



**LONDON SPORT
CONSULTANCY**



**Physical Activity and Sport Strategy 2019-2023:
A Vision for Active Redbridge**

January - April 2017



The Challenge

- To conduct an extensive evidence gathering and research process that presents a community focused picture of the state of physical activity and sport participation and engagement in Redbridge.
- To identify key opportunities to increase physical activity and sport within the borough and develop an ambitious and innovative action plan that sets a clear path to achieving the strategic aims.
- To develop a cross-departmental narrative for physical activity that is jointly owned by key directorates within Redbridge Council, including public health, transport, community and planning teams.

London Sport's Support

- In partnership with London Sport associate Michael Stone of SportMR, we developed a comprehensive evidence base for ongoing decision-making through the delivery of in-depth quantitative and qualitative research that followed Sport England strategic guidance, engaging over 200 community stakeholders in the process.
- Identified and confirmed a clear set of priority strategic outcomes for the borough, set out in the final strategy document “Fun, Fitness, Friendships & A Fair Chance for All - A Vision for an Active Redbridge” and accompanying Action Plan.
- Established new community links and presented innovative and ambitious methods for achieving strategic outcomes.

The Outcome

- Secured cross-departmental sign-off and joint ownership and responsibility for achieving strategic outcomes, ensuring a co-ordinated approach to tackling the challenges faced by residents in accessing and participating in physical activity and sport across the borough.
- New digital marketing and engagement campaign to reach residents identified as priority groups for Redbridge Council.
- Highly-focused approach to increasing physical activity and sport through local community groups, influenced by the potential for physical activity and sport to impact positively on social, economic, educational and health outcomes at a hyper-local level.



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

Tristan Farron-Mahon

Consultancy Insight Manager
020 3848 4630
Tristan.farron-mahon@
londonsport.org

Jennie Rivett

Business Development and
Partnerships Manager
0203 848 4630
Jennie.rivett@londonsport.org