

helping the nation get active

**Proludic[®]
sport**

www.proludicsport.co.uk

bringing girls into play

CONCEPT

MULTI USE SPORTS AREA

MUSAF

Helping the nation get active

Currently three in ten boys and four in ten girls aged 2 to 15 are not doing the amount of physical activity recommended. Since 2003, obesity has risen by 38% in adults and by 2010 it is thought that 22% of girls and 19% of boys between the ages of 2 and 15 will be chronically obese.

The government recommends that children and young people get one hour of physical activity a day. This activity should be of at least moderate intensity and should include activities to improve bone health, muscle strength and flexibility - activities that are 'weight bearing' help build strong bones.

In many cases we find that the benefits of a Multi Use Sports Area (MUSA) can transform the fitness, activity and positive participation levels of teenage girls, boys and the wider community.

We have prepared this guide to assist specifiers in making strategic decisions when implementing sport and fitness area projects within their communities and to present the comparisons between the traditional MUGA and our new concept for the MUSA.

The MUSA is an ideal option for Play Builder play areas as engaging teenage girls in outdoor fitness and play, is a key factor in the fair play strategy.

*"Levels of obesity among children have risen over the past 10 years. Around one in four 11 to 15 year olds are considered obese."
- Health Survey for England 2004*

Social fitness – Vitality for life

By providing free, outdoor facilities for social fitness and exercise we can ensure the engagement and health of our future generations. Proludic's Vitality range forms part of the MUSA concept and has been designed to create group systems which address social fitness needs.

Vitality can be installed as stand-alone items, we find that the Fitness and Stamina stations are used by mostly girls, as a place to meet, socialise and perform gentle exercise, this social aspect sets it apart from the 'outdoor gym' scenario.

Vitality also has a strong architectural style which allows it to blend aesthetically into natural settings. It has a place within children's play spaces to engage teenagers, parents and carers whilst their children play and a visual artistic strength when set in a traditional park setting.

The MUSA concept and Vitality are an excellent choice to meet the criteria set out in the Building Schools for the Future (BSF) programme, whereby school facilities are open outside of school hours forming part of the extended schools programme.

The involvement of PCTs in the provision of accessible fitness opportunities is also growing.

Additional funding is available through this government department when provision is made to the benefit of the community, many of whom are actively working with community projects to create accessible opportunities for exercise in outdoor community facilities.



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Proludic Sport is part of the Proludic product range.



03

MUGA vs MUSA

Proludic believe that a MUGA should be all-encompassing and appeal to a wider group. We also believe that fitness and strength building should form part of the multi use experience, along with the development of new and existing skills. Although Proludic still offer the traditional MUGA as an option, in many cases, we find that the benefits of a MUSA overwhelmingly outweigh those of a simple ball court.

The traditional MUGA

Originally defined as being 'an area used by the whole community, across all age groups and both sexes, for a number of sports or games' the term MUGA has come to mean a tarmaced ball court where teenagers practice and challenge each other to ball games.

Whilst in some instances MUGAs provide an ideal solution, our research has shown that in a large number of cases MUGAs do not achieve the desired results. Our research has shown that they often just provide a better facility for existing users rather than attracting new participants.

Advantages

- Caters well for team sports and competitive games.
- Low maintenance.

The MUSA concept represents excellent value for money



Guideline cost £60K

04

The MUSA concept

A Multi Use Sports Area (MUSA) combines dynamic sports and social fitness equipment with ball and wheeled sports, providing teenagers and communities with challenging and inclusive areas that cross age ranges, skill levels, cultural boundaries and appeal to both sexes.

Advantages

- Appeals to a wider demographic due to the range of different activities.
- Attracts girls as the activities provided reach far beyond football and basketball.
- More inclusive as it provides a mix of team and individual activities.
- Attracts families and senior citizens due to the nature of the equipment and activities available.
- Sustainable as the varying levels of challenge keeps users coming back.
- Reduces anti-social behaviour due to the challenge, risk and physical exertion needed to master the dynamic equipment.

Guideline cost £60K



05

Appealing to the wider demographic

The Client - Rushcliffe Borough Council

Budget - 100k + per site

We were the first play equipment company to take a serious look at teen provision. Our experiences had shown us that there was a need to provide equipment that went beyond the average ball court or traditional Multi Use Games Area (MUGA).

Rushcliffe Borough Council has dedicated time and money to regenerate the central area of West Bridgford following an extensive consultation with the town's 15,000 households.

The challenge lay in creating an area that attracted both sexes and that would be suitable to all abilities and interests.

In addition to a ball court which is great for large team activity, we introduced dynamic items of equipment that simulate extreme sports such as windsurfing, rock climbing and sailboarding to create a Multi Use Sports Area (MUSA).



Brian Knowles - Leisure Facilities Manager for Rushcliffe Borough Council explains:

"Here in Rushcliffe we have built two MUSAs particularly with the aim of engaging young people and teenagers in informal physical activity."

The response to these facilities has been fantastic - our target markets love them. The manner in which teenage girls have used the sites is one of the most pleasing aspects of their success - yes we expected girls to be visiting the sites but we have been delighted by their use of the dynamic equipment. They've really shown the boys what they can do!!

Both sites have seen a reduction in anti-social behaviour since the installation of the equipment. At one of the sites we used to suffer from large groups of teenagers hanging around and drinking - now we have less numbers and those there are actually playing and enjoying the facilities. Neighbours and people living close to the sites have also commented on their success and the improvement that they have made to the areas.

We have also been delighted by the nature of other users, which have included office workers using the facilities during their lunch break."



Engaging teenage girls Graveney School - London

The number of crimes committed by girls in England and Wales has risen by 25% in three years. The Youth Justice Board says girls committed 59,000 offences in 2006-07 – up 12,000 on 2003-04. Society recognises that teenage girls as well as boys need to be engaged in positive, active lifestyles. We believe the MUSA can help to bridge the gap and entice more teenage girls into sport and play.

Provision for teenage girls is often overlooked and generally relies on the presumption that all girls prefer to be spectators, our findings also show that in most cases traditional MUGAs don't appeal to teenage girls.

"They don't really appeal to girls of our age and are usually used by younger boys."

- Charlotte Bichley aged 13yrs

The MUSA concept provides unique play, sport and fitness activities that have been proven to attract girls allowing them to express themselves more freely in small groups while encouraging them to be more active.

"It's a great informal way to exercise and the equipment doesn't look childish, it's much more appealing to me and my friends."

- Kellen Beck-Sloney aged 13yrs

It's also our experience that girls will master the techniques needed to use some of the more dynamic equipment quicker than boys and are attracted to the equipment due to the stylish look, design and challenge.

"I've never been on anything like this, I enjoyed the team work and the fact that it's quite physically demanding."

- Grace Griffin aged 13yrs

- 100% of the girls we consulted with agreed that there is a need to provide appropriate sport and play facilities that appeal to girls and that there is a lack of provision.

- 100% of the girls we consulted stated that exercise is an important part of teenage life and an important part of growing-up. Key to this, is that the activity has to be fun!

Our consultation also revealed that teenage girls would benefit from such activities within a school playing field setting:

"We could exercise at break time rather than making the effort to go to a gym"

"It would become 'cooler' for girls to exercise rather than just sunbathing at break time"

"It would be accessible every day so we could use it for casual exercise for short periods"

Contact us to see how we can help you with your own consultation needs
info@proludic.co.uk 0115 982 3980



Engaging with teenage girls

Osset School - Wakefield

Osset school in Wakefield has a sports college and technology status and are expected to support the Government's aspiration for all young people to have two hours high quality PE per week within and outside the curriculum.

Proludic were invited in to discuss with the Head Teacher, Director of PE, Head of Technology and a group of 12-15 year old girls how to meet this target and to improve the opportunities to exercise within the school and local community.

The financial investment for a MUGA is high and their experience of this facility was that of being exclusive, territorial and not the worthwhile investment originally thought and so were keen to look at alternative solutions. They explored the benefits of the MUSA concept which provides the opportunity for after school activity for all students but particularly targets teenage girls by creating an open access fitness provision.

The school identified that the MUSA facility could potentially tie into KS3 and KS4 Physical Education and Technology curriculum supporting key objectives and learning outcomes.

The Head of Technology also thought it would be a fantastic opportunity for her curriculum in terms of students studying manufacturing processes and composition of materials to create fit for purpose products. This process will support the Learning Outside the Classroom (LOtC) initiative.

A consultation involving ten girls aged between 12 and 15 from the school took place in the Spring of 2009 in their local park.

They were then taken to a MUSA site to get their views on the benefits, fun factor & whether they would use these facilities locally and if so why.

Following the consultation, Osset School agreed that this was something that would enhance their reputation as a leader in innovative ways of working with their pupils and enhancing their school life experience. The Head is also keen to roll the concept out to their feeder primary schools which ties in with the government initiative to target under 11's with the healthy lifestyles message before they become subject to obesity issues.

The school are now looking to increase the £15k pot they have readily available and are planning to site the MUSA in the park across the road from the school so that the students can use it out-of-hours.

Possible funding sources include, working with a Schools Sport Partnership Manager, local Primary Care Trust (PCT) Physical Activities Team, accessing funds through Building Schools for the Future (BSF).

Find the Osset School consultation video and other information at www.proludicsport.co.uk

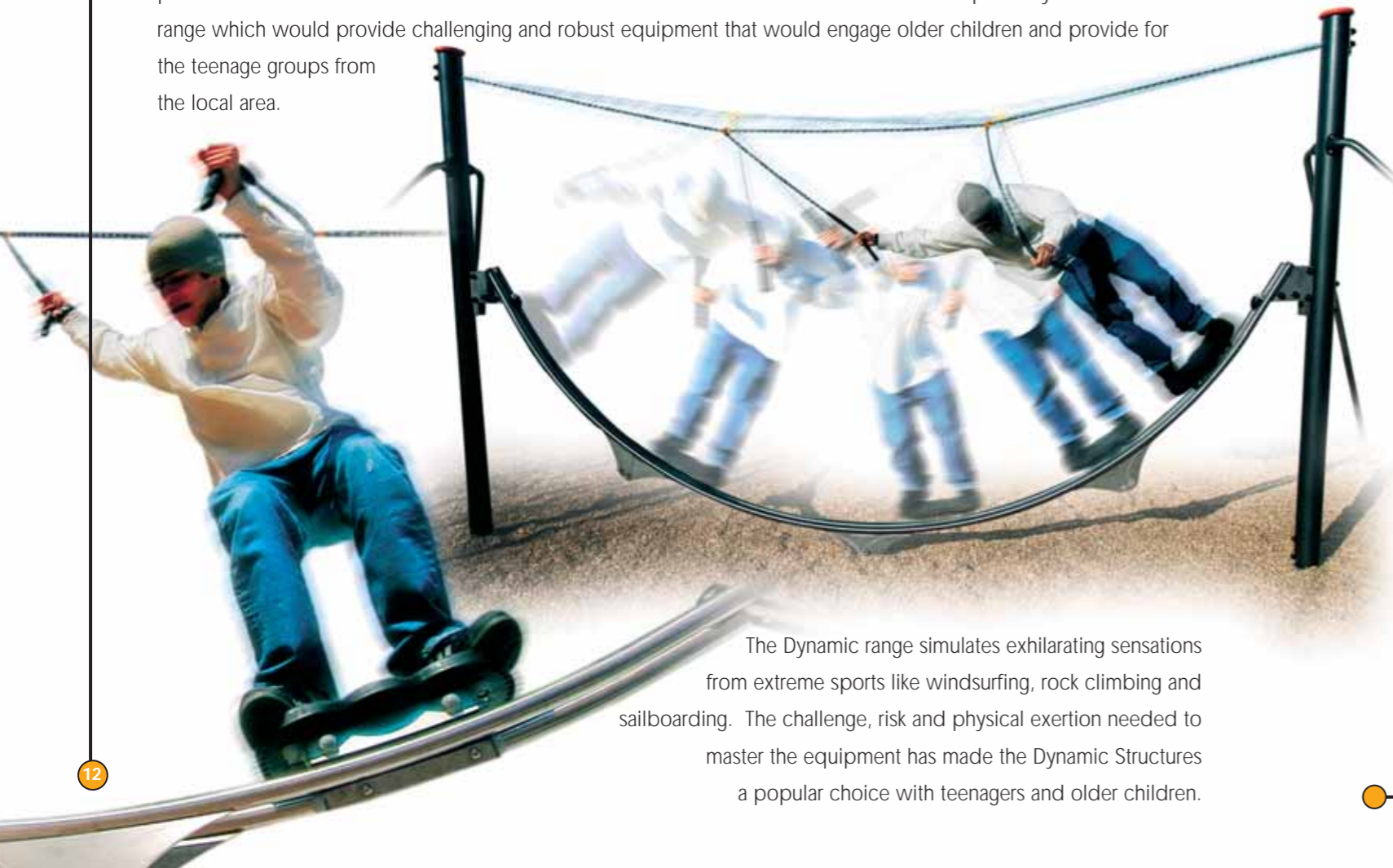
Tackling anti-social behaviour

The Client - Bristol City Council

Budget - £33K

Well researched and well designed sport and play areas can contribute dramatically to reducing anti-social behaviour and have a positive effect on the community as a whole.

Greville Smyth Park had fallen into disrepair due to anti-social behaviour and frequent acts of vandalism. Following a public consultation exercise it was decided that the area would benefit from the Proludic Sport - Dynamic Structures range which would provide challenging and robust equipment that would engage older children and provide for the teenage groups from the local area.



The Dynamic range simulates exhilarating sensations from extreme sports like windsurfing, rock climbing and sailboarding. The challenge, risk and physical exertion needed to master the equipment has made the Dynamic Structures a popular choice with teenagers and older children.

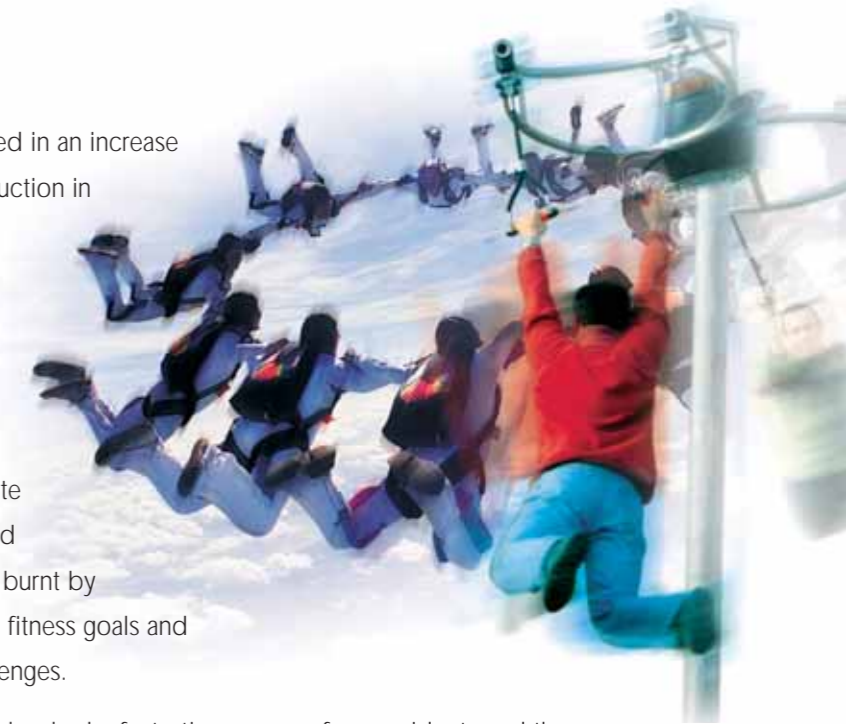
In all cases the provision of the equipment has resulted in an increase in positive involvement by the user groups and a reduction in anti-social behaviour.

The Greville Smyth Site includes a Gyrospiral, Aeroskate, Rodeo Board and two Twinfly structures, all installed onto loose fill recycled wood chip. Each item of equipment comes complete with signage enabling the user to see their cardiac and muscular activity and a guide to how much energy is burnt by using the equipment, this encourages the users to set fitness goals and compete against each other through the various challenges.

The Site has been open to the public since 2005 and has had a fantastic response from residents and the young people using it. More importantly, acts of vandalism within the park and anti-social behaviour incidents have decreased significantly.

*"The play area is now thriving with the young people of Bristol using it to have fun - the very purpose for which it was intended."
- Jill Batton,
Play Support Officer
for Bristol City Council*

*"Half of teens (51%) say that playing sport would keep them out of trouble"
- Barclays
Youth Sports Report 2007*



ITEMS LIST

- A: Twinfly Ref: J3504
- B: Rodeo Board Ref: J3501
- C: Altima Ref: J3503
- D: Basketball Hoop Ref: J2211

Area surfaced with 82m² of Loosefill
Safer surfacing to a nominal depth of
300mm surrounded by 56Lm of 3 Log
high retainer with 209m² of Geo -
textile membrane.

Basketball Hoop requires 23m² of tarmac
surrounded by 19Lm of PCC edgings.



Guideline 28k MUSA package

Guideline 40k MUSA package



ITEMS LIST

- A: Twinfly Ref: J3504
- B: Aeroskate Ref: J2581
- C: Rodeo Board Ref: J3501
- D: Teen Shelter Ref: J2860
- E: Suggested mounding using spoil.

Area surfaced with 108m² of Loosefill
Safer surfacing with 267m² of Geo -
textile membrane

Barkpit surrounded by 81Lm of Log
Retainer and 7Lm of Log Stockading

15m² of Tarmac underneath Teen Shelter.

A full range of MUSA packages are available. CAD files can be downloaded from www.musaconcept.co.uk

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ITEMS LIST

- | | |
|----------------------------|------------|
| A: Altima x 2 | Ref: J3503 |
| B: Aeroskate | Ref: J2581 |
| C: Rodeo Board | Ref: J3501 |
| D: Double Gyro | Ref: J2594 |
| E: Single Goal Post | Ref: R1308 |
| (to be positioned on site) | |
| F: High Seating | Ref: J2825 |
| G: Bin | Ref: J2820 |

Area surfaced with 135m² of Wetpour Safer surfacing to manufacturers recommended thickness.



Guideline 40k MUSA package

A full range of MUSA packages are available. CAD files can be downloaded from www.musaconcept.co.uk

Guideline 45k MUSA package



ITEMS LIST

- | | |
|------------------------------|---------------|
| A: Vitality Stamina Station | Ref: J3700 |
| B: Vitality Strength Station | Ref: J3710 |
| C: Rodeo Board x2 | Ref: J3501 |
| D: Parallel Bars | Ref: J3724 |
| E: Double Wall Bars | Ref: J3729 |
| F: Tummy Tightening | Ref: J3730 |
| G: Arm Rests | Ref: J3704 |
| H: Scale of Suspension | Ref: J3726 |
| I: 3 Way Bike | Ref: Z08-37xx |
| J: Sign | Ref: J2883 |

105m² of crushed stone pathway with timber edgings required around area.

A full range of MUSA packages are available. CAD files can be downloaded from www.musaconcept.co.uk

Guideline 55k MUSA package

A full range of MUSA packages are available. CAD files can be downloaded from www.musaconcept.co.uk



ITEMS LIST

A: Twinfly	Ref: J3504
B: Altima x 2	Ref: J3503
C: Rodeo Board	Ref: J3501
D: Teen Shelter	Ref: J2840
E: Bin	Ref: J2820
F: Vitality Strength Station	Ref: J3710
G: Activ' Action Single Goal End	Ref: J2245
H: Mixed Shrub planting	

Area surfaced with 124m² of Grass Mat and 98m² of Matta safety surfacing to manufacturers recommended thickness.

40m² of Mixed shrub planting

48m² of Tarmac required around goal end.

Guideline 85k MUSA package

A full range of MUSA packages are available. CAD files can be downloaded from www.musaconcept.co.uk



ITEMS LIST

A: Skysurf	Ref: J3505
B: Altima x 2	Ref: J3503
C: Rodeo Board	Ref: J3501
D: Satellite x 3	Ref: JCG4304
E: Pyramid	Ref: JCG4302
F: Fun Bridge	Ref: JCG4306
G: Bump x 2	Ref: JCG4307
H: Woops	Ref: JCG4300
I: High Seating	Ref: J2825
J: Bin	Ref: J2820
K: Teen Shelter	Ref: J2860
L: Vitality Strength Station	Ref: J3710

Area surfaced with 117m² of Loosefill Safety surfacing 72Lm of Undulating Log Stockading and 287m² of Geo- textile membrane

77m² of Grass mat required under vitality station and 12m² of tarmac under teen shelter
266m² of crushed stone required for cycle track.

Engagement tools @ www.proludicsport.co.uk

With public engagement playing a key role in the successful creating of play and sports areas, we have developed a range of tools to meet the needs of the community and the stakeholders alike.

Different demographics respond to different types of consultation methods. In support of this we embrace new technologies that will engage young people and teenagers, allowing their choices and opinions to be captured.

It's often the case that when asked the question "what equipment would you like?", the answer you get will relate to what they already know. We find that it can be much more effective to ask about what they like to do, what sensations they like to experience, such as 'gliding', 'taking off', 'spinning' or 'swinging'.

It's also the case that pictures in catalogues are often hard to visualise in relation to experience or even prescribed use. We have created a range of tools designed to fill some of the gaps in selecting appropriate equipment.

At www.proludicsport.co.uk you can find quick view video clips of the equipment being used, images of the full range of equipment in different surroundings and surfacing, data sheets which explain how the equipment works and downloadable animation clips suitable for sharing and playing on MP3 devices.



Screenshots from www.proludicsport.co.uk



A snapshot of ideas for local engagement

In order to engage your wider community, you could:

- Hold local consultation events at local community venues, libraries and places of worship
- Encourage your local MPs and councillors to engage with the wider community at appropriate opportunities - local surgeries or meetings
- Conduct surveys in local schools, parks and play areas
- Request submissions for design ideas via local media, schools and youth clubs
- Promote the session as a FUN EVENT!

Often the biggest challenge is persuading young people to attend consultation events. Working in partnership with youth clubs or inviting DJs can help to boost numbers and form a creative environment, suitable for teen consultation.



"Two-thirds of teenagers (61%) say better facilities would motivate them to take up sport"
- Barclays Youth Sports Report 2007

Fit for funding

Proludic's vision is for all young people to enjoy happy, healthy and active developmental years that prepare them well for adult life and enable them to reach their full potential - in short, to achieve the Youth Matters outcomes and be on the path to success. www.everychildmatters.gov.uk

Our dedicated Funding Team have a wealth of experience spanning the full range of challenges brought by current and changing political agendas. Each year we work with over 100 groups to help them achieve maximum success within their own funding strategies.

Our funding professionals are qualified to Level 3 National Occupational Standards in Fundraising and have experience in the following key areas:

- Big Lottery Fund
- Trust Applications
- Commercial Sector
- Building Schools for the Future

Recent comments regarding our funding service and advice:

"Helps to broaden your horizons and show you what is out there"
- *Blyth Valley BC*

"Useful funding objectives to help measure and evaluate project outcomes"
- *Lanchester Parish Council*

"Varied interesting insight into funding for play"
- *Wyre BC*

"Your funding seminar was one of the best of the whole conference."
- *Telscombe Town Council*

"It was very useful and it's very positive that you now see this as an integral part of your customer service - Keep up the good work"
- *Gurnard Parish Council*

After sales guarantees and testing

Sport and Play areas are often subjected to intensive use and harsh environments (e.g. weathering, UV rays, vandalism and graffiti) causing wear and tear on the equipment.

At Proludic a dedicated After Sales Team takes responsibility for maintaining a high level of technical support and maintenance works. We also have a mobile After Sales Unit to ensure the rapid and smooth delivery of replacement and spare parts.

3 day response time on product issues

10 day part dispatch from initial enquiry

Guarantees

2 years for any defect or manufacturing fault of component parts.

5 years for any structural failure of sport or play products due to material or manufacturing failure of: springs / plastic parts / metal crimps and rope assemblies.

10 years for any structural failure of sport or play products due to material or manufacturing failure of: metal components.

Testing

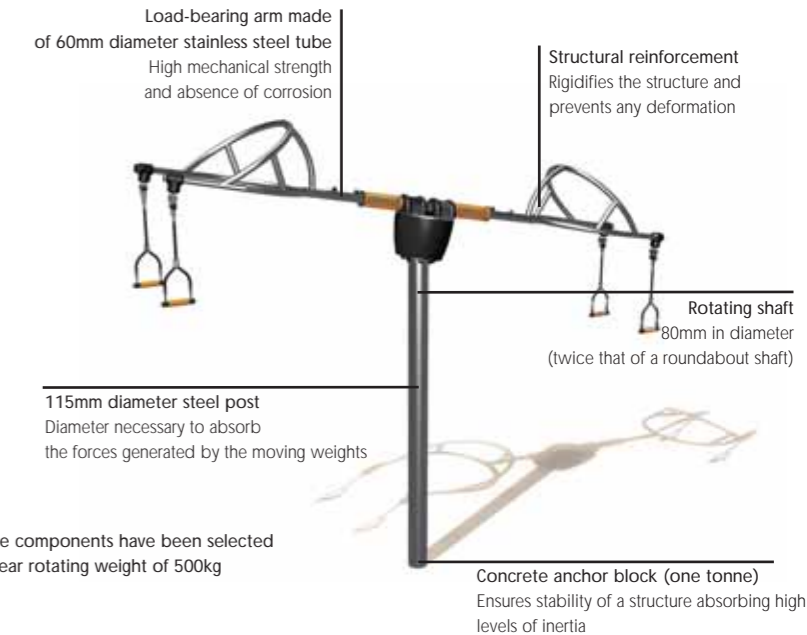
The stress levels applied during our tests are systematically higher than the stress levels expected during normal use of the equipment (e.g. the weights used for testing are two-and-a-half times greater than the weights expected on the play equipment).

All our equipment is tested by TUV in accordance with the EN1176 and EN1177 regulations, we have also undertaken an environmental quality process and hold the ISO 14001 certificate. A full diagnostic of our systematic approach to testing can be found in our Thematic Guide No. 1 - Durability.

"This was the first time I have ever managed to get broken items repaired so quickly and without hassle from the manufacturers."
- *Gerald Pleace, Parks Development Officer for Slough Borough Council*



Thematic Guide No. 1 - Durability.





MULTI USE SPORTS AREA

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