**Exploring the role of SportTech in creating health solutions for Londoners**

London Sport are bringing SportTech to the forefront of physical activity and mental health provision once again with their Embracing the Future event this November.

The workshop event, sponsored by [Notting Hill Genesis](http://www.nhggroup.org.uk/), on 1 November at Plexal in the Queen Elizabeth Olympic Park will look at how SportTech can improve health outcomes.

Delegates will be able to look at how technology, digital and data can make a positive practical impact on residents facing mental health problems across East London and throughout the capital.

From health to participation and entertainment, delegates from all areas of the sector will be able to learn lessons and try out the next generation of tech aiming to tackle real world problems.

Demonstrations from start-ups with London Sport’s [Sport Tech Hub](http://www.sporttechhub.co.uk/) will give attendees a fuller understanding of how their products and services can positively impact real issues.

London Sport has already successfully held a [similar event in Hackney](https://londonsport.org/helping-a-local-authority-to-embrace-the-future-of-tech-and-sport/) earlier this year and is now opening up similar opportunities to even more London boroughs.

**Alex Zurita, London Sport Specialist Advisor - Technology for Participation, said:**

“I’m absolutely delighted to have Notting Hill Genesis sponsoring our second Embrace The Future event as we bring together physical activity, sport, mental health services and tech.

“It’s going to be an extremely informative event which I am sure will bring numerous benefits to those attending and, in due course, the wider public in London.”

**Ladi Ajayi, Leisure and Physical Activity Development Manager, said:**

“We’re really excited to help bring together another amazing tech event with new people and organisations.”

**Samantha Cheadle, Social & Economic Regeneration Manager, Notting Hill Genesis, said:**

“As sponsors, Notting Hill Genesis (NHG) are very excited to be part of this innovative sport tech event working with London Sport and the London Borough of Hackney.”

[Get your free tickets here](https://londonsport.org/event/embracing-the-future-part-2-physical-activity-technology-for-mental-health/)