Innovation in an Urban Environment

We don’t have enough facilities to meet current demand, let alone make this the most active city in the world.

That’s the reported outcome of almost every playing pitch and built facility strategies produced for major cities like London.

The specialist sports facilities we do have can be intimidating for people who are currently inactive or inaccessible for those from disadvantaged backgrounds, and we’ve put up ‘No Ball Games’ and ‘Keep off the Grass’ signs to stop people taking advantage of the public realm to keep themselves active.

On the other side of the equation, we’ve narrowed the definition of sport and what facilities are needed based on games codified in the Victorian-era.

If we are to make London the most active city in the world, we must innovate to rebuild sport for the city, and rebuild the city to create an environment more supportive and permissive of an active culture.

This Active London workshop strand will look at both sides of this equation through ‘Living Library’ sessions where delegates will engage with people who are re-imagining what sport and physical activity might look like in the urban environment.

Delegates will then be supported by these experts to collaborate and begin to imagine innovative solutions to real-life issues they may be facing.

Split into two sessions, before the break will focus on rebuilding sport and physical activity for London and our Human Library will be full of experts that have broken conventions to bring their sport deliver in the streets and grey spaces of London.

After the break, we’ll hear from urbanists... people who spend their time imagining a different London and delegates will consider how we might change London to better support sport and physical activity, even from a start point of no budget.

For a great example of what we mean by innovation in this field, search “The Unusual Football Pitch Project” on YouTube and come ready to imagine the same in your area of London.