**London Sport joins Loughborough University’s Collaborative Project**

London Sport are delighted to have been announced as a project partner for Loughborough University London’s Collaborative Project for the first time.

The university, based in the Midlands but with a post-graduate campus in the capital, will collaborate with 35 respected national and international organisations during the scheme.

Almost 1,000 students will be involved tackling real business issues as we ask students to investigate which workplace health interventions are most effective to changing behaviour.

Jennie Rivett, Business Development and Partnership Manager, London Sport said:

“This new partnership between London Sport and Loughborough University’s world-leading Collaborative Project over the year is an exciting opportunity to identify new methods that could prove transformative for the health and wellbeing of London’s working population.

“Workplace health and inactivity have real social and economic implications; this partnership is the next step in helping us to overcome the issues and barriers that face Londoners, and the businesses that employ them.

“We are excited to see the outcome of the students’ work and look forward to incorporating their findings into our day-to-day efforts to make London the most active city in the world.”

Loughborough University London revealed this year’s partners at recent launch event and announced it will be pairing with organisations based in China for the first time.

Meanwhile, Chelsea FC, WaterAid and Arthritis UK are just a handful of the big names that have been announced as project partners of the 2018/19 [Collaborative Project](http://www.lborolondon.ac.uk/your-career/collaborative-project/).

The project will also see the return of previous partners that will return for 2018/19 module such as London Stadium, the West Ham United Foundation and NHS England.

Loughborough University London’s Learning Partnerships Manager Ashley Gray, who appeared at our recent Active London event, manages operations on the module.

**"We are hopeful it will ignite something very special"**

He said: “It’s been an absolute pleasure bringing together such a progressive group of organisations for our biggest adventure yet into large-scale collaborative innovation between academia and industry.

“We’re looking forward to following the projects and journeys beyond and are hopeful it will ignite something very special between students, staff and organisations alike.”

More information on the module and how to become a collaborating organisation can be found on their [dedicated webpage](http://www.lborolondon.ac.uk/your-career/collaborative-project/).