MAYOR OF LONDON



NHS



GREATER LONDON AUTHORITY







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THE LONDON PLAN FOR SPORT AND PHYSICAL ACTIVITY

ACTION PLAN

WORKING FOR AN ACTIVE AND SUCCESSFUL SPORTING CAPITAL

2004-2008







Utilising existing resources more effectively Utilising education	 Develop incentives for private- and public-sector facilities to be used for activities for priority groups. Protect open spaces and promote appropriate uses including sport, physical activity and play, securing benefits for the community. All London boroughs to undertake playing pitch strategies, which address cross-borough needs. Develop local authority sub-regional partnership relationships that maximise the sharing of sports facilities. Professional clubs within London in all supported sports to carry out engagement programmes in their local communities. Capitalise on the 2012 Olympic bid training facility strategy to invest and improve community provision across London. Establish two hours of sporting activity per pupil per week in 75% of schools. Teacher and classroom assistants to be appropriately trained in the delivery of sport and physical activity. A PE-qualified specialist/co-ordinator to be appointed in every primary school or cluster of schools. Experiment with the school day to increase pre- and post-school activity opportunities. Increase and improve school-club and school-community links. Offer education-based facility access arrangements across the capital. Increase the choice of sporting activity in schools including innovative ideas for priority groups. Explore opportunities for free public transport for education-based sports activity. Utilise school, Higher Education and Further Education facilities for community participation and develop the human capacity to manage this 	LAs, LMCA, LPFS, NGBs, Leisure Operators. London Sports Board & Sport England - London Region.Innovation and deliveryLEA, YST, BST, GLA, TfL, HEIS, UCAS, CABE, DfES, LDA, SkillsActive, DCMS, Arts Council, CABE, DCMS, London Sports Board & Sport England - London Region.Innovation and delivery		 Create a range of inclusive multi-sport clubs based around current and new facilities as 'community hubs' for sport and physical activity. Active England to provide examples of good practice and supporting evidence. Creation of new multi-sport hub sites. Encourage the use of Active Transport programme to build activity into the daily routine of working Londoners. Develop fiscal benefits, such as insurance premium improvement, to employers to encourage Active Workplace programmes. Work with employer organisers to market the benefits of a healthy workplace. Lobby to remove tax liabilities on employees with gym membership benefits from their employer. Lobby to increase Private Finance Initiative credits to encourage more private-sector investment in local authority facilities. Create schemes across London for those excluded from work to be involved in physical activity. Exploit new technologies to facilitate and publicise participation opportunities (for example, activeplaces.com, online booking, text message alerts for training). Exploit technology to create research/database centres to spread best-practice information. Develop incentive cards to encourage people to be more active. All local authorities to produce plans to maximise the benefits from the London 2012 Olympic and Paralympic bid to their residents. Support mass extravaganza and elite events in the capital to build capacity in terms of coaches and volunteers; attract investment into the sector; inspire people to participate and compete. 	 HEI, LAP, LHYG, TfL, DTI, CBI, Investors in People, Public/Private Businesses Insurance Companies, DCMS, DfES, Local Authorities, GLA, London 2012, BOA, BPA, Private Gyms, DoH, Connexions, FIA, CLOA, Planners, SHAs, PCTs, NOF, RIBA, Leisure Operators, CABE, London Sports Board & Sport England - London Region.
Promotion and	 community use. Ensure 'Building Schools for the Future' programme prioritises sport, community access and club links. Increase the involvement of volunteer coaches from the community and local clubs in schools. Increase the involvement of volunteer coaches from university courses to deliver in community and school settings. Support the national marketing campaign of 'everyday sport'. 	HEIF, TfL, LAP, FSA, BMA,	Widening access	 Develop, maintain and apply a robust evidence base for all participant groups. Carry out research into motivations and barriers in target groups. Develop common monitoring and evaluation frameworks to measure the impact of sport on broader social agendas. Increase representation of priority groups in the decision-making, delivery and administration of sport. Equal opportunities in employment in the sector should be supported. 	GLA, LSF, WSF, ALG, DFES, LAs, London Sports Board & Sport England - London Region.
marketing	 Support the national marketing campaign or everyday sport. Develop a cross-sector marketing plan in the capital. Carry out local targeted promotional activities to enhance the national marketing campaign. Promote the availability and use of evidence supporting the benefits of sport, such as the Value of Sport Monitor. Work with local media to celebrate local achievement and publicise local opportunities in the community. Deliver a physical activity message in food, transport, community and health environments. 	 HEIF, ITL, LAP, FSA, BIVIA, Royal College of Physicians, Local Media, DoH, CLOA, DTI, CBI, Investors in People, Public/Private Businesses, SHAs, PCTs, London Sports Board & Sport England - London Region. 		 Introduce a sport and leisure card for cross-borough facility use by priority groups. 	



Improving levels of performance

Policy proposals:

- Maximise opportunities for sport and physical activity through effective and sustainable partnerships
- Help to overcome barriers and enable excluded or hard-to-reach groups to participate in sport on a daily basis
- Develop potential within organisations and individuals to maximise personal and sporting success



Develop an environment that will allow the recognition of ability and the development of potential among all participants		Priority	Action	Potential stakeholders	
Create equitable o	Action Improve access to Higher and Further Education institutions as recognised centres of excellence. Identify gaps within the support systems such as physiotherapy, nutrition and sports science, and establish an integrated plan to address them.	Potential stakeholders HEI, London 2012, BST, ScUK, UKSport, EIS, NGB, BOA, BPA, UKSport, London Sports Board &	Innovation and delivery	 Develop inclusive multi-sport clubs in local communities (see 'Participation' actions) providing demand-led activity. Establish community-based facilities such as lifestyles centres and healthy libraries. Key skills development agencies to develop community-based leadership programmes. Raise the profile of Olympic and Paralympic athletes from target groups to act as role models and inspire participation. 	LSF, LAs, PCTs, LSC, BPA, BOA, NOF, RIBA, London Sports Board & Sport England - London Region.
	 Use Higher and Further Education resources to deliver sector research. Use evidence-based research to identify gaps within the capacity of clubs, volunteers and coaches (paid and unpaid). Gain and integrate resources to address these gaps. Identify skill and leadership development needs, including employment opportunities within the sector. 	Sport England - London Region.	Utilising existing resources more effectively	 Ensure all facilities become better used by the communities they serve. Support the use of community facilities such as church and community halls for local multi-activity use. Create an access programme linked to transport strategies, potentially through a sport and leisure card for cross-borough facility use by priority groups. 	TfL, LAs, NOF, Leisure Operators, London Sports Board & Sport England - London Region.
Improving quality o athletes	 Use the 2012 Olympic and Paralympic bid and the 2004 and 2008 Olympic and Paralympic Games to build a strong participation base and volunteer legacy. Develop a facility strategy for the long-term legacy of the 2012 Olympic and Paralympic bid. Increase the number of clubs gaining Club Mark accreditation and recognised National Governing Body awards. Talented Athlete Scholarship Scheme and Gifted and Talented programmes to be developed and maximised through schools and Higher Education. Whole Sport and One Stop Plans to focus on the needs of the athlete and take account of the diversity within London while embracing the principles of Long Term Athlete Development and the World Class Coaching System. 	NGB, EIS, ScUK, LAs, London Sports Board & Sport England - London Region.	Structures and partnerships	 Develop active partnerships with local community organisations to reach target groups. All National Governing Bodies to identify specific targets relevant to London within their Whole Sport plans. Create an effective network on a sub-regional basis to represent target groups, and effectively spread best practice within it. Increase representation of priority groups in the decision-making, delivery and administration of sport. Equal opportunities in employment in the sector should be promoted. A range of partners and delivery agents from sectors such as health, social services, play and housing to acquire and develop relevant skill acquisition to widen access through sport and physical activity. 	NGBs, LAs, CVS, CABE, ILAM, ISRM, ASDL, London Sports Board & Sport England - London Region.
Structures and partnerships	 Traditionally excluded groups, where appropriate, to be encouraged and supported to adopt the performance pathway to success. Promote the principles of the World Class Coaching System. Develop competition programmes in an educational setting linking to community provision. Increase the representation of London athletes and teams in national and international competition. Develop a sub-regional structure to support the achievement of participation and performance objectives. Sub-regional alliances to have clear links between National Governing Body Whole Sport Plans and local implementation. 	LAP, LAS, LDA, GLA, ALG, NGBS,	 Conduct a needs analysis based upon supply of facilities and demands of under-represented community groups. Develop, maintain and apply a comprehensive evidence base for all participant groups. Carry out research into motivations and barriers to low- or non-participation among target groups. Ensure local authority strategies are inter-linked and have shared objectives. Identify and establish a common set of Key Performance Indicators for sport that contributes to the shared priorities of partners. Develop common monitoring and evaluation frameworks to measure the impact that sport and physical activity has on broader social agenda 	LAs, LSF, WSF, London Sports Board & Sport England - London Region.	
	 Sub-regional analities to have clear links between National Governing Body while Sport Plans and local implementation. Increase the links between schools and community clubs in connection with the Physical Education School Sport and Club Links programme. Encourage masters-level competition and maintenance programmes within clubs and communities. Provide club advice procedures to exploit existing fiscal benefits. Develop a regional events strategy to promote competition and inspire athletes to excel. 	Sport England - London Region.		 All policies to incorporate emerging new legislation. 	

Widening access

Policy proposals:

■ Help to overcome barriers and enable excluded or hard-to-reach groups to participate in sport on a daily basis

Use the urban infrastructure and facilities to create opportunities for physical activity and participation across all social groups

Actively target and promote opportunities for hard-to-reach and excluded groups to participate in sport and physical activity of their choice



Improving health and well-being

Policy proposals:

- Maximise opportunities for sport and physical activity through effective and sustainable partnerships
- Help to overcome barriers and enable excluded or hard-to-reach groups to participate in sport on a daily basis
- E Develop and then promote sport and physical activity and sport programmes to help improve health and tackle health inequalities in London



Help
Use s

Priority	Action	Potential stakeholders	Priority	Action	Potential stakeholders
Promotion and marketing	 Target areas of inequality with a message promoting 'physical activity' as well as sport, using joint campaigns. Work with local London media to encourage the placement of publicity about healthy and active lifestyles. Promote the benefits of sport and physical activity for health and mental well-being in a range of environments, including schools, hospitals and primary care. 	DoH, SHAs, PCTs, LAs, London Sports Board & Sport England - London Region.	Innovation and delivery	 Provide a range of locally led, inclusive sport and physical activity opportunities to engage local communities Develop mentoring and outreach activities. Utilise youth clubs and community settings in the delivery of sport and physical activity. All local delivery to be in line with PAT 10 principles. 	LAs, Positive Futures, SAZ, Met Police, GLA, Home Office, Youth Agencies/Federations, London Sports Board & Sport England - London Region.
Innovation and delivery	 Encourage the use of Active Transport and Active Workplace programmes, working with employers to introduce workplace lifestyle changes through the recognition of benefits to the organisation. Identify opportunities to develop access to formal and informal physical activity (including cycling and walking) in public open space. Encourage the use of non-traditional sport settings as opportunities for people to participate in regular physical activity. 	TfL, DoH, SHAs, PCTs, LAs, London Sports Board & Sport England - London Region.	Structures and partnerships	 Develop and fund an appropriate and sustainable delivery infrastructure for sport and physical activity in areas of high social and economic deprivation. Promote the use of sport as an appropriate intervention in community safety. 	BST, LAs, Met Police, Positive Futures, LDA, Home Office, NRU, Community Safety Partnerships, Community Regeneration Units, London Sports Board & Sport England - London Region.
Evidence and strategic planning	 Develop and actively pursue joined-up policy and action between agencies dealing with health, nutrition and physical activity. Ensure physical activity programmes are central to commercial- and non-commercial programmes tackling obesity and related conditions. Develop a database of best practice initiatives with sport and physical activity and health demonstrating return on investment. Develop evidence regarding the impact of activity on delivering year-on-year improvements to local health targets. Support Primary Care Trusts to produce physical activity and health promotion plans and programmes. Monitor and promote the findings from the national Local Environmental Action Programmes (LEAP). Provide on-site physical activity facilities or strong links to facilities on NHS sites, in order to promote physical activity and sport as a key curative measure. Maximise opportunities for health and physical activity benefits of the Olympic bid through impact assessment. 	DoH, SHAs, PCTs, HDA, LAs, London 2012, London Sports Board & Sport England - London Region.	Building capacity	 Resource and train community-based coaches and leaders to lead local demand-led sport and physical activity. Local authorities and the voluntary community sector (sport and generic) to work together to support the development of new and existing volunteers. Offer Higher and Further Education credits for volunteering and mentoring activities in the community through sports activities. Encourage skills acquisition and qualifications through sport and physical activity for people involved in anti-social behaviour. Evaluate and promote the benefits of such programmes. Growth and regeneration areas to provide enhanced facilities for sport and play activity. New Deal for Community Areas to ensure sport is on the agenda in the wider large-scale physical regeneration of these specific deprived areas. Secure money for sports provision through new housing developments, specifically the Thames Gateway. 	BST, HEIs, SkillsActive, LAs, TfL, LAP, NGBs, CVS, NRU, Home Office, EP, London Sports Board & Sport England - London Region.
Structures and partnerships	 Develop the knowledge and skills of the workforce in both the sport and health professions to ensure that sport and physical activity is included in core training and career development. Explore the potential to establish a regional Activity Co-ordination Team group to plan the delivery of physical activity (for example, workplace, environment, transport). 	DoH, SHAs, PCTs, LAs, GOL, Regional Public Health Group, London Sports Board & Sport England - London Region.	Strategic planning and evidence	 Work to make sports facilities, parks and open spaces welcoming and safe environments. Improve transport links to leisure facilities. Build on the existing evidence base to increase the understanding of how sport contributes to the development of safer, stronger communities Research and develop effective planning, design and management in the community setting and disseminate best practice. Establish a regional 'Stronger and Safer Communities through Sport' strategy group, engaging key regional partners to ensure a co-ordinated 	. Positive Futures, LAs, Met Police, NRU, Home Office, London Sports Board & Sport England - London Region.
				 approach to collate, assess and disseminate best practice. Local Strategic Partnerships to recognise the social value of sport and physical activity in the delivery of their community plans. Environmental planning, regeneration and redevelopment to have active consideration for community play areas, multi-use games areas and 'open all hours' provision. 	

Stronger and safer communities

Policy proposals:

Maximise opportunities for sport and physical activity through effective and sustainable partnerships

Help to overcome barriers and enable excluded or hard-to-reach groups to participate in sport on a daily basis

e sport and physical activity as an important tool to bring communities together, while reducing both crime and the fear of crime



Improving education

Policy proposals:

- Maximise opportunities for children and young people to make physical activity part of their everyday life, focusing on educational and community settings
- Use sport and physical activity as a significant tool to engage people in education and/or vocational training
- Provide opportunities for skills development in the sports sector

Priority	Action	Potential stakeholders	
Utilising education	sing education Ensure 75% of 5-16 year olds receive a minimum of two hours per week of PE and sport during term-time within and beyond the curriculum		
	All schools to follow Qualifications and Curriculum Authority (QCA) guidelines on best practice in utilising time allocation for the delivery of PE.	HEI, QCA, ITT, London Sports Board	
	Increase the average time spent on sport and physical activity by young people (Post 16 years).	& Sport England - London Region.	
	Increase the levels of 'foundation skills' for sport for primary-aged children.		
	Improve the quality of teaching, learning and coaching in PE and school sport.		
	Increase the percentage of young people who take part in extra-curricular sport.		
	Promote the use of sports-related schemes to reduce anti-social behaviour, truancy and exclusion from school.		
	Encourage the development of sport- and Olympic-specific curriculum and teaching materials.		
	Provide 'demand-led' appropriate activity in schools to encourage participation.		
	Develop active play opportunities with pre-school partners.		
	Devise a strategic plan for London for the increased roll-out of Specialist Sports Colleges and School Sport Co-ordinator Partnerships.		
Structures and	Develop a framework in each sub-region that links schools to clubs and community opportunities.	LAs, HEI, SkillsActive, LSC, London	
partnerships	Focus on London-based sports universities as knowledge hubs for further skill development.	Sports Board & Sport England -	
	Develop sub-regional learning networks and development plans with Learning Skills Councils, Skillsactive and London universities.	London Region.	



Innovation and delivery	 Encourage the use of university sports facilities as a means of marketing the institution and increasing social diversity within Higher Education. Offer Higher and Further Education credits for volunteering and mentoring activities in the community through sports activities. Raise the profile of coaching as a career and promote the adoption of sports-related career pathways to graduates. Use sport as a mechanism for the acquisition of basic skills. Develop incentives for teachers to lead pre- and post-school demand-led activity (including dance, yoga, sport etc). Establish workforce development plans in all of the sub-regions. Ensure that there is a sporting curriculum pathway in all of the Learning Skills Councils across London. Develop sub-regional learning networks with universities and colleges as knowledge hubs. Deliver all community-based school projects (including Space for Sport and Arts and NOF PE and Sport programmes). Integrate basic skills accreditation into entry-level coaching and sports-related qualifications. 	HEI, BST, SkillsActive, YST, NGBs, LSC, LEA, London Sports Board & Sport England - London Region.
Strategic planning and evidence	 Promote examples of best practice in schools that have active sports policies and academic achievement policies. Assess current provision of skills in the sports sector in London and project future requirements. Produce a skills strategy for the sector. Local authorities to embed sport and physical activity in education development plans. 	YST, DfES, SkillsActive, NOF, QCA, LDA, London Sports Board & Sport England - London Region.



Promote examples of good practice where investment in sport and physical activity has had a positive impact on educational attainment.

Benefiting the economy

Policy proposals:

Priority

- Provide opportunities and incentives for all in a workplace setting to take part in activity within their daily routine
- Provide opportunities for skills development in the sports sector

Action

Make the sports sector attractive for inward investment, generating jobs and supply-side benefits



Potential stakeholders

Develop the sector	 Greater London Authority, Government Office for London, London Development Agency and SkillsActive (in conjunction with Sport England) to identify and develop opportunities to grow the sports sector. Increase training and skill development opportunities in the sports sector. Encourage the development of sports employment initiatives. Develop and support social enterprise in the sector. Increase commercial sponsorship into the sector. Develop proposals regarding volunteer- and sports-related employer incentives. Create united support behind winning the 2012 Olympic and Paralympic Games for London. Undertake research into the economic impact of sport at a regional and sub-regional level. 	GLA, GOL, LDA, SkillsActive, CLOA, ILAM, BISL, DTI, European Sponsorship Association, London 2012, BPA, Private/Public/Commercial Business, DTI, CBI, Investors in People, HEI, LAs, London Sports Board & Sport England - London Region.
Innovation and delivery	 Develop, pilot and produce evidence for an 'Active Workplace Charter' and obtain official accreditation from a professional body such as the Department of Trade and Industry, Confederation of Business Industry or Investors in People. Create a database of evidence showing the economic benefits of a healthy workforce. Develop a set of illustrative corporate case studies and disseminate best practice from them. Improve the safety of activity-related transport including safe cycle lanes and walkways. Maximise philanthropic, social responsibility and promotional investment into sport. 	London First, Private/Public/ Commercial Business, DTI, CBI, Investors in People, BUPA, PPP, Gymnasiums, LAs, TfL, Trusts, Foundations, Universities, London Sports Board & Sport England - London Region.
Promotion and marketing	 Promote London as a 'world-class city for sport and leisure'. Work with employer organisations to market the benefits of a healthy workplace. Develop an events strategy in conjunction with VisitLondon and the LDA. Encourage the location of major events in the capital to increase sports-related tourism. Promote London as 'leisure friendly' to business. 	Local media, Visit London, LDA, GLA, CBI, DTI, London 2012, NGBs, LAs, BOA, UKSport, London Sports Board & Sport England - London Region.



Glossary of terms

ALG – Association of London Government	EP – English Partnerships	LSC – Learning Skills Council
ASDL – Association of Sports Development	FSA – Food Standards Agency	LSF – London Sports Forum for Disabled People
BISL – Business in Sport and Leisure	GLA – Greater London Authority	NGB – National Governing Body
BMA – British Medical Association	GOL – Government Office for London	NOF – New Opportunities Fund
BOA – The British Olympic Association	HEI – Higher Education Institutions	NRU – Neighbourhood Renewal Unit
BPA – The British Paralympic Association	HDA – Health Development Agency	PAT 10 – Policy Action Team
BST – British Sports Trust	HEIF – Higher Education Innovation Fund	PCT – Primary Care Trust
CABE - Commission for Architecture & the Built Environment	ILAM - Institute of Leisure and Amenity Management	QCA - Qualifications and Curriculum Authority
CBI – Confederation of British Industries	ISRM – Institute of Sport and Recreation Management	PPP – Private Patients Plan
CCPR – Central Council for Physical Recreation	ITT - Initial Teacher Training	QCA - Qualifications and Curriculum Authority
CLOA – Chief Leisure Officers Association	LA – Local Authority	RIBA - Royal Institute of British Architects
CVS – Councils (community) for Voluntary Service	LAP – London Active Partnership	SAZ – Sport Action Zone
DCMS - The Department of Culture, Media and Sport	LDA – London Development Agency	ScUK – Sportscoach UK
DfES – The Department for Education and Skills	LEA – Local Education Authority	SHA – Strategic Health Authority
DoH – The Department of Health	LHYG - London Heathrow Youth Games	TfL – Transport for London
DTI - The Department of Trade and Industry	LMCA – Leisure Managers Contractors Association	YST – Youth Sport Trust
EIS – English Institute of Sport	LPFS – London Playing Fields Society	

The images in The London plan for Sport and Physical Activity; and in the associated Action Plan have been kindly provided by the following partners: Haringey Sports Development, Westway Development, London Active Partnership, Getty Images, London Sports Forum For Disabled People, Positive Futures, London Borough of Lambeth.

