



**LONDON  
SPORT**

**2016-17 Review**

# **Building on Strong Foundations**

MAYOR OF LONDON



**SPORT  
ENGLAND**

## Chair's and Chief Executive's Foreword

**A year ago, the board of London Sport was pleased to be able to report on the solid foundations laid by London Sport during our first year of operations. Twelve months on, and looking back at what's been achieved since then, we are more optimistic than ever that our target of getting 1,000,000 Londoners more active by 2020 is within our reach.**

“ We have worked hard to ensure we have been balanced in developing both game-changing developments for the sector, as well as smaller and more immediate improvements for London. From the continued successes of our ClubWorks, Satellite Clubs and Sportivate programmes, to our work supporting care homes with developing physical activity for older adults, and championing of innovation and technology, this has been a year marked by major strides towards a happier, healthier and more prosperous London through physical activity and sport.

These are great steps, but that doesn't mean we can rest on our laurels. Now is the time to press ahead and ensure that physical activity and sport remain a major focus for the capital. To do so effectively, we will need to build on existing partnerships, and build new collaborations for the benefit of London. To that end, the opening of London's House of Sport this year will mark another step forward in our commitment to making London the most physically active city in the world. This will also be a year for new leadership, and with the next Chair and Chief Executive of London Sport taking up the reins soon, there are real opportunities to build on the strong foundations already in place.

London is a great city – perhaps the greatest in the world. London Sport is wholly dedicated to ensuring it offers its residents the greatest possible opportunities through physical activity and sport; we look forward to working with all of you in the coming years to make that happen.



**Kate Hoey**, Chair,  
London Sport



**Peter Fitzboydon**, Chief  
Executive, London Sport

Two years into our target to get **1,000,000 LONDONERS MORE ACTIVE BY 2020**, the latest data shows that **WE REMAIN ON TRACK** with **216,000 LONDONERS** demonstrating higher levels of physical activity than in 2014.



While this continues the solid start made in London Sport's first year of operations, our ability to have a positive impact on the lives of Londoners through physical activity and sport is reliant on the work of new and existing stakeholders across the capital.

This summer, we will re-launch the Blueprint for a Physically Active City – the framework under which any organisation working to make Londoners happier, healthier and more prosperous through sport. Backed by the Mayor of London and Sport England, the Blueprint for a Physically Active City will offer individuals, organisations and strategic bodies the opportunity to frame their work within a broader, city-wide context for contributing to the future health of the capital through physical activity and sport.



**Sadiq Khan**,  
Mayor of London

“ We all have a part to play in making London a city that gives Londoners opportunities to be active. ”



**Jennie Price**,  
Chief Executive,  
Sport England

“ This is an ambitious goal which is why we need a joined-up and ambitious strategy for increasing activity levels in the capital city. Since the Blueprint was first launched in 2015 there has been real progress, but there is more to do. ”



## Our Service Areas

With two years of operational experience under our belts, this year we completed a restructure designed to rationalise our areas of support to the sector and provide more direct support to stakeholders across the sector.

### Our service areas

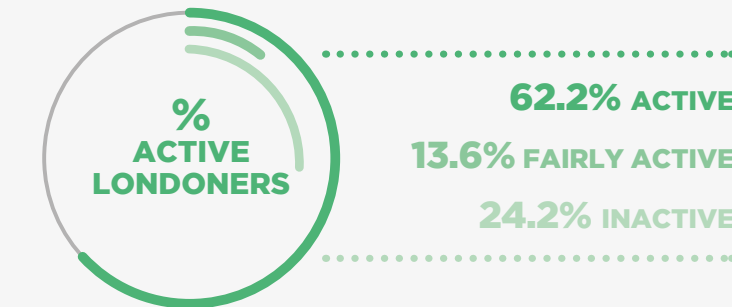
- Knowledge and Information**  
 Providing expertise, local insight and guidance to partners to support evidenced decision making for all forms of physical activity and sport in London
- Funding and Support**  
 Ensuring that grant funding in the sector is distributed efficiently, fairly and effectively to target the greatest areas of opportunity for improving Londoners' lives through physical activity and sport, while simultaneously working with the sector as a whole to secure new and additional inbound investment
- Leadership and Representation**  
 Delivery of targeted lobbying, influencing and strategic leadership for the sector in London, enabling decision makers to take action that considers the needs of Londoners of every background, age and ability and supports an ambitious, innovative physical activity and sport sector throughout the capital

### Outcomes of our restructure

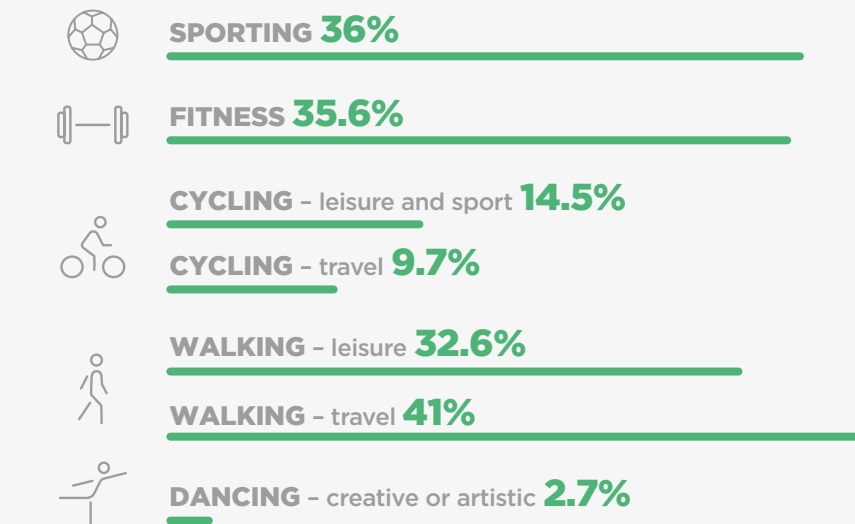
- More efficient operational support** delivered through a single delivery mechanism
- New functional expertise** in behaviour change, technology and data, to support innovation for the sector
- Enhanced leadership** in business development to bring more resource into grassroots physical activity and sport
- A simpler relationship management function**, providing dedicated points of contact for partners working across all areas of the capital

## Creating Active Lives

- Sport England's Active Lives survey:\*



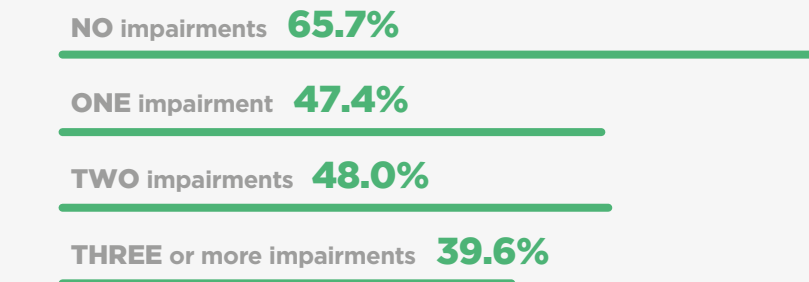
- Londoners take part in physical activity and sport in different ways, with many doing a range of activities:



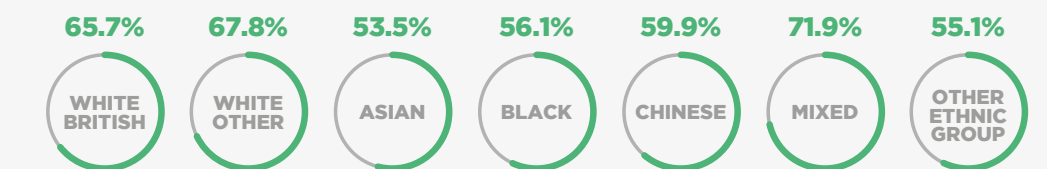
- However, there are stubborn inequalities in the number of active Londoners:



### IMPAIRMENTS



### ETHNICITY



\*Published 2017, data from the period November 2015 to November 2016

## Understanding the lives and mindsets of less active Londoners

To help address these challenges, we recently undertook research to build our understanding of less active Londoners so that we, and our partners, will be better placed to communicate and develop opportunities that are more likely to encourage physically active behaviours.

“It makes me think of younger days when everything worked, there were no aches or pains. That’s not the reality now, rather than filling me with excitement about the possibilities, it makes me sad for what has passed.”

Male, 41-55, Insufficiently Active

### Uniting challenges for less active Londoners

**1. An intention-behaviour gap:** Londoners often have positive intentions to be active, however, these good intentions do not always equate to changes in behaviour.



“I see friends post about exercise they do on Facebook and think I really should get more active!”

Female, 31-40, Insufficiently Active

**2.** Londoners **lack the mental bandwidth** needed to be more active: A host of daily demands use up mental energy and compete for Londoners’ attention. The stress and busyness of London life limits ‘mental bandwidth’ needed for being more active.



“I’ve worked hard over the years to finally be in a stable job that pays reasonably for London living, but it has taken all my spare time that I would want to use to exercise away. In all honesty it makes me feel sad and guilty.”

Female, 22-30, Inactive

**3. Disrupting engrained habits** to make space for activity is a challenge: Londoners tend to rely on default behaviours and familiar routines to cope with the speed of life all around them. Daily routines can limit the number of places Londoners feel a part of.



“I am not part of any communities or groups. I follow sports on TV and look online heavily for other people’s views or comments but tend rarely to join in.”

Female, 31-40, Inactive

**4.** The **rewards** of getting more active can **feel too distant** and unachievable. Media can be too future focused and not prime a relevant experience. Stereotypical imagery (e.g. young slim gym-goers) feels too removed and irrelevant.



“I would like to do more exercise but I need to lose weight and get fit first.”

Female, 41-55, Inactive

**5. Fears** associated with becoming active: Fear of change, fear of failure, fear of injury/pain, fear of being judged.



“I considered doing wireless outdoor gym class at Clapham Common after seeing it on dragons den, but was too scared to take it up for fear of looking stupid, and fat.”

Male, 41-55, Insufficiently Active





# Our 2016-17

**15 JUN 2016**  
**First London and Borough Impact Reports** released, outlining London Sport's impact across the capital.

**04 JUL 2016**  
New **Get Active London Beta site** launches - the world's first open data powered activity finder.

**05 JUL 2016**  
**Primary School Innovation Funding** launched, offering primary schools in London the opportunity to access funding for new projects targeting inactive pupils.

**06 JUL 2016**  
London Sport hosts partner organisations from across London at the KIA Oval for **1,000,000 More Active - Partner Engagement Event**.

**12 SEP 2016**  
**£15,000 funding** made available to **primary schools** to develop **regular running programmes**.

**22 AUG 2016**  
London Sport announces **House of Sport** project.

**16 AUG 2016**  
**56 new clubs** recruited to London Sport and GLA **ClubWorks** programme, bringing number of clubs on programme to 276.

**10 AUG 2016**  
London Sport and BT host **Sport 2.0 at British House, Rio de Janeiro**, exploring the role of technology in global sport and sustainability.

**19 SEP 2016**  
London Sport wins **England Netball Golden Globe Inclusion and Diversity Award** for Sitting Netball pilot.

**15 NOV 2016**  
Plans announced for **London's first physical incubator for fit tech, sport tech** and health tech at Sport 2.0 - The Digital Revolution Continues.

**03 OCT 2016**  
London Sport launches **Funding Search Tool** to take pressure off sport's workforce in identifying funding opportunities, and helping sport projects in London secure investment.

**17 NOV 2016**  
Crowdfunder and London Sport **pilot** raises over **£30,000** for grassroots sport projects across London.

**01 DEC 2016**  
Four tech companies backed through second wave of **Sport Technology Innovation Fund**.

**02 DEC 2016**  
London Sport unveils **ambition for disability sport** in London.

**08 DEC 2016**  
Completion of **Dare2Try pilot project**, delivered in partnership with University College London, designed to help coaches adapt activities for female audiences.

**31 DEC 2016**  
London Sport **restructure completed**, resulting in headcount efficiency of 10% and greater scalability to meet changing partner needs.

**19 JAN 2017**  
Second annual **London Sport Awards** held at indigo at The O2.

**05 FEB 2017**  
Final Sportivate funding round closes, bringing total **investment in Sportivate programmes in 16/17 to £1.37m**.

**13 FEB 2017**  
London Sport launched **Primary School Diagnostic Wheel tool**, a digital platform empowering schools to make appropriate choices around physical activity and sport following successful pilot.

**02 MAR 2017**  
**Consultation** launched to identify steps towards creating **bigger and better workforce** for sport in London.

**26 MAR 2017**  
London Sport presents **Engaging Women into Coaching** project findings to national sport development audience, highlighting a new framework for recruiting inactive women into sport's workforce.

**28 MAR 2017**  
**#LDNMovesMe Campaign** launched to celebrate physical activity in the capital.

**2020**  
1,000,000 Londoners are more active.



## Case Studies

### ClubWorks Programme

ClubWorks is a Mayor of London funded club support programme delivered by London Sport and designed to support the work of grassroots clubs across the capital. In its second year of delivery, ClubWorks interventions provided support to clubs ranging from funding advice, training and development workshops, guidelines on effective governance to over 250 clubs across the capital. Next year, this model will be adapted to enable rollout of support to any grassroots club delivering sport in the capital.

- **250** clubs supported
- **380** coaches and volunteers trained
- Between **£90,000 - £100,000** was brought into the portfolio of clubs supported by ClubWorks in 2016/17

“ The programme has successfully supported 250 clubs to date across a diverse range of topics including governance, marketing and finance. The feedback from clubs who have been on the programme has been overwhelmingly positive, and we look forward to continuing to support and develop grassroots clubs across the capital. ”

### Funding Search Tool

This year, we launched the sector's first Funding Search Tool, [funding.londonsport.org](http://funding.londonsport.org), to support organisations' efforts to identify and secure new investment and, ultimately, grow the scope and effectiveness of physical activity and sport in London. Launched with information on over 350 grants accounting for over £17,000,000 of potential funding opportunities, the Funding Search Tool has since helped to simplify the process by which organisations working in the sport sector identify and access resource.

- Launched in October 2016 with information on over **£17,000,000** of available funding
- **OVER 35,000** unique views from launch to 31 March 2017
- Updated with new funding opportunities **EVERY WEEK** since launch

“ The Funding Search Tool has opened up new routes and opportunities for all physical activity and sport providers across London to find and access investment and funding at the right time for them. ”



### Research into Less Active Londoners

Our research into less active Londoners helped to identify four population segments common to Londoners with lower levels of participation in physical activity and sport. This demographic segmentation has helped to point not only to the behaviours of less active Londoners, but also to their likely mindsets around physical activity and sport – providing an opportunity to support partners in their understanding of the motivations and barriers facing less active Londoners every day.

- The full research into less active Londoners will be **PUBLISHED LATE 2017**
- By identifying shared behavioural traits, the sport sector will be **BETTER EQUIPPED** to meet the needs of less active Londoners
- Findings will **DIRECTLY CONTRIBUTE** to Sport England and Government strategies

“ This research will support grassroots organisations across London to better understand the needs and motivations of different types of Londoners and, in time, help them to lead more active lives. ”



## Case Studies continued

### Sitting Netball Project

In summer 2016, we developed and introduced a Sitting Netball pilot project in 10 residential homes across Harrow and Barnet designed to support increases in physical activity among care home residents and deliver accrued benefits in cognitive function, physical wellbeing and mental wellbeing. The initial eight-week pilot has now been rolled out to a London-wide second phase pilot with 32 care homes in five Local Authorities, with longer-term ambitions to develop a package available for national adoption.

- At the end of first phase pilot, **98% OF CARE HOME RESIDENTS** were doing at least one session of physical activity a week, compared with 62% before the programme
- **79% OF PARTICIPANTS** felt close to other people often, or all the time
- The percentage of participants feeling optimistic often, or all the time, **MORE THAN DOUBLED**

“ It brings people together. There were little pockets of people and groups, but sitting netball has fragmented that. ”

### Schools Innovation Funding

We invested £43,480 in a one-off innovation programme providing grants of up to £1,500 to primary schools across to support the development of new and existing projects aimed at increasing pupils' participation in regular PE, school sport and physical activity.

- **28 SCHOOLS** were successful in their funding applications, reaching a cumulative **2,600 CHILDREN**
- **97%** of children impacted were not previously engaged in physical activity outside of curriculum PE
- Almost **1 IN 2 CHILDREN SHOWED BETTER SOCIAL INTERACTION** after engaging with Primary School Innovation Fund backed programmes
- **15%** of children subsequently showed **BETTER BEHAVIOUR** in class

“ This has had a positive impact on young children – they are now choosing to take part in physical activity, giving them a great start to a healthy, active lifestyle. ”



Launched in March 2017, #LDNMovesMe is a digital-led campaign celebrating what being involved in physical activity and sport means to Londoners of all ages, backgrounds, and abilities.

Through sharing the stories of individuals' involvement with grassroots sport in the capital, we are able to bring to life not only the macro picture of physical activity and sport in London, but also the story of everyday Londoners across the capital.

“ London moves me because I love the diversity of the city and I am very proud to be a Londoner. ”





## Partner Feedback

### Mike Diaper

Director of Community Sport, Sport England

#### What role has London Sport played in supporting physical activity and sport in London in the past year?

“London Sport has provided strong and visible leadership for the myriad partners – both large and small – who have a keen interest in making London more active.

From pushing the frontiers of digital technology to support grassroots projects, London Sport continued to provide effective advice, support and insight for everyone who cares about getting Londoners more active.”

#### What areas do you feel London Sport needs to improve in over the next year?

“Continue to develop strategic networking on behalf of Sport England – in particular with a wider range of partners from outside the sport sector – to exploit the unique opportunities that are available from being focused on a truly international, high-profile capital city.”

### James Banks

Chief Executive, Greater London Volunteering

#### What role has London Sport played in supporting physical activity and sport in London in the past year?

“London Sport have been refreshingly open about not knowing all the answers, and being willing to engage with people outside of the traditional sports sector. Our work together to bring the expertise of grassroots volunteering organisations and Volunteer Centres into sport, and to provide a bespoke “experts in volunteering” support package to sports clubs saw some great results in the last year.”

#### What areas do you feel London Sport needs to improve in to support your work over the next year?

“We would encourage a stronger, deeper engagement with groups outside the traditional sport sector, so that the expertise of the wider voluntary and community sector can be embraced as part of the drive to get 1,000,000 Londoners more active.”

### Sian Williams

Into Sport Project Manager, Inclusion London

#### In what areas do you feel London Sport has performed most effectively?

“As well as providing extensive knowledge and expertise in all issues affecting Disabled people’s engagement in physical activity and Sport, London Sport has helped signpost Into Sport staff to other organisations and providers to broker new partnerships. London Sport also ensures that Inclusion London can get involved in discussions at a strategic level, including the development of disability strategy, volunteering and workforce.”

#### What areas do you feel London Sport needs to improve in to support your work over the next year?

“London Sport needs to actively involve Deaf and Disabled People’s Organisations in policy and strategy development opportunities, to influence work in all areas of physical activity and sport provision. We hope that London Sport will continue to highlight the barriers that Disabled people face to participating in physical activity and sport.”



## Financial Highlights and KPIs



**£5.6m**

**INVESTED IN DELIVERY AND ADMINISTRATION OF FUNDED PROGRAMMES**

(96% of total group expenditure)



**71%**

**OF OUR PARTNERS STRONGLY AGREE OR AGREE LONDON SPORT IS RENOWNED FOR INSIGHT**



**£2.8m**

**INVESTED IN GRASSROOTS CLUB SUPPORT AND DEVELOPMENT PROGRAMMES**

(50.2% of total programme delivery expenditure)



**93%**

**OF OUR PARTNERS ARE EITHER SATISFIED OR VERY SATISFIED WITH THE QUALITY OF SUPPORT AND ADVICE GIVEN**



The logo for London Sport, featuring the words "LONDON" and "SPORT" stacked vertically in a bold, sans-serif font, enclosed within a white shield-like shape with a pointed bottom.Two white slanted parallel bars indicating the start of a quote.

This has been a year marked by major strides towards a happier, healthier and more prosperous London through physical activity and sport.

Two white slanted parallel bars indicating the end of a quote.

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