

Project Brief	
<p><i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i></p>	
Project Name	Community Outdoor Gym Club
Project Manager	Joshua Windle
Document Author (if different from Project Manager)	Joshua Windle
Organisation Name	Making Things Happen C.I.C. (Community Interest Company)



Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

According to the 2011 census Sherburn in Elmet had a population of 6,657 people which is projected to rise by up to 40% due to the high number of new homes that are being built. This will result in the need for an increasing number of facilities to accommodate the requirements of a rapidly expanding community.

Sherburn in Elmet has no Leisure Centre and poor transport links to access facilities in other areas. The nearest Outdoor Gym is situated in Crossgates, Leeds which is 10.5 miles away. Recent Western CEF Public Forum meetings have also outlined the need for more public amenities.

There is a need to ensure that Sherburn in Elmet provides facilities that are fully inclusive and meet the needs of individuals with a disability. A recent Selby District Disability Forum Survey reported that people with a disability, their family members or carers felt isolated and excluded and that leisure facilities were often inaccessible.

94.6% felt that it was important that we address issues for people with a disability living within the district and 31.96% said an issue that they would like to see addressed is the need for more recreational opportunities.

The number of people with a BMI classified as obese in Selby District is 71% compared to the national average of 63.8 (JSNA 2015). A fully accessible outdoor gym not only promotes improved overall fitness and health but also assists improved emotional well-being as outdoor physical activity has a 50% greater positive effect on mental health than going to the gym.

Details of the Project

Please list the details of your project

Sherburn in Elmet Parish Council would like to work in partnership with Selby District Council and Making Things Happen C.I.C. to provide an Outdoor Fitness Gym complimented by a programme of fitness instruction and fully inclusive support for all ages.

A Marketing and Communications Strategy and initial Open Day will promote awareness of the Outdoor Gym to residents.

The Gym will be sited centrally within the village of Sherburn in Elmet on the Eversley Park. The Gym will include a range of equipment accessible and suitable for use by all ages and abilities.

The Outdoor Gym range of equipment will include a Ski Stepper, Trinity Cycle Recumbent Bike, Lat Pull and Chest Press, Air Skier, Pull Up, Rower, Urban Sports Sign and associated resurfacing.

We will encourage usage of the Outdoor Gym through our partnership with Making Things Happen C.I.C.

Making Things Happen C.I.C.

This is a brand new local not for profit organisation. The Community Outdoor Gym Club will be facilitated by Josh Windle.

Josh Windle

I believe I can connect with people who feel they are marginalised in our community and help them to achieve the results that they deserve. I teach fitness, yoga and meditation classes which I use as a vehicle to help reach people in the community. Often people find it hard to manage and cope with everyday life. The work that I do embraces people of all skills, abilities and ages. This includes people with physical disabilities, mental health issues, learning difficulties, and anybody who wants to make a change in their life.

I have been giving a wonderful opportunity to achieve a greater impact through Making Things Happen C.I.C. Our organisation supports and develops vulnerable individuals in our community which includes helping them to learn how physical fitness and nutrition can alter their lives for the better.

The outdoor Gym in Sherburn in Elmet has the potential to become a showcase vehicle that celebrates inclusion, diversity, equality of opportunity and supports people to achieve their fitness ambitions regardless of their ability.

I want to give my time and energy to help people understand how to better themselves through physical fitness and nutrition.

My educational experience and qualifications regarding fitness instruction and nutrition spans over 10 years. During this time I have studied many elements which complement fitness instruction including motivation, positive thinking, and mindfulness. Working these elements together enables individuals to achieve the best outcomes in life.

I lost my sight suddenly two years ago which was a traumatic event affecting my life and abilities. Through the support of Making Things Happen C.I.C. I have been able to rebuild my life and develop a new career.

As a blind fitness instructor I believe I am a living example of how fitness and well-being can be used to successfully overcome the hardest obstacles we face in life to help build the future you wish to achieve.

At each session I run I will be supported by a co-facilitator. They will be carrying out a detailed impact review of the Community Outdoor Gym Club which will gather evidence to secure ongoing funding.

Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

The provision of an outdoor gym within the Eversley Park will improve an area within the park that is currently underused, thereby improving the local area/environment. Its central location, being accessible at all times, will enable all local residents to benefit from this new facility. It will improve the quality of life for individuals living in the Western CEF area (1) and provide solutions to community issues (2).

An Outdoor Gym:

Promotes **improved health and well-being**. (1)

Promotes **inclusion of individuals who** by their economic circumstances **are marginalised** by providing free (therefore affordable) exercise. (2)

Improves accessibility by being sited within the local area meaning residents do not need to travel. (2)

Promotes equality of opportunity as the equipment is suitable for use by all ages and abilities. (1)

Improves community cohesion as it promotes inter-generational activity due to the range of equipment and its central siting within Eversley Park and **Improves opportunities for social inclusion**. (1)

Promotes community safety by providing diversionary activities at (night) times when anti-social behaviours are most prevalent. (2)

Improved environment due to the introduction of an outdoor gym in an underutilised grassed area. (2)

Individual Objectives

Josh will support the development of the Community Outdoor Gym Club. This will include;

- demonstrating each individual apparatus and explaining how each one can be utilised,
- show how each apparatus can be used over time to develop and strengthen different parts of the body
- create exercise programmes to focus on combinations of losing weight, toning the body, building muscle, developing overall strength and general functioning
- providing weekly sessions which combine one-on-one support and guidance, as well as group training

- developing friendships, tackling loneliness and isolation, - this will lead to the creation of a gym buddy scheme – linking people together to utilise the equipment between Club training sessions
- Inspiring others that everyone can take part in physical activities
- Maximising the use of the Outdoor Gym equipment
- Becoming a centre of excellence to motivate other communities

In addition, Josh will provide handouts of information on each apparatus for participants to take with them to read and assist with their understanding.

Over time the aim will be to support individuals to utilise fitness and personal health to take greater control over other aspects of their lives using the Social Prescribing Service to refer participants who have other issues they wish to address.

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

Improved health and well-being

There are many health benefits of outdoor exercise and local residents will have the opportunity to take part in regular exercise in an outdoor environment to improve their overall health and quality of life. Sunlight is a natural source of Vitamin D which promotes healthy bones and teeth, and fresh air contributes to relaxation and happiness.

When studying the health benefits of outdoor gyms, the Centre for Public Health at Liverpool University found that;

- 75% or more of participants believed that outdoor gyms were easily accessible, beneficial for their health and easy to use.
- 70% of individuals found exercising outdoors was more beneficial for their health than exercising indoors.
- 80% of individuals found exercise more enjoyable when outdoors than indoors.

There are also longer-term health impacts associated with using an outdoor gym. Up to 72% of regular users who used an outdoor gym once a week or more have reported;

- having increased confidence to take part in physical activity,
- undertook more physical activity than they did previously,
- feel physically fitter and healthier
- and that it benefitted their mental wellbeing as they felt more relaxed and less stressed.

The equipment provided will enable a combination of cardio and strength workouts which are the best way to lose weight and build muscle. The equipment will benefit all users regardless of their age and abilities.

Inclusion and providing social opportunities for everyone

The provision of an outdoor gym will support everyone to become involved and have the opportunity to exercise. The equipment is fully accessible and suitable for all age groups and abilities. Free exercise equipment is an ideal way of encouraging those who have never worked out before to give it a go.

By siting the outdoor gym in the centre of the local area, residents will not need to travel or rely on poor public transport links to travel to leisure centres in other areas.

The Community Outdoor Gym Club will provide the opportunity to bring people together. It will create a new social activity, creating new contacts and networks for people. Each session will be visible allowing people at any stage to join a session and get involved.

Through the Impact survey residents will be able to map out their progress and measure the impact of joining the club on other aspects of their lives.

It is hoped that the combination of Outdoor Gym and the creation of a Club will maximise its use and increase the diversity of people involved.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

We believe that promotion and marketing will be integral to the success of this outdoor gym in increasing the use of the park and physical activity. The communication and marketing plan includes raising awareness of the outdoor gym amongst residents by advertising in the Local Media/Newspaper/Parish Website/Informer/Community Notice Boards/Social Media/Community Library and Information Hub. Promotion will be on-going to ensure that interest is sustained.

Following the initial soil and site survey it has been agreed that the proposed site is fully accessible and appropriate for the outdoor gym equipment to be installed and the equipment will be provided and installed in February by a local business called HAGS.

Following installation, in early March we intend to hold an Open Day, including a local celebrity to further promote this new facility. A number of local groups including U3A, Rugby Club, Cycling Club and users of the Eversley Park Community Centre have already shown an interest in attending and using this new facility. We would also hope to invite members of local councils, groups, charities, and voluntary organisations within the district.

Making Things Happen C.I.C.

Josh Windle – will encourage local residents to become involved through the provision of a structured use of equipment training event in March. Josh is an expert in fitness, yoga and meditation and also has a personal knowledge and experience of living with a disability and utilises these skills to support the delivery of a fully inclusive programme of exercise for people of all ages and abilities. He currently delivers an exercise class in the Southern CEF area which is already a resounding success.

We will provide a weekly Community Outdoor Gym Club, during daylight hours for a year. This will create a regular source of training and guidance, with the ability to drop in for one to one work, ask questions and signpost to other services.

It will provide the time to carry out a detailed Impact Study to show the benefits of an Outdoor Gym, personal training and delivery by a disabled person. From this we hope to replicate the initiative across other parts of the District.

ROSPA checks, maintenance and repairs will be on-going as required and funded by Sherburn in Elmet Parish Council

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

December 2017	Funding Decision from SDC and the Parish Council
February 2018	Publicity of opening and instructor led event + sign up.
Mid/Late February 2018	Equipment and associated surface installation. (subject to weather)
Early March	Official Opening.
Mid/Late March	Structured use of equipment training event.
March 2018	Western CEF Application considered – If Successful -
April 2018	Publicity produced and circulated Impact Study research papers created
May 2018	Weekly Gym sessions commence for 48 weeks Impact Study commences

Ongoing attendance records, Impact on individuals' health monitored

Quarterly updates provided for Western CEF

Outdoor Western CEF event summer 2019

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

Project Cost:

Outdoor Fitness Equipment (including delivery, installation and resurfacing)	£10,244.51 + VAT (£2048.90 Paid & Reclaimed by PC)
Official Event Opening Day	£400.00
Structured use of equipment training event.	£427.74
Refreshments at Training Event	£50.00
Ongoing Instructor Led Sessions 48 sessions	£4,320
Gym Club flyer to be designed and printed	£160.00

TOTAL PROJECT COST - £15,602.25

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

Sherburn in Elmet Parish Council funding agreed	£5,122.25
Selby District Council funding agreed by Mark Crane on 21.12.17	£6,000.00
Western CEF Funding	£4,480.00
TOTAL PROJECT FUNDING	£15,602.25

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

The main risk to this project is the lack of uptake/usage which may be as a result of an individuals' internal barrier i.e. age, health problems, fear of injury or falling, low health expectations or lack of time. It is envisaged that many of these risk factors are minimised due to

- the outdoor gym equipment being suitable for everyone and fully accessible for individuals with a disability or health concern,
- located within their local area,
- located on a surface certified to EN1177 standards to reduce any risk of injury
- available at all times.

External barriers to an individuals' uptake/usage may be cost, lack of access or transport, unsafe environments, inadequate facilities or poor maintenance of those facilities, or lack of companions.

These barriers are mitigated by the location of the outdoor gym being within the centre of the village within the extremely pleasant surroundings of Eversley Park, free of charge, the facilities being of an accessible nature, on-going maintenance provided by the Parish Council as part of their ROSPA programme of inspections and repairs and the suitability of the equipment to be used either singularly or alongside others as part of a group.

Marketing and promotion, the initial open day and promotional materials will further promote the use of this new facility.

In addition; weekly support by an experienced motivational fitness instructor will help to train people and support them on how to use the equipment. It also creates a structure for friendships to develop to create a network of peer motivation. This has been shown to make a significant impact for people by having on hand professional support.

The introduction of a Buddy Scheme will create a lasting opportunity for people to create their own support and motivation, working alongside fellow residents.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

This Project has secured initial funding from Sherburn in Elmet Parish Council and required additional funding from Selby District Council to enable the Project to be delivered.

We will work closely with Making Things Happen C.I.C. – Josh Windle - who is an expert in fitness, yoga and meditation to deliver a structured training event. Josh also has a personal knowledge and experience of living with a disability to support the delivery of a fully inclusive programme for people of all ages and abilities. This expertise will create the Community Outdoor Gym Club, and Buddy Scheme, ensuring people get the support and motivation to make the most of this exciting new facility.

There is an on-going commitment from the Sherburn in Elmet Parish Council to complete future maintenance checks and repairs on all the Outdoor Gym equipment.

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