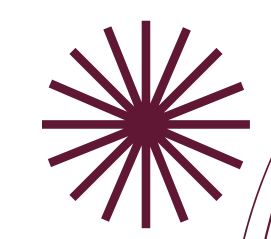
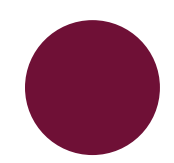




BRUMFIT



The Outdoor Gym for Underprivileged Communities in Birmingham



The Aston Global Advantage Group Assignment
The Business Challenge

PRESENTED BY: GROUP 23

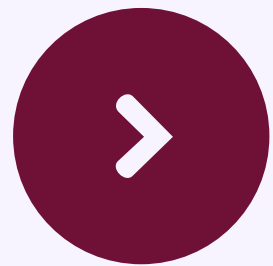
Introduction

- **Aston Villa Foundation:** The official charity arm of Aston Villa FC, supporting communities through sports, education, and social programs.
- **Key Focus Areas:** Health, employment, and social inclusion, especially for underprivileged groups in Birmingham.



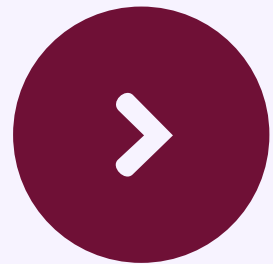
- **Successful Initiatives:** The Care Leavers Programme, Premier League Kicks, and seasonal outreach like Christmas meals.
- **Current Challenge:** Limited engagement with non-fans and those uninterested in football.





Birmingham's Health Crisis

64% of adults are overweight or obese, with limited access to affordable fitness options



Lack of Free Outdoor Fitness Spaces

High gym costs (avg £50/month) and few public fitness zones



Aston Villa Foundation's Mission

Supports well-being and health improvement in underprivileged communities.

Why a Free Outdoor Gym ?



Who will benefit?

With high obesity rates, limited free fitness options, and financial barriers, BrumFit addresses Birmingham's need for accessible exercise solutions.

Low-Income & Families

Free Outdoor Gym remove financial barriers and encourage participation.



Young People & Students

Encourages fitness routines and provides a safe alternative



Elderly & Mobility Issues

Low-impact outdoor gym aids seniors' mobility, balance, and health.



BRUMFIT

Project Proposal

A network of Free Outdoor Gyms across
Birmingham

Durable Outdoor Gym



Installing durable outdoor gym equipment in public parks and high-footfall community spaces.

Free fitness programs



Offering free fitness programs led by volunteer trainers and community coaches

Outreach Campaign



Running campaigns to increase awareness and encourage participation and sponsorships

Online Training Guides



Providing online resources and training guides to support self-guided workouts.



Key features

- **Size:** Each gym spans ~200 sq. ft., residential playground, universities, park, etc
- **Equipment:** Calisthenics stations (pull-up bars, parallel bars) & low-impact resistance machines for elderly users.
- **Accessibility:** Open 24/7, free for all community members.
- **Maintenance:** Community-driven upkeep with local resident involvement.



THE OUTDOOR GYM SPACE



User Experience

- **Open Access:** Residents use free outdoor gym equipment anytime.
- **Community Workouts:** Weekly sessions led by volunteers & trainers.
- **Promotion:** AVF drives awareness via social media & events.
- **Continuous Improvement:** Feedback is collected for ongoing enhancements.

Objectives

“To provide a safe, accessible, and cost-free fitness option for all ages across Birmingham while promoting active lifestyles and reducing long-term healthcare costs.”

SMART goal 1

Boost Physical Activity

Establish 50 free outdoor gym locations across Birmingham, ensuring 200,000 participants engage in physical activity per month by the end of 03 years.

SMART goal 2

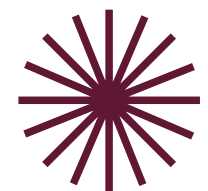
Enhance Well-being

Improve social engagement and mental well-being by organizing monthly community fitness events, with at least 2,000 active participants per event, fostering a sense of community and inclusivity.

SMART goal 3

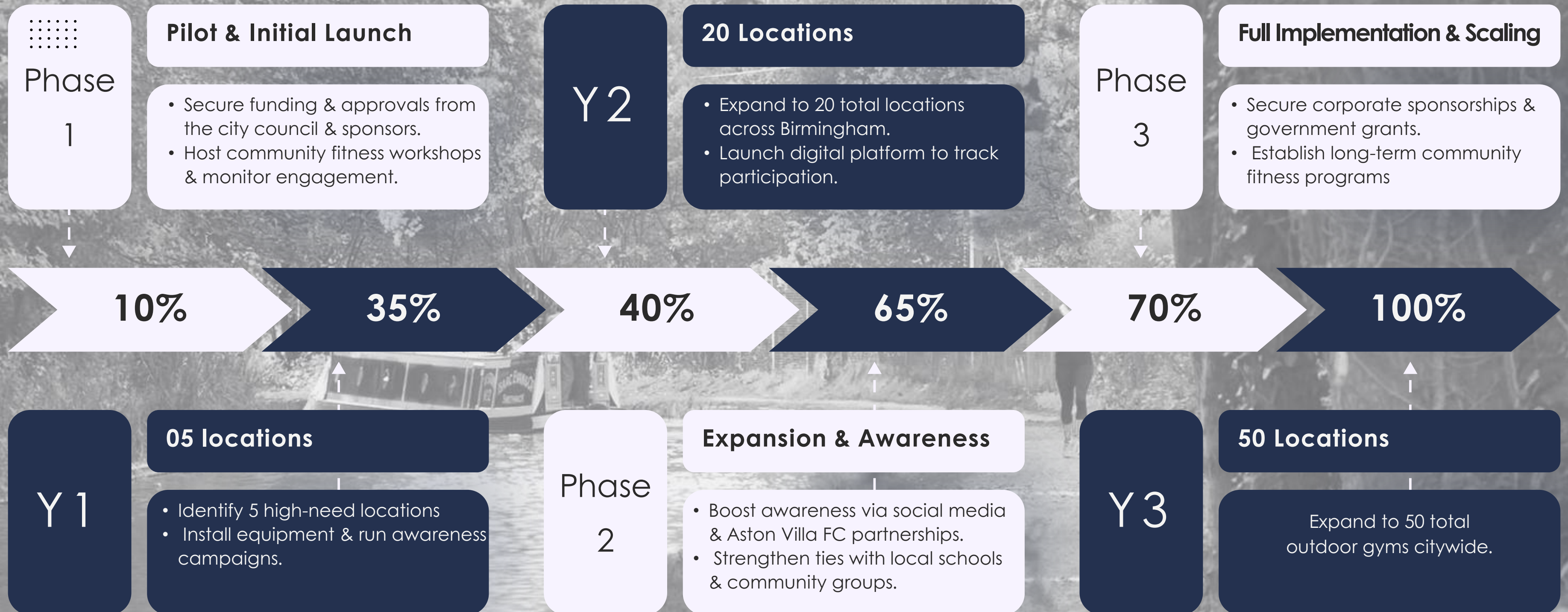
Increase AVF Awareness

Increase awareness of the Aston Villa Foundation by achieving a 20% growth in social media engagement and reaching at least 500,000 people through targeted marketing campaigns within three years.



PROJECT TIMELINE

Duration: 3 years





Resource Requirement

CATEGORY	KEY COMPONENTS
Location & Infrastructure	<ul style="list-style-type: none">• Public spaces in Birmingham, for example:<ul style="list-style-type: none">◦ Public Parks: Cannon Hill, Sutton, Lickey Hills,...◦ Community Centers and Playgrounds:◦ Universities: University of Birmingham, Aston University,...• Permissions from Birmingham City Council to use land.• Security measures: Lighting, CCTV, fencing (for high-risk areas).
Equipment & Installation	<ul style="list-style-type: none">• Calisthenics-based outdoor fitness equipment, including:<ul style="list-style-type: none">◦ Pull-up bars, parallel bars, resistance machines.◦ Low-impact equipment for elderly users.• Installation team to set up the gym stations.• Weather-resistant flooring for safety and durability.



Resource Requirement



CATEGORY	KEY COMPONENTS
Marketing & Awareness Campaigns	<ul style="list-style-type: none">• Social media promotions (Aston Villa FC, local influencers).• Community outreach programs (schools, local events).• Digital platform (website/app) to guide users to gym locations.
Long-Term Maintenance & Sustainability	<ul style="list-style-type: none">• Regular equipment inspections to ensure safety.• Corporate sponsorships & crowdfunding to sustain funding.• Community ownership program, where local groups assist in gym upkeep.
Human Resources	<ul style="list-style-type: none">• Project Management Team (Aston Villa Foundation staff).• Community Volunteers & Fitness Trainers for free workout sessions.• Maintenance Crew to ensure equipment upkeep.

Budget Breakdown

Estimated 3-Year Budget: ~ £695,000



CATEGORY	Estimated Cost per Gym	YEAR 1 (5 Locations)	YEAR 2 (20 Locations)	YEAR 3 (50 Locations)
Equipment Purchase	£4,000	£20,000	£80,000	£200,000
Installation & Flooring	£2,000	£10,000	£40,000	£100,000
Security (Lighting, CCTV, Fencing)	£1,500	£7,500	£30,000	£75,000
Marketing & Outreach	£1,000	£5,000	£20,000	£50,000
Digital Platform (App & Website)	£10,000	£10,000	£5,000 (updates)	£5,000 (maintenance)
Maintenance & Repairs (Annual Cost)	£500 per gym	£2,500	£10,000	£25,000
Total Budget per Year	£9,000 per gym	£55,000	£185,000	£455,000



Risk Management

Risk

Mitigation

Vandalism, Weather Impact & Equipment Damage

Install security, lighting in high-risk areas; Durable Equipment; Engage local community members in monitoring and maintenance.

Funding Challenges

Benefit corporate sponsors (logo in physical, PR news); Secure government grants

Low Community Engagement

Partner with schools, sports clubs, and AVFC for promotion; Organize free fitness classes & workshops to drive participation.

Health & Safety Risks for Users

Post clear safety instructions at each gym; Offer trained volunteer-led guidance sessions.



Stakeholder Management

Stakeholder	Role & Key Contribution	Engagement & Communication Plan
Aston Villa Foundation	<i>Project Owner & Main Sponsor</i> Provides funding, branding, and promotional support. Facilitates partnerships with local organizations.	Recruit and build a project team with experienced. Regular meetings, branding collaboration with AVFC
Birmingham City Council	<i>Government Partner & Regulatory Body</i> Grants approval for public space usage. Supports maintenance and long-term sustainability planning.	Proposal on sustainability, physical health, community engagement that BrumFit brings up
Local Businesses & Corporate Sponsors	<i>Funding & Resource Contributors</i> Financial support through CSR initiatives & sponsorship deals. Supply at discounted rates.	Benefits of sponsorship: positive perception, marketing recognition, public relations branding
Community Volunteers & Fitness Trainers	<i>Program Delivery & Engagement</i> Hosts free community workout sessions. Acts as ambassadors to drive awareness.	Training workshops, volunteer recruitment drives with certificate
Schools & Youth Organizations	<i>Target Audience & Long-Term Sustainability</i> Integrates outdoor gym usage into school fitness programs. Encourages youth participation	School programs, fitness challenges, youth engagement campaigns.

ATTRACTANTS

Remove financial barriers.

Health & Well-being Benefits

Community Engagement

Inclusivity & Accessibility

Backed by a Trusted Organization

BARRIERS

Lack of Awareness

Social Stigma

Weather Dependency

Safety Concerns

Limited Fitness Knowledge



MITIGATION PLAN

Launch awareness campaigns through social media, local events, and Aston Villa FC promotions.

Offer beginner-friendly sessions, recruit community ambassadors, and showcase success stories.

Use weather-resistant equipment, provide covered workout areas, and host seasonal fitness events.

Install CCTV & lighting, engage community groups for monitoring, and partner with local law enforcement.

Provide volunteer-led training, create digital guides (website/app), and install instructional signage.



VIETNAM TRANSFERABILITY



Rising Health Concerns: 19% of youth overweight; high musculoskeletal disease rates, Osteoarthritis affects 23% of people over 40 (WOF, 2023)

Urbanization & Public Spaces: Demand for public recreational spaces in tier 2 cities like Da Nang, Nha Trang, etc (World Bank, 2023)

Vietnamese culture places a strong emphasis on community and social activities (Vietnamese Cultural Studies Journal, 2023)

Support from Local Authorities, which often support initiatives that improve public health and community well-being (VN Public Health Policy Report, 2023)

VIETNAM IMPLEMENTATION

Designed with **durable, cost-effective structures and larger spaces**, integrating with Vietnam's park-based exercise culture to meet high community demand.

FUNDING SOURCES:
GOVERNMENT HEALTH
PROGRAMS, LOCAL BUSINESS
SPONSORS, CROWDFUNDING.

TARGET LOCATIONS

- TIER 2 CITIES
- PUBLIC PARKS
- CENTRAL URBAN LAKES
- COMPLEX COURTYARDS
- COMMUNITY GROUNDS
- UNIVERSITY CAMPUSES





VIETNAM IMPLEMENTATION



Factor	UK Implementation	Vietnam Adaptation
Target Locations	Parks & community centers in Birmingham	Tier 2 cities (Đà Nẵng, Nha Trang, etc), new residential areas
Equipment	Calisthenics bars, resistance machines	Durable, cost-effective structures and larger spaces
Funding Sources	Aston Villa Foundation, City Council, Corporate Sponsors	Government health programs, local business sponsors, crowdfunding
Community Engagement	Free fitness classes, youth & senior programs	Integrate with Vietnam's park-based exercise culture
Security & Maintenance	CCTV, lighting, community patrols	Relies on local neighborhood associations



VIETNAM'S IMPACT & EXPANSION



**INCREASED
PHYSICAL ACTIVITY**



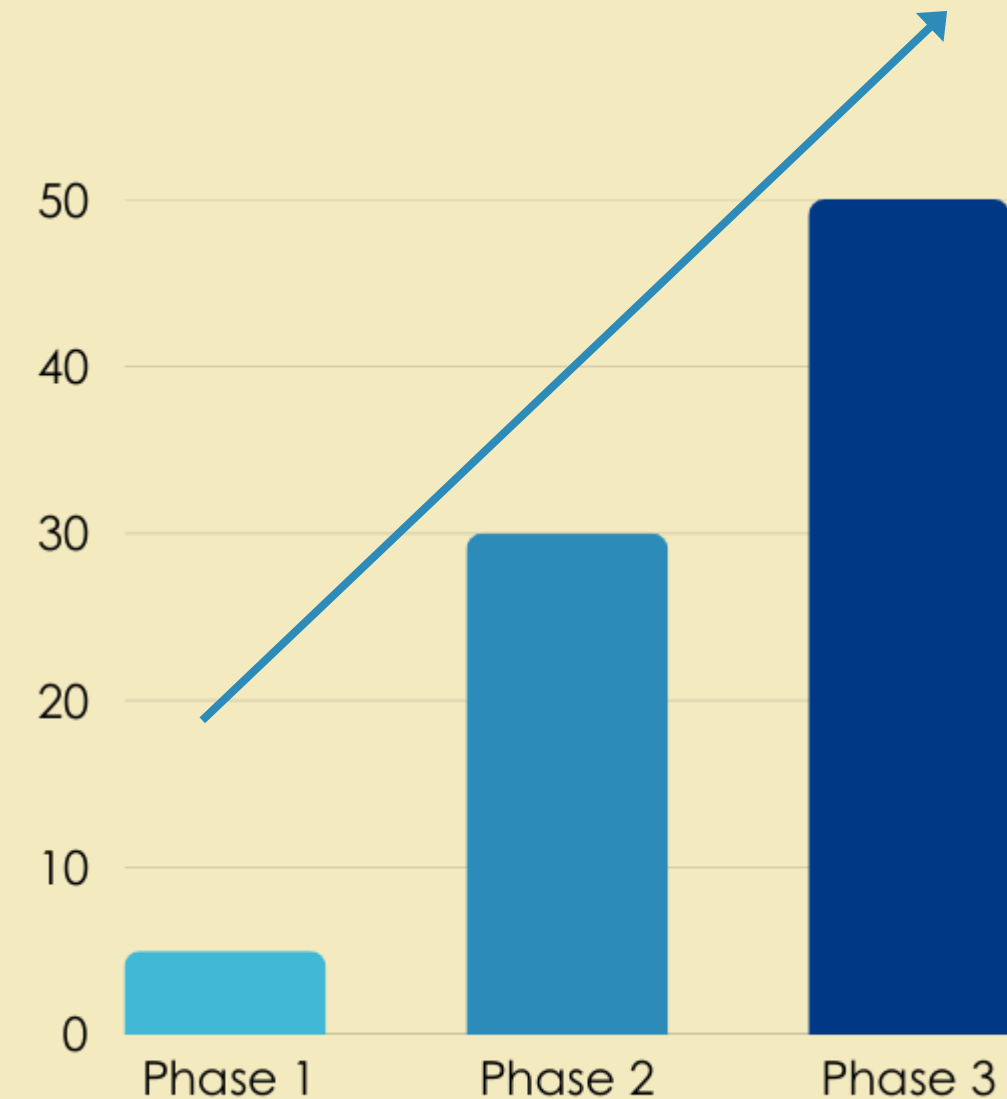
**COST-FREE
FITNESS ACCESS**



**HEALTH COST
REDUCTION**



**COMMUNITY
ENGAGEMENT**



Phase 1: Pilot 5 locations in Da Nang & Nha Trang.
Phase 2: Expand to 30+ locations in key cities.
Phase 3: Develop nationwide fitness awareness.

Executive Summary

QUESTION

How can Aston Villa Foundation improve community fitness accessibility?

RECOMMENDATION



BRUMFIT:

The Outdoor Gym for Underprivileged Communities in Birmingham



50+

Free outdoor gyms



24/7

Accessible fitness



20%+

AVFC social awareness

LOCAL TRANSFERABILITY

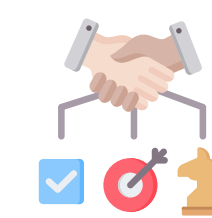
Vietnam Transferability



Strategic Alignment



Community Demand



Key Partnerships



Sustainable Funding



THANK YOU!

Group 23:
240360438 • 240389233 • 250039597 • 220316969 • 240387686 • 240391199

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