

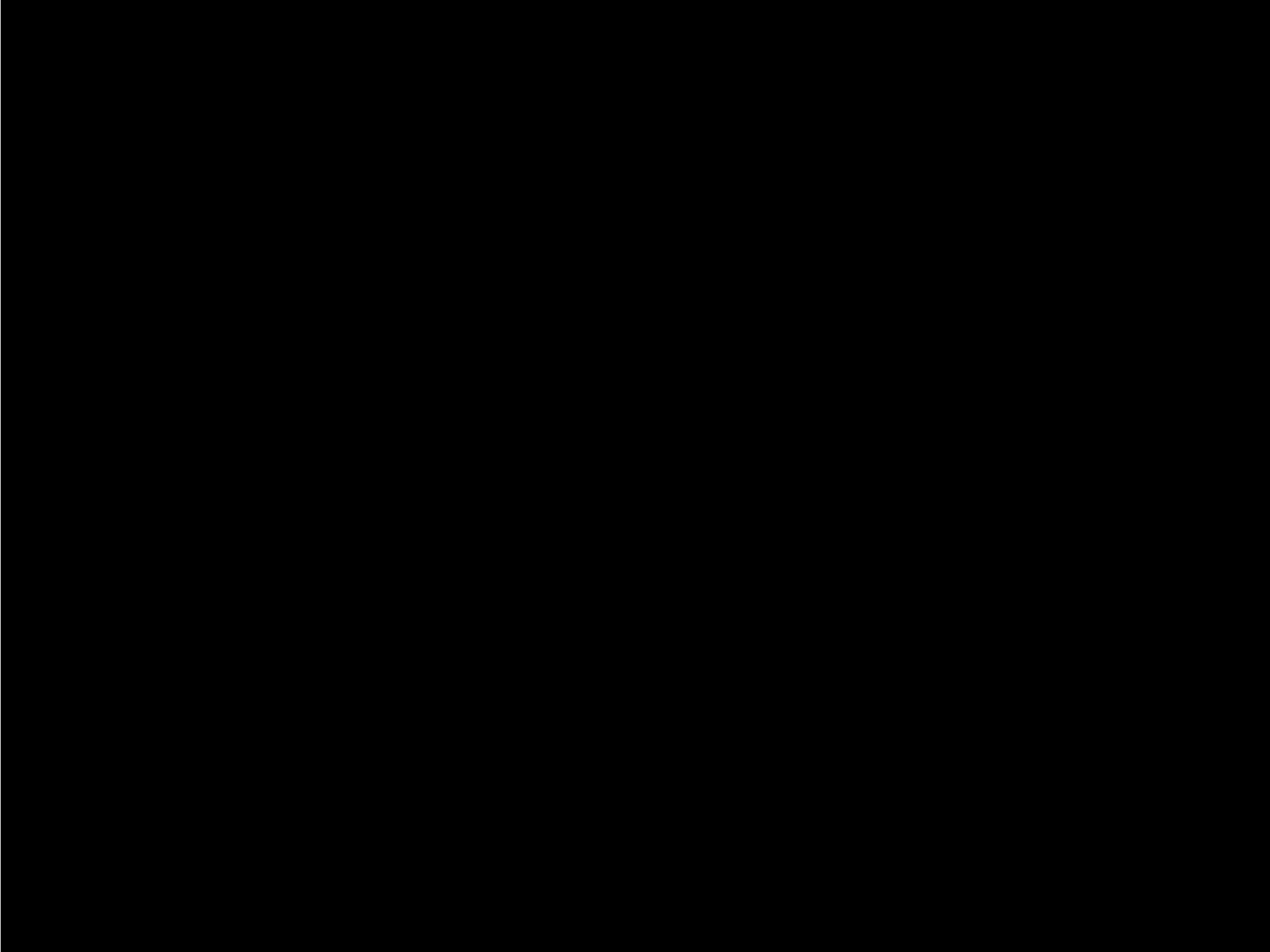
**LONDON
SPORT**

Putting tech at the heart of an active city

Chris Scott

Head of Corporate Communications,
London Sport







Blueprint for a Physically Active City



March '15



August '16

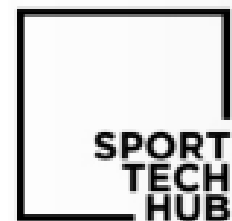


March '17

January '16



November '16



London, the most active city



More Londoners become physically active

More Londoners have a regular physical activity habit

The inequality in participation levels across London's population decrease

More Londoners achieve their sporting potential







Let's talk Behaviour Change

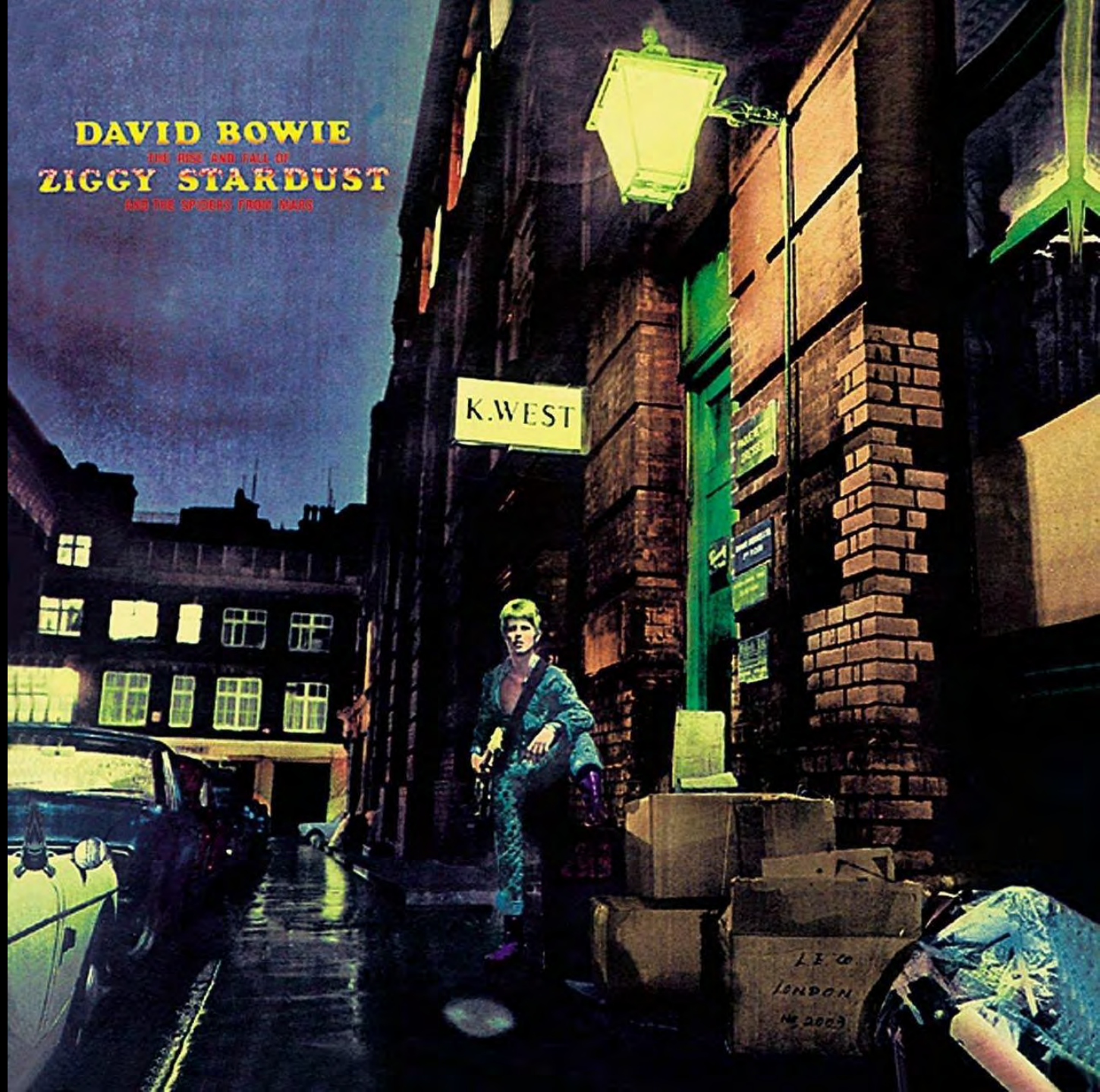
17 years ago...



DAVID BOWIE
THE RISE AND FALL OF
ZIGGY STARDUST
AND THE SPIDERS FROM MARS

K.WEST

LEO
LONDON
No 2003





HMV



1-16 of over 1,000 results for "ziggy stardust"

Sort by Relevance

Show results for

CDs & Vinyl

- Rock
- Pop
- Film Music
- Hard Rock
- Folk & Songwriter

DVD & Blu-ray

- Movies

Digital Music

- Pop
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Delivery Option (What's this?)

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Get It Today

Music Format

- CD
- Vinyl



The Rise And Fall Of Ziggy Stardust And The Spiders From Mars (2012 Remastered Version) 2015 | Original recording remastered

by David Bowie

Audio CD

★★★★★ 481

£5.99 prime

Get it by Tomorrow, Sep 26

Eligible for FREE UK Delivery

More buying choices

£3.99 (48 used & new offers)

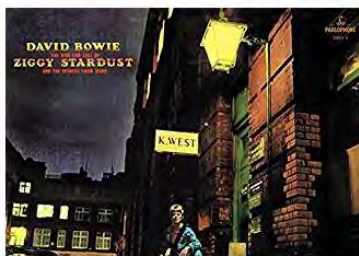
Vinyl

£18.00 prime

Eligible for FREE UK Delivery

More buying choices

£15.26 (55 used & new offers)



Ziggy Stardust (2012 Remastered Version)

by David Bowie

Streaming

★★★★★ 2

Listen with Unlimited

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MP3 Download

£0.99 to buy the MP3 song

This weekend...





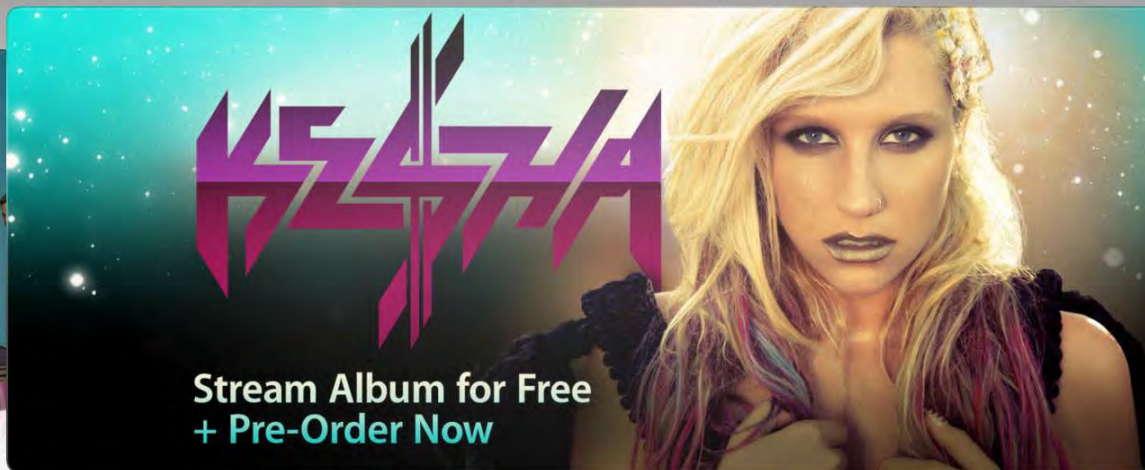
9 years ago...



GLENN CLOSE

~~DAMAGES~~TM





New Music

This Week Recent Releases

See All >



Girl On Fire
Alicia Keys



Inside Out (Live)
Bon Jovi



One Night - EP
Timeflies



My Life (feat.
Eminem & Adam...
50 Cent



Scream & Shout
(feat. Britney...
will.i.am



True
Solange



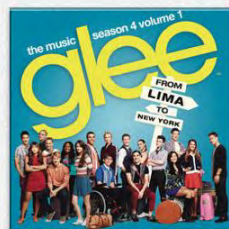
Rage Against the
Machine XX (20th...
Rage Against the ...



Dance (RED) Save
Lives [Presented By...
The Roots



Celebration Day (Live
At O2 Arena, London)
Led Zeppelin



Glee: The Music,
Season 4, Vol. 1
From Lima to New York



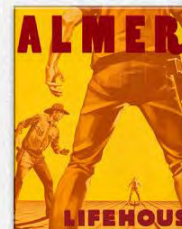
Warrior (Deluxe
Version)
Kesha



The Twilight Saga:
Breaking Dawn, Pt. 2...
Taylor Swift



Wu-Block (Deluxe
Edition)
Wu-Block



Almeria (Deluxe
Version)
Lifehouse

QUICK LINKS

Account Redeem
Purchased Support

iTunes Match
My Wish List
My Alerts
Recommended For You
Complete My Album
Browse
Buy iTunes Gifts
iTunes Blog
Free Book: Yellow Submarine
Holiday
iTunes LP
Free on iTunes
Mastered for iTunes

TOP SINGLES >

Last week...



NETFLIX



25 years ago...



10 Nov – 07 Dec 2012

- Miss Margaret Laing
- Sort Code 20-36-16
 - Account no. 10534978
 - SWIFT/BIC BARCGB22
 - IBAN GB28 BARC 2036 1610 5349 78

MISS M LAING
33 CONRAD HOUSE
CLIFTON GROVE
DULSTON
EB 1DL

At a glance

Start balance	£370.02
Money in	£2,200.00
Money out	£2,334.74
End balance	£235.28

Your agreed limits

Overdraft limit	£2,000
Reserve	£1,000

Noticeboard

The fee for withdrawing cash abroad is changing

With effect from 1 Jan 2013 the Non-Sterling Cash Fee for using your debit card abroad to withdraw cash will be £1.50 for each applicable transaction regardless of the amount withdrawn (Until 31 Dec 2012 the fee is 2% - min £1.50, max £4.50).

Please see the back of your statement to find out when the fee applies and for more information about using your debit card abroad. For details of the Global Alliance please go to barclays.co.uk/globalalliance

Your Barclays Bank Account statement

Current account statement

- ▶ **Add your choice of Packs to shape your current account around you**
In the Features Store you'll find a range of Packs to protect your home, gadgets, and to cover you when travelling, available for a monthly fee. Simply add what you need to your existing current account and leave out what you don't. Find out more further on in this statement.

Your transactions

SO Standing Order
ATM Cash Machine
Contactless
DD Direct Debit

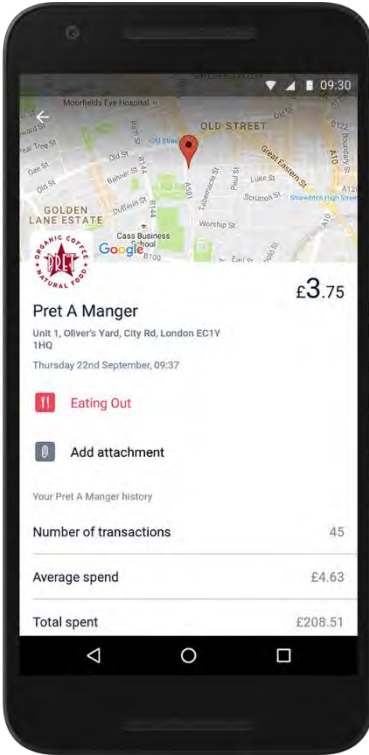
Debit Card
Online

Date	Description	Money out	Money in	Balance
10 Nov	Start balance			370.02
13 Nov	Bill payment to MBNA <small>Ref: 377311021914490</small>	50.00		
	Bill payment to Juliette Nicholson <small>Ref: DURBS</small>	94.00		
	Bill payment to Jessica Paterson <small>Ref: TRAIN MAYBE</small>	100.00		
	Transfer from Sort Code 20-36-16 Account 53700445		800.00	926.02
14 Nov	ATM Cash Machine Withdrawal at National Westminster Bank N/ Rail Paddington2 <small>Timed at 12:39 on 14 Nov</small>	50.00		876.02
16 Nov	Card Payment to Sainsburys S' Mkts	20.11		
	ATM Cash Machine Withdrawal at Bank of Ireland PO Kingsland High <small>Timed at 18:28 on 15 Nov</small>	50.00		805.91
19 Nov	Card Payment to H & M	17.99		
	Card Payment to London Overground	29.20		
	Card Payment to Express Onboard	34.00		

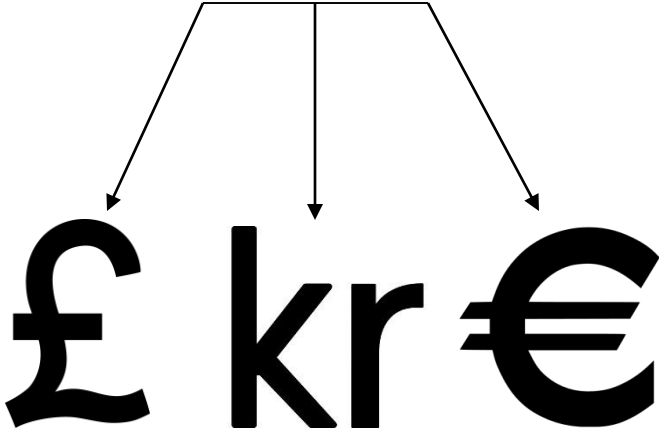
Continued



Today...



monzo



A close-up photograph of a person's hands holding a silver smartphone horizontally. The person is wearing a blue button-down shirt. The background is blurred, showing more of the shirt and a dark watch strap on the left wrist. The lighting is soft, highlighting the texture of the skin and the metallic finish of the phone.

In the course of my lifetime, my most ingrained consumer behaviours have changed wholesale.

Technology has been at the heart of that change.

10 years ago...

**LONDON
SPORT**



Fitness First

HAMMERSMITH



MEMBERSHIP APPLICATION

APPLICANT INFORMATION

Name:

Date of birth:

SSN:

Phone:

Current address:

City:

State:

ZIP Code:

Own

Rent

(Please circle)

Monthly payment or rent:

How long?

EMPLOYMENT INFORMATION

Current employer:

Employer address:

How long?

Phone:

E-mail:

Fax:

City:

State:

ZIP Code:

Position:

Hourly Salary *(Please circle)*

Annual income:

EMERGENCY CONTACT

Name of a relative not residing with you:

Address:

Phone:

City:

State:

ZIP Code:

Relationship:

SPOUSE INFORMATION IF JOINT MEMBERSHIP

Name:

Date of birth:

SSN:

Phone:





Fitness First
platinum

Grand Opening

EXCITE

EXCITE



Last month...





Google

[Google Search](#)[I'm Feeling Lucky](#)

Badminton	10
Basketball	3
Handball/futsal	3
Volleyball	3
Netball	3

- Total area divisible into three halls using sport curtains
- Central show court for basketball, handball, netball and futsal

PRICE LIST

Click [here](#) for court and hall hire prices.

BOOKINGS



To book the Copper Box Arena for your sports event please call [020 8221 4900](tel:02082214900) or email copperboxarena@gll.org.

COPPER BOX ARENA

COPPER BOX ARENA





amazon

LONDON
SPORT



monzo

lastminute.com



Google Maps



Citymapper

NETFLIX

JUSTEAT





**Being great at the things we're
great at**

Everything we do has simple (complex!) outcomes



Londoners who are



Happier



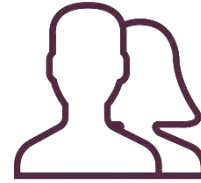
Healthier



Realising their potential



A city that is



More cohesive



More economically
productive

Winning hearts and minds



Winning hearts and minds

All Londoners believe that being active is for them

Londoners can find and access the right opportunity more easily

It's easier for Londoners to integrate physical activity into their daily lives



**Putting technology at the heart of
physical activity and sport London**



Directly getting people active



Knowing more about our customers



Improving the customer journey

Sport Tech Hub

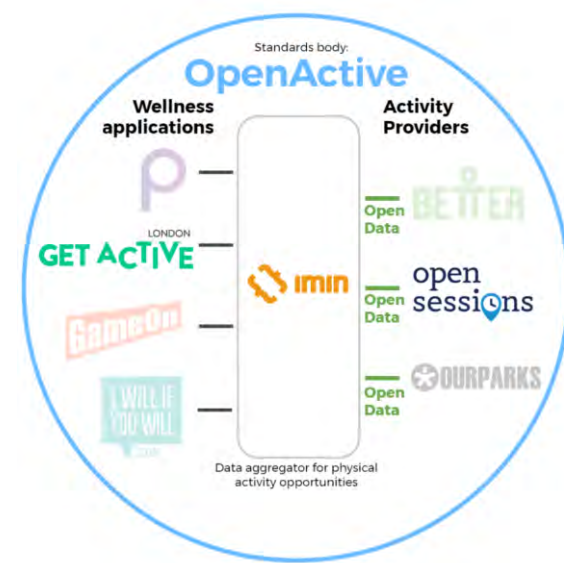
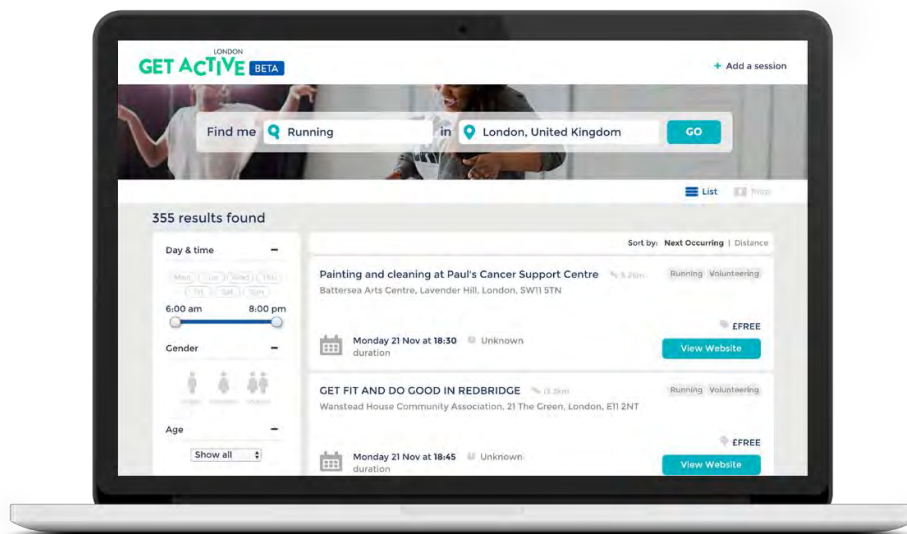


London's first facility dedicated to start-ups driving innovation in physical activity and sport

Championing Open Data

What is [OpenActive](#)?

An ambitious, community-led initiative for change across the sport and physical activity sector, which promotes the use of opportunity data to help people get active.

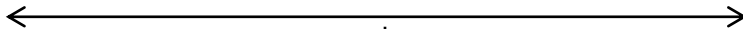




Strategic Plan of Action



MAYOR OF LONDON



Technology for Participation

Participation

1,000,000 people more active by 2020

Strategic Plan of Action:

Technology for Participation

Tactical areas:

Bigger Start Up Ecosystem

Lobbying and thought Leadership

Physical Activity and Sport Sector Advice

Start Up Resources

Tactics:

- Tech Challenges
- Grow the Tech talent
- Diversify the Tech talent

- Participation - The Revolution will be Digital
- Sport 2.0 - The Digital Revolution Continues

- Use of Open Data
- Learn through Big Data
- Connecting challenges to potential solutions

- SportTech Incubator
- Sport Tech Innovation Fund
- Investment Network

3 Key Takeaways

- London is *already* a tech capital – our role is to help it become a *SportTech* capital
- Technology is used in every other sector – why not sport?
- Our whole focus on technology is about embedding it within our core aims – not a new focus, but a way to enhance our existing focuses



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