

Securing new funding for fitness programme expansion

SECTOR

Free physical activity delivery

DATE UNDERTAKEN

April 2017 - August 2017

CONSULTANCY AREA

Funding and Insight

PARTNER

Our Parks

A newly-formed outdoor fitness group delivering free physical activity sessions in the community engaged London Sport to enhance opportunities to secure roll-out investment from major public-sector funding bodies.

The Challenge

- Develop robust project proposal to secure new public-sector funding
- Provide evidence base to support project roll-out opportunities
- Reinforce client reputation with senior sport sector policymakers

London Sport Support

- Develop insight model to identify project roll-out opportunities aligned to funder priorities
- Broker meetings between project leads and key funder decision makers
- Facilitate engagement between project leads and Local Government stakeholders to secure local buy-in

Outcomes of London Sport Consultancy

- Client successfully secured £235,000 initial funding with additional £160,000 expansion opportunity
- Business growth plans reinforced with robust and sustainable pan-London growth model



The Challenge -

Developing a robust proposal to secure new funding



With funding decisions increasingly conditional on insight, data and evidence, how are organisations focused on delivering physical activity able to improve the odds of securing investment that supports business growth? As the physical activity and sport sector becomes more diverse in its focuses and methods of delivery, innovative start-up organisations are increasingly important to meeting government and other public priorities, yet securing funding is frequently contingent on demonstrating a research and insight base that can be difficult for new organisations to access and interpret.

Since it emerged in 2014, Our Parks has become widely-recognised for the success of its free-to-access physical activity sessions,

particularly in meeting the needs of under-represented and deprived communities across London.

London Sport's Support

Our Parks have gained widespread support for their approach and commitment to challenging ingrained inactivity behaviours since their launch in 2014. Having evidenced success in meeting the needs of communities that are typically considered 'hard to reach', the group's delivery model represents an innovative way to challenge inequalities in participation across the capital.

Tasked with supporting Our Parks' efforts to secure investment from two funders with diverse objectives, London Sport proposed a three-strand approach:

- 1) Combine qualitative insight into needs of inactive Londoners with a quantitative assessment of locations in London to provide a targeted expansion plan
- 2) Combine insight-led expansion profiles with knowledge of funder priorities to support development of robust funding applications
- 3) Facilitate meetings with key funder stakeholders to enhance opportunities for additional future investment

This approach was confirmed and commenced in April 2017 with a view to completing consultancy by end of Q3 2017.



"Throughout the last 12 months the support from London Sport has been incredibly helpful at a critical time in the expansion of Our Parks' Turn Up Tone Up London programme. As our expertise lies in delivering robust outdoors exercise programmes to local communities, applying for funding can be a complex process; the London Sport team has been tireless in its efforts to secure funding from Sport England."

Born Barikor

CEO & Founder, Our Parks

**Outcome of London Sport Support**

Our Parks were successful in securing investment from Sport England and Greater London Authority, totalling an initial £235,000 with the potential for additional £160,000 investment over a 3-year period to allow for a full programme of expansion across London.

London Sport has continued to work closely with Our Parks through the first year pilot delivery, supporting on insight evaluation and commitments made to share evidence of impact with funders. Relationships brokered through London Sport have offered further expansion opportunities as part of the programme's wider sustainable growth plans.

**Interested in working with London Sport? Get in touch:****Melanie Antao**

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