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## **London Sport – Children and Young People Video Case Study Brief**

### **London Sport Background**

Our vision for London to be the most active city in the world is not about us working alone. It's about working with everyone who delivers opportunities directly to Londoners. We are here to support, to provide insight, knowledge and expertise to anyone in London working in physical activity and sport to enable the sector to work more efficiently.

### **Our Objectives**

London Sport want to give young Londoners the best opportunities to form a positive physical activity habit to set them up for a better life.

We want to make sure all children and young people are able to enjoy the benefits of sport and physical activity. We want children and young people to feel more motivated, confident and able to get active which, in turn, will increase the likelihood of them being active later in life.

We want to create the conditions necessary to reduce sedentary behaviour with fun and enjoyable experiences and get more young Londoners to establish a culture of daily physical activity

### **The Business Problem**

- Over 56% of young Londoners fail to reach the Government's minimal recommended levels of physical activity (60 minutes on average each day of the week of moderate to vigorous intensity activity).
- Whilst 71% of children aged 7-11 and 65% of those aged 11-16 strongly agreed that exercise and sport are good for them, less than 45% say that they enjoy it.
- Only 32% of children feel confident playing sport and physical activity and only 18% of children rate themselves as competent at sport.

To make a real difference, we must begin by creating an environment that is conducive to improving physical literacy by providing activities that are more empathetic to each child's unique capabilities.

Things are starting to change.

There is a growing movement that is redefining what physical activity is possible in a school setting and it is our mission to celebrate examples of good practice so more young Londoners can benefit.

The government's Primary PE and Sport Premium, ring-fenced funding provided to every state Primary school in the country, is starting to help us reach our ambition.



The main aim of these videos is to help make schools aware of some of the innovative projects/programmes that are available to them.

The main focus of the filming will be based around how the selected programmes are increasing physical activity/reducing sedentary behaviour and how they are positively improving children's attitudes towards physical activity.

The programmes that we have selected to be filmed have been supported by London Sport in the past.

### **Our Audience**

- Schools
- School Games Organisers
- Greater London Authority (Mayor of London)
- Sport England
- Local Authorities
- CSP Network
- London Sport employees (Encouraging pride in work)

### **Desired Outputs**

Film content showcasing programmes from four schools within London. Locations to be finalised nearer the time however, they will be at four separate locations and they will not necessarily be able to all be filmed all on the same day (Two separate quotes required).

These videos will demonstrate:

- a) How the programmes successfully increased levels of physical activity and/or reduced levels of sedentary behaviour
- b) How the programme successfully improved attitudes towards physical activity

Video case studies to be roughly 1-2 minutes in duration.

### **Potential questions for schools**

- What do you think it is about this project/programme which makes it so special?
- What has made it so successful?
- What impact do you think the project/programme is having on the school?

### **On the day**

- Questions answered by teachers and a senior members of staff about the impact
- Children's opinions



### Proposition for each case study

**“Highlight and raise awareness of some of the successful PE and Sport programmes out there.”**

### **CONNECT - RAISE AWARENESS - INSPIRE**

<u>Think</u>	<u>Feel</u>	<u>Do</u>
<ul style="list-style-type: none"><li>• London Sport are thought leaders, motivators and supporters of helping improve the provision of Physical Education and Sport within Primary Schools.</li><li>• London Sport are an active organisation that wants to raise awareness of PE, physical activity and sport opportunities.</li><li>• Consider their own provision whether that's their school or schools within their borough.</li></ul>	<ul style="list-style-type: none"><li>• I want to be part of a network that make a difference to the PE, physical activity and Sport provision.</li><li>• There are programmes out there that are successful and can make a positive impact.</li><li>• London Sport are here to support us in order to have a positive impact on pupils' provision and experience.</li></ul>	<ul style="list-style-type: none"><li>• Find out more about the active programmes featured in the films.</li><li>• How to contact the programmes to see if they can effectively implement them into their own school.</li><li>• Contact London Sport for further PE and Sport Premium support.</li><li>• Share the videos to other interested audiences.</li></ul>

### Similar videos

Below are a small selection of videos that we like the layout off and envision being similar to the final product detailed in this brief.

Company	Video link	What we liked
Daily Mile	<a href="https://www.youtube.com/watch?v=EAIXW3m5G9Q">https://www.youtube.com/watch?v=EAIXW3m5G9Q</a>	How it switches between the description and benefits of the programme to children and teacher opinions
Daily Mile	<a href="https://www.youtube.com/watch?v=4xynYg86oRQ">https://www.youtube.com/watch?v=4xynYg86oRQ</a>	Description of programme and opinions
Youth Sport Trust	<a href="https://www.youtube.com/watch?v=YuEAodrLKV4">https://www.youtube.com/watch?v=YuEAodrLKV4</a>	Inspirational
Outdoor Play and Learning	<a href="https://www.youtube.com/watch?v=cm7IfAEsjqI&amp;t=65s">https://www.youtube.com/watch?v=cm7IfAEsjqI&amp;t=65s</a>	Case study in school
London Sport	<a href="https://www.youtube.com/watch?v=7IHA_8T5Nyo">https://www.youtube.com/watch?v=7IHA_8T5Nyo</a>	London Sport layout, theme & motivational message



## **Main contacts**

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## **Background Information**

Information about the selected programmes can be found below:

### *Active Movement:*

<https://activemovementschools.co.uk/category/case-studies/>

### *Kids Run Free (Marathon Kids):*

<https://www.kidsrunfree.co.uk/mk/>

### *Gym Run Colours*

#### Case study

<https://gymrun.co.uk/impact/>

### *FITT-IN:*

#### Case study

<https://www.fitt-in.co.uk/>

