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 3 - APRIL / SEPTEMBER 2018**

2,479
YEAR 3 PARTICIPANTS

6,677
TOTAL PROGRAMME PARTICIPANTS

34%
FEMALE

34% of ParkLives participants are female

**AGE RANGE**

35%
UNDER 12*

14%
12-13

12%
14-15

12%
16-19

5%
20-25

*Engaged as part of a family

**DISABILITY**

1%

1% of ParkLives participants reported to have a disability

**BAME**

8%

8% of ParkLives participants are from BAME communities

**SPORTS AND ACTIVITIES**

Over 40 different sports and activities have been provided including:

- Football
- Sailing
- Street Soccer
- Street Games
- Fitness
PARKLIVES WITH STREETGAMES LOCATIONS

40
LOCATIONS ACROSS THE UK

ORGANISATIONS

THE CHELTENHAM TRUST
NORTH PADDINGTON YOUTH CLUB
NUNEATON AND BEDWORTH LEISURE
SHUDAN CIC
THANET COUNCIL
THE ACCESS TO SPORT PROJECT
ALL PEOPLE ACTIVE
BENSON COMMUNITY
EASTSIDE RANGERS FC
LIFE LEISURE
LINK4LIFE
MANCHESTER CITY COUNCIL (x5)
PLACES FOR PEOPLE — AMBER VALLEY
REDDITCH BOROUGH COUNCIL
SPORT BLACKPOOL
STREATHAM YOUTH AND COMMUNITY
SUNDERLAND COMMUNITY ACTION GROUP
WINCHESTER CITY COUNCIL
CENTRE SPOT
EPIC DONCASTER
LIVEWIRE
STOCKSBIDGE COMMUNITY LEISURE
4 ALL SPORTS PARTNERSHIP
BARROW AFC COMMUNITY SPORTS
CORBY SMASH TABLE TENNIS CENTRE
MUIRHOUSE YOUTH DEVELOPMENT GROUP
Z1 GIRVAN
ACTIVE TAMESIDE
AURA LEISURE
CHAMPION SPORT
COMMUNITY EDUCATION FOUNDATION LYNCH
COMPLETE KIDZ
GLL
MEDIWAY SPORT
PRO TOUCH SA
UNITY GYM
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. People aged 16 and over are asked to evaluate their satisfaction with life overall, whether they feel the things they do in life are worthwhile and how happy they were yesterday - we included the same questions on our participant survey. 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.

![Average wellbeing score of respondents](chart.png)

The results above show that our sample of ParkLives participants aged 10-30 scored higher than the national benchmark scores for feeling the things they do in their lives are worthwhile and happiness, and very similar in life satisfaction. There were also very positive results in the areas of social skills and individual development. We asked...

- Do you feel your leadership skills have improved? 73% responded 'a lot or a little'
- Do you feel you've learnt new skills which will make you more employable? 72% responded 'a lot or a little'
- More active are you now? 99% responded 'a lot or a little'
- More confident do you feel? 92% responded 'a lot or a little'
- Healthier do you now feel? 93% responded 'a lot or a little'
- Do you feel you've made new friends? 71% responded 'a lot or a little'
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:

- NEW DOORSTEP SPORT PROVISION IN LOCAL PARKS
- THE PARKS ACTIVATOR DELIVERED TO 110 PROJECT LEADERS / DELIVERY STAFF IN 2018
- NEW PARTNERSHIPS FORMED AS A RESULT OF THE PROGRAMME
- 78 DIFFERENT PARTNER ORGANISATIONS ENGAGED AT A LOCAL LEVEL
- PARKLIVES PROMOTERS AND ACTIVATORS GAINING VALUABLE EXPERIENCE AND EMPLOYABILITY SKILLS
- INCREASED FAMILY INTERACTION
- COMBATING HOLIDAY HUNGER
- REDUCTION IN ANTI-SOCIAL BEHAVIOUR
- 5 NEW POP UP STREETGOLF CLUBS CREATED IN PARTNERSHIP WITH THE GOLF FOUNDATION
- 78 DIFFERENT PARTNER ORGANISATIONS ENGAGED AT A LOCAL LEVEL
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- REDUCTION IN ANTI-SOCIAL BEHAVIOUR

**IMPACT**

"The project has been massively important in signposting young people to regular weekly sessions that contribute to reducing youth anti-social behaviour. Those that have engaged in sessions have found improvements in their health and wellbeing."

"Following a meeting with the local police, they confirmed that there has been 0% ASB from the young people in the area. Stone throwing has stopped, the buses have stopped being vandalised. Thanks to the hard work we have put into the area"

"On the feedback we received from our users many felt they learned new sports, made new friends and loved having something to do in the area. Parents liked the fact that it was local and accessible and safe."