

Helping a Local Authority to embrace the future of Tech and Sport

SECTOR

Local Authority

DATE UNDERTAKEN

April 2018

CONSULTANCY AREA

Tech for Participation

PARTNER

London Borough of Hackney

One of London's 33 Local Authorities was seeking to enhance the connection between tech start-ups and community groups through physical activity innovation. We found the right environment to explore the opportunity for digital technology and sport.

The Challenge

- To help SportTech and Community Innovation to collaborate around major challenges facing physical activity in east London
- To highlight the breadth of digital technology addressing barriers to physical activity and create new innovation partnership opportunities
- To build a closer link between SportTech and community physical activity in one of London's most diverse boroughs

London Sport Support

- Developed 'micro-pitch' event format to showcase broad range of future innovation opportunities and partnership development potential
- Identification and coordination of relevant tech start-ups to profile breadth of opportunity in existing digital innovation
- Incorporated existing best-practice in grassroots sport innovation to enhance stakeholder awareness of current tech for participation trends

Outcomes of London Sport Consultancy

- Live market-validation for new SportTech initiatives, leading to live connections for pilot project opportunities
- Client given ability to position physical activity team as hub of innovation for community development and physical activity

Photo credit:

[Ernest Simons](#)



The Challenge –

Helping a Local Authority to embrace the future of Tech and Sport



Photo Credit: [Ernest Simons](#)

As tech innovation becomes increasingly prominent in the future of physical activity and sport, how can Local Authorities ensure they are at the cutting edge of the industry's thinking? And what are the opportunities available to influence tech start-ups to find new markets in community sport?

Seeking to capitalise on existing connections to the newest and most exciting frontiers of SportTech innovation, London Borough of Hackney partnered with London Sport to develop a bespoke Hackney Tech in Sport event, with London Sport's tech and innovation specialists working to create a unique opportunity to bring together two critical strands of the grassroots sport landscape.

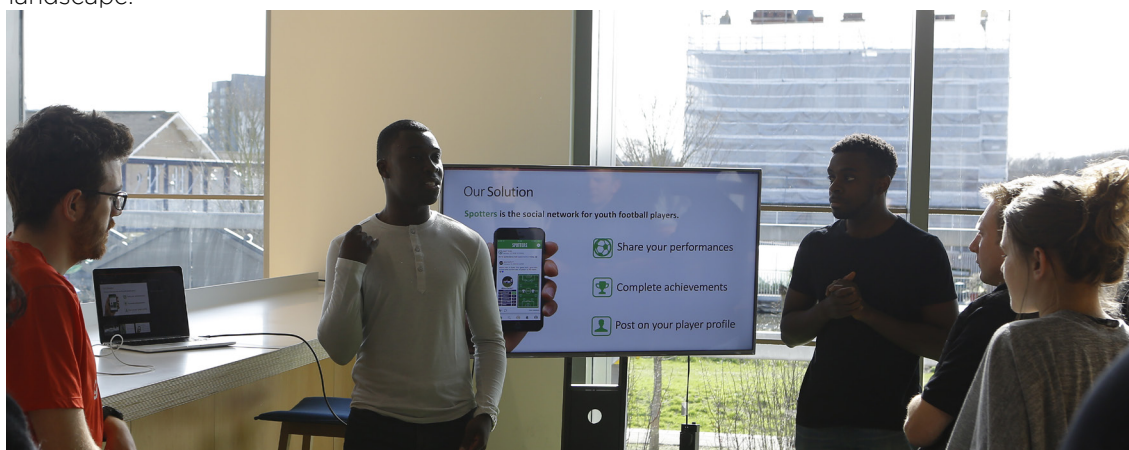


Photo Credit: [Ernest Simons](#)

London Sport's Support

London Sport worked to develop a brief designed to attract SportTech innovators and start-up companies to deliver micro-pitches to community organisations working to address challenges across the borough of Hackney. Using existing knowledge of Hackney's priorities and strengths, and working with the Local Authority to identify focus areas, London Sport worked through start-up networks and SportTech innovation hubs to curate a programme of start-ups focused on challenging inactivity and enhancing community outcomes through sport and tech innovation.



With an event brief in place, London Sport worked with the Local Authority to integrate community participation and involvement of young people from within the Borough, creating an opportunity to introduce the next generation of Hackney residents to opportunities in SportTech innovation.

"The Hackney Tech in Sport event was brilliant. It brought together a range of different partners and individuals together in one space to explore, hear about and experience tech ideas to challenges faced by people in the sports and physical activity world.

As a borough we were able to introduce SME's, sports clubs and internal departments to a world of opportunities in terms of technology. It was also an inspired event in terms of involvement of young people sharing their experiences of using tech to support or further their involvement in sport and physical activity. They also had a great time interacting with the tech companies and challenging companies innovation. Overall a great event and experience for all who attended."

Ladi Ajayi

Leisure and Physical Activity Development Manager, London Borough of Hackney



Outcome of London Sport Support

Through the Hackney Tech in Sport event, Hackney's Leisure and Physical Activity Development Manager was able to enhance the Local Authority's connections to SportTech innovation, and helped the Borough to take a central role in connecting local stakeholders to emerging Tech start-ups.

In helping the Local Authority to embed SportTech in its activation of physical activity strategies, the event has helped to enhance connections between a key part of London's physical activity landscape and emerging champions of SportTech innovation.



Photo Credit: [Ernest Simons](#)

Interested in working with London Sport? Get in touch:

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