

**LONDON  
SPORT**

# Impact Report

2021 - 2022

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# EXECUTIVE SUMMARY

## EMILY ROBINSON, CHIEF EXECUTIVE

I have been in post for a few months now and am very excited for the year ahead. Before that though, I must thank the Board and Senior Leadership Team who have guided us through a tricky period. Their fantastic efforts are here for all to see in the achievements outlined in this report.

As you read through, you'll see just how broad our work at London Sport continues to be. We have distributed Tackling Inequalities funding to 75 projects across 26 boroughs and more than £750k of Opening School Facilities investment to 82 London schools.

We have enjoyed huge success in providing £50,000-worth of digital marketing support to holiday activity and food programmes which ran throughout the 2021-22 school holidays reaching nearly a million people.

The excitement for me though, as a new CEO, is that there is still so much more we can do to help Londoners live happier and healthier lives through increased access to physical activity. I hope you'll continue to show London Sport your fantastic support as we focus our efforts on those communities who need us most.

There's also more work to be done to ensure that, as an organisation, we reflect the incredible and diverse city we proudly serve. Thank you to all our supporters, partners, funders, and colleagues for your efforts this year, we look forward to continuing our work together in 2022-23.



**"There is still so much more we can do to help Londoners live happier and healthier lives through increased access to physical activity."**



# WHO WE ARE

**Physical activity and sport have the power to help people live happier and healthier lives.**

We provide support, insight, knowledge, and expertise and collaborate with those who share our vision.

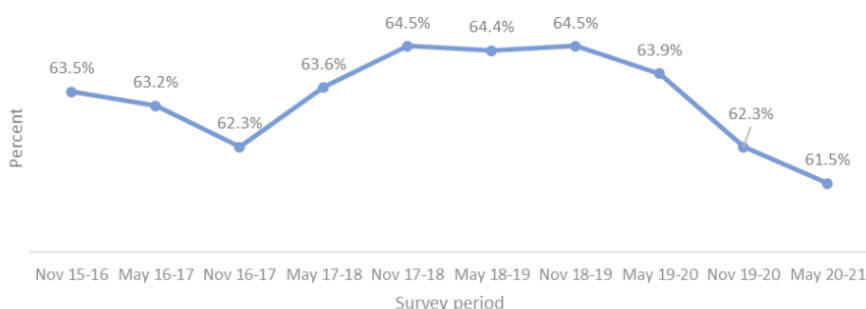
Our LDN Moving Strategy, published in 2021, aims to support those currently unable to meet the recommended levels of physical activity, to provide opportunities, and deliver real impact in increasing physical activity and improving lives.

We're supported by Sport England, working in partnership with London's local authorities and organisations to provide opportunities for less active adults to be active and for young people to develop a positive physical activity habit for life. We're unashamedly focused on those from under-represented and under-served communities, those who face the most barriers to living an active life.



## CURRENT ACTIVITY LEVELS AND COVID-19:

26.7% of adult Londoners and 32.5% of young Londoners are not meeting the Chief Medical Officer's recommended levels of physical activity.



Graph: How the percentage of active Londoners has changed over time

## Why we need change

Inequality in activity levels is high amongst adults, children and young people (CYP) in ethnic groups, particularly in 'Other ethnic group' (CYP - 44.2%, adults - 31.5%), 'Black' (CYP - 41.2%, adults - 34%), and 'Asian' (CYP - 34.8%, adults - 35.5%).

Furthermore, the activity levels of disabled people or people with long-term health conditions remain significantly low at 46.4%, in comparison to non-disabled people / people with no long-term health conditions (64.7%).

# 2021-2022 IMPACT

LONDON  
SPORT

## Increasing physical activity levels among less active adults, reducing inequalities and inactivity.

### Supporting community organisations through covid-19 with our Tackling Inequality Fund (TIF)

London Sport's TIF investment has funded 75 organisations across 26 boroughs, to develop and deliver 82 projects. Funding was weighted towards boroughs with the highest levels of deprivation.

In many cited cases TIF funded activities have helped less active people to take the critical 'first steps', to leave households and socially connect in public settings, helping to overcome safety / exposure concerns linked covid-19.

### Providing physical activity sessions for women, through This Girl Can Croydon

Through the 'This Girl Can' programme, London Sport and Croydon Voluntary Action (CVA) worked together for over a year, to provide a range of physical activity sessions for women in Croydon.

Sessions were targeted at women aged 16-60 who considered themselves inactive.

To aid reach those living in the target areas of Croydon, London Sport supported local organisations to deliver Facebook advertising to recruit women to take part in a 12-week programme.

**“Genuinely think it's saved my life.”**

**“Exercises everyday now”.**

**“Built up confidence that I can go to classes as well as zoom classes.”**

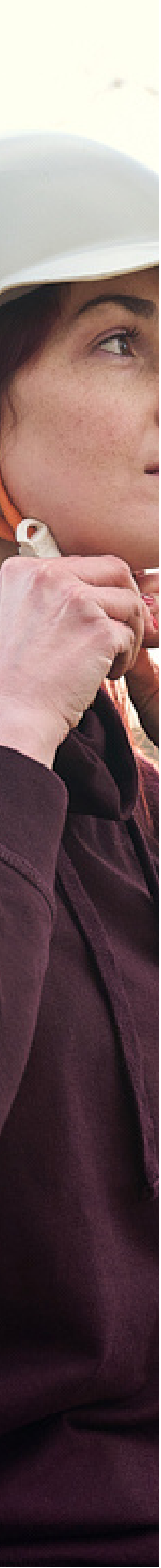
**79% who participated have said they've become more active**

**75% felt 'more connected to others' after re-engaging with physical activity**

**58% who disclosed their ethnicity were from ethnically diverse backgrounds**

**465 women engaged across 25 different activity sessions delivered by CVA**





# Increasing physical activity levels among less active adults, reducing inequalities and inactivity

## Curating a network of local partners to support children that are likely to enter the Criminal Justice System

Levelling the Playing Field: using the power of sport and physical activity to engage and improve health and life of ethnically diverse children who are more likely to enter, or are already involved with, the Criminal Justice System.

London Sport's role in this on-going project includes monitoring grant funding, network communications, and impact measurement.

## A community-led project to help Hayes Town become an active place

This community-led project used Asset-Based Community Development (ABCD) techniques to grow the ambitions of Hayes as an active place.

"Coming to your cycling session and riding with other ladies without any prejudice has given me mental strength coming out of isolation."

London Sport worked with Legacy Hayes Women's Cycling to develop a safe, welcoming atmosphere for women from all backgrounds.

90 female participants,  
Engaged 18 partners  
&  
6 Dr Bike events

## Increasing knowledge, skills and networking opportunities through our Workforce Network

Workforce Network sessions were held during 2021 attracting a varied audience from across London.

- Topics covered include:
- Volunteer Innovation and Together Fund
  - Intro to new Digital Marketing Hub
  - How can the coaching workforce recover and reinvent?
  - Adapting to a changing volunteer workforce

## Enabling Health providers to deliver Social Prescribing Training

We have continued to deliver training support for Social Prescribers within and outside London.

The training increases their skills and confidence around using physical activity in their practice.

20 courses delivered  
11 London Boroughs  
225 learners

# Giving all young Londoners the best opportunity to form a positive physical activity habit for life

## Opportunities for young people to take part in sport and physical activities through Satellite Clubs.

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Established in 2012 by Sport England, the Satellite Clubs programme provided young people aged 14-19 with opportunities to participate in physical activity and sport and create a positive experience.

London Sport commissioned organisations focused on using physical activity and sport as a tool to tackle isolation caused by the pandemic.

This programme came to a conclusion at the end of March 2021, however some delivery was carried forward due to the pandemic.

373 clubs engaged

11,190 hours of delivery for young people

Over 6,500 young people took part

£1,221,870 invested since 2019

## Opening School Facilities

The project aimed to increase community access to school sports facilities outside of the school day and increase the range of activity options available on these sites.

Funded by the Department for Education, London Sport distributed £760,495.45 of funding to 82 London schools.

“Less active pupils are now using the school facilities after school more often because we have adequate gym equipment and we can provide them a wider range of sports...”

2,005 activity sessions provided & >24,563 children and young people participating

## Urban Sport project aims to increase access to local physical activity opportunities

This project works with John Lyons across North-West London to increase access to local physical activity opportunities for people under the age of 25.

Working collaboratively with communities and young people, the project offers funding and facilitation for a range of activities and young leader training. In order to engage directly with young people, London Sport is working with organisations with links to young people, such as YPF, StreetGames and London Youth.

“The sessions informed by the Esprit Concrete Method seemed to have influenced the young people to grow positively physically, mentally and psychosocially”

Collaborated with 22 organisations

Demonstrated to 401 young people

## London Sport Awards

At the sixth anniversary of the Awards, it felt more important than ever to recognise and celebrate the individuals and projects that continually championed the power of physical activity and sport during an incredibly challenging 18 months.

The Awards were held in the Guildhall through a partnership with the City of London Corporation for a second year. Increased media coverage saw the Awards feature on Sky News, the Evening Standard, a partnership with BBC Radio London with ten slots covering shortlisted nominees, and a two-hour London Sport Show special of the winner's reaction from the ceremony.

We received 277  
Awards  
nominations

82.6% would  
recommend the  
London Sport Awards  
(n=149)

Overall Net  
Promoter Score of  
81.3% (n=149)

## London Sport's Conference: Active London 2021

**The largest annual conference dedicated wholly to the future of physical activity and sport in the nation's capital, delivered by London Sport. Over 55 key influencers from across the sector delivered change making content to an audience of 600+ delegates.**

The programme content - 'Reconnect, Rebuild, Reactivate' - built on the work that has taken place across London throughout the pandemic and explored how the sector can reconnect and rebuild for the better as we emerge from lockdown.

Event host, BBC's Jeanette Kwakye, broadcasted live from the event's studio, welcoming speakers from Public Health England, Mind, Sport England, and Badu Sports. This gave us a breadth of voices from across the sector. All sessions had a direct link to London Sport's strategy.





## Using tech, data and digital communications to support Londoners to get and stay active

### Open data in physical activity referrals

London Sport explored how referral agencies can use open data to help their service users and link workers to find local physical activities or sport sessions that are right for them.

This project tested if there is a case for referral services to use open data to increase the quantity and quality of referrals made. London Sport tested five digital platforms and found that by using open data in referral settings, link workers could save up to 50% of their time searching for suitable activities

**"For millions of NHS patients, moving more and better is the super pill. With London Sport's fantastic help, Health Place has built a way for the NHS to connect tens of thousands of patients with tens of thousands of exercise opportunities on their doorstep, with a simple click of a button."**

- Matthew Pike, Health Place

For case studies, please see our website: [Using physical activity open data in referrals settings - London Sport.](#)



### Couch to Fitness

**We led the project delivery of the Couch to Fitness Digital programme, delivering targeted digital marketing campaigns to 100,000 users, nearly half from ethnically diverse communities.**

In summer 2021, we supported Our Parks to develop the programme into a new web app and widen its offer to help women be active during pregnancy and after birth.

[www.couchtofitness.com](http://www.couchtofitness.com)

## Holiday Activity Fund

**London Sport, alongside a number of London boroughs, created and delivered digital marketing campaigns to engage children from low income families into activity and food programmes.**

The campaigns were delivered over the summer and winter holidays in 2021. The ads reached over 290,000 people and led to an additional 3,100 local people searching for activities to join.

**" After the Facebook adverts were launched, we saw a marked increase in clicks for our family summer scheme in areas that were not receiving a lot of digital traffic. The scheme certainly helped raise awareness of our project and we would be keen to be involved again."**

- Amy Murtagh, Sport and Physical Activity Officer, Southwark



## Open Sessions and Get Active



POWERED BY



We operate a free to use tool for activity providers to promote their sessions, and a search for potential participants to find them.

Over 2021 650 new activity providers signed up to Open Sessions.

Over 2021 over 27,000 potential participants used Get Active to search for an activity near them.



POWERED BY



# Leading the way in bringing organisations together to create, develop, test, champion and scale innovative ways of supporting active lives



## Sport Tech Hub (STH)

**Established by London Sport, STH accelerates the use of technology to help more people become active.**

STH supports innovators to launch, grow and scale ventures that play a major role in solving the world's physical inactivity crisis, through a 12-week acceleration programme. Across last year six ventures graduated from the programme.

In 2021 STH entered a commercial partnership with Decathlon and extended a partnership with Loughborough University London.

**“Our experience of the programme has been extremely positive, aided by how the programme has been tailored to our needs and stage, plus the vast range of people and organisations we were connected with and had the ability to learn from were all very influential and relevant people which will support the growth of our business.”**

- Simon McGeough, Head of Marketing and Partnerships at Just Football.

To read more about the Sports Tech Hub, visit our website:  
<https://www.sporttechhub.co.uk/impact-report/>



# Ensuring evidence, data and high quality insight inform the development of policy and practice supporting active lives

## East London Women and Girls research

**London Sport carried out research to find out challenges and barriers for women across East London when participating in physical activity.**

These challenges and barriers ranged from safety, finance, childcare, time, motivation, religious challenges, and trust. This project targets improving opportunities to access activity by taking the above into consideration on a local level.

The project aims to identify hyperlocal spaces/places/environments where women feel comfortable, safe, and confident in being able to engage in sport and physical activity.

We are looking to focus on Ilford and Redbridge as a Priority Place, where several pilot sessions will hopefully take place, with a smaller number taking place in the remaining two Boroughs of Barking and Dagenham and Newham.



## **Port of London Research**

**London Sport Consultancy undertook an analysis on behalf of the Port of London Authority to understand current and potential opportunities for sport and recreation along the Tidal Thames.**

London Sport and the Port of London Authority hosted two workshops with experts in the focus area to explore the research findings, identified existing assets, problem solve and prioritise key areas.

Research conducted by London Sport created multiple actionable learnings, including the need for a greater diversity in participants and workforce, a need for sufficient levels of infrastructure and highlighting safety on the river as a key factor.

## **Turkish and Kurdish research**

**London Sport Consultancy carried out research, on behalf of Enfield and Haringey Councils, to understand physical activity and health behaviours amongst the Turkish and Kurdish communities in their constituencies.**

Using the research, London Sport provided the councils with targeted interventions specific to these communities that would positively impact community integration, health, and social care needs.

## **Insight Portal**

**The London Sport Insight and Data Portal collects and provides the information needed to support the development of physical activity and sport across London. Over 2021 nearly 6,500 individuals visited the portal.**

The Insight Portal houses a range of datasets focusing on topics such as participation levels, active travel, and health. It also contains various published reports focusing on topics, such as diversity and inequality, children and young people.

## London Sport: other areas of work in 2021

### Becoming More Like London

London Sport have built on their commitment to the Sporting Equals Charter.

- We have progressed to become an Action Plan member.
- Sporting Equals review and report of our Diversity Action Plan 'Becoming More Like London'.
- Collaboration with Active Partnerships to commit to be an Anti-Racist Organisation following the murder of George Floyd.
- Sport England Leading for Renewal programme.
- London Sport deaf awareness training.
- One year anniversary of the conception of the London Sport Board subcommittee and staff working group focusing on Equality, Diversity & Inclusion.

### Commercial Partnerships

Across 2021 we have worked with a variety of current and new partners:

- The City of London
- Loughborough University London
- Chipotle
- Gympass
- GameDay
- Decathlon

