

A photograph of two young women playing soccer on a grass field. The woman in the foreground is wearing a white soccer jersey and black shorts, leaning forward with her right arm extended. The woman behind her is wearing a red soccer jersey and black pants, also leaning forward. A red and blue soccer ball is on the ground in the lower left. In the background, other players and a soccer goal are visible on a grass field.

# Making London the most physically active city in the world

## David Gentles Strategic Lead for Community Sport

# The first stop shop for physical activity and sport in London

# Contents



- London challenges and Opportunities
- What we want to achieve
- How are we going to do it
- What does the future hold

# Blueprint for a Physically Active City

**LONDON  
SPORT**



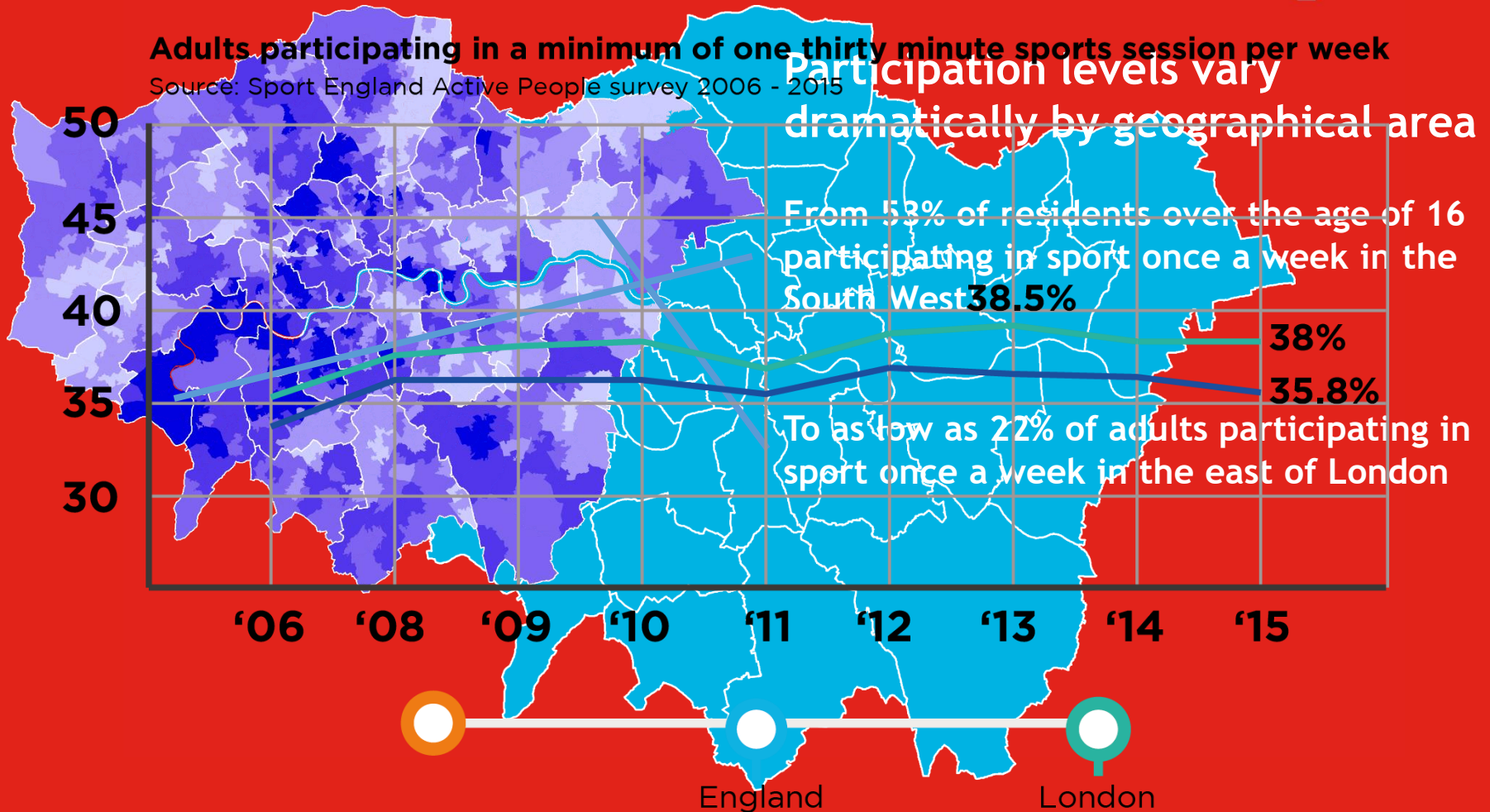


# London is governed centrally but has 33 unitary authorities

LONDON  
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Adults participating in a minimum of one thirty minute sports session per week

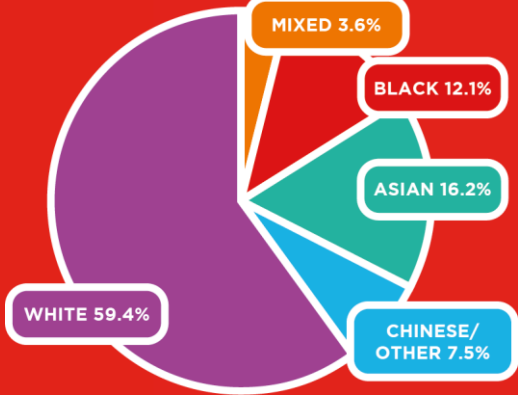
Source: Sport England Active People survey 2006 - 2015



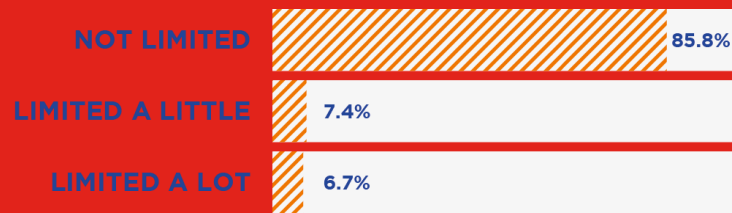
# London: a diverse city



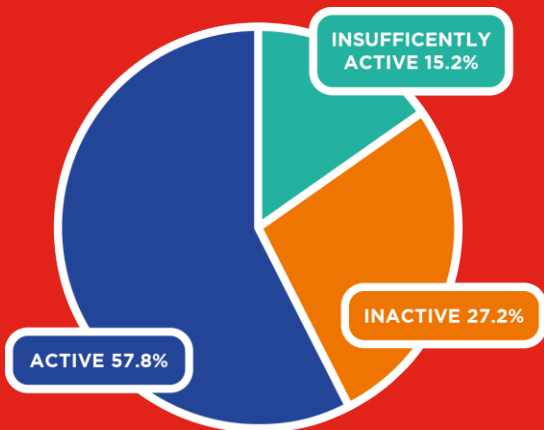
## Resident ethnicity



## Limiting disability

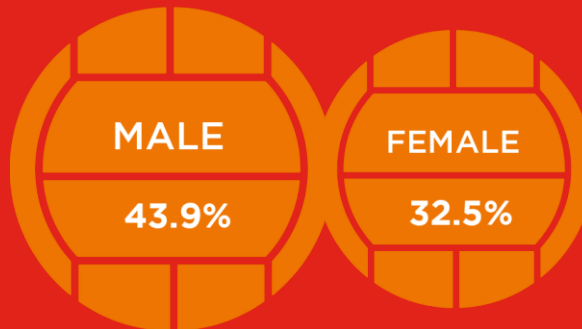


## Physical activity rates

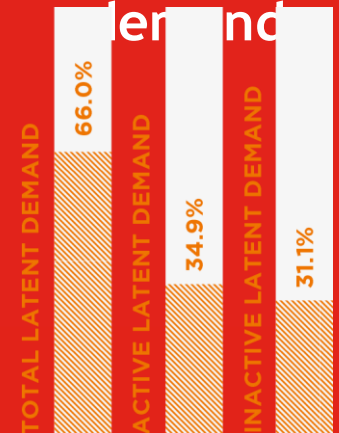


## Participation by gender

1x30 MIN PARTICIPATION

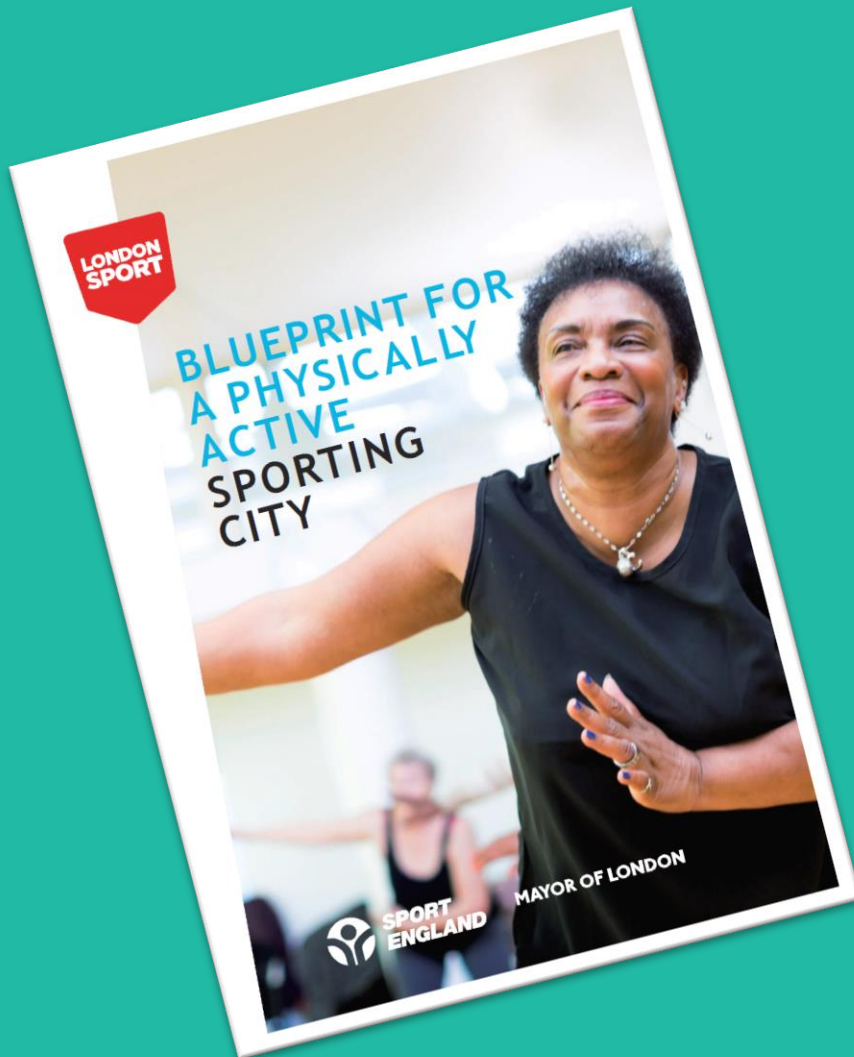


## Latent demand



# What we want to achieve

**LONDON  
SPORT**



# What we want to achieve

The logo for London Sport, featuring the words "LONDON" and "SPORT" stacked vertically in a bold, sans-serif font, with "LONDON" in blue and "SPORT" in red. The text is contained within a white shield-shaped graphic with a blue border and a blue shadow.

LONDON  
SPORT

**VISION:** To make London the most physically active sporting city in the world

*1) We're about more than just sport*

*2) We want London to be the very best in the world*

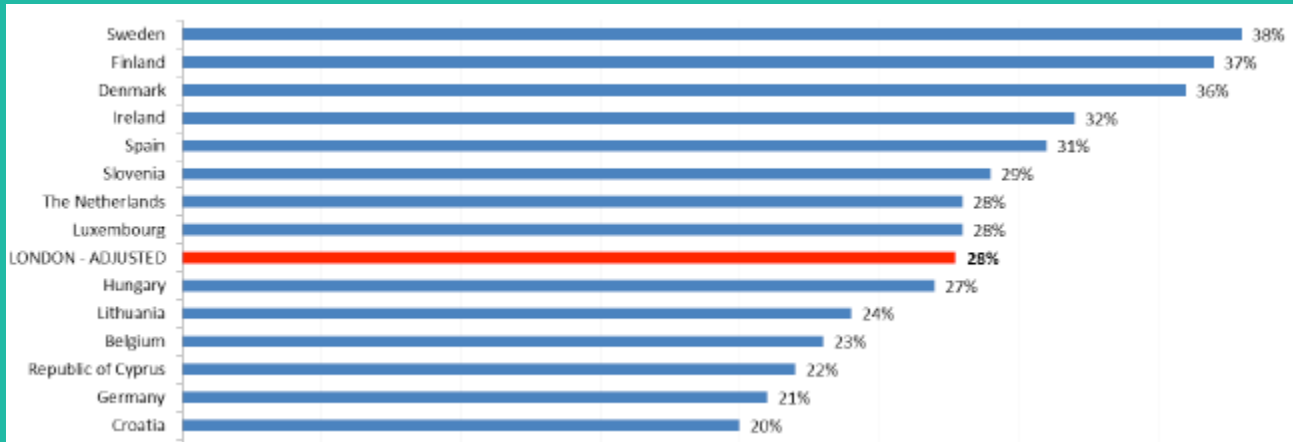
**TARGET:** An overall target to get 1,000,000 Londoners more physically active by 2020



# What we want to achieve

LONDON  
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**VISION:** To make London the most physically active sporting city in the world



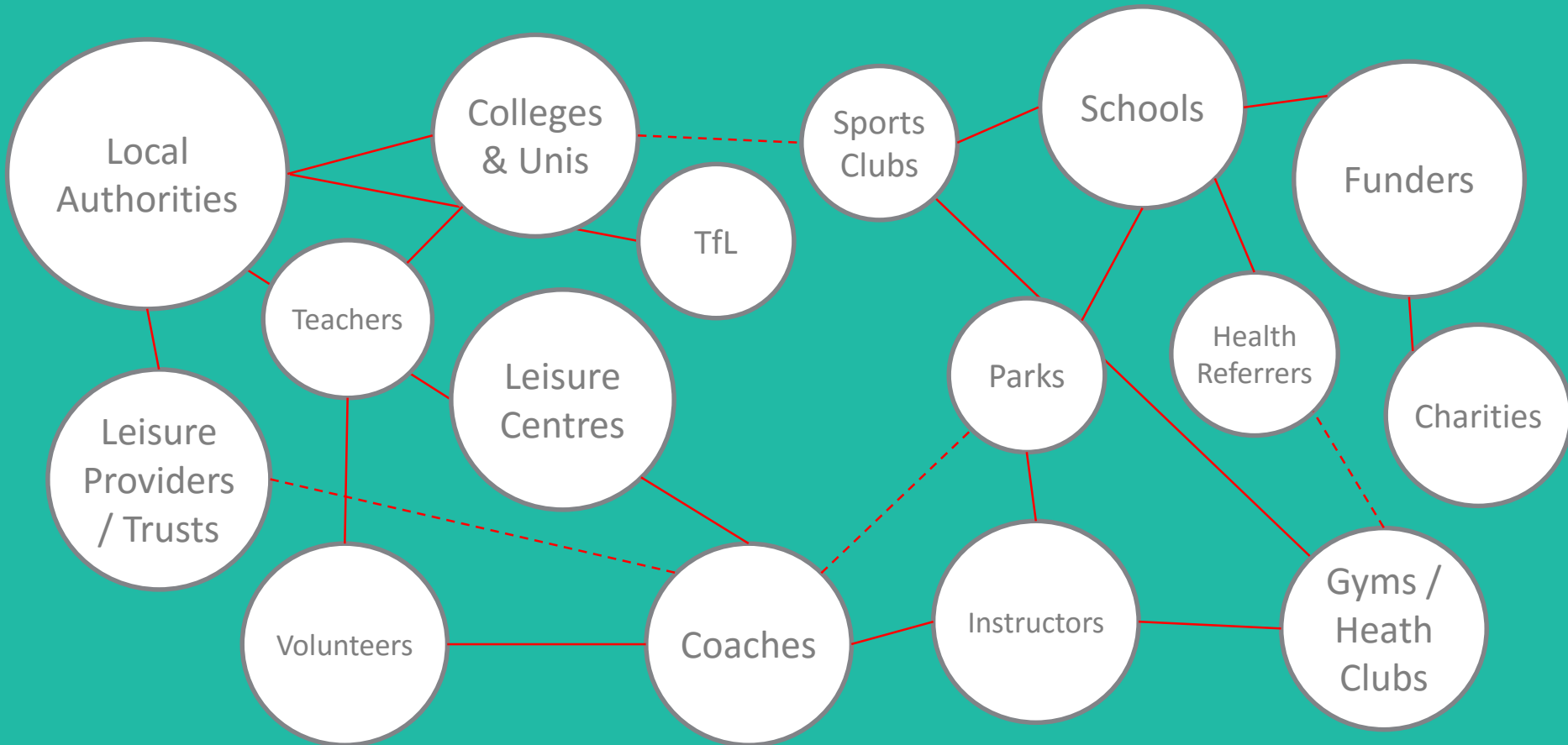
Currently London is 9<sup>th</sup> in Europe, when compared against countries

*(3x30min / week)*

# How we work



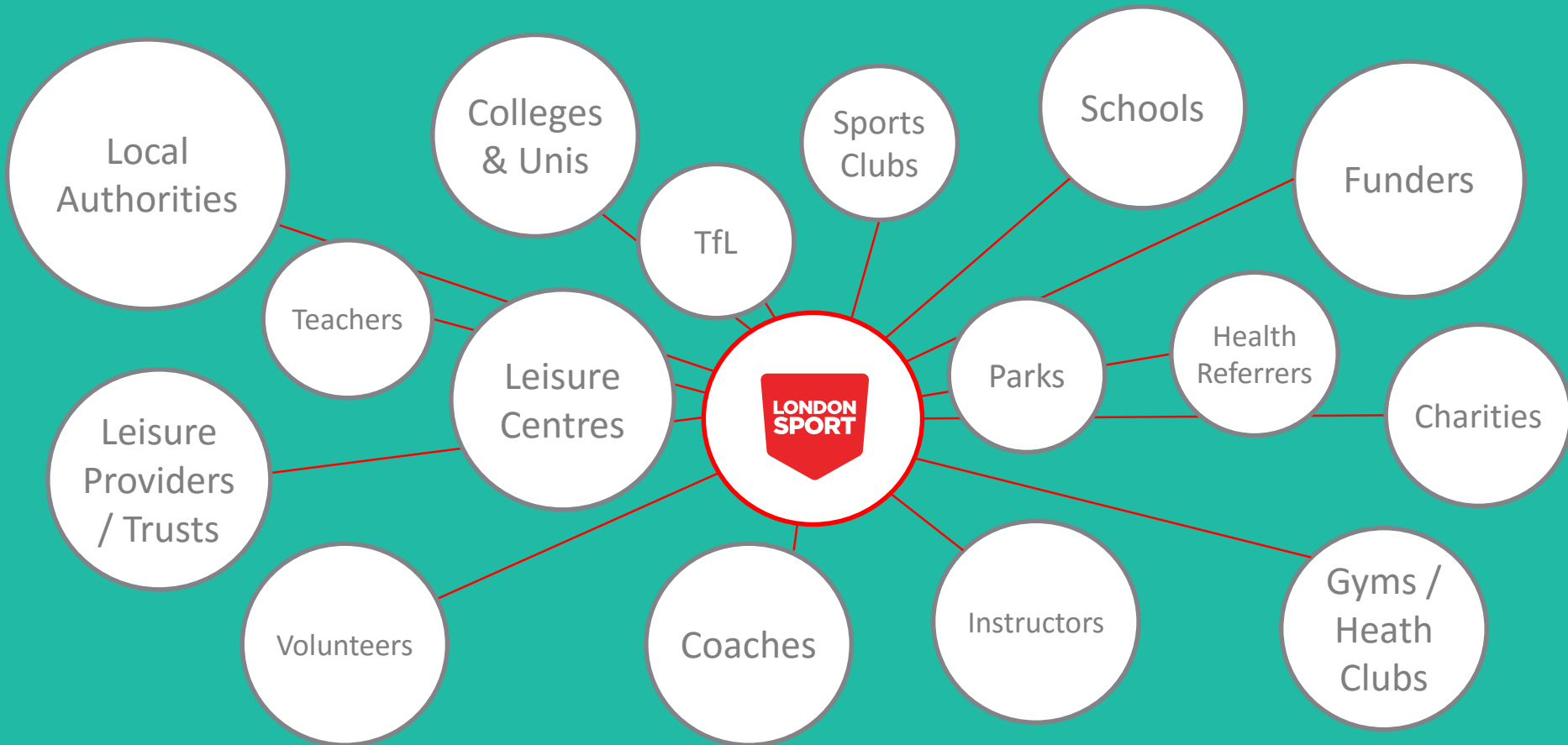
Numerous people and organisations deliver physical activity in London...



# How we work



London Sport tries to make things work better...



# 1,000,000 people: who?





# Measuring the 1,000,000

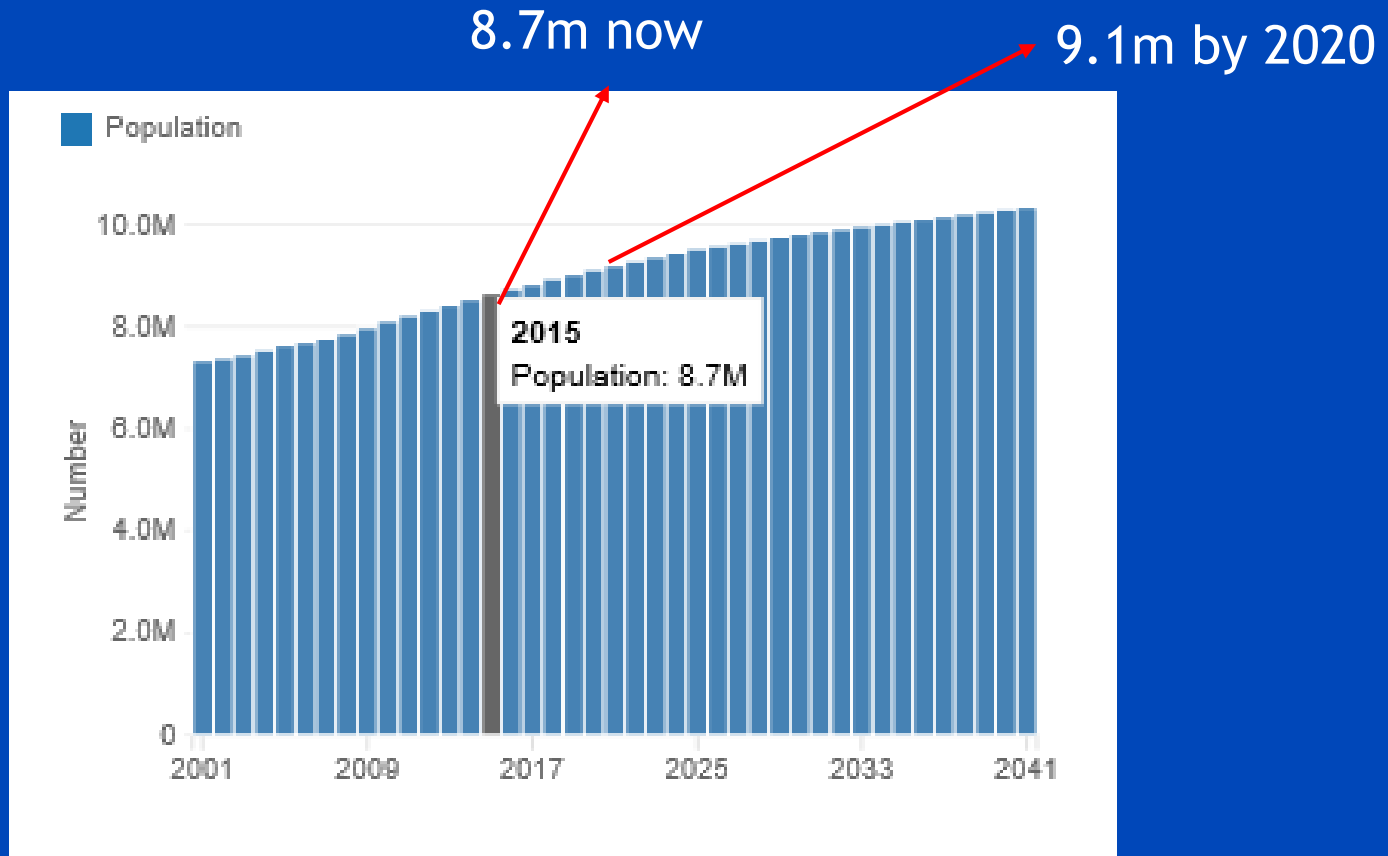


- Our approach is based on using the Active People Survey physical activity measure
  - Measures amount (in minutes) of moderate and vigorous intensity physical activity people undertake per week
    - Inactive: < 30 minutes
    - Insufficiently active: 31-149 minutes
    - Active: > 150 minutes
- This may evolve as we (or others) develop more sophisticated ways to measure participation:
  - Active Lives
  - Objective data capture

# Population growth



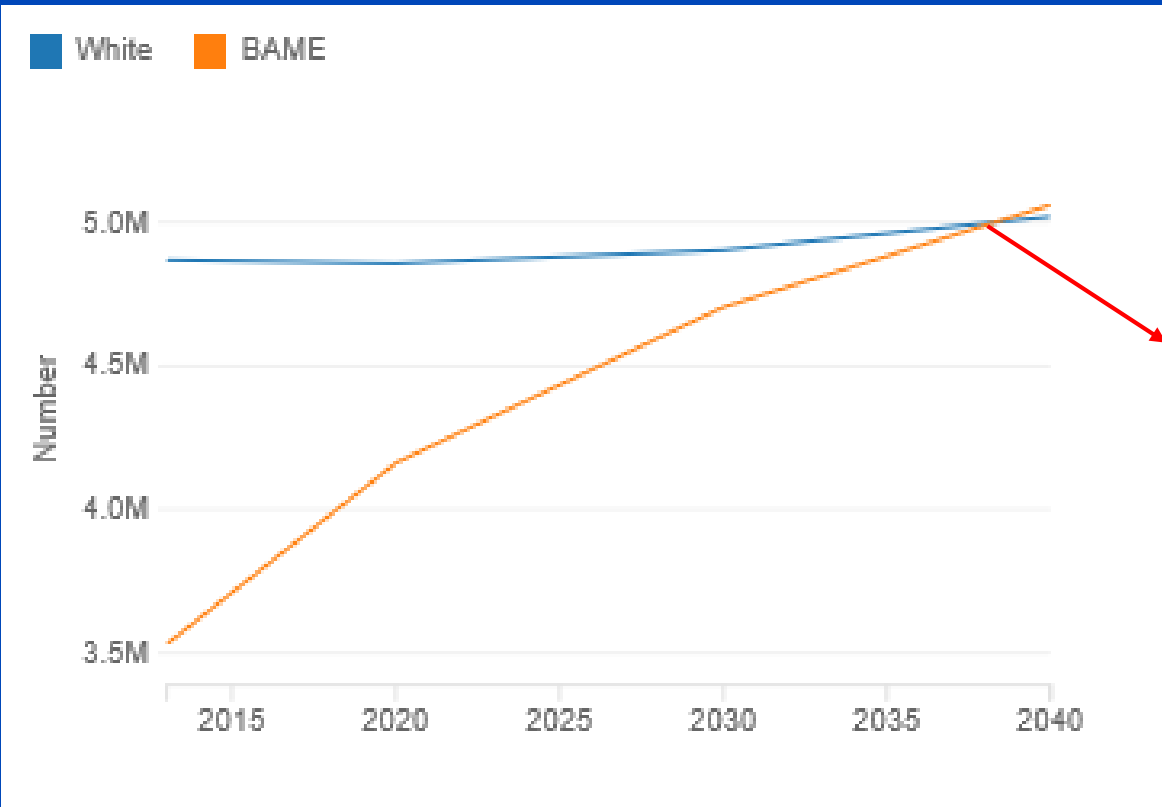
## Overall population





# Population growth

## Population by ethnicity

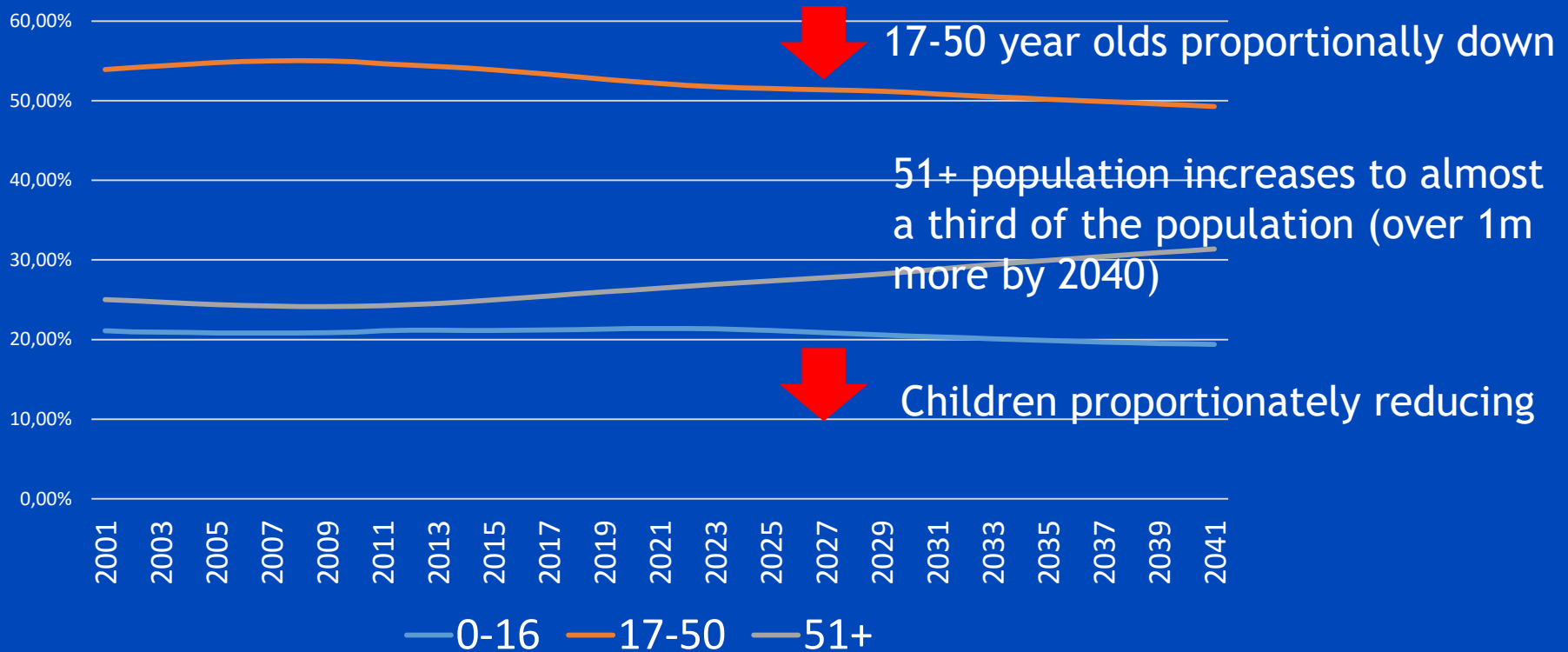


Ethnic majority by 2040

# Population growth



## Population by age

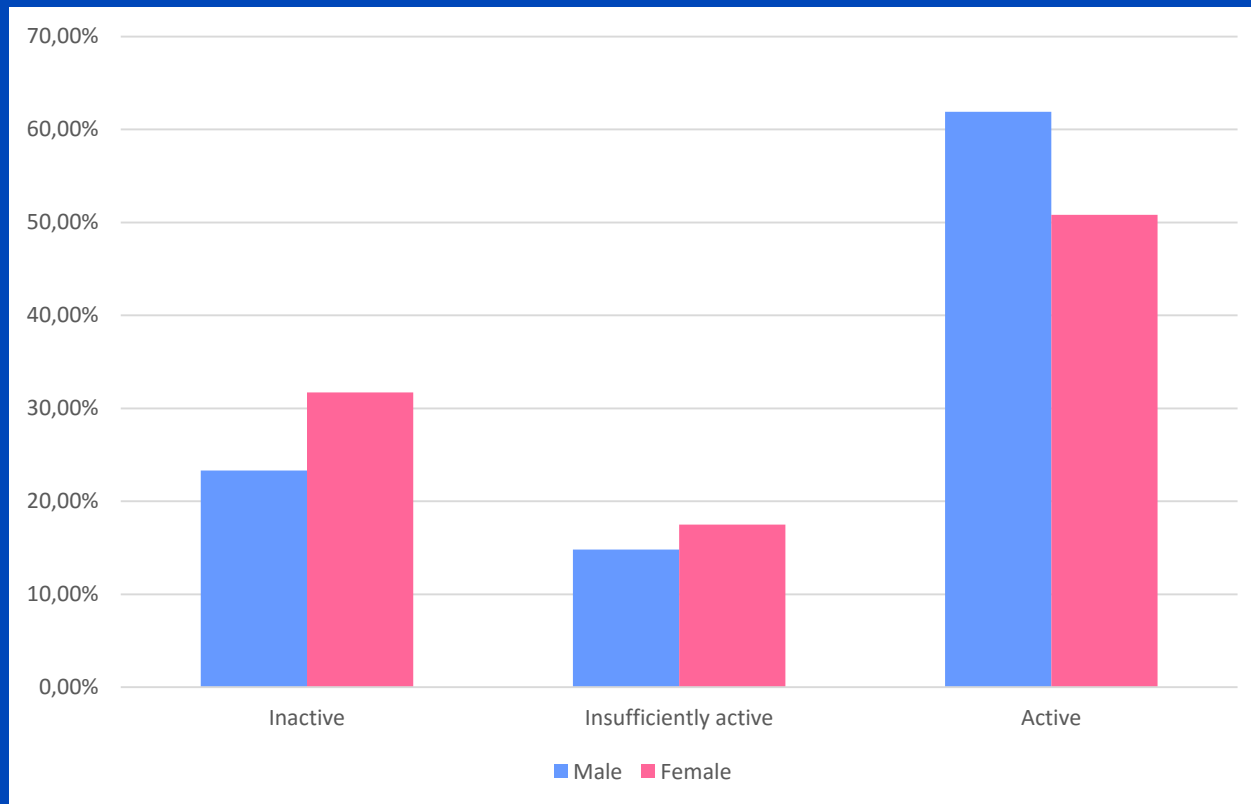




# Inactive people



## Poor female physical activity rates

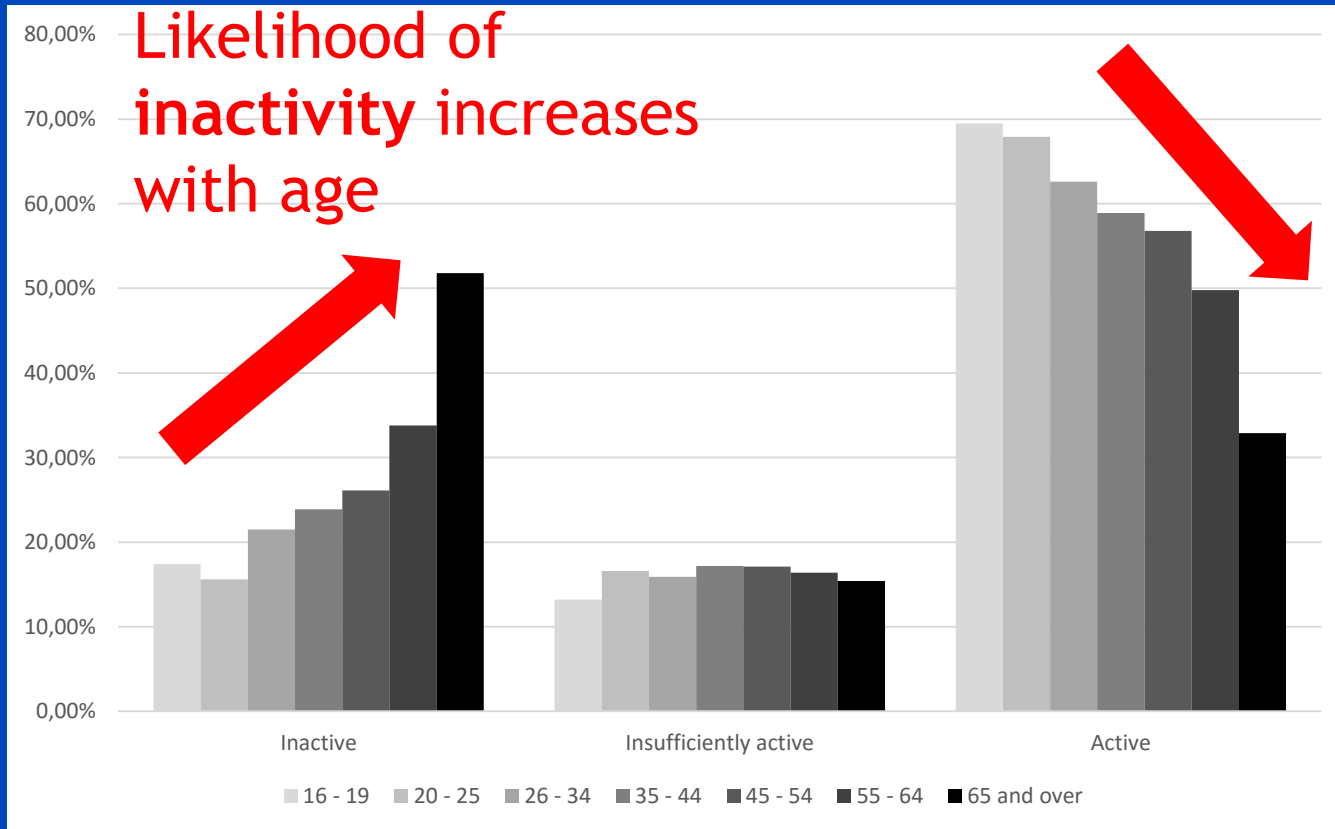


30% more likely to be insufficiently active if you are female

# Inactive people



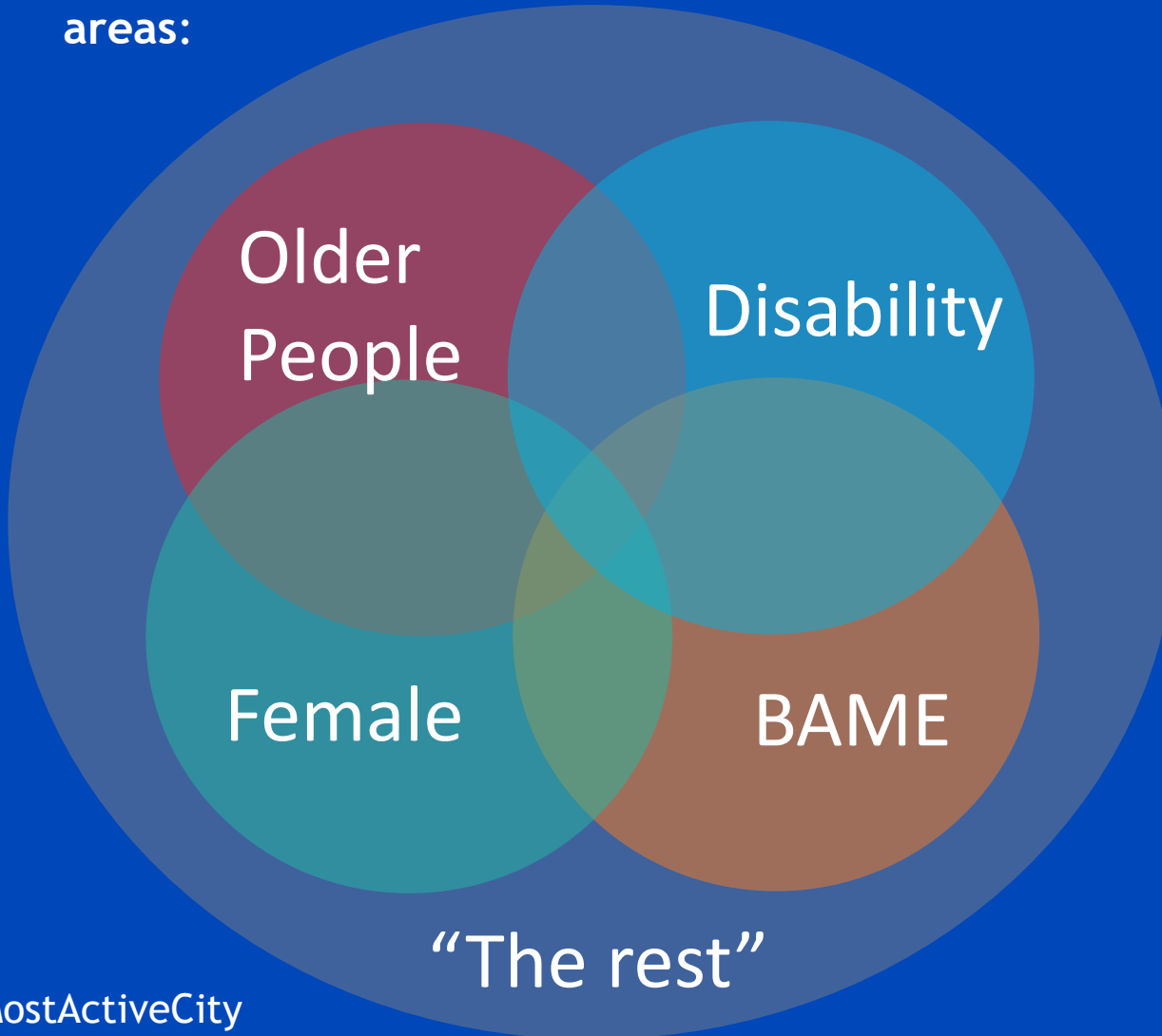
## Physical activity rates by age





# Target population(s)

We will need to be targeted, both in terms of groups and areas:



Poorer current participation rates and so biggest scope for improvement

Changing population makes these even more important

The rest of the population cannot be ignored though...!

# Our Impact so far...

We can help support in many ways:

1. Grant Funding Programmes
2. Funding and Facilities Advice
3. Insight Advice
4. Relationship Building



# Programmes and projects being delivered



1. Sportivate
2. Satellite Clubs
3. Coaching Workforce
4. Older People



- **Poor Female physical activity rates**
  - Previous years = 35% of participants were female
- **Female Focus in 2015/16**
  - Female focused projects were given priority
  - Female focused funding round
    - £201,000 invested in 150 projects targeted solely on females
- **In 2015/16 61% of participants were female**
  - 13,185 females becoming active through Sportivate

# Satellite Clubs



Increasing the number of inactive 14-25 year olds participating in community sport

Supporting community sports clubs, with start up funding, to deliver new sessions on school and college sites

2015/16 - £600,000 invested in 400 community sports clubs, developing more than 500 satellite clubs

Clubs are challenged, and supported, to deliver an experience that young people consider unmissable

Sport England Youth insight research shapes the way we deliver the programme focusing on young people's attitudes and behaviours towards sport

# Coaching Workforce



London has lots of qualified coaches but do they have the right skills for the participants?

- **Softer skills training package in 2015/16**
  - Upskilling workforce with specific training e.g. women & girls.
  - Linking training to projects e.g. Sportivate.
- **Coaching Bursaries**
  - Supporting 628 coaches to grow their technical skills.

# Older People



- Developed a sitting netball project in care homes
- Aimed to address high inactivity rates
- Provided 2 hour training to care home ‘activators’ as well as basic equipment
- 5 Activity co-ordinators trained
- 75 participants regularly taking part
- Anecdotal increase in residents coordination
- Residents reported feeling healthier and happier

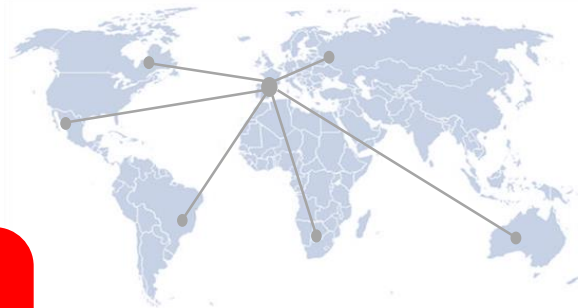
**GLOBAL CITIES COLLABORATING:  
To make their citizens more active**



**Establishing networks  
so best practice can be  
shared between civic  
organisations and NGBs**

**Drawing insights  
from data to invest in  
programmes/infrastructure  
that will make meaningful  
impacts**

**ACTIVE CITYZENS  
WORLDWIDE**



**Creating cross-city events  
to bring the network to life  
and inspire people around the  
world to become more active**

**Understanding their  
citizens  
- their motivators and  
barriers to partaking in sport**

# 1. City Benchmarking: THE FIRST STEP



Gather and analyse data on each city and define clear benchmarks on:

## Population, e.g.:

Demographics

Current activity levels

## Enablers, e.g.:

Sports facilities

Clubs

Funding

Sports workforce/volunteers.

## Outcomes, e.g.:

Physical and mental health

Happiness and well-being

Economy - cost savings



Analyse data and define benchmarks to identify strengths and weaknesses for the city and discover how best practice is achieved

# The Future



- **New Government Strategy-** Increased focus on broader outcomes from sport and physical activity provision
- **Funding priorities focussed on local solutions for local issues**
- **Increasing need to use insight including behaviour change in shaping provision**
- **Increasing pressures on facility provision as London population grows**
- **Technology-** The revolution will be digital!



The logo for London Sport, featuring the words "LONDON" and "SPORT" stacked vertically in a bold, orange, sans-serif font. The text is contained within a white, shield-shaped graphic with a pointed bottom, set against a dark orange background.

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