



**LONDON  
SPORT**

# Uniting the Movement: New Sport England and London Sport Strategies

**Gary Palmer**

**April 2021**





Uniting the Movement - Sport England strategy




Watch later



Share

# ***UNITING THE MOVEMENT***



Watch on  YouTube

## The five big issues

Recover and reinvent

Connecting  
communities

# Positive experiences for children and young people

Connecting with  
health and wellbeing

Active environments



**LONDON  
SPORT**

# LDN MOVING

**LONDON SPORT STRATEGY 2021**



# Our aspirations

1

INCREASE PHYSICAL  
ACTIVITY LEVELS AMONG  
LESS ACTIVE ADULTS,  
REDUCING INEQUALITIES  
AND INACTIVITY

2

GIVE ALL YOUNG  
LONDONERS THE BEST  
OPPORTUNITY TO FORM A  
POSITIVE PHYSICAL  
ACTIVITY HABIT FOR LIFE

3

IMPROVE POLICY, SYSTEMS  
AND INVESTMENT TO  
SUPPORT ACTIVE LIVES

4

USE TECH, DATA AND  
DIGITAL COMMUNICATIONS  
TO SUPPORT LONDONERS TO  
GET AND STAY ACTIVE

5

LEAD THE WAY IN BRINGING  
ORGANISATIONS TOGETHER  
TO CREATE, DEVELOP, TEST,  
CHAMPION AND SCALE  
INNOVATIVE WAYS OF  
SUPPORTING ACTIVE LIVES

6

ENSURE EVIDENCE, DATA  
AND HIGH QUALITY INSIGHT  
INFORM THE DEVELOPMENT  
OF POLICY AND PRACTICE  
OF SUPPORTING ACTIVE  
LIVES

2

## GIVE ALL YOUNG LONDONERS THE BEST OPPORTUNITY TO FORM A POSITIVE PHYSICAL ACTIVITY HABIT FOR LIFE



### FOCUS AREAS

- 1 Providing young people with more and different opportunities to get active in the ways that suit them
- 2 Creating more safe spaces for young Londoners to get active in
- 3 Developing young leaders for physical activity to empower and inspire others



# Our projects



Active 60



Opening Up School Facilities

## Active Recovery

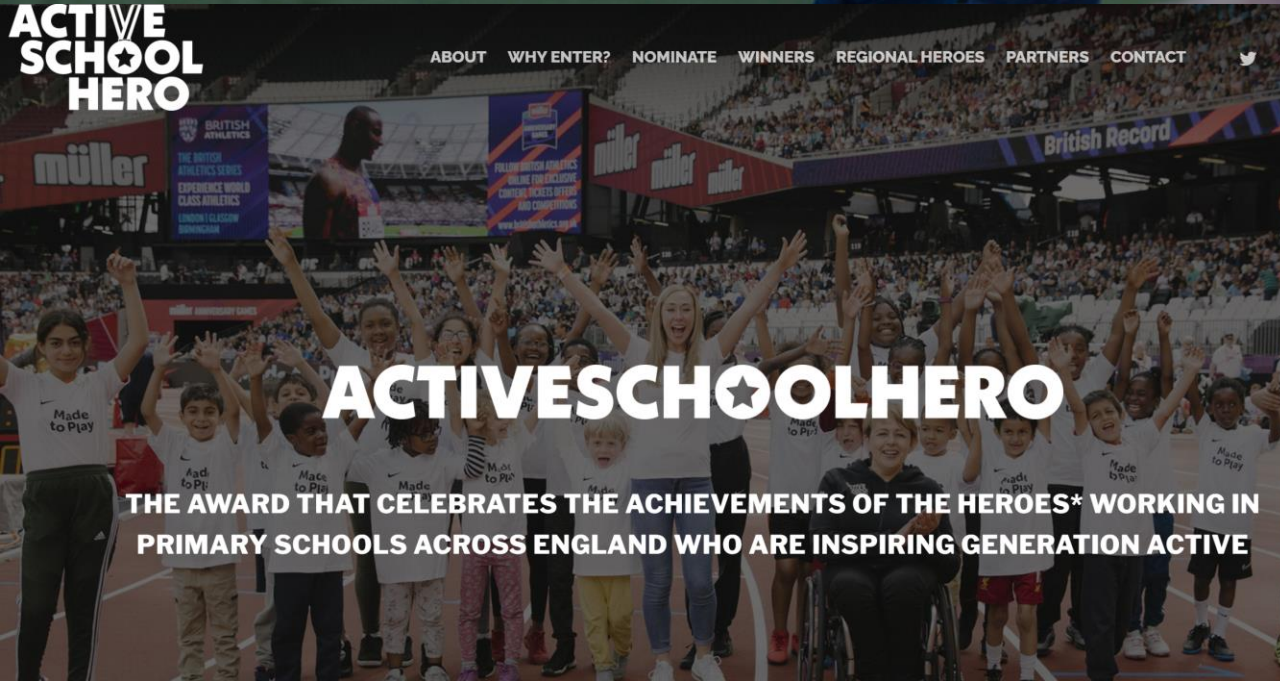
Help children and young people to boost their health and wellbeing by promoting being active before, during and after the school day. Find our list of activities below, provided by physical activity and sports organisations.

Filter activities by

Age / School Type ▾

Setting / Time of Day ▾

Filter

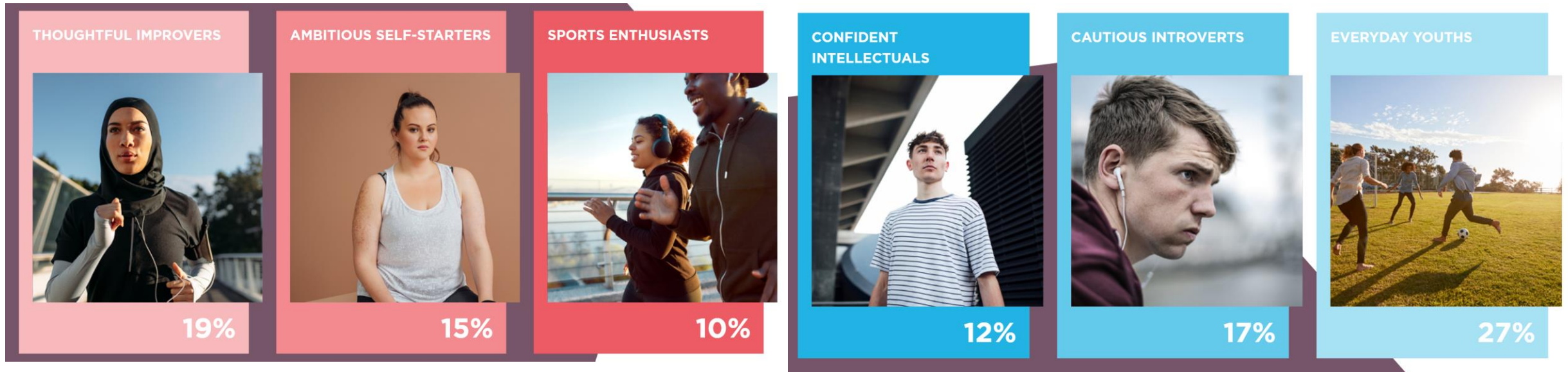


## ACTIVESCHOOLHERO

THE AWARD THAT CELEBRATES THE ACHIEVEMENTS OF THE HEROES\* WORKING IN PRIMARY SCHOOLS ACROSS ENGLAND WHO ARE INSPIRING GENERATION ACTIVE

# Our audience

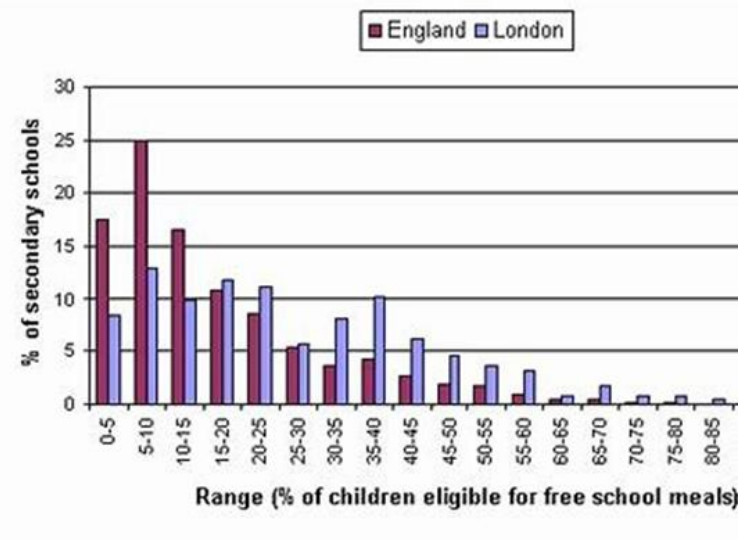
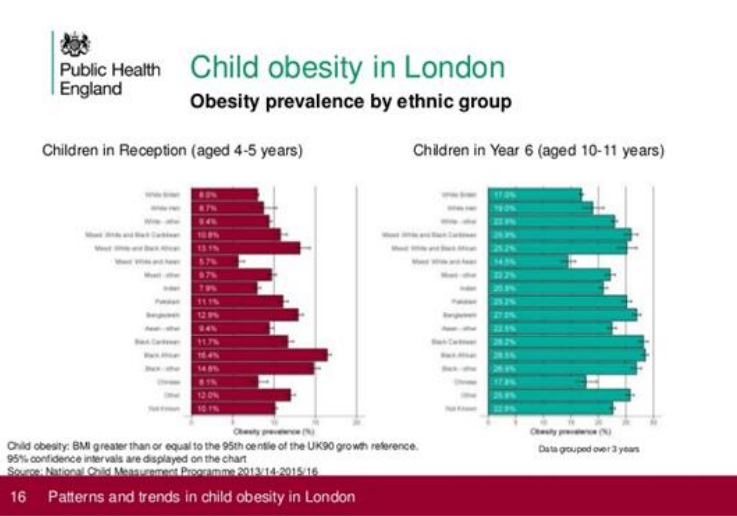
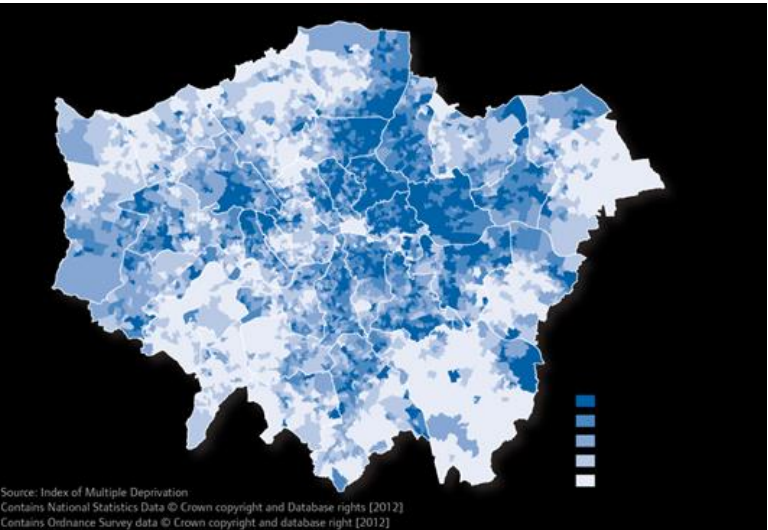
We are focusing on CYP 'less likely to be active' - who are doing nothing or limited amounts of physical activity.





# Our places

We target our support to the areas that need it the most.



## The outcomes and impact we are aiming for

‘If children and young people have experiences that feel fun, positive and give them a sense of confidence, they’re more likely to want to be active in the future’

‘Uniting the Movement’ Sport England, Jan 2021

A photograph of three people riding bicycles, overlaid with a red tint. On the left, a man in a black jacket and glasses. In the center, a child in a grey hoodie and patterned shorts. On the right, a woman in a grey hoodie. All three are wearing full-face helmets. The background shows a park-like setting with trees and buildings.

Any questions?

**LONDON  
SPORT**