

# ACTIVE LONDON

## INNOVATION IN THE WAYS WE WORK

TUESDAY 10 SEPTEMBER 2019

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.  <b>International Innovation</b> 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. <b>SPEAKERS:</b> Tim Copley - Director of Insight, Data & Performance, London Sport James Delaney - Director, Block by Block Foundation  <b>Innovation for London</b> The Mayor of London's Sport and Physical Activity Strategy set out a vision to make London the most integrated and active city in the world. In this keynote, the Mayor's Sport Unit will explore the ways that the new <i>Sport Unites</i> programme is taking an innovation approach to physical activity and sport in London. <b>SPEAKERS:</b> Greater London Authority  <b>Local Innovation</b> 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. <b>CHAIR:</b> Matt Rogan - Two Circles <b>PANELLISTS:</b> Karen Creavin - The Active Wellbeing Society Charlotte Boenigk - Free Your Instinct Eloise Moller - Single Homeless Project
12:30 - 13:30	<b>Lunch break</b>
13:40 - 14:35	<b>Afternoon Workshop: Session 1</b>
14:45 - 15:40	<b>Afternoon Workshop: Session 2</b>
15:50 - 16:30	<b>Closing Keynote, Drinks and Networking</b>  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.



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## 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.

### Innovation in an Urban Environment

*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**

**SPEAKERS:** John Allison - Street Gym, Marco Boi - PlayInnovation, Luke Thomson - UK Wallball, Liz Knight - BSUK, Afran Akram - Essex Cricket in the Community, Mark Bullock - Tennis Factory, Samanta Bullock - Tennis Factory

14:45 – 15:40

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

**SPEAKERS:** John Allison - StreetGym, Marco Boi - Play Innovation, Anita Grant - Play Islington, Phillipa Bannister - Street Space

### 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**

**SPEAKERS:** Karen Creavin - Active Wellbeing Society, Kathryn Mudge - Yorkshire Sport

14:45 – 15:40

**Session 2: Hyper local and community driven approaches to increasing physical activity**

**SPEAKERS:** Phil Veasey - Public health, community engagement and sports development consultant

### 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. As eSports move further into cultural consciousness, what are the opportunities for traditional physical activity and sport?**

**SPEAKERS:** Dan McLaren - Cast Digital, Adam Whyte - LDN UTD, Jonathan Rigby - British Cycling, Glen Calvert - Fnatic

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**

**SPEAKERS:** Katee Hui - Hackney Laces, Rollo Goldstaub - YouTube, Priya Shah - Sauce, Solomon Curtis - Greater London Authority

### 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**

**LEAD:** Daniel Stracey - Senior Insight Manager, London Sport

14:45 – 15:40

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

**LEAD:** Frances Drury - Senior Marketing Manager, Sport England, Chris Norfield - Digital Marketing Lead, London Sport



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