



POWERED BY



Swing Fitness

November 2022





The story so far

Swing Fitness came to London Sport's Sport Tech Hub with an idea. Over the course of six months they received expert support to turn that dream into a reality.

The evolution has so far resulted in gym equipment boxes dotted across London, enabled for the user with a bespoke app.

Swing is currently piloting 14 Swing Boxes in 10 parks in London, and has also installed Swing Boxes in private locations. The Company will be rolling out additional Swing Boxes in both public parks and private spaces over the coming months.



Looking forward

Over the course of their involvement with the Sport Tech Hub, Swing Fitness have especially benefitted from the many networking opportunities and guidance provided by London Sport to enable them to make connections with important partners who can help make their dream a reality.

Swing's goal is to make fitness as accessible as possible for as many people as possible, and to expand the company to provide this type of access to fitness on a global scale.

This mission aligns with London Sport's aim of helping Londoners live longer, healthier and happier lives through physical activity.



Testimonial

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Swing's involvement with the Sport Tech Hub has been influential to the progress the Company has made over the last 2 years. The Swing co-founders have made invaluable connections that have helped, and likely will continue to help, move the Company forward.

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Elizabeth Boino
Co-Founder

