



**LONDON
SPORT**

2015-2016 Review: A Solid Start

MAYOR OF LONDON



Welcome



One year ago, London Sport was launched to create a new way of supporting grassroots physical activity and sport in London.

From volunteers and coaches to National Governing Bodies and health professionals, our aim has been to create a body which makes it easier for physical activity and sport to thrive in London, for Londoners.

In its first year, we have seen London Sport develop its service and credibility, and begin to deliver real impact on grassroots sport in London, not least in channelling more investment to those delivering sport.

This is an encouraging step and with London Sport now firmly embedded in London's sporting infrastructure, I am sure the next 12 months will see even greater progress towards making London a healthier, happier and more active city.

Kate Hoey, Chair, London Sport

**Our vision -
to become the most physically active city in the world**

#MostActiveCity

Welcome



Making London the most physically active city in the world. Getting 1,000,000 Londoners more active by 2020. London Sport does not lack for ambition, and I am pleased to report that our first year has put down the solid groundwork we needed to deliver London's vision.

We have made great strides internally, embedding a new organisational structure and bringing in new experts to support grassroots physical activity and sport in London. We have matched this with progress externally; increasing the amount of money going to the grassroots in London; and delivering a ground-breaking thought leadership event on Technology and the inaugural London Sport Awards.

I am pleased with the steps we have made in year one - but this is only the start. London has a new Mayor alongside new strategies from Government and Sport England. Partners will need support and we will need to demonstrate clear leadership to help London make a profound change in physical activity and sporting behaviours. London Sport has a vital role to play, and we are ready to play it.

Peter Fitzboydon, Chief Executive, London Sport



Our first year

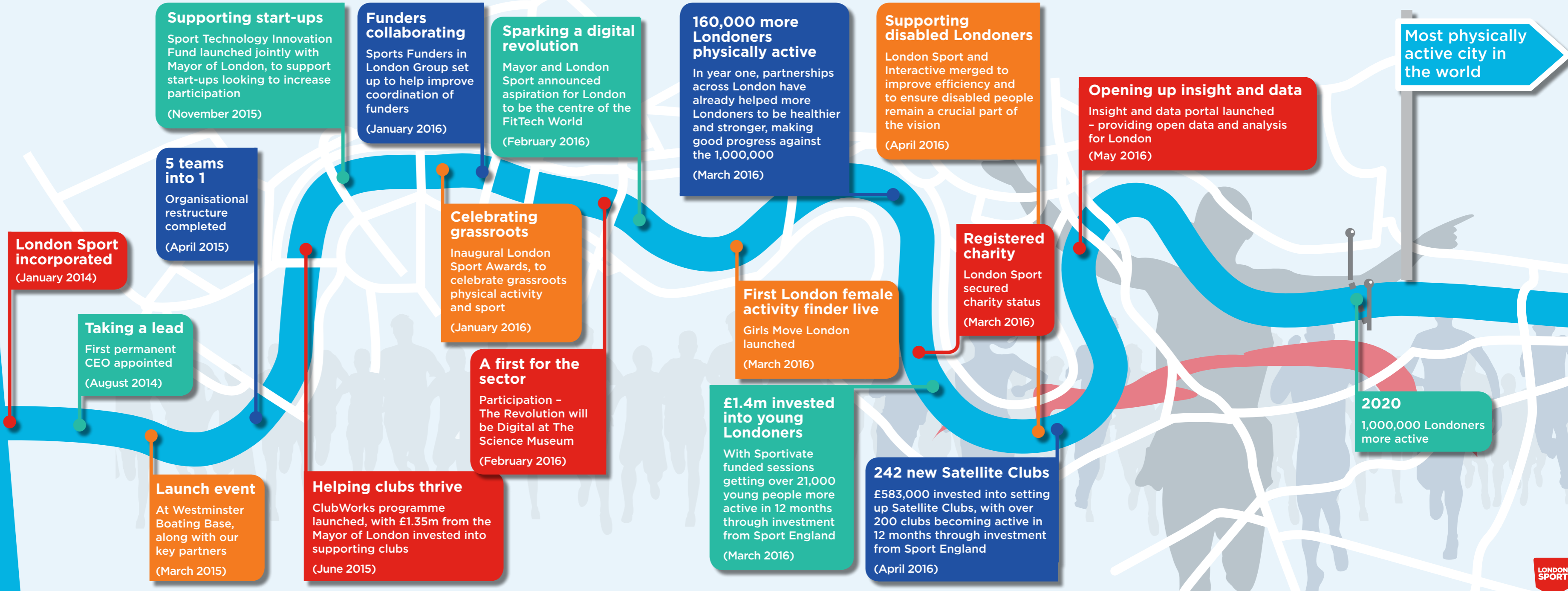
Our first year has enabled us to lay down solid foundations, and there has been real progress – but this is only the start.

We have built a brand, a team, and a range of services which allows us to work with partners more efficiently and effectively. This means more funding now goes to grassroots physical activity and sport in the Capital.

With the help of our partners, we have begun making the structural changes needed to make it easier for Londoners to be happier, healthier and stronger.

We are proud of the achievements of our first year, but we know we have only just got out of the starting blocks as we head towards getting 1,000,000 Londoners more active by 2020.

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London 2016

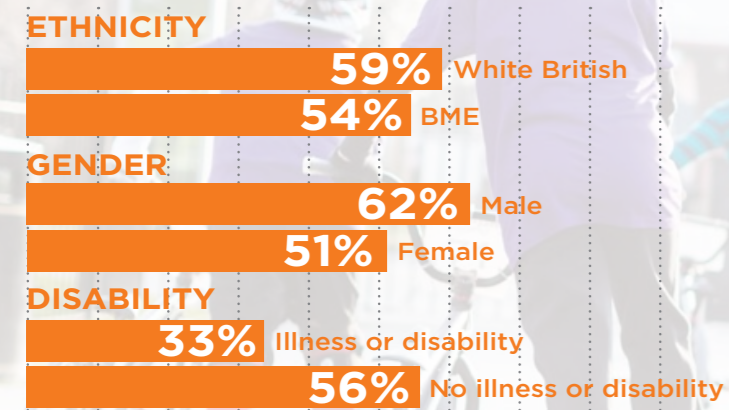
The size of the challenge.

As we all work towards the 2020 target it's clear we have a lot to do.

But just how big is the challenge?

There are significant differences in the numbers of active Londoners when we take ethnicity, gender, limiting illness or disability and geography into account.

Percentage of adults who are active

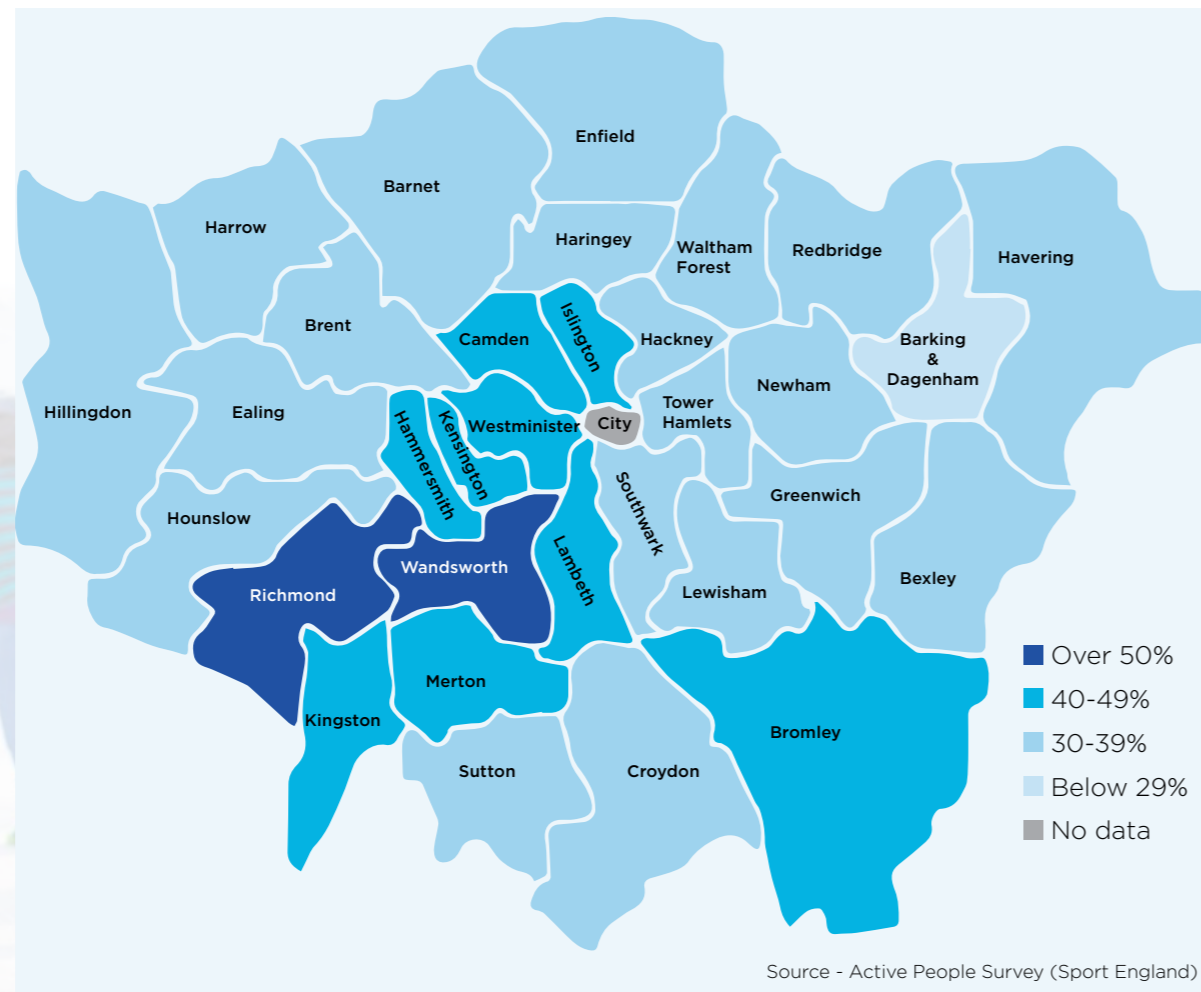


While this disparity is concerning, it is also an opportunity and shows clear areas for growth.

If we are to get 1,000,000 Londoners more active by 2020, we need to work with others to tackle these differences.

But there is good news. Around two thirds of Londoners would like to do more sport - with half of these currently not doing any activity at all.

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London is a city of contrasts. Just 29% of adults in Barking and Dagenham participate in sport each week, compared to 52% in Richmond.

To deliver our
2020 target,
together, we
need to help

500
Londoners a day
become more
active. That's
around **three**
tube carriages
of Londoners
every day.



London 2020

One year after London Sport was incorporated, the Active People Survey showed partnerships across London have helped **160,000 more Londoners to be more physically active.**

Despite a solid start, we have a long way to go before we reach our 2020 target.

What do we think London will look like in 2020?



Total population will exceed 9,000,000 and we want to see 1,000,000 of those Londoners active traveling every day.

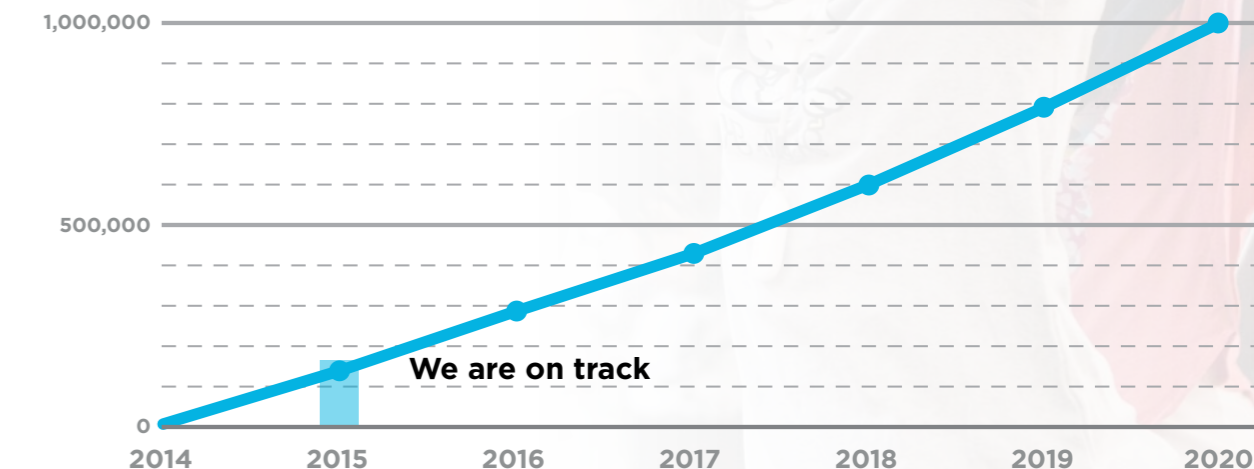


1,000,000 Londoners less likely to suffer from chronic diseases and healthier and happier as a result.



100% of sport in London will be accessible online, meeting the needs of a connected, digital city, and making it easier for everyone to find and participate in an activity that works for them.

Reaching 1,000,000 Londoners



Through the efforts of the whole activity and sport sector in London and with the support of London Sport, 1,000,000 Londoners will be more physically active.





In March 2015, The Mayor of London, Sport England and London Sport set out the Blueprint upon which London will become the most physically active city in the world. Watch our short film now to find out more about the Blueprint and our strategy to achieve it.

We can't achieve our aspirations alone, that's why we want you on board to be part of the movement to make London happier, healthier and stronger.

Together, we will make London the most physically active city in the world.

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What you think

London Sport conducted a partner survey in December 2015, receiving responses from 156 partners, including Local Authorities, school sport deliverers and national partners.



85%

of partners feel that London Sport add value to their work



92%

of partners are satisfied or very satisfied with the quality of advice and support that London Sport gives



73%

of partners would recommend London Sport's services to colleagues



94%

of partners have a clear and consistent understanding of London Sport's remit

"London Sport provides us with a mechanism to be able to reach out and work with various organisations across London."

Paul Coates,
Sports Development Manager,
Lee Valley Regional Park Authority

"The research undertaken by London Sport has really helped in building a deeper understanding of Taekwondo in the Capital. Vitally, it has provided the insight for us to confidently take action to grow the sport in London and have the biggest impact possible."

Margaret Nolan,
Development Director, British Taekwondo

These partnerships are the only way we will help 1,000,000 Londoners to be more active by 2020.



Our next steps

The five objectives outlined in our strategy were identified as key areas for London Sport to focus on - they will have the most significant impact on physical activity and sport in London. One year on, these five objectives remain our key areas of focus.

We asked our partners what they needed from us to support their work through a partner survey. **You said** what you needed from us to achieve the five objectives, and we have set out what **we will** do in the coming year.



OBJECTIVE Make it easier for Londoners to find the right activity, remain in it, and achieve their potential.

YOU SAID “More provision of data analysis and insight.”

WE WILL Provide an extended range of insight support services for stakeholders, combining new data sources and analyses. We will also consolidate research and intelligence relating to the sector, to share what works and doesn't work across the Capital.



OBJECTIVE Get more resources by making best use of what we have, whilst securing more.

YOU SAID “Better access to and more support with securing funding.”

WE WILL Provide a new online funding opportunities web-tool, making it simpler for everyone to find the right funding. We will deliver a wider range of support services for facility and programme funding bids led by local partners. We will also work with major funders to make it easier for those applying for funding and reduce bureaucracy.



OBJECTIVE Support grassroots organisations by making the sector simpler and better.

YOU SAID “Need to demonstrate more evidence of having impact.”

WE WILL Develop a suite of performance indicators for physical activity in London as a whole, and for London Sport in particular. These will be structured by our programmes and teams and will account for cross-cutting issues, so progress can be easily monitored and evidenced, and communication improved so you know about what has happened.



OBJECTIVE Create a bigger, better workforce to support activity.

YOU SAID “Additional clarity around the right sport workforce for London.”

WE WILL Develop a strategy for London in consultation with key partners which aligns new Government priorities with London's workforce needs. We will also develop targeted interventions to support a bigger workforce with the ability to get 1,000,000 Londoners more active by 2020.



OBJECTIVE Harness the power of elite sport to create sustained grassroots activity and inspire the next generation of talent.

YOU SAID “Identification of the crossover between elite sport and grassroots participation.”

WE WILL Seek opportunities to influence elite sport events and operators in London and help them to connect their efforts with grassroots participation. We will also work with elite athletes to strengthen our grassroots participation messages.

“London Sport have great resources and staff that can assist you with any enquiry around physical activity and sport in London.”

Richard Powers,
London Club Support Officer,
England Boxing

**LONDON
SPORT**

Do you want to be part of the movement to make London happier, healthier and stronger?

Visit londonsport.org email info@londonsport.org or call **0207 868 5055**



“We’ve made a solid start, laying the foundations for future success, but there are challenges ahead and London is changing before our eyes. We know we have to work even harder to support our partners in achieving London’s aim of helping 1,000,000 Londoners to be more physically active by 2020.”

Peter Fitzboydon, Chief Executive, London Sport