



## Our Parks

Fields in Trust is very pleased to be working with Our Parks; the leading FREE exercise provider on open spaces. Their focus is to provide sustainable exercise, targeting the most deprived areas across the UK.

Our Parks has been successfully delivering the Our Parks FREE group exercise model across London since March 2014. Working in partnership to target 'inactive' members of communities who exercise for less than 30 minutes a week, Our Parks turns them into active participants through their varied class programme, which includes Back to Exercise, Social Sport, Health Walks, Yoga, and Bootcamp. All programmes are tailored to meet the demographics of the area.

By removing barriers to exercise – such as the class fee for users, being fully inclusive of all abilities and providing an encouraging, safe environment for people to have fun whilst exercising – they successfully reach the inactive target groups in the community and help to meet local authorities to meet their health and wellbeing agendas.

Our Parks' community outreach work includes:

- Using heat maps to target underrepresented areas
- Using community groups' and volunteers' insight
- Actively targeting wards with high levels of inactivity
- Direct marketing through flyers, banners and posters
- Presence at local events and festivals
- Flags at high footfall venues indicating that the activity is FREE and where to sign-up

Currently delivering over 150 hours of exercise per week across London and Bedfordshire, Our Parks are proud to have turned average participation levels by their 'Parkers' – who are predominantly women between the ages of 25-45, one of the most inactive demographics in the country – from zero to three hours per week.

The business model and step-by-step actions to engage the community saw 30,000+ users sign up to take part in the first year upwards of 150,000 attendances at classes in outdoor surroundings. They attribute their success to community engagement through coaches, social media and direct marketing channels. Their statistics show that between 80 and 90% of users hear about the programme through word of mouth, demonstrating the quality of and satisfaction with the programme.

As their CEO and Founder, Born Barikor says, 'It has been a pleasure working with our partners and seeing the effect on the community through our already tested mechanisms of growth.'

On the Our Parks website each local authority has its own area. Signing up is quick and easy to facilitate sign-ups by participants who may not be proficient online, and the website is highly responsive to mobile and tablet users. Manual sign-ups on estates and in parks is at the forefront and calendar and automated reminders are also incorporated to increase take up.

Our Parks interact daily on social media:

- Twitter: @OurParksUK
- Facebook: OurParks
- Instagram: OurParksUK