

MAYOR OF LONDON

The Mayor's Sport Strategy for London

Consultation Report to the Mayor

Note: GLA to add in cover once content has been added.

DN: Cover to align with the cover of the strategy.

London Economic Development Strategy – Consultation Response Report

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1 Executive Summary

The Mayor's sport strategy sets out the Mayor's vision for community and major sports events. The Mayor publicly consulted on a draft of the strategy and an integrated impact assessment between 20 July and 12 October 2018.

The publication of the draft strategy was advertised to the public and technical stakeholders through:

- Mayor of London
 - press release
 - blog
 - @MayorofLondon and @LDN_Gov twitter accounts
- TalkLondon
- webpage surveys discussion threads
- emails to TalkLondon members
- @LDN_Talk twitter account
- Sport team webpage
- Emails - via London Sport Newsletter
- Letter from Simon Cooper, GLA Head of Sport, to key stakeholders

Over 100 responses were received from the consultation. From this 535 separate comments or observations were logged and analysed. This included:

- 490 comments/observations relating directly or indirectly to the questions outlined within the stakeholder consultation; and
- 45 comments/observations from freeform responses.

This report summarises responses received, and the main issues raised for the Mayor, and where considered appropriate, makes recommendations to the Mayor as to potential changes to the final strategy text. Overall, there was strong support for the themes in the strategy in respect of community sport and major sports events, although there were a number of main issues raised during consultation, which are identified in this report. Consequently, this report contains the GLA's recommendations for changes to the text of the draft strategy for the Mayor's consideration.

Details of those who responded to the consultation is in Appendix B of this document.

Copies of all stakeholder representations, and a database of the responses from the public, businesses and other organisations have also been made available to the Mayor.

A copy of the complete stakeholder list and details of their responses by strategy theme is included in the Appendices.

With regard to the draft strategy as a whole, the main issues raised by members of the public and stakeholders, were:

The main themes of suggestions for each policy chapter of the draft strategy were:

The above changes (explained in greater detail below) have been incorporated into the final proposed text of the Strategy and are recommended by GLA officers to the Mayor. The recommended final text is set out in **Appendix X of Mayoral Decision xxxx**.

This report will be published alongside the final statutory strategy and its associated documents.

2 Introduction and background

About the Culture Strategy

‘Sport for all of Us’, together with the separately consulted document “Culture for all Londoners” form the Culture Strategy. This Report is looking at the Sport for all of Us consultation and responses only. The Report to the Mayor on the Culture for all Londoners is a separate document. Sport for all of Us sets out the Mayor’s Vision for sport and physical activity in London. It will contribute to the Mayor’s aim for London to be the most socially integrated and active city in the world, as well as the undisputed sporting capital. The strategy has four key chapters – three relate to community sports which will be delivered under Sport Unites. The last chapter covers London as a sporting host city.

- Theme One: Sport and Social Integration
- Theme Two: Active Londoners
- Theme Three: Workforce, Tech and Capacity Building
- London: Sports Capital of the World

Mayor’s Powers and Duties

Under section 376 of the GLA Act 1999 , the Cultural Strategy Group for London (known as the Mayor’s Cultural Leadership Board) shall keep the Culture Strategy under review, consult about the proposed revisions with designated consultative bodies and then submit a revised strategy to the Mayor. When revising the strategy, the Mayor should have regard to the effect that the strategy will have on various cross-cutting themes (health, health inequalities, sustainable development and climate change), as well as on the need to ensure consistency with national policies, the UK’s current EU, and other international obligations. The Culture Strategy must also be consistent with the Mayor’s other strategies.

The Mayor has a duty to consult specific stakeholder groups, and anybody whom he considers it appropriate to consult on the proposed revisions.

Both previous Mayoral administrations have chosen to publish separate culture and sport strategies. The current administration has consulted on the separate sections, and will bring them together as an overarching Culture Strategy.

Purpose of Report

This report is intended to fairly and accurately summarise consultation responses so that

the Mayor can have proper regard to them when deciding whether to approve the final version of the Strategy

Each response has been considered in the preparation of this consultation report. The purpose of the report is to analyse the responses and make recommendations to the Mayor.

3 Consultation Process

Introduction

A draft version of Sport for all of Us has been subject to a consultation exercise with stakeholder organisations and the public. The consultation took place between 20 July and 12 October 2018.

The publication of the draft Sport for all of Us started a three-month period of consultation, during which the Mayor welcomed Londoners' views about the issues raised in the draft and his plans for addressing them. Members of the public were encouraged to engage with the draft Sport for all of Us, alongside technical stakeholders. More than 100 organisations responded to the consultation and the strategy has been revised in the light of the main issues raised in the consultation. In addition, the Mayor's sports team commissioned a series of independently facilitated workshops to consult community organisations. A summary table sets out the main issues raised during the consultation and recommendations to be made to the final document based on the consultation responses or other relevant matters.

Integrated Impact Assessment

As part of the public consultation, an IIA produced by BOP consulting was also published for comment on the website.

The web form included specific questions about the IIA.

The IIA is an assessment tool which uses an integrated appraisal approach across specified topics to appraise the potential impacts of Sport for all of Us. The GLA has a common approach to IIAs, which includes a single, common set of IIA objectives to be used for the IIAs for each strategy. Policies which are led by GLA policy teams other than the Sport team are outside the scope of the Sport IIA, since these policies will be assessed as part of the IIAs for other statutory strategies.

A common IIA framework has been applied across all of the GLA strategies. The scope of the Sport for all of Us IIA includes a community safety impact assessment (CSIA), equality impact assessment (EqIA) and health impact assessment (HIA).

A draft Integrated Impact Assessment was published for consultation, alongside the draft Sport for all of Us.

An interim IIA was developed alongside the draft Sport for all of Us and the recommendations were taken into account in the draft document. Further work was undertaken to finalise the IIA by the time the draft was published for consultation. The finalised IIA was published for consultation with the draft Sport for all of Us. Consultees were invited to make comments to be considered when drafting the final strategy text. The final IIA will be published alongside the final version of the strategy and this consultation report.

The draft Sport for all of Us consultation

The Mayor's draft Sport for all of Us presents, in detail, his vision for Sport and physical activity in London. As part of this consultation, the Mayor published three documents:

- Sport for all of Us – An easy read version of the draft strategy
- Sport for all of Us – A full version of the draft strategy
- Sport for all of Us – An Integrated Impact Assessment (IIA)

The publication of the draft Sport for all of Us was advertised to the public and technical stakeholders through:

- Mayor of London
 - press release
 - blog
 - @MayorofLondon and @LDN_Gov twitter accounts
- TalkLondon
 - webpage
 - surveys

- discussion threads
- emails to TalkLondon members
- @LDN_Talk twitter account
- Sport team
 - webpage
 - Emails – Via London Sport Newsletter
 - Letter from Simon Cooper to key stakeholders

The consultation included the following:

- **Stakeholders** through:
 - **Workshop events:** three stakeholder events were independently facilitated by London Sport. 150 sporting and non-sporting organisations were invited to attend these workshops. Over 50 attended and those who did not, or were unable to, were encouraged to submit an online response.
 - **Written responses:** the draft consultation document was made available and published on the GLA's website in July 2018. Written responses were received from over 60 stakeholders. Stakeholders were:
 - individuals responding on behalf of organisations
 - individuals responding to the consultation questions with specialist knowledge of the topic
 - individuals responding free-form with specialist knowledge of the topic
- **The Public:** The primary mechanisms used to capture the views of members of the public, were via the Talk London Platform and representative polling. Over 1000 members of the public completed a consultation survey.

Stakeholders

Written Responses

A draft version of the sport strategy was made available and published on the GLA's website on the 20 July 2018. Stakeholders and the public were given until the 12 October 2018 to submit their response to the strategy. Organisations responding to the strategy were encouraged to respond to a list of 11 questions in a consultation response template. This included several questions on the vision, priorities, social integration and major events.

A copy of the response template and list of questions is included in the appendix. Consultees were not obliged to use the response template and could also submit a response in their own format. All responses were sent by email to the GLA.

Engagement Events

Table 1 provides details of the three workshop events, including the number of attendees and the format of the events. Event briefing was provided in the form of an introduction to the Sport strategy alongside consultation questions for discussion to obtain feedback on the draft strategy.

Table 1: Details of Workshop Events			
Event	Date	Attendees	Format
<i>London Sport Workshop 1: Sport and Social Integration</i>	2 nd August 2018	Badu Sports Black Prince Trust Bridge Renewal Trust Clarion Housing Group Community Links Bromley CVA Diocese of London England and Wales Cricket board England Boxing Fight4Change Hayes Town Partnership London Youth Mulsimah Sports Association	Interactive workshop independently facilitated by London Sport.

		<p>Octopus Communities</p> <p>Sported</p> <p>StreetGames</p>	
<p><i>London Sport</i></p> <p><i>Workshop 2: Active</i></p> <p><i>Londoners</i></p>	<p>10th August 2018</p>	<p>Bexley Voluntary Services Council</p> <p>Boxing Futures</p> <p>Bromley by Bow Centre</p> <p>Carers 4 Carers</p> <p>Clarion Housing Group</p> <p>East London NHS Foundation</p> <p>GLL (Better)</p> <p>Islington Council</p> <p>London Youth</p> <p>parkrun</p> <p>Services for Ageing and Mental Health</p> <p>Sport for Confidence</p> <p>StreetGames</p> <p>Tottenham Hotspur Foundation</p>	<p>Interactive workshop independently facilitated by London Sport.</p>

<i>London Sport Workshop 3: Workforce, Tech and Capacity Building</i>	17 th August 2018	<p>Badu Sports</p> <p>Bexley Voluntary Services Council</p> <p>Bikeworks</p> <p>Bromley by Bow Centre</p> <p>Charlton Athletic Community Trust</p> <p>Fusion Leisure</p> <p>Hackney Wick FC</p> <p>London Plus</p> <p>London Youth</p> <p>National Trust Osterley</p> <p>NHS Enfield CCG</p> <p>Our Parks</p> <p>Palace for Life Foundation</p> <p>Player's Voice CIC</p> <p>Saracens Sport Foundation</p> <p>Sport for Development</p>	Interactive workshop independently facilitated by London Sport.

		Coalition / Comic Relief	
		Sported	
		VC Connect	

Public Consultation Methodology

Good engagement is at the heart of good policymaking. Drawing on the experiences, opinions and knowledge of people who live here can help us to understand what matters to people who live, work and visit the city.

In July 2018, we published the draft London Sport Strategy - which set out the main priorities for sport policy in London in the next few years. We heard from a range of people, including Londoners, local boroughs, representatives from private and third sector bodies, and community groups.

The views of members of the public were captured in this consultation, through:

- Talk London, an online platform designed to put Londoners at the centre of City Hall strategies and plans by involving them in sustained and meaningful debates that generate insights and actions to improve the capital. Anyone who wished to participate in the consultation could sign-up via Talk London to take part in survey activity. Alternatively, participants could request an offline version. Additionally, some members of the public wrote or emailed directly to the Mayor to provide feedback.
- Opinion research: research with a representative sample of Londoners (or appropriate sample to deliver the insight requirements of the strategy team), to ensure our work is informed by the views of Londoners from all sections of the community. This work adheres to the Market Research Society Code of Conduct, and best practice in social research.

For this consultation, quantitative research was conducted with a representative sample of London via a polling provider (YouGov) to ensure that the strategy is informed by the views of citizens from all sections of the community. Results are based on online interviews with 1,516 London residents, conducted between 25 June and 2

July 2018. Data was weighted to be representative of all Londoners aged 18+. Survey content was narrower than the Talk London survey and focused on Londoners' levels and frequency of physical activity, and the extent to which sport is a way in which they meet people from different backgrounds.

Data from previous recent representative polling and Talk London consultation activity was also referred to in the development of the strategy and this report. This includes the full range of consultations relating to the other Mayoral statutory and non-statutory strategies.

All reports and datasets relating to both the consultation and research strands are available on the London Datastore[1]. More information on the methodology is provided below.

Talk London survey

People were invited to 'have your say' across the GLA's digital channels and were directed towards a draft London Sport Strategy landing page on London.gov.uk, from where they could proceed to Talk London to complete a survey relating to the ambitions of the strategy. The survey was available for completion between 20 July 2018 and 12 October 2018. Respondents were required to sign-up to Talk London in order to take part, though they could request a version of the survey which did not require sign-up.

A total of 1,135 survey responses were received via Talk London. This survey's sample has not been weighted, and therefore cannot be said to be representative of the London population.

The table below provides a breakdown of the demographic characteristics of Londoners who responded to the Talk London survey. The findings from these surveys have been compared against the findings from representative polling, and key differences between the two surveys are highlighted in the consultation reports available on London Datastore.

Table 2: Demographic profile of survey respondents[2]*

Gender	Age	Ethnicity
<ul style="list-style-type: none"> Male: 50% Female: 46% Other: 1% No response: 3% 	<ul style="list-style-type: none"> 18-24: 5% 25-34: 16% 35-44: 18% 45-54: 16% 55-64: 19% 65+: 16% No response/DoB not valid: 11% 	<ul style="list-style-type: none"> White – 87% Mixed – 4% Black – 1% Asian – 4% Other: 2% No response: 3%

Tenure	Working status	Education
<ul style="list-style-type: none"> • Being bought on a mortgage: 34% • Owned outright: 27% • Private renters: 22% • Housing association tenant: 3% • Local authority tenant: 3% • Other: 8% • No response: 3% 	<p>Working</p> <ul style="list-style-type: none"> • Full time: 58% • Part time: 10% <p>Not working:</p> <ul style="list-style-type: none"> • Retired: 15% • Caring: 2% • Disabled: 2% • Unemployed: 2% <p>Student:</p> <ul style="list-style-type: none"> • Part time working: 2% • Not working: 2% <p>Other: 4%</p> <p>No response: 3%</p>	<ul style="list-style-type: none"> • Degree or higher: 54% • Higher education such as foundation degree or HND: 6% • A levels or equivalent: 5% • GCSE/O Level grade A*-C or equivalent: 4% • Other qualifications: 2% • No qualifications: 1% • No response: 29%
Religion	Sexuality	Disability
<ul style="list-style-type: none"> • Christian: 21% • Jewish: 1% • Muslim: 1% • Buddhist: 1% • Hindu: 1% • Sikh: 0% • No religion: 34% • Other: 2% • No response: 38% 	<ul style="list-style-type: none"> • Heterosexual/straight: 56% • Gay, lesbian or bisexual: 6% • Other: 1% • Prefer not to say: 7% • No response: 30% 	<ul style="list-style-type: none"> • No: 51% • Yes: 8% • Prefer not to say: 32% • No response: 39%
Parent		
<ul style="list-style-type: none"> • Yes: 16% • No: 53% • Prefer not to say: 17% 		

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • No response: 14% | | |
|--|--|--|

Talk London discussions

Londoners were also invited to take part in discussion threads on Talk London. There were 3 separate discussions, comprising 126 comments, across a variety of topics in the draft London Sport Strategy. They are:

- Sport activities (58 comments)
- Sport and meeting people (14 comments)
- Inspiring sport events (54 comments)

Respondents were also able to initiate their own discussions relating to the strategy. However, no respondents did so.

Correspondence

The landing page on London.gov.uk identified a route for members of the public to participate (ie via Talk London), and a route for stakeholder organisations and their representatives to participate (via email).

No members of the public provided feedback via the stakeholder email route, or directly to the Mayor via the GLA's Public Liaison Unit.

Research

Polling Programme

Quantitative research with a representative sample of Londoners was undertaken via a polling provider (YouGov) to ensure that the strategy is informed by the views of citizens from all sections of the community. Results are based on online interviews with 1,516 London residents, conducted between 25 June and 2 July 2018. Data was weighted to be representative of all Londoners aged 18+. Survey content was narrower than the Talk London survey and focused on Londoners' levels and frequency of physical activity, and the extent to which sport is a way in which they meet people from different backgrounds.

Data from previous recent representative polling and Talk London consultation activity was also referred to in the development of the strategy and consultation reporting. This includes the full range of consultations relating to the other Mayoral statutory and non-statutory strategies.

ENGAGEMENT STATS

Talk London website statistics

The following statistics relate to traffic to the Talk London Draft Sport Strategy page. This is the page where members of the public could complete surveys and contribute to discussion threads.

Table 3: Talk London engagement statistics	
Sport Strategy consultation page (Talk London)	1,649 unique page views 4,320 in total
Sport Survey page (Talk London)	1, 978 unique pageviews 5,753 in total
Sport Survey page (traffic from Facebook ad)	4,646 unique pageviews 10,845 in total
Draft sport document (from Talk London)	278 unique clicks 650 in total
Four emails to Talk London members	25% average open rate
@LDN_talk 3.5k followers	17 tweets 675 average impressions

1. Sport Strategy webpage statistics

The following statistics relate to traffic to the Draft Sport Strategy page on London.gov.uk

Table 4: Sport Strategy webpage statistics	
Sport Strategy consultation page (LGOV)	1,841 unique page views 2,321 in total
Draft Sport document (LGOV)	929 unique clicks 1,326 in total

Table 5: Marketing statistics	
@LDN_gov 34k followers	3 tweets 3,110 average impressions 0.5% average engagement rate
London.gov Facebook	1,353 clicks
Paid for ad £500 – 24-27 September	79,646 reach
London.gov Facebook	3,649 clicks
Paid for ad £1,000 – 6-11 October	172,639 reach

[2] Percentages may not add to 100%, due to rounding

Recording of Stakeholder Responses

The key points and comments from stakeholders as gathered through the engagement events, stakeholder survey and written responses were logged in a consistent format, and emerging and recurring themes were identified.

The following fields were logged:

- Name of Organisation / Engagement session
- The question that the comment was responding to
- The section that the comment was responding to (framed around the three strategic priorities and the delivery of the strategy)
- The strategic objectives that the comment was responding to
- The level of support for the vision/priorities/objectives/actions (if relevant)
- Central point of the comment
- Any suggested change to the strategy (if relevant)

4 Key Findings

Overview

This section provides a summary of the key findings from the consultation responses. It focuses on the responses received from stakeholders via the Webform survey; unstructured written responses; feedback from the general public and the London Sport Workshop consultation events. A summary of the key findings from the public consultation is also presented.

This chapter provides a summary of public and stakeholder responses received during the draft strategy consultation and the main issues raised about the five aims of the draft strategy, and outlines the GLA response to them, and what changes (if any) we will make to the strategy. Since it is not possible to include every issue raised as part of the consultation, this report gives a high-level indication of:

- the issues that most consultees were concerned about
- issues that may not have been raised by many consultees, but are considered to be highly relevant and have significant implications for the strategy

The table at the end of each chapter theme summarises the main issues raised in the consultation by members of the public and stakeholders, GLA's response, and what changes, if any, are recommended to be made to the final strategy based on the consultation responses provided by the public and stakeholders, or other relevant matters. These recommendations are categorised by whether they are clarifications in the narrative of the final strategy, changes to policy commitments made by the Mayor, or for including within the strategy delivery plan. Most of the recommendations are clarifications in the narrative.

Stakeholder responses received through the webform survey or unstructured responses

Written responses were received from 60 organisations. Of these, 50 responded through the structured online Webform survey. The remaining 10 were received by e-mail and were provided in a variety of formats: four structured their written response using the questions outlined within the Webform survey; one partially used the Webform survey structure; two used the policy themes within the strategy document to structure their responses; and the remaining three responses were broadly unstructured.

Overall, 535 separate comments or observations were logged and analysed. This included:

- 490 comments/observations relating directly or indirectly to the questions outlined within the Webform Survey; and
- 45 comments/observations from freeform responses.

Comments/observations relating directly or indirectly to the questions outlined within the Webform Survey are reported separately from comments/observations from freeform responses.

An independent evaluation company coded these suggestions to show the level of support given to the section of the strategy they were commenting on.

- 3.2% of suggestions were not supportive of the strategy.
- 42.8% of suggestions were supportive
- 54% of suggestions showed no indication as to the level of support given to the strategy.

Table 5: Types of organisation that provided Webform and freeform responses provides a breakdown of the organisations, by type, who completed the Webform survey or provided a freeform response.

Table 5: Types of organisation that provided Webform and freeform responses	
Type of organisation/skills focus	Number of written responses
Community / Voluntary Organisation	29
Public Sector	16
Private Sector	7
Uncategorised	8
Total	60

Summary of main issues raised by stakeholders during consultation

The main issues raised in respect of the consultation are summarised in the table below. A detailed version of this is on pages 78-96.

Main issue	Headline response and recommended change
<p>Community sport: Sport Unites</p> <p>There was overwhelming general support for the three themes of: Sport for Social Integration; Active Londoners; and Workforce, Tech and Capacity Building.</p> <p>More detail is required for the ‘Workforce’ theme; and more generally to set out what actions will follow.</p> <p>The strategy needs to provide more detail about timelines and what actions will follow.</p>	<p>Given the strength of support, we do not propose to amend the three themes.</p> <p>It is recommended that additional detail on the Workforce Theme is added to the final strategy document and a ‘<i>What We Will Do</i>’ summary added to the end of each chapter. An Implementation Report will be published alongside the strategy.</p>
<p>Definition of ‘sport’</p> <p>The definition of ‘sport’, which can be off-putting for some, must be broadened to include ‘physical activity’.</p>	<p>The draft strategy acknowledges this, setting out that “References to ‘sport’ include ‘sport’ alongside ‘physical activity’, but it is recommended that additional text is added to the final strategy document. It is recommended that the sub-title of the document, on the front cover, be changed to read:</p>

	<i>‘The Mayor’s strategy for sport and physical activity in London.’</i>
<p>Target Groups</p> <p>The strategy should set out which groups of people should be targeted for certain issues, for example: BAME; older people; younger people; disabled people; people on low incomes; and how the Mayor will work with schools.</p>	<p>We believe that the right approach is to target the <u>issue</u>, for example, a focus on inactive people for tackling inactivity. Although we will ensure that our funding from the programme overall benefits all demographic groups, due to the correlation between inactivity and certain groups these groups will particularly targeted. This will also form part of the evaluation criteria for grant awards.</p> <p>Our work with the Laureus Foundation is based on the principle of local people determining what issues to address and, accordingly, which people to target.</p> <p>The draft strategy sets out how we intend to work with children of school age. However, it is recommended that further text on school sport and PE to be added to the final version of the strategy document.</p>
<p>Barriers to participation</p> <p>Account must be taken of the barriers to participation, particularly cost in respect of people on a low income, and air quality.</p>	<p>The draft strategy states our intention to fund affordable opportunities, but it is recommended that the final version strengthens the wording on this. We recommend adding text on the Mayor’s work</p>

	to improve air quality to the final version of the strategy.
<p>Facilities</p> <p>Londoners must have access to facilities and areas in which they can be physically active. Playing fields must be protected</p> <p>Funding should be made available for capital spend from the Sport Unites programme.</p>	<p>The draft strategy references the draft new London Plan, which sets out the Mayor's proposed planning policy to protect playing fields and to protect and enhance existing facilities, with no overall net loss of facilities in London.</p> <p>Capital spend can be expensive, even for relatively modest contributions to a facility build or refurbishment. We believe that, for the investment we have available, people-focussed revenue funding is the best way to maximise the impact of our funding – where often small amounts of money can make a huge difference. Text has been added on this to the final version of the strategy.</p>
<p>Funding and delivery</p> <p>Funding should be given to proven, successful existing initiatives, rather than seeking to 'reinvent the wheel'.</p>	<p>The draft strategy sets out our intention to invest in tried and tested projects, but it also states that we will want to try new and innovative ways of delivery. The use of 'pilot' schemes can be an effective way of doing this. It is recommended that this has been strengthened with additional text in the final version of the strategy.</p>

<p>Links to other Mayoral strategies</p> <p>There should be clear links to other Mayoral strategies and priorities to maximise the impact of the Mayor's work in sport and physical activity.</p>	<p>The draft strategy has a section on links to other Mayoral strategies and policies, including health inequalities; transport; environment; equality, diversity and inclusion; the London Plan; housing; culture; skills; and the night time economy. It is recommended we strengthen this with additional text in the final version of the strategy.</p>
<p>Partnership working</p> <p>The Mayor should seek to partner with a wide range of organisations and facilitate partnerships between organisations, including cross-sector working.</p> <p>Role models can play an important part in delivery.</p>	<p>The draft strategy acknowledges the importance of the existing key partnerships we have with UK Sport, Sport England and London Sport, sport national governing bodies and others. It also states that we will support ways to forge new partnerships and host conferences to provide thought leadership, and other events that bring together different organisations to share best practice.</p> <p>The draft strategy, including the Mayor's foreword, acknowledges the inspirational and powerful effect of role models. It is recommended that text is added on this to the final version of the strategy.</p>

<p>Major sports events</p> <p>There was strong support to continue to attract and support major sports events in London - and to ensure that economic and social benefits are secured from hosting.</p> <p>Opinion was more mixed about which events to support.</p>	<p>It is proposed that we undertake a review of our Major Events Framework, which will look at our existing funding criteria and take a strategic look at which events we may want to target in the coming years. We expect to strengthen our existing condition that major events must secure economic, social and community benefits in return for our support. Proposed text on this is in the final version of the strategy.</p>
<p>Measurement, monitoring and evaluation</p> <p>There will need to be clear measurement and KPIs in order to demonstrate success of the aims of the strategy. Long-term change should be the primary measure of success.</p> <p>The definition of 'social integration' needs to be clear.</p> <p>Do not make monitoring too burdensome.</p>	<p>The draft strategy acknowledges the need for clear measures and robust monitoring - and acknowledges that long-term outcomes are desirable.</p> <p>The GLA has identified a generic set of measures that it will use to track social integration that will inform those used for Sport Unites.</p> <p>We will endeavour to keep the right balance between the need to demonstrate accountability and impact of public money,</p>

	while at the same time keeping bureaucracy to a minimum.
<p>Consultation</p> <p>One of the workshop findings was that the development of the strategy was too ‘top down’.</p> <p>Some considered the length of the strategy document and format to be off-putting, which may restrict readership and engagement. It was suggested that the document be presented in different forms of media.</p>	<p>Over 170 organisations took part in a series of events in the formulation of the Sport Unites programme, including sport national governing bodies; community sport organisations; non-sport community organisations; local authorities and others. This issue was not raised in responses in any other part of the consultation process with stakeholders or the wider public.</p> <p>We hope that the widespread consultation support we received demonstrates the care we took to get this right.</p> <p>There is always a balance to strike between offering enough detail while avoiding unnecessarily lengthy narrative. We feel the balance in the strategy document is right. We produced an ‘Easy Read’ version of the document.</p>

Webform Survey Responses

Stakeholder respondents were asked a series of structured questions within the Webform Survey that sought to examine their opinions of: the overall draft Strategy; barriers to participation; the three Sports Unites themes (social integration, healthy and active Londoners, and workforce and capacity growth); major sports events within the capital, and collaboration and delivery of funding.

Respondents were also asked if there were any issues missing from the draft Strategy that should be addressed, and if there was any other way in which the GLA should be involved in sport in London.

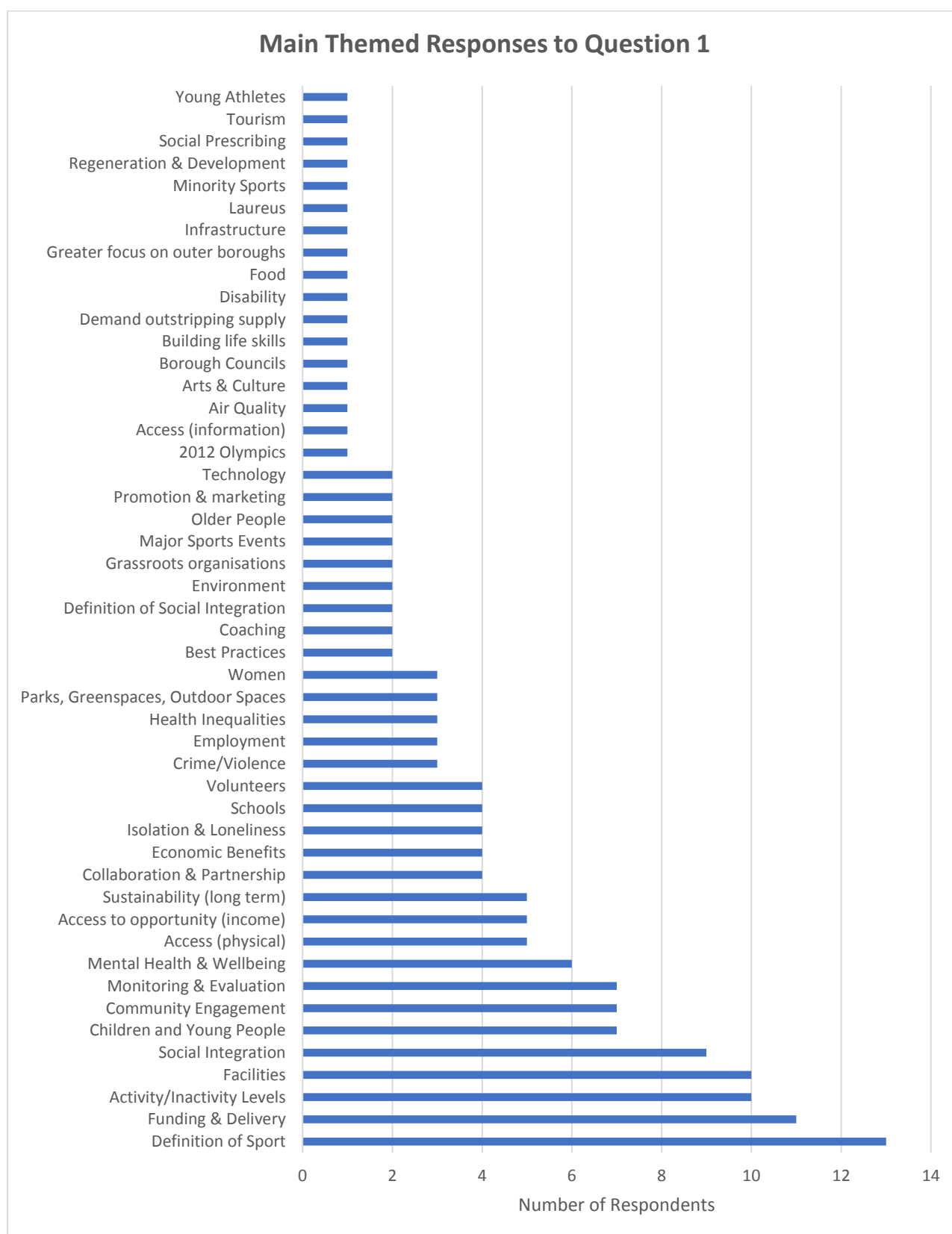
All themes that were mentioned by respondents in relation to each question have been reported in the graphs within this section. However, only the key themes (defined as a theme mentioned by five or more respondents) have been discussed in further detail in the main body of text.

Q1 The Overall Vision and Themes

Do you agree with the overall vision and the three themes of this draft sport strategy? If not, why not? Is anything missing?

A total of 63 separate sentiments were coded from the 54 responses to Question 1. Of these sentiments, 25% supported the strategy unreservedly, 57% supported the strategy with caveats, 3% did not support the strategy, and 14% did not indicate their overall level of support. The main themes of these responses are presented within Figure 1.

Figure 1: *Do you agree with the overall vision and the three themes of this draft sport strategy? If not, why not? Is anything missing?* (main themes)



The largest number of comments related to the **definition of sport** within the Strategy (13 respondents). Many suggested that the term 'sport' has connotations of elitism and competitiveness, which could deter some groups from fully engaging with the Strategy. As

such, several respondents requested that 'sport' is replaced by the term 'physical activity', as this is more inclusive, and can encompass a greater variety of activities.

Eleven respondents referred to **funding and delivery**. Most of these comments were suggestions that overall levels of funding should be increased, whilst others wanted to see a simplified application process for grants, and specific timeframes for implementation.

Many respondents alluded to **activity/inactivity levels** (10). Respondents referred to how there should not only be an aim to increase the number of people participating in sport, but there should be emphasis on sustained participation, and making people more active for life. A couple of respondents mentioned how physical activity can also be used as a method of reducing obesity.

Ten respondents discussed **facilities** (10), many of whom suggested that the strategy commits to not only developing new facilities, but protecting existing facilities. A couple of respondents made specific reference to the protection of playing fields.

Nine respondents' comments related to **social integration**, with many welcoming the Mayors' appreciation that sport is a powerful tool for improving community cohesion and reducing prejudice. However, one respondent suggested that more clarity is required as to what is meant by the term 'social integration', and felt this should be clearer in the final Strategy.

Children and young people were mentioned by several respondents (seven). Some suggested that young people should have a voice in what opportunities are available to them, and how local sport is delivered, whilst others focused on how sport can reduce crime in young and vulnerable populations. Some respondents suggested that young people could be targeted through school initiatives, and others mentioned that greater facilitation needs to be given to youth competitions.

Seven respondents referred to **community engagement** in their comments. Many called for the Strategy to promote community ownership of initiatives, and allow communities to have a say in what activities are offered to them. A few suggested that communities should be better engaged with as part of hosting major sports events.

Seven respondents made comments relating to **monitoring and evaluation**. Most of these comments requests for evaluation and success criteria to be made more explicit in the Strategy, whilst others suggested that long-term, permanent lifestyle changes should be the primary measure of success, as opposed to growth in participation.

Mental Health & Wellbeing was mentioned by six respondents. Many of these comments were references to the fact that physical activity and mental wellbeing are often interlinked, particularly when activity is used to reduce isolation and loneliness, and improve social integration.

Five respondents referred to **access (physical)** to sporting opportunities. Most respondents suggested that sporting opportunities need to be easy for all groups in society to access, whether this be achieved through an abundance of facilities being readily available, or supporting isolated groups.

Five respondents made comments in relation to **access to opportunity (income)**. These comments were primarily suggestions that sporting opportunities should be made more affordable, so those from the most disadvantaged groups in society have an opportunity to participate.

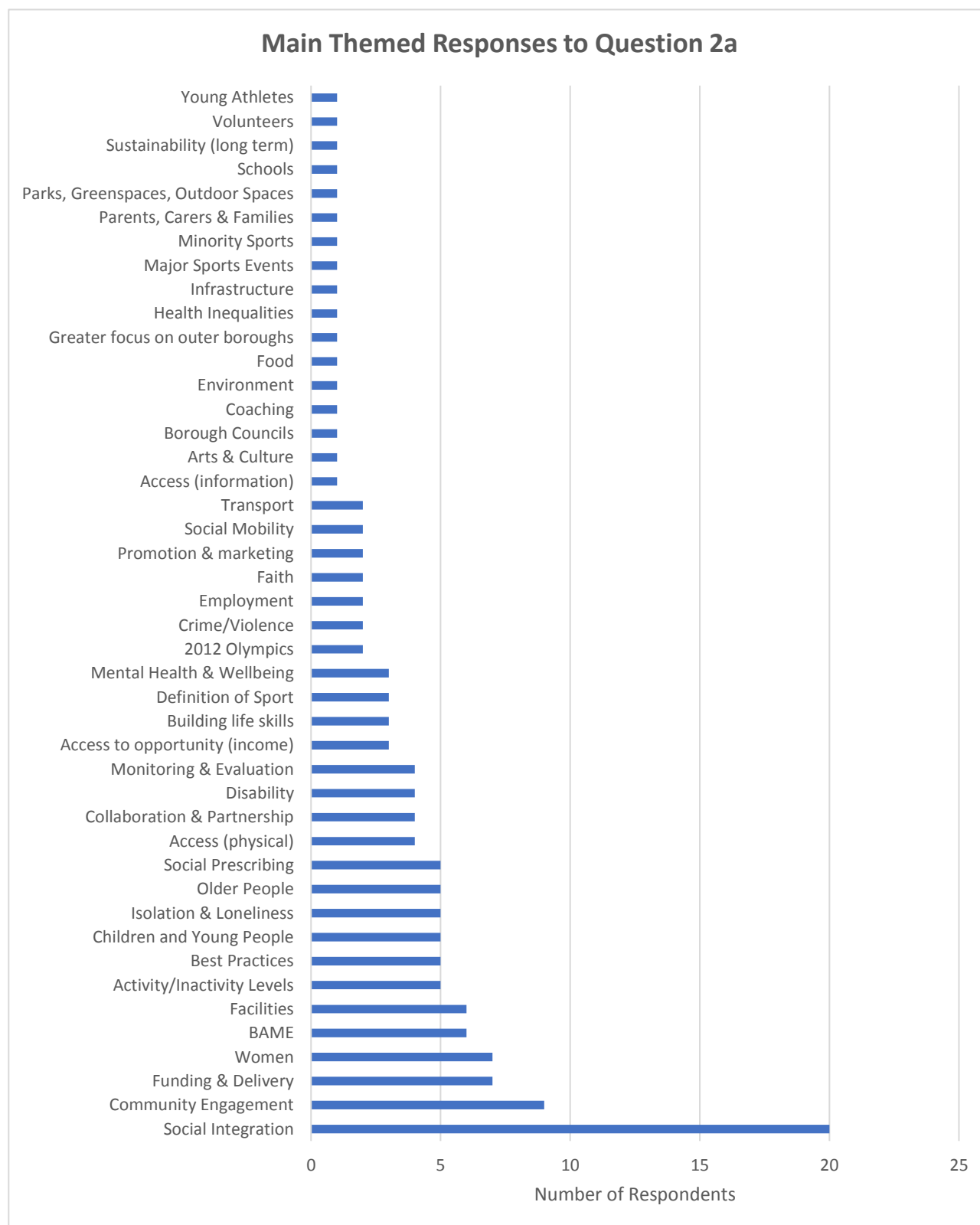
Sustainability (long term) was mentioned by five respondents. This theme was primarily mentioned in relation to the hosting major sporting events. Respondents wanted to see plans on how the impacts of hosting such events will be mitigated.

Q2a Identifying barriers to social integration

Does chapter 2 (London: Socially integrated through sport) identify the main issues that might impact on the role of sport to support social integration? If not, what is missing?

A total of 53 comments were received in response to this question. The main themes of these responses are presented within Figure 2.

Figure 2: Does chapter 2 (London: Socially integrated through sport) identify the main issues that might impact on the role of sport to support social integration? (main themes)



The most frequently discussed theme was **social integration** (20 respondents), with many suggesting that sport is an effective tool in bringing together people from different cultures and communities. Many of those who discussed social integration also referred to the importance of accessing hard to reach groups and removing barriers to participation in achieving this aim.

The next most commonly cited theme was **community engagement** (nine), with many respondents identifying a link to the concept of social integration. Most of the comments regarding community engagement centred around the idea of empowering communities, as well as following examples of best practice in this area.

Seven respondents referred to **funding and delivery**. These respondents discussed the potential for funding to be better co-ordinated, with the release dates for applications being more transparent, and investment from multiple funders being pooled. Some also suggested that funding should be targeted towards the most under-represented groups.

Women were mentioned by several respondents (seven) as a group that the Strategy needed to target more. Some respondents alluded to 'This Girl Can' as an example of a positive campaign to be built upon, with many suggesting that young mothers and Asian women are two female groups that required significant improvements in participation levels.

Six respondents mentioned the importance of integrating those from **BAME** backgrounds. Some suggested that the current volunteer base should be diversified to reflect London's population, whilst one felt that BAME require similar levels of attention to women and those with disabilities in achieving integration.

Facilities were mentioned by six respondents, with comments in this area not only referring to the need for improved access to good quality facilities, but suggesting that community facilities could be better managed through collaboration and partnerships.

Five respondents referred to **Activity / inactivity levels**, including that there should not only be an aim to increase the number of people participating in sport, but there should be emphasis on sustained participation.

Best Practices were mentioned by five respondents, with many calling for the Mayor to learn from existing initiatives that have been successful.

Five respondents mentioned **children and young people**, with the majority warning that the Strategy should not overemphasise the offering for young people, as this could lead to policies regarding families, older people and women being underdeveloped.

Isolation and loneliness was mentioned by five respondents. Most of the comments regarding this theme suggested that groups who are socially excluded need to be explored in greater depth in the Strategy.

Five respondents referred to **older people**, with many suggesting that the Strategy requires a greater emphasis on including the elderly in physical activities.

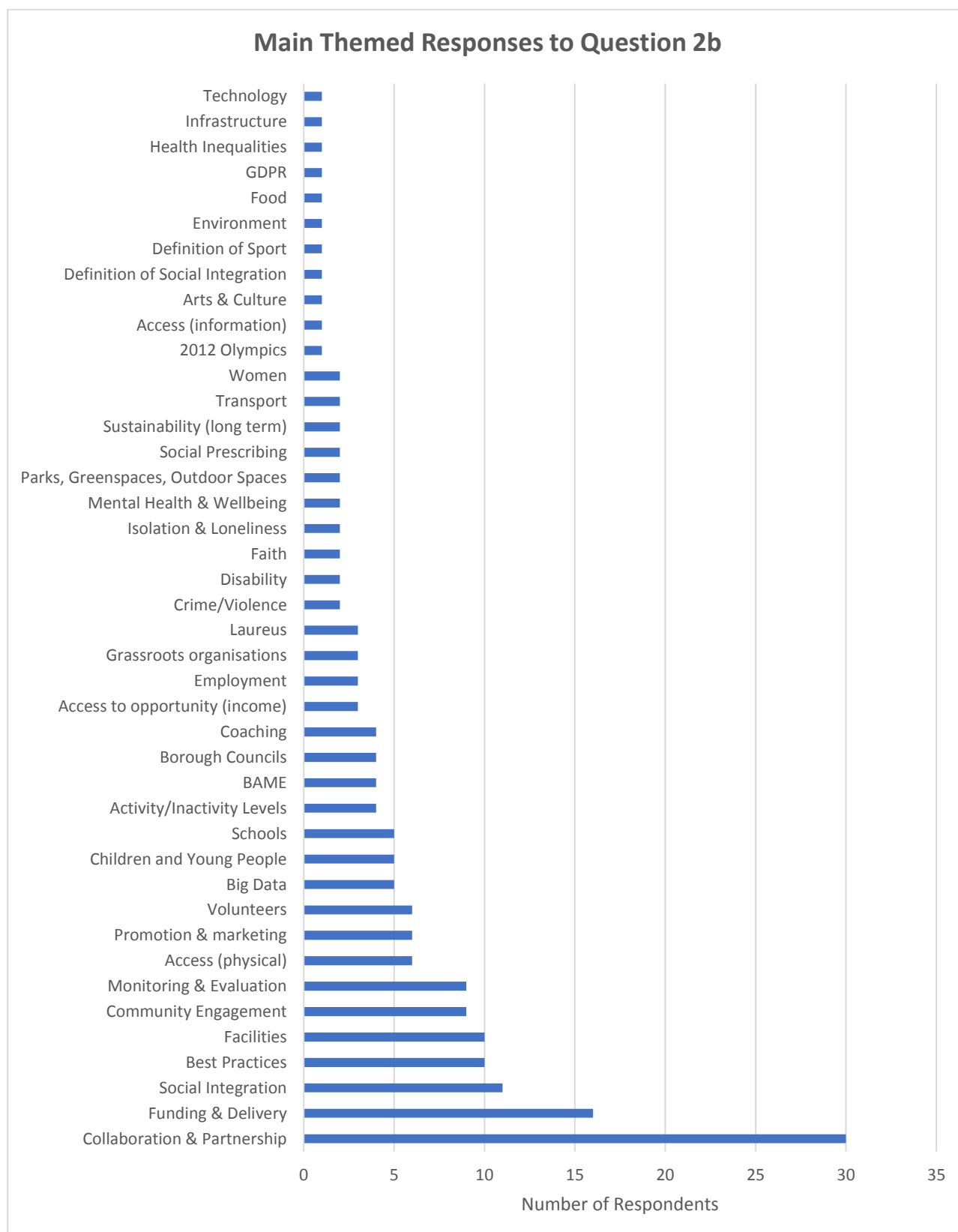
Social Prescribing was mentioned by several respondents (five) as an effective way of reducing social isolation in communities, with many suggesting that community activities should be prescribed more frequently to isolated members of society.

Q2b Removing barriers to social integration

How should the Mayor best work with partners to help remove barriers and help improve social integration through sport in London?

A total of 51 comments were received in response to this question. The main themes of these responses are presented within Figure 3.

Figure 3: *How should the Mayor best work with partners to help remove barriers and help improve social integration through sport in London?* (main themes)



Collaboration and partnership was by far the most discussed theme (30). Respondents suggested that GLA could partner with organisations who could design and manage programmes to implement Strategy objectives, and could work closely with organisations already undertaking good work in this area.

Many respondents discussed **funding and delivery** (16). Most respondents requested that funding is increased, or that there should be reduced competition in funding applications.

Social integration (11), was discussed by many respondents, with most suggesting that sport is an effective tool in bringing together people from different cultures and communities. Many also referred the importance of accessing hard to reach groups and removing barriers to participation in achieving this aim.

Ten respondents suggested that organisations should share examples of **best practice** with each other so learning can take place.

Facilities were mentioned by 10 respondents, with comments in this area not only referring to the need for improved access to good quality facilities, but suggesting that community facilities could be better managed through collaboration and partnerships.

Nine respondents referred to **community engagement** in their comments. Many identified a link to the concept of social integration, whilst other comments centred around the idea of empowering communities, as well as following examples of best practice in this area.

Monitoring and evaluation was mentioned by nine respondents, with comments suggesting that the strategy includes specific, measurable indicators of success.

Six respondents referred to **access (physical)** to sporting opportunities, with many suggesting that integration will not be achieved if opportunities cannot be easily accessed by all members of society.

Promotion and marketing was commented on by six respondents, with suggestions primarily relating to customising outreach activities to specific groups, and ensuring that all groups are aware of the opportunities available to them.

Some respondents (six) referred to **volunteers**, with the main sentiment here being that the volunteer workforce should reflect the diversity of London's population.

Big data was mentioned by five respondents. This included a range of comments, including about better use of data to understand demand, increased standardisation in reporting, and the desire for ore data sharing between organisations to help them in their work.

Five respondents mentioned **children and young people**. Many suggested that the Strategy should not prioritise young people, to the detriment of families, older people and women.

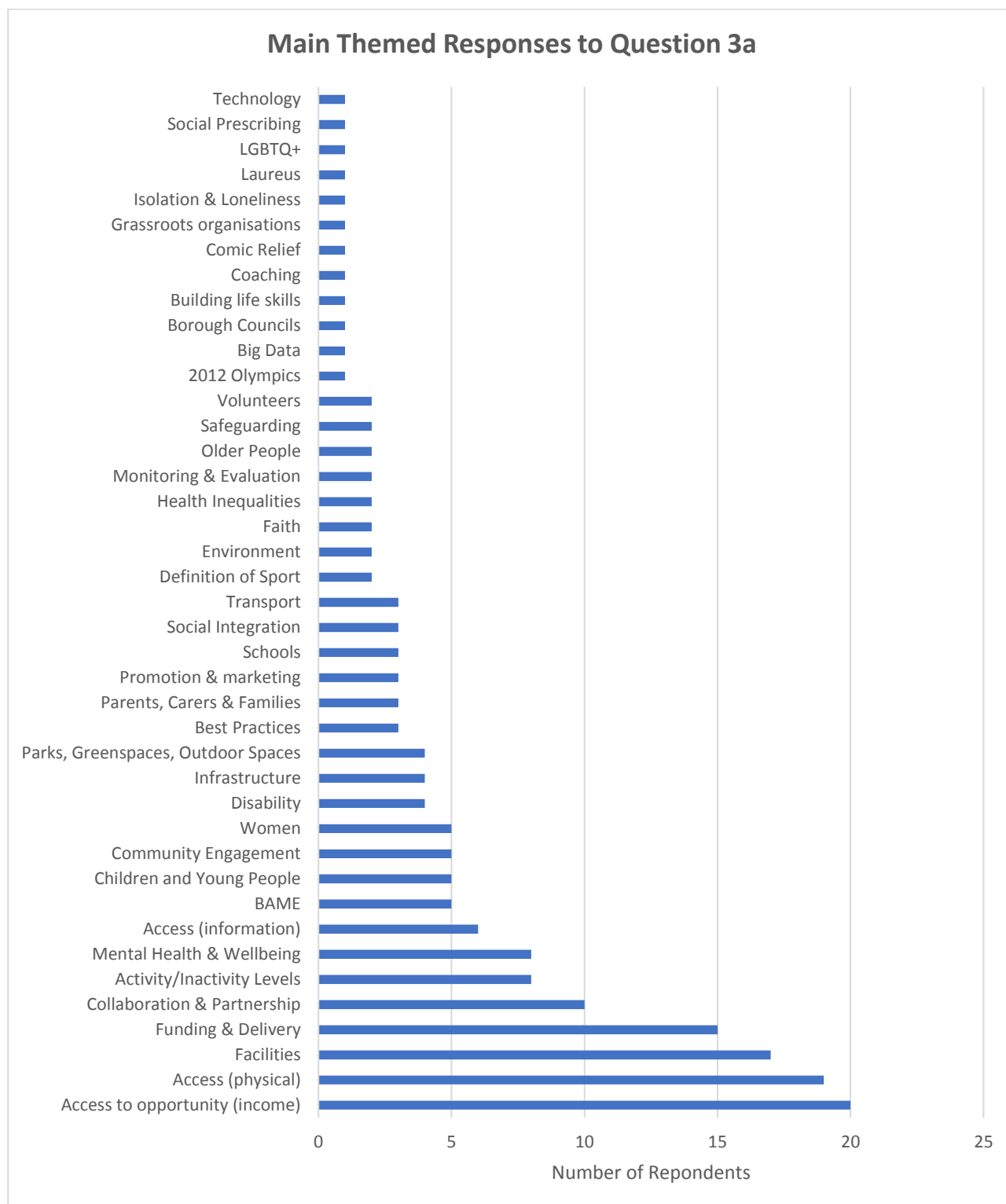
Schools were mentioned by five respondents. Comments included the need to target school children, and comments about the ways schools could contribute to encouraging healthy lifestyles through sharing their facilities.

Q3a Removing barriers to participation

What barriers to participation in sport should the Mayor focus on in order to increase participation in sport and so improve Londoners' physical and mental health?

A total of 50 comments were received in response to this question. The main themes of these responses are presented within Figure 4.

Figure 4: What barriers to participation in sport should the Mayor focus on in order to increase participation in sport and so improve Londoners' physical and mental health? (main themes)



The most referenced theme in this section was **access to opportunity (income)** (20 respondents). The primary sentiment here was that opportunities must be affordable for all Londoners if participation rates are to increase.

The second most cited theme was **access (physical)** (19). To achieve the aims of the strategy, Londoners must be able to access facilities safely, in good time, and workers in the night-time economy must be able to access opportunities too.

Facilities were mentioned by 17 respondents, with most suggesting that existing facilities must be maintained and safeguarded to ensure that all Londoners have access to areas in which they can participate in physical activity.

Many respondents made comments concerning **funding and delivery** (15). Most of the comments were requests for funding to be increased for those who provide existing community hubs or green spaces.

Collaboration and partnership was commented on by 10 respondents. Comments primarily centred around the need for GLA to partner with organisations (e.g. educational institutions) who can break down barriers to participation.

Several respondents mentioned **activity/inactivity levels** (eight). Comments referred to how there should not only be an aim to increase the number of people participating in sport, but there should be emphasis on sustained participation, and making people more active for life.

Mental Health & Wellbeing was mentioned by eight respondents. Many referred to the fact that physical activity and mental wellbeing are often interlinked, particularly when activity is used to reduce isolation and loneliness, and improve social integration.

Six respondents referred to **access (information)**, with the primary emphasis here being that lack of access to information should be considered as a barrier to participation.

Comments relating to **BAME** (five respondents) largely centred around the need to understand the barriers to participation for people from these groups.

Five respondents mentioned **children and young people**. Many suggested that the Strategy emphasise the importance of physical activity in child development.

Community engagement was mentioned by five respondents, with suggestions in this area including the need to promote positive role models in communities, and ensure that physical activity is actively encouraged in local areas.

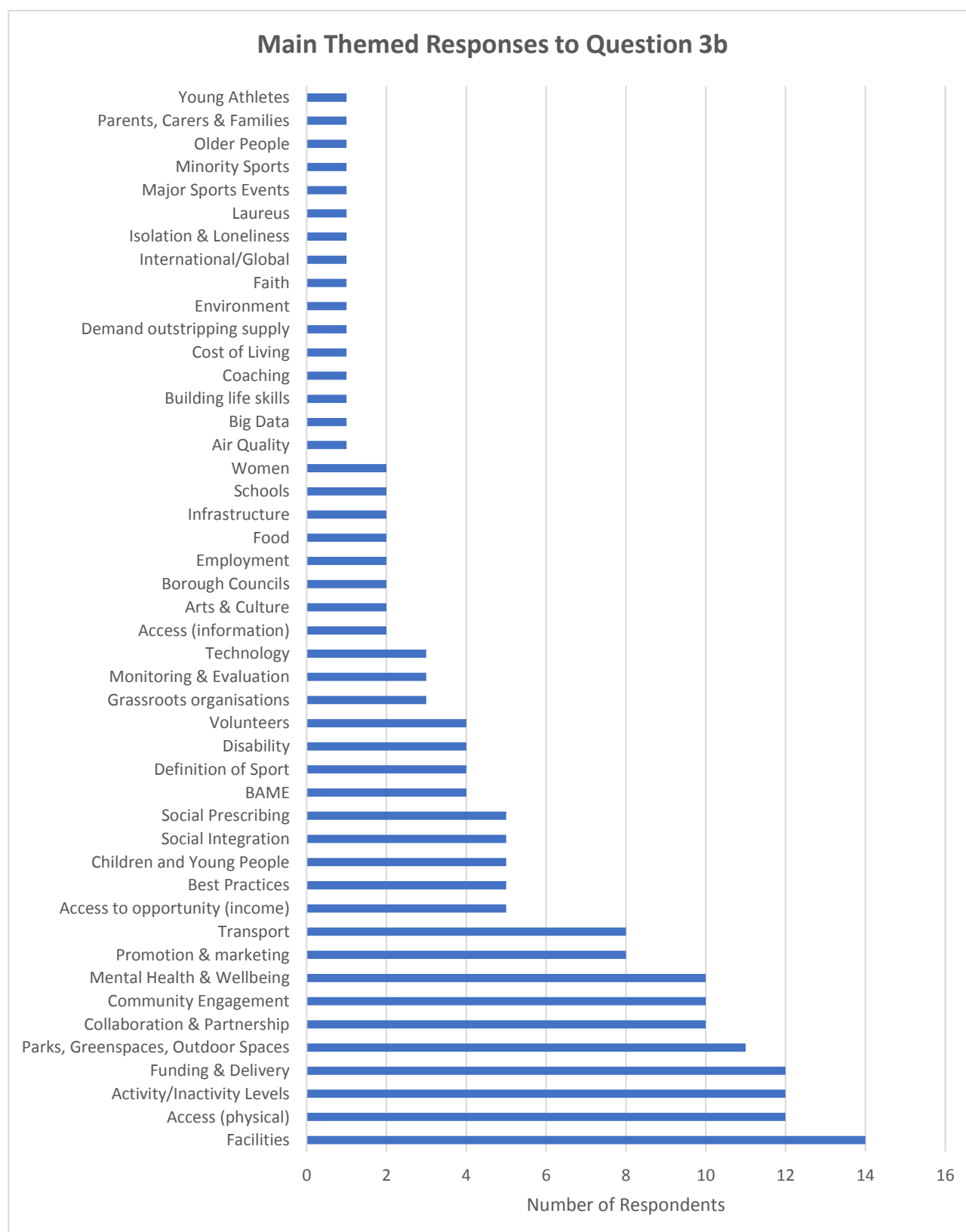
Women were mentioned by some respondents (five) as a social group that the Strategy needs to target with more tailored interventions.

Q3b Increasing participation in sport

How can the Mayor help to increase sports participation to improve the physical and mental health of all Londoners, but in particular, for those Londoners who are inactive, or who have poor access to sports activities/facilities?

A total of 50 comments were received in response to this question. The main themes of these responses are presented within Figure 5.

Figure 5: *How can the Mayor help to increase sports participation to improve the physical and mental health of all Londoners, but in particular, for those Londoners who are inactive, or who have poor access to sports activities/facilities?* (main themes)



Facilities were mentioned by 14 respondents, with most suggesting that a greater number of facilities need to be provided; whilst existing facilities must be maintained and safeguarded to ensure that all Londoners have access to areas in which they can participate in physical activity.

The second most cited theme was **access (physical)** (12). Most respondents suggested that to achieve the aims of this Strategy, Londoners must be able to access facilities safely, with some comments suggesting that transport is often a key barrier to participation.

Twelve respondents mentioned **activity/inactivity levels**. Respondents referred to how providing a wide range of activities that appeal to a range of different audiences provides the best opportunity for increasing overall levels of participation.

Many respondents made comments concerning **funding and delivery** (12). Most requested for funding to be increased, with some specifying that organisations providing transport or access to facilities should receive greater funding.

Parks, Greenspaces, and Outdoor Spaces were mentioned by 11 respondents, with the general sentiment being that attractive natural environments can incentivise people to engage in physical activity.

Collaboration and partnership was commented on by 10 respondents. Comments primarily centred around the need for GLA to partner with organisations who are already promoting active lifestyles.

Ten respondents made comments in relation to **community engagement**. These respondents tended to refer to how building close relationships and utilising role models can inspire people from underrepresented groups to engage in physical activity.

Transport was commented on by eight respondents, with many either suggesting that environments need to be conducive for active modes of travel, or that provision of public transport needs to be improved.

Promotion and marketing was commented on by eight respondents. Suggestions included marketing sports as being open to everyone, and promoting the benefits of a healthy lifestyle.

Access to opportunity (income) was cited by five respondents. The primary sentiments here were that discounts should be given to disadvantaged groups when booking facilities, and that free sessions should be offered to encourage participation.

Best practices were referred to by five respondents. These comments included calls to learn from existing initiatives that have been successful.

Five respondents made comments regarding **children and young people**. Some suggested that physical activity can help children learn life skills, whilst others wanted to see benefits of a healthy lifestyle promoted to younger age groups.

The role sport can play in enhancing **social integration** was commented on by five respondents.

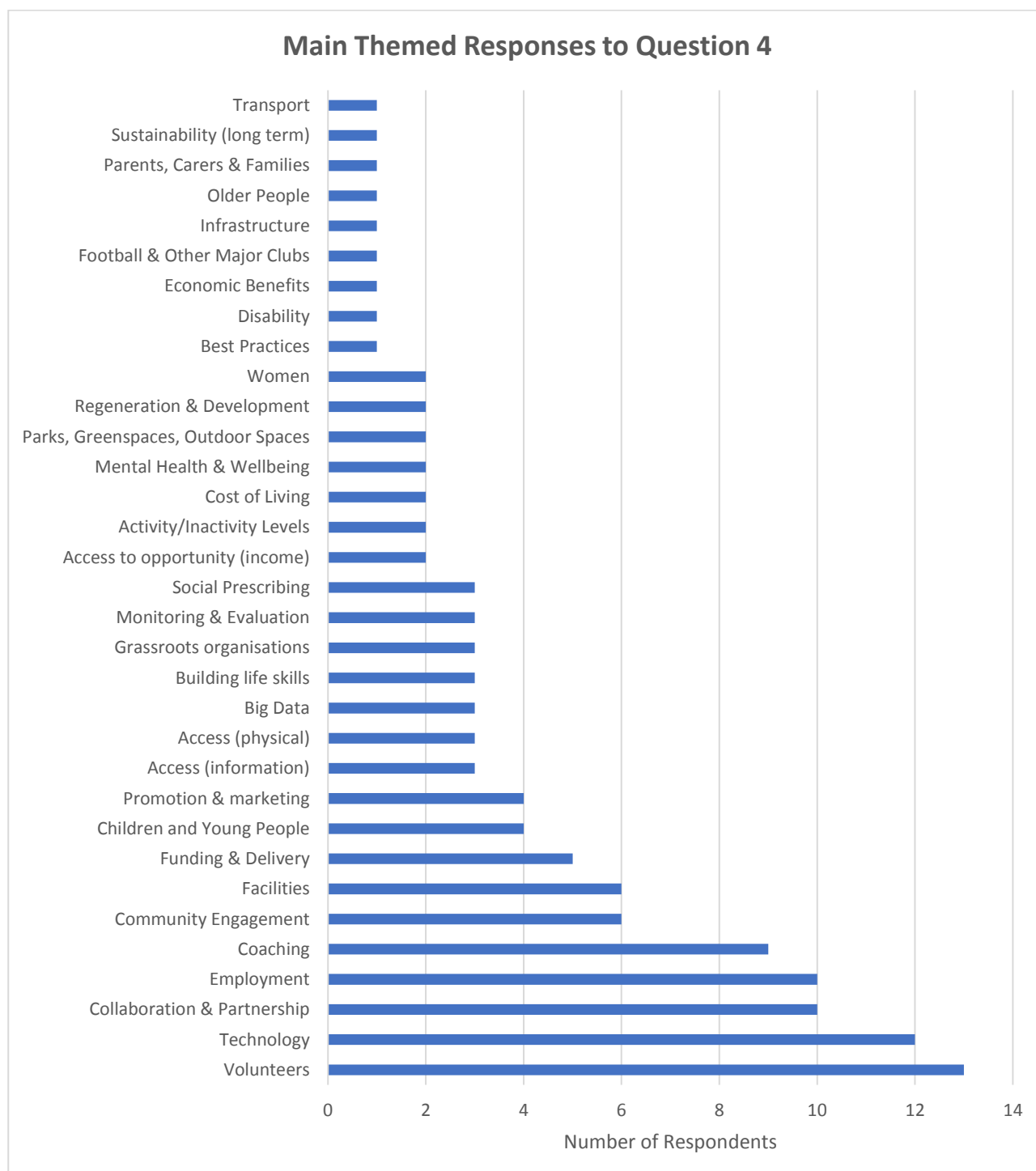
Five respondents suggested that **social prescribing** should become a tool employed more frequently to improve community cohesion, and reduce isolation and loneliness.

Q4 Creating a thriving sports sector

Does chapter 4 identify the main issues for creating a thriving sport sector in London? If not, what is missing?

A total of 54 comments were received in response to this question. The main themes of these responses are presented within Figure 6.

Figure 6: Does chapter 4 identify the main issues for creating a thriving sport sector in London? If not, what is missing? (main themes)



The most commonly cited theme was **volunteers** (13 respondents). Comments included remarks on how training for volunteers needs to be more affordable, and that volunteers should benefit from flexible working hours and discounted travel.

Technology was mentioned by 12 respondents. Whilst some recognised the potential of technology to achieve this Strategy aim, and were excited by the innovative solutions that can be offered, others expressed reservations, as not all groups in society have access to technology.

Ten respondents referred to **collaboration and partnership**. These respondents primarily alluded to the potential for data sharing between companies, and how the GLA should use tech companies to deliver innovative solutions to increasing participation and achieving behaviour change.

Many respondents referenced **employment** (10). Examples of suggestions made in comments relating to this theme include the need to ensure that the workforce is suitably trained, and that there needs to be a career path for those pursuing a career in sport.

Coaching was mentioned by nine respondents, with many comments relating on the need for coaches to be given the opportunity to achieve qualifications and access training.

Six respondents referred to **community engagement**, including the importance of communities having a say in what activities are available to them.

Six respondents made comments relating to **facilities**. Comments on this theme often related to the need to not only invest in new facilities, but also develop existing facilities.

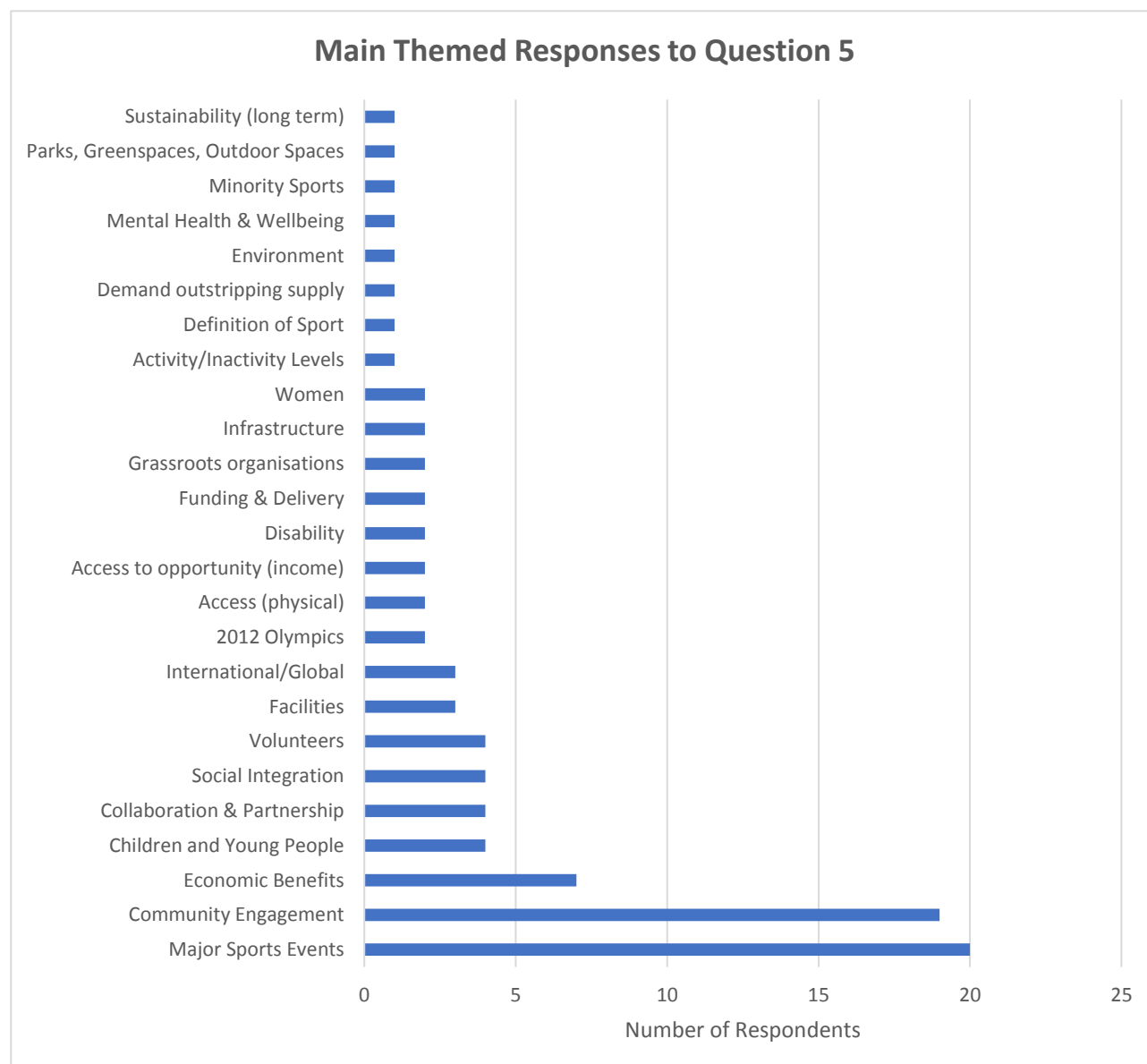
Funding and delivery was mentioned by five respondents, with many suggesting that there should be greater funding for training and coach development, and that funding applications should be streamlined.

Q5 Support for major sports events

Do you think these are the right criteria for the Mayor's support of major sports events in London? If not, what should the criteria be?

A total of 47 comments were received in response to this question. The main themes of these responses are presented within Figure 7.

Figure 7: Do you think these are the right criteria for the Mayor's support of major sports events in London? If not, what should the criteria be? (main themes)



Major Sports Events were mentioned by 20 respondents. Many referred to the fact that smaller, local events can have a lasting positive impact on communities, and that events do not necessarily have to be on a global scale. A large number of comments also discussed the need for major events to provide a sporting legacy for the capital.

Many respondents also referenced **community engagement** (19). The majority suggested that local communities should be involved in the delivery of major sports events. Others suggested that consideration must be given to how communities can

benefit from hosting events, both in terms of creating a sporting legacy, and ensuring that not negative disruption takes place.

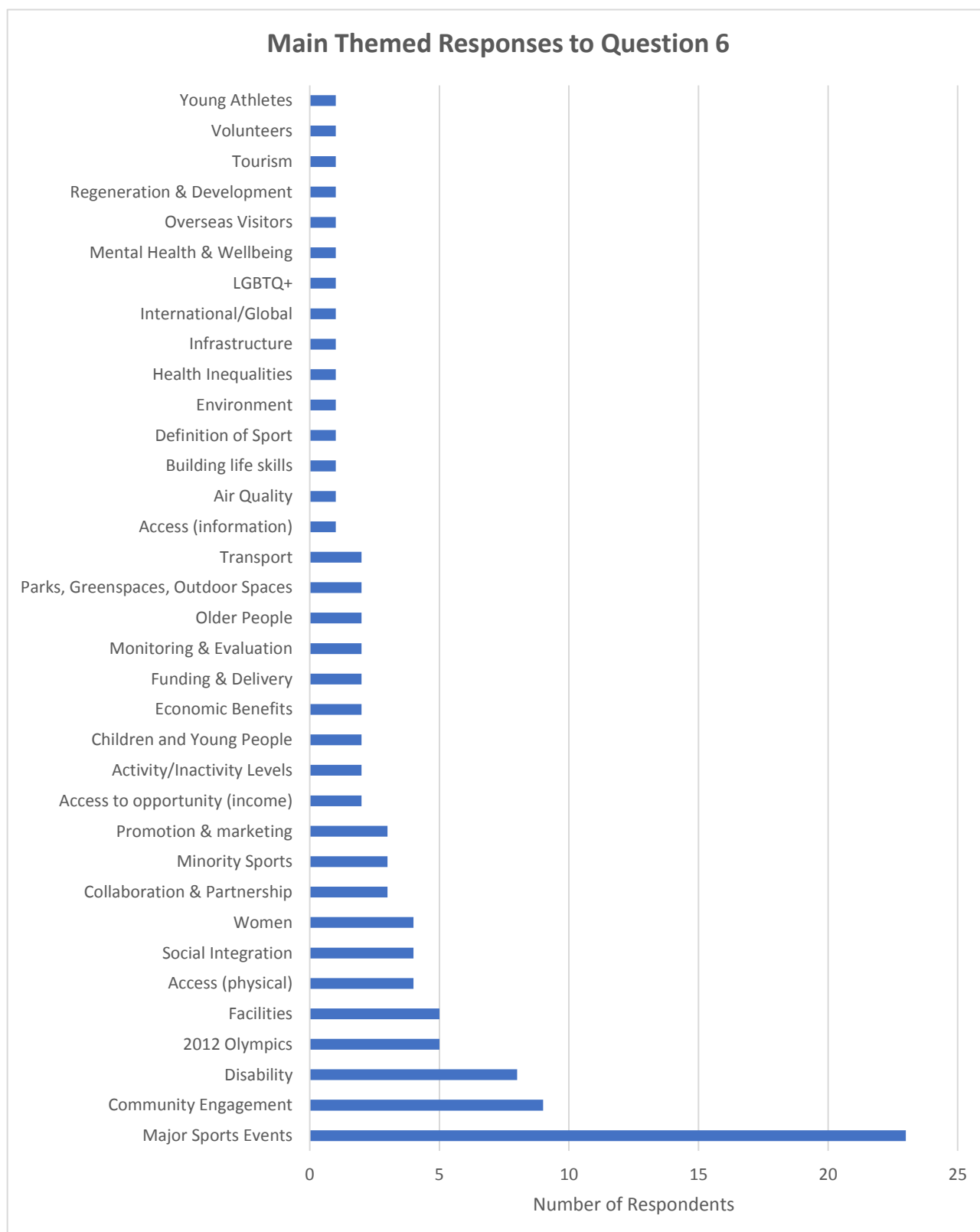
Some respondents mentioned **economic benefits** (seven) of major sports events. These comments were mostly references to the fact that the economic benefits of hosting events should be shared with the communities who host them.

Q6 Type of major sports events

What sort of major sports events do you think should be held in London in future, and why?

A total of 43 comments were received in response to this question. The main themes of these responses are presented within Figure 8.

Figure 8: What sort of major sports events do you think should be held in London in future, and why? (main themes)



Major Sports Events were mentioned by 23 respondents. Many of these respondents referred to the types of events that London could host in the future, and requested that more minority (less well known) sports are hosted, whilst many others wanted to see more youth games, women's tournaments or competitions for the disabled to be hosted.

Many respondents also referenced **community engagement** (nine). The majority of these were suggestions that communities should be consulted about the types of competitions that they would like to see hosted in the capital.

Eight respondents discussed **disability**. Many of these respondents called for more competitions that showcase disabled athletes to be hosted in London, whilst others wanted to see spectatorship become more disability-friendly.

The **2012 Olympics** was mentioned by some respondents (five). These comments were predominantly recommendations that the facilities built for London 2012 are utilised for future competitions, and that the legacy of hosting this event should be a key part of the Strategy.

Five respondents referred to **facilities**. Comments included that London should utilise the numerous high-quality facilities it has to host a range of competitions and events, and that these facilities should be available, and accessible to members of the public to use.

Q7i Working with funders: to align policies

If you are a funder of activities, what scope is there to work with you: to align policies?

No respondents referred to any themes that could be coded against this question.

Q7ii Working with funders: to align funding

If you are a funder of activities, what scope is there to work with you: to align funding pots?

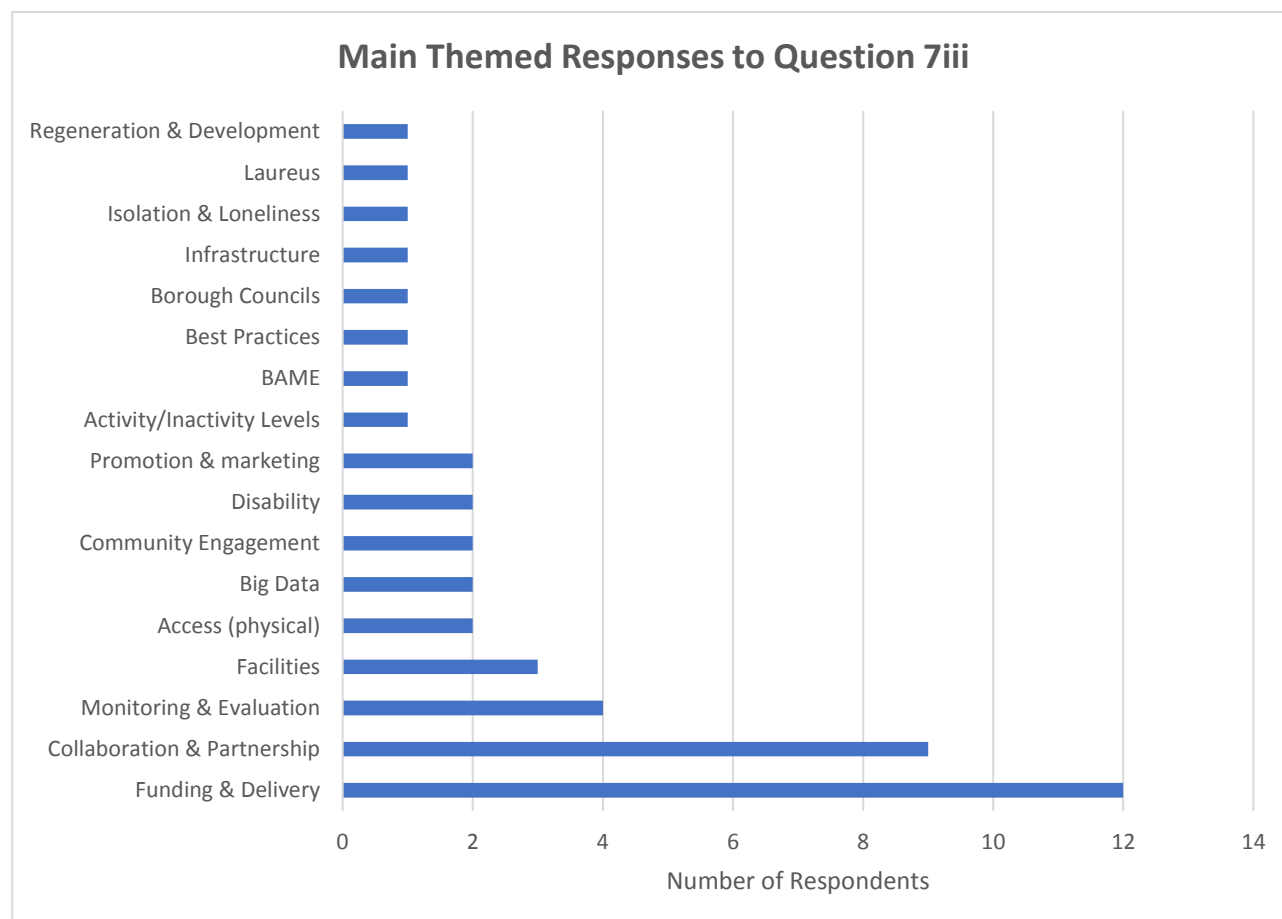
Only one comment was received in response to this question. This comment related to **funding and delivery**, but no specific suggestions were made by the respondent.

Q7iii Working with funders: other areas

If you are a funder of activities, what scope is there to work with you: in other areas (please specify)?

A total of 21 comments were received in response to this question. The main themes of these responses are presented within Figure 11.

Figure 11: If you are a funder of activities, what scope is there to work with you: in other areas? (main themes)



Funding and delivery was mentioned by 12 respondents, with many suggesting that financial assistance for purchasing equipment or delivery activities would be welcomed. Other respondents recommended that funding pots should be aligned or that application processes should be streamlined.

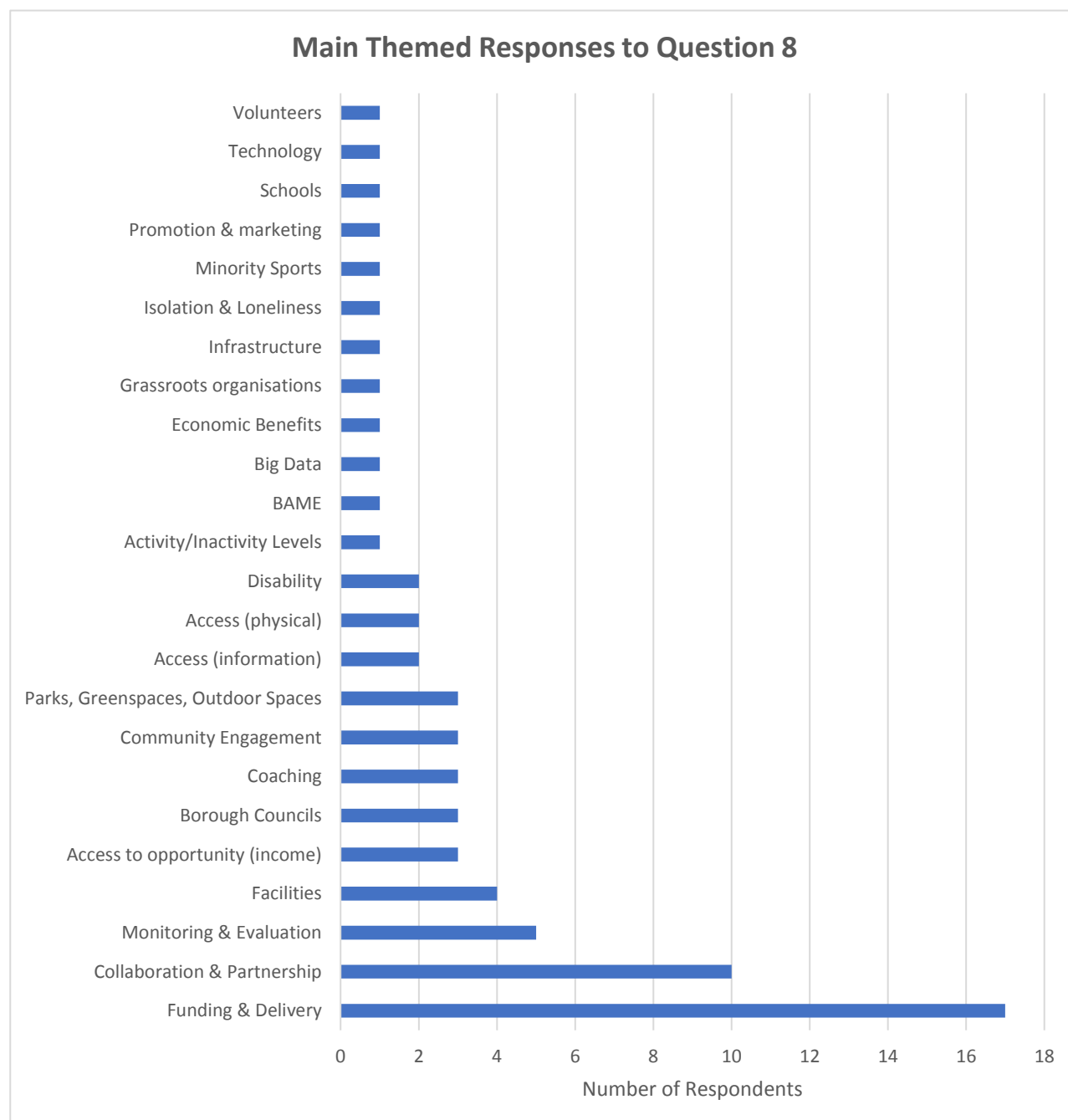
Nine respondents referred to **collaboration and partnership**. These respondents were mostly from organisations who explicitly stated that they would be keen to work closely with GLA to help deliver the aims of the Strategy.

Q8 Supporting delivery

If you are a potential recipient of funding, what practical issues do you consider important in helping you with delivery?

A total of 31 comments were received in response to this question. The main themes of these responses are presented within Figure 12.

Figure 12: If you are a potential recipient of funding, what practical issues do you consider important in helping you with delivery? (main themes)



Funding and delivery was mentioned by 17 respondents, with many suggesting that existing projects and facilities should receive adequate funding, not just new initiatives that are developed as part of the Strategy. Other respondents mentioned that funding applications need to be more accessible and streamlined.

Ten respondents referred to **collaboration and partnership**. These respondents alluded to the potential for collaborative working to take place between the GLA and a range of organisations. Grassroots organisations and London Boroughs were also highlighted as groups who could benefit from greater collaboration.

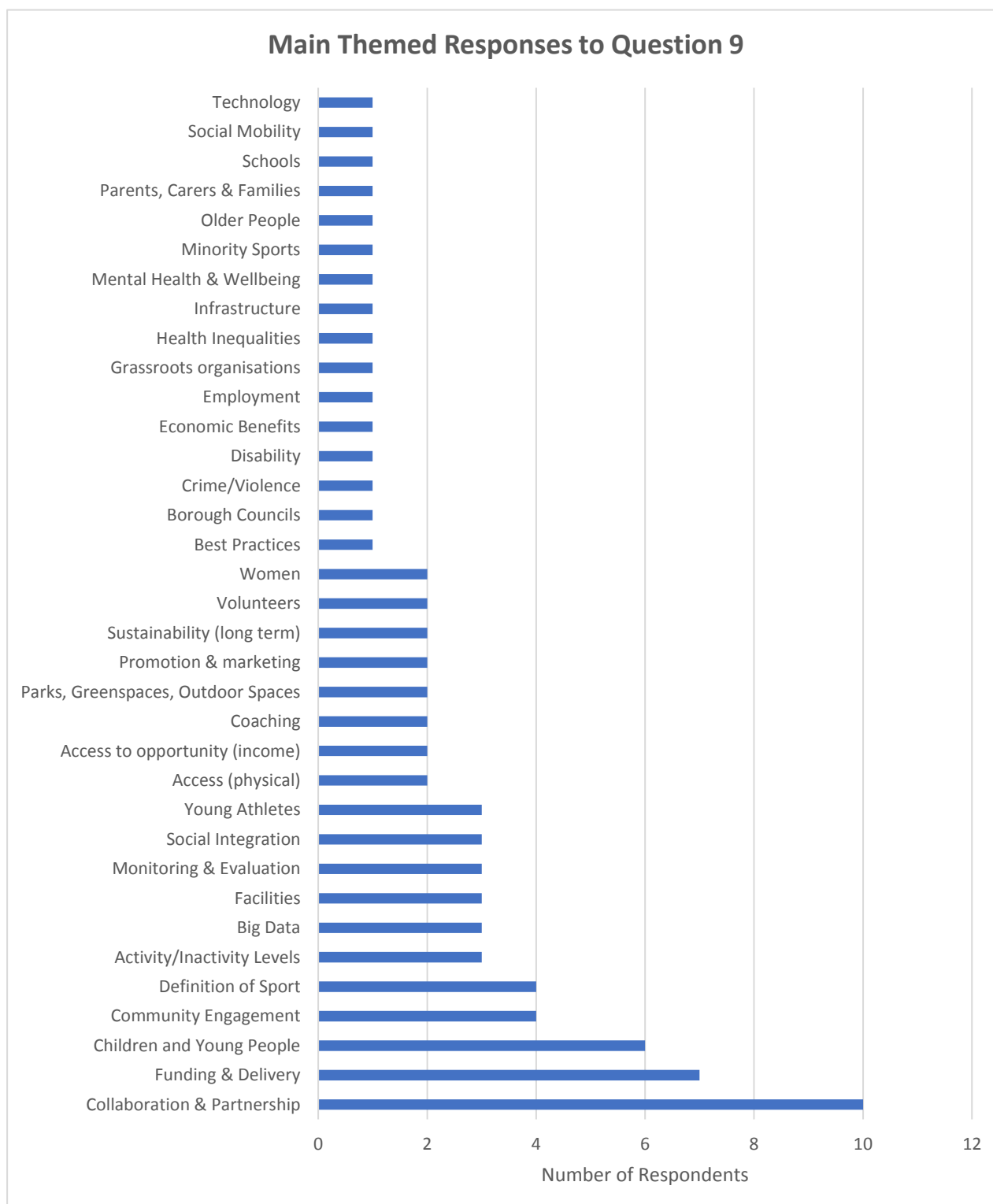
Monitoring and evaluation was mentioned by five respondents, including suggestions that the strategy should be clearer as to what will be measured, and how; and that clear evidence is required before pilots are made permanent.

Q9 Any other issues

Is there anything that you would like to add about our proposed involvement in sport as set out in this document? Please also include where you think there are issues that ought to be included but are missing

A total of 34 comments were received in response to this question. The main themes of these responses are presented within Figure 13.

Figure 13: Is there anything that you would like to add about our proposed involvement in sport as set out in this document? (main themes)



Ten respondents referred to **collaboration and partnership**. These respondents alluded to the potential for collaborative working to take place between the GLA and organisations, with many suggesting that joint working was necessary to access hard to reach groups.

Funding and delivery was mentioned by seven respondents. Most of these respondents suggested that funding needs to be increased and sustained, to provide adequate support for programmes.

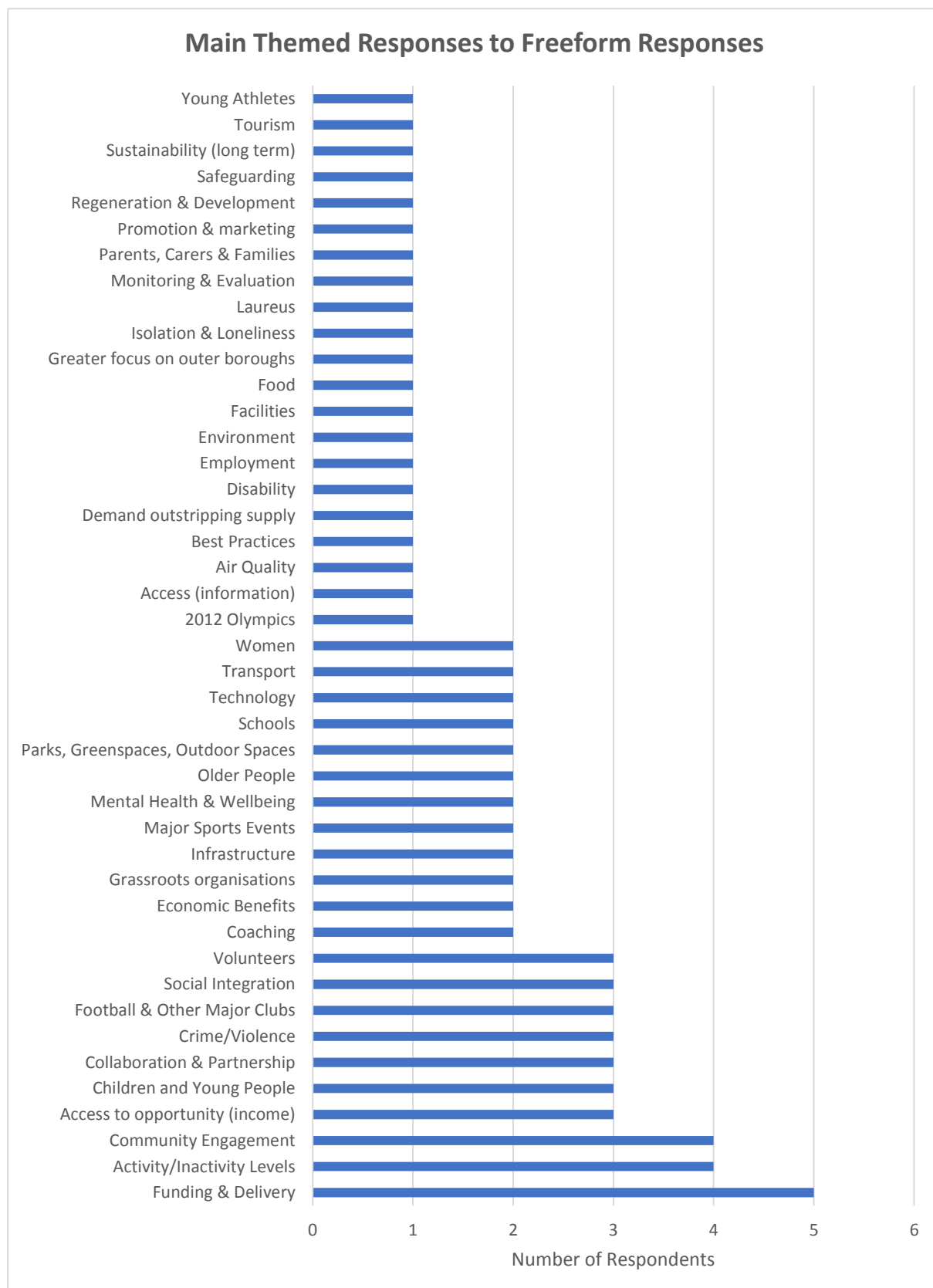
Some respondents mentioned **children and young people** (six). Many recommended that either young athletes or coaches should be better supported, or that opportunities need to be more accessible for both young workers or disadvantaged youth.

Unstructured Responses

Six stakeholders provided unstructured freeform responses to the stakeholder consultation on the draft Sport strategy.

A total of 22 comments and observations were received through these responses. The main themes of these responses are presented within Figure 14.

Figure 14: Freeform Responses (main themes)



Funding and delivery was mentioned by 5 respondents. Most suggested that funding needs to be increased and sustained, to provide adequate support for programmes.

London Sport Workshop Stakeholder Events

To facilitate engagement with the strategy and enhance the consultation process, the London Sport Insight Team conducted three face-to-face workshops during August 2018.

Following an initial introduction from a GLA representative (who then departed the session to enable free flowing discussion), each workshop reflected on key points of the strategy followed by a 'deep dive' focus on one of the major strategy themes.

More than 45 sport and non-sport organisation representatives were engaged in total.

Executive Summary of Workshop Findings

Overall, there is broad positivity around the aims and ethos of the strategy. The focus on developing social integration through sport is seen as important and necessary, with no dissent or challenge with respect to the identification of the strategy themes and objectives to develop social integration through sport.

Although overall sentiment is positive, this is to some extent 'lukewarm', with satisfaction typically rated '6 to 7 out of 10' amongst both sport and non-sporting representatives. This highlights several opportunities for development to more appropriately engage stakeholders and galvanize support corresponding to three major themes:

- The draft Strategy's approach to strategy development is considered too 'top down', with appetite for stronger engagement and collaboration (a move away from 'inside out' to 'outside-in' development and thinking).
 - i. There is a strong feeling that the GLA has been too far removed from engaging communities in the development and formulation of the strategy and on this basis the strategy can be considered too 'top-down' in its nature and tone.
 - ii. There is widespread appetite to see stakeholders and beneficiaries (including inactive groups) more actively engaged prior to draft publication and consultation, with potential for co-development. There are also calls for further insight to be shared in relation to the draft strategy development and consultation process.
 - iii. Beyond these aspects, there is strong desire for further information with respect to strategy next steps including: a) how the specific objectives will be achieved; and b) funding specifics and investment timetables.

- The GLA can learn more from acknowledging existing efforts when considering interventions. The GLA should also consider the opportunity to facilitate learning for wider buy-in and support.
 - i. When taking proposed interventions into consideration, discussions around ‘new or ground-breaking schemes’ can provoke resistance. Many suggest that more can be learned from the existing efforts of grassroots, and corporate organisations.
 - ii. On this basis, the GLA may wish to consider the potential opportunity to play a role in facilitating the learning and sharing of best practices in support of the strategy aims.
 - iii. There may also be an opportunity to identify investment for the extension or further development of existing initiatives that could serve to meet core aims of the draft Strategy.
 - iv. The draft Strategy could be further enhanced by making explicit reference to wider Mayoral strategies (Health Inequalities, Transport, draft London Plan) and the areas in which the draft Sport Strategy contributes to, or is supported by, objectives outlined in further strategies.
- The focus on ‘sport’ and format of the document is limiting engagement. The GLA should consider reshaping language to incorporate physical activity and present the strategy using additional media.
 - v. Despite definitions being shared and explained within the strategy document, some raise concerns that the title ‘Sport for All’ and use of the term ‘sport’ is likely to restrict audience potential and exclude potential partner groups from the outset.
 - vi. The terminology of ‘sport’ can, for some groups and individuals, indicate the prospect of competitive sport, which can be off-putting for some. Reflections through workshops highlight that engagement with sport can be particularly ambitious for those with mental health issues / challenges, who may benefit from prior intervention (e.g. home visits to develop trust and confidence and overcome the ‘invisible barriers’ to engagement with sport and physical activity in general). While this may present as a semantic discussion, there is risk that signifiers and cultural interpretations present a barrier to organisational acknowledgement of the draft Strategy.
 - vii. Some consider the length of the strategy document and format to be off-putting, which may restrict readership and engagement. The GLA may wish to consider presenting information using different forms of media, to appeal

to those that prefer to consume information visually and auditorily using their smartphones (e.g. via podcasts, video, digest summaries etc.).

Reporting on Themes

Theme 1: London: Socially Integrated Through Sport

A total of 16 organisations attended the workshop based on the theme of Socially Integrated Through Sport. This theme will see the GLA support initiatives that use sport to bring Londoners from different backgrounds and communities together, in a bid to increase social integration and reduce prejudice. Additionally, this theme will target Londoners who are socially isolated or lonely, to ensure that these groups feel better connected and supported.

Themes that arose during the discussion between stakeholders regarding this strategy, and which have been subsequently highlighted in the London Sport Workshop Summary Report are:

- BAME;
- Children and Young People;
- Coaching;
- Community Engagement;
- Definition of Social Integration;
- Disability;
- LGBTQ+;
- Monitoring & Evaluation;
- Older People;
- Parents, Carers & Families;
- Schools;
- Social Integration;
- Volunteers; and
- Women.

The changes, or suggestions for improvements highlighted in the summary report, in relation to Theme 1: London: Socially Integrated Through Sport are:

- Enable access to facilities at local schools to overcome the barriers of a lack of facilities and rising property costs;
- Increase access to safe facilities that are well lit, maintained and supervised;
- Target the 'most excluded' groups in society (potentially by building on existing interventions) and increase promotional support to overcome the lack of awareness these groups may have of the opportunities available to them;

- Offer a range of team and individual activities to cater for those who wish to participate in non-competitive or different pursuits;
- Offer targeted solutions to groups where sporting participation is not part of their culture (e.g. Asian Women);
- Laureus place-based pilots should build upon existing community-based work;
- Further information is required on who may be involved in Laureus pilots;
- Collaborative working should be central to new partnerships; and
- New partnerships should be monitored so their success can be evaluated.

Theme 2: London: Healthy and Active Through Sport

A total of 14 organisations attended the workshop based on the theme of Healthy and Active Through Sport. The theme aims to increase opportunities for Londoners to take part in sport and physical activity in their local area, and will fund initiatives aimed specifically at people who are inactive. This will result in improved physical and mental health and improved well-being and quality of life, as well as helping to reduce health inequalities across the capital.

Themes that arose during the discussion between stakeholders regarding this strategy, and which have been subsequently highlighted in the London Sport Workshop Summary Report are:

- Access to opportunity (income);
- Coaching;
- Collaboration & Partnership;
- Community Engagement;
- Definition of Sport;
- Economic Benefits;
- Employment;
- Funding & Delivery;
- Grassroots organisations;
- Mental Health & Wellbeing;
- Monitoring & Evaluation;
- Safeguarding;
- Schools;
- Transport; and
- Trust.

The changes or suggestions for improvements made by workshop representatives, in relation to setting targets for mental health interventions and targeting specific groups, were:

- Since many people in society will experience mental illness at some point in their lives, mental health should be considered as important as physical health;

- Tackle the complex ‘invisible barriers’ faced by those with mental health issues;
- Mental health interventions require a suitably trained workforce, who can provide tailored interventions through home visits and safeguarding;
- Targets for mental health interventions must be tailored to individual stakeholders, and should not deter the grassroots community from seeking support;
- Impact on beneficiary wellbeing should be a higher priority than participation rates;
- There are many good projects currently in existence that could benefit from further investment, so interventions do not necessarily need to be pilots;
- Collaborate with Health Care Professional to deliver the aims of this theme; and
- More opportunities need to be provided to Londoners so they can access sport, particularly in areas with poor transport links.

Theme 3: London: Workforce and Capacity

A total of 18 organisations attended the workshop based on the theme of Workforce and Capacity. This theme will see the GLA invest in programmes that support the sustainability of existing work in London, by encouraging those who work or volunteer in sport to obtain the qualifications and skills needed to increase their skills and capacity. Additionally, GLA will support investment in ‘Sport Tech’ to bring the use of data, information and technology to benefit and improve community sports.

Themes that arose during the discussion between stakeholders regarding this strategy, and which have been subsequently highlighted in the London Sport Workshop Summary Report are:

- Access (information);
- Best Practices;
- Children and Young People;
- Collaboration & Partnership;
- Disability;
- Funding & Delivery;
- Mental Health & Wellbeing;
- Monitoring & Evaluation;
- Promotion & Marketing;
- Social Integration;
- Technology; and
- Volunteers.

The changes, or suggestions for improvements highlighted in the summary report, in relation to motivating the sporting workforce and facilitating sports technology innovations are:

- Youths who are interested in developing a career in sports should receive more formal support;

- More detail is required for how the aims and objectives of this theme will be realised;
 - Provide a stronger, clearer definition for the terms 'workforce' and 'soft skills';
 - There is potential for a separate technology theme to focus attention and improve awareness of the broader opportunities of this theme;
 - Engage with workforce representatives, and develop this theme further through additional consultation;
 - Promote access to social opportunities that might not necessarily link to sport;
 - Work with large sports brands to develop an engaging 'brand', which will inspire efforts and motivate commitment;
 - Existing apps that focus on mental health and wellbeing or physical activity could be repurposed or combined, to erode the barrier of accessing opportunities for participation;
 - Consider opportunities around open data, namely:
- viii. Encouraging organisations to share open data, to enable users to more easily locate and book activities;
- ix. Providing a single platform where people can review facilities;
- x. Educating organisations on the benefits of open data;
- xi. Providing bursaries for those who want to use open data;
- xii. Appointing a Government champion for open data; and
- xiii. Considering the potential for revenue or profit to be made (thought will need to be given as to how this will be regulated, and how profits will be distributed);
- Consider providing intrinsic rewards (e.g. motivational messages or social incentives), not just extrinsic rewards;
 - Support efforts made by those who bring people together through sport, such as a 'buddy scheme' offering rewards for recruitment;
 - Consider the role of technology in wider community engagement;
 - Aid funding for voluntary organisations;
 - Support tech engagement with positive stories and testimonials;
 - Match volunteer opportunities with willing volunteers;
 - Offer language support for those who require translations to engage; and
 - Connect companies in the private sector, so best practices can be shared.

London: Sports capital of the world

Themes that arose during the discussion between stakeholders regarding this element of the strategy, and which have been subsequently highlighted in the London Sport Workshop Summary Report are:

- Best Practices;
- Children and Young People;
- Community Engagement;
- Disability;
- Economic Benefits;
- Environment;
- Grassroots organisations;
- Infrastructure;
- Promotion & Marketing;
- Schools
- Social Integration;
- Sustainability (long term);
- Transport; and
- Women.

The changes, or suggestions for improvements highlighted in the summary report, in relation to the hosting of major sports events are:

- Community engagement should trade prominence with economic impact;
- Ensure a longer-lasting legacy by:
 - Developing a plan for long-term grassroots sporting legacy;
 - Addressing wider issues faced by London, such as transport and housing;
 - Consulting local communities if facilities are designed for post-event use;
 - Learning from events held annually, and using these as examples of Best Practice;
- Limit the use of plastics at events;
- Encourage local businesses and suppliers to make events more environmentally-friendly and sustainable;
- Ensure that sponsors are carefully selected, and reflect healthy life choices;
- Increase publicity for non-elite sports by engaging local press;
- Use events as a platform for children and young people to develop their voice and inspire others;
- Seek further outreach opportunities, such as athlete meet and greets, or site visits;
- Offer priority or heavily subsidised bookings and discounts for local residents, or those who may be disrupted by the event; and
- In addition to a range of mainstream sporting events, workshop representatives suggested more charity events, women's tournaments, and events for the deaf and disabled.

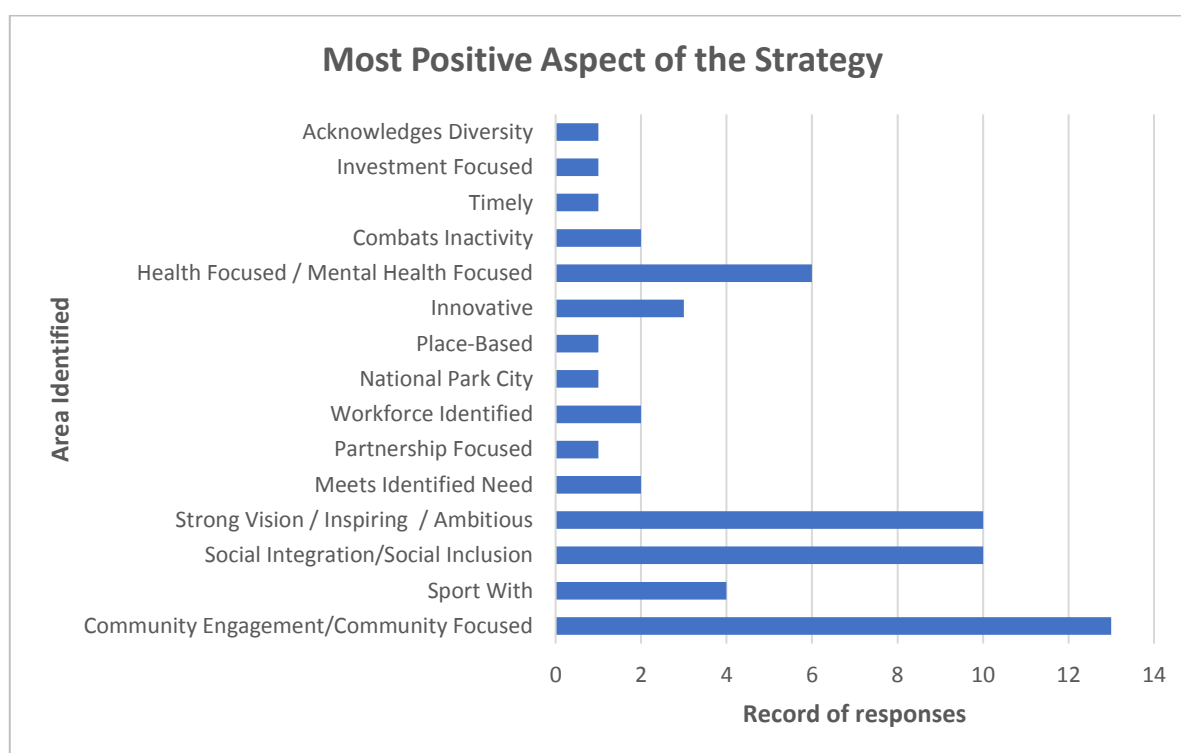
Summary of Overall Attitudes towards the Strategy

Most Positive Aspect(s) of Strategy

Representatives were challenged to proactively identify the area or areas of the draft Sport Strategy that they felt resonated most positively with their expectations and ability to adopt strategy recommendations. These responses were grouped into fifteen themes or families of responses, with frequency of response captured and reported in Figure 13. The sample for this data is 48, but combined record of responses may differ based on collective or multiple recording of responses.

Community Engagement/Focus, Social Integration/Inclusion and Strength of Vision and Ambition carried the strongest resonance with workshop representatives. Several areas of focus were highlighted by individual respondents, including acknowledgement of diversity, focus on investment, and specific initiatives (including the National Park City campaign).

Figure 13: *Most Positive Aspect of the Strategy*



Areas of Development within the Strategy

Representatives were asked to identify the areas of the draft Sport Strategy that they felt required additional information or consideration. Responses were grouped into seventeen themes or families of responses, with frequency of response captured and reported in

Figure 14. Note, the sample for this data is 48, but combined record of responses may differ based on collective or multiple recording of responses.

A focus on pilots (felt to be in opposition to sustaining support of existing successful projects), a lack of clear detail on monitoring and evaluation, a lack of explicit focus on schools and CYP and the 'corporate' style of the draft strategy were all identified by multiple respondents as areas worthy of further consideration. Additionally, use of 'sport' as a term was considered by several respondents to be a potential barrier to the adoption of the Strategy. A few other themes were raised multiple times, including a lack of focus on facilities, lack of definition of soft skills (as referenced in the Workforce areas of the draft Strategy), too strong a focus on major events and a lack of consultation with (or evidence of consultation with) end-user beneficiaries and community co-creation.

Figure 14: Areas of Development within the Strategy

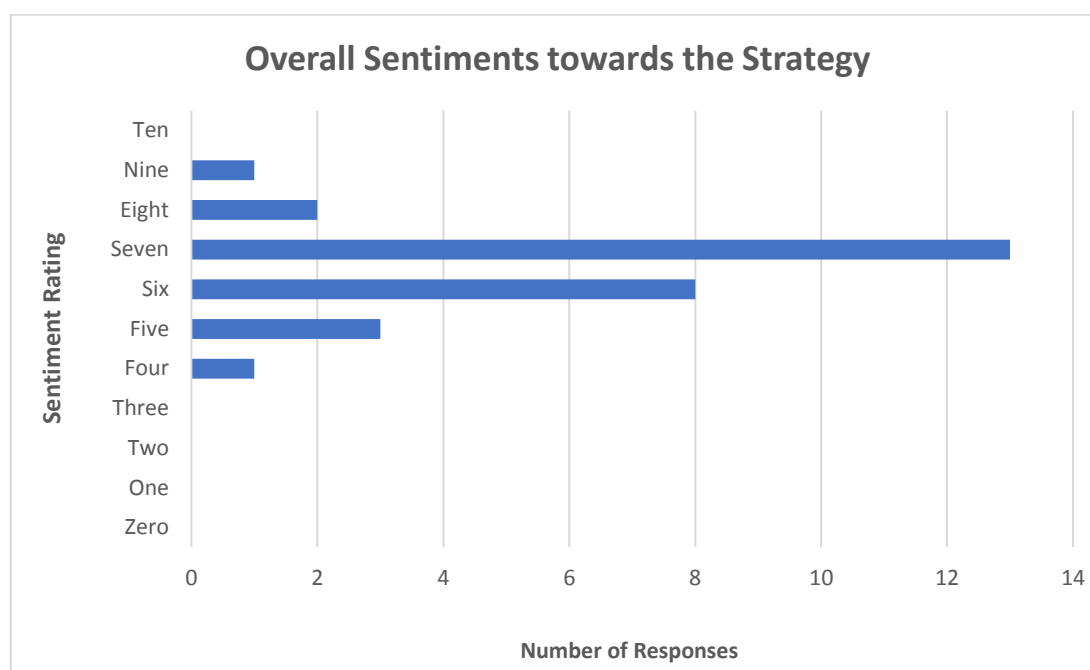


Overall Sentiments towards the Strategy

At the end of each workshop, respondents rated their overall satisfaction with the draft Strategy. This task was completed independently by remaining respondents. The base of respondent to this question is 28, lower than other data reported due to early departures and in-session drop-off in each workshop. The results are provided in Figure 15.

Mid-range and upper mid-range scores were dominant in this response, with a clear majority of respondents ranking the strategy at a 6 or 7 in a 0-10 ranking scale. Only one respondent recorded a score that would classify as 'net detractor' while three recorded scores that would classify as 'net promoter'. This data has a small base, and should be read only in coordination with the wider qualitative reporting recorded in the London Sport Workshop Summary Report.

Figure 15: Overall Sentiments towards the strategy



No comments were received directly relating to the IIA.

Summary of Public Consultation

Introduction

This report contains summary findings from the public consultation on *Sport for all of Us – the Mayor’s draft Strategy for Sport in London*. It draws together data from both quantitative and qualitative research conducted throughout the consultation period with members of the public, in addition to relevant findings from recent representative polling conducted prior to the consultation opening. Detailed reports supporting this summary are available from the Greater London Authority Opinion Research and Statistics team and hosted on the London Datastore.

This report does not gather together findings from the stakeholder consultation, which has been reported separately.

This report is structured according as follows, with research findings for each major section of the draft Sport Strategy, as defined below:

- London: socially integrated through sport
- London: healthy and active through sport
- London: workforce, tech and capacity building
- London: sporting capital of the world

Each themed section includes:

- 1) Detailed summary of quantitative findings. This includes a London representative survey, a self-selecting consultation survey conducted through Talk London, and a comparison of any major differences in the findings between these two surveys.
- 2) Detailed summary of qualitative findings, incorporating where relevant:
 - Discussions on Talk London
 - Summary of email/letter correspondence from members of the public

Methodology

The public consultation on the draft London Sport Strategy was open from 20 July 2018 to 12 October 2018.

Table 6: Summary of research and consultation methods for the draft London Sport Strategy consultation

Quantitative Research: Surveys were conducted with a representative sample of Londoners, and a questionnaire open to all who wished to respond on the Talk London consultation page.

Representative polling

- Online survey carried out between 25 June and 2 July 2018 with a sample of 1,516 Londoners aged 18+ years old, representative of the population.

Additional representative polling

Findings from recent representative polling with 18+ year olds in London, conducted prior to the consultation, were provided to the policy team, where relevant to sections of the strategy. These include:

- Health Inequalities Strategy Consultation polling on Londoners' health policy priorities, 24-27 October 2017, with a representative sample of 1,003 Londoners.
- Community Engagement / Involvement in community groups including sports clubs, 24-27 October 2017, with a representative sample of 1,003 Londoners.
- Childhood obesity and possible policy interventions, 20-23 February 2018, with a representative sample of 1,000 Londoners
- Evaluative research on Londoners awareness of and engagement with the IAAF World Athletics and ParaAthletics

Talk London Community

- Online survey open to all members of the public, aged 18+ years old.
- Hosted on Talk London between 20 July and 12 October 2018.
- The survey included the questions asked in representative polling, plus other questions to cover the full scope of London Sport Strategy.
- 1,135 individuals responded to this survey.
- The sample has not been weighted and is therefore not representative of the London population.
- The findings from this survey have been compared against the findings from representative polling, and key differences have been highlighted in this consultation report where relevant.

Championships, 24-27 July 2017 with a representative sample of 1000 Londoners and 21-24 August 2017, with a representative sample of 1,051 Londoners	
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Qualitative Research: Qualitative research was conducted to understand views in more depth in relation to specific topics. The following methods were used to gather qualitative responses to the strategy.

Discussion threads

Londoners were invited to take part in discussion threads on Talk London. These discussions are self-selecting and non-representative of the London population. Their purpose is to add nuance to the polling findings and allow Londoners who wish to do so to feedback on issues within the strategy.

There were 3 separate discussions, receiving 126 comments, across a variety of topics in the Sport Strategy. These were open to all Londoners to participate. They are:

- [Sport activities](#) (58 comments)
- [Sport and meeting people](#) (14 comments)
- [Inspiring sport events](#) (54 comments)
- Respondents were also able to initiate their own discussions relating to the strategy. However, no respondents did so.
- Key quotes from these discussions have been included in this report.

Stakeholder roundtables

A number of roundtable events were held with representatives from stakeholder organisations with an interest in each of the sections of the strategy. Findings from these sessions are outlined in the Stakeholder Consultation section of the Report to the Mayor.

Email correspondence from individuals

- The GLA received a no emails or letters from members of the public writing in to express specific feedback on the strategy, nor any responses via the stakeholder consultation route from members of the public.

London: Socially integrated through sport

This section summarises Londoners views on sport as a means of improving social integration, bringing people from different backgrounds together.

Summary of quantitative findings

1. In representative polling, respondents were asked about ways in which people from different communities are brought together. 14% of Londoners said taking part in sport together was one of the top two most effective ways to bring people together. 11% said watching sporting events together was the one of the most effective ways of bringing different communities together.
2. Londoners perceive relationships built at work and attending food/music/cultural festivals (27% each) as the most effective way to bring people together. These are followed by 'other everyday interactions', such as in the street or a shop.
3. There are strong differences of opinion by gender and social grades. Women are much more likely to think that attending music or cultural events, everyday interactions, volunteering and meeting other parents at school are effective methods of community integration. Men on the other hand are much more likely to say they don't know or 'none of these', but this group is more likely to say one of the two sporting options – watching and playing sport together.
4. Higher social grades are more likely to say that relationships in work are the most effective way of meeting people from different backgrounds – 31% compared to 22% for lower social grades. Older Londoners (particularly those aged 50+) are around twice as likely to say that everyday interactions are the most effective way of meeting people from different backgrounds.
5. Full time workers are much more likely to say that taking part or watching sport is an effective method of bringing people together.
6. Looking at the impact of sports initiatives in bringing Londoners together, respondents think that support for talented low-income Londoners would have the greatest effect (26%), followed by activities that combine sport and other activities (22%). Least popular is the idea of initiatives to support socially isolated people.

Table 7: Comparison between Talk London survey (non-representative) and representative polling: London – socially integrated through sport

- 34% of Talk London respondents think that taking part in sport and exercise is the most effective way to bringing together people from different backgrounds and communities. 30% think that relationships in workplaces are the most effective method. The next most popular options are attending food, music or other cultural events, and volunteering.

Summary of views from the Talk London discussion:

1. 14 comments were received to a discussion focused on [the connection between taking part in sport and meeting people from different backgrounds](#). While respondents are generally positive about meeting people from different backgrounds, the connection with sport is not intuitively understood.
2. Walking, yoga and pole fitness are some of the activities Talk members take part in to meet new people. Mass participation runs like Vitality 10k were also highlighted. One Talk Londoner highlighted the varied selection of dance communities, each with their own unique characteristics and networks of people to get to know.
3. Respondents do not necessarily take part in sport with the primary intention of meeting new people, but this may be an additional benefit. Some Talk London respondents expressed that sport is not necessarily a main way of meeting people, since London is somewhere where you encounter people from different backgrounds in lots of settings.

"It's a welcome by-product of my main intention which is to get plenty exercise. When I turn up at the leisure centre gym in the morning there's a bunch of people there - a real cross-section of the local Harrow community - who are there mostly every morning & we have become friends through our shared activity." [male, 67 years old, Harrow, Talk London respondent]

London: Healthy and Active through Sport

Summary of quantitative findings

1. Just over a quarter of Londoners are regularly active. According to representative polling, 26% of Londoners exercise to a moderate intensity for around 30 mins at least 3 times a week. However, substantial numbers of Londoners are not exercising as often as recommended. 18% of Londoners never exercise to a moderate intensity, and further 17% exercise fortnightly or less regularly.
2. Men are more likely to exercise 3 or more times a week (29% to 22% of women). Older Londoners are less active than younger age groups. Those aged 65+ are least likely to exercise at all. 29% of this older age group never do moderate intensity exercise.
3. Londoners in higher socio-economic groups (ABC1) are more active than those in lower socio-economic groups (C2DE). Higher social grades are almost twice as likely to exercise 3+ times a week compared to lower social grades – 30% to 19%.
4. Londoners who are not working are more likely to never exercise to a moderate intensity (28% - compared to 13% of full time workers).
5. Outer Londoners and white Londoners are also twice as likely to never exercise, compared to Inner London residents and BAME Londoners respectively.

Table 8: Talk London survey findings (non-representative) on London: Healthy and Active through Sport

- ‘Being active/exercising’ (57%), ‘a good work/life balance’ (45%) and ‘a balanced diet (40%) as the most important aspects of living a healthy lifestyle in London. ‘Easy access to green space’ (39%), ‘access to sports facilities nearby’ (29%) and ‘feeling safe where you live’ (26%) were all chosen by significant proportions of respondents.
- Talk London respondents appear to be more active than the general population. 58% claim that they undertake moderate intensity exercise for 30 minutes or more at least 3 times a week, while only 4% never do so.
- Thinking about barriers to Londoners living healthier lifestyles. 46% cited the cost of taking part in sport/physical activity, 45% said a lack of time, while 45% also said poor air quality. Large proportions of respondents also said a lack of nearby facilities (26%), a lack of good cycling and walking routes (32%) and the affordability of a healthy diet (25%). A lack of information is not a major barrier – only 7% chose it.
- 46% say more affordable sports and exercise facilities would encourage them to do more sport. The next most popular incentives to do more are more facilities close by (33%) and more options for evening exercise (26%).

Summary of views from the Talk London discussion

Sport Activities

58 comments were received to a Talk London discussion covering the sport activities undertaken by Londoners. Responses can be broadly grouped under the following themes:

Activities and motivations

1. Talk Londoners mention that they like to take part in cycling, dancing, walking groups, running and swimming. Other alternative sport and physical activities that are mentioned are going to the gym, lawn bowls, badminton, Pilates, martial arts and tending to an allotment.
2. Respondents identify the links between sport and socialising. One Talk Londoner plays badminton at a club. While it’s not local, they are prepared to travel, because it it’s friendly, social and welcoming for all ages and standards.
3. Being able to compete against other Londoners is a motivator for some, though this appears to be the case more for people with a longer background in playing sport.

"I started playing tennis again but this time in my local league (Lewisham). I play in a mixed group and am the only female, which I don't mind. I love the competition, I used to compete in many sports as a teenager. [female, Talk London community member]"

"I enjoy taking part in group exercise classes at the gym - it creates a community and brings people together. The energy created is great, especially with inspirational coaches."

Female, 29 years old, Southwark, Talk London community member

Barriers

1. Feelings of safety on the roads are a barrier to cycling. Talk Londoners highlight that poor standards of driving and media coverage of accidents makes cycling seem more intimidating.
2. Other Talk London members say that they've had bikes stolen in their local area, which has put them off cycling in the future. Pollution is mentioned as being a barrier to cycling and walking by some Talk Londoners.
3. Older respondents suggest that more could be done to encourage elderly people to take part in sport or physical activities. Some activities in their local area are seen as more suitable for younger people. A small number of Talk Londoners say that long-term illnesses or health issues stop them taking part in more sport. Limited income is also a barrier for some taking part in more sport, specifically group classes or activities.
4. The closure and/or lack of facilities in the local area are barriers to some Talk Londoners taking part in more sport.
5. Transport provision may not be adequate in some areas to reach facilities quickly. One older Talk Londoner lives 6 miles to the nearest sports hall, with a total travel time of 2 hours there and back.

"I am 78 yrs. I love sport but find little is done to encourage the elderly to take part. I participate in lawn bowls and used to bowl all year round until my local borough closed its indoor facility. In the winter to play I have to travel 15/20 miles outside my local borough to play."

Male, 78 years old, Greenwich, Talk London community member

London: workforce, tech and capacity building

Given the specific focus of this section of the strategy on actions that can be taken by industry and organisations, the stakeholder strand of the consultation provides the most insight relevant to this section. Even so, some findings from the public consultation relate to Londoners' use of technology around sport.

Summary of quantitative findings

Table 9: Talk London survey findings (non-representative) related to London: workforce, tech and capacity building

- 4% of Talk London survey respondents think 'developing London's sporting workforce, supporting those working and volunteering in sport and making use of technological developments' is the most important theme within the Sport Strategy, the lowest of all the themes. 28% regard all the themes as equally important.
- The most popular online sources of information about sports activities for Talk London respondents are search engines (54%), local sports clubs' websites (24%) and local authority websites (22%).
- In terms of social media, 16% use Facebook, 4% use Twitter and 4% use Instagram to find out about sport and physical activities. The older age profile of Talk London respondents may be a limiting factor to this audiences' use of social media.
- 21% of respondents don't go online at all to look for exercise opportunities.

Summary of findings from the Talk London discussion

1. Some responses to the Talk London discussion on the sport activities undertaken by Londoners highlighted issues related to participation in sport and technology.
2. Technology is playing a role in how Londoners organise their sporting activity. Apps such as Runkeeper and Strava are used to track running and cycling. Talk Londoners mentioned using Strava to follow athletes and setting challenges, suggesting a social element to individual exercise.
3. There is agreement that it is relatively easy to find information about sports/ events online. However, since Talk London is an online community, participants are likely to be more digitally-engaged than the general population.

London: sports capital of the world

Summary of quantitative findings

The link between hosting major events and individual participation in sport is not evidenced by this consultation. Representative polling conducted in 2017 showed that since the World Athletics Championships, only 4% had taken part in more sport since the Championships. 33% took part in the same amount as before, while 55% said that they still did no sport at all. Some events hold Londoners' attention more than others: 48% said that they were following the Wimbledon Tennis Championships, which may reflect the annual nature of this event.

Despite this, Londoners are more positive about the social integration aspects of hosting major sports events. 31% said that the Championships had a positive impact on community cohesion in London (only 1% said a negative impact).

Table 10: Talk London survey findings (non-representative) related to London: Sporting Capital of the World

- Talk Londoners have a positive view of the impact of global sporting events on the city as a whole. 60% think that they have a positive impact on bringing people from different backgrounds together, 80% think they are a positive for international perceptions of London and 70% say they are positive for pride at living in London.
- When presented with a list of recent events hosted in London (specifically the Olympics, Athletics World Championships, NFL Games and the World Track Cycling Championships), 22% of Talk Londoners said that they had been inspired to take part in more sport due to watching events like these. 57% still take part in the same amount of sport, while 11% still do no sport whatsoever. 7% said that hadn't seen any of the listed events.

Summary of findings from the Talk London discussion

54 comments were received on a discussion focused on inspiring sporting events. Comments from this non-representative group can be organised as follows.

General perceptions of major sporting events

Respondents have more mixed perceptions of the value of major sports events for London than the Talk London survey results suggest.

While some Talk Londoners are big supporters of large-scale sporting events, believing that they showcase the city and are something to be proud of, others are more sceptical. A

small number of respondents expressed concern at the use of public money for attracting, organising and policing such events. Other negative points raised focus on disruption for local residents and businesses.

“Quite surprised to see such negative responses to the sporting events in London. I’ve always found them to be inspiring and promote a sense of unity and pride amongst (most) people, and especially those who go to watch them”

Male, 30 years old, Southwark, Talk London respondent

2012 Olympics

Reflecting attitudes towards major sports events in general, this group of respondents don’t agree on the long-term impact of the 2012 Olympics. Even respondents that mention a positive impression of London hosting the Games concede that there does not seem to be positive long-term impact, highlighting the examples of underused venues in other host cities.

The economic impact is particularly contested. Respondents did not draw any connection between investment attracted to London as a result of the Games and improved sports facilities for residents. There is a belief among some respondents that the main beneficiaries were property developers and private companies.

Impact on participation

London’s recent hosting of major sports events has not necessarily inspired respondents on Talk London discussions to become more physically active.

For some, these sporting events don’t inspire them to take part in more sport, but they do take some interest in watching them. Others believe they are physically active enough already.

Some Talk London respondents identify that events can be especially inspiring for young people, but that there aren’t enough facilities and activities available for them to get involved.

Respondents on Talk London largely believe that investment in grassroots sport should be prioritised over attracting global sports events, acknowledging the impact that engaging young people in sport can help improve lives and reduce crime.

Some identify that particular sections of the community do not see sport as being for them, nor do they relate to elite sports events. Children, young women, and those at older life stages are highlighted as groups who do not necessarily feel attracted to sport and physical activity generally. Barriers that affect the whole population, such as feelings of safety, can be more profoundly felt by these groups.

Parkrun is identified as an inspiring example of a national (and regular) event having an impact on participation. Respondents associate Parkrun with being free, accessible and encouraging community involvement.

“Many of these events are supported by 1000s of volunteers helping to welcome visitors and keep people safe.”

Male, 45 years old, Sutton, Talk London respondent

Sport for all of Us: The Mayor’s draft strategy for sport in London

Summary of quantitative findings

Respondents to the non-representative Talk London survey were also asked which of the strategy’s main themes they regarded as most important.

Table 11: Talk London survey findings (non-representative) on overall strategy themes

- 45% of Talk London survey respondents regard ‘keeping Londoners healthy and active’ as the most important theme within the Sport Strategy, more than any other theme.
- 14% of Talk London respondents think that ‘using sport to bring together Londoners from different ages and backgrounds’ is the most important theme within the Sport Strategy.
- 4% of Talk London survey respondents think ‘attracting major global events to the city to make London the sports capital of the world’ is the most important theme within the Sport Strategy.
- 4% of Talk London survey respondents think ‘developing London’s sporting workforce, supporting those working and volunteering in sport and making use of technological developments’ is the most important theme within the Sport Strategy, the lowest of all the themes.
- 28% regard all the themes as equally important.

5 Key Issues Raised

Key issues raised

This section outlines the main issues raised during consultation on the draft strategy.

This report gives a high-level indication of:

- the issues that most consultees were concerned about
- issues that may not have been raised by many consultees, but are considered to be highly relevant and have significant implications for the strategy

This includes response from the general public, stakeholders, consultation workshops, the London Assembly Economy Committee and the London Assembly Health Committee.

They reflect suggestions for ways in which the sport strategy could be amended or enhanced. The table below provides our response recommended changes for the final strategy, shown as follows:

- **No change:** we have proposed no change to the final version of the sport strategy. Note that this may simply be because the draft strategy seemed to have referenced and/or explained the issue raised sufficiently, and/or that the respondent was simply reinforcing what the draft strategy said - and consequently no further text is required. In these circumstances, page references from the draft strategy are given.
- **Clarification:** we have acknowledged that further text is required to strengthen or clarify the narrative in the draft strategy. Consequently, additional text will have been added to the final version of the strategy at the page reference shown;
- **Change:** we have acknowledged that a change of policy or approach is required and/or that substantial additional text is necessary from that given in the draft strategy. Consequently, it is recommended that this is added to the final version of the strategy at the page reference shown.

Key Issues Raised	GLA Category of Response	Response and proposed change to strategy
<p>Community sport: Sport Unites</p> <p>There was overwhelming general support for the three themes in the strategy.</p> <p>This included the new focus on social integration and the potential for sport to play a role in this area.</p> <p>Similar support was expressed for the focus on health and inactive people in particular, as well as the aim to tackle mental as well as physical health. The strategy should set out the opportunities through social prescribing.</p>	<p>No change</p>	<p>Given the level of support, we do not propose to alter or amend the three themes in the strategy.</p>

<p>There was support given to the Workforce theme as important to help clubs and community groups build capacity. There should be an acknowledgment of the differences, and therefore needs, of the paid and volunteer workforces. The ambition to explore ways in which new technology, ie sport tech, to improve information and support personal achievement was widely welcomed.</p> <p>However, the strategy needs to provide some detail about timelines and what actions will follow as a result.</p>	<p>Clarification</p> <p>Change</p>	<p>We acknowledge that further detail [of what?] is required in the Workforce, Tech and Capacity Theme, which reflects the fact that much of what we propose is new and in development. This is reflected in the Implementation Plan that we will publish along with the final strategy document.</p> <p>The draft strategy (page 22) states the intention for the Sport Unites programme to run to 2021. However, we acknowledge that further detail is required. Consequently, additional detail is recommended in the final strategy document setting out '<i>What We Will Do</i>' at the end of each chapter. An Implementation Plan will be published alongside the final strategy document.</p>
<p>Target groups</p>		

<p>Some respondents wanted to see a better understanding of the target groups that would benefit from the funding under Sport Unites. Suggested target groups were varied, with BAME people, older people, families, disabled people, women and those from low income groups all proposed as those requiring targeting.</p> <p>Several respondents wanted to see more proposals for working with schools.</p>	<p>No change</p>	<p>Our general approach won't be to target particular groups, because we think that may be too narrow in focus. What we will do is to ensure that our criteria are set in a way that will be broad enough to benefit those we are trying to help; fundamentally this means tackling the <u>issue</u>. For example, in order to tackle inactivity, our criteria will be framed around the need to get inactive people to be active, rather than a particular group of people. The draft strategy (page 38) indicates that by taking this approach, the people who will benefit will be those groups who are less active, including some groups of women, some BAME adults, as well as older people, disabled people and people in lower socio-economic groups. The work we will do with Laureus is deliberately designed 'bottom up' approach to respond to locally identified needs rather than something prescriptive from City Hall.</p>
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	Clarification	<p>The draft strategy (pages 39 and 40) acknowledges that the foundations for an active lifestyle begin at an early age and the equal importance of an academic <u>and</u> physical education. It also references (page 40) the importance of initiatives aimed at getting young people active, such as the 'Daily Mile'. However, further text on school sport and PE to be added to the final version of the strategy document at page 41-42.</p>
<p>Definition of sport</p> <p>The definition and scope in the strategy should make clearer the intention to support activities wider than 'sport' which, for some, can be off-putting, particularly when it comes to competitive sport. As such, the aspiration to support 'physical activity' and more informal recreation, as well as 'sport', should be given greater emphasis and clarity.</p>	Clarification	<p>We recognise that the term 'sport' can, for some, be off-putting, particularly when it comes to competitive sport. We recommend amending the strategy (page 10) to make clear the definition we will work to, stating that:</p> <p><i>"Sport' is not limited to the organised physical games and events that often include an element of competition. We define 'sport' as also including other the</i></p>

		<p><i>various kinds of physical activities that bring people entertainment, enjoyment and relaxation - like dance, yoga and running."</i></p> <p>Furthermore, there are numerous references to "sport and physical activity" throughout the draft strategy document, and a summary page (page 64) which it is recommended to now state that:</p> <p><i>"Although called 'Sport for all of Us', references to sport include 'sport' alongside 'physical activity'."</i></p> <p>However, we propose adding a text box to emphasise this further at page 9.; and the sub-title of the document, on the front cover, to be amended to read:</p> <p><i>'The Mayor's strategy for sport and physical activity in London.'</i></p>
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<p>Barriers to participation</p> <p>The strategy should acknowledge that cost can be a particularly significant barrier to participation, especially among those from lower socio-economic groups, who have some of the lowest participation rates. Consideration should be given to funding free/reduced cost sport programmes.</p> <p>Other traditional barriers were identified, such as the lack of time and insufficient information. Air quality was also identified as a major barrier to participation in the online consultation, although this was not a key issue raised in the written submissions.</p> <p>More focus should be given in the strategy to non-traditional and 'minority'</p>	<p>Clarification</p> <p>Clarification</p> <p>Clarification</p>	<p>The draft strategy (pages 7, 11 and 39) states our intention to fund affordable, local participation opportunities for Londoners. However, we recommend strengthening the wording with additional text in the final version of the strategy document at pages 31. This would also be referenced on pages 21-22, page 28 and page 43 of the final strategy.</p> <p>We propose adding text in the final version of the strategy at page 31 to be more specific about the barriers identified during consultation, such as cost, motivation and the lack of time, high-quality facilities and information. We propose adding text on the Mayor's work to improve air quality to the final version of the strategy (page 68).</p>

<p>sports to address the potential barrier of a limited choice being on offer.</p>		<p>We recognise that offering a wide-range of activities is important in order to maximise the chances of getting people to be more active. We recommend specific reference to minority sports to be included in the final strategy at page 9.</p>
<p>Facilities</p> <p>A greater number of facilities need to be provided; whilst existing facilities must be maintained and safeguarded to ensure that all Londoners have access to areas in which they can participate in physical activity.</p> <p>The strategy should promote the need for new facilities, but also and commit to the protection of existing facilities, including playing fields.</p>	<p>No change</p>	<p>The draft strategy references (pages 42 and 43) the draft London Plan which sets out the Mayor's proposed planning policies on sports and recreation facilities, including the protection and enhancement of existing facilities. The London Plan makes clear that there should be no net loss of facilities, unless it can be shown there is no continual or future demand. Facilities include leisure centres, swimming pools and playing pitches. The draft London Plan also covers open spaces more widely across London and encourages their protection. It also sets out the Mayor's desire to make London the world's first National Park City, with high-quality green spaces, cleaner air</p>

<p>Some responders suggested that capital funding ought to be made available through the Sport Unites programme, even if for small amounts.</p>	<p>Clarification</p>	<p>and waterways, and greener streets that encourage and provide more space for healthy living - all of which will create more opportunities for Londoners to be involved in sport and physical activity. We recommend explaining this in the final strategy.</p> <p>We recommend that the focus for our investment ought to be on revenue rather than capital funding. Our research emphasised the importance of encouraging the use of existing community assets (for example, community centres, parks and other recreational spaces), as well as 'formal' sports facilities, which can be off-putting and intimidating for some, particularly those who may be wanting to become active or get back into sport. It is often the case that relatively small amounts of funding make a huge difference, especially to small organisations and clubs. Consequently, we feel that investing in people-focussed initiatives and programmes is the best way to maximise the impact of the funding we have to invest. We propose adding</p>
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		some text explaining our reasoning in the final version of the document at page 21.
Funding and Delivery <p>Although ‘pilot’ initiatives can be appropriate in some cases, funding should not attempt to ‘reinvent the wheel’ and should instead be targeted on existing successful initiatives and ‘best practice’.</p>	Clarification	<p>The draft strategy (page 23) makes clear our intention to invest in both tried and tested approaches, organisations and modes of delivery, as well as pilot initiatives that are innovative and experimental. However, we recommend adding some text on this to the final version of the strategy at page 23.</p>
Links to other Mayoral strategies <p>There should be clear links to other Mayoral strategies in order to ensure successful delivery. This is particularly relevant in respect of the opportunities to align with the aim of the Health Inequalities Strategy in order to tackle physical and mental issues in London. There should be a reference to social prescribing; the Transport strategy, in</p>	Clarification	<p>The draft strategy (pages 33, 42, 43 and 58) had a section on links with other Mayoral strategies covering these areas and a social prescribing case study is shown on page 48. However, we recommend strengthening the wording on this in the final version of the strategy, particularly in respect of the need to support the aims of the</p>

<p>order to promote the benefits of active travel; and the London Plan, in order to promote the need for sports facilities and recreational space and protect playing fields.</p>		<p>Health Inequalities Strategy - and social prescribing in particular (page 43); and a reference to other Mayoral strategies and policies is included in the '<i>What We Will Do</i>' section at the end of each chapter of the final version (pages 43,51,55).</p>
<p>Partnership Working</p> <p>The Mayor should seek both to partner with a wide-range of organisations, as well as facilitate partnerships between other organisations. The Strategy should advocate more cross-sector and cross-boundary partnership working.</p>	<p>No Change</p>	<p>Our work with Comic Relief and Laureus are examples of where we will forge such partnerships. The draft strategy (pages 19 and 20) acknowledges that we will need to work closely with other key organisations, including London Sport, national bodies such as Sport England, UK Sport, local authorities, local sports clubs and community groups. The draft document also refers to the fact that that we will seek to support initiatives that create new partnerships between traditional sports providers, for example clubs or specialist sports charities, and community organisations (page 30) - and that, as part of our Thought Leadership programme, we will organise conferences that bring</p>

<p>Sporting role models can play an important part in delivery.</p>	<p>No change</p>	<p>organisations together to share best practice and collaborate (page 62).</p> <p>The Mayor's Foreword in the draft strategy (page 3) recognises the importance of role models - and page 49 refers to the part Sport Unites will play in support of the next generation of the workforce to learn from and be inspired by inspirational coaches and volunteers, who can be excellent and inspiring role models for young people.</p>
<p>Major sports events</p> <p>There was strong support for the desire to continue to attract and support major sports events in London. Similar importance was attached to the need to secure the social as well as economic benefits from hosting.</p>	<p>No change</p>	<p>The draft strategy makes clear (pages 13, 54 and 56) that Mayoral support for any event is conditional on there being a community engagement programme linked to hosting an event. We expect this to be strengthened as part of the work we will undertake on the new major events framework.</p>

<p>Opinions were more mixed about which events to attract and support. Some respondents wanted to see more para sport events come to a London, particularly following the success of the 2012 Paralympic Games.</p>	<p>Clarification</p>	<p>As part of the same work on the new framework, we intend to look strategically at which events to support in consultation with UK Sport, who have recently (October 2018) identified which events it will support to 2030. We recommend referencing this in the final strategy document at page 66 (<i>'What We Will Do' major events summary</i>)</p>
<p>Measurement, monitoring and evaluation</p> <p>There will need to be clear measurement and KPIs in order to demonstrate success of the aims of the strategy.</p>	<p>No change</p>	<p>The draft strategy acknowledges the need for clear measures (pages 24 and 28), robust monitoring and evaluation and there is a section in the draft strategy on this (pages 61 and 62). The GLA Sport Team has worked closely with GLA's Intelligence Unit and Diversity and Social Policy Team to produce a Social Evidence Base that</p>

<p>There will need to be clarity as to what is meant by the term ‘social integration’</p> <p>Long-term, permanent lifestyle changes should be the primary measure of success, as opposed to growth in participation.</p>	<p>No change</p> <ul style="list-style-type: none"> • No change 	<p>will inform the M&E framework for the Sport Unites programme.</p> <p>The GLA has identified 30 measures that will be used to track Social Integration in London across relationships, participation, and equality - and the draft strategy document references this (pages 27 and 33). For the Social Integration Theme, sampling will be used to assess how beneficiaries of the programme compare to Londoners in general against relevant measures, from the list of 30. Each individual project we fund will have its own monitoring and reporting process and we will monitor that regularly. In addition, we will have a Monitoring and Evaluation Framework that will track progress and impact and support funded organisations over the lifetime of the Sport Unites programme.</p> <p>We recognise the need to secure long-term behaviour change. Our research showed that, in respect of social</p>
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<p>Don't make the monitoring processes too burdensome for organisations.</p>	<p>No change</p>	<p>integration in particular, achieving and measuring outcomes is inherently complex and interventions should not be short term and/or focused solely on counting outputs. This is will be firmly in our mind in the ongoing development and implementation of the Monitoring and Evaluation Framework.</p> <p>There is often a tension and balance to be struck between the need for proper accountability of public money and the need to demonstrate the impact of funding, while at the same time being mindful that collecting data can be seen as bureaucratic and burdensome by front-line deliverers of a project (who may sometimes be volunteers/coaches. The draft strategy (page 25) acknowledges this and it is recommended that this stays the same.</p>
<p>Consultation</p>		

<p>One of the workshop findings suggested that the development and formulation of the strategy was too ‘top-down’ in its nature.</p>	<p>No change</p>	<p>This issue did not come up in responses in any other part of the consultation process with stakeholders or the wider public.</p> <p>A variety of stakeholders were consulted in the development phase of Sport Unites, through a series of events, including:</p> <ul style="list-style-type: none"> • A kick-off ‘Theory of Change’ Workshop, focused on Sport for Social Integration in April 2017 at City Hall; • Two community sport Workshops at London Sport’s Annual Stakeholder Engagement Event in July 2017; • A stakeholder breakfast session held at London Sport in May 2018; • A number of roundtable discussions. <p>Over 170 organisations took part in at least one of these events and contributed to the development of the programme. Stakeholders included:</p>
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		<ul style="list-style-type: none">• Local Authorities;• Community Sport organisations;• Non-Sport Grassroots organisations;• Pan-London delivery organisations; and• National Governing Bodies <p>In addition, the GLA Sport Team had numerous discussions in various bi-lateral and other meetings with stakeholders as the programme has developed.</p> <p>The work we are doing with the Laureus Sport Foundation to build on their Model City initiative operates entirely on a ‘bottom up’ approach, with local people determining the key local issues and which sports they feel will help to address them.</p> <p>In terms of major sports events, there is widespread support from the discussions we have had with our stakeholders, including UK Sport, Sport</p>
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<p>Some considered the length of the strategy document and format to be off-putting, which may restrict readership and engagement. The GLA may wish to consider presenting information using different forms of media.</p>	<p>No change</p>	<p>England, National Governing Bodies, sports groups and others. Our determination to secure social as well as economic benefits from hosting events is particularly well-received. We have led the way on this worldwide.</p> <p>It is recommended that the approach remains the same given the widespread support for the Sport Unites programme and its three themes set out in the draft strategy which suggests that we have taken care to get this right.</p> <p>There is always a balance to strike between offering enough detail while avoiding unnecessarily lengthy narrative - and there can be differing views about what constitutes the 'right' level of detail. we recommend no change as we feel the balance in the strategy document is right. We produced an 'Easy Read' version of the document.</p>
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6 Conclusion

This report provides an analysis of the issues raised during the public and stakeholder consultation on the Mayor's draft sport strategy. It contains the GLA's recommendations for changes to the text of the final strategy for the Mayor's consideration. Copies of responses from the public and stakeholders have been made available to the Mayor.

In considering the issues, and making recommendations to the Mayor, the GLA has been mindful of the remit of the strategy and sought to focus on the issues relevant to the scope and priorities, policies and proposals within it.

This is intended to provide the Mayor with the information he needs to understand the range of issues raised by respondents, and make decisions on the final text of the strategy for its formal approval and publication.

The final strategy is intended to provide an overarching framework for the Mayor, working with partners, to deliver his priorities for sport. It is one in a suite of Mayoral strategies that, together, will deliver the Mayor's ambition for City for all Londoners. Many of the issues raised during the consultation are more appropriately addressed within other strategies and have been shared and discussed with those teams.

7 Next Steps

The strategy will be finalised considering the views of the public and stakeholders, and then laid by the Mayor before the London Assembly. Subject to the Assembly not passing a motion to reject it, the Mayor will publish the strategy text as 'Sport for all of Us'

An implementation plan, which does not formally form part of the strategy, will include actions of the Mayor and the GLA group to deliver the work set out in the strategy in respect of community sport and major sports events.

The strategy will be delivered working in partnership with key stakeholders such as London Sport, Sport England, UK Sport, local authorities, the national governing bodies of sport, together with a range of sporting and non-sporting organisations.

The strategy will be monitored through a monitoring and evaluation framework for the community sport (Sport Unites) part of the strategy and by regular programme monitoring of the major sports events element of the strategy.

Appendices

A. Consultation Form

Consultation questions

Question 1: Do you agree with the overall vision and the three themes of this draft sport strategy? If not, why not? Is anything missing?

Question 2a: Does chapter 2 (London: socially integrated through sport) identify the main issues that might impact on the role of sport to support social integration? If not, what is missing?

Question 2b: How should the Mayor best work with partners to help remove barriers and help improve social integration through sport in London?

Question 3a: What barriers to participation in sport should the Mayor focus on in order to increase participation in sport and so improve Londoners' physical and mental health?

Question 3b: How can the Mayor help to increase sports participation to improve the physical and mental health of all Londoners, but in particular, for those Londoners who are inactive, or who have poor access to sports activities/facilities?

Question 4: Does chapter 4 identify the main issues for creating a thriving sport sector in London? If not, what is missing?

Question 5: Do you think these are the right criteria for the Mayor's support of major sports events in London? If not, what should the criteria be?

Question 6: What sort of major sports events do you think should be held in London in future, and why?

Question 7: If you are a funder of activities, what scope is there to work with you:

- i. to align policies;
- ii. to align funding pots;
- iii. in other areas (please specify).

Question 8: If you are a potential recipient of funding, what practical issues do you consider important in helping you with delivery?

Question 9: Is there anything that you would like to add about our proposed involvement in sport as set out in this document? Please also include where you think there are issues that ought to be included but are missing.

B. List of Stakeholders who responded to the consultation

Stakeholders who submitted a response via an online webform or email	Leyton Orient Trust
	Moo Canoes Ltd
	Chiswick Pier Canoe Club
	Historic England
	Fulham Reach Boat Club
	Women Win
	River Thames Society
	Open Data Institute
	StreetGames
	Lee Valley Regional Park Authority
	Royal Yachting Association
	City Planning
	London Federation of Sport and Recreation
	Caroline Pidgeon AM
	Hackney Wick FC
	Strand on the Green Sailing Club
	AEG Europe
	London Councils
	London Sport
	ADPH London
	London Playing Fields Foundation
	Active Communities Network
	London Plus
	Middlesex Amateur Swimming Association
	London Fire Brigade
	London Borough of Lambeth
	Haringey Council
	National Park City Foundation
	Sported Foundation
	London Borough of Croydon
	London Youth
	University of Birmingham
	Pro Active Camden
	Canal & River Trust

	The Ramblers
	Jamie Oliver Limited
	Wembley National Stadium Trust
	British Gymnastics
	England Hockey
	LONDON FORUM
	Charlton Athletic Community Trust
	London Borough of Hounslow
	London Swimming
	The Sport and Recreation Alliance
	London Borough Bexley
	London Marathon Events Ltd
	Port of London Authority
	Royal Borough Kingston upon Thames
	Royal Borough of Greenwich
	London Borough of Tower Hamlets
	Crystal Palace Sports Partnership
	Activity Alliance
	London Borough of Havering
	Inclusion London
	Chance to Shine
	Southwark Council
	Sport England
Organisations who attended at least one of the workshop events	Badu Sports
	Black Prince Trust
	Bridge Renewal Trust
	Clarion Housing Group
	Community Links Bromley
	CVA
	Diocese of London
	England and Wales Cricket board

	England Boxing
	Fight4Change
	Hayes Town Partnership
	London Youth
	Mulsimah Sports Association
	Octopus Communities
	Sported
	StreetGames
	Bexley Voluntary Services Council
	Boxing Futures
	Bromley by Bow Centre
	Carers 4 Carers
	Clarion Housing Group
	East London NHS Foundation
	GLL (Better)
	Islington Council
	London Youth
	parkrun
	Services for Ageing and Mental Health
	Sport for Confidence
	StreetGames

	Tottenham Hotspur Foundation
	Badu Sports
	Bexley Voluntary Services Council
	Bikeworks
	Bromley by Bow Centre
	Charlton Athletic Community Trust
	Fusion Leisure
	Hackney Wick FC
	London Plus
	London Youth
	National Trust Osterley
	NHS Enfield CCG
	Our Parks
	Palace for Life Foundation
	Player's Voice CIC
	Saracens Sport Foundation

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