

LGA Innovation Zone

Becoming a Borough of Sport

Oct 2024

merton.gov.uk



Today:



A bit about Merton, our context and our ambitions



The story so far: key achievements and successes



What is a Borough of Sport?



A deep dive into one project within the programme, and a chance to think of your own ideas

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Welcome to Merton



**We believe in the
power of sport to
connect, inspire and
transform our
borough.**



Heritage + Identity



Assets + Infrastructure



Problem Solving + Potential



But, what is a Borough of Sport?





Our Three Missions:

- 1** Everyone in Merton, no matter their background, has the opportunity to be active and access sport and physical activity.
- 2** Merton will be the natural home of sport in London, and will protect, preserve, and grow our sporting heritage.
- 3** Merton will have a thriving sports and leisure economy that benefits the local community.



£1m tennis court upgrade +
new coaching offer for
residents of all ages

Wider pitch and court
improvements across parks





FREE 'Big Screens' events
across parks the borough

Resident facing Big Sports
Day reaching 7,000 people,
and involving 70+ local clubs





Stakeholder launch for 125
leaders at AELTC

£100k+ secured in
sponsorship





Free swimming: under 16's,
over 65's

Activity Finder: 20,000+ views
in year 1





Partnered with Our Parks, parkrun, Park Play, London Broncos, AFC Wimbledon, Fulham FC and more.

Launched our BoS brand, leveraged Wimbledon Fortnight





Distributed the first £100k of our Borough of Sport grant fund, across 23 projects.

Rolled out 1,000 Feel Good folders to residents with dementia



Spotlight on: Women's Running Project



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Nov 23: An incident with a runner in the borough
Victim works with our Safer Merton Team



Dec 23: cross-council project team is created
alongside partners and ambassadors



Jan 24: Funding secure, England Athletics
contracted to deliver training



Spotlight on: Women's Running Project

Spring 24: Run leaders recruited



June 24: In person training with LBM, Police and England Athletics



September 24: first women's run group starts in Mitcham



Over to you:

Questions + Discussion

