

WIFI Network: TheBristolPavilion

Password: Pavilion321

Twitter: #CityofSport17

Keynote Speaker: Chrissie Wellington OBE





parkrun: a global, community led approach to getting people active

Chrissie Wellington
Global Head of Health and Wellbeing, parkrun

parkrun





Who's heard of parkrun?



10/07/2017

What is parkrun?

- Non-profit organisation
- Weekly events in open space
- 5k on Saturday and 2k (junior parkrun) on Sunday
- Bottom up: demand driven
- Organised by volunteers
- Free
- Register once: participate anywhere









parkrun UK's growth



- 486 5k events
- 196 2k (junior parkrun) events
- 13,000 people register every week
- 120,000 (5k) and 13,000 (2k) runners/walkers per week
- 12,000 weekly volunteers
- 1.6 million participants

A global local intervention

1299 locations across 19 territories

Over 200,000 participants every weekend





Open to all

Walk / run / volunteer / spectate

Walking / running is just the plumbing







Social and health inequalities

Strategies for engaging the least active



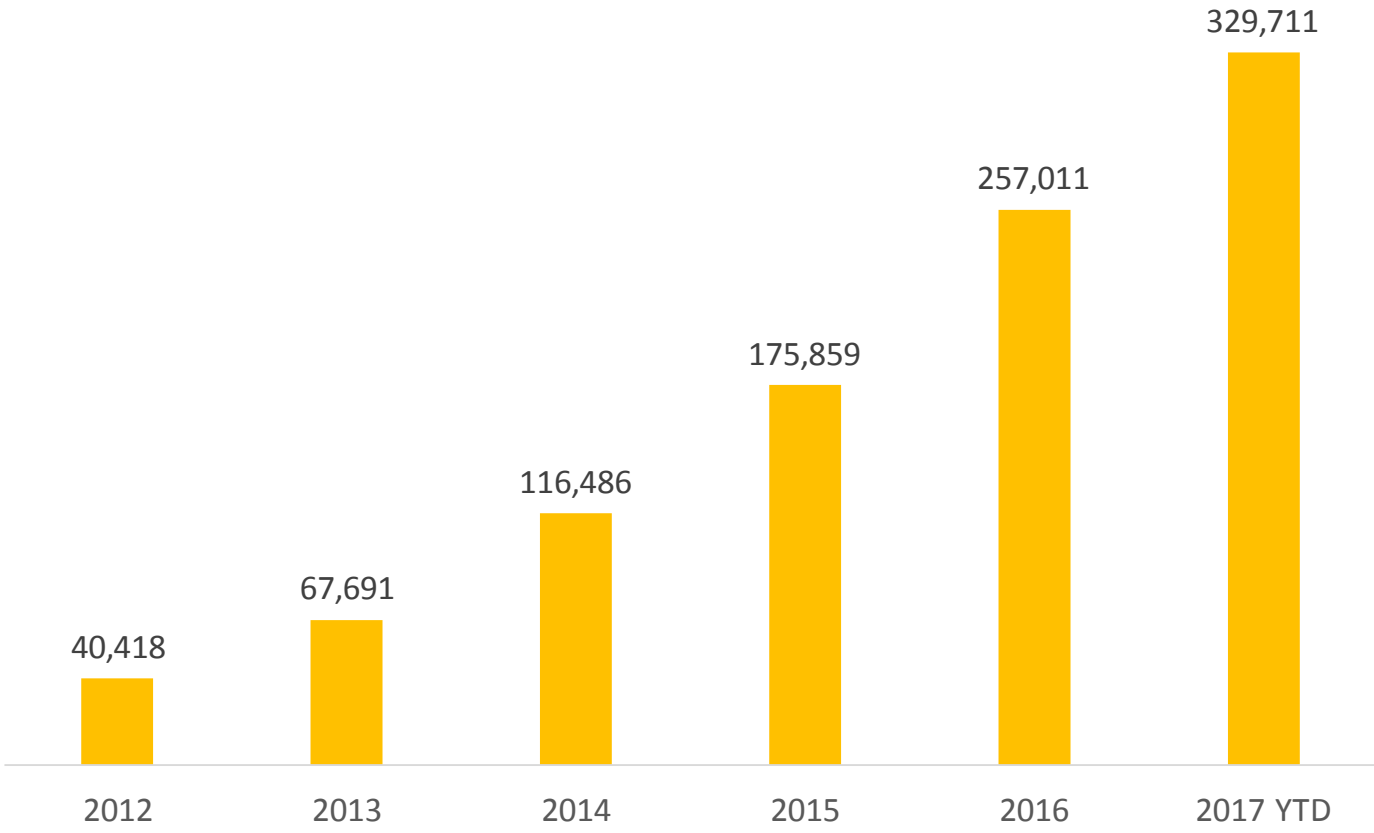
Data and Research:	Develop and share insight and understanding
Projects (collaboration):	Long term conditions & disabilities, areas of social deprivation, social prescribing, custodial estate
Operations:	Welcome briefings and support roles (Tail Walker, BSL support, VI guides)
Staffing:	Outreach Ambassadors and Champions
Communication:	Language and imagery. Make it real. Tell human stories



December 2017

More than ¼ million parkruns were completed in the UK in 2016 by participants who were previously inactive. The share of total walks, jogs and runs completed is steadily rising and stands at 5.9% in 2017.

parkruns Completed by Previously Inactive Participants - Total UK



parkrun Participation

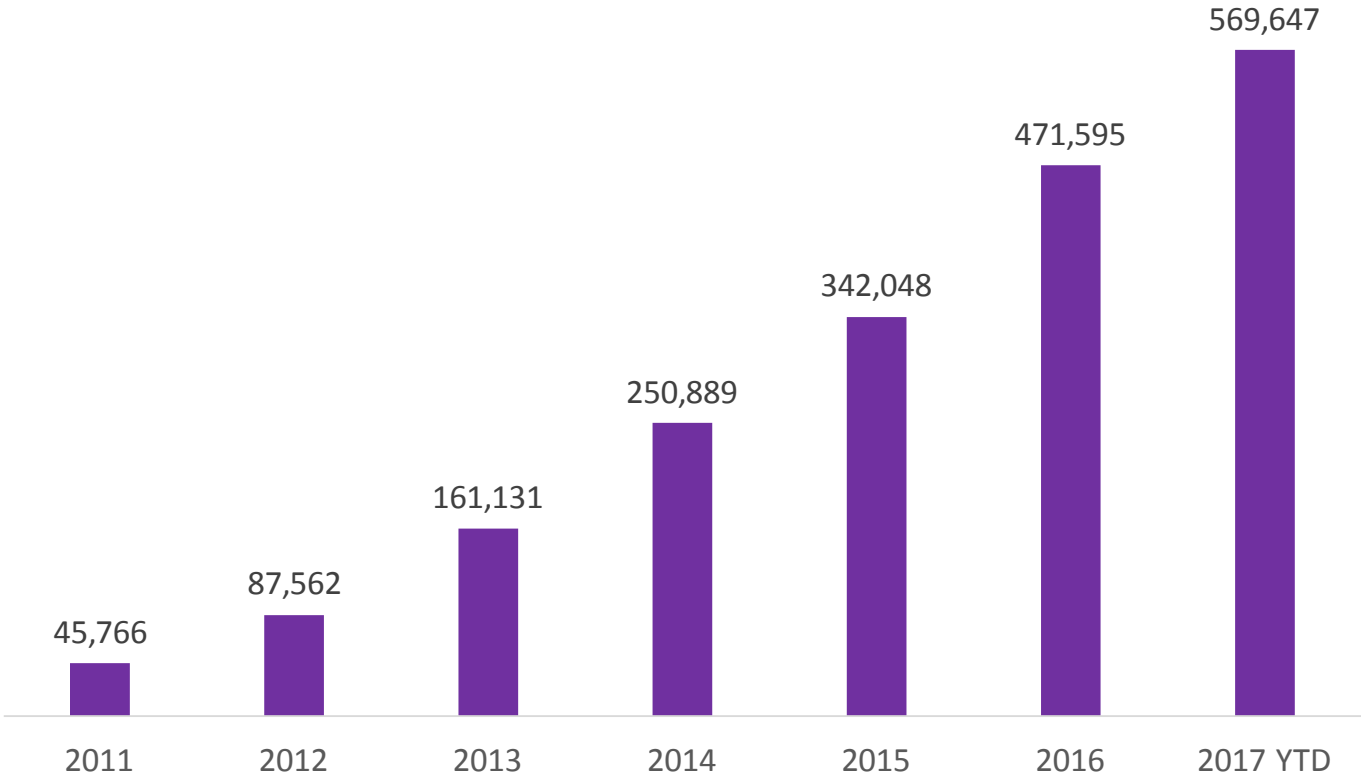
Source: parkrun data to 1st December 2017



December 2017

With a month still to go, well over half a million parkruns have been completed by participants from the most deprived quartile of the UK in 2017.

parkruns Completed by Participants from Most Deprived Quartile - Total UK



parkrun Participation

Source: parkrun data to 1st December 2017

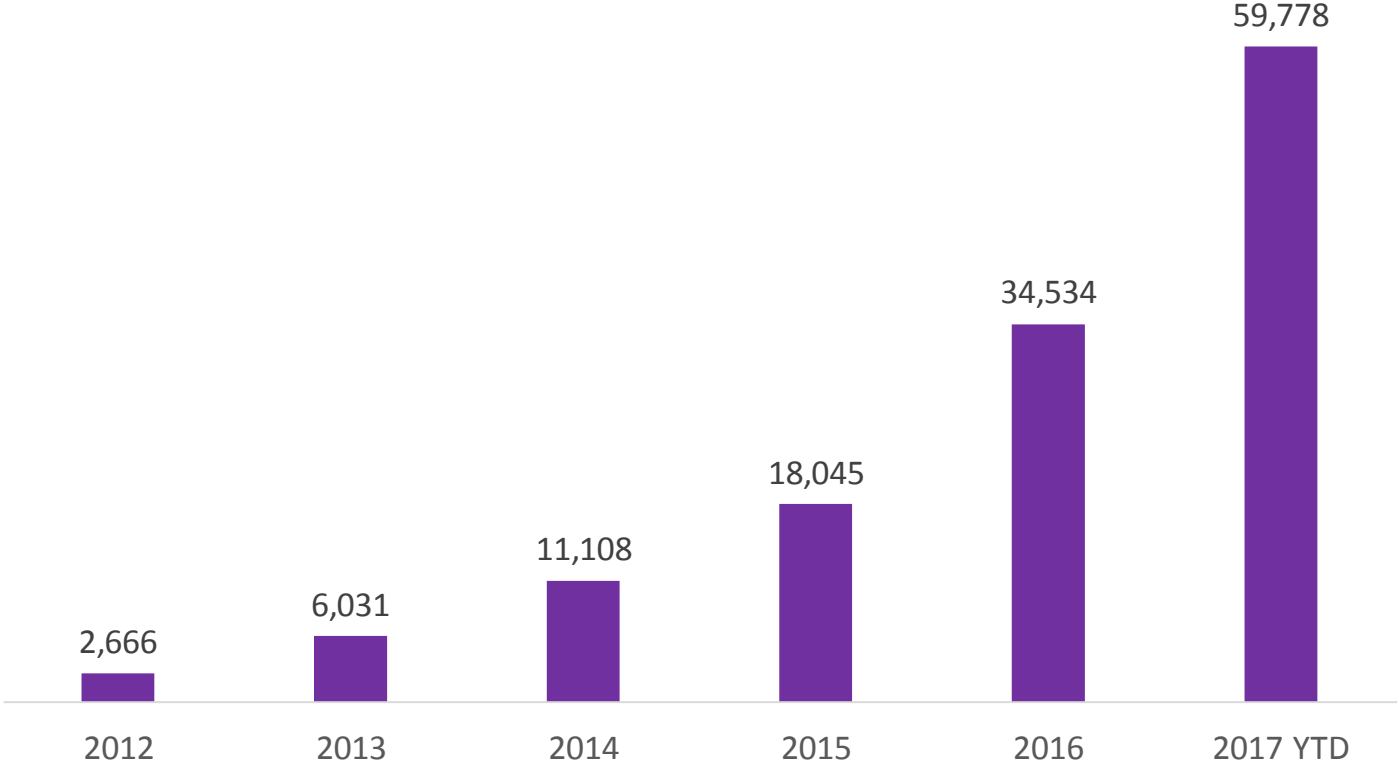


December 2017



There has been a sharp increase in the number of walks (taking 50 minutes or more) completed at 5k parkrun events in the UK, with more than 60,000 to occur in 2017.

Walks at UK 5k parkrun Events by Year



parkrun Participation

Source: parkrun data to 1st December 2017





“I love this photo of me at parkrun. For someone with low confidence to love a photo of them where there are jiggly bits, sweat, no makeup and no posing is highly unusual – but this is now my Facebook profile picture and I share it with pride. It shows the joy and sheer happiness that I have discovered thanks to parkrun, and it shows Jarrod my tail runner that day who stayed with me the whole time and who I now consider a friend.”

FINISH



www.parkrun.com