

12th June 2017

Name of Cabinet Member:

Cabinet Member for Public Health and Sport – Councillor K Caan

Director Approving Submission of the report:

Deputy Chief Executive (People)

Ward(s) affected:

All

Title:

Coventry on the Move in Parks

Is this a key decision?

No – Although the proposals affect all wards in the City, the impact is not expected to be significant

Executive Summary:

Coventry's parks play a crucial role in the health and wellbeing of the people of Coventry by promoting healthy lifestyles through enabling the delivery of health and fitness, play, relaxation and sporting activities to those who live, work or visit the City. The many parks in the City are open to everyone, and as such, provide a significant opportunity to take an asset based approach to encourage people to become more active.

This project aims to increase levels of physical activity in parks, specifically increasing the amount of walking, jogging and running, through the creation of activity routes using marker posts and maps to denote distances and routes, to highlight areas of interest and other parks in the locality. As part of this project, two parks will have bredon gravel paths installed as well as the route markers.

Partnership work will be undertaken with local partners and community groups to promote the use of these markers and a promotional campaign will be undertaken, linking with the already familiar and popular 'Coventry on the Move' brand.

The proposed launch date for the new route markers in parks is September 2017.

Recommendations:

Cabinet Member for Public Health and Parks is recommended to:

1. Endorse the proposals for Phase 1 of the Coventry on the Move in Parks project
2. Approve the allocation of funding to support implementation of Phase 1
3. Note the proposal for a second phase following review and evaluation of Phase 1

List of Appendices included:

Appendix 1: Map of proposed parks

Background papers:

None

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

Report title: Coventry on the Move in Parks

1. Context (or background)

- 1.1 The Coventry on the Move in Parks project builds on the opportunities that have arisen from a Councillor portfolio which includes Public Health, Sports and Parks. This approach enables us to maximise the opportunity to promote physical activity and wellbeing for all residents of the city using one of our city's key assets, our parks.
- 1.2 Adults in England should aim to take part in at least 150 minutes of moderate intensity physical activity each week, according to guidelines from the UK chief medical officers. However, 1 in 4 women and 1 in 5 men are classed as physically inactive, which means that they are doing less than 30 minutes of moderate physical activity a week. Any physical activity is better than none, and the biggest health and wellbeing gains are achieved by getting the most inactive active. Encouraging people to start small and build up gradually, from as little as 10 minutes physical activity at a time provides physical and mental wellbeing benefits. Persuading inactive people to become more active could prevent 1 in 10 cases of stroke and heart disease in the UK and 1 in 6 deaths from any cause.
- 1.3 Coventry is very fortunate to have a wide range of parks and green spaces across the city which are open to all and provide a significant opportunity for residents to increase their physical activity for free, whether in organised groups, as a family or on their own. Enhancing the offer in parks will have a positive impact on communities and will support Coventry to be a healthier and more prosperous city. There are some instances where parks are being used to encourage communities to get more active, such as the Magic Mile at Longford Park and the Parkrun at the War Memorial Park.
- 1.4 Encouraging people in Coventry to be more physically active supports a number of local strategies and programmes, including:
 - Childhood Obesity Strategy
 - Marmot Strategy
 - Sports Strategy
 - Green Space Strategy
 - Passport to Leisure and Learning

2. Options considered and recommended proposal

- 2.1 The Coventry on the Move in Parks project builds on our local physical activity brand Coventry on the Move and centres on encouraging people across the city to get active in our local parks. The key elements of the project are to:
 - Create physical activity routes in 45 parks through the use of route markers, distance markers and site maps
 - Create additional pathways in two parks
 - Maximise community mobilisation and communications work to promote increased use of parks for physical activity by local communities
 - Evaluate and review the outcome in order to inform and shape a second phase approach
- 2.2 The proposed project will install route and distance markers in 45 identified parks across the city, in order to facilitate and promote physical activity such as walking and running in the parks. Parks have been selected based on a combination of factors, including level of deprivation in the local area, size of the park, ground conditions and existing infrastructure.

The markers will be complemented with a clear map of the park at the start of the route, showing the total distance of the route, and other parks in the vicinity. Route or distance markers are an established and popular means of denoting activity routes.

- 2.3 It is proposed that there are two types of markers used, depending on the size and suitability of the each park:
 - 2.3.1 Where there is a circular route with a clear start / finish point, distance markers will be installed, at approximately 100m intervals which will give a directional arrow and show the distance from the start to that point. Routes will be marked in both directions, allowing for clockwise / anticlockwise completion.
 - 2.3.2 Where parks have multiple entry and exit points and people are likely to start at different points, route markers will be placed approximately 100m apart and will state only 100m on each post, with a directional arrow to the next marker. Again, routes will be marked in both directions. In order to calculate the distance they have walked, people are able to count the number of markers that they have passed.
- 2.4 Each park included will have a noticeboard installed at the main entrance point which will contain a map of the park, clearly showing the route and its distance, as well as other parks in the locality and local information. Noticeboard content will be agreed by the Cabinet Member for Public Health and Sport and display the 'Coventry on the Move in Parks' branding. Use of the noticeboards will also enable information about other associated opportunities within the city, such as cultural events, facts about general health and activity, and could promote links to further online information.
- 2.5 It is also proposed that two sites have pathways installed to support the physical activity route (Morris Common and Caludon Castle Park).
- 2.6 Promotion of Coventry on the Move in Parks will be undertaken by the Council working with local partners and with local 'Friends of ...' groups and other community groups with an interest in physical activity and parks. The Coventry on the Move in Parks project team will utilise links to existing physical activity initiatives, sports opportunities and local community work to maximise the effectiveness of the project.
- 2.7 A second phase of the project will potentially follow in 2017/18, reviewing and building on the learning from the initial phase and on the work with community groups. This phase will have the potential to increase the number of overall sites where route markers are installed or improve infrastructure at some of the initial phase parks.
- 2.8 The proposals outlined in this paper have been presented, discussed and agreed at Labour Group in February 2017 under the title 'Fitness in Parks'.

3. Results of consultation undertaken

- 3.1 No consultation has been undertaken in respect of this decision.

4. Timetable for implementing this decision

- 4.1 It is anticipated that the installation of route markers and paths in 2 parks will be completed by September 2017 subject to procurement and weather conditions

5. Comments from the Director of Finance and Corporate Services

5.1 Financial implications

It is anticipated that the overall investment in Phase 1 will be approximately £325,000. This funding will come from existing public health resources in line with public health priorities.

5.2 Legal implications

Any procurement exercise undertaken and contracts awarded in relation to sourcing and installing signage will be undertaken pursuant to the Council's internal Rules for Contract and The Public Contracts Regulations 2015.

6. Other implications

6.1 How will this contribute to achievement of the Council Plan?

Promoting more physical activity will help Coventry citizens to lead longer and healthier lives with enhanced wellbeing.

This project contributes to the Council plan objectives through:

- Improving the quality of life for Coventry people
- Improving health and wellbeing
- Reducing health inequalities

6.2 How is risk being managed?

Risks are being managed by Place Project Team.

6.3 What is the impact on the organisation?

There is no direct impact on the organisation.

6.4 Equalities / ECA

It is anticipated that this project will have a positive effect on protected groups and will help to reduce health inequalities through encouraging more people, particularly those in deprived areas, to make more use of their local park, through walking, jogging or running.

6.5 Implications for (or impact on) the environment

The project may result in increased footfall in the parks involved.

6.6 Implications for partner organisations?

Promotion of the routes in parks for walking, jogging or running will be carried out in partnership with third sector organisations and partner organisations..

Report author(s):**Name and job title:**

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People

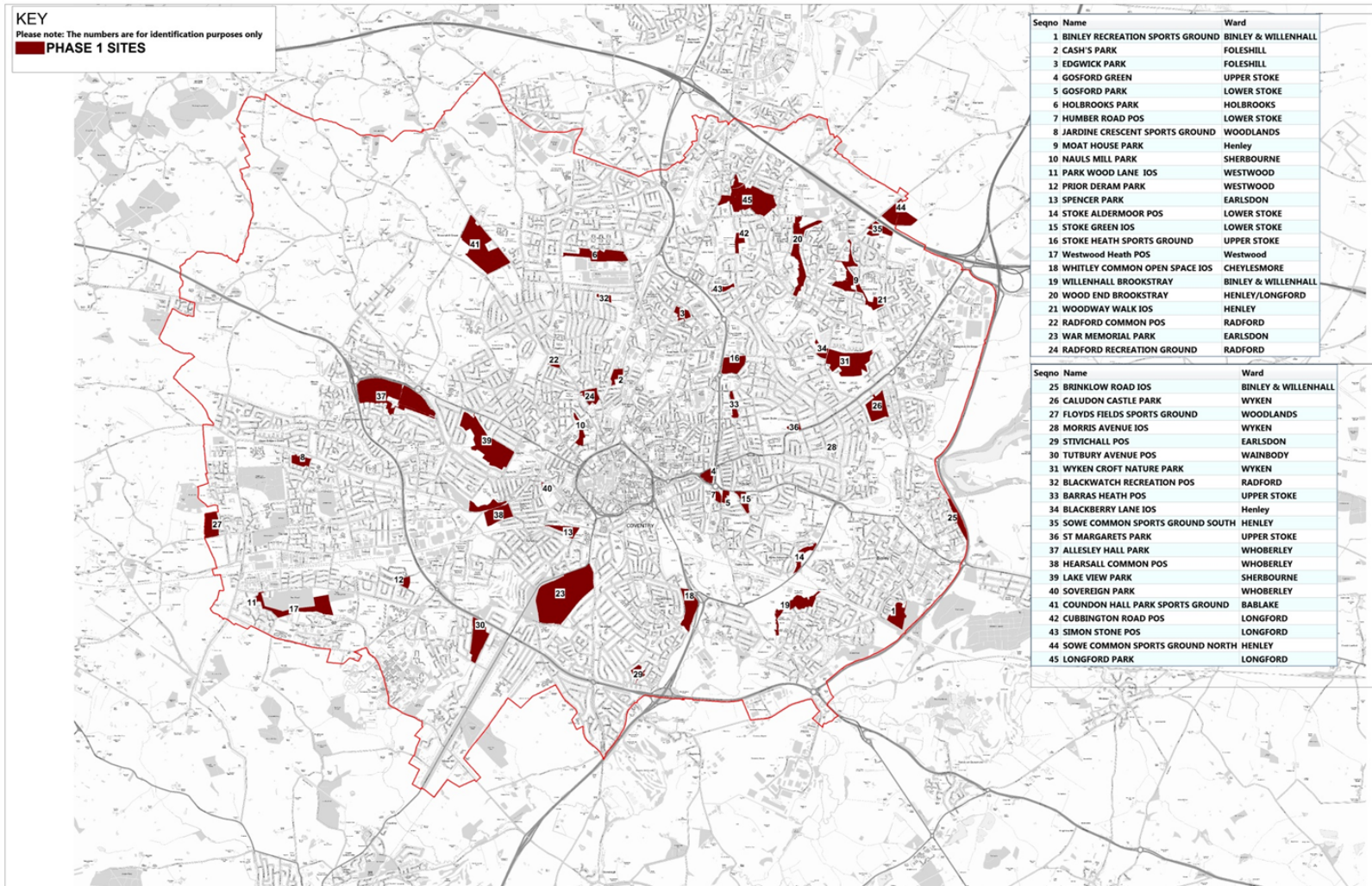
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This report is published on the Council's website: www.coventry.gov.uk/meetings

Appendix 1: Map of proposed parks



PUBLIC HEALTH DISTANCE MARKERS PROJECT PHASE 1

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