



Building happier, healthier communities through the life-changing power of play

#MeetMovePlay

February 2023



ParkPlay launched in Spring 2021 to encourage everyone to be more active and to bring local communities together.

In just 18 months, with the support of Sport England, we have successfully launched 42 ParkPlays across the country and had a total of over 5,000 unique participants.

ParkPlay is tackling some of the most pressing social issues of our time - lack of exercise, isolation, mental health - positively impacting health and wellbeing amongst those most in need.

As we recover from Covid and now face the cost of living crisis it's never been more important to give communities free ways to connect and boost their wellbeing.



What is ParkPlay?



1.

It's two hours of community play, every Saturday morning in a park or public space



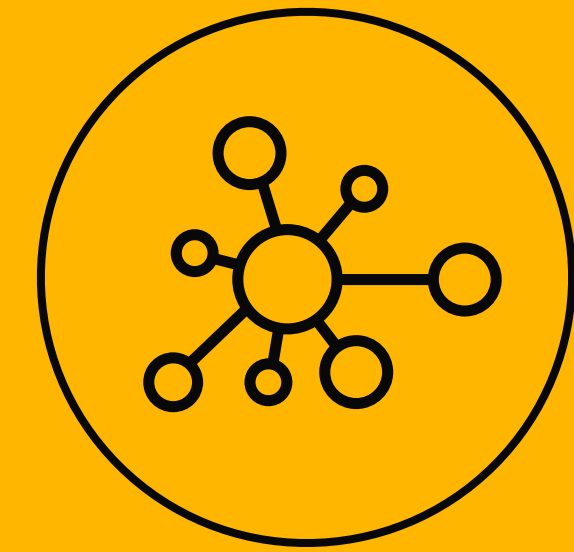
2.

It's active and inclusive games - all generations play together



3.

It's a safe, welcoming and inclusive way for people to connect and have fun



4.

It's run by the local community for the local community

ParkPlay is brilliant community event of two hours of free play in the park that serves as a perfect launchpad into every weekend. It's positive, safe, fun ... and everyone's invited.

 [Watch here](#)

Problems we're addressing:

Isolation

We welcome diverse ages & backgrounds and build a community every Saturday morning.

ParkPlay helped me with my social skills, lockdown made me shy so going to ParkPlay helps me come out of my shell. I like to meet new people, I feel more comfortable around other kids now and I like to feel part of a team."

Shannon Purrier

Mental health

We give people hope and self belief via belonging, fun, shared experience and connection.

"Park Play has a great impact on my mental well-being. I like to attend because my friends are there and I can play with them."

Eli Pawley

Need to escape

We provide a playful safe space to escape daily stress, experience joy and new possibilities.

"ParkPlay is all about bringing people together to have fun and take part in physical activity. You also make new friends and get to lose yourself and become a kid again, if you're an adult."

Kaye

Lack of exercise

Free outdoor play promotes a more active lifestyle without defining it "exercise".

"I became more active and more confident waking up in the morning. Getting some exercise done makes my day better - like I've achieved something"

Klaudia Mirga

Who we serve:

People who might feel otherwise excluded.

- People who:**
- can't afford traditional sport
 - don't have the right clothes or equipment
 - feel excluded from physical activity
 - have special needs
 - are inactive
 - come from low socio-economic groups
 - are isolated
 - see only barriers to participation in traditional sport / exercise

We welcome anyone, from any generation, community or background.



In only 18 months we've:

Grown fast

- Launched ParkPlay in **43** communities
- In **7** regions across the country
- Welcomed **6,000+** unique ParkPlayers
- At more than **2,000** ParkPlays
- Clocked up **40,000+** visits to ParkPlay



In only 18 months we've:

Had great impact

- 57% of ParkPlayers are women and girls
- 78% are inactive or fairly active (average 39%)
- 74% say their family activity has increased
- 81% agree that ParkPlay has improved their mental wellbeing
- 99% percent of ParkPlayers say they would recommend to a friend
- 4.8 / 5 ParkPlayers rated their ParkPlay

ParkPlay research May 2022



“My daughter has autism and ADHD, and never has motivation to do anything, she gets bullied a lot at school. So it's lovely to see her excited about going to ParkPlay where everyone is friendly and all people are involved and kind to each other.”

Tammy, ParkPlayer



“Karen started volunteering after seeing the positive impact ParkPlay has had on her 5 year old daughter's confidence after just three weeks...”

Karen
Trevorby's PlayLeader

“Leon, 13, is a young carer for his terminally ill mum. Labeled a ‘bad lad’ as he doesn't yet know how to express himself properly. He's been with us since the start and he's an awesome young volunteer! It's so good to give people the opportunity to have fun and forget their troubles. ParkPlay really is a life changer for some people”

Shelley, Aspatria PlayLeader

The future

Growth

Continue to take ParkPlay to more regions and communities across the country

450 ParkPlays by 2026

Impact

A compelling experience which galvanises communities through the power of play

Changing lives and strengthening communities



This play needs you



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ParkPlay basics

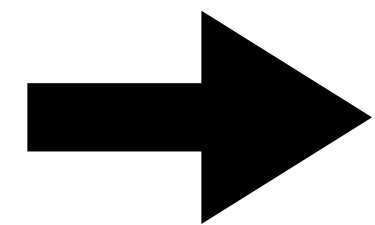
ParkPlay is:

- Free and for anyone, always
- Saturday mornings, 52 weeks a year
- Outdoors, in parks and other open spaces
- Established for the long-term (we don't do pilots)
- Based on consistent principles AND local flexibility to meet needs of the local community

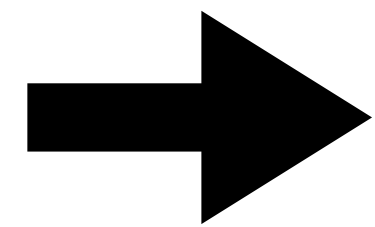


ParkPlay structure

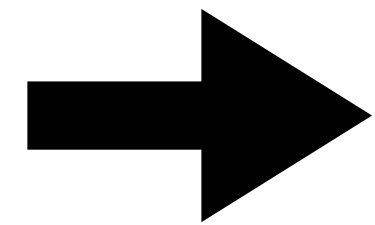
Making ParkPlay welcoming and inclusive



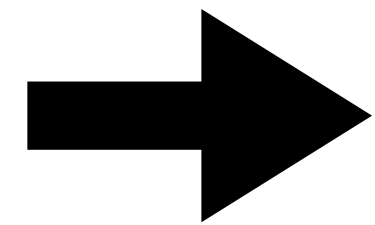
Free play, have fun and feel included



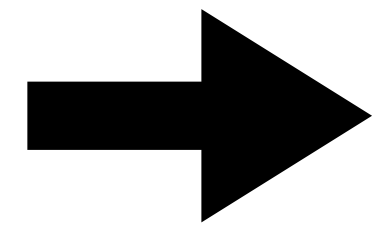
Start moving, connect to other players



Games and activities, build up confidence



Adapted sports, play in an accessible way



Free chat and play, be a community together

ParkPlay ethos

The way we play

Sticking to the structure

Welcome people in & do a welcome brief

Meet each other, Move together and Play different games

Belong together at the end

Playing the ParkPlay way

ParkPlay games are adapted to work for the people playing

The focus on rules & competition is minimal

There is space for people of all ages to play together

Doing it as a community

Everyone joining in, in a way that works for them

People working together to make their ParkPlay brilliant

People connecting to each other and cheering each other on

PlayLeaders

Leaders in their community, they are:



- Local people, invested in their community who can inspire and galvanise local people
- Not traditional coaches but people people - we train, support and develop them
- Help bring other people into the team and make ParkPlay sustainable for their community
- Paid or volunteer, depending on local need and funding
- All checked and qualified to lead responsibly
- One responsible every Saturday, 2-3 per ParkPlay leading together or individually



The ParkPlay model

For and by the community - everyone playing to their strengths. Like this example from Eversley ParkPlay (Basildon, Essex):



Active
Partnership

Strategy and
links



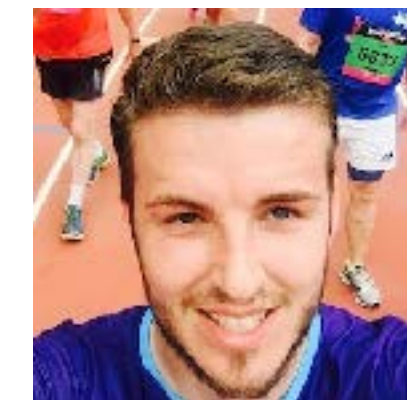
ParkPlay central
team

Ignite and
guide



Local community
organisation

Trust and
connections



Inspiring local
leaders

Inspire and
empathise



Community links,
e.g. school

Community and
growth

ParkPlay is a team effort

We all play to our strengths

What we do:

- Help every ParkPlay become established - we ignite and guide (see following pages)
- National community, brand and network
- Our expanding playbook of games
- Tech to engage and show impact
- Practical necessities like equipment & clothing
- Initial and ongoing training and development
- Everything to make ParkPlay safe for everyone
- Permissions and insurance
- Ongoing support for PlayLeaders and help to local organisations on best practice

What local teams do:

- Support local ParkPlays with their communities
- Engage local people
- Help make ParkPlay sustainable for long-term
- Be part of the wider ParkPlay community
- Connect with other local organisations / initiatives
- Give us feedback so we can all be better
- Follow our guidance so ParkPlay is safe and brilliant

Why ParkPlay?

- We can help you positively impact health and wellbeing in your communities
- ParkPlay can be tailored to meet the specific needs of your community - PlayLeaders, games, locations...
- ParkPlay will help you empower and develop local individuals and organisations
- ParkPlay will provide excellent support for every ParkPlay, for decades to come - we do the hard stuff so communities can have all the fun
- ParkPlay is good value for the investment - every £ spent locally is matched by the national investment
- Join a growing movement across the country, building happier, healthier communities through the life-changing power of play

Interested? Get in touch

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www.park-play.com



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