

#26. COCA-COLA PARKLIVES

Location:

Different locations in the UK, United Kingdom

Year: on going

Theme(s):

Partnership/ Inclusivity/ Stakeholder involvement

Languages: English

Source: <https://bit.ly/2a64oKv>

WHY IS THIS A GOOD EXAMPLE?

ParkLives has helped to support the wellbeing of local communities and grassroots organisations across the UK. All Active Parks activities are free, fun, local, welcoming, and suitable for all of the participants. All of the Coca-Cola Zero ParkLives activities are designed to get people physically active, but in a fun way that suits their lifestyle. The emphasis is on activity, rather than sports, and is for people of all ages and fitness levels. Giving an example of public-private collaboration, Coca-Cola Great Britain has worked closely with the local authorities to come up with activities that are the most appealing to the citizens.



Photo credit: <https://www.parklives.com/>

DESCRIPTION

Launched in May 2014, the Coca-Cola Zero ParkLives is a partnership between Coca-Cola Great Britain and the local authorities to deliver a dedicated programme with fun, free activities in the heart of local communities parks. ParkLives helps local people to make the most of their parks and green spaces by providing them with new experience and free activities. The programme first kicked off in Birmingham, Newcastle and the London borough of Newham. New locations have been added around the UK, such as Nottingham, Manchester, Glasgow, Dundee, Southampton, Stoke-on-Trent and Swansea.

Owner
Parklives

Several locations

[Tlf. 0800 227711](tel:0800227711)

<https://www.parklives.com/>