

**LONDON  
SPORT**

# ACTIVE LONDON

2019

## INNOVATION IN THE WAYS WE WORK

09:00 – 10:00	<b>Registration and morning refreshments</b>
10:00 – 10:15	<b>Welcome and Opening Remarks</b>
10:15 – 12:20	<b>Innovation – from Global to Local</b>  Our morning plenary will take the form of three keynotes exploring international, national and local innovation.  <i>International Innovation</i> Using the Active Citizens Worldwide initiative as a framework, this session will lead delegates through global approaches to innovation for physical activity and sport. Through a combination of case studies, insight and international testimonies, this plenary keynote will explore the new and emerging ways that physical activity is adapting in cities and nations across the world.  <i>National Innovation</i> How does Innovation play out on the national stage? And what are the opportunities and implications for London as the country's national agencies seek to embed Innovation at every level of physical activity and sport? This session will focus on both the current state of play and the direction of travel within new and emerging national strategies.  <i>Local Innovation</i> A panel of leading industry professionals will explore and share some of the latest creative thinking, innovative projects and forward-thinking strategies which are being successfully rolled out across various local areas in the UK.
12:30 – 13:30	<b>Lunch break</b>

# ACTIVE LONDON INNOVATION IN THE WAYS WE WORK

TUESDAY 10 SEPTEMBER 2019

## Afternoon Workshops

The afternoon session will allow delegates to choose from four different workshop tracks which will explore the concept of innovation in specific areas of practice.

### City-Based Innovation

*Beginning with London's built environment, this track will challenge participants to consider the ways that sport can adapt to a changing urban landscape, before flipping the debate on its head and seeking to co-create a vision of a city that develops to create a culture of physical activity.*

13:40 – 14:35

**Session 1:** Built for London? How sports can adapt to modern urban environments without losing their essence

14:45 – 15:40

**Session 2:** Built for Sport? Reimagining a London environment that is permissive and supportive of an active culture

### Community-Based Innovation

*This track will take an in-depth view on the ways that innovation has been adopted by community projects, groups and stakeholders in a way that successfully enables true community buy-in and support.*

13:40 – 14:35

**Session 1:** As easy as ABC(D)? How the Asset-Based Community Development approach has been used to transform approaches to physical activity and sport projects

14:45 – 15:40

**Session 2:** Details to follow

### Driving Innovation through Technology

*Digital and technological innovation is one of the most widely-discussed areas of innovation for physical activity and sport, yet its adoption remains patchy and commercial sport remains ahead of its grassroots equivalents in its use of technology. This track will engage with two of the most timely aspects of technological innovation with an eye on their influence on grassroots physical activity.*

13:40 - 14:35

**Session 1:** eSports - Friend or Foe? As eSports move further into cultural consciousness, what are the opportunities for traditional physical activity and sport?

14:45 – 15:40

**Session 2:** The Power of Storytelling. Experts in digital content share their views on the power of great storytelling to get people more active

### Insight-Led Innovation

*Taking two London Sport-led projects as its starting point, this track will look at the ways that sophisticated insight approaches can shape our approach to helping less active people to enjoy the benefits of regular participation in physical activity and sport.*

13:40 - 14:35

**Session 1:** Understanding Less Active Londoners - taking a behavioural segmentation approach to adapting physical activity and sport for less active people across the capital

14:45 – 15:40

**Session 2:** A Walk in the Park: shaping digital marketing through project insight

15:50 - 16:30

### Closing Keynote, Drinks and Networking

Our closing session will draw together ideas and inspiration from the day, before inviting all attendees to join us for drinks and networking on the venue's fantastic rooftop bar to reflect, network and build new connections.