London Sport launch collaboration with UK Deaf Sport

London Sport are launching a new partnership with UK Deaf Sport to increase the number of physical activity opportunities delivered to deaf or hard of hearing residents across the capital.

With inactivity substantially higher amongst London residents with hearing impairments (57.8%) than average (24.8%), the partnership will increase awareness of existing participation opportunities.

The collaboration, delivered as part of London Sport’s insight consultancy service, will look to develop partnerships aimed at increasing participation opportunities for deaf or hard of hearing residents.

London Sport are also set to create internal mapping tools for UK Deaf Sport which will be used to help the charity’s strategic decision-making processes.

The collaboration is part of London Sport’s continued efforts to make the capital the world’s most active city and forms part of UK Deaf Sport’s three-year plan (2017-2020).

UK Deaf Sport, which aims to enable deaf people to reach their full potential in sport, are focusing on adding to and strengthening their work supporting participation opportunities in physical activity and sport across London.

Commenting on the partnership, Tristan Farron-Mahon, Insight Consultancy Manager, said:

“We are very excited to be working with UK Deaf Sport on this insight project to support the identification of potential partnerships and development of participation opportunities amongst deaf communities in the capital.

“We welcome this opportunity to support UK Deaf Sport in implementing positive change in the number and quality of available opportunities to become physically active for this population group.”

Valerie Copenhagen, Head of Participation at UK Deaf Sport, said:

“UK Deaf Sport are delighted to be working alongside London Sport to help grow, and raise awareness of, the opportunities for London residents who are deaf or hard of hearing.

“We know that those who are deaf or hard of hearing are significantly less active when compared to the London average and we are determined to do everything we can to change this worrying statistic.

“It is vitally important that we make the best-possible decisions at a strategic level and we expect the research and mapping tool provided by London Sport to enable us to this.”

For more information on London Sport’s insight consultancy service email Tristan.Farron-Mahon@londonsport.org and for more about UK Deaf Sport, visit www.ukdeafsport.org.uk