OUR PARKLIFE™

Impact Report

2024

Connecting local people to Queen Elizabeth Olympic Park

Hello!

Our Parklife Community Interest Company (CIC) is a social enterprise on Queen Elizabeth Olympic Park designed to help deliver the legacy of the 2012 London Olympic and Paralympic Games.

Established in 2014, Our Parklife is a pioneering joint venture that brings together a distinctive blend of expertise from our founding partners, empowering us to create innovative services and collaborative approaches with Park partners.

Our aim is to create measurable, positive social impact for local people through how the Park is managed and maintained by involving local people in services, activities and events. The income we receive for the services we provide is reinvested in realising our aims.





We manage a dynamic volunteer programme providing meaningful volunteer roles which are embedded in the day-to-day life of the Park for over 600 people and businesses



We focus on providing employment and training opportunities for underrepresented groups in the local community within the Park's Facilities Management workforce



We provide Customer and Mobility Services to thousands of Park visitors each year, ensuring they get the most out of their visit



We maximise opportunities to use the Park as a place for learning and inspiration by delivering Education and Careers events throughout the year for schools and groups



We work alongside a range of Park Stakeholders ensuring the work we do benefits local communities



We operate a Community Garden that offers local residents opportunities to develop new skills, improve their mental and physical well-being, foster a culture of mutual support, all whilst promoting sustainable and environmentally responsible practices

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Our Impact

Our activities are founded on a mission to improve the livelihoods of the communities in and around the Park and the environment. We do this by delivering programmes and activities that focus on volunteering, training and employment as well as improving the Parklands and waterways.



We're 10!

Over 10 years, Our Parklife has:

- Managed over 2,100 volunteers
- Assisted over 55,800 visitors through the Park's Mobility Service
- Delivered over 560 tours, education and careers visits
- Provided training opportunities with over 2,800 attendees
- Created over £15 million of subjective wellbeing [1]
- Created over £1 million of social value through volunteering [2]
- Created over £21 million of social value [3]

"Our Parklife has delivered 10 years of meaningful social impact connecting local people to Queen Elizabeth Olympic Park, providing employment, training and volunteering opportunities. In doing so, it has added value and improved the experiences of anyone visiting the Park, whether that is through the mobility services, landscaping and biodiversity projects, Park tours, event support or general advice offered by the Park Champions."

Edward Fane, Head of Venues,
London Legacy Development Corporation

Volunteering

Our Parklife delivers the Park Champion Volunteer Programme on Queen Elizabeth Olympic Park on behalf of the London Legacy Development Corporation. Now entering its tenth year the Park Champion Programme has evolved and developed with the Park into an extensive and inclusive programme, benefiting over 600 volunteers from all walks of life.

The volunteers are a valued and dynamic team, engaging in 7 different roles, supporting all aspects of the Park's day to day life. This includes delivering customer and mobility services, tending to the iconic Parklands, energising visitors at events and delivering tours for private groups and members of the public. Volunteers also support on a range of educational activities involving schools, colleges, universities and special interest groups as well as on bespoke projects such as the London Blossom Garden Wellbeing Tours, Digital Sessions and the Welcoming Wellbeing Walks.





£1,498,500
Subjective wellbeing [1]



Overall Satisfaction: 84%

Employment, training and skills

Our Parklife partner idverde employ approximately 45 people on the Park and work hard to ensure that recruitment is focussed locally. Our Parklife facilitates a range of employment programmes for local people on the Park, targeting underrepresented groups. The training and employment support that is provided to the Park Champion Volunteers can often be the next step for volunteers who are keen to gain experience in certain industries.

In 2024 we have:



Supported 6 apprentices in Horticulture and Landscaping



Supported 8 participants through the Future Gardeners programme, 4 of whom were offered employment opportunities with *i*dverde



Promoted employment and volunteering opportunities at 5 local fairs



Facilitated local employment – with an average of 45% of idverde's workforce living locally, 20% female, 14% live with a declared disability and 43% are from a BAME background

Employment, training and skills

Supported volunteers into employment through:



Providing job references and sharing Parkwide job opportunities through bi-weekly newsletters



Providing accredited training as well as informal training opportunities with a total of 468 attendees, with some individuals attending more than one opportunity



Offering CV writing, job application support and interview preparation - to take place early 2025

Volunteers have gained many skills including:



"I gained a lot. I became a volunteer on the Olympic Park. They taught me to cycle and helped me to gain employment. It all is connected. When I got the job and they asked me for a reference - because I don't have any work experience in the UK - I was able to use Our Parklife. As a result, I've got a job so this was really important to me." Welcoming Wellbeing Walks Participant

Mobile Garden

Our Parklife manages a Community Garden based in Hackney Bridge. Mobile Garden provides a valuable community growing and learning space for local residents, schools and community groups with a programme of supervised activities delivered by varied local organisations as well as local residents.



900+ attendees

17 Allotment Users





Over 40 free workshops delivered

"They made me feel welcome and now I have a skill to help me with my mental health. Workshops like these are invaluable to the community and the inner city."

"Mobile Garden is a hidden gem!"

"My highlight about my involvement at the garden is being able to reignite my love of nature and connecting with the community."

"It's a brilliant idea to hold events like this in the community. It helps improve residents' mental health and well-being! Thank you so much!"

"AH-MAZING! It was lovely to learn a new skill in such a lovely environment and to meet my neighbours, will definitely come again! Thank you!"

Customer and Mobility Services

The team of volunteers and staff provide dedicated Customer and Mobility Services from the Park's Information Point. Their extensive knowledge about the Park coupled with pride and enthusiasm ensures that visitors get the most out of their visit every day year-round.

In 2024, mobility uplifts were also provided for high profile events including the Major League Baseball London Series, London Stadium Concerts and Summer events, the Great Get Together, the London Youth Games as well as private hires.

1,000+ Mobility Service Customers



5,900+

volunteer hours spent welcoming visitors



11,900 visitors assisted from the Information Point and on the Park

"Really enjoyable ride around the park. Although we have been many times, we were taken to areas we had never seen before. And the information about each building & area was very interesting. Really enjoyed it."
Customer & Mobility Service User

Tour Delivery

Throughout 2024, Our Parklife has developed its touring services further.

"We've done this tour with our students twice in the last two years and have loved how it touches on community development, accessibility, inclusive sport, green space, industrial revitalisation - all of it! We loved our Park Champions too - it was especially informative to view the Park from the perspective of a volunteer who uses a scooter and lives in Stratford."
Tour customer

"It was a pleasure to share my love of the Park with such a lovely group of students."
Park Champion Volunteer



58
guides within the team



65
walking tours delivered



1,080+
attended



210+
attendees

Development of the London Blossom Garden Wellbeing Tour into a self-guided tour and continuation of tour delivery

Education visits & workshops

Our Parklife delivers education and careers visits for schools and colleges focussing on Energy and Sustainability, Conservation and Biodiversity and Facilities Management. These engaging and dynamic sessions bring topics to life such as renewable and decentralised energy systems, the Park's sustainability story, and a range of other environmental topics.

In 2024, Our Parklife has also worked on a trial with Populo Living to address the digital divide within the Carpenters community as well as provide an opportunity for intergenerational connection!

> *"OPL have been instrumental in the project providing their expertise to ensure the project was a success. What was also important was the sustainability of the project working with existing community group Carpenters Cafe who provided the space and computers needed and something we hope to expand on in the future. True community connection."*
>
> Populo Living



25+
tours and education visits delivered for schools



670+
attendees



of staff spent supporting educational visits

www.ourparklife.co.uk

1 Considering volunteers who have done over 20h in the year

2 LLW x hours volunteered

3 Calculated using National TOMs - Social Value Framework associated with Employment, Training and Skills programmes combined with the Social Value of the Volunteer Programme calculated based on the New Economy Manchester Study (2014)

QUEEN ELIZABETH OLYMPIC PARK

idverde

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GROUNDWORK

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