



partnerships for schools

The £200 million Co-location Fund supports a wide range of projects which will deliver vital investment in joined-up facilities. Over 30 adiZones are being rolled out across the country through the Co-Location Fund in partnership with local authorities, adidas UK and The Great Outdoor Gym Company.

In this case study we focus on the adiZone at Sutton Lawn in Sutton in Ashfield, Nottinghamshire, one of the first to benefit from the Co-Location Fund.

Key project information

Project name: adiZones

Funding: £3m from the Co-Location Fund

Project timescale: June 2009 - September 2010

Supporting a joined up approach to services: Sutton Lawn adiZone

Project description

adiZones are innovative multi-sport outdoor venues designed to be used by all the community as a lasting legacy of the London 2012 Olympic and Paralympic Games. adiZones break down the barriers to sport and physical activity, such as cost and access, by providing multi-use outdoor equipment and facilities which can be used by the whole community.

The Sutton Lawn adiZone in Sutton in Ashfield, Nottinghamshire, is one of 30 adiZone projects which has been supported by the Co-location Fund across England. This adiZone has created a new community hub and supports the Co-Location Fund's drive for joined up local multi-agency working.

What are adiZones?

Each adiZone includes an 18-station outdoor gym compliant to European safety standards (EN1176 and EN957) comprising:

- Resistance equipment (leg press, chest press, lat pull down)
- Cardio equipment (treadmill, cross trainer, ski machine, bike)
- Toning equipment for the whole body (abdominal benches, dips, pull ups and oblique)

In addition to the outdoor gym, each adiZone incorporates: basketball, football and tennis areas, a climbing wall, and an open freestyle area to encourage taekwondo, judo, gymnastics and other activities such as dance and aerobics.

The design includes disability ramps and elements of the Inclusive Fitness Initiative (IFI) guidelines, such as easy to follow instructions and transfer handles on equipment. The equipment is based on 30% of body weight and does not require electricity, making it safe for all ages and suitable for use by both able and disabled people. Part of the outdoor gym is covered by a sail shade, enabling the facilities to be used in all weathers, throughout the year.

Supporting a joined up approach to services: Sutton Lawn adiZone

Creating a legacy for London 2012

The adiZone design was inspired by the many sports of the Olympic and Paralympic Games and the London 2012 logo has become the footprint for the adiZone. As a London 2012 sponsor, adidas UK have the rights to use the logo. adidas UK launched the first adiZone in the London Olympic Borough of Tower Hamlets in September 2008 and the Co-location Fund is supporting 30 more adiZones as the project expands nationwide.



An important aspect of the Co-Location Fund is to use the adiZone as a linking mechanism between other services. By linking young people to sports and activity providers, the adiZone acts as a hub between sport in schools and clubs, offering flexible space as a coaching centre for a huge variety of sports. adiZones also provide access to sporting opportunities for other community groups, such as young families and the elderly, and can be located near to complementary services.

Sutton Lawn adiZone

The adiZone at Sutton Lawn was officially opened in November 2009 by athlete Chris Clarke, a 400m hopeful for London 2012, and over 300 young people from local schools. The project was delivered in a partnership between Ashfield District Council and Nottinghamshire County Council.

Maximising use by the community was key to the decision for the adiZone to be located near to a new 3G synthetic pitch at Sutton Lawn, which is a popular football league venue at weekends. The adiZone has provided an added activity for parents, children and young people attending as spectators and players and early indications are that the community has engaged with and values the new facilities at the adiZone.

One user said: "It's a great way for me to get fit, as I can't afford to join a gym. I come to the park to use the equipment before picking up my child from the local school."

Following the official opening, Ashfield District Council has worked with the Youth Sport Trust to develop and implement an activation plan for the adiZone to promote booking the facilities by the local community. This will help to promote more structured activities at the adiZone, especially during school holidays.

Ashfield District Council will also monitor usage levels to track peak times in order to gain maximum exposure for joined up support services. Carol Hallam, Sports Development Officer at Ashfield District Council, said: "The adiZone will become a focal point for structured activities, giving people an experience to inspire them to use the facility at their own leisure. The adiZones are one part of Active Ashfield's pledge to involve the whole community in the experience of 2012 and the legacy it will create beyond."



Supporting a joined up approach to services: Sutton Lawn adiZone

The Sutton Lawn adiZone has regular bookings from local organisations, including education providers, such as West Nottinghamshire College. Rachael Evans, Further Education Sports Coordinator at the college said: “The students are using the adiZone as we have no gym facilities on site. It is free access and appeals to the students as a different activity.”

Construction is due to start at the end of May 2010 for a second adiZone in the District at the Albert Street Recreation Ground in Hucknall. The recreation ground is located next to the local leisure centre and youth centre and will provide opportunities for joint initiatives and structured use of the adiZone.

Ashfield District Council is planning to incorporate both adiZones into their Street Athletics events on 24 July 2010. These events form part of the national 2012 open weekend to mark the date two years prior to the start of the London Olympics. Street Athletics is a pilot working with the Nottinghamshire Police and UK Athletics and includes 60 metre sprints in various locations across the District, including at the adiZones, to find the fastest person to go forward to a county-wide event.

Top Tips

- Site the adiZone at a well established and used site
- Consider how people will access the adiZone – will you need an additional pathway?
- The adiZone is designed for everyone - try not to rule out usage by specific groups
- Think about how you can maximise the adiZone as a location for community outreach work
- Ensure issues of ongoing future maintenance are agreed prior to the project going ahead
- Involve schools in the opening event

Key Contacts

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Further information

Active Ashfield website:
www.activeashfield.co.uk/news/2797/adizone-launched-at-sutton-lawn

The Co-location Fund:
www.partnershipsforschools.org.uk/programme/colocation.jsp