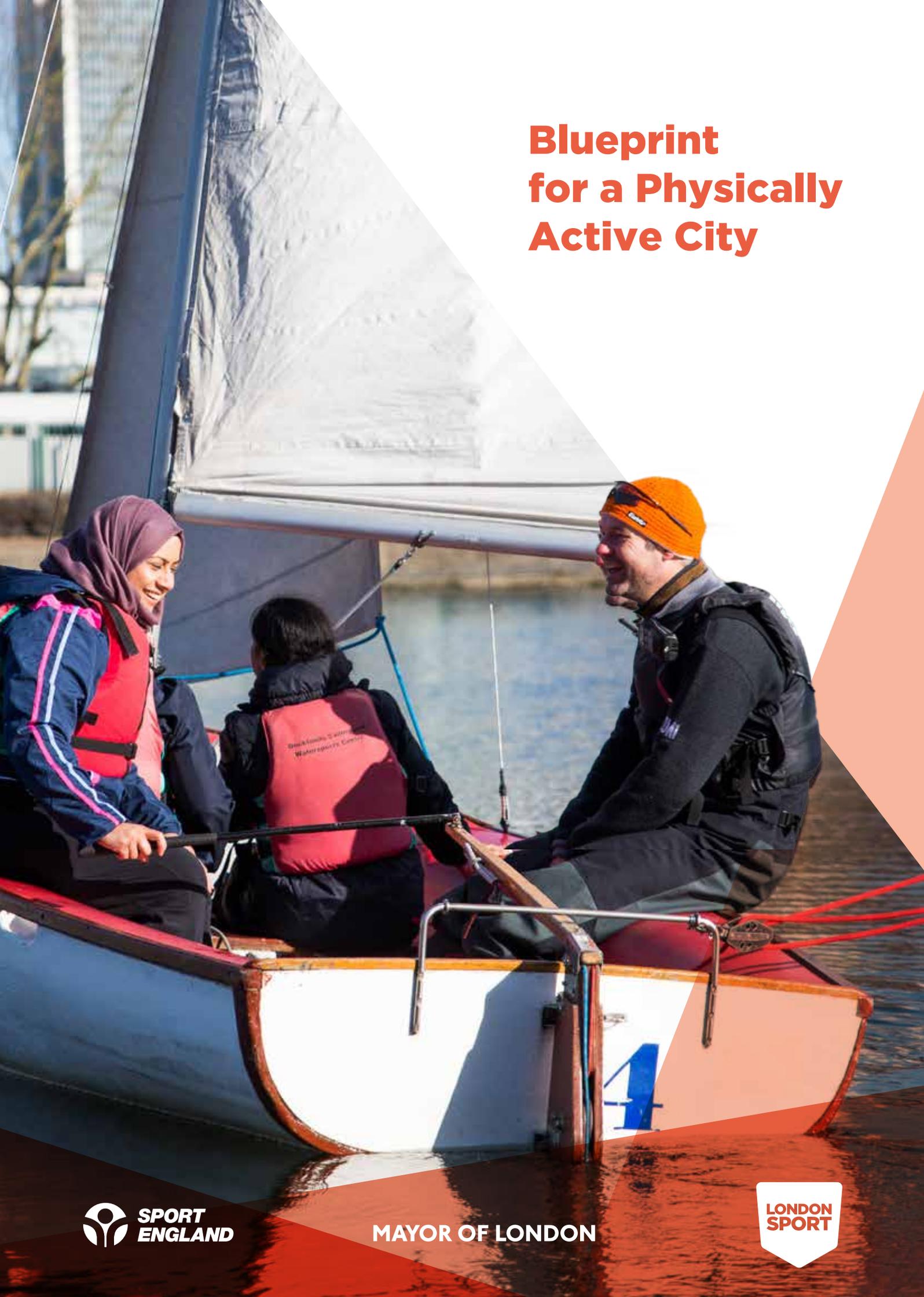


Blueprint for a Physically Active City



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Sadiq Khan
Mayor of London



I want to make our amazing city the undisputed sporting capital of the world.

London has a history of hosting major sporting events. Our venues are world-class and they are ideal surroundings in which to showcase the best of elite sport. Londoners love sport too. Our enthusiasm for sport is second to none. This summer, London will hold both the IPC World Para Athletics Championships and the IAAF World Championships. This is a world first, underlining London's position as a champion of the greatest sports events in the world.

But I still want to do more.

As Mayor, I want to make London a more physically active city. I want to inspire Londoners of all backgrounds to play sport and take part in physical activities. I want to inspire generations of Londoners to live healthier, more active lives. I want to use sport to bring communities together and build a stronger, more united city.

I know these are big ambitions for London. They're not just ambitions for City Hall or London Sport. They're ambitions for every single Londoner. We all have a part to play in making London a city that gives Londoners opportunities to be active.

This Blueprint is fundamental to my ambition to make London a byword for sport at all levels. I look forward to supporting London Sport to make our city more physically active, healthier and happier.

Jennie Price
Chief Executive, Sport England



Our vision is that everyone in England, regardless of age, background or ability, feels able to take part in sport or activity. We seek to increase the number of people who engage in sport and activity, not for its own sake but for the wider benefits it can bring, in terms of physical and mental wellbeing and individual, community and economic development.

London has a very important role to play in achieving this vision: it is a rapidly growing city with a population of over 8 million people. Space is at a premium. London's economy can generate significant wealth but as a city London is also a place with some real inequalities which are embedding inactivity as the norm for some groups of people. I would like to see London use its strengths on the national and world stage to come up with creative ideas to tackle these challenges and get people active.

This is an ambitious goal which is why we need a joined-up and ambitious strategy for increasing activity levels in the capital city. Leadership will also be important. Sport England will work closely with the Mayor of London, the London Boroughs and London Sport to deliver our shared vision.

Since the Blueprint was first launched in 2015 there has been real progress, but there is more to do. We will continue to support the Blueprint as the best way to achieve significant and sustained reductions in inactivity across the capital and to make London the most physically active city in the world.

Why London is Special

London is different to other places in the UK. Some good differences; some not so good. Some are strengths and opportunities; others are weaknesses and threats to achieving our goal of becoming the most physically active city in the world. Some characteristics we all recognise in our own perceptions of London, and some are more subtle. It is these elements that this Blueprint looks to either exploit or mitigate, to help London achieve its vision.



A 'GREEN' CITY

Parks and green spaces account for nearly **40.0%** of London, which is far higher in comparison to other major cities such as New York (14.0%) or Paris (9.4%).



GROWING POPULATION

Expected to increase to **over 9M** by 2020, with a predicted 12% increase in children aged 5-19 and a 21% increase in over 65s. Between 2011 and 2015, the population of London grew at **twice the rate of the UK** as a whole.



MASSIVE POPULATION IN A SMALL AREA

Over **8.5M people** live here, making up over 13% of the UK population, and with the number of people commuting into London for work, the total daytime population is over 10m – yet the capital accounts for just **0.6% of the UK's land space**.



MAJOR SPORTING EVENTS

London 2012 provided a physical and emotional legacy, and many **more major sporting events are due to come** in the next decade, alongside the numerous elite sport teams that call London their home.



INTERNET AND MOBILE TECHNOLOGY

London has the highest internet usage across the UK, with **62%** of Londoners **using smartphone** devices to access the internet. Mobile coverage is exceptional, with **98% of London receiving 3G** coverage or better.



TRANSPORT SYSTEM

London's transport network provides **quick and cost-effective transport** to the entire London area, and is used by approximately half of Londoners every day. This not only helps access to facilities, but provides opportunities around active travel which has increased dramatically in recent years, with cycle trips up 118% between 2000 and 2015.



WEALTH AND ECONOMIC GROWTH

London has the **largest** per head household **disposable income** in the country at **£25,293** – over £9000 higher than the North East. The capital has massive economic growth, with over a million private sector businesses based in London – almost 20% of the UK total.

But There are Challenges



HIGH RATES OF INACTIVITY

38% of adults in London do not meet Chief Medical Officer physical activity guidelines, putting them at a higher risk of chronic disease, premature death, and lower quality of life. This is even more pronounced among adults with an impairment, with **54%** not doing enough physical activity to benefit their health.



MASSIVE INEQUALITY

London has **extremes** in terms of financial wealth, health and physical activity – often between areas neighbouring one another. London has one in three of the most deprived areas in the country, and the second and third most inactive, and second and third least inactive local authorities in the UK.



HUGE LANGUAGE DIVERSITY

In 30 of the capital's 33 local authorities (32 boroughs and the City of London), **over 100 languages** are spoken, presenting a huge challenge for effectively communicating opportunities to take part in physical activity and sport.



COMMUNITY BUILDING AND VOLUNTEERING CHALLENGES

London has an exceptionally **transient population**, particularly in young people, with a 'population churn' rate twice that of the rest of the country. This has been identified as a major contributor to low rates of volunteering in the capital.



AGEING POPULATION

With an increase of **over 20%** in those aged 65+ and a threefold increase expected in the 90+ age group, London will face numerous health and social challenges associated with **supporting an ageing population**.



COST

London is the **most expensive** city to live in within the UK, with free land at a premium.



NUMEROUS STAKEHOLDERS

London has a **high number of stakeholders** for one city, both politically and in delivery. This includes 33 local authorities, the same number of health authorities, numerous charities, commercial providers, schools and clubs all providing sporting opportunities in London. This can make consensus and progress challenging.



PUBLIC SECTOR CUTS

While not unique to London, all 33 local authorities in London have needed to make substantial **reductions in their expenditure**, with inevitable implications on the amount spent on physical activity and sport in London.



LEISURE FACILITIES AND OPEN SPACE

London has around **half the number of leisure facilities** per 100,000 people as the rest of the country, as well as a relative shortage of open space, compared with the rest of the UK.

VISION
TO MAKE LONDON
THE MOST PHYSICALLY
ACTIVE CITY IN
THE WORLD



TARGET
AN OVERALL TARGET
TO CHANGE 1,000,000
LIVES THROUGH
GETTING LONDONERS
MORE ACTIVE

IS THIS THE RIGHT VISION?

The vision for London is difficult to measure, as different countries use different measurements. But that doesn't matter. It is designed to set a clear direction and an ambition; not merely to improve, but set the standards for the rest of the world to follow.

WHY IS IT IMPORTANT?

It's not just about sport for sport's sake – it's about its benefits:

- 1m Londoners likely to **LIVE LONGER**
- 1m Londoners likely to **BE HAPPIER**
- 1m Londoners **LESS LIKELY** to develop **SERIOUS CHRONIC ILLNESSES**
- 1m Londoners **LESS LIKELY** to suffer from **MENTAL HEALTH ISSUES**



Strategic Areas

- 1 Make it easier for Londoners to find the right activity, stay in it, and achieve their potential**
- 2 Get more resources by making the best use of what we have, while securing more**
- 3 Support grassroots organisations by making the sector simpler and better**
- 4 Champion the development of a bigger and better workforce to support activity**
- 5 Harness the power of elite sport to create sustained grassroots activity, and inspire the next generation of talent**

WHAT DOES THIS MEAN?

We realise that all of us could be more active, which is why our target includes everyone: not just the vital aim of getting inactive people to become active, but also supporting those who already do something to do a bit more. In other words, it's the net gain in the volume of activity. We estimate that around two thirds of the million will be made up of those not currently taking part in physical activity and sport in London, and around a third from getting those who are already active to do something more.

WHY THESE AREAS?

These are the five areas that need focus to help achieve the goals set out in this Blueprint. They aren't revolutionary, but they take into account both the basic ingredients of physical activity. These include: facilities, grassroots organisations and the supporting workforce as well as opportunities such as London's major events, and technical advances that could make it easier to support people to become more active.

WHO WILL DO THIS?

In short – all of us. Physical activity and sport is run by thousands of organisations in London, from London Boroughs, Governing Bodies of Sport and commercial operators, to local charities, schools and grassroots clubs. This Blueprint is a framework for everyone to consider their role in contributing to each of these five areas, and explore the areas in which we could be doing more.

1 Make it easier for Londoners to find the right activity, stay in it, and achieve their potential

Physical activity and sport is, in some significant ways, behind the times. Over the last decade, the world has changed unrecognisably, and it continues to change at pace. We have to accept that physical activity and sport are in competition with other pursuits, most of which are far better at offering their 'product' to the right person.

Technological advances have changed every aspect of how we live our lives, with 58% of us regularly using mobile internet (87% of 16-24 year olds), and over 54% using social networking (91% of 16-24 year olds). These advances will continue their exponential growth, even accelerating, over the next decade. The business world has exploited this shift to improve the way it offers products to its customers, and customers have changed the way they consume them.

Physical activity and sport, collectively, has thousands of 'products', all aimed at different people. We need to follow the established methods of the business world to make sure there is a product for everyone, and then that the right one is offered to the right people.

The potential rewards of this area are enormous. Simply reusing established business methods could help to increase the number of people accessing existing activities. The potential of digital promotion alone is massive, and is cheaper than other routes, but the sector lacks expertise in exploiting these opportunities.

Physical activity and sport needs to be at the forefront of exploring new opportunities – technological, and otherwise; not simply content to try and keep pace.

2 Get more resources, by making best use of what we have, while securing more

There are a lot of resources going into physical activity and sport in London. Before making the case to increase investment, we need to make sure that we are making the most of what's already there. Again, the commercial world presents some solutions: hotels drop prices at off-peak times to increase occupancy rates and profitability. Similarly, physical activity and sport in London need to identify opportunities to improve efficiency. For instance, can we work more closely together on programmes to deliver more and simplify the message? Could we pool resources and do some things collectively? Could more schools and private facilities be opened up for the wider public?

This wouldn't only give us more 'bang for our buck', but makes the task of securing more investment far easier. A clear, efficient delivery mechanism that can evidence impact for investment is a far more attractive proposition for all concerned.

3 Support grassroots organisations by making the sector simpler and better

Physical activity and sport in London is run through an extensive network of bodies, agencies, clubs, charities and community organisations. Many are reliant on external funding to operate, and many face an uncertain future. These pressures place a huge burden on those running these organisations, many of whom are volunteers. This burden needs to be eased in London by making the system easier to navigate, eliminating unnecessary administrative burden, and simplifying the complex world of funding to free up more time to focus on delivering physical activity and sport.

4 Champion the development of a bigger and better workforce to support activity

Put simply, without the network of coaches, instructors, teachers and volunteers, physical activity and sport would not function. They are the single most important factor in success or failure, yet changes in society are squeezing the amount of free time that people have available. The vision of making London the most physically active city in the world will need a larger workforce to allow it to happen, which will need to come from two sources: attracting new people to sport's workforce, and motivating people to stay in it.

Supporting people already within the workforce with better training and development, reduced administrative burden, and better recognition and celebration of their work are useful starting points. Improving and simplifying the process of getting involved is another, as many people want to get involved and simply don't know how to go about it. The combination of these factors should help to generate a bigger, better workforce to support London in becoming a more active place to live and work.

5 Harness the power of elite sport to create sustained grassroots activity and inspire the next generation of talent

There is no question that elite sport has a massive influence on many people's lives, and is a big part of the country's DNA. It has a unique ability to inspire and influence, and London has established itself as the pre-eminent major event destination city in the world. In the eight years following the 2012 Olympic and Paralympic Games alone, the World Athletics Championships and Para Athletics Championships, the European Football Championships Semi-Finals and Final, European Swimming Championships, UCI World Track Cycling Championships, and the Women's Hockey and Cricket World Cups will have formed part of elite sport in London.

Add in the numerous Premier League and Football League clubs, Premiership Rugby and County Cricket Clubs and numerous other leading sport clubs, and it is clear that London has an unrivalled potential to inspire people through elite sport. The challenge is to harness the physical and emotional legacy into long-term sustainable participation, across the whole of London, and in turn help to inspire the next generation of elite sportspeople.





MAYOR OF LONDON

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