



**LONDON SPORT  
CONSULTANCY**

London Borough of  
**Redbridge**



**Fun, Fitness, Friendships &  
A Fair Chance For All -  
A Strategy For An Active Redbridge**

**February 2018 - December 2018**



## The Challenge

To conduct an extensive research process that gathers evidence to inform strategic physical activity and sport priorities at a community level.

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 SportMR 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.

## What do our partners say?

**"Working with London Sport to develop this strategy has been excellent, we have identified and clarified clear strategic priorities that will help us break down barriers to exercise and open up opportunities for everyone to be fit and healthy. "Physical activity and sport have such a range of benefits from social and health to economic and educational so it's fantastic that, with London Sport's support, we've got cross-departmental buy in from the transport, public health and planning teams. "We have already established new links with community groups wanting to lead physical activities in their areas which is brilliant. With local people coming together with Vision Redbridge, Culture and Leisure and the council on this, I know we can achieve great things."**

Laura Kirmin, Head of Regeneration, Leisure and Culture at RedBridge Council





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

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