

BORN BARIKOR

CEO, OUR PARKS



Our Parks was founded by Born Barikor, a former athlete from a council estate in Tower Hamlets, who after finding himself with no money to join a gym but wanting to keep fit, came up with the idea of creating an accessible pathway to exercise for people from lower incomes by working with councils and development agencies to offer the public free outdoor exercise classes. After graduating with a degree in Pharmaceutical Science and a career in sports development and personal training, Born left his job to realise his vision. Starting with the aim of getting 500 people #FitForFree within the founding borough of Waltham Forest, he has grown Our Parks to cover all London borough plus Central Bedfordshire, Glasgow, East Sussex, Wales, Nottingham, Warwick, Staffordshire and Cornwall, with over 400 coaches and 6 members of staff and 100,000 Parkers (users). As company CEO, Born is involved in every aspect of the business from coach recruitment to new client development, as well as attending many of the Our Parks classes.

Born wants to get 250,000 Parkers fit by 2020. His aim is to create a mass user, sustainable model for free fitness in the future to spread the positive life-changing effects as he knows first-hand that sport, fitness and teamwork can have a beneficial impact on an individual's health.