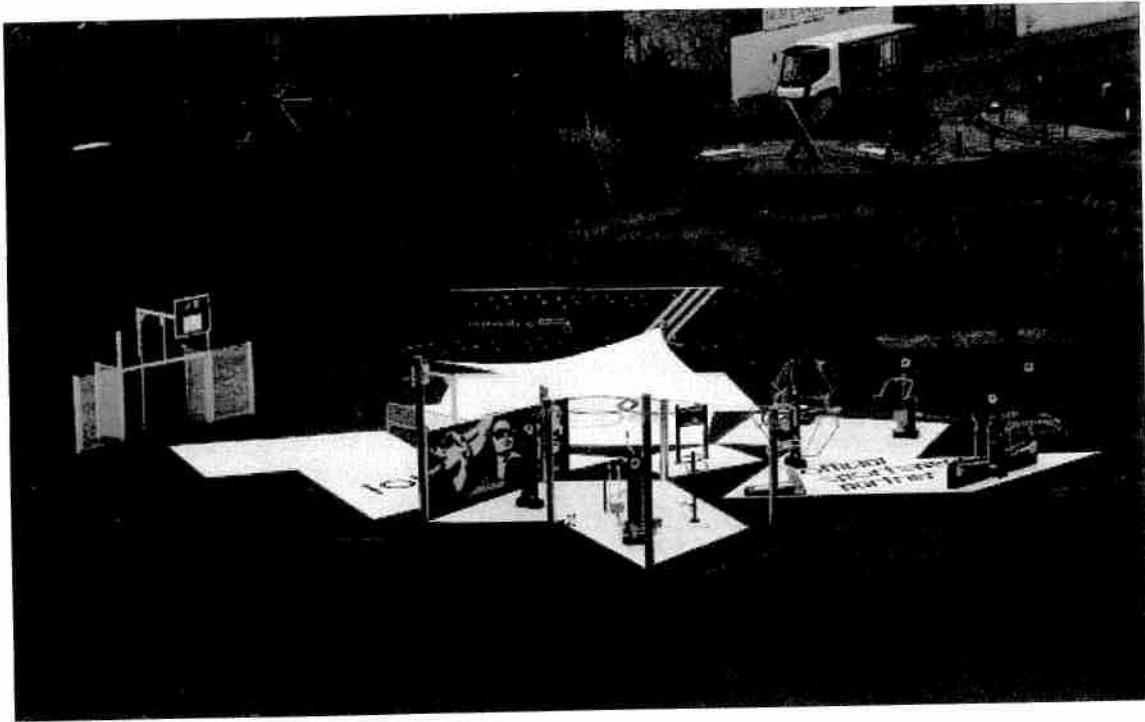


What are adiZones?



adiZones are innovative multi-sports facilities designed in the shape of the London 2012 Olympic logo. They have been created by adidas to help get more young people and families into sport and physical activity, as part of adidas's sponsorship of the London 2012 Olympic and Paralympic Games. They are fantastic facilities which promote a healthy lifestyle for people of all ages – with a large outdoor gym, basketball and football area, climbing wall, tennis wall and a freestyle area for aerobics, dance and martial arts etc.

In 2008, adidas researched and developed adiZones. They were piloted in 4 of the host Olympic boroughs in London. Now schools, clubs and activity providers are making use of the facilities. Young people have taken positive ownership of the adiZones and family groups and individuals have engaged with them, from a wide range of ethnic backgrounds.

"The adiZone concept has brought joy and pleasure to all age groups in the Charlton area. I have watched from a distance on many occasions, all age groups strolling by but drawn to the

Zone, initially from a curiosity point of view but soon followed by testing out the equipment. The Zone has improved access to gentle workouts in a casual way. I can't wait to see more across the Borough."

Councillor John Fahy, Executive member for culture, sport and the Olympics, Greenwich Council

We also get a lot of feedback from adiZone users, which helps to measure the success of the facilities...

'Myself and my friend have been using the adiZone at Langthorne Park to get fit and prepare ourselves for the 5k 'race for life' run that we are doing on the 16th may. I would like to thank you as I would not be able to go to a gym and do it. I have a 6 year old daughter Amber (she is also doing the race) who can't go in other gyms but can come with me to the adiZone, allowing me to do more and it is also fun and safe for her.'

Hayley Bowden, adiZone user

'We thought it was a playground, then we got closer and saw how fun it was. It's made me think about exercise.'

Victoria, adiZone user

'I've been meaning to email for ages to congratulate you on the brilliant adiZone in my area (Mile End North, Bow). I have actually cancelled my gym membership and prefer to run around Victoria park followed by a good work out on the equipment at the outdoor gym. There is always a wide mix of ages and types of person using the equipment.'

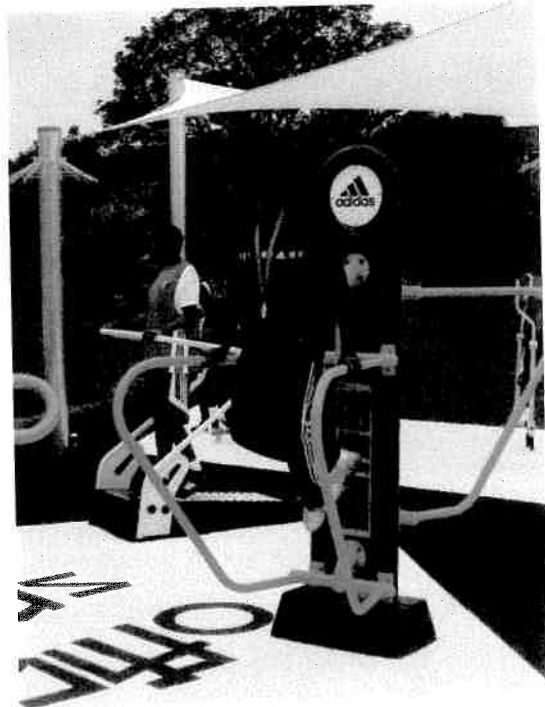
Nathan Rylatt, adiZone user

'I don't do any exercise – the adiZone is a good way for people like me to start training.'

Ben, adiZone user

adiZone objectives

- to extend the London 2012 Olympic and Paralympic Games into communities across the UK
- to provide a means to bring together local authority partners, local schools, community groups, clubs and activity providers
- to leave a legacy of increased participation in physical activity from the London 2012 Olympic and Paralympic Games, particularly targeted at young people and families
- to extend the positive impact of sport to community groups and previously inactive individuals.



Key characteristics of an adiZone

adiZones are iconic symbols of the spirit of the London 2012 Olympic Games. They embody the Games ethos – family focused, inclusive, sustainable and for everyone. The facilities are all in London 2012 and adidas brand colours, depicting current Olympic heroes and music stars.

Each adiZone comprises a multitude of activities in one space:

- an 18-station outdoor gym compliant to European safety standards (EN1176 and EN957) including:
 - resistance equipment (double leg press, combi chest press and lat pull down)
 - cardio equipment (treadmill, 2 x cross trainers, 2 x fitness bike, 1 x handbike)
 - toning equipment for the whole body (abdominal benches, dips, pull ups and double oblique)
 - Guidepost
 - No electricity is used on this gym equipment
 - No lighting is required
- a basketball area – with two basketball hoops and practice area

- a football goal
- a tennis wall
- a climbing wall
- a freestyle area to encourage taekwondo, judo, gymnastics, dance, aerobics etc
- a sail shade, covering part of the outdoor gym

adiZones break down the barriers to sport and physical activity in the following ways. They are:

- **accessible**
 - free to all
 - open 24 / 7 / 365
- **inclusive**
 - activities for people of all ages but targeted to engage youth
 - design includes DDA accessible ramps
 - intuitive equipment accessible to people with visual impairments or learning disabilities
 - incorporates elements of the Inclusive Fitness Initiative guidelines, such as easy to follow instructions and transfer handles on equipment
 - for people of all incomes
 - caters for a great number of different interests
- **innovative**
 - the design of the adiZone space is a unique way of cross-selling sports
 - the design of the adiZone brings together people of all ages in a way that other facilities do not, for example an indoor gym excludes younger people and people of low incomes
 - they can be used as a multi-sports coaching centre
 - they are a sporting legacy from the London 2012 Olympic and Paralympic Games for youth, clubs, National Governing Bodies of sport and local communities

Key characteristics of an adiZone – local context

The adiZone is a marketplace of sport and fitness opportunities. It does not duplicate existing local resources – rather it works as a central hub that connects local schools and communities with existing clubs, programmes and fitness initiatives. Through this central linking role, it breaks down barriers to continued and increased participation.

The adiZones become focal points for local communities through leveraging the interest in the London 2012 Olympic and Paralympic Games, combined with the brand power and attraction of adidas and its symbols (brand, athletes, musicians).



The tried and tested facilities for sports and physical exercise (gyms, dance areas, climbing walls) and the appeal across a multitude of sports (basketball, football, tennis, judo, etc) ensure that adiZones have maximum appeal to the local community. Surveys show that large groups of young people, as well as family groups of up to three generations are using the existing facilities. They are attracting a new audience into physical activity – alongside people who already have an interest in sport and fitness.

Sally Brading, a Tower Hamlets adiZone user, said: "Just wanted to say thanks for installing the adiZone at Wennington Green. It's a fantastic facility to have nearby and is enjoyed by so many people of all ages. It really is an innovation."

Improved outcomes for children, young people and families

adiZones have been designed with children, young people and families in mind. They contribute directly to PSA 21 (adult sport) and PSA 22 (Olympics and sport for young people) and the related local authority adult and youth sport indicators in the National Indicator Set (particularly NI8, increasing participation in sport and physical activity).



The innovative design, Olympic association and multi-sports facilities are attractive to children, young people and families. adiZones encourage people of all ages and backgrounds to try out different sports – they are a one-stop shop for young people who want to play basketball or football, children who want to try out climbing or tennis, and family groups and individuals who want to keep fit on the outdoor gym equipment. Urban artwork on the tennis wall and climbing wall depicts musicians and world class athletes, adding a strong visual appeal to the design.



adiZones are unique in the sense that parents and grandparents can exercise while their children play alongside them – this is not the case with traditional playgrounds where adults have nothing to do while their children are playing. In research conducted at the pilot sites in the host Olympic boroughs, family groups were interviewed at the adiZones, as well as many large groups of young people.

All equipment is safe: the facilities meet stringent European safety standards. This ensures that Health & Safety / insurance requirements are met – children, young people and families are not put at any risk. The equipment passes both the EN1176 (play) and EN957 (gym) standards. This means the equipment does not require individual inductions and is a safe environment for children. The process of designing the gym equipment to be compliant to EN1176 meant the elimination of all crush points, entrapments and sharp edges. For example our outdoor cross

trainer is fully encased so that no child can get their hands trapped within the mechanism. The equipment is unique in this regard.

Community surveys have been conducted at the pilot adiZone sites and they show a positive impact on their communities – they are used by on average 200-250 people a day, for example – a figure which is projected to increase by at least 50% during the summer months.

One survey carried out at the Greenwich adiZone on Saturday 14th February 2009, between 1.30pm and 4pm, recorded 68 adiZone users, aged between 5 and 65. The profile included big groups of pre and early teens, parents and grandparents with children, whole family units and individuals. The average stay was 31 minutes (between 5 and 85 minutes). Verbatim comments captured on the day include:



Ryce (aged 12): *"It's a fun way of losing weight – I feel lighter already."*

Phoebe (aged 10): *"The Olympic rings get you inspired about the Olympics – it shows you how the athletes would exercise and it challenges you."*

Steven - father (aged 39): *"It's great to have it – hopefully this type of stuff will stay beyond the Olympics."*

Brandon (aged 11): *"I come down after football training in Charlton Park – the resistance training is good for upper body."*

Partnership working

adiZones bring together a world famous brand and tier one Olympic sponsor adidas, London 2012 and local authorities. On a local level, adiZones encourage partnership working between the local authority, local schools, clubs and activity providers and the local community.

The adiZone is an ideal location for clubs to demonstrate their sports and reach out to a new audience and for local authorities to operate community-based fitness sessions – eg gym instruction, circuit training, dance classes, aerobics, yoga, gymnastics, judo, karate, taekwondo, basketball skills, soccer skills, tennis and keep fit classes. It is also an ideal spot for LA community sports coaches to be based for outreach work. Here are a few examples of how adiZones are already being used:

- In Newham, Gallions school use the adiZone for PE lessons and parents use the facilities with their children before and after school, with support from community policing.
- The Newham Sports Development team run sports sessions on the adiZone and in the adjacent community centre.
- Local sports clubs use the facilities for community-based training sessions – Blackheath Rugby Club and Charlton Athletic Football Club at the Greenwich adiZone, for example.
- Organised exercise sessions for the local community are being arranged by local authorities – there are twice-weekly fitness classes at the Waltham Forest adiZone, for example.
- Local residents, workers and fitness professionals use the adiZones as part of their health and fitness routines.
- At all existing adiZones, the equipment signage promotes contact details for local clubs and activity providers.



adiZones contributes to Government priorities

a) Increasing physical inactivity and decreasing obesity

adiZones contribute to the Department of Health's physical activity drive, including Change for Life and its PSA and NIS targets on increasing physical activity and decreasing obesity. In 2008, physical inactivity levels across the UK were at an average of 78.7%. With obesity levels consistently the highest in Europe, and a growing proportion of children and young people affected, the time is now to invest in attractive fitness facilities, which are free to the end user – particularly important in these economically challenging times.

b) Raising sports participation

The Government aims to increase sports participation by 2 million by the time of the London 2012 Olympic Games. An initiative, such as adiZones, which attracts young people and families into sport can contribute to this aim of creating a lasting sporting legacy in the UK. With the Olympic branding and multiple sports on offer, adiZones are an ideal gateway into sport. According to Sport England research, the two main barriers to sports participation are cost and accessibility – adiZones eliminate both of these, being free to the end user and completely accessible to everyone in parks and open spaces.



c) The Five Hour Offer



adiZones bridge the gap between schools and clubs, which provides one solution to the Government's target of the '5 hour offer' of sporting activity for young people. Within Every Child Matters is the ambition of offering at least 4 hours of sport every week to children, comprised of at least 2 hours high quality PE at school with the opportunity for at least a further 2-3

hours beyond the school day (delivered by a range of school, community and club providers). In Newham, the adiZone is already being used for exactly this purpose, with activity taking place

inside and outside school hours. In a recent study, the gym equipment was being used heavily by girls aged 12 and 13 outside of school hours, for example. This is the age that government studies show girls dropping out of exercise (Sport England research).

d) adiZones target all including minority groups

adiZones are inclusive for people of all abilities and socio-economic backgrounds. The equipment and space is designed with key elements of the Inclusive Fitness Initiative with pieces of equipment designed for both able bodied and people with disabilities. The signage is easy to read for people with visual impairments and learning difficulties and complete accessibility throughout the adiZone for wheelchair users. Design features such as the access ramp into the dance floor, transfer handles on the equipment, lowered access points on the equipment and the smooth surfacing all attribute to this inclusive design. The Newham adiZone was launched by the Great Britain Paralympic basketball team to demonstrate the usability for wheelchair users. The intuitive design of the outdoor gym equipment also means that people with visual impairments can participate. The gym equipment is designed with the playground safety standards so children can access it. The space is free to use and accessible for people of all ages.



e) Reducing anti social behaviour and gang violence

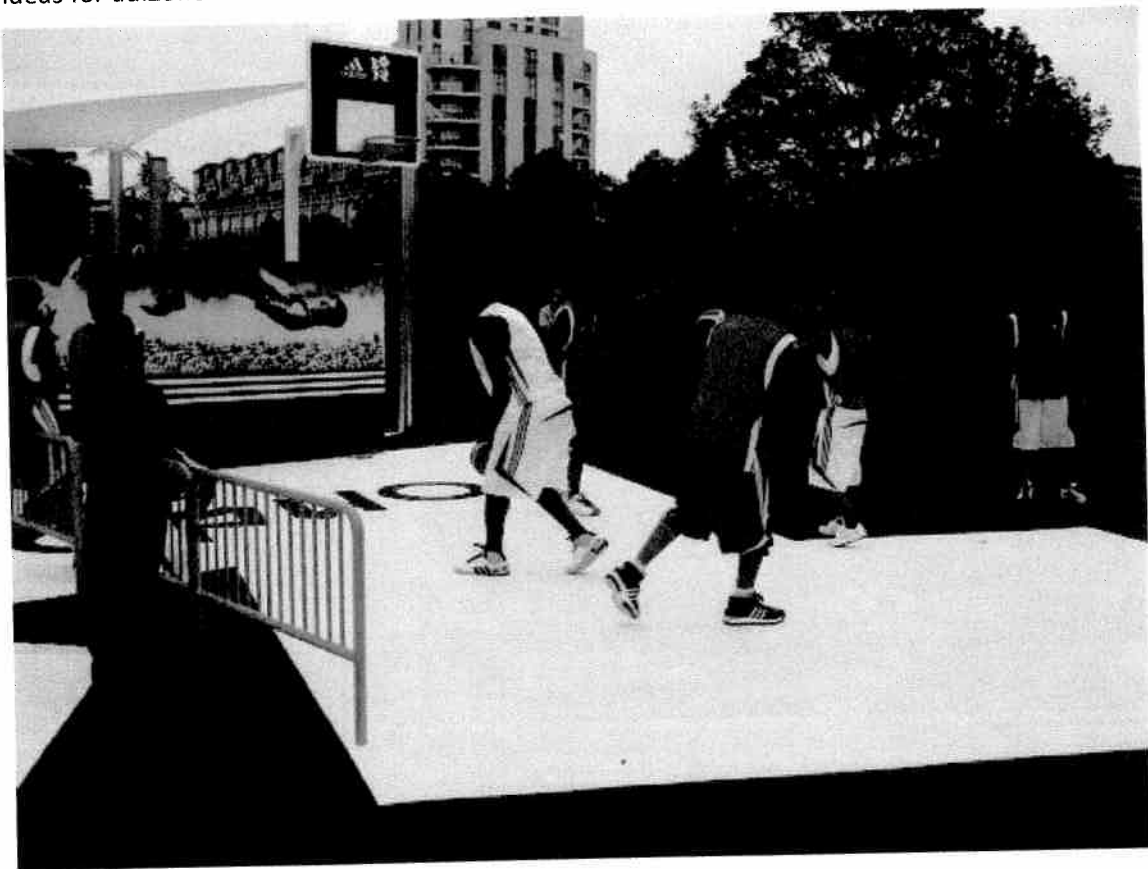
Strathclyde Police used an outdoor gym as part of a wider initiative to reduce gang violence in East Glasgow. The project was successful reducing crime in the area by 8%.

"The concept of the gym was about providing a fantastic modern focal point for teenagers. Anti social behaviour, disorder and gang violence is not inevitable. Most people just drift into offending behaviour. The outdoor gym can be a catalyst for change, with agency and communication support."

Chief Superintendent, John Pollock, Strathclyde Police

Sustainability of adiZone facilities

We have put together a full activation model to engage local schools, clubs and residents with the adiZone – we would be more than happy to share this with funding applicants. The activation plan involves inviting clubs to do outreach sessions at the adiZones so that local people are exposed to new sports. The model also connects schools and clubs and provides ideas for adiZone communication materials and events.



Clubs, schools and community coaches can be encouraged to use the space

The equipment and structure of the adiZone is designed to last beyond 20 years. Subject to maintenance being carried out correctly the guaranteed life of the installation is five years. There is the option to renew the outdoor gym equipment at a relatively low cost after the five year period. As adiZones do not duplicate existing activities and programmes – rather they provide a natural home for them – their benefit to communities is both sustainable and ongoing.

After over 50 weeks in some very deprived communities, there has yet to be any graffiti – a sign that communities have embraced the facilities and they are proving to be self-policing due to their popularity.

The intention is that as we draw nearer to the London 2012 Olympic Games, adidas will activate their Olympic marketing campaigns in communities using adiZones.



Investment

The price for an adiZone is £143,000 + VAT on a hard standing site, or £150,000 + VAT on a green field site - this price includes one year's free maintenance of the adiZone.

Funding applications can be made for up to 50% of the cost of 1 adiZone for your area. If you are interested in multiple sites then there would be economies of scales we could apply to additional adiZones – please indicate your interest in the application form provided with this information pack.

Multiple services come together in one space

The adiZones co-locate a multitude of sports and fitness facilities in one space. Whilst the gym attracts one type of audience, the streetball court attracts another. The idea behind this is that by locating these different options in one place, cross-selling occurs from physical activity to sport. By encouraging local clubs to do outreach on the adiZones, residents get exposure to sports coaches they wouldn't have normally met. In addition, adiZone users come together and talk to each other about how to use the facilities, which provides a community engagement aspect to adiZones – with beginners learning from sports and exercise enthusiasts.

