



July Update

Headlines



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- **London Sport to develop Couch to Fitness for women**
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London Sport Headlines

NEWS: Nominations open for London Sport Awards 2021

It's time to say thank you to London's heroes from the grassroots physical activity and sport sector as the London Sport Awards returns to recognise and celebrate the efforts of volunteers, physical activity providers and sports organisations. [View the categories here.](#)

NEWS: Q&A with London Sport Awards judge Keith Bottomley

London Sport spoke to Awards judge Keith Bottomley to learn more about his expectations for the London Sport Awards and why he's particularly excited to see nominations for The Business Contribution Award in association with the City of London Corporation. [Read his blog.](#)

NEWS: Q&A with London Sport Awards judge Viveen Taylor

Awards judge Viveen Taylor is Director of Equality, Diversity and Inclusion at Sport England. [In this blog](#), she explains how diversity, equality and inclusion is part of all London Sport Awards categories and why she's excited to see nominations for [The Uniting London Award](#).

NEWS: Active London conference returns in September

Active London – the largest conference wholly dedicated to the physical activity and sport sector in London – will return on the 21 and 22 September 2021 as an online event. [Register your interest now.](#)

NEWS: New research helps providers better engage with women

Physical activity providers in East London have begun using new insight from London Sport to develop their offering and improve engagement with women and girls in East London. [Find out more.](#)

NEWS: London Sport to develop Couch to Fitness for women

Our Parks have appointed London Sport Consultancy to further develop Couch to Fitness following our successful collaboration in creating and launching the programme in 2020. [Read the full story.](#)

NEWS: London Sport CEO and Awards winners receive honours

Numerous London Sport Awards winners were recognised in the [Queen's Birthday Honours list](#) alongside [our CEO Tove Okunniwa](#) who picked up an MBE for services to sport.

London Sport Calendar

Date		Location	Notes
	July		
	August		
	September		
w/c 20 th	Active London		More info
	October		
Weds 6 October	Primary School Co-ordinators on Physical Health and Mental Wellbeing		More info
	December		
6 th December	London Sport Awards	Guildhall	More info

London Sport Updates

Funding

LONDON SPORT: Opening School Facilities funding

Schools can apply for grants of up to £10,000 to help open or re-open their school facilities outside of school hours for local young people. Learn more about our [priority boroughs on our website](#). Deadline 12 July.

INSIGHT: How funders can ensure resilience of funded organisations

London Funders' [discussion paper](#) pulls together round-table feedback from member funders on the resilience of community facing organisations and the role that funders can take in change their own practices, and committing to taking action together to ensure staff and volunteers are able to continue to deliver outcomes.

CASE STUDY: Grant funding workshop series by London Sport

London Sport delivered a series of workshops for Model City London to boost the local sector's strength to source income. The knowledge shared by London Sport Consultancy has been used to help source appropriate bid. [More here](#).

FUNDING: GSK IMPACT Awards, projects can win up to £50,000

The [GSK IMPACT Awards](#) provide funding, training and development for charities doing excellent work to improve people's health and wellbeing. Open to registered charities that meet the criteria. Deadline 20th September.

FUNDING NEWS: Small grants now recognises women as a priority group

Women and girls have been added as a priority demographic to Sport England's small grants fund. The fund offers amounts of up to £10,000 is open to organisations both in and outside the sport sector on a rolling basis. [Apply here](#).

FUNDING: Boost Drinks new Choose Now, Change Lives community grants

The [Choose Now, Change Lives](#) community grants scheme is inviting charities,

community groups and other not-for-profit organisations to apply for a share of the £20,000 grant fund. Three organisations will be shortlisted to receive a grant of between £1,000 and £10,000. The deadline is 18 July, 11:59pm.

FUNDING: Magic Little Grants

Two thousand micro-grants worth £500 for small charities and community groups are now available to those that improve mental wellbeing, outdoor spaces, participation in physical activity. [Magic Little Grants](#) can also fund schemes reducing the impact of poverty & supporting marginalised groups. The deadline is 31st October 2021.

FUNDING: The Healthy Ageing Challenge fund

UK Research and Innovation (UKRI) is pleased to announce the launch of the upcoming [SBRI Healthy Ageing Social Ventures Competition](#), from UKRI and our Healthy Ageing Challenge. Innovations will help people live independently in their own homes for longer and address the Healthy Ageing's 'seven themes of ageing'.

FUNDING: Roadmap for personalised prevention - Apply by 21 September

Funding via [Horizon Europe Programme](#), focused on elements such as supporting citizens adopt healthier lifestyles and behaviours, maintain an independent and active life and empowered to manage better their own physical and mental health.

FUNDING: Innovate UK Smart Grants - Apply by 25 August

UK registered organisations can apply for a share of up to £25 million for game-changing and commercially viable R&D innovation. Applications can come from any area of technology and be applied to any part of the economy. [Find out more](#).

FUNDING: Sporting Capital Fund

A [social investment fund](#) operating to help organisations develop people and communities through sport. The fund provides loans so organisations become sustainable by creating new, or expanding existing, revenue streams.

FUNDING: Henry Smith, Strengthening Communities

This [fund](#) focuses on funding small charitable organisations working at grassroots level, to ensure that funding reaches the most disadvantaged areas. Between £20,000 and £60,000 can support work for one to three years. Rolling deadline.

FUNDING: Opportunities through sport fund

The Peter Harrison Foundation seeks to support sporting activity or projects which provide opportunities for people who are disabled or otherwise disadvantaged to fulfil their potential and to develop other personal and life skills. [Apply here](#).

FUNDING: Central Social and Recreational Trust fund

Grants are available to provide or assist in the provision of facilities for recreation or other leisure for the benefit of disadvantaged children. [Funding is available](#) for equipment for club members, or maintenance of properties.

FUNDING: DWF Charitable Foundation

[One-off funding](#) for projects that address issues of homelessness, employability, education, health and wellbeing by tackling a specific community issue.

Children and Young People

LONDON SPORT: Awards for those improving young lives

The [London Sport Awards](#) will celebrate the outstanding work of individuals and organisations who provide young people (under 25s) with the best opportunity to live a physically active life. You can nominate for the [Young Londoners Award](#) now as well as the [Inspirational Young Person of the Year](#).

LONDON SPORT: Digital marketing help for Holiday Activity providers

Sport England are offering digital marketing support for holiday activity programmes to increase the take up by children from very low-income families. London Sport can support with the creation of a campaign and to cover the cost of running the adverts. To take part contact [Chris](#) for an application form, deadline for submission is 12 July.

LONDON SPORT: Opening School Facilities funding

[See funding](#)

OPPORTUNITY: Sport England launch digital platform for secondary teachers

Sport England is launching a new digital platform for secondary PE teachers to help them engage the least active teenage girls in their lessons. Studio You was part of the Government's School Sport and Activity Action Plan and contains a free video library of online lessons featuring non-traditional disciplines. [Sign-up your school](#).

OPPORTUNITY: Chance to Shine latest impact report

The national cricket charity aims to provide all children with the opportunity to play, learn and develop through cricket. The [latest report](#) highlights the impact of the programme and the challenges faced during 2020-21.

OPPORTUNITY: Virgin Money Giving Mini London Marathon

Suitbale for children and young people of all ages and abilities, the opportunity to be part of something amazing by running, jogging, walking or wheeling 2.6 miles in their schools, between Monday 27 September and Friday 22 October. [Find out more](#).

OPPORTUNITY: Early Years Physical Development Training webinar

afPE London region and Binspired are delivering the [course](#) inperson in Hackney on 11 November. Approved by the Association of Physical Development Professional Development Board.

OPPORTUNITY: Pokemon Futsal Challenge from School Games

The [Pokémon Futsal Challenge](#) is a fun-filled activity which gets kids moving with the purpose of maximising the School Games values and ensuring all children can achieve. The challenge is for everyone and can also be used as virtual warm up ahead of the summer School Games Futsal competition.

NEWS: Over 800,000 kids enjoy week-long celebration of sport

Participation in sport among young people declined during the 2019/20 academic year but a study commissioned by Youth Sport Trust has suggested the majority of six to 15-year-olds want to exercise more; thousands of school kids nationwide got involved in the seven-day festival of sport. [Read more](#).

Inclusion and Disability

NEWS: Joint statement on race in sport review

Last year Sport England alongside the other home country sports councils and UK Sport commissioned a detailed, independent review into tackling racism and racial inequality in sport. The results, and next steps have been published. Read the statement and access the results [here](#).

OPPORTUNITY: Multi-lingual, dance-on-demand for people with sight loss

Step Change Studios and Metro Blind Sport launches Dance Dosti, a free digital platform of multi-lingual dance sessions for blind and partially sighted people. Funded by the Vision Foundation, Dance Dosti is supporting people from a South Asian background with sight loss to be active through dance. [Find out more](#).

OPPORTUNITY: Para Dance UK launch new activities and opportunities

Para Dance UK have a series of [pre-recorded sessions and live sessions](#) and are offering all SEN schools [six free pre-recorded videos](#) to keep your class dancing through the summer months. For social dancers, the organisation have launched [Tour of the Floor](#) to explore different dance genres while [Fit for the Floor](#)'s designed to assist athletes in getting active and fit for when they can return to competition.

RESOURCE: The Diversity and Inclusion toolkit by Tech Nation

Companies which place Diversity & Inclusion at the heart of their organisation seek to understand and respect each team member's unique needs, views and potential. With this in mind, Tech Nation have created actionable insights and guidance to help founders build diverse and inclusive companies. [See their toolkit](#).

RESOURCE: Mencap keeping people with learning disabilities moving

Matt Maguire, Mencap National Sport Manager writes about the impact of covid-19 on people with a learning disability, and the innovative programmes they have delivered with partners to keep people moving during lockdown. [Read more](#).

INSIGHT: How Leisure Providers and Local Authorities can be more inclusive

Knight, Kavanagh & Page CEO John Eady digs into the Activity Alliance Strategy and asks does it go far enough in holding leisure accountable to the changes needed to achieve their ambition to close the activity gap between disabled and non-disabled people within a generation? [Read his blog](#).

NEWS: Disabled people need to be at the heart of the return

UK Coaching Week celebrated coaching at all levels in sport and activity and Activity Alliance Chair, Sam Orde, has [written a blog sharing her coaching experience](#) and how important it is to ensure everyone has access to inclusive, accessible coaching.

NEWS: Special Olympics GB CEO on Inclusion in Action strategy

Special Olympics GB recently launched their new strategy - Inclusion in Action – and their CEO Michelle Carney has blogged about their [ambitions for the future](#).

Facilities & Space

RESOURCE: Emergency insourcing of leisure services from LGA

The Local Government Association have created a guide for the [emergency insourcing of leisure services](#) to help those councils who need it to mobilise their leisure service. It's not intended to encourage councils to bring services back in-house but to provide some pointers/tools to support the authorities that need it.

INSIGHT: Low traffic neighbourhoods popular with London voters

Schemes to promote cycling and walking appear to be welcomed by many voters, according to analysis of last month's election results in London. [Examination of the London mayoral election](#) on a ward-level basis showed that votes for parties that support such projects tended to rise in areas where they had been introduced.

RESOURCE: Data on participation patterns at public leisure facilities

[Moving Communities](#), the Sport England funded tool, tracks participation and provides new evidence on the leisure facility sector's performance, sustainability and social value. First data from 12 April to 13 June is available now and compared to the same period in 2019.

INSIGHT: Ted talk on playful, wondrous public spaces

In the space of 5 minutes this [Ted talk](#) takes a look into projects from across the US that refresh space and place to be custom-fit for the communities they serve.

RESOURCE: How councils can transform under-used building for public value

Future of London has published a [new guide](#) for borough council regeneration and asset management teams providing practical steps and case studies on using vacant or under-used building to help community and local economies recover across London.

INSIGHT: Parks for people, why should we invest in parks?

The [report](#) highlighted the multiple social benefits that can be achieved by investing in parks and the people who bring them to life. It evaluates the parks for people programme and includes case studies to 6 parks including Myatt Park in Lambeth.

RESOURCE: Community assets and rights for sports

The Club Matters' [community assets guidance](#) is an interactive guide designed to help you understand how new legislation might enable sports organisations to protect, buy or run local sports facilities. It sign-posts to further advice, funding and in-kind support that can help with developing proposals under the new rights.

RESOURCE: Involve young people in making and managing neighbourhoods

[Voice, opportunity, power](#) is a toolkit, full of practical guidance to help planning, regenerations and neighbourhood managers bring young people into the decision making for meanwhile use and new neighbourhood design.

People, Places and Communities

INSIGHT: Sport England's joint statement on race in sport review

Last year, along with the other home sports councils, Sport England began a review into racism and racial inequality in sport, the findings of which have now been published. The [findings of this review](#) are available as well as what Sport England and partners intend to do next to tackle inequalities.

RESOURCE: New resource on neighbourhood level income deprivation

The Office of National Statistics has released an impressive new tool which focuses on neighbourhood, rather than regional level, income deprivation. This [new facility](#) is sure to be very useful for those working on local place-based projects and related funding applications or commissioning initiatives.

NEWS: Laureus launches Everyone Wins campaign

The [Everyone Wins campaign](#) aims to highlight the invaluable role that sport plays in tackling issues of violence, inequality and discrimination across the globe. Everyone Wins will celebrate the work of inspirational community leaders, coaches and administrators, as well as the participants of Laureus Sport for Good programmes.

NEWS: Five routes to community power

New Local look at the practical ways to make community power an everyday practice, not just a long-term ambition. [The five routes](#) outlined lead to community power transformation and serve as an intellectual framework for public bodies.

OPPORTUNITY: Steer the strategic direction of the RJ4All

Restorative Justice for All are seeking individuals who can support the Executive Director in articulating, shaping and achieving the institute's collective vision. RJ4All embrace a holistic approach to crime prevention and the relief of poverty and have recently taken over the Rotherhithe Community Centre. [Apply by 13 July](#).

NEWS: Sport for Development Coalition latest update

June's edition of '[Spotlight on the Movement](#)' features the launch of the new #SportForEmployability policy initiative and includes a link to the webinar on unlocking the full potential of civil society to sport, physical activity and sport for development.

RESOURCE: Learnings from Breeze on marketing to women

This Girl Can partnered with British Cycling to promote the Breeze programme. The social media campaign developed videos and images to engage less active, less confident women leading to an uplift in attendance. The [case study](#) shares the key learnings for others to improve their own marketing to women.

INSIGHT: How communities respond to Equality, Diversity and Inclusion

[Research](#) commissioned by Local Trust into how EDI is understood, defined and practices across big local areas has highlighted what's needed to support community partnerships to ensure the decisions they make are reflective of the community.

Physical Activity for Health

LONDON SPORT: The Health and Wellbeing Award

The role of physical activity and sport in promoting positive health and wellbeing is increasingly well understood, both in terms of physical health and wider outcomes. The Health and Wellbeing Award at the London Sport Awards shines a light on those supporting Londoners with their physical health, mental wellbeing or any of the wider outcomes supported by physical activity and sport.

LONDON SPORT: Using physical activity open data in referral settings

London Sport have been learning how open data about local physical activity can be put to best use within referral settings, such as social Prescription) and support the achievement of a range of health and wellbeing outcomes. [Join our webinar on the 21 July](#) from 2pm to hear our findings and a demo of some of the technical solutions developed.

RESOURCE: Health inequalities framework supports health professionals

The Kings Fund has produced a new framework aimed at supporting allied health professionals (AHPs), including social prescribing link workers, to tackle health inequalities. The framework was created in collaboration with AHPs and is therefore on practical experience and suited to busy AHPs. [More here](#).

OPPORTUNITY: 'Yoga for Life' - free for those with covid-related conditions

This long covid wellbeing support programme is free for patients with covid, long-covid or post covid-19 syndrome. It's taking referrals from UCLH post-covid clinic, other hospitals and social prescribers across London. There'll be three free yoga classes a week run by specialist teachers. [More information here](#).

INSIGHT: New Local explores how communities can protect the NHS.

Even before the pandemic, the NHS went from crisis to crisis, beset by staff shortages and underfunding. Can we build back from the pandemic a better health system? New Local are considering how an approach to health, rooted in our communities, creates a more resilient and sustainable system and [want your views](#).

FUNDING: GSK IMPACT Awards, projects can win up to £50,000

[See Funding](#)

EVENT: Work with the Are Undefeatable campaign

The campaign is running roundtable workshops with supported to facilitate indepth discussions on maximising campaign visibility among people with long-term health conditions or completing wider systems work in this area at a local level. [Sign-up](#) to here more by 14 July.

EVENT: London's first art walk for wellbeing

'The Line' is London's first dedicated public art walk. Connecting Newham, Tower Hamlets and Greenwich, and following the Greenwich Meridian, it runs between the Queen Elizabeth Olympic Park and The O2 featuring an evolving programme of art installations, projects and events. For more information, [click here](#).

Technology for Participation

LONDON SPORT: The Tech and Digital Award

The creation of new tech, the adaption of existing methods and the growth of digital platforms means there are now more ways than ever to support inactive people to start and continue good habits. Our [Tech and Digital Award](#) celebrates those who have taken a creative new approach and championed innovation in the physical activity and sport sector and use it to have a positive impact. [Nominate for free](#).

FUNDING: Roadmap for personalised prevention - Apply by 21 September
[See Funding](#)

FUNDING: Innovate UK Smart Grants - Apply by 25 August
[See Funding](#)

INSIGHT: How funders can ensure resilience of funded organisations
[See Funding](#)

RESOURCE: The Diversity and Inclusion toolkit by Tech Nation
[See Inclusion and Disability](#).

RESOURCE: Scale up your startup with the Twilio platform
[Twilio Startups](#) is designed for pre-Series A startups looking to launch and scale their customer engagement strategy with Twilio and/or Twilio SendGrid. For eligible founders, Twilio Startups provides product credits, education, and resources.

RESOURCE: Four ways to ensure success when talking to investors
The [inside track from Alexandra Balkova](#), an Investment Principal and Head of Portfolio at Startup Wise Guys, as she presents her four ideas that will ensure you are putting your best foot forward when you finally sit down to talk with investors.

INSIGHT: Breathe Happy's Move-Breathe-Connect with 65-year-olds
Breathe Happy is a live yoga and meditation platform that brings classes from expert teachers to people from the comfort of their own homes. [Find out more](#).

NEWS: Played launches e-commerce platform for sports organisations
[Played Reach](#) is built to help sports organisations grow online. The platform allows organisations to sell facility slots and sessions online through a branded booking website with easy-to-use marketing features to help reach more customers.

NEWS: Technogym launches new app with revenue-sharing option for gyms
The [Technogym App](#) is designed for health clubs looking to tap into the increased demand for digital fitness solutions in a post-lockdown era. The new app features an AI-powered digital coach and has been launched in tandem with the 6.0 version of the Mywellness Platform.

NEWS: Fitlink's app upgrade: sharpening fitness & wellness tools for success
The [new update from Fitlink](#) enables users to connect, track, play and be rewarded, while supporting businesses to run fitness and wellness campaigns for staff

Workforce & Club Development

LONDON SPORT: Enhancing the Workforce Award and Volunteer of the Year

The London Sport Awards are back and we're looking to recognise those in the sport/physical activity industry and other sectors who enable people to find, access and remain engaged with physical activity and sport. If you're improving, supporting or developing the workforce in London, [nominate yourself for free](#). The London Sport Awards will also recognise an outstanding [Volunteer of the Year](#).

RESOURCE: Exploring and improving your online presence

Active Partnership Energise Me and Sport England's Club Matters programme have developed several resources to support clubs to understand and develop their online presence which helps attract new and keep existing participants. [The resources](#) cover club website and social channels such as Twitter and Facebook.

OPPORTUNITY: Volunteer for London Summer Run

The Cancer Research UK London Summer Run needs enthusiastic, proactive and practical individuals, who are prepared to be placed in a variety of roles at the event. Join the delivery team of a major London event and support the vital work of Cancer Research UK. [More details here](#).

INSIGHT: Blog on physiology changes that can affect coaching

Caroline Drake shares some thoughts on the affects that periods, pregnancy and menopause can have on coaching (and participation), all taken from the stories shared by female coaches during UK Coaching Week. [Read more here](#).

RESOURCE: Free Sudden Cardiac Arrest eLearning

Available through UK Coaching the free life-saving elearning course is packed with immersive and scenario-based learning, practical information and tips to help you respond quickly and appropriately to sudden cardiac arrest. Access [here](#).

RESOURCE: Volunteering project evaluation toolkit

The Sport England [volunteering project evaluation toolkit](#) is a guide to help organisations on how to evaluate a volunteering project, as well as understanding how it benefits volunteers and the wider community. Identifying what works well and providing learnings to refine and improve future volunteering projects.

NEWS: New changes strengthen Code for Sports Governance

Following extensive consultation with hundreds of organisations, Sport England and UK Sport have strengthened the code for sport governance. Primarily the changes focus on ensuring bodies receiving substantial public funding have detailed and ambitious diversity and inclusion action plans for board, senior leadership and across the wider organisation. Read more about the changes [here](#).

General News

LONDON SPORT: Couch to Fitness is Purpose Awards finalist

[London Sport Consulting](#) were honoured to see their work with Our Parks and Sport England named as a finalist in the 2020 Purpose Awards. Our digital marketing work on Couch to Fitness saw [the programme smashed targets](#) for take-up with 46% of users coming from ethnically diverse communities (compared to 13% of population).

OPPORTUNITY: Join us at House of Sport

Looking to downsize your office but not your office experience? Or perhaps you are looking for a desk space away from the work-from-home? [House of Sport](#) have a number of opportunities to join our co-working space in Borough alongside other organisations harnessing the power of physical activity and sport for social good.

Jobs

[Relationship Manager \(London Sport\)](#)

We are looking for a talented, enthusiastic and confident person to join our Operations team at London Sport. This is a varied role working with communities and policy holders across London both in and outside of the sports sector to generate collaboration towards tackling inactivity. Deadline: Sunday 11 July.

[Marketing Manager \(London Sport\)](#)

We are looking for a Marketing Manager to join the dynamic Commercial, Marketing and Communications team to support the delivery of our two flagship events, Active London and the London Sport Awards as well as other ad-hoc marketing, branding and content production projects. Deadline: 15 July.

[Events Manager \(London Sport\)](#)

We are looking for a proactive, confident and organised individual to join the dynamic Commercial, Marketing and Communications team at London Sport, to support the delivery of the organisation's two flagship events, Active London and the London Sport Awards. Deadline: 15 July.

[Football Development Officer \(Surrey FA\)](#) leading on the delivery of the coach development strategy, liaising with FA coach development workforce and key stakeholders. Deadline 18 July.

[Fitness Instructors, Recreation Assistants and more](#), at GLL in [Barnet](#) and [Lambeth](#) deadline varied

[Group Exercise Manager](#) at Vision Redbridge Culture and Leisure. Deadline 21 July.

Youth Sports Coach (Sport at the Heart) seek lead multi-skills coach or lead youth worker. This position is part-time based at Roundwood Community Centre, NW10. Sessions are mainly after school or in school holidays. Email [Nary](#).

[Group Sessions Operations Manager](#) at GoodGym. Deadline 22 July.

Keeping up to date with London Sport

These updates are sent on the first week of each calendar month. If you would like us to consider content for inclusion, ensure this has been sent by the first of each month.

For other news visit the [London Sport website](#). Our social media accounts provide live updates and engagement on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#) while the London Sport newsletter provides highlights from across the sport sector: [sign up](#).