

Move Congress 2014

Leanne Gregory

Honorary Alderman Steve Bedser



Healthy lifestyles



<https://www.youtube.com/watch?v=LbteoOaQHhk>

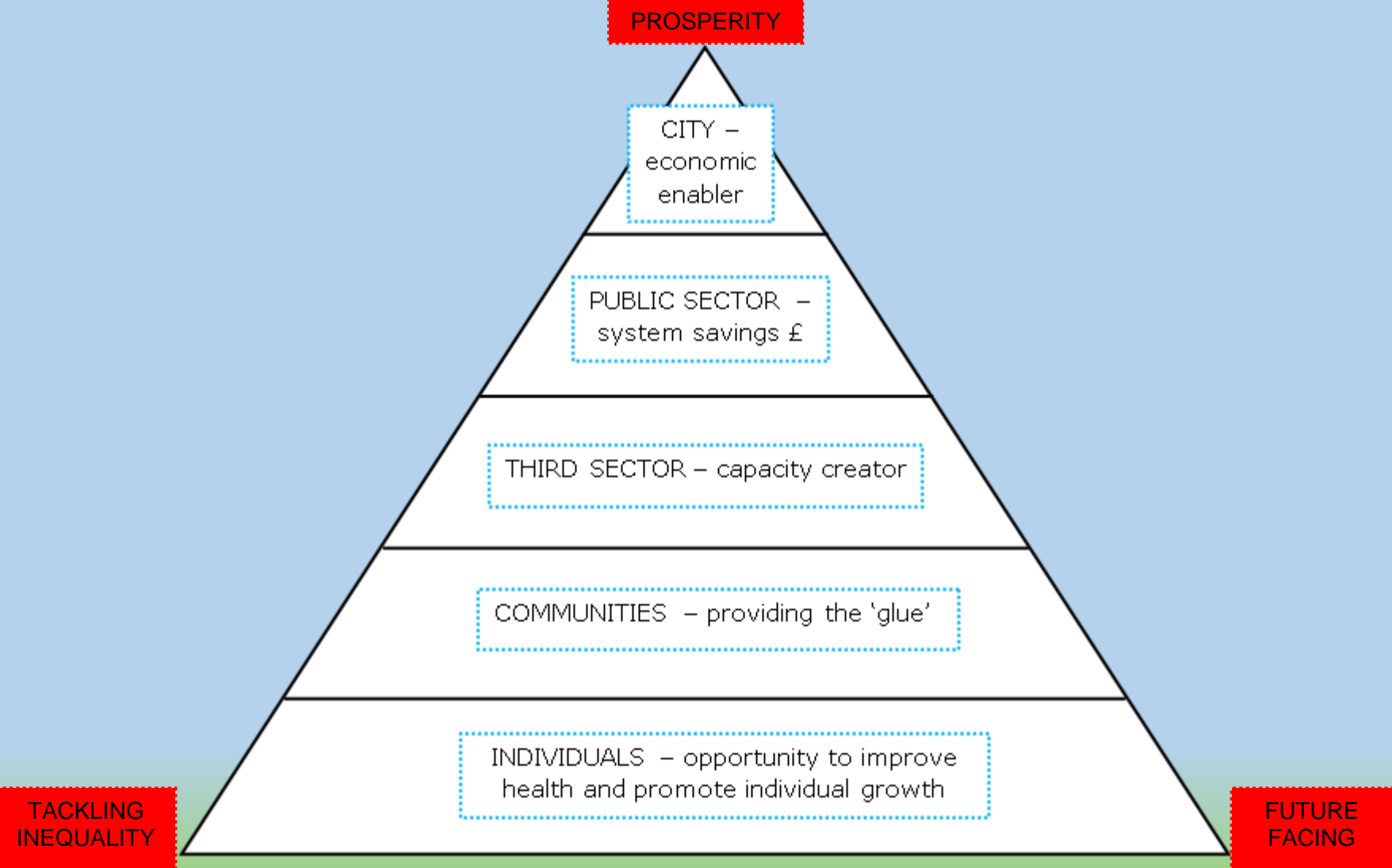
Birmingham – The Challenge...



- Birmingham has **1.1 million** residents
- **26%** of the city's residents **are obese** (nearly a quarter of 10-11 year olds)
- Around **80% of the population are inactive**
- **Higher rates of death than the national average** from preventable diseases such as coronary heart disease, stroke and certain cancers, as well as high levels of diabetes amongst its residents
- Significant health inequalities *within the city* as well: **male life expectancy varies by nearly 11 years between those living in least deprived area of the city and those living in most deprived**
- **Inactivity levels in Birmingham estimated to cost over £20 million each year**
- Members of lower socio-economic groups, and some black and ethnic minority groups, are less likely to participate in physical activity and sport

(HSJ, July 2010)

Benefits of Raising Physical Activity Levels for Birmingham



Barriers to participation



Cost



Life circumstance



Social distance:
proximity,
appropriateness -
'people like me'



'Perpetual beginner' vs
'Elite aspirer' - physical
activity vs sport



Perception



Cultural requirements not
being met or understood



Fear



Equipment



Facilities

Overview of the Active Parks Scheme

- **600** parks & open spaces in Birmingham
- Active Parks builds on 'be active outdoors'
- Pilot project (2013-14) in 5 parks & Edgbaston Reservoir
- Structured activities more traditionally found in Leisure Centres introduced in parks and open spaces
- Co-production model
- Currently **50** parks & open spaces are delivering Active Parks



Opening Parks – Sport in a New Arena



Tai Chi



Fitness Pilates and Fitness Yoga



Zumba (for all ages and abilities)



Rowing and Canoeing



Conservation, gardening and food growing



Walking, jogging and cycling (for all ages and abilities)



Yogabugs, Buggyfit/Green Fit Baby & Ballet Fit (parent & child)



Non-traditional physical activities - Bushcraft, Little People in Parks,



Photography (Fitography), arts activities (Spray Art)

Pop-up Parks (multi-activity session for individuals/families)



Green Fit & Community Fit (individuals & families)





Outcomes

4,154
individual activities



25
types of activity



6
outdoor venues



5,692
hours of activities



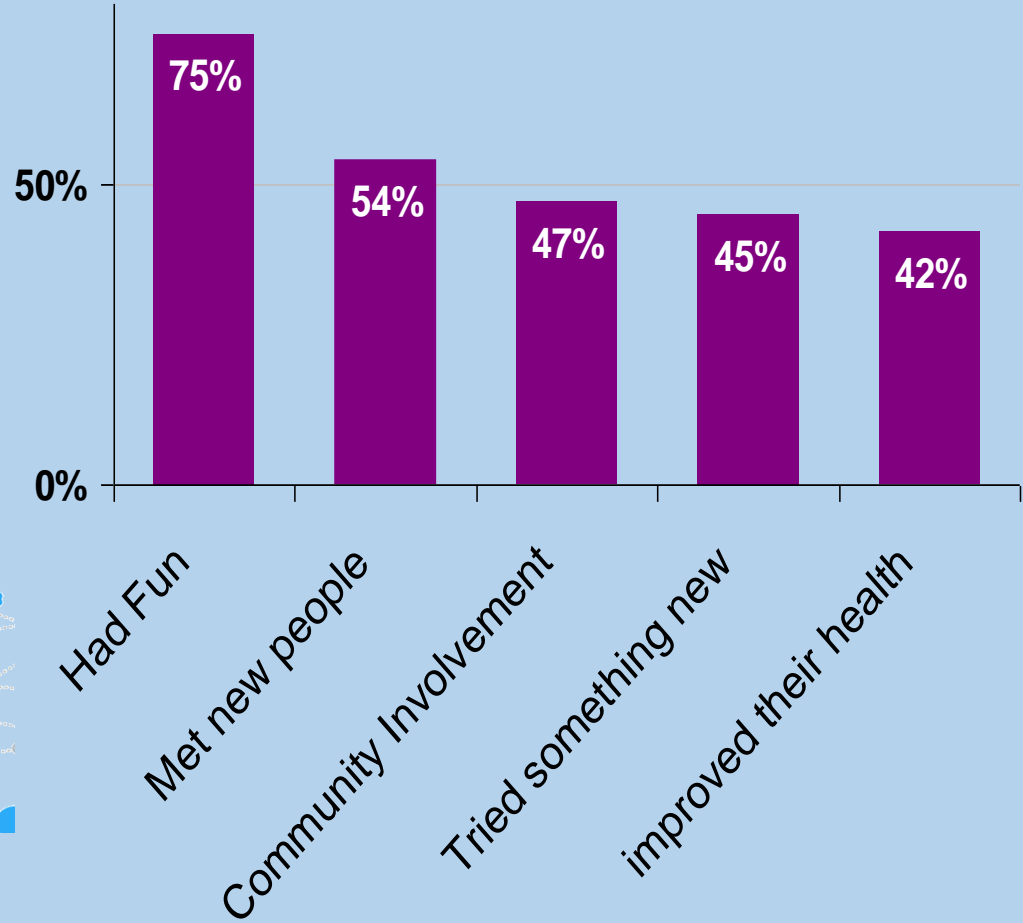
57%
more connected to their community



25
became volunteers



5
achieved a qualification

Activities are **free**

Created opportunities for families to exercise **together**

Active Parks is not just about physical activity...



...it's about bringing people together to have fun, to connect with one another and enjoy their open spaces

www.beactivebirmingham.co.uk



@ActiveParksBirm



Active Parks Birmingham

