



Client: Hertsmere Borough Council

Budget: £87,000

Funding Source: Capital & Public Health Funding

Completion: Dec 15-Mar16

- Features:**
- Variety of interactive play pieces across district
 - Red Dot Design award winning Fono
 - Design to tackle pre-school obesity
 - Yalp Interactives



Project Background:

Hertsmere has been ranked one of the worst boroughs in England for pre-school obesity and the council needed to find more innovative ways to encourage more movement, play and active lifestyles. This indicator highlights a wider issue; families are not going out and being active together. So how do we encourage play for all generations?

Next Steps:

There is a common misconception that exercising has to be formal, measured and feel like hard work. But an active lifestyle doesn't have to be like this! The team at Yalp created these products to embrace the new technologies that appeal so much to young people and have applied it in a way that has a more positive impact on sedentary lifestyles. Hertsmere Borough Council really liked the concept of these products and are one of the first Local Authorities in the UK to install these products.

Outcome:

Yalp have designed an online software system to track the popularity of their interactive products and in the first two weeks the SUTU wall had been online for over 45 hours.

"We regularly check how much the products are being used and are always amazed with the increasing levels of popularity. It's really helping to bring the community together and encouraging them to get outdoors and active. I'm so surprised these products aren't installed in more places over the UK. We are really happy with the recent addition of the SUTU and the public couldn't believe it was theirs to use for free. It is always a pleasure working with Jupiter Play, our area Sales & Design Consultant Neil Totman was extremely helpful and quick to answer any queries we had—we are looking forward to another addition to our parks in the near future."

Aaron Niblett, Area Parks Officer for Hertsmere Borough Council