

**Innovative approach to getting Londoner's active wins tech company prestigious sports award**



An innovative approach to getting Londoners active and enjoying the capital's green spaces has won a tech company a prestigious sports award.

Swing Fitness is a fit-tech company founded in 2021 with the aim of reducing barriers to physical activity, getting Londoners moving, and to transform the city's green open spaces into health and wellbeing hotspots.

The company created the Swing Box - outdoor gym benches with integrated free weights - which are unlocked via an app which people can either subscribe to, or access on a pay-as-you-go option.

These boxes are now up and running in 11 London parks, with Swing Fitness hoping to have 50 of their Swing Boxes in place across 13 London boroughs by next month - and 500 by 2024. And as well as being placed in local parks for subscribers to use, Swing Boxes are also leased to healthcare charities, local authorities, and housing providers.

The boxes are proving increasingly popular, and earlier this week Swing Fitness was presented with the Digital and Tech Innovation Award in association with Exergame at the London Sport Awards.

The annual awards, supported by the City of London Corporation, celebrate the outstanding work being done throughout the city to help people play sport and enjoy all the social, physical, and mental wellbeing benefits which regular activity provides.

And despite being up against some strong competition in the Digital and Tech Innovation category, Swing Fitness was the overwhelming choice among the panel of expert judges.

Ian Nagle, Chief Executive Officer at Swing Fitness, explained the thought process behind the business.

He said: “What we're trying to do is help reduce the gap in health inequality. The idea came during the pandemic when the four-wall gyms or public gyms shut down and there was a scramble for people to purchase home fitness equipment. For the majority of people that wasn't feasible. So instead of one person purchasing equipment and having it in their home, we've made that available for people to share. We want to find a way of making high-quality training facilities as accessible and as affordable as we possibly can.”

And how does being named a winner at the London Sport Awards feel?

Ian explained: “We've been really fortunate that a number of boroughs have supported us, and London Sport has really helped us, probably more than anyone else.

“Winning this award is a huge credit to the to the team and good recognition to everyone who supported Swing Fitness up to this point. It is a huge honour.”