Fieldfisher – Supporting the Technology for Participation Award

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The London Sport Awards, taking place at Wembley Stadium on 8 March 2018, are the biggest celebration of grassroots sport in the capital.

[Buy your tickets today.](https://londonsport.org/event/london-sport-awards/)

[Fieldfisher](http://www.fieldfisher.com/) are supporting the Technology for Participation Award, of which three nominations have made the final cut to the next stage with the winner being announced on the night.

Find out more about these shortlists here, all helping to raise awareness and enhance the impact of physical activity on promoting good health among London’s population.

The Let’s Do This 8-week Challenge

The Let’s Do This 8-week Challenge is an online goal setting tool designed to help people get into good routines, setting them up for a healthier lifestyle. The opportunity offers support to participants, providing motivational messaging through text messages and emails. It helped get 7,076 Londoners more active in 2017. 89% of users were women.

MyLocalPitch

Market leading sports booking portal, MyLocalPitch focuses on simplifying the booking process, growing revenues for grassroots sports venues and increasing sports participation. They provide booking management software to help venues migrate online and their bespoke service helped both independent venues and larger corporate entities. In 2017 they became London FA’s official bookings partner and they helped over 1.5m people to play grassroots sports in London. They were App of the Week in Metro and Shortlist Magazine and was featured in Daily Mirror’s 'Best iPhone Apps for 2017'.

Race to Health

Race to Health is an online whole school physical activity challenge which encourages primary school aged children to increase their physical activity levels. As the platform uses gamification, it allows pupils to create their own avatar, collect electornic points, medals, trophies and certificates. Each week, schools receive an update of their students' progress. All the data collected by the site can be broken down by sex, year group, ethnicity so that schools are able to monitor popular activities for specific groups.

About Fieldfisher

Fieldfisher is a European law firm with marketing leading practices in many of the world’s most dynamic sectors. An exciting, forward-thinking organisation with a particular focus on technology, finance & financial services, energy & natural resources, life sciences and media. **Find out more about Fieldfisher at** [**www.fieldfisher.com**](http://www.fieldfisher.com)

We wish The Let’s Do This 8-week Challenge, MyLocalPitch and Race to Health best of luck on the night and a big thanks to all those who entered the London Sport Awards 2018.