

Our Parklife Impact Report

2018

**Connecting
local people to
Queen Elizabeth
Olympic Park**

OUR PARKLIFE

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, it is a truly innovative joint venture being the first CIC to bring together skills and experience from the private, charitable and social enterprise sectors in one organisation.

The unique mix of expertise that stems from our founding partners enables us to design new and innovative services and ways of working with Park partners.

We manage a dynamic volunteer programme providing meaningful volunteer roles which are embedded in the day to day life of the Park for over 500 people and businesses.

We focus on providing employment and training opportunities for under-represented groups in the local community within the Parks 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.

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. In 2018 Our Parklife was a Finalist in the BIFM (British Institute of Facilities Management) Impact on Society category.

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.

In 2018 we created:

£6 million+

of social value through delivery and support of a range of volunteering, employment, training and educational activities¹.

circa. £60,300

of social value through supporting sustainable employment for four of the Park's workforce who were previously unemployed².



Delivered Corporate Volunteering opportunities on the Park, further engaging Businesses, with a financial contribution going to the CIC to be reinvested in its activities and generating social value of over

£33,400³

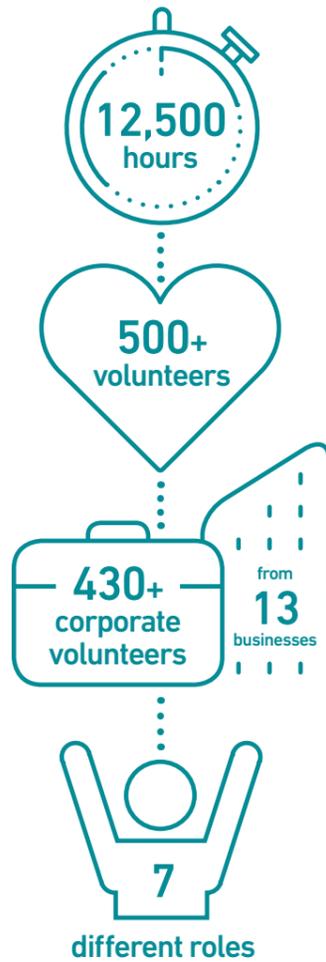
£2,133,000+

of value through Subjective Wellbeing and the volunteer programme⁴.



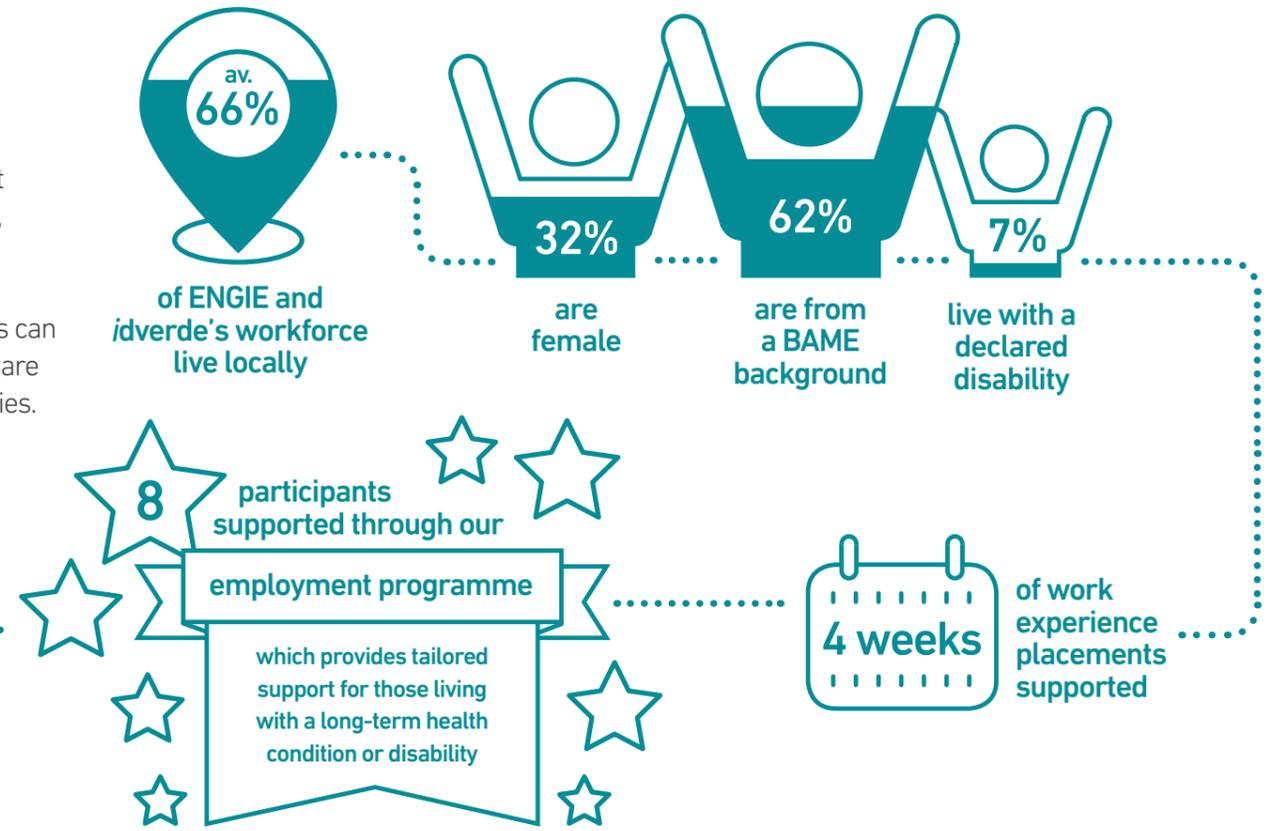
Volunteering

Our Parklife delivers the Park Champion Volunteer Programme on Queen Elizabeth Olympic Park on behalf of the London Legacy Development Corporation. Now entering its fourth year the Park Champion Programme has evolved and developed with the Park into an extensive and inclusive programme, benefiting over 500 volunteers from all walks of life. The volunteers are a valued and dynamic team, engaging in over 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. During 2018 we have seen a significant increase in the number of businesses also wishing to volunteer on the Park and give back to the local community.



Employment, training and skills

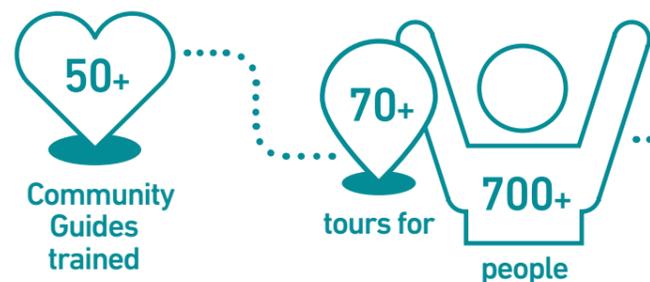
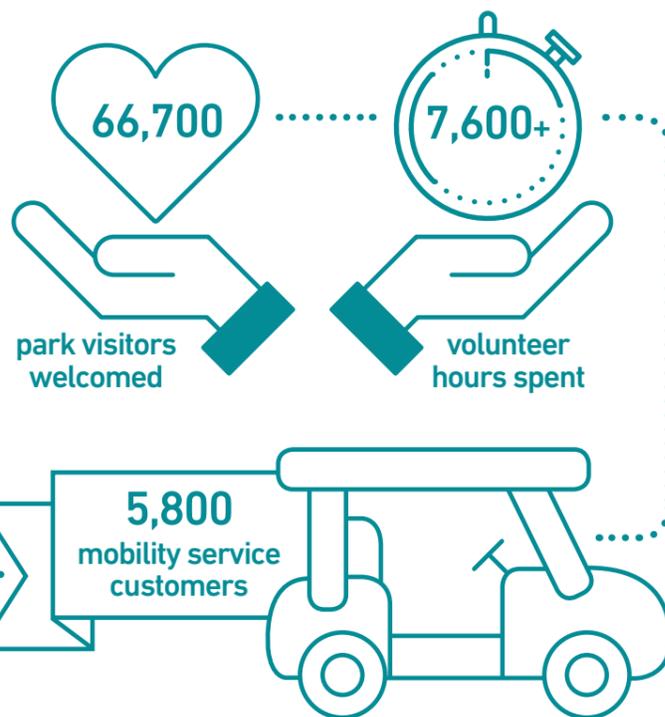
Our Parklife partners ENGIE and idverde jointly employ approximately 200 people on the Park and work hard to ensure that recruitment is focussed locally. Our Parklife facilitates a range of employment programmes for local people on the Park, targeting under represented groups. The training and employment 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.



Customer and mobility services

A 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.

Throughout 2018 Our Parklife has developed its touring services providing tours for members of the public and groups which has benefited hundreds of visitors and developed the skills of our volunteer guides.



Education visits, careers workshops and work experience

Our Parklife delivers education visits for schools and colleges as well as coordinating work experience placements. These visits and placements focus 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.

Young people from The Prince's Trust took part in a 'Get into Facilities Management' programme as part of a placement which led into wider employment for some of the participants. Students gained experience in the facilities management contract which covered cleaning, security, engineering, visitor services and events.



References

1. Calculated using National TOMs – Social Value Framework associated with Employment, training and skills programmes combined with the Social Value of our Volunteer Programme calculated based on the New Economy Manchester Study (2014)
2. Calculated using National TOMs – Social Value Framework
3. Calculated using National TOMs – Social Value Framework
4. New Economy Manchester Study (2014)

