



**LONDON SPORT
CONSULTANCY**



Securing new funding for fitness programme expansions

April - August 2017





The Challenge

Developing a robust proposal to secure new funding

With funding decisions increasingly conditional on insight, data and evidence, how are organisations focused on delivering physical activity able to improve the odds of securing investment that supports business growth? As the physical activity and sport sector becomes more diverse in its focuses and methods of delivery, innovative start-up organisations are increasingly important to meeting government and other public priorities, yet securing funding is frequently

contingent on demonstrating a research and insight base that can be difficult for new organisations to access and interpret.

Since it emerged in 2014, Our Parks has become widely-recognised for the success of its free-to-access physical activity sessions, particularly in meeting the needs of under-represented and deprived communities across London.

London Sport's Support

Our Parks have gained widespread support for their approach and commitment to challenging ingrained inactivity behaviours since their launch in 2014. Having evidenced success in meeting the needs of communities that are typically considered 'hard to reach', the group's delivery model represents an innovative way to challenge inequalities in participation across the capital.

Tasked with supporting Our Parks' efforts to secure investment from two funders with diverse objectives, London Sport proposed a three-strand approach:

1. Combine qualitative insight into needs of inactive Londoners with a quantitative assessment of locations in London to provide a targeted expansion plan
2. Combine insight-led expansion profiles with knowledge of funder priorities to support development of robust funding applications
3. Facilitate meetings with key funder stakeholders to enhance opportunities for additional future investment.



The Outcome

Our Parks were successful in securing investment from Sport England and Greater London Authority, totalling an initial £235,000 with the potential for additional £160,000 investment over a 3-year period to allow for a full programme of expansion across London.

London Sport has continued to work closely with Our Parks through the first year pilot delivery, supporting on insight evaluation and commitments made to

share evidence of impact with funders. Relationships brokered through London Sport have offered further expansion opportunities as part of the programme's wider sustainable growth plans.

What do our partners say?

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Throughout the last 12 months the support from London Sport has been incredibly helpful at a critical time in the expansion of Our Parks' Turn Up Tone Up London programme. As our expertise lies in delivering exercise programmes to local communities, applying for funding can be a complex process; the London Sport team has been tireless in its efforts to secure funding from Sport England

Born Barikor
CEO & Founder, Our Parks

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Interested in working with London Sport?

Get in touch:

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