous to attending.

"How many days per week have you done a total of 30 minutes or more physical activity, which was enough to raise your breathing rate?"



# THINKING ABOUT THESE SESSIONS AND WHAT HAS CHANGED AS A RESULT OF YOU ATTENDING, HOW MUCH ...



In addition to impacting disadvantaged young people and families involved in the ParkLives with StreetGames programme, host organisations shared with us the following positive benefits for the communities in which they operate;

**YOUTH LED PROVISION**

**NEW DOORSTEP SPORT  
PROVISION IN LOCAL PARKS**

**COMMUNITY ENHANCEMENT -  
SESSIONS BROUGHT TOGETHER LOTS OF  
LOCAL PEOPLE FROM THE LOCAL AREA.**

**NEW PARTNERSHIPS FORMED  
AS A RESULT OF THE  
PROGRAMME**

**EXCITING NEW OPPORTUNITIES  
AND EXPERIENCES FOR YOUNG PEOPLE**

**PARKLIVES PROMOTERS AND  
ACTIVATORS GAINING  
VALUABLE EXPERIENCE AND  
EMPLOYABILITY SKILLS**

**INCREASED FAMILY  
INTERACTION**

**COMBATING HOLIDAY  
HUNGER**

**REDUCTION IN ANTI-SOCIAL  
BEHAVIOUR**

## IMPACT

“

ASB has decreased in the local area and many of the young people who have been well known to the local police force have engaged. They have been able to form positive relationships with staff members and are now seen as community role models. There have been several individuals that have attended lots of the sessions and have made this a regular weekly the highlight of their week. The feedback from these individuals has been brilliant.

**LIVEWIRE WARRINGTON**

”

“

It has given a lot of the youths in this area something to do over the summer, whilst parents can't afford to send their kids to holiday camps or to do different activities. I think it has helped parents to save on child care costs. It created a buzz in some of the local parks.

**MUIRHOUSE YOUTH DEVELOPMENT GROUP**

”

**THE ACCESS TO SPORT PROJECT**

“ The sessions have enabled many people to try different sports activities local to them. Young people have been referred to other connected sessions which has had an increase engagement on other session. We have had some ASB around the Lea bridge ward local to the park and some young people have attended the sessions which has help reduce ASB in the area. We had a number of young people interested in playing for local teams and getting involved in other sessions. ”

