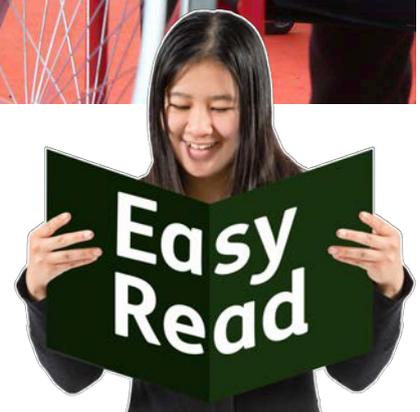


MAYOR OF LONDON

Sport for all of us



The Mayor's strategy for
sport and physical activity
in London



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Introduction



This is the Mayor of London's **strategy** for sport and physical activity in London.



A **strategy** is our plans over a long period of time.



Earlier this year, you told us what you think about the Mayor's strategy for sport in London.

Your feedback has helped to shape this final version.

This document shows the Mayor's vision for sport and physical activity.

Our vision



The Mayor wants London to be:

- A city where everyone gets involved
- The most active city anywhere
- The sporting capital of the world



Part of the plan is to set up a new sports programme called Sport Unites.

Sport Unites will bring together the work we do to support big sporting events with community sports.



Sport Unites will help people from different communities to work together.



The Mayor is funding important projects over the coming years as part of the Sport Unites programme.

3 Themes

Sport Unites will work on 3 themes:



- **London: bringing people together through sport**

Using sport as a way to bring Londoners from all different ages and backgrounds together



- **London: healthy and active through sport**

Making it easier and affordable for people to become more healthy and active



- **London: sport workers and volunteers**

Helping people who work or volunteer in sport to work in better ways

Sport Unites will especially work with people who find it harder to get involved because they:



- Have a disability



- Have a mental health problem



- Are lonely



- Come from a low income family

Major sports events



Major sports events involve people from many different countries like the Olympic Games and Paralympic Games.



The Mayor will carry on working to bring major sports events to London.



The mayor wants London to be the sports capital of the world.

London: bringing people together through sport



People agree that London is a good place to live. Most people say they belong to their local neighbourhood.



But many people live alone and have no close family or friends.



Many people only mix with people from their own community.



Sport can help people to get involved together with people from all different communities and all different ages.



Sport can help young people who might otherwise get into trouble with the police.

Sport Unites wants to support projects that:



- Help communities where young people are at risk of getting involved in crime or violence



- Work together with different sorts of community organisations



- Work with people who are lonely and alone



- Combine sport with other activities like, music, food, social events



- Support young people from low-income families who are really good at sport



- Also support other of the Mayor's campaigns - like the gender equality campaign

London: healthy and active through sport



People who are active are more likely to have good health and mental health.



London has areas where most people do some sport.



London also has areas where most people do no exercise at all.



Too many children and young people are overweight.

Sport Unites supports projects that:



- Provide more affordable ways that people can get involved in sport



- Work to help people who are not getting enough exercise



- Look for new ways to involve people who are not getting enough exercise



- Support people with mental health difficulties



The Mayor also wants to:

- Use major sporting events to encourage people to be more active in their everyday lives



- Help schools to encourage children to be active everyday

London: sport workers and volunteers



The people who volunteer and work in sport are important because they are the people who will help people to get involved.



But we know that:

- There are not enough people working in sport



- We need workers with different skills if we are going to involve people who don't get any exercise at the moment



- Workers and volunteers need more training and support



- Workers and volunteers may have to change how they work to meet the challenges ahead

Sport Unites wants:



- More community sport workers and volunteers



- Sports coaches and volunteers who are great at motivating people to get involved

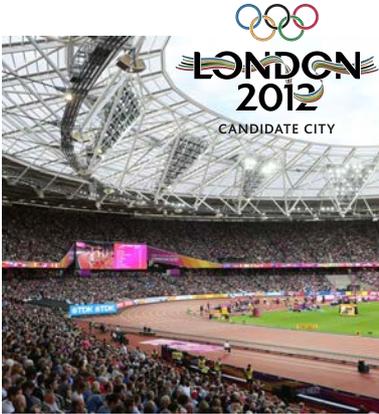


- To find and train young people who will be the coaches and volunteers in the future



- To develop new ways to use computers and mobile phones to help and encourage people to get better at sport

London: sports capital of the world



The Olympic and Paralympic Games in 2012 has shown that London is a great place to hold major sporting events.



London has great facilities for sports events which involve teams and people from all over the world.



Since 2012 London has held many major sporting events.



The Mayor wants to support major sporting events in London which:

- Create jobs for Londoners



- Bring more visitors to London



- Let people around the world see London on their televisions and in their newspapers



- Have a way to involve local London communities through things like volunteering, education or other activities



- Inspire more people to take up sport



- Volunteer at sports events

For more information



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