



**LONDON SPORT  
CONSULTANCY**

# **Re-imagining sport and physical activity through community consultation**

February - March 2021





# The Challenge

Physical activity habits have been severely disrupted by the COVID-19 pandemic, but The City of London Corporation remains focused on providing relevant opportunities for those who live, work and visit the Square Mile.

They wanted to learn more about the views of residents specifically on sport and leisure pre- and post-pandemic, to understand trends across locality, activity types and demographics.

Ultimately, this research will allow for the development of a case for a new ambitious yet targeted vision to make the Square Mile a leading sport and leisure epicentre in London over the next 5-10 years.

## London Sport's Support

London Sport designed a survey aimed at residents, which was delivered through a digital platform. This approach allowed us to reach a representative sample of the 8,000 City of London residents in a time-efficient and cost-effective manner.

The survey involved primarily capturing residents' thoughts on existing leisure centre provision, sport and physical

activity development programme and health referral services. Further lines of questioning explored active behaviours, resident needs, reach and engagement, and opportunities to improve their health and wellbeing. Crucially, the survey also provided an opportunity for residents to suggest ways current provision can be developed and improved.

# The Outcome

London Sport presented a clear report which identified survey themes and outputs. These insights then informed a set of key recommendations on how to approach the findings and align them with City of London Corporation objectives to support development of a strategic vision.

This new insight will focus on improving the health and wellbeing of the 8,000 borough residents post the COVID-19 pandemic, and provide the much needed evidence to

inform a new vision for the Square Mile to be a leading sport and leisure epicentre in London over the next decade.

## What do our partners say?

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*Access to physical exercise has been badly hit by the COVID-19 pandemic, one of many areas that's been impacted, and ensuring more and better opportunities for sports and leisure will be a key part of the City's recovery. "We've been really pleased with the work London Sport Consultancy have conducted for us, hearing directly from our residents is so important for The City of London Corporation and the recommendations will inform our future strategy in this area.*

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**Sam Hutchings**

Sport Engagement Manager, City of London Corporation





# Interested in working with London Sport?

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