



**LONDON SPORT
CONSULTANCY**



Royal Borough of Kingston-upon-Thames

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The Challenge

Making the case for physical activity in an integrated policy environment

As local government takes an increasingly integrated approach to strategies and services, how do those with responsibility for physical activity and sport ensure it remains a central part of policy decisions? Royal Borough of Kingston-upon-Thames sought London Sport's support in creating a new framework strategy for physical activity and sport that positioned it as a central part of wider local authority priorities and helped to create a common purpose around which Local Authority service areas and partners could find common alignment.

With wide-ranging changes to national physical activity and sport policy having taken effect in recent years, the framework needed to consider its role in meeting national agendas, while taking into account specific local and regional priorities across Kingston-upon-Thames.

London Sport's Support

With a number of parameters and stakeholders to consider, London sport took a two-strand approach to supporting the development of Kingston-upon-Thames' new physical activity and sport framework:

- 1) Stakeholder qualitative engagement and consultation
- 2) Deep analysis of local and regional data to identify target areas for activity

By bringing stakeholders on-board at the outset, London Sport were able to reflect a comprehensive set of local priorities in the strategy development phase, providing clear outcomes for diverse strands of local services and strategies and developing an evidence base around the positive impact of physical activity and sport to multiple service areas.

In working consultatively, evidence-gathering identified priority stakeholder outcomes that led directly to the outlines of a local action plan, with clear recommendations on the regional bodies and individuals that need to be involved to create an effective delivery steering group.



The Outcome

By creating an action plan and framework underpinned with hard data and multiple stakeholder perspectives, London Sport was able to support the Royal Borough of Kingston upon-Thames' Sports & Leisure Commissioner and Public Health Physical Activity Lead to create a strategy that received buy-in from all key stakeholders across the borough, and presented a clear roadmap for the future of physical activity across the Local Authority.

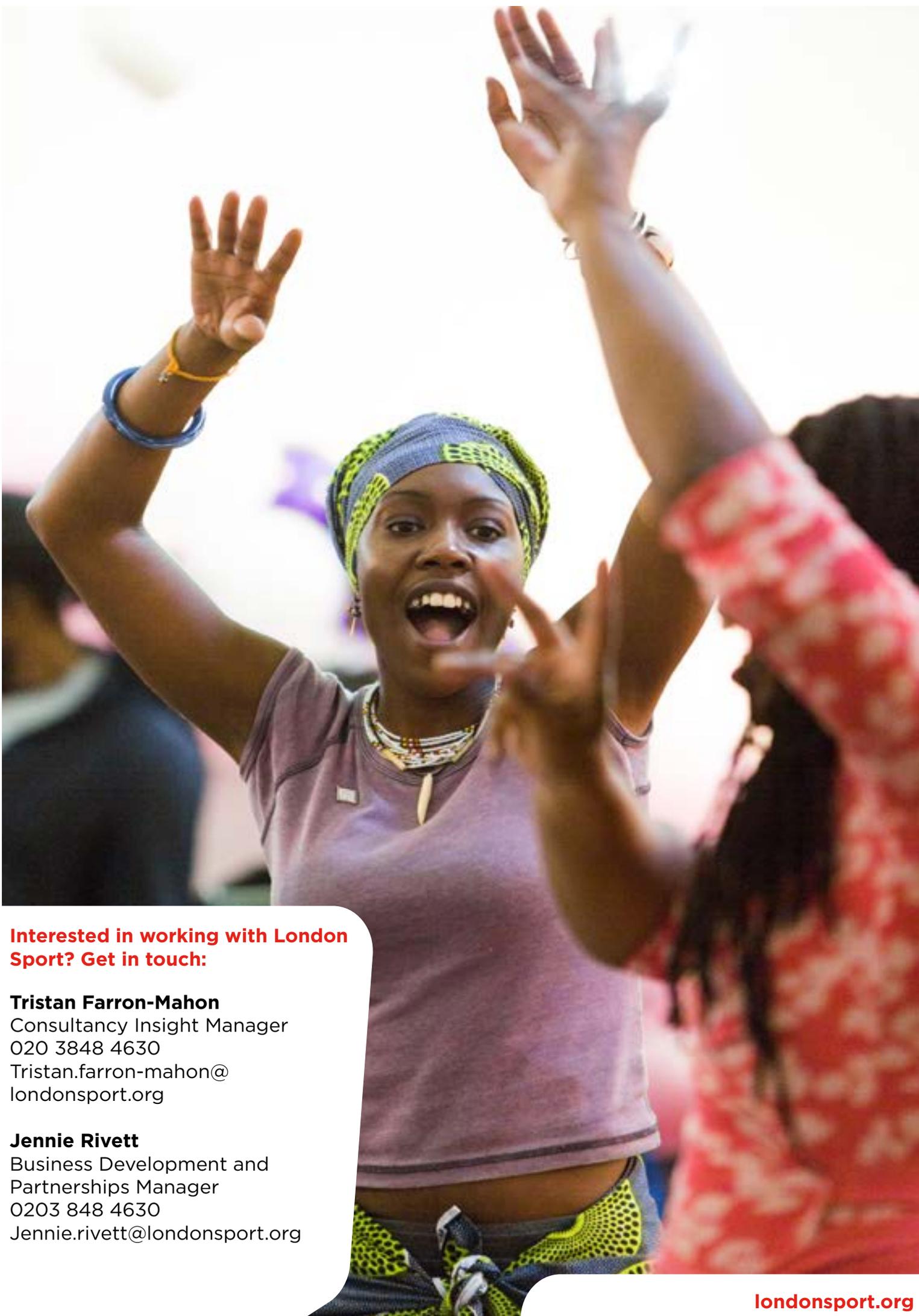
Alongside the new framework strategy, a renewed steering group has been recommended with clear objectives and a targeted action plan aimed at improving health and reducing inactivity across the borough, while demonstrating clear alignment to national and regional strategies and the wider needs of the Local Authority.

What do our partners say?

“Working in partnership with London Sport to develop our Physical Activity and Sport Framework 2017-2020 added substantial value to the depth and quality of our work. London Sport provided excellent knowledge of all the factors affecting physical activity and sport behaviours and trends across the borough, presenting back to us an actionable working framework to improve health and reduce inactivity through the implementation of a targeted approach.”

Sue Gregory-Johnson
Sport and Leisure Commissioner, Royal Borough of Kingston-upon-Thames





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