



THE LONDON SPORT AWARDS 2021



London Sport Awards 2021 Nominations Guidance

This guidance document provides useful information on the different Award categories, including criteria to help you understand how nominations will be judged, and how to enter an award.

The annual London Sport Awards supported by City of London Corporation will be held on 6 December 2021 at the Guildhall celebrating outstanding achievements from groups and individuals who Make Their Mark on London. Nominations for the ten award categories are open now. **Nominations are invited from anyone – groups, individuals or organisations.**

We look forward to receiving a range of applications that reflect London's diverse communities.

Should you require the award nomination form in an alternative format, please contact awards@londonsport.org

Nominations now open for:

- Volunteer of the Year
- The Young Londoners Award
- The Health & Wellbeing Award
- The Tech and Digital Award
- The Elite Sport in the Community Award
- The Uniting London Award
- The Community Impact Award
- The Enhancing the Workforce Award in association with Chipotle
- Inspirational Young Person of the Year
- The Business Contribution Award in association with City of London Corporation

Nomination Information

Nominations can be made online using the London Sport Awards Nomination Form.

All nominees must either be based in London, or be involved with London-based activity.

Nominations will be assessed on achievements between 1 January and 30 June 2021, activities may be on-going.

Nominations from previous London Sport Award nominees and winners will be accepted. All categories excluding Volunteer of the Year and Inspirational Young Person of the Year are open to self-nomination. Volunteer of the Year and Inspiration Young Person of the Year should be nominated by a third party.

MAKE YOUR MARK

Top Tips

- Explain what the project is/does**
- Explain who has benefited**
- Demonstrate the impact with evidence**
- Share the outcomes**
- Use real-life examples**
- Demonstrate commitment to inclusivity**
- Don't assume our prior knowledge**

NOMINATE NOW!

#MakeYourMark
#LondonSportAwards

LONDON SPORT AWARDS 2021
CITY OF LONDON

CLOSING DATE IS TUESDAY 15 JULY 2021 AT 17.00

All shortlisted nominees will be invited to the London Sport Awards on 6 December 2021 at the Guildhall. Each award will have a shortlist of at least three nominees.

Nomination criteria

Volunteer of the Year

Volunteers are the lifeblood of grassroots physical activity and sport. For so many, regular activity simply wouldn't be possible without volunteers the army of coaches, administrators, officials, fundraisers and supporters that mobilises every single week.

The Volunteer of the Year Award celebrates those people that support grassroots physical activity and sport with their know-how, dedication and hands-on approach. The volunteers we'll be celebrating gladly give up their time for the benefit of tens of thousands of people in every borough in every corner of the capital.

Nominees should demonstrate some or all of the following:

- An exceptional commitment to grassroots physical activity and sport in London.
- A track-record of making a real difference to physical activity and sport through their own effort.
- An impact on people, or on a particular project(s), through their own dedication and expertise.
- The nomination must detail activities that have taken place between 1 January 2021 and 30 June 2021. The work may be on-going.

2020 Winner – Nafisa Patel

South Asian females are the least likely to volunteer and the least active group in London, according to research from Sport England. Against all these barriers, Nafisa Patel has flourished and developed into a vital volunteer for the cricketing community in London. Nafisa is an ECB volunteer on the South Asian Female Project delivering the national All Stars Cricket programme, as well leading sessions at Newham Cricket club and running a mothers & Daughters All Stars session.



Nomination criteria

The Young Londoners Award

Children and young people are London's future. Enabling them to enjoy the benefits of physical activity and sport from a young age is vital to growing the future health of the capital.

The Young Londoners Award celebrates the outstanding work of individuals and organisations who are providing young people (under the age of 25) with the best opportunity to live a physically active life.

Whether in school or within the community, this Award celebrates those initiatives that are having significant impact on supporting young people to enjoy the benefits of physical activity and sport.

Nominees should demonstrate some or all of the following:

- Working with children and young people (below 25).
- A creative approach to getting more children and young people involved in physical activity and sport and/or reducing levels of inactivity among children and young people.
- A positive impact on the lives, health and wellbeing of children and young people.
- An ability to increase the proportion of young people from under-represented groups taking part in regular physical activity and/or sport.
- An ability to integrate regular physical activity and sport into daily routines for young people who are less likely to be active.
- The nomination must detail activities/projects/initiatives that have taken place between 1st January 2020 and 30th June 2021. The work may be on-going.

2020 Winner - Hestia's Family Fitness Project

Hestia's Family Fitness Project aims to improve the health and fitness levels of children accessing Hestia's Domestic Abuse and Modern Slavery services, using physical activity as a tool to facilitate the recovery from abuse.



Nomination criteria

The Health and Wellbeing Award

The role of physical activity and sport in promoting positive health and wellbeing is increasingly well understood, both in terms of physical health and wider outcomes e.g. social and mental health.

This Award shines a light on those supporting Londoners with their physiological health, mental wellbeing, health management or any of the wider outcomes supported by physical activity and sport.

The Health and Wellbeing Award highlights significant achievements in using physical activity to promote physical and mental health and wellbeing, emphasising the vital role that being physically active plays in supporting health outcomes. Solutions should meet the needs of these less active Londoners and also look to reduce the inequalities that persist in people having the opportunities to live active lives.

Nominees should demonstrate some or all of the following:

- The role of physical activity in achieving one or more health outcomes.
- Primary or specific focus on London or a London borough.
- Success in bringing together the health sector and the physical activity and sport sector.
- The nomination must detail activities/projects/initiatives that have taken place between 1st January 2020 and 30th June 2021. The work may be on-going.

2020 Winner – Step Change Studios

Step Change Studios provides dance in community, social care, healthcare, education and sports and leisure settings for all ages and abilities; supporting over 2,000 disabled people to participate in dance.



Nomination criteria

The Tech and Digital Award

A chaotic year has seen the physical activity and sport sector innovate in all manner of ways to provide instruction, support and encouragement to those seeking to be active.

The creation of new tech, the adaption of existing methods and the continued growth of digital platforms means there are now more ways than ever to support inactive people to start and continue good habits.

The Tech and Digital Award celebrates those groups and/or individuals who have taken a creative new approach and championed innovation in the physical activity and sport sector and are using it to have a positive impact in London.

Nominees should demonstrate some or all of the following:

- Success in the development of new technology or the use of existing technology/digital methods to instruct, support or encourage people to take part in physical activity and sport.
- Evidence of an innovative idea, programme or initiative, which embraces tech or digital and supports and encourages inactive Londoners to get and stay active.
- An understanding of how innovation, technology or digital methods can be used to help raise participation levels in grassroots physical activity and sport.
- A demonstrable impact on participation levels in London through innovation, digital or the creative use of technology.
- The nomination must detail activities/projects/initiatives that have taken place between 1st January 2020 and 30th June 2021. The work may be on-going.

2020 Winner - Good Boost

Using waterproof tablet computers, Good Boost delivers personalised water-based rehabilitation programmes selected through artificial intelligence and uses advanced AI software delivered through waterproof tablet computers.



Nomination criteria

The Elite Sport in the Community Award

The Elite Sport in the Community Award recognises those that use their prominent position within a local community to improve lives whether that's physical and mental wellbeing or wider social benefits.

This Award celebrates breadth of involvement across a body of work and/or depth of support to a single project, which sees foundations or individuals go above and beyond to inspire and engage with local communities, charities, groups or schools.

During an incredibly difficult year, this Award highlights those who utilise national programmes to benefit Londoners or create and deliver their own innovative solutions to issues within their local area.

Nominees should demonstrate some or all of the following:

- Evidence of the positive influence of sport on people's lives in local communities, whether through increased activity levels, community development or other impacts i.e. covid response initiatives.
- A link between an elite (professional or semi-pro) club, individual, league or organising body and work that benefits the health and wellbeing of Londoners.
- The impact, reach and engagement achieved through the body of work, project or initiative.
- The nomination must detail activities/projects/initiatives that have taken place between 1st January 2020 and 30th June 2021. The work may be on-going.

2020 Winner - West Ham United FC

West Ham United's Players' Project community programme focuses on using the power of elite sport and personal storytelling to improve economic impact, social integration, help people overcome barriers and motivate, educate, and inspire people in the community.



Nomination criteria

The Uniting London Award

This Award recognises physical activity and sport's power to drive change and drive down inequalities. It recognises people, organisations, projects or initiatives that promote diversity, equality and inclusion throughout their work in physical activity and sport.

The Uniting London Award celebrates organisations and projects that utilise physical activity and sport to build cohesive communities by bringing people together to welcome, empower and embrace ethnic, cultural, physical and other differences.

Nominees should demonstrate some or all of the following:

- Building cohesive communities by bringing people together and embracing ethnic, cultural, physical and other differences.
- Demonstrating the use of sport to relieve tension, end disunity or discrimination, inspire trust, create meaningful relationships and promote social integration.
- Raising the awareness and understanding of the needs of diverse communities and those with disabilities and deliver accordingly to increase participation.
- Developing supportive environments and solutions which champion physical activity and sport that is accessible for all Londoners.
- Increasing access to education and pathways to employment for people with fewer opportunities.
- The nomination must detail activities/projects/initiatives that have taken place between January 1, 2020 and 30 June, 2021. The work may be ongoing.

2020 Winner - The Golf Trust

The Golf Trust uses golf to inspire and empower older adults living in care homes and sheltered housing across London to lead happier and healthier lives.



Nomination criteria

The Community Impact Award

Being active provides people with an incredible array of physical and mental benefits and positive opportunities for individual, community and economic development.

The Community Impact Award captures and celebrates a wide cohort of not only grassroots physical activity and sport clubs, but also groups, teams and projects, whether that's in a traditional sport setting or across London's parks and streets.

The winner of the Community Impact Award will deliver a great service to its users, whether that's online or offline, and will go the extra mile to make physical activity a fun and enjoyable experience for all.

Nominees should demonstrate some or all of the following:

- Contributes significantly to the physical and/or mental wellbeing of participants.
- Ability to use physical activity and sport to support the personal development of individuals whether that's social, community and/or economic.
- Made a positive difference to individuals or to society and can evidence the impact made, either on large groups, or on a smaller number of individuals.
- The nomination must detail activities/projects/initiatives that have taken place between January 1, 2020 and 30 June, 2021. The work may be on-going.

2020 Winner – Carers4Carers

Founded and run by carers to improve the physical and emotional wellbeing of unpaid carers and their families, Carers4Carers encourages everyone to have fun and take part regardless of their age, physical ability or fitness levels. Carers involved in the project have seen increased self-esteem, confidence and new friendship circles, as well as enjoying a more active lifestyle that supports their physical and emotional wellbeing and reduces loneliness, isolation and stress.



Nomination criteria

The Enhancing Workforce Award in association with Chipotle

Supporting people to lead physically active lives is a role that falls to many groups and individuals.

Both the traditional sport industry and other sectors e.g. public health, have an important role to play in enabling people to find, access and remain engaged with physical activity and sport.

This Award recognises whoever is enhancing the sporting workforce; whether it's supporting, training or mentoring coaches, volunteers, administrators, officials or any other part of the sporting workforce.

Nominees should demonstrate some or all of the following:

- Have uniquely helped to either grow sport's workforce or support its development.
- Have reached out to support less active or inactive Londoners.
- Spent an extended period of time to make a significant contribution to getting Londoners active through physical activity and sport.
- Those that have worked with communities or groups who have particularly benefited from being involved in physical activity and sport.
- The nomination must detail activities/projects/initiatives that have taken place between January 1, 2020 and 30 June, 2021. The work may be on-going.

2020 Winner – Coach Core

Founded in 2012, Coach Core is a national sports coaching apprenticeship scheme, recruiting young people (16-24), who are Not in Education, Employment or Training (NEET) or at risk of becoming NEET developing their talents and providing them with a range of vital skills for sport, work and life.



Nomination criteria

Inspirational Young Person of the Year

This award recognises the young people who are achieving incredible things through their work, voluntary or paid, within their local community, club, team, group, project or organisation.

Their courageous and/or innovative approach inspires and encourages other children and young people or adults to overcome barriers and participate more regularly in physical activity and sport. They haven't let covid-19 stop them and have worked tirelessly, when safe to do so, for their community.

The Inspirational Young Person of the Year may have overcome difficult personal circumstances but allows nothing to prevent them from supporting others, showing a maturity and understanding beyond their young years.

Nominees should demonstrate some or all of the following:

- Be 25-years-old or younger on 30 June 2021.
- An exceptional commitment to grassroots physical activity and sport in London whether that is with children and young people or adults.
- A real difference to the physical activity and sport offer within the community, club, team, group or project in which they operate, either through paid employment or voluntarily.
- Inspires others (people or projects) through their own dedication, hard work and expertise.
- The nomination must detail activities/projects/initiatives that have taken place between 1st January 2020 and 30th June 2021. The work may be on-going.

2020 Winner – Vanessa Nsilu

Aged 25, Vanessa has been a part of Barking Salvation Army for over 15 years. During that time, she has fundraised to set up a youth club, organised residential trips to sporting facilities and set up a dance class for young people. She is also the Vice Chair of Barking Sports 4 Change, and is an inspiration to the people and community around her.



Nomination criteria

The Business Contribution Award in association with City of London Corporation

Community physical activity and sport programmes, projects and organisations cannot operate in isolation and during covid-19 support for them from businesses has been more important than ever.

This Award recognises the contribution of commercial organisations, large and small, to community physical activity and sport through practical support, advice/mentorship, collaboration and investment.

This Award celebrates businesses with a bold and innovative approach to Responsible Business and can demonstrate they make a real tangible difference in local communities.

The Business Contribution Award also celebrates the individual business role models who inspire and motivate others to support community physical activity and sport initiatives.

Nominees should be able to demonstrate some or all of the following:

- Vital support provided to a project, initiative or community group which is dedicated to physical activity and sport in a specific locality.
- Commercial investment in community physical activity and sport which has achieved positive social change outcomes.
- The establishment/continuation of an exceptional partnership for the benefit of community physical activity and sport
- Evidence of the clear benefits and impact the business has had on the organisation, project or initiative.
- Continuous support and advice/mentorship for community physical activity and sport programmes and initiatives.
- The nomination must detail activities/projects/initiatives that have taken place between 1st January 2020 and 30th June 2021. The work may be on-going.

2020 Winner – UBS

UBS has been changing the lives of children and young people through sport via an extraordinary partnership with SportInspired that seeks to tackle the consequences of poverty on children and young people in Hackney. As well as committing over £650k with SportInspired since 2008, UBS provides volunteers to support children and young people, helping to make a transformative difference to their lives.

