



# Sport as a tool for social inclusion and change

Study tour to London  
London 25th – 27th February 2020



Your opportunity to learn from some of the best providers, funders and partners within sport for change

Visits to and presentations from



London - at the forefront of sport as a tool for social inclusion and change

## London - at the forefront of sport as a tool for social inclusion and change

London with its huge and diverse population is at the forefront of a movement towards using sport as a tool to promote social inclusion and welfare objectives. The coordinating body London Sport as well as a large number of sport for change providers in all shapes and sizes are very innovative and enterprising in their approach and less constrained by policies and strategies than traditional sports providers.

At the same time, local authorities such as the Greater London Authority as well as London Sport are really keen and proactive reaching out to and supporting a large variety of stakeholders and initiatives with the ability to contribute to making London the most active city in the world

Sport's wider role in society is taking on a bigger role in many Western countries. We are currently experiencing traditional sports bodies and clubs attempting to change from the 'sport for sport's sake' role they have been applying so far into a wider approach to supporting sport.

We are also experiencing the emergence and growth of a large variety of providers of community sport and physical activity from outside the traditional sports environments. Often, these providers focus on using sport as a tool to improve educational attainment, develop community cohesion, promote social integration and improve health and wellbeing. Their focus is clearly on participation and engagement and not just on winning on the pitch. Often these social enterprises are run by people from within the local community, who have people's trust and 'look like them'.

Sports Marketing Network ([smnuk.com](http://smnuk.com)) and Idrættens Konsulenthus ([idkon.dk](http://idkon.dk)) have joined forces to invite sports organisations, local authorities, researchers, and social enterprises from across Europe on this study tour digging deep into the strategies and programmes of some of the most innovative social enterprises in the vibrant sports environment of London. Join us for three days of inspiration, discussion and exchange of good ideas of how to use sport as a tool to promote social inclusion and health and well-being.

### Format

Participants will arrange their own travel to and from London.

The participants will meet at the HQ hotel at noon on the 25<sup>th</sup> February and over the next 2 ½ days, they will visit funders, policy-makers, providers and social entrepreneurs who support, funds and/or delivers sport for change and social good in many innovative and enterprising ways.

For further information contact Svend Elkjaer on [svend@smnuk.com](mailto:svend@smnuk.com) or call him on +44 (0)1423 326 660

Contact Henrik Brandt on [henrik.brandt@idkon.dk](mailto:henrik.brandt@idkon.dk)

Or call on +45 29 21 09 72

**At the HQ Hotel around 11.30 am we will serve welcome sandwiches, cakes and drinks before we walk a few minutes to House of Sport where London Sport are based.**

**13.00 Welcome and Introduction to the study tour and the sport for change and social good landscape in London** by Idrættens Konsulenthus ([www.idkon.dk](http://www.idkon.dk)) and Sport Marketing Network ([www.smnuk.com](http://www.smnuk.com)).

**Location: House of Sport, 90 Great Dover Street London SE1 4YB**

**14.30 Greater London Authority - harnessing the power of sport to bring people from different backgrounds together** ([www.london.gov.uk/what-we-do/sports/sport-unites](http://www.london.gov.uk/what-we-do/sports/sport-unites))

**Location: House of Sport, 90 Great Dover Street, London, SE1 4YB**

The Greater London Authority's (GLA) Sport Unites programme is funding projects that are using sport to divert young people severely at risk of youth violence away from crime and provide meaningful education, training, and employment opportunities. strengthening our communities whilst improving the physical and mental health of all Londoners.

The Young Londoners Fund – Impact Partnerships and Steering Group programme includes a Sport and Serious Youth Violence Steering Group which seeks to identify issues, propose solutions, and influence policy-makers in the field. The group consists of 30 community organisations that Sport Unites are currently funding and 20 young people from these organisations. This is a strong example of co-creation in resolving current and sensitive issues.

Sport Unites are also working with Laureus Sport For Good in their Model City programme. They are working on 'place-based' projects in three London boroughs. These projects work intensively with communities using sport and community organising and asset-based community development techniques to address issues that communities themselves recognise as being of concern in their local area. Again, co-creation and democratic design are key here.

The GLA also fund grassroots organisations that use sport to reduce social isolation and improve community cohesion and social mixing. This is a more straightforward strand of work, but a good demonstration of the ways in which sport is used to deliver more complex social outcomes beyond participation and increasing activity levels.



*GLA's Young Londoners Fund - helping children and young people to fulfil their potential, particularly those at risk of getting caught up in crime*

## 16.00 London Sport – working with London’s diverse communities (<https://londonsport.org>)

**Location: House of Sport, 90 Great Dover Street London SE1 4YB**

Established in 2014, London Sport is a strategic body aiming to make London the most physically active city in the world. Supported by the Mayor of London, Sport England and the 33 local authorities in London, the agency’s work focuses on enabling more Londoners of all backgrounds to live and enjoy the benefits of active lives.

As well as the widely-understood health benefits of physical activity, London Sport also works to enable its wider social and societal impacts to be felt by Londoners in all parts of the capital. From projects that work through walking groups to support older adults to remain active to initiatives designed to support London’s growing social prescribing workforce, the organisation is committed to making physical activity and sport a key component of pan-London efforts to enhance the wellbeing of its residents.

*To learn more about the work of London Sport watch here:*

[https://www.youtube.com/watch?v=AiDPm\\_ei3uM](https://www.youtube.com/watch?v=AiDPm_ei3uM)

<https://www.connectsport.co.uk/news/satellite-club-leyton-girls-becoming-confident-citizens>

Sandwiches will be served at the meeting.

## 18.00 Championship Football. Departure via Underground to White City Underground Station

Short walk to Loftus Park Road Stadium to watch Queens Park Rangers vs Derby City (kick off 19.45) Entrance tickets not included in tour price – normal ticket price does not exceed £30.00. Please indicate on your registration form for the study tour if you want a ticket

## 22.00 Dinner (near QPR football ground)



*London Sport – working to develop an active, inclusive capital*

## 8.30 Coach journey to The Oval Cricket Ground (Kia Oval)

*Location: The historical Oval Cricket Ground in Kennington, South London has been used for cricket matches since 1845 and hosts 25.500 spectators. It also hosted the first international matches and the first FA Cup Final in football.*

## 9.00 Chance to Shine – aiming to give all children the opportunity to play, learn and develop through cricket ([www.chancetoshine.org](http://www.chancetoshine.org))

Chance to Shine believes that cricket helps children build reliance, teamwork and respect. In 2018, 533,217 children experienced cricket coaching and competitions through Chance to Shine in 4,816 state schools – that's one in every five primary, one in every three secondary and one in every five special schools in England and Wales. 84% of the school kids said that they had fun when playing cricket. The charity also runs Chance to Shine Street which is a counter for a lack of accessible clubs and green spaces in inner-city areas and aims to make cricket accessible to young people throughout the country. Street cricket offers a different way into the sport, with 87% of players not being part of a traditional cricket club when they joined the sessions. The programme is also developing leaders. 34% of coaches that lead established Chance to Shine Street projects were previously participants or volunteers. Having coaches that come from similar backgrounds is incredibly inspiring for the young cricketers and 85% of participants said "I look up to my coach", whilst 91% said, "My coach inspires to do my best".

## 11.00 Black Prince Community Trust - working in partnership to deliver sessions and programmes for the community (<http://blackprincetrust.org.uk>)

The Black Prince Community Trust is a not-for-profit charity whose primary purpose is to manage and develop the Black Prince Community Hub Lambeth, South London. It stands as an inter-generational community hub that hosts sports sessions, mentoring and employment schemes for hundreds of local people. They host commercial partners, such as PowerLeague football which sit alongside bespoke community charity organisations such as Fight4Change, Street Games, Centrepont, School of Hard Knocks, Vi-ability – Change Foundation, as well as the Ethelred Tenant Management Organisation, who provide a direct link to the local community. They focus on six key points: *Social inclusion, Youth intervention, Health and wellbeing, Mental health, Employability and Female engagement.*



*Chance to Shine Street Cricket – bringing cricket to the most deprived areas*



*Black Prince Community Trust – bringing the community together through sport*

## 13.00 Lunch at Burgess Sport

*Location: Theatre Deli, Wells Way, Burgess Park, Southwark*

## 14.00 Burgess Sport – changing people's lives through sport around Burgess Park,

([www.burgesssports.org](http://www.burgesssports.org))

The mission at Burgess Sport is to provide everyone living around Burgess Park located in a very diverse part of London with a unique opportunity to develop leadership, organisational and physical management skills in a fun and safe supportive learning environment in which participants can build a sense of community. The vision is to provide high quality sports and recreational activities for the local community at an affordable cost so that we can get more of our residents more active more often to improve their quality of life in terms of mental, physical and emotional development, as well as having a positive impact on the social and community development of the area.

## 15.00 Access Sport - helping children to access sport ([www.accesssport.org.uk](http://www.accesssport.org.uk))

Access Sport is a charity meeting the urgent need to improve children and young people's health and wellbeing, working solely with young people in deprived communities and with a strong emphasis on young disabled people. Access believe that sport can be an incredibly powerful way to transform the lives not only of deprived young people but also their families and surrounding communities. And yet, despite this, the most deprived communities are very often those most lacking in accessible sporting facilities. Every child should have access to the developmental and health benefits of sport and every community should have a thriving, inclusive and sustainable offer.

Access Sport develop community sports clubs, equipping local people to provide transformational development opportunities for children and young people, irrespective of their background or ability. They build, equip and up-skill local sports clubs and turn them into thriving local facilities, connected into other local partners such as schools, disabled people's organisations and other local charities – all working together to deliver real change and opportunity for local young people. They train and support volunteer sports coaches and club leaders in a range of vital skills such as establishing new sessions to attract more deprived and disabled young people, building personal development pathways for participants towards education or employment and building the financial sustainability of the club so it can grow and serve more local young people for years to come.



*Burgess Sport – changing people's lives through sport around Burgess Park*



*Access Sport – helping children to access sport*

## 18.30 GoodGym – doing good while you are getting fit ([www.goodgym.org](http://www.goodgym.org))

*Location: Meet up with GoodGym runners in Southwark (near the HQ Hotel)*

Good Gym are a community of runners that combine getting fit with doing good. They stop off on their runs to do physical tasks for community organisations and to support isolated older people with social visits and one-off tasks they can't do on their own. It's a great way to get fit, meet new people and do some good. As long as you're up for getting sweaty, everyone's welcome.

Their work has **three** strands:

To help out older people with one-off practical tasks that they are no longer able to do on their own. Missions give us a reason to run different routes and make a big impact on someone's life too.

To run regularly to see an isolated older person .Over a million older people in the UK are always or often lonely, some go for months without seeing friends or family. Visiting an older person as part of your weekly run can make a huge difference in their life

To run in a group to work on community projects

Every week the runners work out by helping local community projects and run back all within 90 minutes, that includes run to plant trees for the local park or run to shift earth for a community gardening project.

You can either run with some of the GoodGym runners or walk and observe their great work

## 20.30 Dinner

*Location to be confirmed*



*GoodGym – doing good while you are getting fit*

## 8.15 Departure from HQ hotel

## 9.00 Greenhouse Sports – changing young lives through sport ([www.greenhousesports.org](http://www.greenhousesports.org))

Location: Greenhouse Sports, 88 Bell Street, NW1 5NS

Greenhouse Sports is a London-based charity that uses sport to engage young people and improve their life chances. We partner with schools, placing full-time coaches into the school environment to deliver programmes before, during and after school programmes that empower and inspire young people growing up in disadvantage. Greenhouse Sport aims to:

- Inspire young people to fulfil their true potential
- Develop the Social, Thinking, Emotional and Physical (STEP) skills they will need to thrive in later life
- Break down the barriers that are often associated with growing up in disadvantaged or vulnerable communities

They have evolved into an outstanding, innovative and dynamic organisation recognised for its ever-increasing impact, engaging with almost 8000 young people each year.

## 11.30 Premiership Rugby - using professional rugby to improve the lives of one million people by 2021

<https://www.premiershiprugby.com/in-the-community/community-brochure/>

Location Premiership Rugby, 70 London Road, Twickenham, TW1 3QS

Premiership Rugby is an English professional rugby union competition. The Premiership consists of twelve clubs, and is the top division of the English rugby union system. The organisation aims to improve the lives and prospects of children and young people across England, using rugby to inspire the current generation to learn, be active and discover their inner champion to help them achieve their potential. They develop and deliver a number of community programmes through the skills and commitment of 150 people working in the community trusts at the Premiership Rugby Clubs.

They run various programmes such as the 'Tackling Health' programme, an interactive project for children aged seven-eight which takes a holistic approach to teach children about their own health, wellbeing. HITZ is their award-winning education and employability programme which works with over 2,000 14-18 year-olds across England every year. HITZ uses rugby's core values of teamwork, respect, enjoyment, discipline and sportsmanship to get young people not in education, training or employment (NEET) back into education, training, apprenticeships and/or employment, and is delivered nationally by England's 12 professional rugby clubs. 'Move Like A Pro' is a 12-week programme designed by Premiership Rugby's professional rugby coaches for people who aren't currently particularly active, inspiring a legacy of long-term lifestyle change across the rugby fan community.



*Greenhouse Sport - changing young lives through sport*



*Premiership Rugby - using professional rugby to improve the lives of one million people by 2021*

**13.00 Lunch at The Stoop Stadium, home of Harlequins Rugby Club**

**14.00 Sporting Memories - understanding the power of sport can reignite and reconnect isolated older people** ([www.sportingmemoriesnetwork.com](http://www.sportingmemoriesnetwork.com))

**Location:** The Stoop Stadium Langhorn Drive, Twickenham TW2 7SX

Founded in October 2011 to test out a possible intervention to engage older men in activities that might alleviate the impacts of loneliness, dementia and depression, this session will chart the journey of Sporting Memories from its roots of the two co-founders working with 10 care homes in West Yorkshire to a sustainable, income-generating international organisation. Having trained over 700 partner organisations and volunteers in the delivery of sports reminiscence, developing a credible evidence base and impact reporting, through academic collaboration, has seen over 130 free, community-based, volunteer-led, Sporting Memories Clubs established. Sporting Memories' move to including accessible physical activities to its sessions has in the past 18 months attracted funding in excess of £1.5m from organisations including Sport England, the Welsh Government, Sport Wales and Public Health Wales, Life Changes Trust, Robertson Trust, Spirit of 2012 and Sport Scotland.

Eight years on from founding the organisation, Sporting Memories today collaborates with 100s of organisations to support former footballers and older fans living with dementia, depression or loneliness.

**15.30-17.00 Discussion and round up**

What did we learn from our two days venture into sport and social change in London. What are the take home messages and lessons?

**17.00 Finish – journey to airport or London by train or bus**

*The programme is subject to minor adjustments, latest update (17<sup>th</sup> October 2019)*



*Sporting Memories - understanding the power of sport can reignite and reconnect isolated older people.*



# Study tour to London

London 25th – 27th February 2020

## How do I book onto the tour?

**The language of the study tour is English.  
Please bring sports clothes and shoes if you want to run with the GoodGym runners.**

**Price: DKK 3950.00 / £465 / €530**

**Price for the participation includes participation in tour, breakfasts, lunches and dinners, documentation, coach transport across London.**

**Travel to London and hotel accommodation are not included and must be booked separately. The study tour starts from the HQ hotel on the 25<sup>th</sup> February noon and finishes in Twickenham at 17.00 on the 27<sup>th</sup> February**

**The main hotel is Premier Inn London, Southwark 135 Borough High Street, London, SE1 1NP. You must book your own room in advance. Hotel accommodation is not included**

**To book your room go to ([www.premierinn.com](http://www.premierinn.com))**

**To book your place on the study tour either complete the form below or go to <http://www.smnuk.com/study-tour-to-london/>**

**Payment: A 25% deposit is required with the booking and the balance will be invoiced and is payable 14 days before the tour start date.**



## Who is behind the Sport as a tool for social inclusion and change Study tour to London 25th – 27th February 2020



**Henrik H Brandt, founder of Idrættens Konsulenthus**

Idkon.dk (Idrættens Konsulenthus) is an independent private consultancy founded in the summer of 2018 by Henrik H. Brandt who is an award-winning Danish journalist and former director of the Danish Institute for Sports Studies (Idan) and Play the Game.

Currently, Henrik H. Brandt is also a board member of the Observatory for Sport in Scotland.

Idkon has extensive knowledge of trends, tendencies and people in the Danish and Scandinavian sports sector.

We have a deep insight into topics such as the structure and organisation of the voluntary sector and the commercial sector, operation and management of sports facilities, innovation and development of the sports sector, local and national sport policies etc.

We provide facts, conduct research, disseminate knowledge and co-organise seminars, events and external presentations. Don't hesitate to contact us if you are looking for knowledge, analysis, contacts or inspiration from Denmark, which has a very dynamic sports sector and one of the most active populations in the world when it comes to sports participation

Contact Henrik H Brandt on [henrik.brandt@idkon.dk](mailto:henrik.brandt@idkon.dk)  
or call on +45 29 21 09 72



**Svend Elkjaer, principal and founder of SMN**

SMN has over the last fourteen years trained and supported a large number of sports bodies, community sports enterprises and community sports clubs across the UK and Denmark

Based on his experiences as a senior executive in the media and events industry and as a volunteer in a community rugby club in 2005 he launched an organisation where community sports providers could share best practice on how to become vibrant, visible and viable...hence the Sports Marketing Network.

Since then more than 4000 community sports providers from across the have participated in one of our Grow Your Club workshops, benefitted from 1:2:1 consultancy and mentoring, attended one of our conferences, participated in one of our webinars or read one of our Guides, so we have developed an unparalleled knowledge and understanding of the opportunities and challenges for the enterprise and innovation aspects of community sport and physical activity

Contact Svend Elkjaer on [svend@smnuk.com](mailto:svend@smnuk.com)  
or call on +44 (0)1423 326 660

# Registration: Study tour to London, 25th – 27th February 2020

Complete and send this form or use the online registration form at [www.smnuk.com](http://www.smnuk.com)

<b>Contact name</b>				
<b>Organisation</b>				
<b>Job Title</b>				
<b>Contact tel.</b>				
<b>Contact email</b>				
<b>Invoicing address including post code</b>				
<b>Purchase order number: EAN number (DK)</b>		<b>Football ticket QPR-Derby (extra):</b>	<b>Yes (x)</b>	<b>No (x)</b>

<b>Name of participant</b>	<b>Job Title</b>	<b>Email</b>

For further information:

Contact Svend Elkjaer on [svend@smnuk.com](mailto:svend@smnuk.com) or call him on +44 (0)1423 326 660

Contact Henrik H Brandt on [henrik.brandt@idkon.dk](mailto:henrik.brandt@idkon.dk) or call on +45 29 21 09 72

**Price: DKK 3950.00 / £465 / €530**

Price for the participation includes participation in tour, breakfasts, lunches and dinners, documentation, coach transport across London.

Travel to London and hotel accommodation are not included and must be booked separately.

**Payment details**

I enclose a cheque for £ \_\_\_\_\_

Please invoice me/my organisation (for Purchase Order Number see to the le) for £ \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Print name**

\_\_\_\_\_

**Position in organisation**

\_\_\_\_\_

**Please complete and return to  
Sports Marketing Network, 5 Station Terrace,  
Boroughbridge, YO51 9BU  
United Kingdom**