



vitality

social fitness



introduction

*"A third of children in the UK are either overweight or obese and it is predicted that without intervention this figure will rise to two-thirds by 2050"*

*- Quote taken from Children and Young People Now, referencing Highlight No. 250*

**vi-tal-i-ty** [vahy-tal-i-tee] - **noun, plural -ties**

1. exuberant physical strength or mental vigour: *a person of great vitality.*

Everywhere we turn these days we are bombarded by images and news stories of the nations health with obesity levels rising among children and adults.

**Vitality** is Proludic's solution to free and accessible fitness equipment that can be used by all ages at a pace that is suitable to them.

It is a stylish and modular range that can be introduced into a range of environments to help address the following needs:

- ♥ Social Fitness
- ♥ Empowering Teenage Girls
- ♥ Senior Citizen Engagement
- ♥ Improving Health Benefits and Tackling Obesity
- ♥ Rehabilitation from Sports Injuries
- ♥ Enhancing Community Spirit

For more information about the **Vitality** concept or to specify products please,

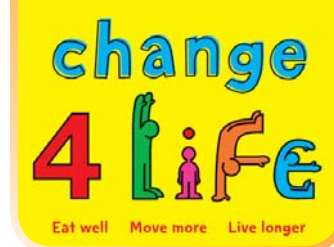
call: 0115 982 3980

visit: [www.proludicsport.co.uk](http://www.proludicsport.co.uk)

email: [info@proludic.co.uk](mailto:info@proludic.co.uk)

# vitality

key organisations



*Proludic are proud to work in conjunction with the change4life campaign as a local supporter*

There are several key organisations promoting the health benefits of living an active lifestyle, working from grass roots level at increasing participation through to engaging with our elite athletes who will compete at the 2012 London Olympics. The common aim of these organisations is to play an important role in helping the nation get active.



A government initiative which offers families healthy tips and recipes that promote active lifestyles and healthier futures.

For further information on the campaign, visit [www.nhs.uk/change4life](http://www.nhs.uk/change4life)



The Youth Sport Trust is a charity with a mission to build a brighter future for young people through Physical Education and Sport.

Please see [www.youthsporttrust.org](http://www.youthsporttrust.org) for further information.



Government departments responsible for delivering 'Healthy Lives, Brighter Futures: The government strategy for children and young people's health'.



COUNTY SPORTS  
PARTNERSHIP  
NETWORK

A powerful national network demonstrating leadership and connectivity in sport and physical activity.

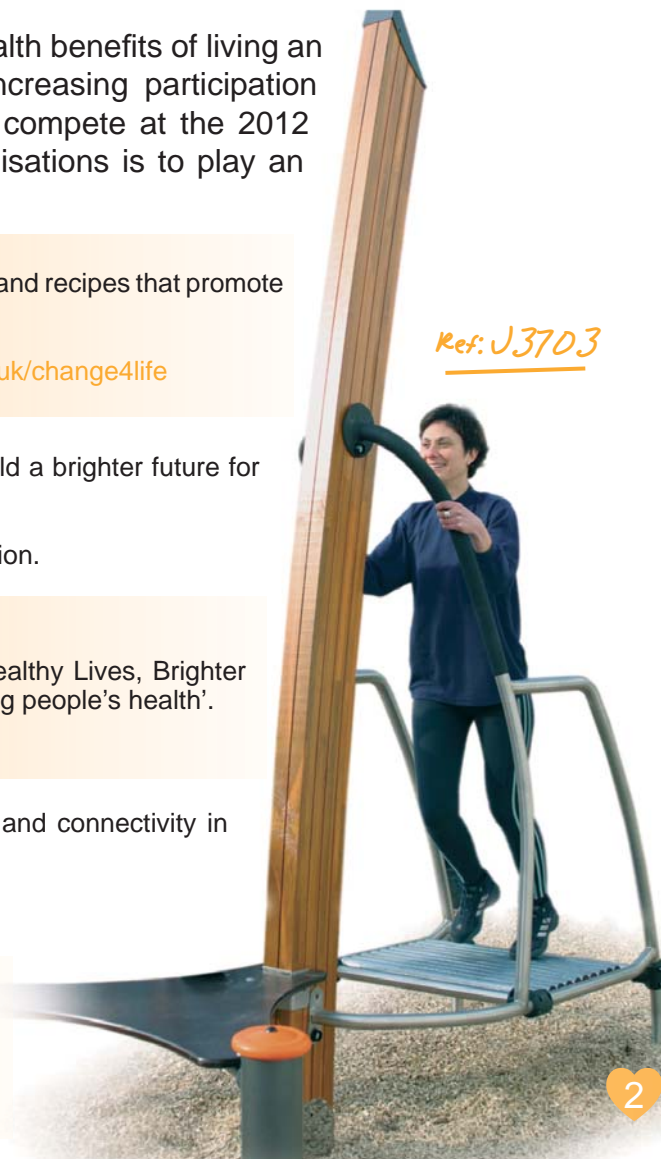
To find out more go to [www.cspnetwork.org](http://www.cspnetwork.org)



The NHS 'Live Well' campaign offers advice and programmes promoting exercise and fitness. PCT's will work with local authorities and other agencies locally to make sure that community needs are being met.

For more information, please visit [www.nhs.co.uk](http://www.nhs.co.uk)

Ref: J3703





# vitality

social fitness

The **Vitality** package below includes a variety of equipment that will meet the needs of a wide demographic. There is a range of physical activities that can be performed in a relaxed and social environment. The grouping of activities allows users to gather and motivate each other helping to create a sense of community.

*All this for under £20,000*

*Stamina Station, feat.*

- Central Platform
- Horizontal Bars (x2)
- Rowing Machine
- Trainer
- Relax Bike

*Ref: J3700*

*Strength Station, feat.*

- Central Platform
- Horizontal Bars (x2)
- Rowing Machine
- Arch
- Support Bar

*Ref: J3710*

*Relax Bike Combination, feat.*

- Relax Bike (x3)

*Ref: 208-3702*



# vitality

in a park setting

*"In our experience local authorities often choose to use Proludic fitness equipment because it is less intimidating, and more fun to use compared with other options and it works well in a wide range of settings"*

*- Catherine Buckley, Senior Landscape Architect,  
Groundwork Trust Lincolnshire*



Safe, attractive and interactive park settings can foster greater community and family cohesion. This is more important than ever as recession has forced many families to stay at home for their holidays.

*Regular exercise can reduce the risk of Alzheimers disease  
by as much as 40% ([www.seniorwalkingfitnessblog.com](http://www.seniorwalkingfitnessblog.com))*



# vitality

in a school setting

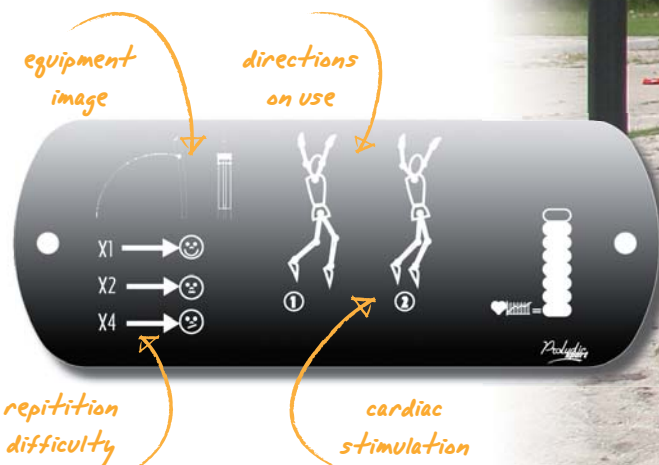
# compete, motivate, challenge

Promoting the benefits of fitness to tackle growing obesity levels is key to the future of our younger generations.

Research carried out by the University of Aberdeen has found that exercise improves children's exam results and concentration. This has been used to great effect in Denmark where schools use Proludic **Vitality and Dynamic** equipment during breaks to exercise and stimulate children, achieving greater attainment and concentration levels.

*"As well as being important in tackling obesity and promoting healthy lifestyle, exercise can help with learning"*

*Professor Mark Mon-Williams,  
University of Leeds*



*signs come with each Vitality piece detailing how to use it and the aerobic level*





*"Child fitness is declining by 9% a decade and carries a greater threat to the health of future generations than growing obesity"*

*Sir Liam Donaldson, speaking in On the State of Public Health: annual report of the Chief Medical Officer, 2009*

*a Vitality twin-trail in Denmark*





# vitality

in a workplace setting

Motivating employees is essential in order to have an efficient workforce. Encouraging fitness as a lifestyle choice benefits companies as they have healthier and happier staff.



*"30 minutes of physical activity 3 times a week can help set you on the path to improved health"*

*Natural healthcare*

Our **Vitality** Stations are the ideal solution as they offer a variety of workouts in one unit where space is limited. Another advantage is that it allows people to interact with one another, fostering links between generations and departments.

*"In the UK some health insurance companies are offering cheaper health insurance or gym membership to companies who are promoting health benefits to staff"*

*Motleyhealth.com*





**Vitality** also helps health and rehabilitation across the UK and can be adopted by hospitals to help patients with mobility injuries. The nature of the equipment could also lend itself well to complimenting physiotherapy classes.

Primary Care Trusts (PCT's) are part of the NHS and provide primary community services. There are currently 152 around the UK and they see promoting the benefits of fitness as essential. To find your local PCT, please visit their directory at [www.pctdirectory.com](http://www.pctdirectory.com)

Studies from the Environmental, Science & Technology Journal indicate that regular, gentle exercise can assist in the rehabilitation of patients with mental health conditions.



For more information about the **Vitality** concept or to specify products please,  
call: 0115 982 3980    visit: [www.proludicsport.co.uk](http://www.proludicsport.co.uk)    email: [info@proludic.co.uk](mailto:info@proludic.co.uk)

# vitality

vitality trails

Studies by the National Trust have highlighted that spending time in the fresh air of parks can help relieve UK residents of the daily stresses of life. Green spaces are crucial elements to any bustling city.

Enhance your park by including a **Vitality** trail





# vitality

versatility

**Vitality** is so versatile that it could fit into a variety of other locations, including...



...campsites



...beaches



...retail parks

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Ref: J3706

also...  
♥ prisons  
♥ care homes

♥ inner cities  
♥ young offenders institutes, etc...

♥ retirement villages

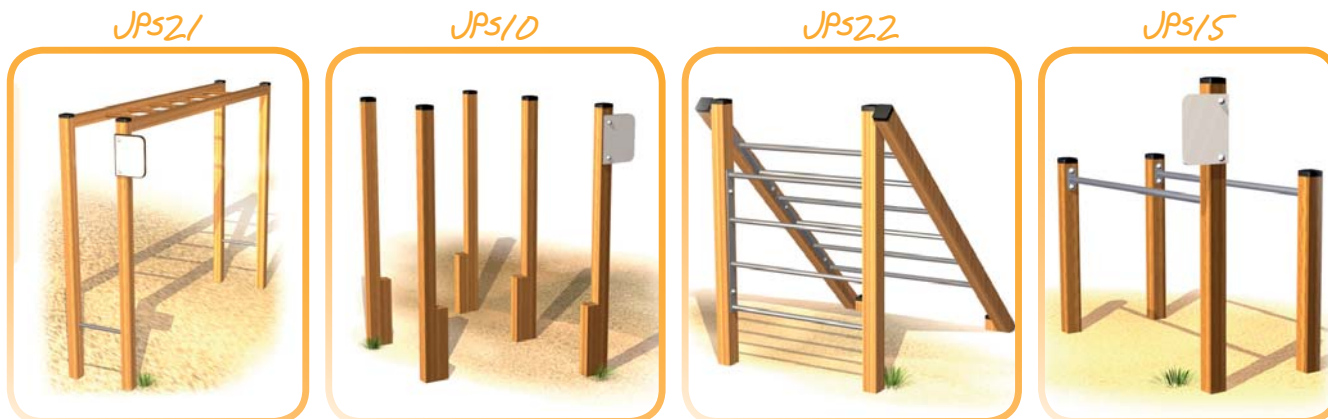
# vitality

bespoke stations & timber alternatives

Proludic's **Vitality** range is highly flexible as various components can be combined to produce bespoke 'Stations' depending on the activities and benefits required. A number of examples can be seen below:-



Proludic also offer a range of timber alternatives perfect for trails set in natural environments:-



For more information or to specify any of these products please,

call: 0115 982 3980 visit: [www.proludicsport.co.uk](http://www.proludicsport.co.uk) email: [info@proludic.co.uk](mailto:info@proludic.co.uk)



# vitality

guarantees and technical information



**2 years** for any defect or manufacturing fault of component parts



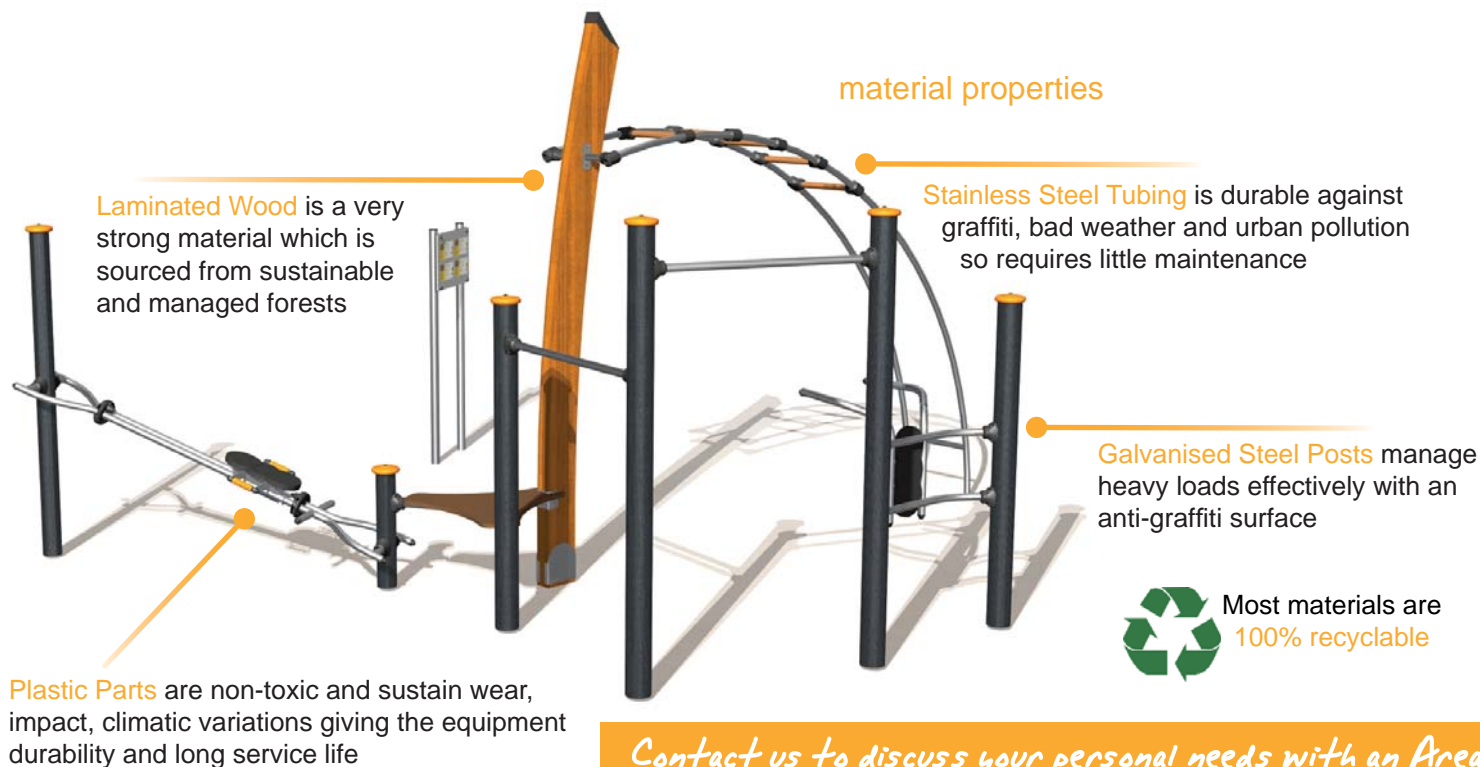
**10 years** for any structural failure of sport or play products due to a material or manufacturing failure of metal components and timber posts



**5 years** for any structural failure of sport or play products due to a material or manufacturing failure of plastic parts and metal crimps



**25 years** for any structural failure of sport or play products due to a material or manufacturing failure of posts and stainless steel tubes



## material properties

**Laminated Wood** is a very strong material which is sourced from sustainable and managed forests

**Stainless Steel Tubing** is durable against graffiti, bad weather and urban pollution so requires little maintenance

**Galvanised Steel Posts** manage heavy loads effectively with an anti-graffiti surface

**Plastic Parts** are non-toxic and sustain wear, impact, climatic variations giving the equipment durability and long service life



Most materials are  
**100% recyclable**

*Contact us to discuss your personal needs with an Area Manager or for further details on our product ranges*

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# vitality

in a MUSA setting

*"Young women aged 16-24 are nearly half as active as their male counterparts"*

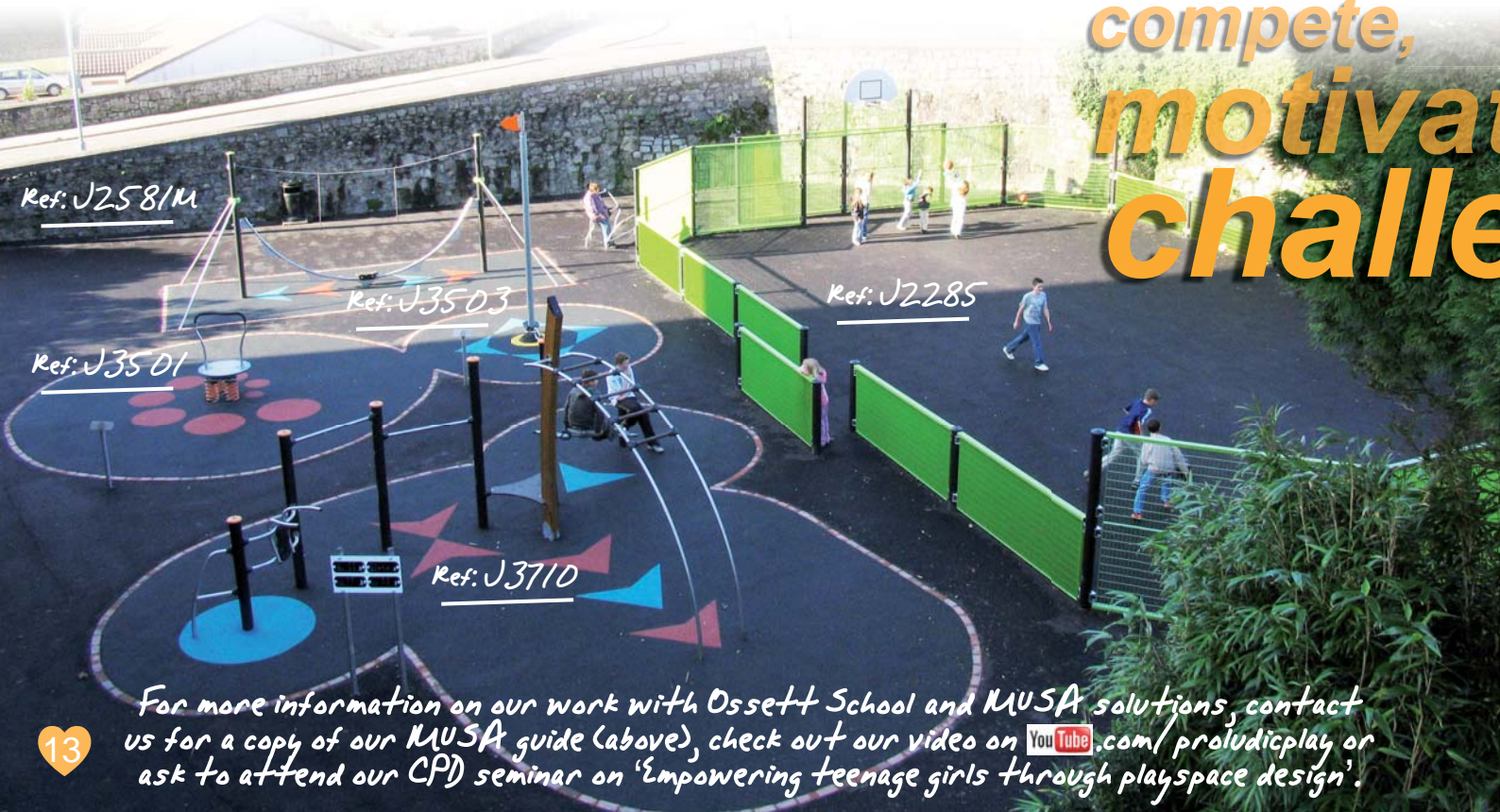
*Womens Sport and Fitness Foundation, 2007*



Our research tells us that sports areas like MUGA's (Multi Use Games Area) can often be dominated by boys. The Proludic **MUSA (Multi Use Sports Area)** uses a greater variety of activities to reach a wider demographic of users (e.g. teenage girls or ethnic minorities).

Vitality works alone or in conjunction with our MUSA campaign in promoting the benefits of sports equipment that is **FUN** for everyone!!

*compete,  
motivate  
challenge*



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Ref: J3503

Ref: J3501

Ref: J2285

Ref: J3710

For more information on our work with Ossett School and MUSA solutions, contact us for a copy of our MUSA guide (above), check out our video on [YouTube.com/proludicplay](https://www.youtube.com/proludicplay) or ask to attend our CPD seminar on 'Empowering teenage girls through playspace design'.





Ref: J3501

*"It is vital that we help every child to get a decent amount of exercise if they are to avoid serious health problems. By being physically active now through play, games and sport, means children are far more likely to go on to be healthy"*

*Gillian Merron, Former Public Health Minister*



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*te,  
enge*

*"As a sports college Ossett is constantly working to keep girls in sport. Proludic equipment provides an exciting new environment that can do just that!"*

*Carole Moorby - Director of Sport at Ossett School*



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