

# MANCHESTER SCHOOL OF ARCHITECTURE

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The BAM!! initiative entails creating interactive audio walks and signage interventions in Brinnington, Stockport. Over the past four years, Life Leisure in Stockport has been working in Brinnington, an area marked by high deprivation and health disparities, with the goal of positively influencing population behavior by promoting physical activity. The concept for the audio walks originated from community requests for a map of the area, leading to the creation of Brinnington Maps.

The project targets a diverse range of groups, including those experiencing depression, individuals with long-term health conditions, elderly residents, children, adolescents and so on. Beyond simply increasing physical activity levels, the project aims to tackle broader issues such as social isolation, mental well-being, accessibility, and area revitalization.

## IDEAL SKILLS

Empathy Teamwork & Collaboration  
Proactive Problem Solving Prototyping  
Design Communication

# BAM

BRINNINGTON ACTIVE MOVEMENT

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