

**LONDON
SPORT**

LDN MOVING



Creating a Prevention Strategy to Avoid Children Gaining Weight

A photograph of a person's legs in black leggings and colorful running shoes walking on a grassy path. The person is walking from right to left. The background is a lush green lawn with some fallen leaves. The text is overlaid on a dark purple, semi-transparent shape on the left side of the image.

1. Who are London Sport ?
2. LDN Moving strategy overview
3. How we are working to create a physical activity habit for life with examples of our work

An aerial photograph of a park area with a large red overlay on the left side. The text is overlaid on the image in white, bold, sans-serif font. The text reads: "OUR VISION: MAKE LONDON THE MOST ACTIVE CITY IN THE WORLD".

OUR VISION:
MAKE LONDON
THE MOST ACTIVE
CITY IN THE
WORLD

Our aspirations

1

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

2

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

3

IMPROVE POLICY, SYSTEMS AND INVESTMENT TO SUPPORT ACTIVE LIVES

4

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

5

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

6

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

**Key
drivers**

An active
childhood can
lead to an active
life

Not all young
Londoners
understand the
positive benefits of
SPA

Childhood obesity
cases can be
reduced/prevented by
physical activity

Activity leaders need
to provide pastoral as
well as sporting
guidance

Sport participation can
contribute to a
reduction of juvenile
crime

Physical activity can
have a significant
impact on mental
health

Childhood
participation in
sport benefits on
society

Unequal provision of
facilities impacts on
young peoples
participation

Less than 42% of
young Londoners
meet the daily
physical activity
guidelines

Physical activity
programmes can
reduce gang
membership

Physical activity
impacts on softer
education
outcomes

Positive attitudes
towards physical
activity has
decreased

Activity levels are
lower for young
people from less
affluent families

Young people from
ethnically diverse
communities have
experienced a larger
drop in activity

Girls activity levels
have increased but
they are still lower
than boys

There is no clear
strategic network to
bring work in SPA for
CYP together

Key drivers

An active childhood can lead to an active life

Not all young Londoners understand the positive benefits of SPA

Childhood obesity cases can be reduced/prevented by physical activity

Activity leaders need to provide pastoral as well as sporting guidance

Sport participation can contribute to a reduction of juvenile crime

Physical activity can have a significant impact on mental health

Childhood participation in sport benefits on society

Unequal provision of facilities impacts on young peoples participation

Less than 42% of young Londoners meet the daily physical activity guidelines

Physical activity programmes can reduce gang membership

Physical activity impacts on softer education outcomes

Positive attitudes towards physical activity has decreased

Activity levels are lower for young people from less affluent families

Young people from ethnically diverse communities have experienced a larger drop in activity

Girls activity levels have increased but they are still lower than boys

There is no clear strategic network to bring work in SPA for CYP together

Working in partnership



GREATER
LONDON
AUTHORITY



LONDON
COUNCILS



Our Work: Creating better local systems

Active Kids Framework



Improving the local co-ordination and management of a Sport and Physical Activity (SPA) offer for CYP by implementing an Active Kids Framework.

Active Kids Framework (AKF)								
Theme	Action	LS role	Borough Role	Specialist Advice	RM Role	Insight Role	Marketing & Comm	Workforce P
Preparation/Set Up	Determine parameters and content of AKF	Convene consultation sessions, share notes and use results to inform CYP prioritisation development	Attend and contribute to consultation sessions	Lead on co-ordinating	Support CYP Team			
	Launch and present AKF to boroughs	Communicate opportunity to be involved in AKF. Describe aims, opportunities and support available - also responsibilities and requirements incl allocation	To consider involvement in AKF and potentially submit EOI/commitment	Lead on co-ordinating	Support communication of offer to key stakeholders		Co-create AKF offer materials with CYP Team	
	Confirm AKF boroughs	To review previous EOIs and select AKF pilot boroughs	Commit to AKF	Lead on process for deciding participant boroughs	Contribute to process for deciding participant boroughs	Contribute to process for deciding participant boroughs		
	AKF Champion Introduction/Orientation/Consultation Mtg	To co-ordinate meeting and ensure participating boroughs are confident with expectations, responsibilities	Nominated borough AKF Champions to attend and contribute to	To lead on co-ordinating meeting and meeting materials	To support meeting and attend and contribute as appropriate			
	Boroughs to hold AKF intro/planning mtgs	To support meeting with template materials, resources and content.	To organise and host first meeting.	Lead on development of terms of reference, agenda, content ideas, resources for	Support development of terms of reference, agenda, content ideas, resources. Attend at least first meeting.		Support development of template materials and resources	
Ownership, Management and Co-ordination	Co-ordination, Management and Ownership of AKF plan incl strategic alignment and opportunities for strengthening strategic alignment	To provide template materials and ideas for AKF plan management/ownership. To identify opportunities for alignment with national regional and local strategies and to develop and share methods and structures for ongoing local co-ordination and management (eg THYSF)	Agree leadership, membership (ie stakeholders and representation), participation and parameters of AKF plan incl links with Obesity/Reducing Youth Violence Steering Groups etc	Lead on support and collation of potential methods of management across participating boroughs	Provide support and share potential methods of management across participating boroughs	Collate methods of management and co-ordination		
Measurement and Monitoring	Agree methodology and parameters of Measurement and Monitoring of CYP activity levels/attitudes of AKF plan	To offer range of opportunities and solutions for measuring and monitoring CYP activity levels and overall AKF plan. To share between participating boroughs.	Develop clear system for monitoring and reporting on CYP activity levels and overall progress against AKF plan	Lead on supporting, collating and sharing potential methods of measuring and monitoring across participating boroughs	Provide support and share potential methods of measuring and monitoring across participating boroughs	To advise on M&E solutions for CYP Activity levels and AKF plan itself. Investigate potential of partnership with University for		
Behaviour Change & Support	Establish effective borough Communication networks and systems for a) Communication with children and families, community b) schools and c) between stakeholders	To support this process by sharing respective comms networks and systems between boroughs and develop and advise best practice comms approach (particularly with regards to comms with CYP).	Audit and develop Communication network and cyp/school/family/c community/stakeholder communication and influencing opportunities	Lead on supporting, collating and sharing potential methods of communicating, influencing and sharing information and messaging across participating boroughs	Provide support and share potential methods of communicating, influencing and sharing information and messaging across participating boroughs		To advise/support as necessary and to consider as regards comms for future campaign and CYP related comms work going forward	
	Develop Comms plans to support delivery of borough AKF Action Plan to both effectively communicate activity opportunities and share case studies and celebrate examples of	To support this process by sharing plans between boroughs, analysing plans, suggesting opportunities to use/develop best practice and providing resources where possible. Link with regional/national campaigns	Develop Borough AKF Comms plan	Lead on supporting, collating and sharing Comms plans across participating boroughs	Provide support and share Comms plans between participating boroughs	Collate Comms plans and make available template comms plans on insight portal	Provide support, best practice and resources to underpin effective delivery of borough AKF plans and collation of learning for sharing	
	Determine and lever the potential of 'intermediaries' with opportunity to influence	To support this process by suggesting and sharing ideas for potential 'intermediaries'	To identify and engage local intermediaries in	Work with workforce team to develop and implement training	Facilitation where necessary.			Lead on development and implementation of behaviour change

Our Work: Creating more safe places

More safe places
for young people
to be active



Opening School Facilities

£1m of support to enable schools to open their sports facilities to the community to provide young people with more opportunities to be physically active outside of the school day. London Sport distributed grants of up to £10k.

Make Space for Girls

To create more spaces where there are activities that teenage girls in London want to engage in and where they feel comfortable to be active in.

Open Doors

We worked alongside UK active and Nike to provide safe spaces in local schools over holidays, helping young people to develop through sport.

Our Work: More opportunities

More opportunities
to be active



Urban Sports

Focuses on youth-led, youth-created urban sport, where groups help design activity that interests them and works for what they'd like to achieve.

Levelling the Playing Field

Levelling the Playing Field (LtPF) uses the power of sport and physical activity to engage and improve health and life outcomes for ethnically diverse children who are more likely to enter, or already involved with, the Criminal Justice System.

Mini Mermaid UK

Mini Mermaid UK use the powerful combination of mindfulness and movement to strengthen a girl's self-confidence, self-esteem and self-compassion

Our Work – Promoting Healthy Schools

Healthy Schools
London



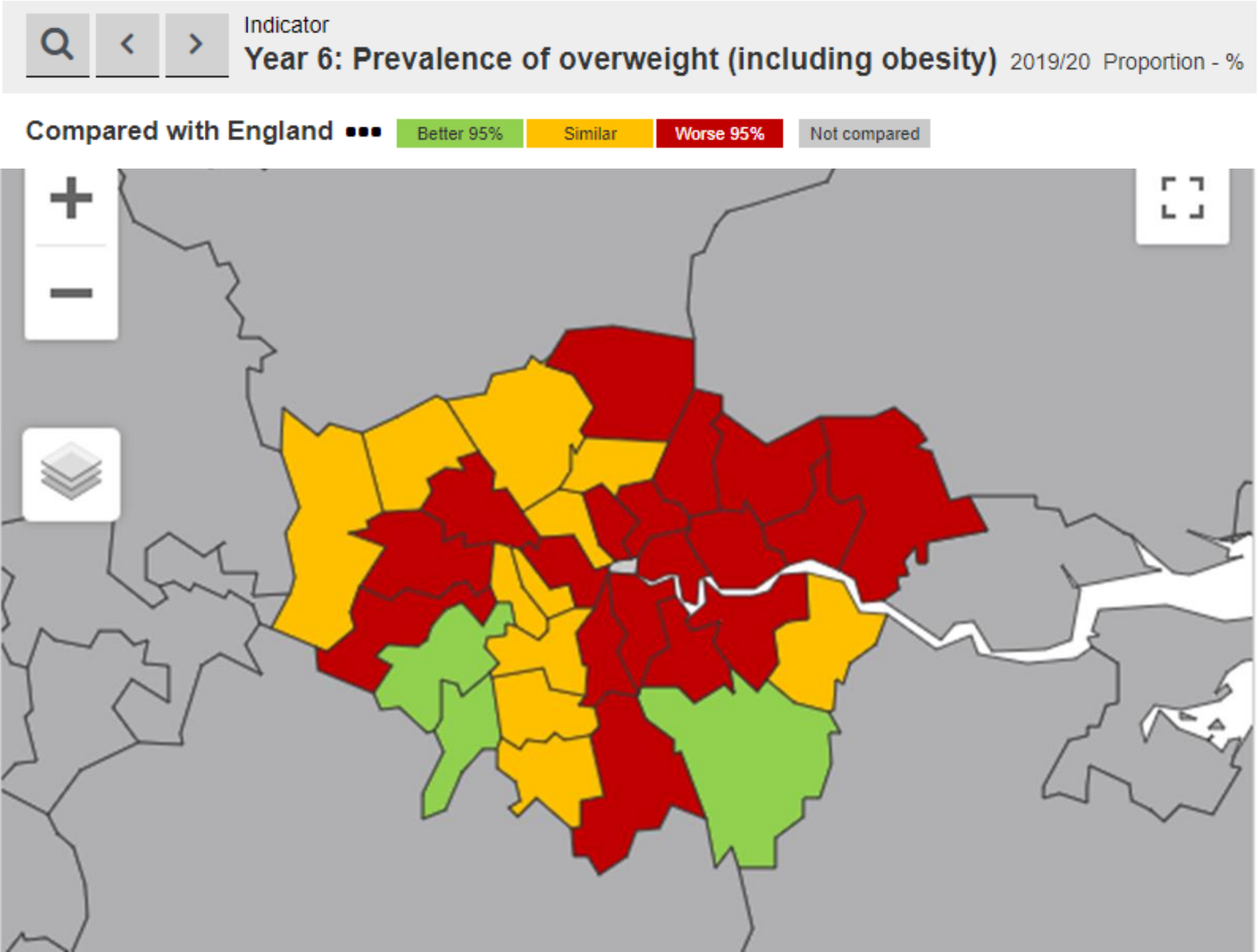
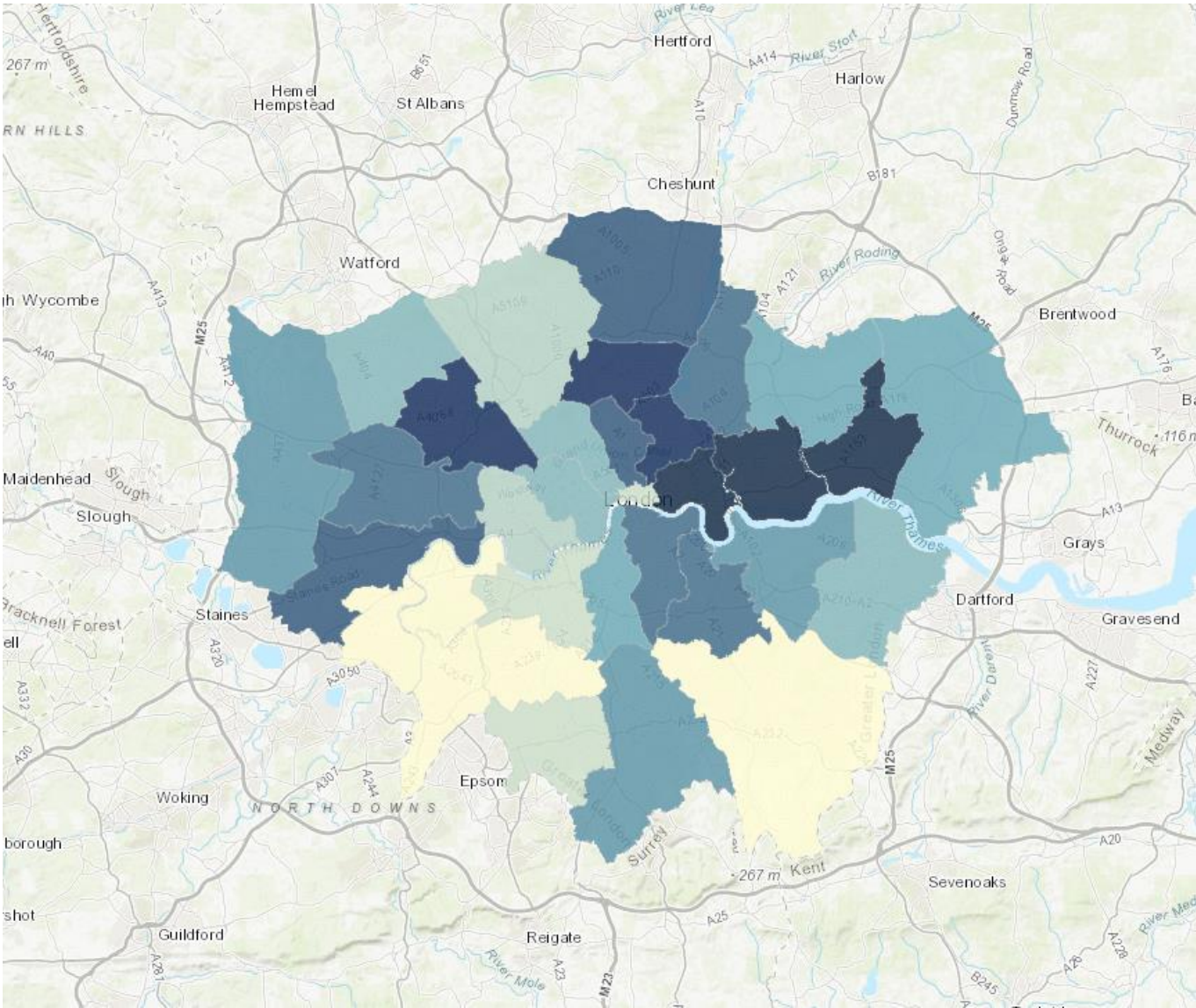
Increasing the number of schools who are part of the Healthy School London and Healthy Early Years is an Awards Programme aiming to reach out to every London child, working with schools to improve children and young people's wellbeing.



Mapping outputs

Example: Boroughs of high inactivity and deprivation

[Areas of high inactivity and high deprivation \(arcgis.com\)](https://arcgis.com)



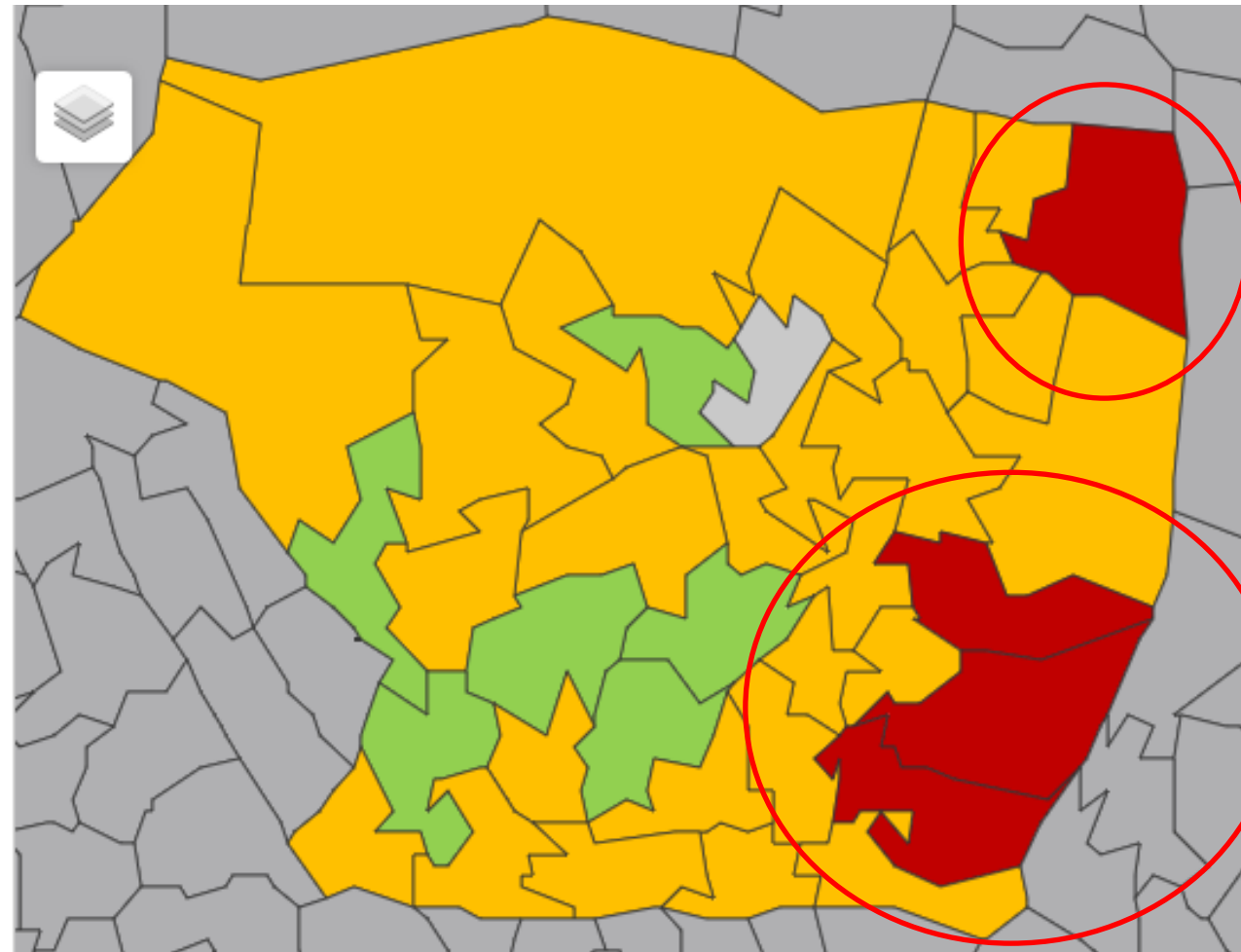
Where we work within a place

Indicator
Year 6: Prevalence of overweight (including obesity) 2019/20 Proportion - %

Compared with England ●●● Better 95% Similar Worse 95% Not compared

Public Health England
[Home](#) > [Introduction](#) > [Data](#)
Obesity Profile

Enfield borough



In summary

We are working to create a physical activity habit for life by:

Better local systems

More safe places

More opportunities to get active

Thank you!

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**LONDON
SPORT**