

Brent outdoor gym evaluation

December 2014



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1.0 Executive summary

Regular physical activity is one of the most important things you can do for your health, with strong scientific evidence that it increases overall physical and mental well being and reduces both the risk of illness, as well as reducing symptoms of established disease¹.

Yet nationally, only 11.4% of adults are sufficiently physically active (participating in 150 minutes of physical activity weekly). The London Borough of Brent falls well below the UK average in physical activity with only 7% of residents sufficiently active, ranking it among the worst in the UK². In addition, 56% of Brent's adult population participates in no physical activity at all³.

Furthermore, physical inactivity is costing Brent £19.8 million per 100 000 population, higher than the national average of £18 million, which equates to £61.5 million pounds annually⁴. Reducing physical inactivity by just one per cent a year, over 5 years, would save the UK economy £1.2 billion⁵.

With the obesity epidemic rising, and physical activity levels falling, it is clear more needs to be done to encourage activity within the UK.

Cost and lack of access are often cited as two of the main barriers to people not participating in regular physical activity, and the provision of outdoor gyms combats both of these factors. In the summer of 2013, six outdoor gyms were installed in parks throughout the London Borough of Brent to encourage, facilitate and promote physical activity among residents.

Whilst outdoor gym installation is becoming more popular across the UK, there is little evidence of evaluation having been done to determine the effectiveness of these. In September and October 2014, the healthy lifestyles team at Brent Council, conducted an evaluation of the scheme 15 months post installation and 12 months after the initial evaluation was conducted. This evaluation has been repeated to determine if use is maintained, increased or decreased since the installation, and whether or not these have been an effective tool in increasing physical activity in residents.

The evaluation team visited all 6 parks with outdoor gyms, approached all users and field research staff who had attended a bespoke consultation course invited them to complete the questionnaire. Days and times of data collection were the same in each park. The questionnaire included questions about their physical activity levels, motivations for participating in activity, and their thoughts on the gyms. The questionnaire is included in Appendix one.

¹ <http://www.nhs.uk/Livewell/fitness/Pages/Whybeactive.aspx>

² Brent Joint Strategic Needs Assessment, 2012

³ Active People Survey 7, December 2013

⁴ Turning the Tide on Inactivity, UK Active, January 2014

⁵ *ibid*

Main findings:

- 1050 users completed the questionnaire, with an estimated 2036 visits over the evaluation period;
- Outdoor gym users were overwhelmingly positive about the gyms and the opportunity for both physical activity and well being and sense of community that they enabled; and
- 98% of users would recommend them to someone they know.

Gym use and activity levels

- 39% of gym users had shown an increase in their activity levels since the gyms had been installed;
- 33% of users reach the national activity guidelines of 5 x 30 minutes activity weekly, and increase in 10% from 23%;
- There was a 15% increase in users reaching the three times 30 minute weekly target, from 55% to 70%;
- 24% of users were previously active less than once a week, and of these 42% are active three times weekly and 17% now meet the national guidelines for five sessions weekly;
- 78% were classified as regular users, using the gym at least once a week; and
- Duration of use was split approximately in thirds with visits less than 20 minutes, 20 – 30 minutes, and more than 30 minutes
- The period of time users had been using the gym was split approximately in thirds as well with one third using them for less than one month, one third using them between one and 6 months, and one third using them for more than 6 months.

Encouraging and promoting gym use

- 13% of gym users responded positively to the question “I did not exercise before and the outdoor gyms have encouraged me to do so”;
- 66% were motivated by increasing fitness levels, and 65% for general health and wellbeing;
- 81% of users had seen them in the park and 16% had found out about them through word of mouth;
- 63% of people thought they needed to be more widely publicised; and
- Participants suggested that better promotion of the gyms, and facilities in the surrounding area - lighting, toilets, shelter and fencing – would increase use further among residents.

Populations using gyms

- Park choice was very important – 70% of users in just three of the six parks;
- 84% of people used their closest gym travelling an average distance of 846 m;
- The gyms were accessed by Brent residents across all demographic groups; and
- 90% of users felt safe or very safe in the parks.

Recommendations:

The evaluation team found three main recommendations to consider:

1. More, and more targeted, promotion of the gym needs to be done to increase awareness and use;
2. Modify the way the instructor led sessions are promoted to encompass health and wellbeing; and
3. Equip sites with better facilities such as toilets, lighting and shelter and reinforce messages that children and dogs should not be using the equipment.

2.0 Introduction

2.1 *Physical activity in Brent*

It is widely recognised that adults should undertake at least 30 minutes of physical activity at least 5 times a week⁶. Nationally, the UK is falling well short of this with only 11.4% of adults reported as being sufficiently active⁷, where this is defined as 150 minutes physical activity weekly.

Physical activity participation rates in Brent are amongst the lowest in England with only 7% being sufficiently physically active⁸. 56% of Brent's adult population do not participate in any sport or physical activity (London average is 49.5%), 18% participate in some sport or physical activity on 3 occasions a week for 30 minutes or more (London average is 21.3%, national average 24.8%) and 20.6% of Brent adults are members of a sports club (London average is 26.2%)⁹.

Decreasing physical activity levels are directly contributing to the increasing obesity levels evident throughout the UK and globally, and obesity is now the second greatest cause of ill health and preventable disease worldwide¹⁰. The Public Health Observatories (PHO) estimated in 2012 that approximately 21.2% of Brent's population are obese¹¹. In addition, 7.7% of Brent's population has clinically confirmed diabetes, which is significantly higher than the average of 5.8% and is among the highest in England¹².

Lack of physical activity and increasing obesity levels come with high levels of social and economic costs, and it is clear more needs to be done to encourage people to adopt healthier lifestyles, to prevent these lifestyle related conditions. The importance of increasing physical activity levels in Brent is also highlighted in the Tackling Diabetes in Brent Task Group Report (2013)¹³; which recommends the installation of the outdoor gyms as a tool for increasing physical activity levels.

In recent years, Brent PCT and Brent Council have supported many initiatives to increase activity in the borough including:

- 'Exercise Referral Scheme' which is available to those who have a diagnosed illness where activity can reduce symptom severity;
- Three large leisure centres with a range of facilities and activities including free swimming for over 60s, under 5s, disabled people and under 17s in school holidays;
- Multi Use Games Areas which have been installed in 17 parks;

⁶ <http://publications.nice.org.uk/four-commonly-used-methods-to-increase-physical-activity-ph2>

⁷ Brent Joint Strategic Needs Assessment, 2012

⁸ <https://intelligence.brent.gov.uk/BrentDocuments/Diet,%20physical%20activity%20and%20obesity20summary.pdf>

⁹ Active People Survey 7, December 2013

¹⁰ <http://www.nhs.uk/Conditions/Obesity/Pages/Complications.aspx>

¹¹ Brent Joint Strategic Needs Assessment, 2012

¹² Brent Health Profile 2013, Public Health England: <http://www.apho.org.uk/default.aspx?RID=49802>

¹³ Tackling Diabetes in Brent Task Group Report (2013)

- Over 400 hectares of green open space in the borough;
- Healthy walks scheme with 8 led walks in parks weekly and signposted routes through parks; and
- Refurbishment of 44 tennis courts.

However, it is clear that more still needs to be done. ‘Lack of transport, cost and lack of awareness’ are commonly cited barriers to physical activity by Brent residents, and as the increasing evidence of the benefits of green spaces on peoples mental wellbeing gains momentum, outdoor gyms are ideally placed to combat these barriers, as well as promoting general well being.

2.2 The case for outdoor gyms

Outdoor gyms have become increasingly popular in recent years as the evidence mounts on both the benefits of physical activity and open green spaces on both physical and mental health and wellbeing.

The evidence for the health benefits of green spaces is best highlighted in the Marmot review (2010)¹⁴, which states *“Numerous studies point to the direct benefits of green space to both physical and mental health and wellbeing. Green spaces have been associated with a decrease in health complaints, improved mental health and reduced stress levels, perceived better general health, and the ability to face problems. The presence of green space also has indirect benefits: it encourages social contact and integration, provides space for physical activity and play, improves air quality and reduces urban heat island effects.”*

Combining the opportunities for physical activity, in a green space setting therefore has huge potential to positively impact on resident’s physical and mental health and wellbeing. Marmot further argues this by saying that *“creating a physical environment in which people can live healthier lives with a greater sense of well-being is a hugely significant factor in reducing health inequalities^{15”}*, which is also a priority for Brent.

Camden’s outdoor gym evaluation, a borough neighbouring Brent in north west London, showed positive results; with 43% of their users reporting to use the outdoor gyms between 3-7 days per week and 26% of respondents indicating that they did not exercise prior to using the outdoor gym¹⁶. However, there seems to be very little data and evaluation of outdoor gyms, especially long term.

Brent has over 400 hectares of green open spaces in the borough that are visited regularly by residents. The Time Out Survey Consultation Report which surveyed Brent residents (Oct 2012)¹⁷, showed that 76% of residents visit a park or open space regularly, of which 31% suggested outdoor gym facilities would encourage them to take part in more physical

¹⁴ Marmot, M. (2010) *Fair Society, Healthy Lives: Strategic Review of Health Inequalities in England post 2010. The Marmot Review*

¹⁵ *ibid*

¹⁶ Camden Outdoor Gyms Evaluation Phase I. Pro Active Camden. (March 2011)

¹⁷ The Time Out Survey Consultation Report (Oct 2012)

activity. The most inactive local authorities have on average, a third fewer facilities than the least inactive boroughs¹⁸.

Outdoor gyms then seem well placed to reduce physical inactivity and promote mental wellbeing in the borough by encouraging both physical activity and visits to green open spaces for residents.

2.3 The economic argument

The national cost of inactivity in England was estimated to be £8.2 billion annually in 2006¹⁹.

The “Turning the tide of inactivity” report published in January 2014, reports that local authorities spent an average of 2.4% of their public health budgets on programmes to tackle inactivity in 2013/14. Central government estimates that local authority spending on inactivity is even lower than this at less than two per cent of public health budgets in 2013/14, and five per cent of the local authorities who responded failed to apportion any of their public health budgets to physical inactivity in 2013/14.

Physical inactivity represents ten per cent of total societal costs when compared against other top-tier public health concerns including sexual health, smoking, obesity and drug and alcohol misuse, making the 2.4% of public health spend on programmes to tackle physical inactivity disproportionately low compared to other public health issues²⁰.

On average, physical inactivity is costing each local authority in England £18 million per 100,000 people annually. Higher deprivation areas are almost 10 per cent more physically inactive than lower deprivation areas, and this increase in inactivity is reflected in the costs incurred. The cost of inactivity to Brent, is £19.8 million per 100 000 population, which equates to £61.5 million pounds annually²¹.

Reducing physical inactivity by just one per cent a year, over 5 years, would save the UK economy £1.2 billion and every local authority would save local taxpayers £44 per household, and significantly improve the health and wellbeing of their local communities²².

Reviewing the evidence for health benefits of physical activity shows the greatest improvements in health status are seen when individuals who were previously inactive, undertake some activity²³, reaffirming that local authorities should be focusing their physical activity promotion work on the those who are currently inactive.

¹⁸ Turning the Tide on Inactivity, UK Active, January 2014

¹⁹ National Institute of Health and Care Excellence, Costing Report: Four Commonly Used Methods to Increase Physical Activity (2006). <http://www.nice.org.uk/nicemedia/live/11373/31847/31847.pdf>

²⁰ Department of Communities and Local Government, Local Authority Revenue Expenditure and Financing: 2013-14 Budget, England (2013). https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/225884/RA_Budget_2013-14_Statistical_Release_-_FINAL__2_.pdf

²¹ Turning the Tide on Inactivity, UK Active, January 2014

²² *ibid*

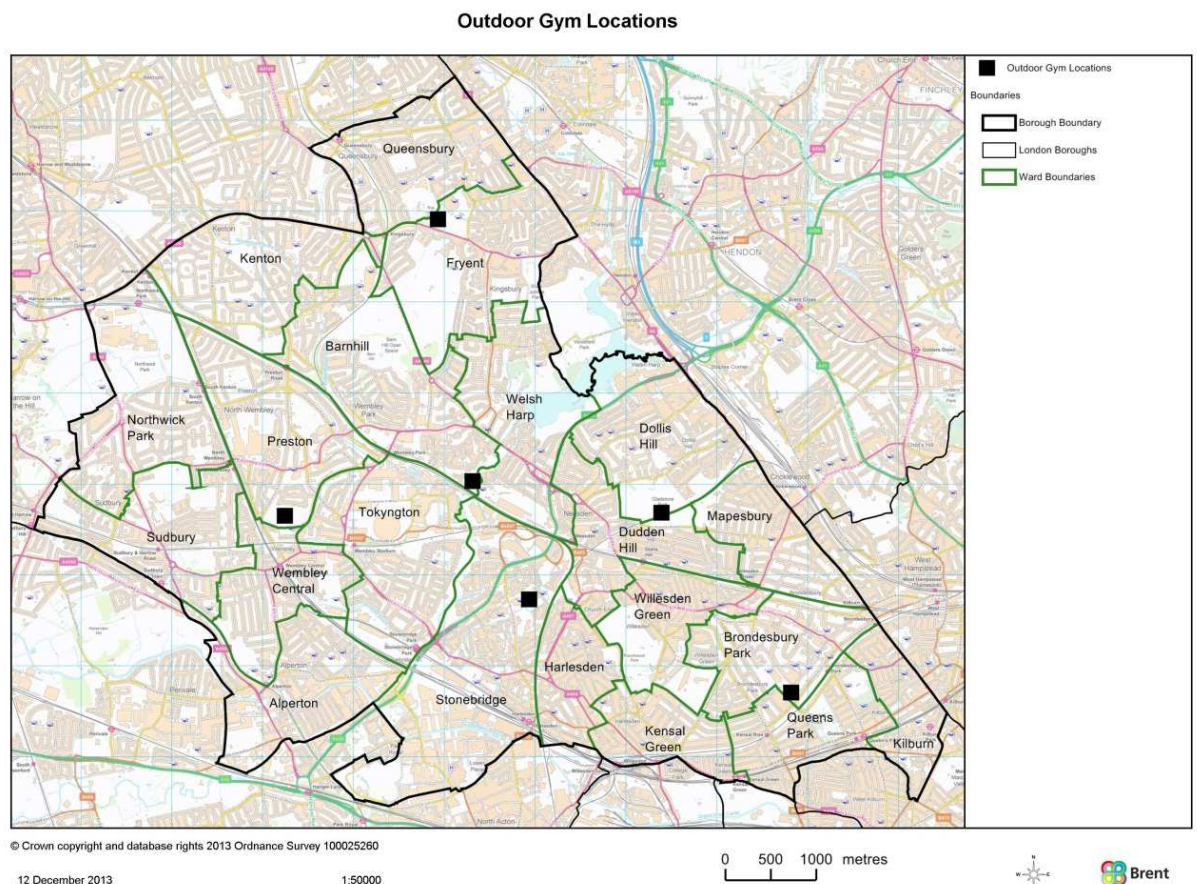
²³ Warburton DE, Nicol CW, Bredin SS (2006) Health benefits of physical activity: the evidence. *Canadian Medical Association Journal* 174: 801-809.

2.4 Outdoor gym installation

Recognising that Brent's residents are inactive across most of our population groups, and the benefits of physical activity to health and wellbeing, Brent PCT committed funding to support the installation of five outdoor gyms throughout the borough. The sixth gym in Chalkhill Park, was funded through regeneration funds allocated to Chalkhill Estate from Brent Council.

An audit of the leisure facilities and parks in the borough was undertaken, and five sites were chosen after assessing areas for increased housing provision, access and size of parks and deprivation, and also ensuring a good geographic spread throughout the borough. The gyms are spread throughout the borough, with 80% of Brent's residents living within 1.2 km (0.75 miles), or about a 15 minute walk, of a gym. 90% of residents live within one mile (1.6 km), or about a 20 minute walk, of a gym.

All six gyms were installed in the summer of 2013, and sites are shown on the map below.



3.0 Evaluation methodology

3.1 Aims and objectives

The Outdoor Gyms were installed to encourage participation in physical activity among residents. Two evaluation periods were undertaken to measure use of the gyms, and whether they had encouraged residents to increase their physical activity levels. The first evaluation was carried out in September / October 2013, immediately after installation, and this was repeated in September 2014, 12 months post installation. The same methodology and questionnaire were used for both evaluations.

The aims of the evaluation are:

- To measure overall use of equipment;
- To determine whether the gyms are being accessed by a representative population;
- To determine whether the gyms have enabled people to move from inactive to sufficiently active according to national guidelines;
- To determine whether there are any improvements which would increase participation rates;
- To determine secondary positive and / or negative implications;
- To use the data collected and evaluations of other initiatives, to determine whether future investment in more outdoor gyms is warranted as an effective strategy to increase activity in the borough's residents.

3.2 Questionnaire development

The questionnaire was designed by Brent Council's Healthy Lifestyle Team specifically for the evaluation. It was approved by Brent Council's equalities and diversity and consultation teams.

The questionnaire included questions from Camden's Outdoor Gym Evaluation and the Active People Survey to allow for comparisons between the populations using the gym and previous evaluations undertaken.

The questionnaire also included questions that related directly to Brent Council's activity targets, as well as questions relating directly to the aims of the project and evaluation.

The questionnaire used can be found in Appendix One.

3.3 Data collection

All six outdoor gym sites in the borough were evaluated in the same manner.

Field staff trained in consultation and administering questionnaires were employed to undertake data collection which consisted of two parts:

1. A count of the number of people using the gym who declined to complete the survey. The list included children who were ineligible, returning users who had completed it already and those who simply did not wish to complete it.
2. A count of all outdoor gym users over 16 years of age who agreed to complete the self-administered questionnaire. Staff were also able to take gym users through the questionnaire where they were unable to complete it themselves.

All sites were evaluated in an identical manner.

Field staff were present at each site for the following days and times during the week of the evaluation.

| Day | Time |
|-----------|-------------|
| Monday | 8 am – 7 pm |
| Wednesday | 8 am – 7 pm |
| Thursday | 8 am – 7 pm |
| Saturday | 9 am – 4 pm |
| Sunday | 9 am – 4 pm |

Sites were evaluated according to the following schedule:

| Site | Week |
|-----------------------------|------------------------|
| Chalk Hill | 8 – 14 September 2014 |
| Gibbons Recreational Ground | 8 – 14 September 2014 |
| Roe Green Park | 15 – 21 September 2014 |
| King Edward VII Park | 15 – 21 September 2014 |
| Gladstone Park | 22 – 28 September 2014 |
| Tiverton Park | 22 – 28 September 2014 |

3.4 Data entry and analysis

The completed questionnaires were sent to SNAP surveys, an independent consultancy company for input and analysis by an independent organisation ensuring no bias was entered into the results.

4.0 Results

Field staff attempted to record every outdoor gym user, although this proved to be extremely difficult in busy parks where the equipment was full, with only some exercising and some just trying it out, as well as the number of children which were using the equipment.

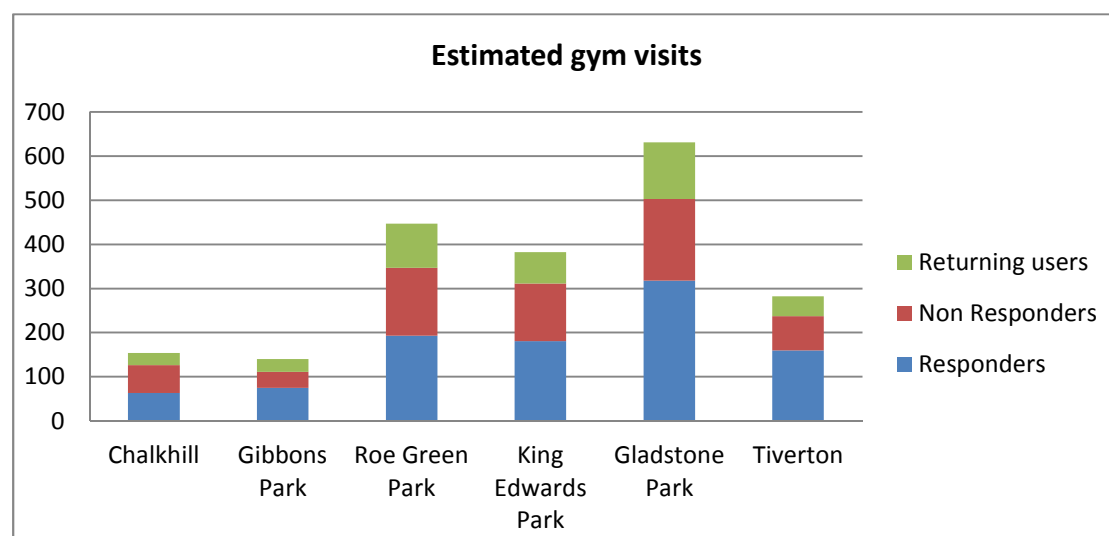
Section 4.1 presents the estimated data from the monitoring sheet for non responders and returning users, and from 4.2 onwards only data collected in the actual questionnaires is used.

4.1 Estimated numbers of gym users

The number of adults (over 16 years old) attending each site over the evaluation period is estimated, per site, in the table below.

| | Responders | Non responders | Returning users | Total |
|--------------------|------------|----------------|-----------------|-------------|
| Total Users | 990 | 645 | 401 | 2036 |
| Chalkhill | 63 | 63 | 28 | 154 |
| Gibbons Park | 75 | 36 | 29 | 140 |
| Roe Green Park | 193 | 154 | 100 | 447 |
| King Edwards Park | 181 | 130 | 71 | 382 |
| Gladstone Park | 318 | 185 | 128 | 631 |
| Tiverton | 160 | 77 | 45 | 282 |
| Total | 990 | 645 | 401 | 2036 |

A total number of 2036 visits were recorded to be using the gym throughout the evaluation times. Across the sites and days, some gyms became extremely busy and it was difficult to ensure that everyone was approached and asked to complete a survey. There was an estimated 990 responders to the survey, compared to the 1050 that we actually collected, so it's likely that all the above numbers are overestimates.



In 2013, Gladstone, Roe Green and King Edward accounted for 82% of all visits and this figure was down to 70% in 2014 showing a bigger increase in use in the smaller parks. The percentage of users visiting Gladstone dropped from 43% to 33%, and the only park that saw a decrease in the number of responders.

Simplified demographic Breakdown of non-responders

People who declined to complete a questionnaire, were recorded, and their gender and ethnicity recorded also. The demographic breakdown of non-responders is as below.

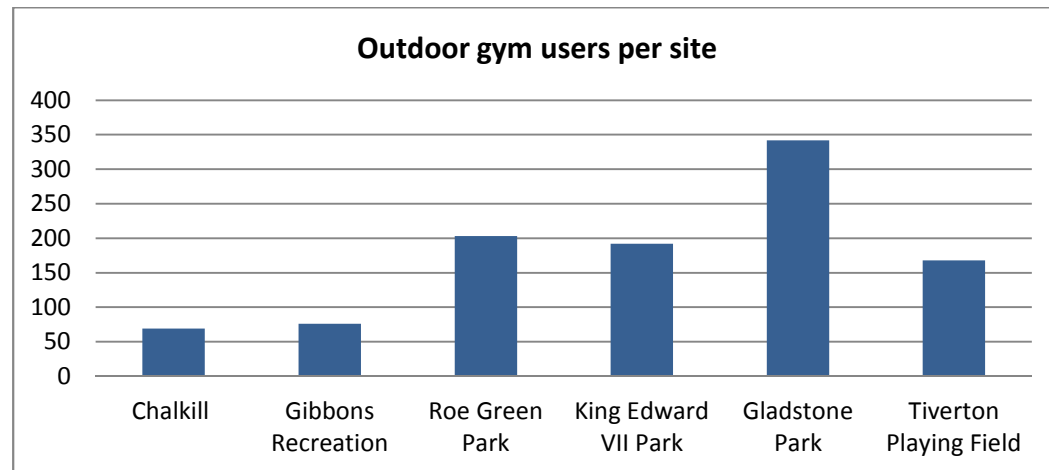
| Demographic of non-responders | | | | | Total | Total non responders |
|-------------------------------|--------|------------|-----------|------------|------------|----------------------|
| | | White | Black | Asian | | |
| All Parks | Male | 177 | 52 | 130 | 359 | 645 |
| | Female | 126 | 26 | 134 | 286 | |
| Chalkhill | Male | 14 | 7 | 10 | 31 | 63 |
| | Female | 13 | 4 | 15 | 32 | |
| Gibbons Park | Male | 7 | 13 | 2 | 22 | 36 |
| | Female | 5 | 5 | 4 | 14 | |
| Roe Green Park | Male | 48 | 4 | 34 | 86 | 154 |
| | Female | 26 | 7 | 35 | 68 | |
| King Edwards Park | Male | 24 | 12 | 31 | 67 | 130 |
| | Female | 22 | 5 | 36 | 63 | |
| Gladstone Park | Male | 59 | 10 | 45 | 114 | 185 |
| | Female | 33 | 4 | 34 | 71 | |
| Tiverton | Male | 25 | 6 | 8 | 39 | 77 |
| | Female | 27 | 1 | 10 | 38 | |
| Total non responders | | 303 | 78 | 264 | 645 | |

The reasons non-responders offered for declining to participate are shown below.

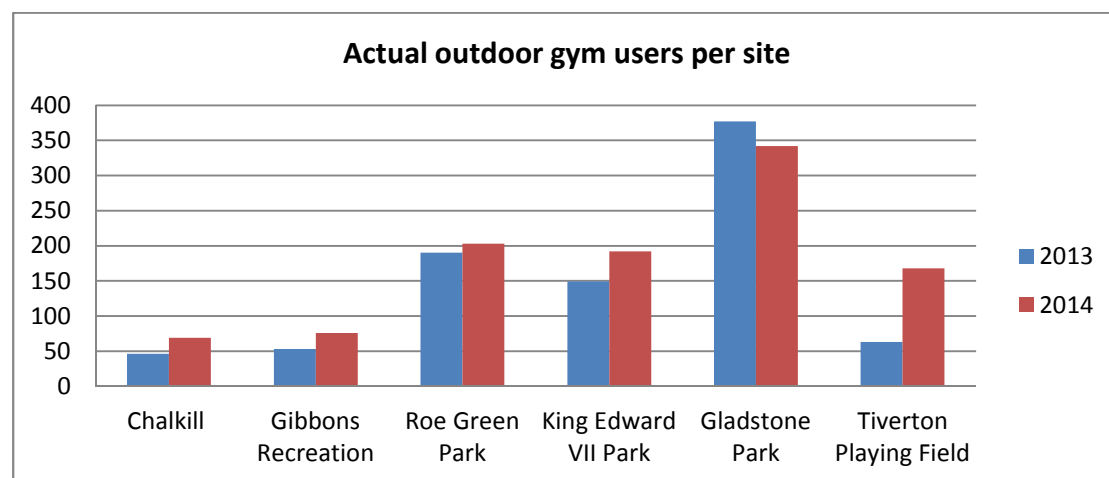
| Reasons of non responders | Number of Users |
|-----------------------------|-----------------|
| Not interested | 82 |
| Insufficient English skills | 355 |
| Insufficient time | 80 |
| Looking after kids | 1 |
| Prefer not say | 14 |
| No reason recorded | 113 |
| Total | 645 |

4.2 Actual number of questionnaires completed per site

1050 users completed the questionnaire; with the site breakdown across the parks as follows:



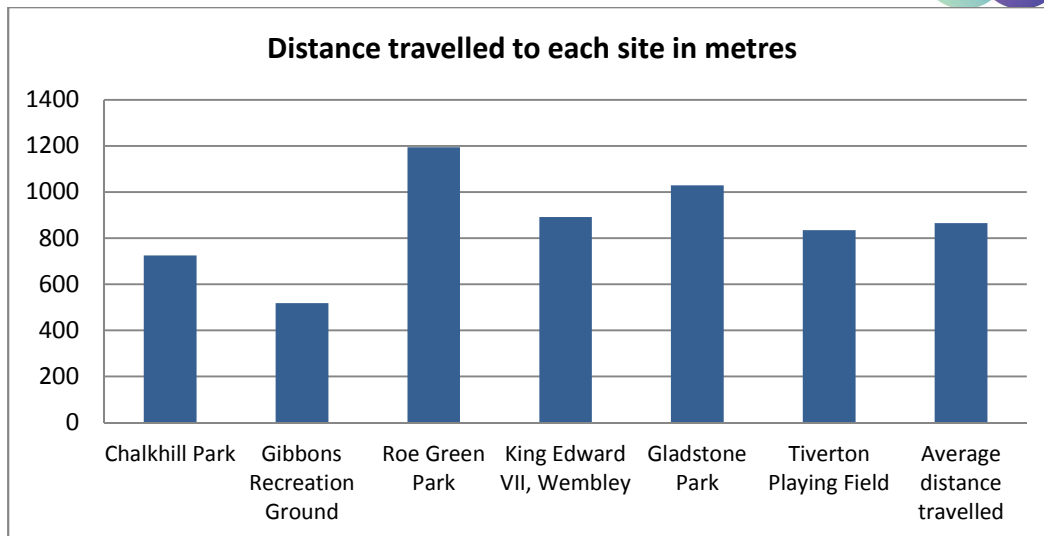
Outdoor gym use was extremely varied across the sites. Gladstone Park was the busiest, with 342 users, 33% of all use in Brent. Roe Green had 203 (19%) and King Edward VII, 192 (18%). The three bigger parks alone accounted for 70% of all outdoor gym use in Brent.



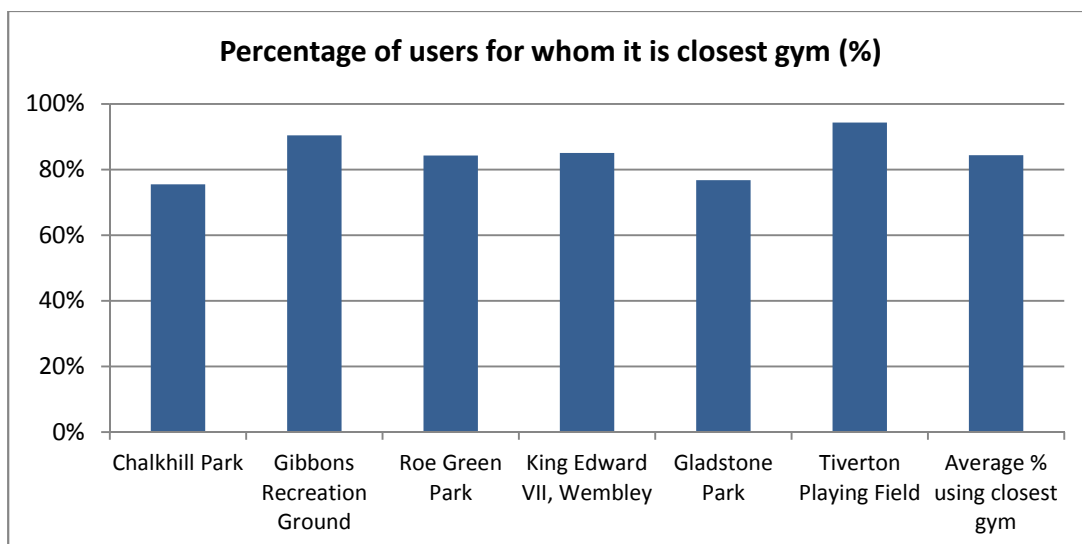
In 2013, Gladstone, Roe Green and King Edward accounted for 82% of all visits and this figure was down to 70% in 2014 showing a bigger increase in use in the smaller parks. The percentage of users visiting Gladstone dropped from 43% to 33%, and the only park that saw a decrease in the number of responders.

4.3 Distance travelled

The average distance travelled to reach the gym by users was 866m, with people travelling the shortest distance to Gibbons Recreation Ground, 519m on average, and the furthest to Roe Green Park, 1195m on average.

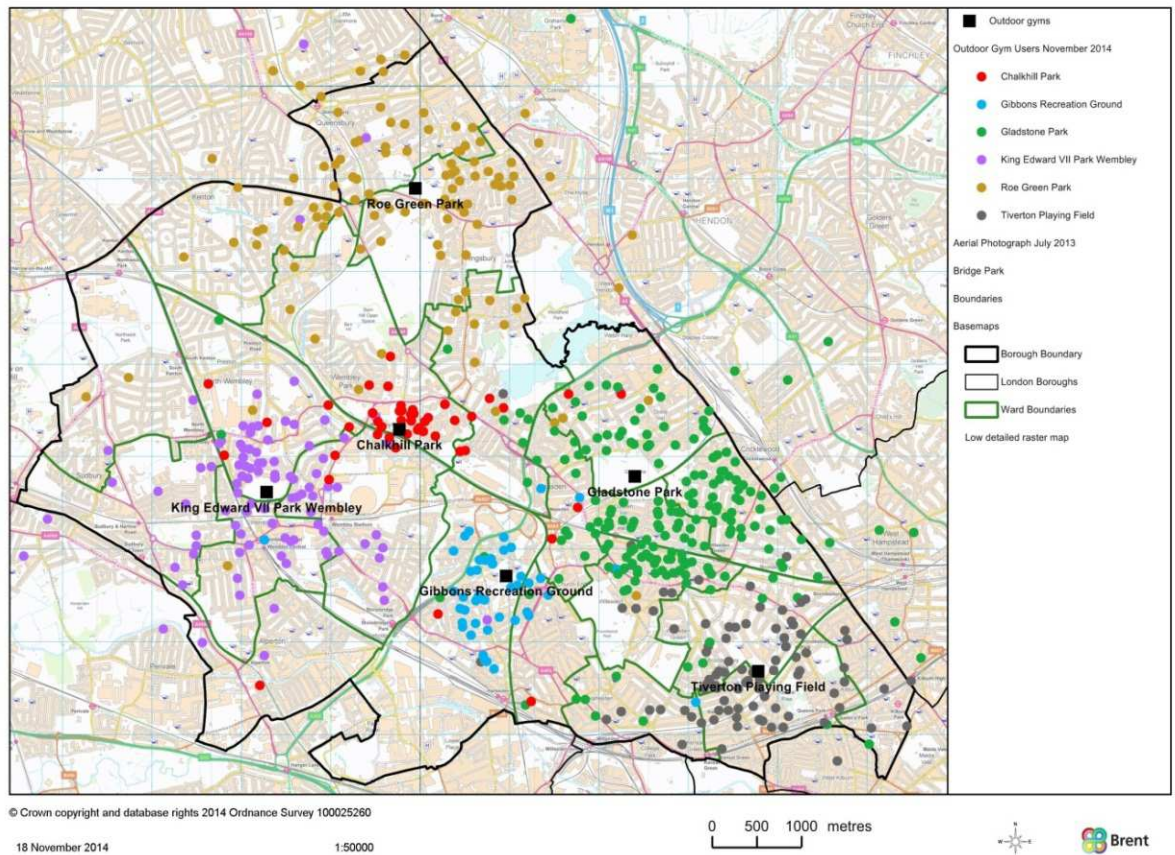


84% of users visited their closest gym in the borough and the average distance travelled for those who did was 846m. There were a few users from other parts of England who completed the survey but their data was excluded from the distance travelled analysis.



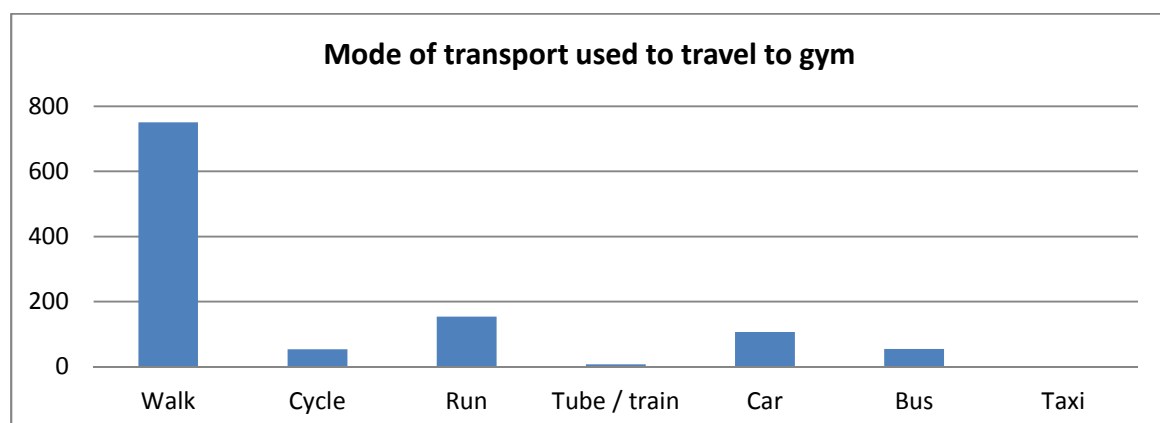
The map below shows the location of all gyms in the borough, mapped with postcode data of residents who use each gym. Location of gyms is clearly important as most users come from the area immediately surrounding the gyms, keeping travel distance to a minimum, although 16% of users appeared happy to travel further than their closest gym to reach their park of preference.

Outdoor Gym Users



4.4 Mode of transport

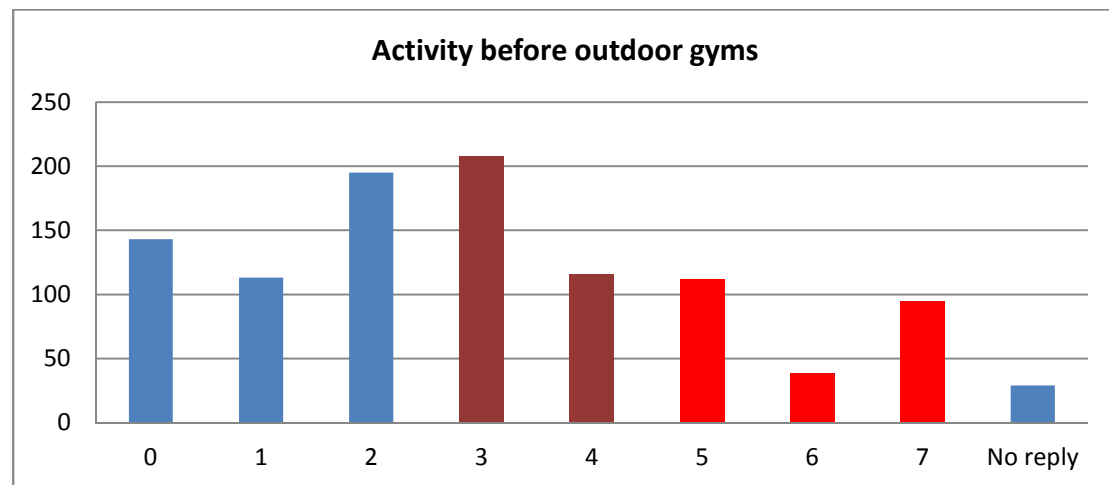
71% of people walked, and 12% of people ran, as a part of, or their complete, journey to the gym. Cycling and public transport were surprisingly uncommon methods of transport, accounting for only 5% and 6% of journeys respectively.



4.5 Activity sessions per week

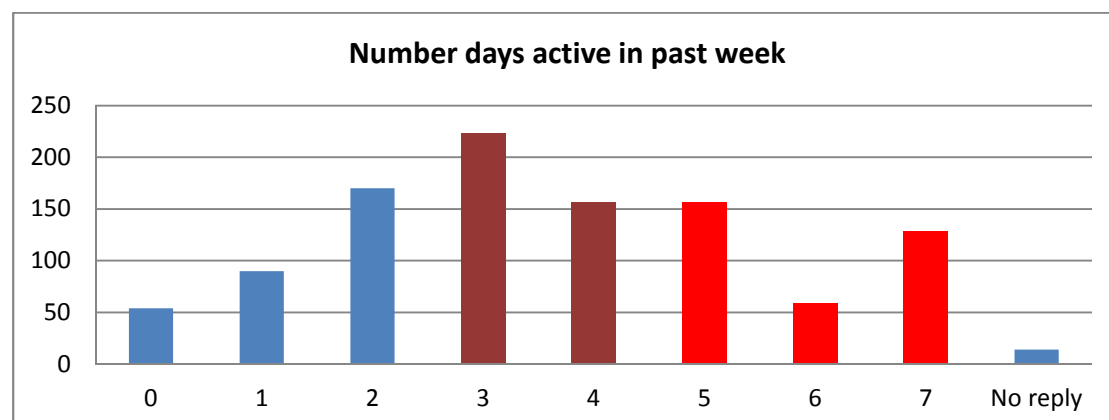
Prior to the outdoor gyms being installed, 570 (55%) users reported that they were active at least 3 days a week for 30 minutes at a time, and 246 (24%) met the national guidelines of 5 activity sessions weekly. 775 people (76%) did not meet the national guidelines and 451 (44%) were active less than three times a week. 143 users (14%) reported undertaking no activity at all.

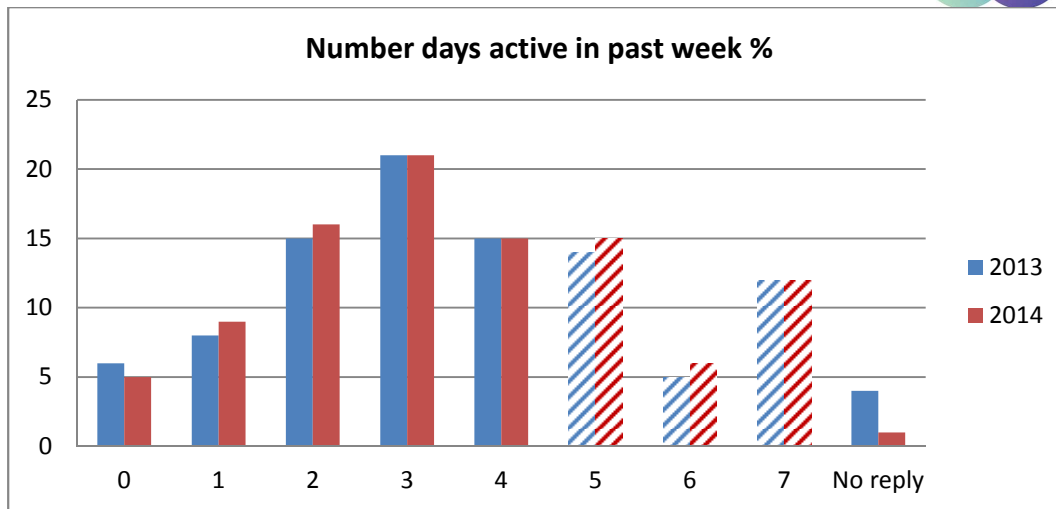
In 2013, 43% of users reported that they were active at least 3 times a week for 30 minutes and 18% of users reported participating in no activity at all.



Users were then asked about the number of days they had been active in the past week. 722 (70%) reported that they had been active more than three times a week for a least 30 minutes, an increase of 15%. There was an increase of 9% for those reaching the national guidelines of 5 activity sessions a week from 246 (24%) to 343 (33%).

343 users (33%) had been active for at least 30 minutes a day at least 5 times in the last week, meeting the nationally recommended guidelines for physical activity. This was the same as 2013, 32 %.





Activity in the week of the questionnaire increased in both years, by 27% to 70% in 2013, and by 15% to 70% in 2014.

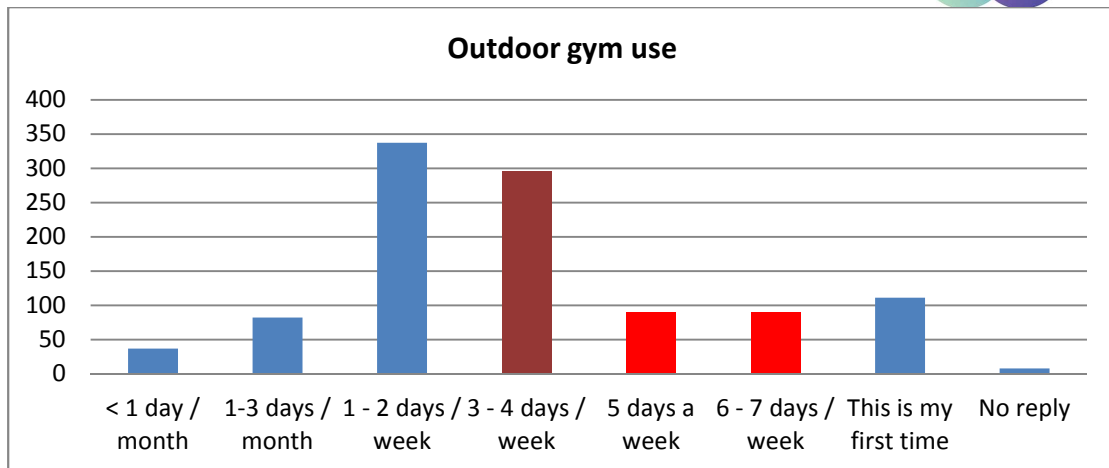
The London Borough of Camden undertook an evaluation after the implementation of outdoor gyms in March 2011 with similar results. Camden also had 26% of gym users reporting that they previously undertook no exercise and had a reported increase in activity level of 46%, compared to Brent’s 41% in 2013, and 39% in 2014. Brent had nearly twice as many people reaching the national guidelines of 150 minutes weekly at 32%, 2013 and 33, 2014, compared to Camden’s 18%²⁴.

4.6 Outdoor gym use

475 users (46%) use the outdoor gym on 3 or more days every week, meaning that using the outdoor gyms alone, they reach the 3 x 30 minute weekly activity session level. 180 (17%) use the outdoor gym on 5 or more days a week, reaching the national guidelines for activity use through the outdoor gym use alone.

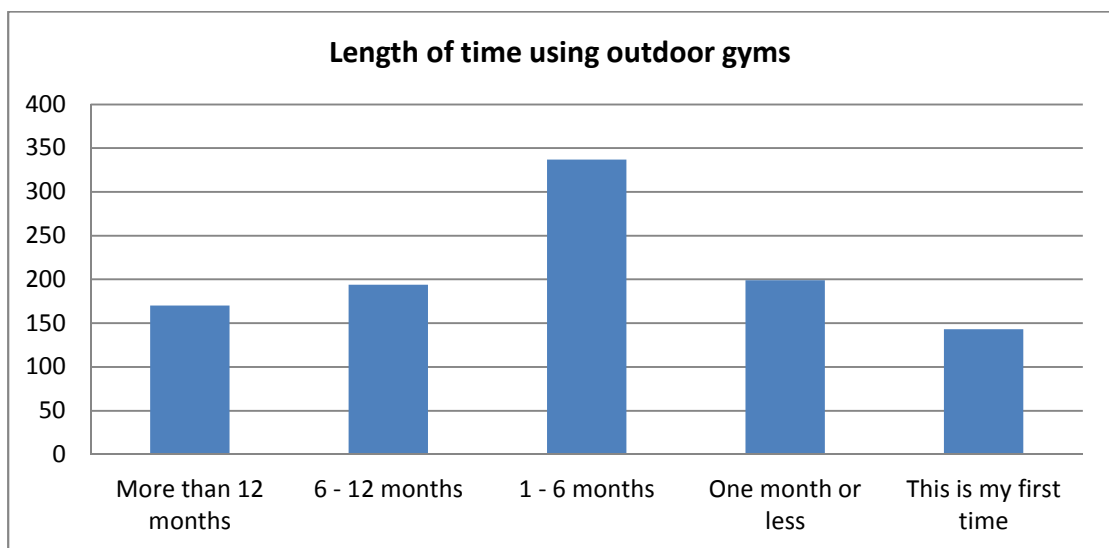
A further 337 (32%) respondents reported using the gym at least once a week making 78% of users “regular” users. 111 people, (11%) were first time users to the gym.

²⁴ Camden Outdoor Gyms Evaluation Phase I; March 2011, <http://www.tgogc.com/images/files/Camden%20-%20PAC%20outdoor%20gym%20evaluation%20phase%20I%20Mar%202011.pdf>



The length of time that users had been using the gyms was approximately split in thirds, with 35% of users using the gyms for more than 6 months, 32% using them between one and 6 months and 33% using them for less than a month.

Interestingly, there were nearly equal numbers of people having used the gym for more than 12 months, 16%, and first time users, 14%. As this question wasn't asked in the 2013 evaluation, we have no data to compare it to although it does seem quite high.



4.7 Change in activity levels pre and post installation

The table below compares activity levels pre and post outdoor gym installation. Activity completed prior to outdoor gym installation is shown down the left hand side, and activity in the last week is shown across the top; both are number of days per week that 30 minute or more of activity was undertaken.

Respondents who fall to the right hand side of the green line, shaded in green, are those who have increased activity levels since the installation of the gyms. Those shaded in red, have shown a decrease, and those cells which aren't coloured show no measureable change.

In total 408 participants (39%) have demonstrated increased activity levels in the past week compared to their activity before using the gyms, whilst 169 (16%) reported decreasing activity levels.

| Physical Activity comparison pre and post outdoor gym | | In the past week, on how many days have you completed a total of 30 minutes or more of physical activity? | | | | | | | | |
|---|--------------|---|-------------|-------------|--------------|-------------|-------------|-------------|-------------|------------|
| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Increase |
| Before you started using the outdoor gyms, how many days per week did you complete 30 minutes or more of physical activity? | 0 | 30 21.3% | 18 12.8% | 28 19.9% | 19 13.5% | 18 12.8% | 15 10.6% | 5 3.5% | 8 5.7% | 111 |
| | 1 | 7 6.2% | 36 31.9% | 28 24.8% | 19 16.8% | 8 7.1% | 6 5.3% | 6 5.3% | 3 2.7% | 70 |
| | 2 | 5 2.6% | 20 10.4% | 72 37.5% | 35 18.2% | 30 15.6% | 19 9.9% | 4 2.1% | 7 3.6% | 95 |
| | 3 | 6 2.9% | 9 4.3% | 22 10.6% | 100 48.1% | 37 17.8% | 17 8.2% | 6 2.9% | 11 5.3% | 71 |
| | 4 | 2 1.7% | 2 1.7% | 10 8.7% | 23 20.0% | 41 35.7% | 25 21.7% | 4 3.5% | 8 7.0% | 37 |
| | 5 | 1 0.0% | 3 2.7% | 2 1.8% | 13 11.7% | 11 9.9% | 61 55% | 9 8.1% | 11 9.9% | 20 |
| | 6 | 1 2.6% | 0 | 0 | 2 5.1% | 3 7.7% | 8 20.5% | 21 53.8% | 4 10.3% | 4 |
| | 7 | 0 | 0 | 3 3.2% | 3 3.2% | 4 4.2% | 5 5.3% | 4 4.2% | 76 80.0% | |
| | TOTAL | 52 | 88 | 165 | 214 | 152 | 156 | 59 | 128 | 408 |

Of the 408 users that had demonstrated increased activity levels since the installation of the outdoor gyms, these were spread across all parks, but with a 12% discrepancy. The breakdown of those with increased activity levels by park is shown below.

| Increase in activity per park | Count | Percent |
|-------------------------------|------------|-----------|
| Chalkhill Park | 69 | 36 |
| Gibbons Recreation Ground | 76 | 43 |
| Gladstone Park | 203 | 44 |
| King Edward VII Park, Wembley | 192 | 37 |
| Roe Green Park | 342 | 40 |
| Tiverton Playing Field | 168 | 32 |
| TOTAL | 408 | 39 |

The table below shows the people who have gone from being active zero times a week, and active once a week or less, to now being active at least 1x 30 minutes, 3 x 30 minutes and 5 x 30 minutes weekly.

These figures are cumulative and those who are active zero times a week are also included in those active once a week or less. It is extremely positive to see that out of the 256 (24%) people who were active less than once a week prior to using the outdoor gyms, 85% of these

are now active at least weekly, 42% active three or more times a week, and 17% are active 5 or more times a week.

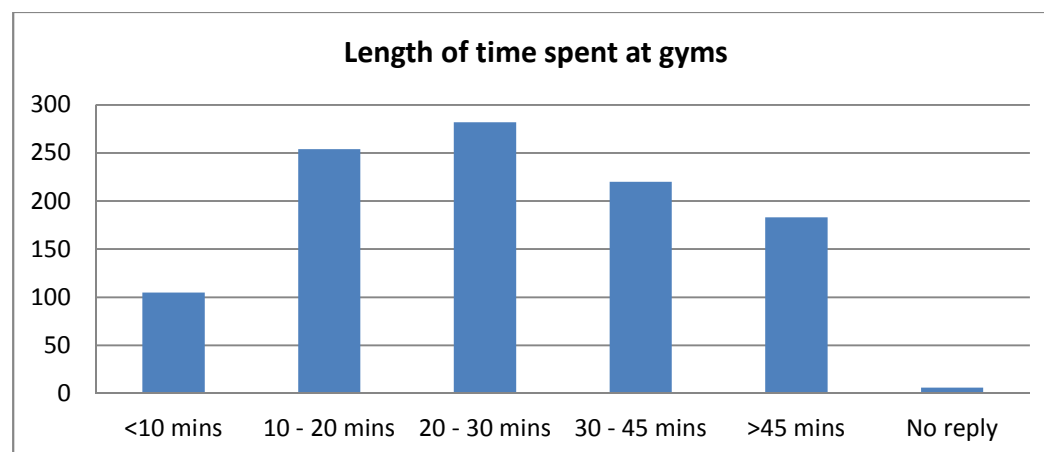
The 2013 evaluation showed larger numbers of people moving from being inactive to meeting the 3 x 30 minute and 5 x 30 minute levels. Of those active 0 x weekly, or less than 3 days a month prior to using the outdoor gyms 55% were now active 3 x weekly, and 25% active 5 x weekly in 2013 compared to 45% and 20% respectively in 2014.

Those who generally participate in no activity are a difficult group to engage, and a group which stands to gain the most from increasing their physical activity levels, even minimally, so this a really beneficial outcome of the scheme.

| People moving from 'inactive' to participating in some activity since outdoor gym installation | | | Participation in activity in the previous week | | |
|--|--------------------------|-----|--|-------------|-------------|
| | | | 1 x 30 mins | 3 x 30 mins | 5 x 30 mins |
| Participation in activity prior to outdoor gym use 2013 | Less than 3 days a month | 220 | 181 (82%) | 121 (55%) | 55 (25%) |
| | Never | 98 | 73 (74%) | 50 (51%) | 31 (32%) |
| Participation in activity prior to outdoor gym use 2014 | 1 x week or less | 256 | 217 (85%) | 107 (42%) | 43 (17%) |
| | 0 x week | 143 | 111 (78%) | 65 (45%) | 28 (20%) |

4.8 Duration of outdoor gym visits

Duration of visits was roughly split in thirds; with 34% using the gym for less than 20 minutes, 27% exercising for 20 – 30 minutes, and 38% staying more than 30 minutes.



4.9 Outdoor gyms influencing peoples activity choice

In 2013, nearly one third of people reported that the outdoor gyms had encouraged them to begin exercising, compared to only a quarter in 2014. In 2013, 45% used the gyms as part of their exercise regime along with other sports and facilities, and this figure was 55% in 2014. 17% of respondents no longer walk or run outdoors and replaced this with the gym in 2013, compared to only 7% reporting this in 2014.

42% of people in 2013 use the outdoor gym in conjunction with other activities and facilities, compared to 58% in 2014, 7.3% of whom use a leisure centre or gym as well, and 6.9% have stopped paying to use facilities since the outdoor gyms went in, compared to 2014 where the figures are 14% and 10% respectively.

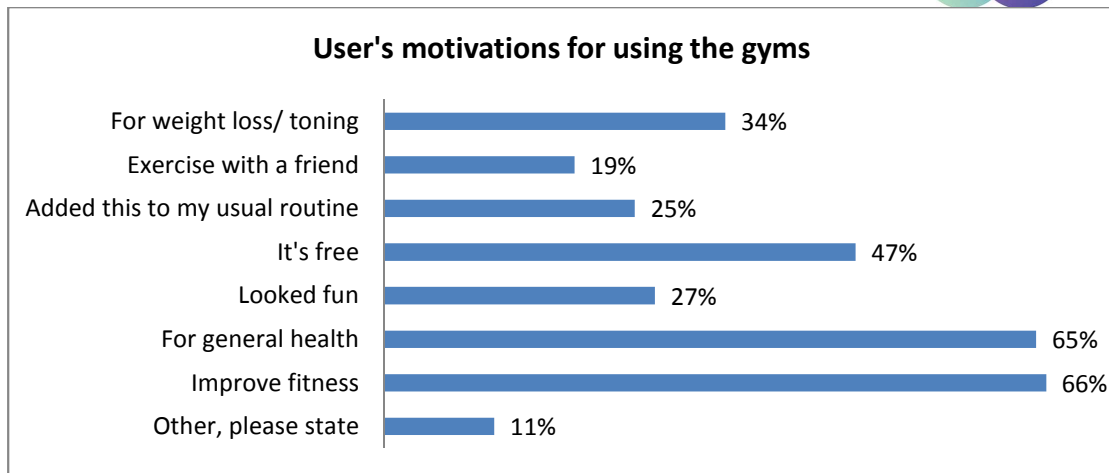
Camden found that 19% of their participants continue to use leisure centres and gyms, and 15% had stopped paying for leisure centres in favour of the outdoor gyms so this is a marked difference in these categories both between the evaluations in Brent and also when compared to Camden.

| Response (%) | 2013 | 2014 |
|--|------------|------------|
| I did not exercise before; the Outdoor gyms have encouraged me to begin exercising | 30 | 24 |
| As well as using the Outdoor gym I also pay to use a leisure or fitness centre | 8 | 14 |
| I used to pay to use a leisure or fitness centre but I have replaced this with using the Outdoor gym | 7 | 10 |
| As well as using the Outdoor gym I attend a sports club e.g. football/hockey/netball | 5 | 5 |
| I exercise outdoors e.g. run, walking and have added using the Outdoor gym in my routine | 33 | 39 |
| I used to exercise outdoors e.g. run, walking and have replaced this with using the Outdoor gyms | 17 | 7 |
| Total % | 100 | 100 |

Of those who the outdoor gyms encouraged to begin exercising from previously being inactive, there was a variation in these figures across the sites. The lowest percentage of new exercisers was 19% at King Edward VII, and the highest was 35% at Chalkhill.

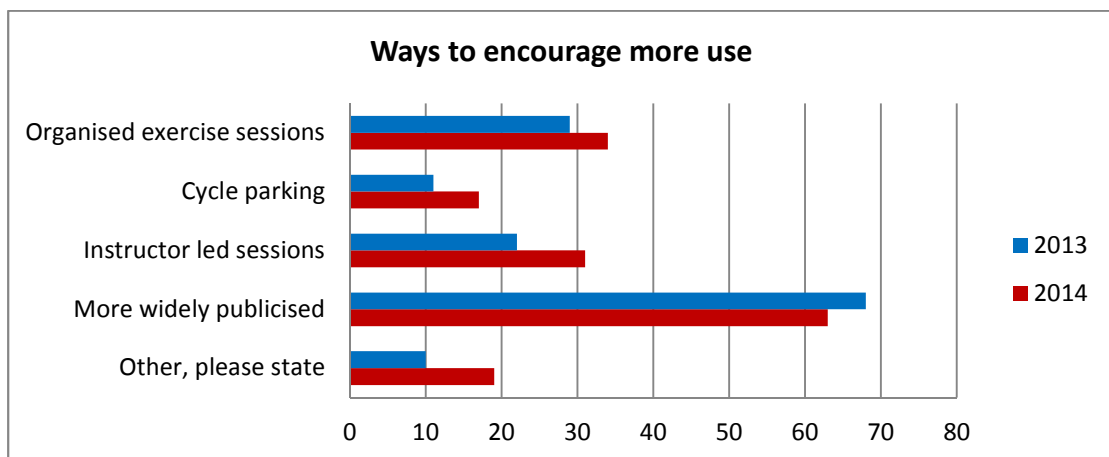
4.10 Motivations for use

People's main motivations for using the outdoor gyms were for improved fitness, 66%, and general health and well being, 65%. Other popular reasons were that its free 47%, and for weight loss, 34%.



4.11 Opportunities to increase use

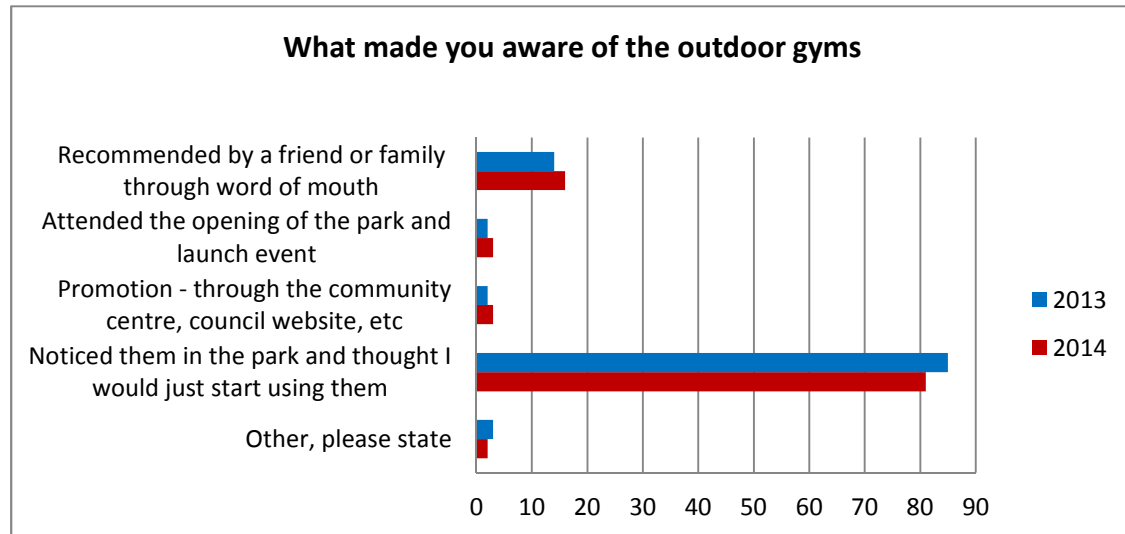
Participants were also asked what Brent council could do encourage further use of the equipment. Users did have varying views about ways to encourage use between the years, with cycle parking appealing to 17% in 2014 compared to 11% in 2013, personal training 31% compared to 22%, and promotion dropping from 68% in 2013 to 63% in 2014. Interestingly, in 2013 94% of people who didn't know about the instructor led sessions said they would attend one now they knew about them, but only 63% reported this in 2014.



31% (316) of people thought that instructor led exercise sessions would be popular, although only 12% (121) of people had actually attended a training session. Of the 64% (676) of participants who had not attended a session because were unaware of them, 63% (423) said they would go to a session now they knew about them.

| | Yes | No |
|--|-----|-----|
| Have you attended an instructor led group session at the outdoor gym? | 121 | 803 |
| If you have not attended a personal training session because you didn't know they were available, will you attend one in the future? | 423 | 244 |

Word of mouth referrals had increased from 14% to 16% over the year, but those who found out about them through promotional material only increased from 2% to 3%. This is despite the work that Brent council has done with other council teams, local health centres and promoting the gyms on the website and in local print publications.

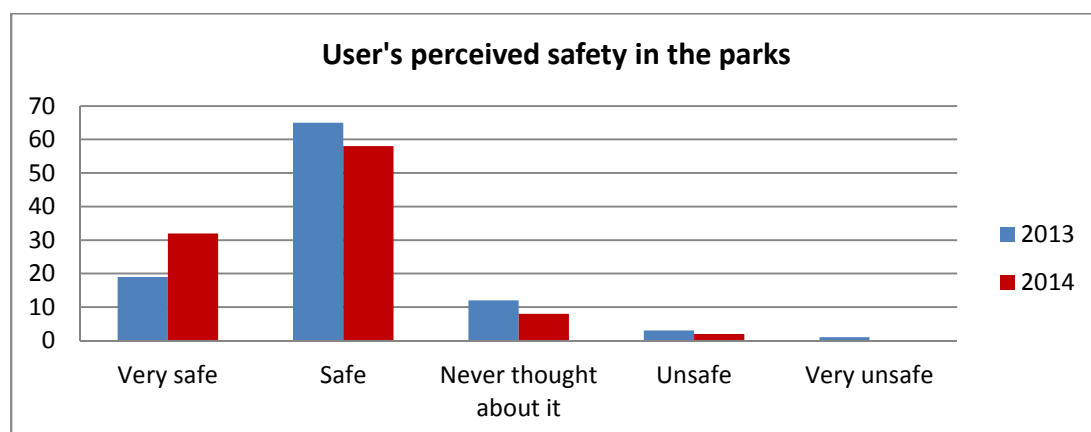


98% of users in both years said they would recommend the gyms to people they know, indicating extremely high levels of satisfaction.

4.12 Park use

98% of users reported visiting the park more often since they started using the gyms, for exercise and health benefits.

Perceived safety in parks increased from 84% in 2013 feeling either safe or very safe and 90% reporting this in 2014. 98% of respondents also reported visiting the parks more often since they started using the gym in 2014.



Respondents reporting that the parks were either unsafe or very unsafe came from all parks, although it was only a very small percentage who felt this way. Gibbons and King Edward VII had the highest percentage of users who reported feeling unsafe or very unsafe at 4% and Chalkhill and Roe Green had the lowest percentage at only 1%.

The questionnaire then asked “*have you ever felt at risk of homophobic, religious or racial harassment at the outdoor gyms?*” to which 22 users, (2%) stated that they had.

The question then asked to detail the issue to which:

- 11 users then discussed non harassment issues such as youths smoking and lack of security;
- 4 users stated they had felt at risk, 3 of whom reported religious remarks and one reporting racist remarks; and
- 7 users did not complete this part of the question.

None of the four users who reported harassment as asked, detailed the incident in any depth, just completed it in a couple of words, and no formal complaints had been recorded.

4.13 The weather factor

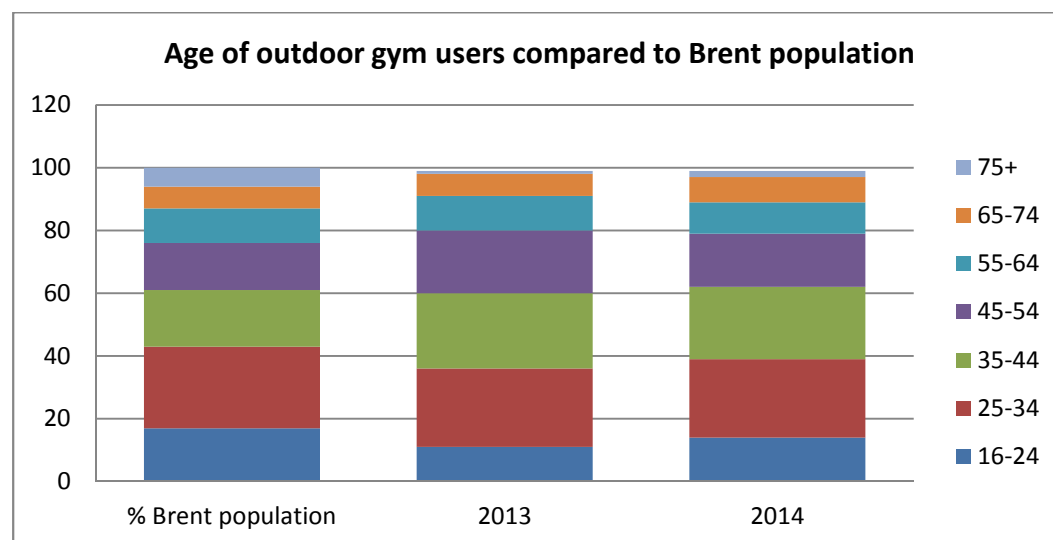
Intermittent showers were only recorded for a couple of hours over the whole evaluation period this year and people still attended the gym within this time.

4.14 Demographic breakdown of outdoor gym users compared to Brent’s population

Age of outdoor gym users compared to Brent’s population

The percent of people in each age group using the gyms are generally as we would expect. There are slightly fewer 16-24 year olds using the outdoor gyms compared to the average in the borough, 14% compared to 17%, and fewer over 75s, 2% compared to 6%. There are more 35-44 year olds using the gyms, 23% compared to 18%, and in the 25-34, 45-54, 55-64 and 65-74 age groups, all users all in line with the borough averages.

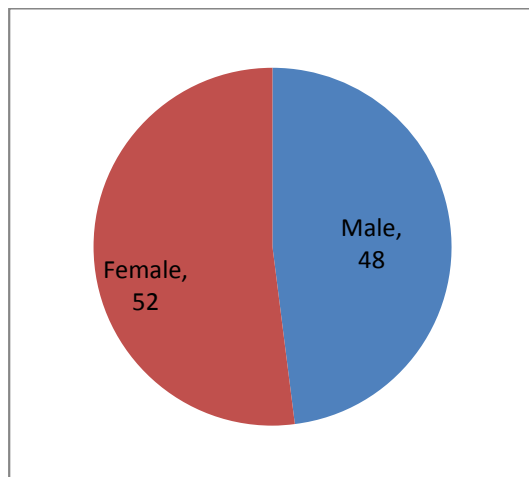
Camden had 70.3% users over 35, compared to Brent’s 62% in 2013 and 61% in 2014.



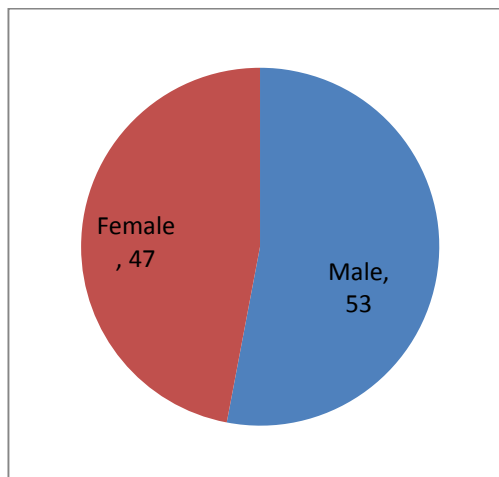
Gender of outdoor gym users compared to Brent's population

Both genders are well represented across the sites when considering total use, however more males were using the gyms, 53% compared to a 48% average in Brent population.

Gender – Brent average



Gender – Outdoor gym users



The demographics in Brent over the year changed slightly with more men using the gym, rising from 46% in 2013 to 53% in 2014; still a significantly more even mix than Camden which reported 65% male users.

| Brent average | 2013 | 2014 |
|---------------|-------|-------|
| 48:52 | 45:53 | 53:47 |

However, when looking at the sites individually, gender was not evenly spread across all sites. Roe Green and King Edwards VII had more male users, Chalkhill had more female users, and the remaining three parks had a fairly even split.

| Parks | Male | Female | Male: Female ratio |
|------------------|------------|------------|--------------------|
| Chalk Hill | 28 | 41 | 41:59 |
| Gibbons | 36 | 39 | 48:52 |
| Roe Green | 122 | 81 | 60:40 |
| King Edwards VII | 110 | 79 | 58:42 |
| Gladstone | 166 | 171 | 49:51 |
| Tiverton | 89 | 78 | 53:47 |
| Total | 551 | 489 | 53:47 |

Ethnicity of outdoor gym users compared to Brent's population

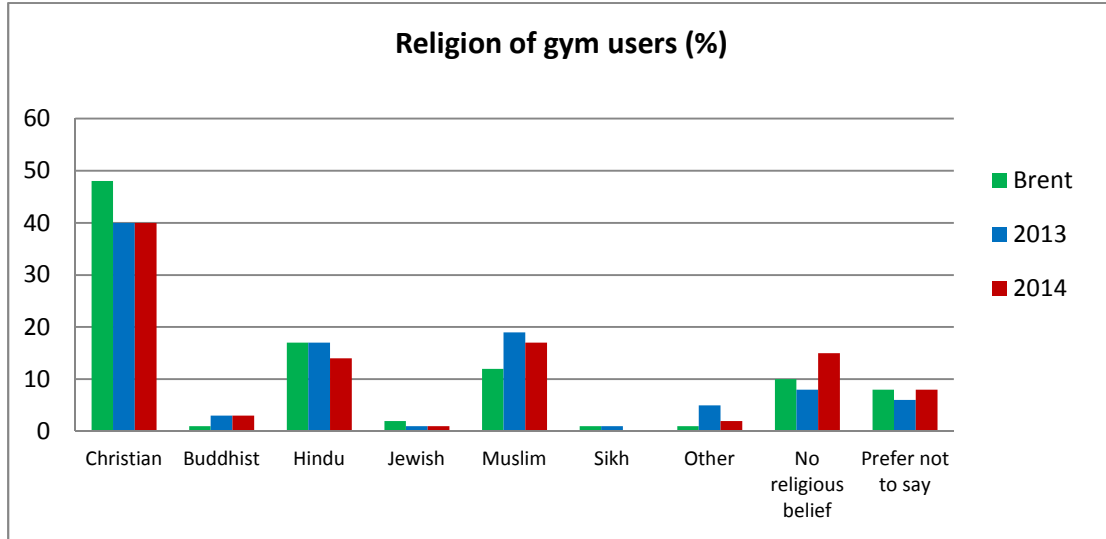
The table below shows the ethnicity of the Brent's average population compared to the outdoor gym users. The biggest differences are there are more White Other than would be expected, 19.2% compared to 14.3% and more Other, 8.9% compared to 5.8%. There were fewer Asian Indians than would have been expected, 14.8% compared to 18.6%. All of the other ethnic groups have use which very closely relates to the average in the Brent population.

Camden had more Black Caribbean and Black African users and fewer White British than expected, where as in Brent the biggest differences were in the White Other group, which was over represented by 6.9% in 2013, and under represented by 4.9% in 2014.

| Ethnicity | Brent average (%) | Outdoor gym users 2013(%) | Outdoor gym users 2014(%) |
|---|--------------------------|----------------------------------|----------------------------------|
| White: British | 18 | 13.2 | 16.3 |
| White: Irish | 4 | 2.7 | 3.7 |
| White: Gypsy or Irish Traveller | 0.1 | 0.1 | 0.3 |
| White: Other | 14.3 | 21.2 | 19.2 |
| Black or Black British: African | 7.8 | 6.3 | 7.0 |
| Black or Black British: Caribbean | 7.6 | 6.4 | 6.4 |
| Other Black | 3.4 | 2.3 | 1.9 |
| Asian or Asian British: Indian | 18.6 | 18.0 | 14.8 |
| Asian or Asian British: Pakistani | 4.6 | 8.0 | 4.5 |
| Asian or Asian British: Bangladeshi | 0.6 | 0.6 | 0.0 |
| Asian or Asian British: Chinese | 1 | 2.1 | 2.9 |
| Other Asian | 9.2 | 9.2 | 9.3 |
| Mixed/Dual Heritage: White & Black Caribbean | 1.4 | 0.7 | 1.4 |
| Mixed/Dual Heritage: White & Black African | 0.9 | 1.2 | 1.3 |
| Mixed/Dual Heritage: White & Asian | 1.2 | 1.0 | 0.5 |
| Mixed/Dual Heritage: Any other mixed background | 1.6 | 1.2 | 1.5 |
| Other ethnic groups | 5.8 | 5.8 | 8.9 |
| TOTAL | 100 | 100 | 100 |

Religion of outdoor gym users compared to Brent's population

All religious groups were represented in the gym users, with the Muslim population and those with no religion being slightly over-represented, and the Christian population under-represented compared to the Brent average.

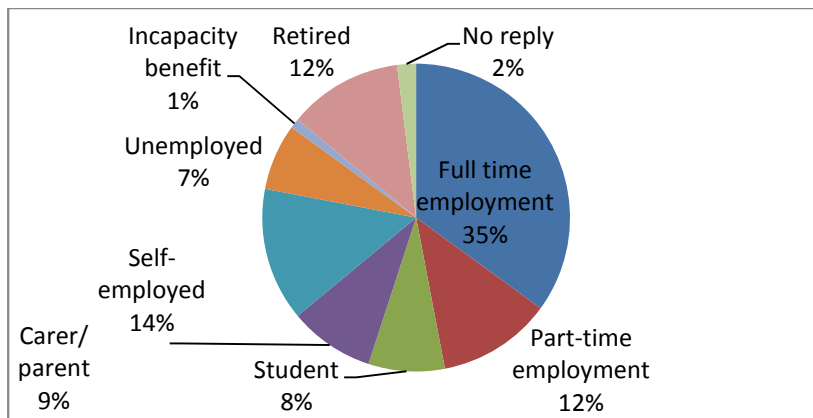


Age, ethnicity and religious demographic breakdown has been analysed by park, compared to the ward average where the parks are situated as Brent's population demographic make up differs significantly between the wards. There were a few differences recorded in a couple of categories, but no patterns emerged. This breakdown is included in Appendix two.

Employment status of outdoor gym users compared to Brent's population

Employment status of the outdoor gym users is as below, and people from all employment status groups are accessing the gyms. The number of people unemployed, and in part time, full time and self employed, mirrors the borough average exactly.

Unemployed users were similar, Camden 12%, compared to Brent's 11% in 2013 and 7% in 2014, both of these higher than the respective borough averages of 8% and 5.8%.



Disability and long term condition status of outdoor gym users compared to Brent's population

Outdoor gym users were asked whether they suffered from any disabilities or long term health conditions.

| Response | Number | % |
|---|---------------|----------|
| No | 897 | 85% |
| No Reply | 7 | 1% |
| Yes - long term condition | 109 | 10% |
| Yes – but did not specify further or specified examples of neither, eg. slightly overweight | 31 | 3% |
| Yes - disability | 6 | 0.6% |

Of the 109 people who stated that they had a long term condition, 51 reported obesity, diabetes and other cardio vascular related illnesses.

5.0 Discussion

5.1 Main findings

The purpose of the outdoor gyms is to encourage Brent's residents to be more physically active.

There were an estimated 2036 visits to the outdoor gym throughout the evaluation period, with 1050 residents completing the questionnaire. 408 (39%) users reported an increase in activity levels since the installation of the gym.

In addition, of the 1050, 343 (33%) are meeting the national guidelines of 150 minutes of activity weekly, and 722 (70%) reaching the 3 x 30 minutes weekly level, which is an increase of 15% from the 570 (55%) who met this level prior to using the outdoor gyms.

Of the 343 people meeting the 5 x 30 minutes national guidelines, 43 (12%) were previously active less than once a week and 28 (8%) said they didn't participate in activity before using the gyms.

Of the 256 (24%) people who were previously active less than once a week, 107 (42%) are now active at least 3 times a week, and 43(17%) are now active 5 times a week.

Furthermore, in question 8, 241 (24%) respondents positively to the statement "*I did not exercise before the Outdoor gyms have encouraged me to begin exercising*" which is supported by people's responses to the number of activity sessions they take weekly.

These are significant findings as those who are more "inactive" make up the majority of Brent's population, and are traditionally a difficult group to engage with in terms of activity levels. Furthermore, this group has the greatest gains in terms of health benefits to be made from even a small increase in activity, from zero to one thirty minute weekly session. This is therefore a really positive result, showing that outdoor gyms can be a successful tool in encouraging some people to take up physical activity.

812 (78%) people use the gym at least once a week and 475 (46%) use the gyms at least three times a week, as part of their activity routine, indicating a large number of returning users. 27% of people use the gym for 20 – 30 minutes, 38% of people stay for more than 30 minutes and 34% stay for less than 20 minutes. 35% of respondents had been using the gyms for more than 6 months, 32% had been using them between one and 6 months, and 33% had been using them less than one month. Interestingly, there were nearly equal numbers of people having used the gym for more than 12 months, 16%, and first time users, 14%.

58% of people use the outdoor gym in conjunction with other activities and facilities, 14% of whom use a leisure centre or gym as well, and 10% have stopped paying to use facilities since the outdoor gyms went in.

User's main motivations are increased fitness (66%) and general health and wellbeing (65%). Also encouraging was that of the 109 people who stated they had a long term medical condition, 51 (47%) of these reported obesity and cardio vascular related illnesses. It is positive to see this group of people actively working towards better health.

98% of people said they would recommend the gyms to someone they know indicating extremely high levels of user satisfaction. Recommendation through word of mouth can translate into positive action more than the usual forms of advertising, and comes without further cost to the council. This is clearly already occurring as 16% of participants had found out about the gym through word of mouth, far more than the 3% who had seen some advertising about them. 81% of users had just seen them in the park and started using them, so ensuring that the equipment is well kept and ensuring positive recommendations continue seems a priority to increase use of the equipment.

34% of respondents also suggested that having organised exercise sessions would encourage more people to use them. Users also suggested that better facilities near the gyms such as toilets, provision of lights and shelter and fencing would increase use. There were only a couple of short periods of rain during evaluation hours which didn't have any impact on use.

On average, users travelled 866 m to their preferred gym, which is the same distance as the 84% of users who use their closest gym, which was 846m. Respectively, 71% and 12% of people included walking or jogging as part of their journey to the gym, and only 6% of people had come by public transport.

70% of all use was in three of the six gyms. The gyms are all in parks surrounded by residential areas with good access routes. The three parks which attracted users are much larger parks, and given that 81% of people started using them when they saw them, perhaps the discrepancy here is down to footfall through the parks. 90% of people reported feeling safe or very safe in the parks, which is reflected by the populations accessing the gyms, which spanned all ages, gender, ethnicity and employment status. 98% reported visiting the parks more often for exercise and other health benefits since beginning using the gyms.

35-44 year olds made up 23% of the gym users, compared to the 18% expected in the borough an all other age groups are similar to the borough average, but fewer over 75s using the gym which is to be expected. Gender use across the gyms was fairly even, with more males in Roe Green and King Edwards Park, and more females in Chalkhill. The ethnicity of users varied by park, with some over and under representation, but overall, the gym users reflect the borough's ethnic diversity. Fewer Christians, 42%, used the gym than expected 48%, and more Muslims, 17% than expected, 12%. Again, some parks saw higher and lower representation compared to their ward data, and this data is shown in Appendix two. 7% of users were unemployed compared to a borough average of 5.8%.

Half of the respondents left comments in the "*any other comments*" question, the majority of which were positive with 27% of people mentioning how much they were enjoying using the facilities for both physical and mental health gain, again citing the community atmosphere which had been created since the gym installation.

Examples of such comments are:

"It's really good, great idea. It's brilliant. I am happy to pay my Council Tax if it goes towards this".

“Fantastic idea, especially for mothers who have children. They can benefit from outdoor gym whilst watching their kids playing next to them”.

“Good way to encourage people to be healthy, and good for the whole family and good for diabetes”.

“The Gladstone Park gym has been a huge success, unlike any I have seen elsewhere in London”.

The lack of facilities such as toilets, drinking water and rubbish bins near by was also mentioned by users, 17% of people were concerned about lighting, particularly for safety and access during the winter time, and a shelter was also seen as important to 10% of users. 29% of the people mentioned that more equipment is needed and 5% raised concerns over the poor maintenance of the equipment. 18% of respondents raised concerns about children using the gym as a playgroup for safety reasons. Other facilities requested were gyms in other parks, CCTV or park warden patrolling, lockable gates at night and better signage to prevent children using the equipment. Other concerns raised included dog fouling, broken glasses and rough sleepers.

5.2 Limitations

There were a few of limitations to the evaluation.

It proved extremely difficult to count the number of actual users at the sites, especially when the gyms were busy. There were also large numbers of children using the equipment, some exercising, and younger ones using it as play equipment, even though there is clear signage warning its suitable for over 12s only, and there is a playground located near by in most venues. Field researchers were asked to monitor overall use, and it was recorded on the monitoring sheet that there were 990 people who agreed to complete the questionnaire. In fact, 1050 evaluation questionnaires were completed, so the monitoring record might under estimate visits by about 9%. It could be therefore that the estimation of 2036 visits throughout the evaluation period is an underestimate also and using the figure of 9% would have increased the number of visits to 2219. Had field researchers not attempted to count the children using the equipment, and focused on adults only, it may be that these numbers could have been recorded more accurately.

Field researchers were also not able to be present at the gyms for the whole week of the evaluation, so data collection hours were agreed for each site as explained. Regular early morning or later evening users will therefore not have been offered the opportunity to participate in the evaluation, especially for those that visit on weekends.

Brent is a diverse borough, and has a large population of people who can not speak English at all. Many people who declined to complete a survey did so due to their insufficient English skills, even when a staff member offered to take them through it. As a result, we have no feedback from people who couldn't speak English, and their views on the outdoor gyms, as well as their activity levels have not have been recorded.

It would have been good for analysis and comparison purposes to have a more detailed questionnaire that allowed for greater analysis, however, the questionnaire was deliberately kept brief in an effort to increase the response rate and get the views of as many users as possible.

6.0 Recommendations

Recommendation one

Despite the work the council has undertaken promoting the outdoors, it is clear that this hasn't been seen by the gym users. 81% of users saw them and 16% were told about them by a friend. Only 3% had seen some form of promotion and this is despite working with the sports development team, local health centres and giving them a strong presence on the council website and in the magazine. Further community outreach work to increase awareness of these is required.

Recommendation two

The instructor led group exercise sessions received popular feedback about the idea, however only 63% of those who didn't know about them thought they might attend a session in the future. The instructor led exercise sessions have been designed to suit groups of people who are new to the equipment to talk them through it, however its clear some people still find it off putting.

Recommendation three

Other facilities such as lack of access to proper lighting, fencing, shelter and toilets were again highlighted as barriers to use, as well as the number of children and dogs in the actual gym area. Improving these facilities, whilst costly, could increase use. Alternatively, improving signage to include information about the closest toilets, and more obviously stressing that dogs and children are prohibited, could be a cost effective manner of mitigating these issues.

With another six gyms being installed in other parks within the borough, further promotion and outreach work will be key to ensuring their success. Many users also noted the sense of community they had created, and the friendships they had formed with their neighbours since using the gyms. This message should be integral to any further promotion work undertaken.

Appendix one: Evaluation Questionnaire



Brent Outdoor Gym Evaluation

During the summer of 2013, outdoor gyms were installed in 6 parks within Brent to encourage physical activity, and help to combat the rising levels of obesity and diabetes in the borough. We conducted an evaluation in September 2013 to determine the initial level of use by residents, and we are now repeating this to determine sustained use over time. Your views are important to Brent council so thank you for taking the time to complete this. All information will be kept confidential. Your feedback will be used to help improve our services.

Outdoor Gym Site: _____ **Date:** _____ **Time:** _____

Outdoor Gym User

Q1. What mode of transport did you use to get here today? Please tick all that apply.

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Walk | <input type="checkbox"/> Car |
| <input type="checkbox"/> Cycle | <input type="checkbox"/> Bus |
| <input type="checkbox"/> Run | <input type="checkbox"/> Taxi |
| <input type="checkbox"/> Tube / train | <input type="checkbox"/> Other, please specify: _____ |

Q2. How many days in the last 4 weeks have you done at least 30 minutes of physical activity? Please tick one box.

- | | |
|--|--|
| <input type="checkbox"/> Every day | <input type="checkbox"/> Every day at weekends |
| <input type="checkbox"/> Every weekday | <input type="checkbox"/> One day every weekend |
| <input type="checkbox"/> Every other day | <input type="checkbox"/> Don't know / can't remember |
| <input type="checkbox"/> Other - enter the number of days: _____ | |

Q3. Before you started using the outdoor gyms, on how many days in an average week did you complete a total of 30 minutes or more of physical activity per day, which was enough to raise your heart and breathing rate? (Physical activity may include sport, exercise, brisk walking or cycling, active travel between places) Please circle one.

0 1 2 3 4 5 6 7

Q4. In the past week, on how many days have you completed a total of 30 minutes or more of physical activity per day, which was enough to raise your heart and breathing rate? (Physical activity may include sport, exercise, brisk walking or cycling, active travel between places) Please circle one.

0 1 2 3 4 5 6 7

Q5. On average, how often do you use the outdoor gym? Please tick one box.

- | | |
|--|--|
| <input type="checkbox"/> 1-2 days per week | <input type="checkbox"/> 1-3 days per month |
| <input type="checkbox"/> 3-4 days per week | <input type="checkbox"/> Less than 1 day per month |
| <input type="checkbox"/> 5 days per week | <input type="checkbox"/> This is my first time |
| <input type="checkbox"/> 6-7 days per week | |

Q6. How long have you been using the outdoor gyms for? Please tick one box.

- | | |
|--|--|
| <input type="checkbox"/> This is my first time | <input type="checkbox"/> 6-12 months |
| <input type="checkbox"/> One month or less | <input type="checkbox"/> More than 12 months |
| <input type="checkbox"/> 1 – 6 months | |

Q7. During a session or visit, how long on average will you spend at the outdoor gym? Please tick one box.

- | | |
|---|---|
| <input type="checkbox"/> 10 minutes or less | <input type="checkbox"/> 30-45 minutes |
| <input type="checkbox"/> 10-20 minutes | <input type="checkbox"/> More than 45 minutes |
| <input type="checkbox"/> 20-30 minutes | |

Q8. Which of one these statements best describes your current exercise participation? Please tick one box.

- I did not exercise before; the outdoor gyms have encouraged me to begin exercising
- As well as using the outdoor gym I also pay to use a leisure or fitness centre
- I used to pay to use a leisure or fitness centre but I have replaced this with using the outdoor gym
- As well as using the outdoor gym I attend a sports club e.g. football/hockey/netball
- I exercise outdoors e.g. run, walking and have added using the outdoor gym in my routine
- I used to exercise outdoors e.g. run, walking and have replaced this with using the outdoor gyms.

Q9. Have you attended an instructor led group session at the outdoor gym? (If yes, please go to question 10)

- Yes
- No – Why not? _____
- Not applicable

Q10. If you have not attended an instructor led group session because you didn't know they were available, will you attend one in the future?

- Yes
- No – Why not? _____
- Not applicable

Q11. What made you aware of the outdoor gyms? Please tick all that apply.

- Noticed them in the park and thought I would just start using them.
- Promotion – through the community centre, council website, advertising in parks etc.
- Attended the opening of the park and launch event.
- Recommended by a friend or through word of mouth.

Other, please state: _____

Q12. What are your reasons/motivations to use the outdoor gym? Please tick all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Improve fitness | <input type="checkbox"/> Added this to my usual routine |
| <input type="checkbox"/> For general health | <input type="checkbox"/> Exercise with a friend |
| <input type="checkbox"/> Looked fun | <input type="checkbox"/> For weight loss/toning |
| <input type="checkbox"/> It's free! | <input type="checkbox"/> Other, please state: _____ |

Q13. What do you think could be done to encourage other people to use the outdoor gym? Please tick all that apply.

- | | |
|---|--|
| <input type="checkbox"/> More widely publicised | <input type="checkbox"/> Cycle parking |
| <input type="checkbox"/> Instructor led sessions | <input type="checkbox"/> Organised exercise sessions |
| <input type="checkbox"/> Other, please state: _____ | |

Q14. Would you recommend using the outdoor gyms to people you know?

- Yes – Why? _____
 No – Why not? _____

Q15. Has using the outdoor gyms meant that you visit the park more often for exercise and health benefits?

- Yes
 No

Q16. Have you ever felt at risk of homophobic, religious or racial harassment at the outdoor gym?

- No
 Yes – please explain: _____

Q17. How safe do you feel in the park/open space? Please tick one box.

- Safe Unsafe
 Very Safe Very unsafe
 Never thought about it

Q18. Please list any other comments you may have in regards to the outdoor gyms.

Q19. What is your home postcode? _____

Q20. Please indicate your sex: Please tick one box.

- Male
 Female
 Prefer not to say

Q21. What is your age? Please tick one box.

- 16-24 55-64
 25-34 65-74
 35-44 75+
 45-54 Prefer not to say

Q22. What is your current employment status? Please tick one box.

- Full-time employment Self-employed
 Part-time employment Unemployed
 Student Incapacity benefit
 Carer/parent Retired

Q23. Do you consider yourself to have a health problem, long-term illness or disability which limits your daily activities?

- No
 Yes – please state your condition _____

Q24. Please state your ethnicity. Please tick one box.

| | | | |
|--------------------------|--|--------------------------|---|
| <input type="checkbox"/> | White: British / English / Welsh / Scottish / Northern Irish | <input type="checkbox"/> | Asian or Asian British: Pakistani |
| <input type="checkbox"/> | White: Irish | <input type="checkbox"/> | Asian or Asian British: Indian |
| <input type="checkbox"/> | White: Traveller of Irish Heritage | <input type="checkbox"/> | Asian or Asian British: Chinese |
| <input type="checkbox"/> | White: Gypsy Roma | <input type="checkbox"/> | Asian/Asian British/other Asian background |
| <input type="checkbox"/> | White: other | <input type="checkbox"/> | Mixed/Dual Heritage: White & Black Caribbean |
| <input type="checkbox"/> | Black or Black British: African | <input type="checkbox"/> | Mixed/Dual Heritage: White & Black African |
| <input type="checkbox"/> | Black or Black British: Somali | <input type="checkbox"/> | Mixed/Dual Heritage: White & Asian |
| <input type="checkbox"/> | Black or Black British: Caribbean | <input type="checkbox"/> | Mixed/Dual Heritage: any other mixed background |
| <input type="checkbox"/> | Black/Black British/other Black Background | <input type="checkbox"/> | Other Ethnic Groups: Eastern European |
| <input type="checkbox"/> | Other Ethnic Groups: Afghan | <input type="checkbox"/> | Other Ethnic Groups: Turkish |
| <input type="checkbox"/> | Other Ethnic Groups/any other groups | <input type="checkbox"/> | Prefer not to say |

Q25. What is your religion/belief? Please tick one box.

- | | |
|---|--|
| <input type="checkbox"/> Agnostic | <input type="checkbox"/> Buddhist |
| <input type="checkbox"/> Christian | <input type="checkbox"/> Hindu |
| <input type="checkbox"/> Humanist | <input type="checkbox"/> Jewish |
| <input type="checkbox"/> Muslim | <input type="checkbox"/> Sikh |
| <input type="checkbox"/> No religious belief | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Other, please specify: _____ | |

Thank you for taking your time to complete this questionnaire.

Results of the questionnaire will be published on our website in November:
<http://brent-consult.objective.co.uk/portal>

Appendix two: Demographic breakdown by ward and park, percentage

| Age group | Fryent / Queensbury | Roe Green Park | Difference | Wembley & Preston | King Edwards Park | Difference | Barnhill | Chalkhill Park | Difference |
|-----------|---------------------|----------------|------------|-------------------|-------------------|------------|----------|----------------|------------|
| 16-24: | 15.8 | 10.7 | 5.1 | 16.5 | 13.8 | 2.7 | 16.0 | 10.4 | 5.6 |
| 25-34: | 23.1 | 21.3 | 1.8 | 27.6 | 25.4 | 2.2 | 24.4 | 46.3 | -21.9 |
| 35-44: | 17.5 | 18.8 | -1.3 | 16.5 | 18.5 | -2.0 | 16.7 | 22.4 | -5.7 |
| 45-54: | 16.1 | 15.2 | 0.9 | 16.3 | 17.5 | -1.2 | 15.6 | 9.0 | 6.6 |
| 55-64: | 12.3 | 16.2 | -3.9 | 11.1 | 11.6 | -0.5 | 11.8 | 7.5 | 4.3 |
| 65-74: | 8.2 | 14.2 | -6.0 | 6.5 | 11.6 | -5.1 | 8.0 | 4.5 | 3.5 |
| 75+: | 7.0 | 3.6 | 3.4 | 5.4 | 1.3 | 3.8 | 7.5 | 0.0 | 7.5 |
| | 100 | 100 | | 100 | 100 | | 100 | 100 | |

| Age group | Stonebridge | Gibbons Park | Difference | Mapesbury / Dudden Hill / Dollis Hill | Gladstone Park | Difference | Brondesbury Park | Tiverton Park | Difference |
|-----------|-------------|--------------|------------|---------------------------------------|----------------|------------|------------------|---------------|------------|
| 16-24: | 20.1 | 16.0 | 4.1 | 15.9 | 15.8 | 0.1 | 13.5 | 13.9 | -0.4 |
| 25-34: | 20.2 | 21.3 | -1.1 | 27.2 | 25.6 | 1.6 | 27.9 | 19.9 | 8.0 |
| 35-44: | 19.0 | 25.3 | -6.3 | 19.2 | 25.3 | -6.1 | 18.9 | 29.5 | -10.6 |
| 45-54: | 18.5 | 17.3 | 1.2 | 15.1 | 17.3 | -2.2 | 14.6 | 23.5 | -8.9 |
| 55-64: | 10.1 | 10.7 | -0.6 | 10.4 | 8.6 | 1.8 | 10.6 | 7.8 | 2.8 |
| 65-74: | 7.2 | 8.0 | -0.8 | 6.8 | 6.5 | 0.3 | 7.4 | 4.2 | 3.2 |
| 75+: | 4.9 | 1.3 | 3.6 | 5.4 | 0.9 | 4.5 | 7.2 | 1.2 | 6.0 |
| | 100 | 100 | | 100 | 100 | | 100 | 100 | 0.0 |

| Ethnicity | Fryent /Roe Green | | | King Wembley & Edwards | | | Chalkhill | | |
|---|-------------------|-----|------------|------------------------|-----|------------|---------------|-----|------------|
| | Queensbury Park | | Difference | Preston Park | | Difference | Barnhill Park | | Difference |
| White: British | 19 | 5 | 14 | 6 | 6 | 0 | 16 | 8 | 8 |
| White: Irish | 7 | 6 | 1 | 2 | 2 | 0 | 3 | 0 | 3 |
| White: Gypsy or Irish Traveller | 0 | 1 | -1 | 0 | 0 | 0 | 0 | 0 | 0 |
| White: Other | 14 | 14 | 0 | 7 | 13 | -6 | 14 | 15 | -1 |
| Black or Black British: African | 4 | 6 | -2 | 4 | 6 | -2 | 7 | 15 | -8 |
| Black or Black British: Caribbean | 4 | 7 | -3 | 7 | 8 | -1 | 7 | 8 | -1 |
| Other Black | 1 | 1 | 0 | 2 | 2 | 0 | 3 | 5 | -2 |
| Asian or Asian British: Indian | 23 | 33 | -10 | 48 | 23 | 25 | 22 | 21 | 1 |
| Asian or Asian British: Pakistani | 5 | 5 | 0 | 5 | 6 | -1 | 5 | 3 | 2 |
| Asian or Asian British: Bangladeshi | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 |
| Asian or Asian British: Chinese | 2 | 2 | 0 | 1 | 2 | -1 | 2 | 0 | 2 |
| Other Asian | 10 | 9 | 1 | 12 | 18 | -6 | 9 | 14 | -5 |
| Mixed/Dual Heritage: White & Black Caribbean | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 3 | -2 |
| Mixed/Dual Heritage: White & Black African | 0 | 1 | -1 | 0 | 1 | -1 | 1 | 2 | -1 |
| Mixed/Dual Heritage: White & Asian | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 |
| Mixed/Dual Heritage: Any other mixed background | 1 | 2 | -1 | 1 | 1 | 0 | 1 | 0 | 1 |
| Other ethnic groups | 5 | 11 | -6 | 3 | 11 | -8 | 8 | 8 | 0 |
| | 100 | 100 | | 100 | 100 | | 100 | 100 | |

| Ethnicity | Gibbons Park | | | Mapesbury / Dudden Hill / Dollis Hill | | | Gladstone Park | | | Brondesbury Park | | | Tiverton Park | | |
|---|--------------|------|------------|---------------------------------------|------|------------|----------------|------------|------|------------------|------------|------|---------------|------------|--|
| | Stonebridge | Park | Difference | Hill | Park | Difference | Park | Difference | Park | Park | Difference | Park | Park | Difference | |
| White: British | 13 | 11 | 2 | 16 | 24 | -8 | 34 | 34 | 0 | | | | | | |
| White: Irish | 4 | 4 | 0 | 10 | 4 | 6 | 5 | 4 | 1 | | | | | | |
| White: Gypsy or Irish Traveller | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | -1 | | | | | | |
| White: Other | 9 | 7 | 2 | 15 | 26 | -11 | 20 | 27 | -7 | | | | | | |
| Black or Black British: African | 19 | 18 | 1 | 8 | 6 | 2 | 5 | 4 | 1 | | | | | | |
| Black or Black British: Caribbean | 18 | 15 | 3 | 7 | 4 | 3 | 5 | 3 | 2 | | | | | | |
| Other Black | 8 | 8 | 0 | 3 | 1 | 2 | 1 | 1 | 0 | | | | | | |
| Asian or Asian British: Indian | 7 | 6 | 1 | 14 | 5 | 9 | 7 | 3 | 4 | | | | | | |
| Asian or Asian British: Pakistani | 3 | 4 | -1 | 8 | 5 | 3 | 4 | 2 | 2 | | | | | | |
| Asian or Asian British: Bangladeshi | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | | | | | | |
| Asian or Asian British: Chinese | 0 | 6 | -6 | 1 | 5 | -4 | 1 | 2 | -1 | | | | | | |
| Other Asian | 7 | 1 | 6 | 8 | 8 | 0 | 5 | 3 | 2 | | | | | | |
| Mixed/Dual Heritage: White & Black Caribbean | 2 | 3 | -1 | 1 | 2 | -1 | 1 | 1 | 0 | | | | | | |
| Mixed/Dual Heritage: White & Black African | 1 | 6 | -5 | 1 | 2 | -1 | 1 | 1 | 0 | | | | | | |
| Mixed/Dual Heritage: White & Asian | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | | | | | | |
| Mixed/Dual Heritage: Any other mixed background | 1 | 4 | -3 | 1 | 2 | -1 | 2 | 1 | 1 | | | | | | |
| Other ethnic groups | 6 | 7 | -1 | 6 | 6 | 0 | 8 | 11 | -3 | | | | | | |
| | 100 | 100 | | 100 | 100 | | 100 | 100 | | | | | | | |

| Ethnicity | Fryent Queensbury | Roe Green Park | Difference | Wembley & Preston | King Edwards Park | Difference | Barnhill | Chalkhill Park | Difference |
|--------------------|------------------------------|---------------------------|-------------------|----------------------------------|----------------------------------|-------------------|-----------------|---------------------------|-------------------|
| Christian | 37 | 34 | 3 | 30 | 36 | -6 | 38 | 38 | 0 |
| Buddhist | 2 | 2 | 0 | 2 | 7 | -5 | 2 | 1 | 1 |
| Hindu | 28 | 35 | -7 | 35 | 22 | 13 | 19 | 21 | -2 |
| Jewish | 1 | 0 | 1 | 2 | 0 | 2 | 2 | 0 | 2 |
| Muslim | 19 | 12 | 7 | 18 | 17 | 1 | 23 | 28 | -5 |
| Sikh | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 |
| Any other religion | 2 | 3 | -1 | 2 | 4 | -2 | 1 | 3 | -2 |
| None | 5 | 7 | -2 | 5 | 7 | -2 | 7 | 3 | 4 |
| Not specified | 6 | 7 | -1 | 6 | 7 | -1 | 6 | 6 | 0 |
| | 100 | 100 | | 100 | 100 | | 100 | 100 | |

| Ethnicity | Stonebridge | Gibbons Park | Difference | Mapesbury / Dudden Hill / Dollis Hill | Gladstone Park | Difference | Brondesbury Park | Tiverton Park | Difference |
|--------------------|--------------------|-------------------------|-------------------|--|---------------------------|-------------------|-----------------------------|--------------------------|-------------------|
| Christian | 50 | 53 | -3 | 45 | 43 | 2 | 42 | 40 | 2 |
| Buddhist | 0 | 1 | -1 | 2 | 2 | 0 | 1 | 2 | -1 |
| Hindu | 6 | 4 | 2 | 7 | 3 | 4 | 5 | 2 | 3 |
| Jewish | 0 | 0 | 0 | 2 | 3 | -1 | 5 | 1 | 4 |
| Muslim | 28 | 23 | 5 | 23 | 19 | 4 | 17 | 11 | 6 |
| Sikh | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | -1 |
| Any other religion | 0 | 2 | -2 | 1 | 4 | -3 | 1 | 6 | -5 |
| None | 7 | 9 | -2 | 13 | 21 | -8 | 20 | 30 | -10 |
| Not specified | 8 | 7 | 1 | 7 | 5 | 2 | 9 | 7 | 2 |
| | 100 | 100 | | 100 | 100 | | 100 | 100 | |

