

Stratford Urban GYM

@ Downie Street & Shakespeare

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The Trend

The COVID-19 pandemic has radically demonstrated the importance of physical health—pulling people away from the indoor gym towards the great outdoors. A swath of research is bringing light to one change that has proven to be unexpectedly enduring: “green exercise.”

In 2022, exercising outdoors was the most popular fitness trend: 59.1% of active adults chose outdoor activities like running, training, hiking, and walking as the best way to stay fit; up 14.6% from the start of 2020. 39.4% of gym members switched to running and other outdoor activities.



Even prior to the COVID-19 pandemic, exercise in fresh air was already on an upswing. According to a survey conducted by RunRepeat in 2020, 72 percent of gym members were expected to exercise outdoors in 2021. Across North America, there has been an explosion of open-air classes in everything from obstacle courses and military-inspired workouts to yoga and stationary cycling.

According to news published by the Outdoor Industry, more than half (54%) of Americans ages 6 and over participated in at least one outdoor activity in 2021, and the outdoor recreation participant base grew 2.2% in 2021 to 164.2M participants.

The outdoor fitness equipment market size was valued at \$1.5 billion in 2020, and is estimated to reach \$1.8 billion by 2030, growing at a CAGR of 4.3% from 2021 to 2030.

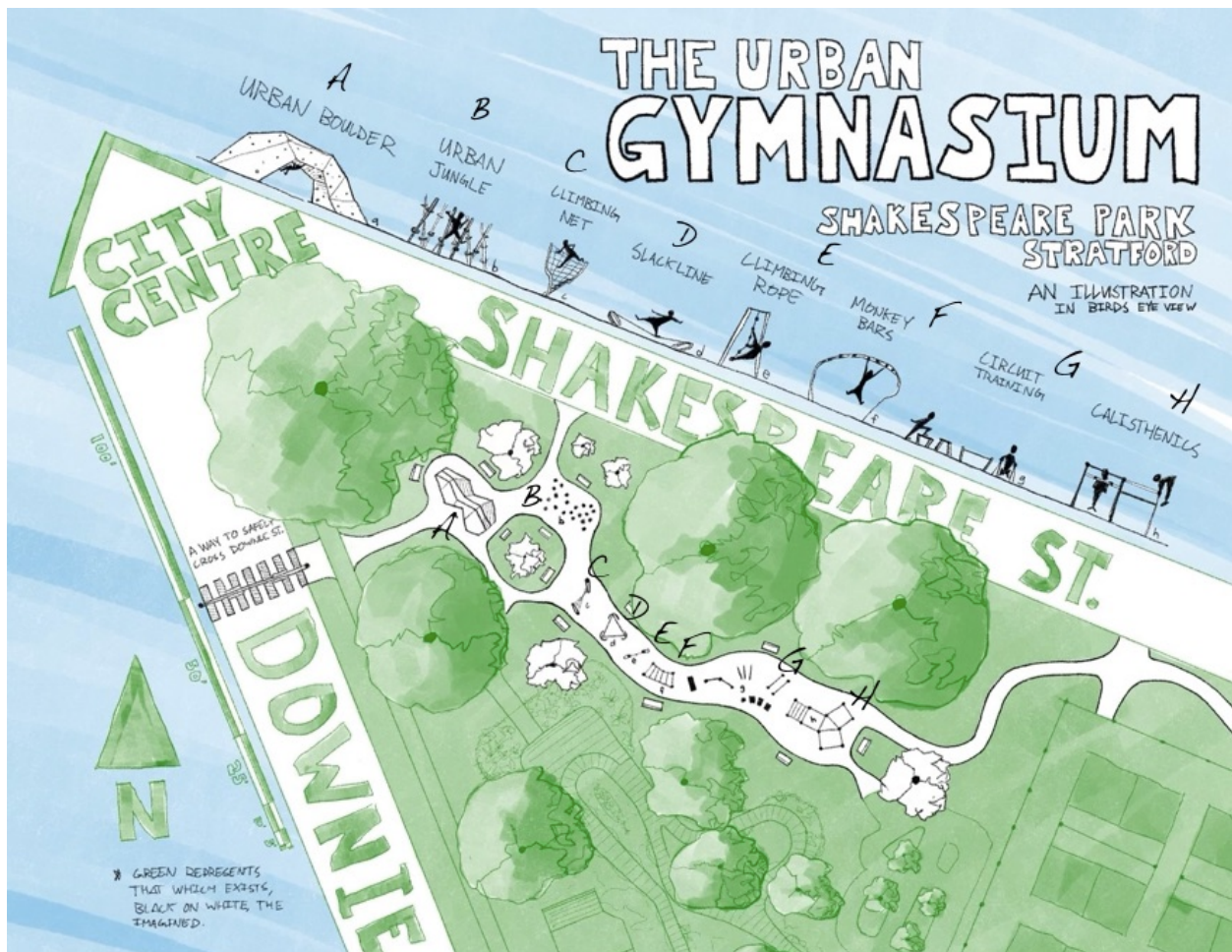
The Demographic

The success of the All-Wheels Park in downtown Shakespeare Park is further evidence that people want to be outdoors. The ages of the users of the All Wheels Park is wide from very young children (5 years old) to young adults (up to 45 years old). The average age is 15-20.

Stratford's Urban Gym will attract a different demographic though there will be some overlap. The typical age group using outdoor gyms is 25-45.

The Location

The proposed location for Stratford's Urban Gym will be in the Northwest section of Shakespeare Park.



The most livable cities in the world have activities going on at all times in *prime* locations making the activities more appealing to both participants and spectators.

The users of Stratford's All Wheels Park want to be seen by those passing by for a couple of reasons: 1. showcases their talents and 2. provides a safer environment. There is a natural vibe being located in the downtown core and it is also very accessible by residents in all four quadrants of Stratford.

Additionally, a community has been developing in the area bringing people together of similar interests. The area of Shakespeare Park used to be a "*boring*" unused area. Now it is vibrant and active being enjoyed by not only the users, but by those driving by on Downie Street.

The proposed next stage of the All Wheels Park will be a welcoming space for the whole family. Families will be inspired to visit the area together. Parents will likely use the Urban Gym and kids the skatepark.

The Benefits

The preference for exercising outdoors is attributed to numerous benefits that could be gained, such as decreased blood pressure, stress reduction, insomnia relief, and it is typically free of charge.

Simple and effective equipment

Outdoor gym equipment is designed for ease of use, with simple diagrams and instructions to get you off to a great start. Many workout stations cater to more than one exercise, some even combining strength and cardio for a complete workout.

Sunlight and fresh air

Not only is spending time outside a proven way to reduce stress, it also provides the oxygen and Vitamin D necessary for peak physical health. In workout terms, this translates into keeping you at the top of your game longer, both physically and mentally, so you can push yourself much closer to your fitness goals.

More Varied Workout

Doing the same exercises in the same way means you'll only ever work the same muscles, while neglecting a lot of other important muscle groups. The naturally

uneven surfaces of grass and hills mean your body makes use of many stabilizer muscles to cope with the complex terrain. This results in a better overall workout, hitting more muscle groups for the same effort.

Free to users

One of the best things about exercising outside is that you hardly ever have to wait for someone else to finish with the piece of equipment you want to use. To top it all off, these workouts are absolutely free!

Combines Parkour

The idea of parkour is to achieve smooth, uninterrupted movement through an area, typically in an urban environment, negotiating obstacles by running, jumping, and climbing. Although parkour is a street sport, parkour parks are gaining popularity.

The Design

The designated area is fairly wide and long - 30 meters wide by 80 meters.

The design will flow with the nature of the park. There will be 8-10 stations each with one piece of equipment affixed to the ground.

A potential vendor is Trekfit based out of Montreal. The company is a provider of outdoor gyms and has installed gyms across Canada including Kitchener, Cambridge, Hagersville, Tavistock, Hamilton, Burlington, Halton Hills, Georgetown, Caledon, and approximately 50 gyms throughout Toronto.

The Equipment

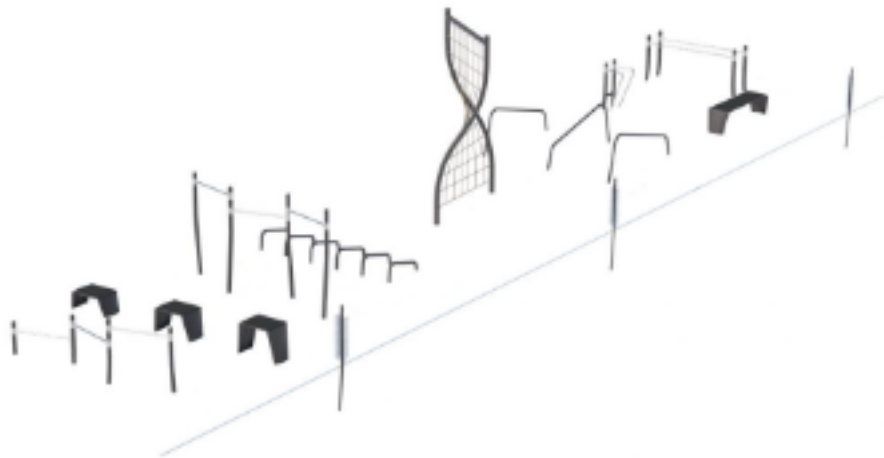
Static equipment facilitates progressive training by allowing users to do most of the exercises at various intensity levels.

This type of equipment meets the needs of both amateur athletes and people wanting to get back into shape.

You can perform a variety of exercises and solicit several muscle groups with the same piece of equipment.

Allows for several types of training such as: Circuit training, strength training, suspension training (TRX), resistance training (elastic bands), calisthenics, crossfit, parkour, etc.

Group training is fun and increases the motivation of users.



Trekfit Circuit combo 2

5 Exercise Stations

40 Exercises divided into
2 fitness programs

6 Information Panels

13 Equipments

Static equipment is ideal for group training as it allows multiple users to workout simultaneously, on the same piece of equipment.

Static equipment is comfortable for all body shapes and sizes. Participants simply need to adjust their position towards the equipment based on their height or size.

There are no moving parts or mechanisms that could break or cause accidents.

The Neighbours

There are eight house houses located on Shakespeare Street within fairly close proximity to the proposed gym. The stations will be spread along the 80 meters so that there won't be a congregation of users at any one station. The GYM will be unlike the skatepark which at any one time can have over one hundred participants. It is expected, based on other outdoor gyms, that the maximum number of users will be 25.

The Tracks and Parking

Many of the users will bike to the location as it is easily accessible by city residents. There will likely be users from outside of the city, similar to how the All-Wheels Park is used by many visitors from surrounding communities. Therefore, parking will be needed. Currently, Shakespeare Street has free parking along the street. Additionally, there is plenty of parking at the Grand Trunk site, across from the All Wheels Park.

The Partners

The approach to the Stratford Urban Gym will be to make it inclusive of all. The following groups have been contacted and are fully in support of the initiative.

- Roger Koert - Accessibility Advisory Committee
- Steve Ford - City of Stratford Fire Department
- Jay Colqohoun - Stratford Perth YMCA
- Cole Johnson - Pursuit Climbing
- Quin Malott - City of Stratford Recreation
- Chief Skinner - Stratford Police Department

The Environment

The proposed location has treed areas which will be thoughtfully incorporated in the build of the Urban Gym. No trees will be taken out as a result of the build.

The Budget

1. Equipment: \$57k

COMBO 2 WITH 14' CARGO NET		Investment: \$56,950
COMBO 2 WITH 10' CARGO NET		Investment: \$52,450
Push-up Bars	Dip Station	
Step Benches (3)	Vault Bars (3)	
Pull-up Bars	Long Bench	
Hurdles	Parallel Bars	
Cargo Net	Information Panel (6)	

2. Ground material + ground prep + installation + shipping: \$45k

3. Spectator benches and path: \$10k

TOTAL BUDGET: Approximately \$110k+HST.