



**LONDON SPORT
CONSULTANCY**



Hackney - Embracing the future Tech event

April 2018



The Challenge

Helping a Local Authority to embrace the future of Tech and Sport

As tech innovation becomes increasingly prominent in the future of physical activity and sport, how can Local Authorities ensure they are at the cutting edge of the industry's thinking? And what are the opportunities available to influence tech start-ups to find new markets in community sport?

Seeking to capitalise on existing connections to the newest and most exciting frontiers of SportTech innovation, London Borough of Hackney partnered with London Sport to develop a bespoke Hackney Tech in Sport event, with London Sport's tech and innovation specialists working to create a unique opportunity to bring together two critical strands of the grassroots sport landscape.

London Sport's Support

London Sport worked to develop a brief designed to attract SportTech innovators and start-up companies to deliver micro-pitches to community organisations working to address challenges across the borough of Hackney. Using existing knowledge of Hackney's priorities and strengths, and working with the Local Authority to identify focus areas, London Sport worked through start-up networks and SportTech innovation hubs to curate a programme of start-ups focused on challenging inactivity and enhancing community outcomes through sport and tech innovation.

With an event brief in place, London Sport worked with the Local Authority to integrate community participation and involvement of young people from within the Borough, creating an opportunity to introduce the next generation of Hackney residents to opportunities in SportTech innovation.



The Outcome

Through the Hackney Tech in Sport event, Hackney's Leisure and Physical Activity Development Manager was able to enhance the Local Authority's connections to SportTech innovation, and helped the Borough to take a central role in connecting local stakeholders to emerging Tech start-ups.

In helping the Local Authority to embed SportTech in its activation of physical activity strategies, the event has helped to enhance connections between a key part of London's physical activity landscape and emerging champions of SportTech innovation.

What do our partners say?

"The Hackney Tech in Sport event was brilliant. It brought together a range of different partners and individuals together in one space to explore, hear about and experience tech ideas to challenges faced by people in the sports and physical activity world.

As a borough we were able to introduce SME's, sports clubs and internal departments to a world of opportunities in terms of technology. It was also an inspired event in terms of involvement of young people sharing their experiences of using tech to support or further their involvement in sport and physical activity. They also had a great time interacting with the tech companies and challenging companies innovation. Overall a great event and experience for all who attended"

Ladi Ajayi
Leisure and Physical Activity Development
Manager, London Borough of Hackney





Interested in working with London Sport? Get in touch:

Alex Zurita

Specialist Advisor - Technology
for Participation
020 3848 4630
Alex.Zurita@londonsport.org

Jennie Rivett

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