



OUR PARKS BARNET PROPOSAL 5 FEB 2016

PLANNING FOR SUCCESS

Our Parks is the leading FREE exercise provider across East and North London. Our focus is to provide FREE sustainable exercise, targeting the most deprived areas across London and the Home Counties

Our business model and step-by-step actions to engage the community has seen 20,000+ users sign up to take part in the first year with a throughput of 150,000+ class usage in outdoor surroundings. We are the best at running and monitoring outdoor exercise and have the track record to prove it! #TurnUpToneUp!



INTRODUCTION

ABOUT US

Our Parks has successfully been delivering the Our Parks FREE group exercise model across London since March 2014. We work with local councils and development agencies to target key 'inactive' members of communities who exercise for less than 30 minutes per week, and turn them into active participants through our varied class programme. With our database of 150+ L2 minimum qualified coaches we can offer traditional sessions such as bootcamp and circuits, through to classes with a twist such as hula fitness and boxing yoga. All programmes are tailored to the needs and demographics of the borough.

By removing barriers to entry to exercise - such as the class fee for users and being fully inclusive of all abilities, and providing an encouraging, safe environment for people to have fun whilst exercising, we successfully reach the inactive target groups in society and hence help councils to meet their health and wellbeing agendas.

OUR STATS

We pride ourselves as being the largest FREE outdoor exercise provider, delivering over 150 hours of exercise per week across London and Bedfordshire. We currently run programmes in 19 boroughs across London and the home counties, and we are proud to have turned our Parkers average participation level from 0 to 3 hours of exercise per week, who are predominately women between the age of 25 - 45 years, the most inactive demographic in the country and the reason behind a million pound This Girl Can campaign.

VALIDATED LEARNING

We have over 150,000 users and attribute our success to community engagement through coaches, social media and direct marketing channels. Our stats show that between 80% and 90% of our users hear about the programme through word of mouth, demonstrating the quality and satisfaction of the programme. It would be a pleasure working with Barnet Council and seeing the affect on the community through our already tested mechanisms of growth.

CEO & Founder
Born Barikor



WHAT'S NEW?

OUR WEBSITE

We have just launched the new Our Parks website. The website and app refresh will improve bookings and sign ups to make them quick and easy, aimed at users lacking computer/online proficiency. The website will reflect the new established brand and be highly responsive to mobile and tablet users, based on website traffic insight. Manual sign-ups on estates and in parks has been pushed to the forefront and calendar and automated reminders are also incorporated to increase take up.

OUR STREET TEAM

The Our Parks Street team will be a dedicated provision to target inactive users on estates and hard to reach groups. Weekly target and areas of outreach will be set and agreed based on heat maps and existing member profiles vs attendance. Clear KPI's and manual sign-ups will be set and incorporated in the fortnightly reporting system.



SOCIAL SPORT

Social Sport is a new addition to Our Parks and is geared to integrate communities, as well as increase social bonding. By offering netball, basketball, hockey, rugby and football, we target ex-school players who have fallen out of exercise, or those who are currently inactive and are isolated from a club / friendship circle to play against.

We utilise local clubs and partners where possible to deliver the sports with the exit routes into their provision for those wanting to take their game further.

Parkers book onto a class as normal and are then placed in a team depending on when they booked based on a random select mode. Classes consist of warm up drills, games, cool downs and a winning team per session will be logged through the coaches app. These sessions have proven very popular and work well in all seasons.

BARNET TARGETS

The main project focus areas are children and younger people in line with obesity, older adults and social isolation to create a robust sustainable model which can be rolled out across schools and parks in Barnet.

Our Parks is a pioneering organisation developed to deliver a programme that offers a wide range of free sport and physical activity sessions in parks and community halls, including whole family activities that aim to:

- Increase the probability of participation;
- Reduce the impact of genuine barriers and
- Promote attractive opportunities, targeted at those individuals that are less likely to access normal forms of provision e.g. communication and outreach methods which increase the appeal of exercise, particularly within those who are inactive.

PROJECTED STATS

:: Average 12 per session
 :: Over 9 session per week
 :: Over 16 weeks
 = 1,728 throughput
 (Minimum)

CAPTURE THE RIGHT DATA

Work with LBB to have the right measures on the signup form so we can capture and manipulate the data for the required results/outcomes

WORKFORCE & PARTNERS

Have 90% of coaches delivering activity living within the community and forge key partners with locally run services

SUSTAINABLE GROWTH

WORKING WITH PARTNERS

We are actively already working with key partners in our client boroughs, including NGBs and community groups, and will welcome additional Partners to form part of the delivery arm for our social sports model e.g sports clubs that reside in the area. There will also be Volunteer options to become part of the street team and strategy development arm.

NEW USER ARE ACQUIRED BY THE ACTIONS OF PAST USERS

We will run our successful #TurnUpToneUp campaign which is social media driven via videos and image based activities taking part in the parks

TWITTER & FACEBOOK:

We interact daily on social media, please see our Twitter and Facebook page for examples of what we are doing:

Twitter: [@OurParksUK](https://twitter.com/OurParksUK)

FaceBook: [OurParks](https://www.facebook.com/OurParks)

Instagram: [OurParksUK](https://www.instagram.com/OurParksUK)

DRIVE MANUAL SIGNUPS

Manual signups and community outreach are key drivers for acquiring new Parkers and we adhere to the following:

- Use heat maps to target underrepresented areas
- Use community groups and volunteers insight
- Actively target wards with high levels of inactivity
- We are currently developing manual sign-up technology which will enable quicker on the spot signups
- Add mobile number as a point of communication with Parkers as supposed to only email
- 0800 helpline for Parkers enquiries
- Direct marketing through flyers, banners and posters
- Outreach presence at local events and festivals
- Our Parks flags at high foot full sessions, indicating the activity is FREE and where to sign-up

OUR CLASSES

Our Parks delivers an extensive range of activities and ensures that all classes, regardless of workout intensity, are accessible to all members of the community and held at a variety of times throughout the day and week to ensure maximum participation.

Our classes run for 1 hour from advertised start time.

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|------------------------|-----------------------|
| 1. Abs, Bums & Thighs | 16. Pilates |
| 2. Back to Exercise | 17. Run Fit |
| 3. Brazilian Dance | 18. Tai-Chi |
| 4. Bootcamp | 19. Tots Tennis |
| 5. Body Pump Freestyle | 20. Skip Fit |
| 6. Box Fit | 21. Social Basketball |
| 7. Boxing Yoga | 22. Social Football |
| 8. Buggy Fit | 23. Social Netball |
| 9. Dance Fit | 24. Social Hockey |
| 10. Cardio Tennis | 25. Social Rugby |
| 11. Health Walks | 26. Turn Up Tone Up |
| 12. Hula Hoop Fitness | 27. Yoga |
| 13. Junior Football | 28. Zumba |
| 14. Our Circuit | |
| 15. Parkour | |



SUMMER PROGRAMME 2016 – EXAMPLE

	MON	TUE	WED	THU	FRI	SAT	SUN
<u>East Barnet/ Oak Hill Park</u>	Social Sport 4:15pm - 5:15pm			Dominos/Bridge mornings 10am - 12noon	Pilates 11am - 12noon		
<u>Totteridge/ Barnet Playing Fields</u>	Box Fit 9:30am - 10:30am			Chair based exercise 11:00am - 12:00noon		Kids Bootcamp 9:30am - 10:30am	
<u>Friary Park</u>		Yoga 10:00am - 11:00am				Back to exercise 9:30am - 10:30am	Family Bootcamp 9:30am - 10:30am

This is very flexible and we can source coaches to deliver pretty much any activity. Please see a brief snapshot below, but in reality if Our Parks were awarded the programme, we would contact groups and schools to find out existing provision before putting together a final programme.

Children and Young People (linked to tackling obesity)

Monday: Social Sport 4:15pm – 5:15pm

Sunday: Kids Bootcamp 9:30am – 10:30am

Saturday: Family Bootcamp 9:30am – 10:30am

Older Adults (50+)

Tuesday: Yoga 10:00am – 11:00am

Thursday: Chair based exercise 11:00am – 12:00noon

Friday: Pilates 11am – 12noon

Social Isolation i.e. new mums, unemployed etc. (engagement linked to physical activity)

Monday: Box Fit 9:30am – 10:30am

Thursday: Dominos/Bridge mornings 10am – 12noon

Saturday: Back to exercise 9:30am – 10:30am

COST BREAKDOWN

MARKETING COSTINGS | £450 per venue, each season (eg winter/summer)

Design (including re-design):

Flyer £45

Banner £65

Poster £35

Booklet £50

Total = £195

Production

6000 Flyer/Booklets £300

Poster £30

3xBanners £325

Total = £655

Distribution

6000 Flyers (including schools, health centres, GPs): £500

Total = £500

PROGRAMME COSTINGS

Website Setup:

~~£2000 (Annual fee)~~

Includes: Class, Booking, News, Messaging, Logo addition, App instalment *

Coaching:

£55 per hour (includes reporting, photos, coach management)

BREAKDOWN:

9 Coaching hours per week = £495 (9x£55)

Coaching hours (16 weeks) = £7,920

Marketing per venue, per season = £450

3 venues x £450 = £1,350 per park

Total marketing costs = £1,350

*The web fee has been waived due to Sportivate Setup project

SUMMARY OF PROPOSAL

PROGRAMME AIMS

- Lower the barriers of entry for disadvantaged groups through varied inclusive exercise
- Focus on inactives achieving 30mins or more exercise per week by proven approaches through coaching styles and offerings
- Directly contribute to Active People Survey through accurate reporting and statistics
- Provide attractive and appealing sessions to a wide community through engaging activities under a recognised community brand
- Target young families through medium impact high social sessions

WHY WE CAN DELIVER

- 24hour web support
- Dedicated borough manager responsible for coach management and programme
- Robust Customer Management System and mobile application for tracking usage
- Experienced key holders in closing and opening venues
- Over 90 fully qualified and experienced fitness coaches
- Recognisable brand with over 15,000 Parkers affiliated to our service

FEE PROPOSAL

PROGRAMME ESTIMATE FOR A 16 WEEK 9 HOURS PER WEEK PROGRAMME:

Coaching cost = £7,920

Marketing = £1,350

Total Cost = £9,270

*VAT not included. Staffing cost: Paid in full, due upon acceptance of the contract in writing. Coaching Fess: 2 instalments as advised on payment schedule. Funds to be sent by Bank Transfer to Our Parks (details to be provided on invoice).

OUR TEAM

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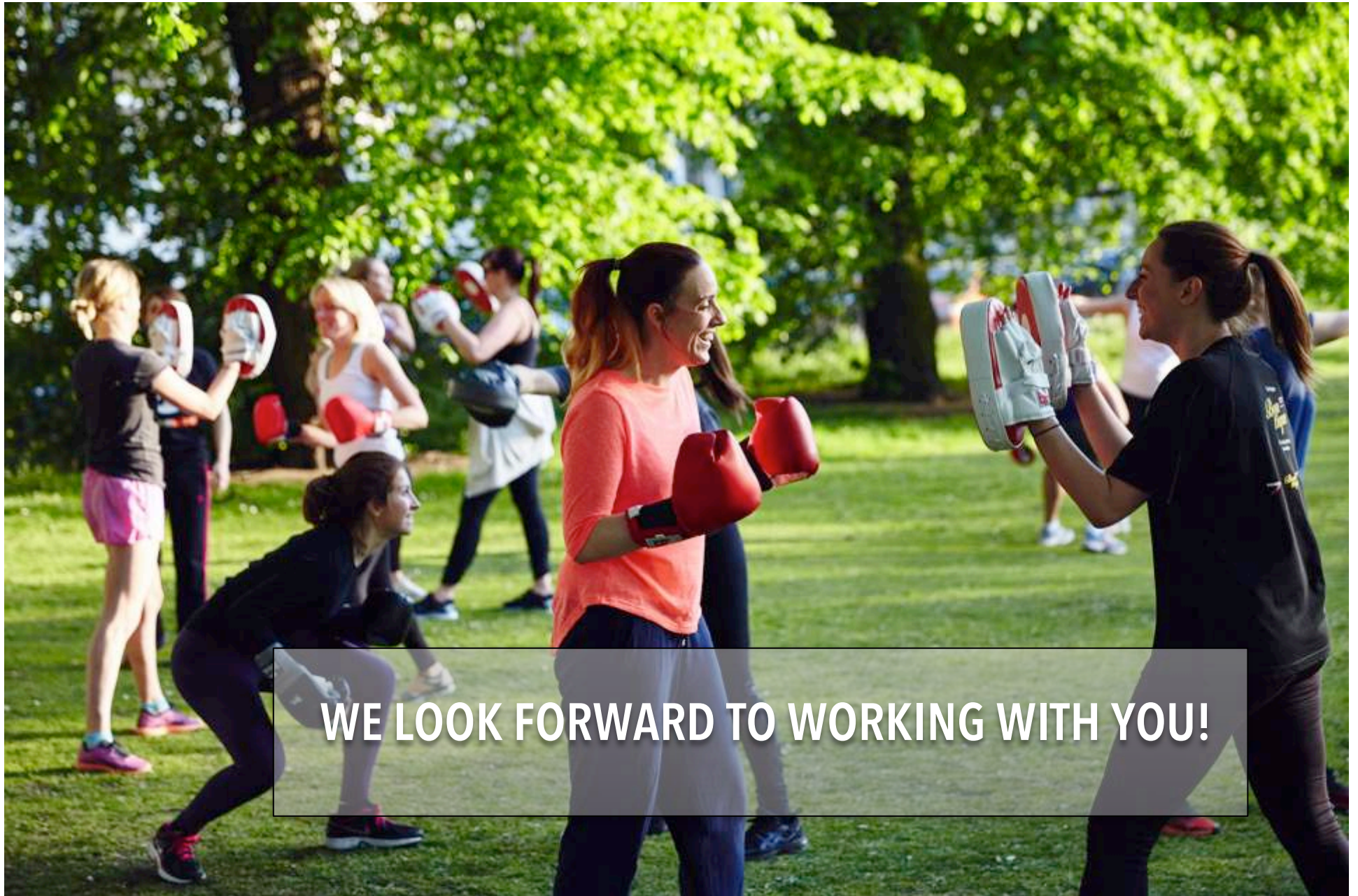
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TYRONE LAYLON | OUR PARKERS GRAPHIC DESIGNER



WE LOOK FORWARD TO WORKING WITH YOU!