



London Sport update

February 2016



Business Development, Marketing and Communications

Huge thanks to everyone who supported on both the London Sport Awards and *Participation – The Revolution will be Digital*

Both events sold out and saw massive levels of Marketing and Communications engagement

- City AM ran editorial from the Open Data Institute and imin on the back of *PTRwbD* - <http://www.cityam.com/233782/sports-technology-how-open-data-can-help-britain-end-the-scourge-of-physical-inactivity>
- Total Twitter engagement from the London Sport Awards was in excess of 5,000,000
- Both events have created new opportunities for us to engage with brands and central Government
- The opening of ClubWorks recruitment has acted as a useful test-case in how the BDMC team can support operational teams on ongoing programmes



So what?

The London Sport brand is reaching new audiences – crucial if we are going to make long-term inroads into getting 1,000,000 Londoners more active

Our ability to position the organisation as a valuable proposition to corporates and Government has been directly evidenced by both the Awards and PTRwbD

Engagement and buy-in to major events is allowing us to position ourselves as part of the solution to areas of national policy importance (e.g., data and tech)

Working with the ClubWorks team has helped test the BDMC team's ability to support operational reach for key London Sport projects



Children and Young People

Education

- **London Sport Primary PE and Sport Innovation Fund 2016** - London Sport are pleased to announce that the Primary PE and Sport Innovation Fund 2016 is NOW OPEN. Applications are sought only from primary schools that were represented at London Sport's Active and Healthy Primary Schools Conference on 25 November 2015. Deadline for applications is **5pm Friday 4 March 2016**. Contact education@londonsport.org for more information.
- **PE and sport premium for primary schools** - Schools that receive PE and sport premium funding must publish details of how they spend this funding and the effect it has had on pupils' PE and sport participation and attainment. London Sport is tasked with reviewing websites during April 2016 – *please ensure information for 2015/16 is available.*
- Pan London Further Education Meeting – this meeting is taking place on 29th February. ALL London FE colleges are invited to attend. Please contact ellie.chapman@sportengland.org for more information.



Children and Young People

Youth Participation

- London Sport has secured an additional £280,000 from Sport England for Sportivate projects in 2016/2017. This is due to the high numbers of females and 19-25 year old participants involved in Sportivate programmes in 2015/16.
- **The next Sportivate Funding Round is a Female Funding Round.** It will be launched on 8th March to coincide with International Women's Day. Deadline for applications will be 5pm on 22 April 2016



So what?

- £20,000 is being invested into London Primary Schools to introduce innovative ways to make their schools more active
- Every Further Education College in London is invited to attend a network event to look at ways of getting their students more active
- An additional £280,000 will be invested by London Sport into projects targeting inactive young people in 2016/17



Community Sport – Club Development

- 621 Satellite clubs planned and allocated funding in 2015/16
- 495 projects ACTIVE and paid their first instalment of funding
- 11 Youth insight mentoring workshops planned for delivery in February. More information including how to book on to a workshop can be found [here](#).
- Quality assured 40 Satellite Clubs to date.
- Developed a 2016/17 Satellite club information pack which will be available from February 15th.

Please speak to the [Club Development team](#) for further information



So what?

- Increase in opportunities for young people aged 11-25 to access community Sport.
- Clubs and coaches have an increased understanding of young peoples attitudes and behaviours towards Sport and are better able to adapt delivery to meet the needs of less active young people.
- Driving standards of delivery up within Satellite clubs. Helping clubs with identifying areas for improvement and supporting them to improve.
- Raising awareness of the 2016/17 Satellite Clubs intervention and funding opportunity. Making it easier for clubs, organisations and partners to know how to access funding and what will be expected and what support we can offer.



Community Sport - ClubWorks

- CSOs are now engaging 133 clubs on top of the 25 from the pilot phase
- Recruitment for the next phase of 75 clubs is currently open until 29th February. Application form available to all on our website
- 3 Sports Marketing Network workshops held in 3 locations across London. Positive feedback from all 3
- Sport and Rec Alliance workshops and resources added to the support offer
- Workshops for the coming year mapped out in online calendar
- Arranged for ClubWorks club to speak at London Sport/Women in Sport Insight Series event
- ClubWorks nominated the winner of Club of the Year at London Sport Awards and supported them to Tech Innovation Fund grant
- More information available [here](#) or from any of the ClubWorks team



So what?

- Open application means broader reach and more diverse identity of clubs/organisations joining the programme. Also less reliance on partners to recommend clubs
- Continuing to identify new ways to support clubs relevant to their needs
- Workshop calendar helps identify gaps in provision and illustrates comprehensive offer to clubs



Community Sport – Funding and Facilities

- An online funding search tool is under development so that organisations and individuals can search and identify funding opportunities easily
- A forum has been established for all of the major Sport Funders in London to provide a platform where the funding application process can be made simpler and more collaborative
- Our new Funding and Facilities Officer, Lizzie Stanton, has been welcomed to the team. You can contact Lizzie via email on lizzie.stanton@londonsport.org

New/Noteworthy Funds:

- GLA: Get Moving (*9th Feb*)

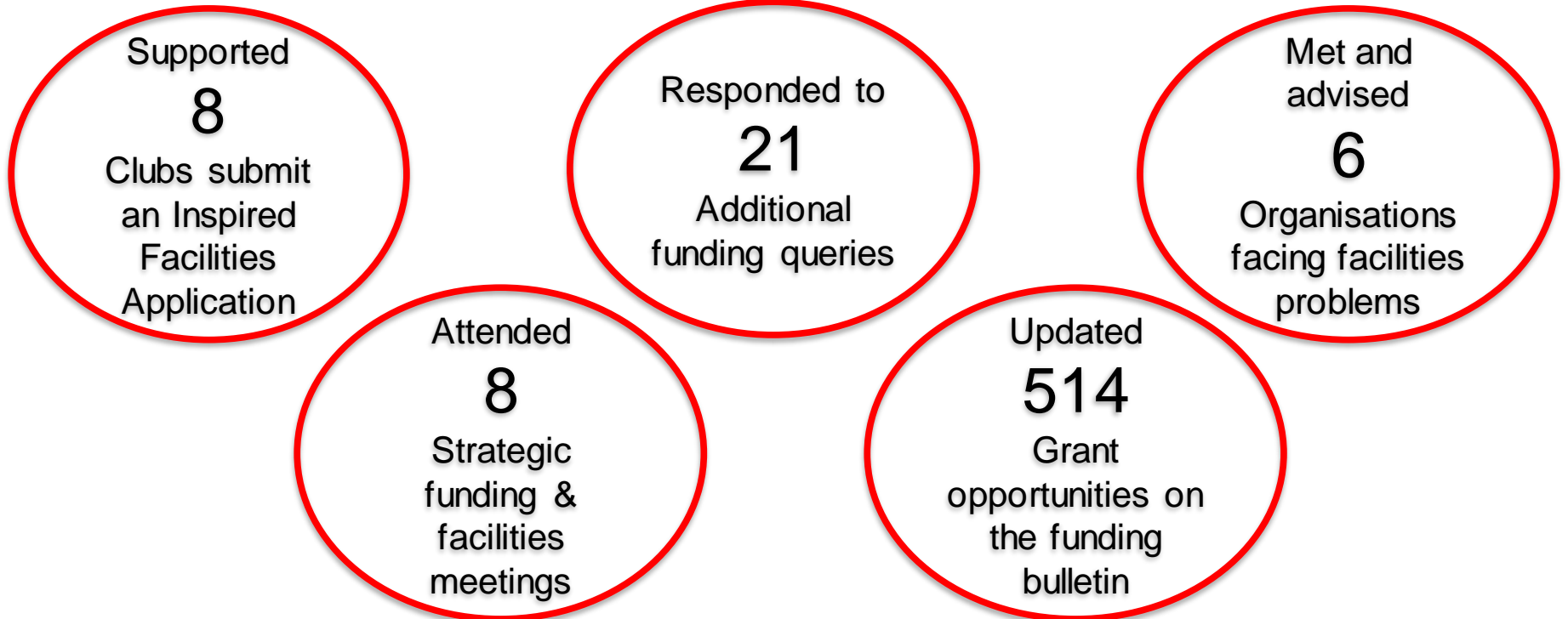
Upcoming Funding deadlines:

- Postcode Community Trust (*19th Feb*)
- National Lottery Awards (*9th March*)
- Sport England Flood Relief (*29th Feb*)
- GLL Sports Foundation (*20th Feb*)
- BBC Children in Need: Main & Small Grants (*1st March*)
- London Sport Primary PE and Sport Innovation Fund 2016 (*4th March*)



So what?

The Funding and Facilities Team offer ongoing support to a variety of organisations and individuals across London. This ranges from wider strategic facilities planning to supporting individuals to secure coaching grants to improve their qualifications. In January we have:





Insight

- **There is now an insight section on the London Sport website ([available here](#)).** This sets out our insight function together with being an initial source of data and tools. The functionality will be further developed in the coming weeks.
- **Overview slides on physical activity and sport participation in London.** These charts ([available here](#)) give an overview of participation broken down by particular population groups.



So what?

- The insight web section and charts are part of ongoing work to make insight more accessible and easier to use.



National Governing Bodies

[This Girl Can](#) has teamed up with Sport Relief to get women active and fundraising to help improve the lives of those in need. We want to see the county in motion on International Women's Day (8th of March) using the mantra. [Here](#) is how you can get involved.

CHRIS to add or change the content if needed

- Bowls - Bowls Development Alliance (BDA) opened the new Package window for Bowls Clubs as of 1st February 2016 – 31st March. More information can be found [here](#).
- EMDP – Lindsey is now on maternity leave, contact Chloe Hunter chloehunter@emdp.org



So what?

- 6 sports clubs in London have purchased discounted Table Tennis tables through Loop in the Clubhouse.
- 9 Local Authorities will be delivering Xplorer orienteering events in 15 parks in 2016.
- 19 Local Authority representatives attended the ASA Swimming Participation strategy meeting.



Physical Activity for Health

- **New Year Workplace Challenge** - running from 4 Jan-28 Feb. It is focusing on 'revolutionising the lunch break' and encouraging employees to move around a bit more at lunchtime. There is still time to register. Contact Femina Makkar for more information
Femina.makkar@londonsport.org
- **Best Start In Life** - In January the BHFNC and its Early Years Advisory Group launched [The Best Start in Life – A manifesto for physical activity in the early years](#) calling for policy changes to give every child access to physical activity opportunities to give them the Best Start in Life.
- **Childhood Obesity Data** - The latest data on child weight has been incorporated into a clear slide set by Public Health England. *Patterns and trends in child obesity* presents key data and information on child obesity and excess weight in clear, easy to understand charts and graphics
http://www.noo.org.uk/slide_sets



So what?

- 136 new users registered
- Top user logging 535,000 steps



Workforce

Transforming Local Sports Delivery For Women And Girls – Tuesday 8th March, 13:00-16:00

London Sport are hold the 3 hour workshop created by Women in Sport and Sport England on International Women's Day. The workshop contains practical tools for those working in sports development to guide planning and development of sport and physical activity for women and girls based on the latest research. The workshop will also include insight from London Sport on the demographics of women across London to support the wider content.

Booking Link: www.eventbrite.co.uk/e/transforming-local-sports-delivery-for-women-and-girls-tickets-21004974444

Coaching Panel Survey

SCUK's Coaching Panel Survey plays an important role in all our work as it is the feedback mechanism by which we check our impact on coaching. Think of it as a health check on the coaching community. We would encourage you to share the link with all your partners or anyone who coaches. The link is

www.snapsurveys.com/wh/s.asp?k=144533548918.



Workforce

- DfE funding being used to fund 370 secondary school students for LYG's Gamesforce Event Award and 290 students for various NGB leadership training. Training currently being delivered with deployment in school games taking place between now and summer.
- 10 workshops scheduled for February, including Safeguarding, Engaging Women & Girls and Club Matters training. For a full list of upcoming events visit www.eventbrite.co.uk/o/london-sport-7829343433.
- 6 marketing placements requests have been received from NGBs. We are working with Goldsmiths University to assign requests to students. These placements will commence in February.



So what?

- 258 students trained in Gamesforce Event Award to date, with further 112 to be trained in GFEA and 290 trained in NGB leadership qualifications. In total 660 students to be trained and deployed into school games.
- Since April we have delivered 34 courses to 456 attendees, with 19 courses scheduled and a further 33 currently being planned.
- Since April we have funded 497 coaches via our open bursary and programme bursaries. We are currently collecting case studies for Q4 reporting and will share the impact of the fund once complete.
- The Goldsmiths placements gives us a chance to pilot the deployment of skilled students into community sport roles, either for partners or clubs. The process will show how effective this can be and the benefits to both volunteer and recipient. Should this be successful it will be a model we will replicate with other skills and universities.



Training and support

- We run workshops and courses for coaches, volunteers, organisations and professionals. In 2015 we supported 304 coaches with CPD.
- There are 22 Courses coming up January-March including:
 - Club Matters Workshops
 - Disability, Women & Girls and Young People specific Training
 - Safeguarding and Protecting Children
- The full list of open London Sport courses can be found on Eventbrite [here](#)
- We also collate details of all our partner's workshops and courses aimed at coaches. This information can be found on [London Sport Coaching](#)
- If you have courses that you would like promoted to coaches and volunteers via London Sport Coaching please contact [Emma Marlow](#)



So what?

- Over 250 coaches have been supported through our bursary programme last year
- More than 300 coaches received CPD support from London Sport Coaching in 2015
- London Sport invested £1,276,000 funding in Sportivate projects since April 2015