

Wellbeing: Active Lifestyles



HIGHLIGHTS 2015

75,000+

participants in free ParkLives sessions.

33,000+

participants in StreetGames doorstep sports club programme.

8,000

young people and adults took part in Special Olympics GB training and competitions.

1 million

chances to win limited edition Rugby World Cup 2015 balls to encourage people to get active and have fun.

HOW WE'RE DOING IT

To reach our target, we're investing in grassroots programmes that support active lifestyles.

OUR COMMITMENT

We will invest £20 million by 2020 in community-based activity programmes.¹

INTRODUCTION

We know that physical inactivity is a significant problem across Great Britain and we want to play our part in encouraging more people to live more active lives. Over the past 50 years, physical activity levels have declined by 20 percent in the UK.² Twenty-nine percent of people in England fail to achieve even just 30 minutes of moderate activity per week.² Health inequalities are evident – the most deprived areas are 33 percent inactive compared to 25 percent in the least deprived.³ Cost and inconvenience are the two main barriers that people face in becoming more active. For these reasons, we've invested in a series of partnerships with local organisations who are bringing communities together to enjoy free, social activities where they live, in order to get one million people moving in GB.

GRASSROOTS PROGRAMMES

ParkLives

In 2014, we launched ParkLives, a nationwide, long-term programme of fun, free activities in community parks in major cities. We are championing parks and green spaces because of their important role at the heart of local communities.

ParkLives was developed to help address the most common barriers to activity: cost and inconvenience. Parks are close to where people live and delivering the programme in these parks means activities reach the audiences that need them most. All activities are free of charge and there are options available for all levels of ability and experience. ParkLives is offered to teens, families and older adults. It's about getting together, having fun and enjoying spending time in parks and green spaces with all the mood-boosting benefits that gives.

ParkLives is an innovative public-private partnership between Coca-Cola Great Britain and local authorities. Local authorities own the parks and are responsible for providing recreation and leisure services, but increasingly constrained budgets mean maintaining and scaling these services can be difficult.

The programme of activities is developed by the local authorities, as they have the local insight into what people want to do and when they want to do it. Most important is that sessions are tailored to fit the local community, each park and the facilities available.

In our first year we teamed up with local authorities in Birmingham, Newcastle and the London Borough of Newham.

In 2015, we launched ParkLives in three new cities, Nottingham, Manchester and Glasgow. Throughout the spring and summer months the programme offered more than 9,000 hours of free, informal activities in over 153 parks for all ages and abilities. Led by enthusiastic, trained Session Leaders and volunteers, ParkLives spans a wide range of fun activities from intergenerational favourites such as Tai Chi, rounders to dog-walking and conservation.

We are committed to growing the programme in more cities and towns year-on-year to 2020 and making it sustainable beyond. The councils are capturing data to measure and evaluate what is working and we're making improvements to ensure ParkLives reaches more and more participants and delivers the right activities for them.

We have seen positive feedback from a wide range of participants. From groups of mums who have joined 'buggy fit' sessions to groups of over 50s who enjoyed 'walk2run' activities even in the winter months. The positive benefits reported by participants include improvements in physical, mental and social wellbeing – with firm friendship groups forming in ParkLives communities.



StreetGames

StreetGames is a UK charity that makes sport and dance more accessible to young people in disadvantaged communities. The programme includes coaching, a choice of activities, and sports festivals. StreetGames operates in the most deprived 20 percent of areas in Great Britain and 87 percent of StreetGames' participants are from disadvantaged communities.

Since 2010, our partnership with StreetGames has supported 165,000 young people from disadvantaged communities in gaining access to sport including a programme of 300 neighbourhood and multi-sport festivals, reaching more than 33,000 people. With our help, the first ever StreetGames Sport for Change Training Academy has equipped around 100 tutors to deliver 33 new StreetGames training courses to around 11,000 coaches.

In August 2015, more than 1,000 young people from StreetGames projects across the south of England took part in an annual multi-sport festival, held in the Olympic Park Copper Box Arena in London. This was one of four festivals across the UK, where young people had the chance to try a variety of sports from the traditional, such as football, rugby, basketball, handball and wheelchair basketball, to new innovations such as raveninton, sliding, zorbing and footpool. The multi-sports festival was organised and delivered by a team of StreetGames professional staff and volunteers, pulled together from the StreetGames network, and showcased to partners, funders and community organisations the successful work that they're delivering.

With our support StreetGames is helping young people to stay out of crime, build their confidence, be more active and change their lives and communities for the better.



Special Olympics Great Britain

Coca-Cola has enjoyed a long partnership with Special Olympics GB, dating back to 1978, as one of the founding partners. Today the charity supports more than 8,000 young people and adults by providing year-round sports training and competition for athletes with intellectual (learning) disabilities. More than 26 sports are available through 135 volunteer-run clubs across the country, helping the athletes to develop their social and life skills. Through our annual funding we cover vital running costs, but our support goes further than that, as our employees invest personal time with fund-raising, volunteering, as well as in-kind donations.



In 2015, all of our sites and offices organised events in order to raise funds for Special Olympics GB and other local charities. For example our Business Support Centre in Peterborough organised a charity challenge amongst employees, encouraging teams to fund-raise with activities ranging from cake sales and dress-down days to fantasy football and a selfie competition. In addition, the team organised a Summer Ball for the Special Olympics Peterborough club. In total, more than £2,300 was raised for Special Olympics GB.

On 1 October the second CCE and Special Olympics GB Unified Sports Tournament took place. Unified sport brings together competitors with and without learning disabilities to train and compete on the same team and in the same competitions. CCE teams from Morpeth, Wakefield and East Kilbride joined more than 20 Special Olympic GB athletes in a series of sports activities including six-a-side football, badminton, carpet bowls and boccia.



CASE STUDY

We know major sporting events can inspire people and we used our sponsorship of Rugby World Cup 2015 to run hundreds of grassroots rugby sessions across the country.

Up to one million limited edition rugby balls were available to win in advance of Rugby World Cup 2015, to encourage people to get active and have fun with a rugby ball. A four-part video series for a quick and easy 'how to' guide was created in partnership with ParkLives to help inspire the nation to pick up a ball and play. ParkLives also hosted hundreds of free, touch, tag, rugby-fit and rugby-inspired dance classes throughout the summer. In addition, StreetGames hosted pop-up street rugby sessions in every host city in an attempt to attract a wider audience and bring rugby to new people and places.