

A Long-term Strategy Forged in Sheffield, for Sheffield, by the people of Sheffield



In 2021, Sheffield's Physical Activity Strategy, Move More, was relaunched. The strategy is a shared vision of how physical activity can make Sheffield happier, healthier and more connected. It brings together many partners to collaborate on making Sheffield an active city. It focuses particularly on those who would benefit most, including underserved communities across the city.

Sheffield City Council is an integral part of Move More. Our new Sport and Leisure Strategy sets out the ways in which we contribute to achieving the shared vision set out in the Move More strategy. We have a proud heritage as the Outdoor City and the City of Sport and our sport and leisure infrastructure – be it world class sports facilities, community hubs, parks and green spaces or walking and cycling routes – will play a key part in this work.

In 2022, the Race Equality Commission report outlined key recommendations to build a different future in Sheffield without racism and racial disparities. This new strategy gives us the opportunity to contribute to the delivery of these recommendations, including Celebrating Sheffield through Sport and Culture and Inclusive Healthy Communities. www.sheffield.gov.uk/your-city-council/race-equality-commission

Not only do we want our residents to share in the physical and mental health benefits of an active lifestyle, we want to create opportunities for people in Sheffield to excel in their chosen sport. We want our City to enjoy the significant social and economic benefits which a thriving sports economy can bring. We have undertaken comprehensive consultation with communities and partners which has informed the six interrelated themes that will be the focus of our investment and efforts. We are committed to implementing the Move More strategy and recognise our central role in making this happen.

Joint Statement from NCSEM Board

The National Centre for Sport and Exercise Medicine-Sheffield (NCSEM) is a partnership that aims to improve the health and wellbeing of Sheffield residents through physical activity. It is a London 2012 Olympic Legacy initiative that brings together organisations, communities and residents to drive physical activity system change.

The NCSEM partnership provides the platform for 'Move More' Sheffield's whole system approach to increasing physical activity. The ambition of Move More is to make Sheffield a happier, healthier and more connected place to live by making it as easy as possible for Sheffield residents to be active. Move More brings together hundreds of partners across the city and helps to align efforts so that our collective impact is maximised.

Sheffield City Council is a founding partner of the NCSEM, and the Sport and Leisure strategy has been carefully designed to deliver Move More's ambitions as well as those of Sheffield City Council. The Sport and Leisure Strategy is therefore an important mechanism through which we can work together to create change, reduce inequalities and improve the health and wellbeing of people in Sheffield.

The National Centre for Sport and Exercise Medicine - Sheffield partners include Sheffield Teaching Hospitals NHS Foundation Trust, Sheffield Health and Social Care Trust, Sheffield Children's NHS Foundation Trust, Voluntary Action Sheffield, Sheffield City Council, the Clinical Commissioning Group, Sheffield Hallam University, University of Sheffield, the Sheffield Chamber of Commerce and Industry, South Yorkshire Housing Association, Yorkshire Sport Foundation and Sheffield City Trust.

For more information: www.movemoresheffield.com

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Our Health, Our Sheffield, Our Future

Our ambition is to have facilities, activities and services which are modern, welcoming, inclusive and meet the needs of everyone in Sheffield, encouraging more people to be more active, more often.

Where are we now?

The Council is committed to placing Sheffield at the forefront of sport, physical activity, leisure, and wellbeing in the UK. We want our facilities, activities and services to be modern, welcoming and inclusive to meet the needs of everybody in Sheffield. We have carried out a citywide consultation with people in all parts of the City, paying particular attention to those groups who stand to gain the most from an active lifestyle.

The consultation, which took place in early 2022, followed the decision to invest over £100 million into Sheffield's leisure and entertainment facilities, which was approved during the Council's Cooperative Executive meeting in November 2021. The investment, alongside partnership working, will improve the quality, accessibility and experience of sport and leisure facilities in the city. This will lead to better health and wellbeing and support the local economy.

The consultation focused on people's views on current sport, leisure and physical activity provision, the impact of the pandemic, and what would help them to be more active. The findings from the consultation have led us to develop six strategic themes which reflect Sheffield City Council's ambitions for sport and leisure in the City. These themes provide a framework for how we will contribute to the Move More Strategy and align with Sport England's Uniting the Movement Strategy. They will enable us to maximise the contribution that our sport and leisure assets and services make to the Council's wider ambitions and strategic priorities and will guide investment and focus our activities over the next ten years.

Underpinning Principles



Our Sport and Leisure Strategy Themes will be underpinned by a number of principles which will guide in designing, planning and delivering all the work that we do.

Community Involvement and Engagement is critical to delivering facilities and services which meet the needs of our residents. We know that communities have a vital role to play in the physical activity, sport and leisure sector and we will work closely with community partners and local residents to ensure they are able to contribute and get involved in a way that best suits them.

Carbon Net Zero - Our role as a council is to reduce our own emissions and to do what we can to enable change across the city. Through the investment, refurbishment and rebuild of our sport and leisure facilities and initiatives that encourage active travel, our strategy puts the environment and our commitment to carbon reduction at the centre of our decision making.

Covid Recovery - The Covid-19 pandemic has changed people's behaviour relating to how they want to get active, it has impacted on the physical

activity, sport and leisure sector and has further exacerbated the inequalities that were already present. We will ensure our facilities and services are re-shaped to enable our communities to recover from these impacts.

Tackling Inequalities - We know it is easier to be active in some communities than others and that the benefits of being active are not always realised where they are most needed. Improving access to facilities and services and focusing recources where they will have the biggest impact on health outcomes will be at the forefront of our planning and will contribute to wider public health ambitions of improving healthy life expectancy for children and adults and reducing health inequalities aross the City.

Collaboration is at the heart of what we do and is essential to the successful delivery of our ambitions. Taking a whole systems approach, we will work with all partners and citizens, providing leadership and support where it's needed and enabling others to deliver in their areas of expertise.

Inclusivity - Ensuring everyone in our communities and neighbourhoods can access facilities and services that enable them to benefit from an active lifestyle, whatever their age, ability or background, alongside the recommendations in the Race Equality Commission Report will guide our future planning.

Building on what is strong - there is already a huge amount of fantastic work happening across the city supported by Move More which we can build on. We will continue to support and develop the Move More network and incorporate learning from this work as we plan new investment and services.

4 5

Strategic Themes

1

Investing in an Active Sheffield

The Council will invest its available resources in high quality indoor and outdoor sport and leisure facilities, prioritising access for those with the least resources and reflecting the desire to minimise any impact on the environment.



2

Inspiring Sporting Achievement

The Council will ensure that major sporting events attract investment and deliver social and economic benefits to Sheffield. Local sporting talent should reach its full potential through a network of support, coaching and quality facilities.



3

Active Communities

The Council will focus on enabling local, enjoyable and accessible opportunities for everyone to be active in their own neighbourhood. We will focus our support on those groups who are least likely to take part, such as older people, disabled people and people with long term health conditions.



4

Active Children and Young People

The Council will work in partnership to enable positive experiences of physical activity for children and young people. This approach will support their physical and mental health and personal and educational development.



5

Active Environments

The Council will prioritise the design of safe, attractive and environmentally sustainable places and routes across all neighbourhoods and communities. We will support active travel options and make it easier for people to be active in their everyday lives.



6

Connecting Health and Wellbeing

The Council will collaborate with local sport and physical activity organisations and health providers, promoting joined up thinking to support local residents in moving more and feeling great.



Investing in an Active Sheffield

The Council will invest its available resources in high quality indoor and outdoor sport and leisure facilities, prioritising access for those with the least resources and reflecting the desire to minimise any impact on the environment.

WHAT SHEFFIELD TOLD US:

- Investment in swimming pools is the number one priority.
- There is demand for affordable facilities which offer opportunities to socialise with flexible space for non-sporting activities.
- Investment in a more representative range of people who can help residents to Move More locally was highlighted as being fundamental to improving the City's health and wellbeing.
- Residents wanted to make more use of local parks and open spaces, but some raised issues of not feeling as safe outdoors alone as they would like to.

of residents consulted on indoor provision supported investment in swimming pools

THE CHALLENGE:

- Many of our facilities, active places, parks and spaces need investment to provide safe, welcoming and quality experiences.
- There is something for everyone in Sheffield. However, many residents are finding it hard to travel to and access active places.
- Not everybody currently feels welcome in our sport and leisure facilities because of the image they portray and the workforce is not always fully reflective of the local community.
- Affordability is still an issue for many who want to Move More and we know the cost of living crisis will increase this challenge. There is a clear desire for affordable or free activites on the doorstep.

"Most sports and leisure facilities cater for the young and able bodied. The vulnerable and elderly tend to feel they are side-lined"



TO DO:

In collaboration with Move More partners, we will:

- Improve our core sport and leisure facilities to ensure they are welcoming, attractive, inclusive and support Climate Action.
- Invest in swimming provision across the City.
- Support a range of local opportunities for people to be active.
- Support the development of a more representative physical activity workforce.
- Strive to make our parks and open spaces as welcoming, safe and accessible as possible with facilities for all ages and abilities.
- Ensure any sporting investment in the city facilitates authentic cultural representation of Sheffield's Black, Asian and minoritised ethnic communities.

"The staff from ethnic minority backgrounds are seriously underrepresented. The workforce needs to be more diverse and representative of the community it serves."

½72%

of residents told us that opportunities to spend time outdoors in their local area was something they valued highly

of online survey respondents use our City's parks for outdoor activity

of survey respondents rate their most frequently visited indoor sport and leisure facility as 'Good' or 'Very Good'.

"As a person that was absolutely shocking at sport at school. I would be intimidated going into a sports centre as well, because I would think, they're going to expect me to be really, really good at it. And I wouldn't, I'd be shocking... I would feel that I will be judged."

2 Inspiring Sporting Achievement

The Council will ensure that major sporting events attract investment and deliver social and economic benefits to Sheffield. Local sporting talent should reach their full potential through a network of support, coaching and quality facilities.

Commitments under this theme will contribute to the Move More Sport ambition to have an inclusive city wide sports offer that enables everyone in Sheffield to experience the joy and benefit of sport.

WHAT SHEFFIELD TOLD US:

- Financial and economic benefits from major sporting events hosted in the City should be reinvested back into community sport.
- Sports development pathways should allow everyone in Sheffield to achieve their sporting potential, regardless of background or financial means.
- Ensuring continued access for regular users of our indoor and outdoor facilities should be a consideration when hosting major events, as should involving communities for local benefit.
- The City should champion its sporting heroes more to inspire future generations.

THE CHALLENGE:

- Sheffield's elite sports provision and infrastructure support local athletes and attract regional, national and international events. How should the City strike the right balance to meet the needs of local residents, elite and performance sport?
- How should elite sport in Sheffield promote and support greater inclusivity amongst the less active and inspire everyone of every ability across the whole City?
- How can the City ensure that major sporting events deliver the right balance of social and economic benefits for all residents?
- How can City partners support local talent to progress, regardless of background?

In 2019 the combined direct tourism spend in Sheffield from major sporting and cultural events is estimated to be

around



In collaboration with Move More partners, we will:

- Work proactively with partners to provide greater levels of support to talented local athletes that would benefit the most.
- Engage Sheffield's successful athletes to promote and inspire future generations across all our communities.
- Work with our partners to bring major sporting events to the City that will deliver social and economic benefit.
- Work with partners to make Sheffield's performance venues more welcoming and inclusive.
- Develop priority areas in collaboration with **Sport National Governing Bodies and work** with partners to provide support to clubs, coaches and volunteers working at a grass roots level.

The TOP THREE things respondents said that would support inspiring sporting achievement.



Make Sheffield's **PERFORMANCE VENUES** more welcoming and inclusive



Support LOCAL SPORTING TALENT and seek to remove barriers such as cost and access



Work collaboratively to maximise the benefits of hosting ELITE SPORTS **EVENTS** and organisations to benefit residents.

"Many sports are very competitive which can exclude many potentially very able young people with a learning disability as they are often focussed only on their enjoyment of the activity rather than winning".

"Many great sports people have already come out of Sheffield. We should be backing this further to ensure our budding athletes have the facilities and support to help keep our great city on the map"

"The people on the walls at EIS, they don't look like me, they might have the same skin colour sometimes - but they're athletes"

BBB

3 Active Communities

The Council will focus on enabling local, enjoyable and accessible opportunities for everyone to be active in their own neighbourhood. We will particularly support those groups who are least likely to take part, such as older people, disabled people and people with long term health conditions.

The commitments under this theme will contribute towards the Move More Communities theme ambition that all communities in Sheffield can experience the benefits of physical activity in a way that works for them.

WHAT SHEFFIELD TOLD US:

- Improved local provision would reduce the need to travel outside the neighbourhood to be active.
- Activities need to be tailored, sensitive and responsive to the needs of different demographic and cultural groups.
- People supporting and delivering physical activity should reflect the communities they serve.
- Availability of childcare continues to be a significant barrier for many parents and carers.

THE CHALLENGE:

- Physical activity is closely correlated with deprivation, with those in the most deprived areas more likely to be inactive than those in less deprived areas.
- Other factors impacting negatively on people's physical activity levels are gender, race, class, sexual orientation and physical ability.
- The City Council and its partners need to consider how they target resources to address this disparity.
- Not all schools and academies in Sheffield make their sports and community facilities accessible to their local communities.

NORTH EAST SOUTH WEST

There is a notable difference in the percentage of respondents meeting National Physical Activity Guidelines in different parts of Sheffield with lower rates of physical activity correlating with areas which have poorer health outcomes.



WHAT SCC IS COMMITTED **TO DO:**

In collaboration with Move More partners, we will:

- Support local organisations to deliver community-led initiatives in local areas and to signpost people to local solutions.
- Work with our partners to build trust and enable increased activity among specific demographic and cultural groups. This should be led by local people and build on the success of the Move More physical activity ambassadors.
- Work proactively to support schools in opening up their facilities for community use.
- Work with operators and partners to identify opportunities to provide affordable childcare as part of the sport and leisure offer.

Encourage family activities

Open-up school Accessible facilities for swimming community use lessons swimming **5**

Safe and attractive 35 outdoor locations

"I only go out round my local park, so I would like to try something within a group. It does get lonely."

"We've got a lot of people who simply can't afford to travel to the centre or other locations. It's just beyond their wildest dreams to be able to even get there. And they very much need the local provision of something."

"Activities need to be local and accessible for people that have no transport."

"Active communities make for better communities."

Sheffield City Council's Sport and Leisure Strategy 2023-2033

4 Active Children and Young People

The Council will work in partnership to enable positive experiences of physical activity for children and young people. This will support their physical health, mental wellbeing, personal and educational development.

The commitments under this theme will contribute to Move More Education ambition that every learner in Sheffield should have the opportunity to enjoy physical activity in a way that supports their education, emotional, social and physical development and health.

WHAT SHEFFIELD TOLD US:

- The role of schools and academies is critical to the successful delivery of physical activity for children.
- The most effective strategy is to give young people positive experiences of a broad range of sports and activities with a strong emphasis on fun.
- Young people want casual or informal local activities provided at low cost, mainly in outdoor locations.
- Young people want adult supervision from those they know and respect to ensure personal safety and to support fair access to activity space for younger children.
- Inactivity is an intergenerational issue requiring an approach that involves parents and carers as much as children and young people.

THE CHALLENGE:

- Activity levels in Sheffield are slightly higher than the national average but more than half of children are failing to achieve 60 minutes of activity per day.
- Around 43,000 children and young people in Sheffield are not meeting the Chief Medical Officer's guidelines of 60 minutes of physical activity per day.
- Children's swimming ability in Sheffield falls well below the national average.
- Just over one in five Year 6 pupils is classed as obese. Inactivity is believed to be one of the most significant factors, strongly linked to low income and deprivation.

Ability to swim 25m unaided by age 11





c25.000 Sheffield children aged 5+ achieve less than

(CMO's) physical activity quidelines.

WHAT SCC IS COMMITTED TO DO:

In collaboration with Move More partners, we will:

- Work with partners to embed physical activity in early years provision.
- Build on the success of Move More Schools network and continue to support schools and academies in the delivery of physical activity for children.
- Work with City partners, including Youth Services, to engage young people in shaping services through the creation of local activities which meet their needs.
- Work with schools and other providers to deliver targeted work, as a matter of priority, to address the gap in swimming ability and improve swimming attainment in children and young people across the City.

"There are groups of children and families that will attend things all the time. Throughout the next generation, and the generation after. But there's certain areas and pockets of families that won't, generation after generation, sohow do we address that?"

"With some of the work that we've done in the last 12 to 15 years we were finding that those families, those young people that have become older now, in their 20s. because we embedded exercise and fitness and health, when we catch up with them now, they're still involved in sports and stuff."

"We have in place already an amazing group of people who inspire children from under 5's to under 18's; they just need to know they are valued."

Sheffield City Council's Sport and Leisure Strategy 2023-2033

5 Active Environments

The Council will prioritise the design of safe, attractive and environmentally sustainable places and routes across all neighbourhoods and communities. We will support active travel options and make it easier for people to be active in their everyday lives.

Commitments under this theme will contribute to the Move More Environments ambition that everyone in Sheffield can enjoy being active in local places and spaces, regardless of ability or location and to the Move More Active Travel ambition for walking and cycling to be the preferred method of travel for short journeys around Sheffield.

WHAT SHEFFIELD TOLD US:

- There is strong support for improved active travel infrastructure across the City, investment in extensions and improvements to path networks for walking, running and cycling.
- Improvements to ancillary infrastructure which enables activity, such as benches, parking and changing facilities were highlighted.
- Lighting was raised repeatedly as an opportunity to extend the usable hours of paths and activity areas in parks and open spaces.
- There was a desire for mapping new circuits and paths for running and walking which connect attractive locations within Sheffield that are currently underused.

THE CHALLENGE:

- Outdoor spaces have great potential to encourage and enable people to be active locally but some need investment to make them attractive and safe to use.
- There is a particularly strong desire among residents of Sheffield to improve active infrastructure in the City, notably for walking and cycling.
- The general perception is of inadequate cycling infrastructure and a lack of segregated cycle lanes.
- There is a need for improvements to footpaths within and between neighbourhoods, enabling safe walking routes to link communities together.

91%

survey respondents said they did some physical activity outdoors compared to 71% indoors



WHAT SCC IS COMMITTED TO DO:

In collaboration with Move More partners, we will:

- Create and sustain safe, attractive and better connected indoor and outdoor environments and places to be active across all neighbourhoods and communities.
- Make it easier for people to be active in their local area through the provision of indoor and outdoor facility hubs, for example Active Parks.
- Support building regular physical activity into the daily routines of the City's residents and workforce, by encouraging them to walk, run, or cycle for local journeys.
- Support a co-ordinated approach with Council departments and partners across the City to use active design principles and improve active environments.

Top things people said would encourage them to be active outdoors more.

Improving
WALKING AND
CYCLING ROUTES
for active travel

Improve FOOTPATHS in GREEN SPACES

Reducing CRIME and ANTISOCIAL BEHAVIOUR

Improving the

MAINTENANCE
of outdoor
RECREATIONAL
SPACES

More INFORMATION about activities OUTDOORS

"I would really like to see if Sheffield could look at making sure that each area has got one wonderful thing. So that you don't have to travel too far to get to something like a skate park or climbing wall."

"Parks/walks that need to be well lit so you feel safe walking at night-time"

"In the normal everyday things that they do, people could be a lot more active and ... that's also because it's got a double effect which is also better for the climate, if we're getting everybody to walk, run or cycle places rather than get in the car."

<mark>16</mark>

Connecting Health and Wellbeing

The Council will prioritise partnership working with local sport and physical activity organisations and health providers, promoting joined up thinking to support local residents in moving more and feeling great.

Commitments under this theme will contribute toward the Move More Health and Social Care ambition for physical activity to be embedded into Health and Social Care pathways, processes and structures so it becomes business as usual.

WHAT SHEFFIELD TOLD US:

- Sheffield's residents want to be more active and understand the principle of incorporating physical activity as part of a healthy lifestyle.
- There is enthusiastic support for community referrals and social prescribing at local level but more support is needed.
- The social and mental health benefits of reducing isolation through outdoor activity have taken on additional significance due to Covid-19.
- Consultees supported the Council taking a targeted approach to levelling up that focuses on those who would benefit the most.

THE CHALLENGE:

- Health and social care services are complex and the physical activity sector needs to work more effectively in partnership with them.
- Poor health outcomes are known to be closely correlated with economic deprivation.
- People would like to do more physical activity, with 80% of respondents wanting to be more active than they are now.
- There are capacity issues locally which limit the huge potential of community referrals and social prescribing.

of survey respondents agreed that they felt safe being active outdoors, while the equivalent figure for indoor facilities was 49%. Just over two thirds of respondents (68%) said that they intended to be active outdoors for the foreseeable future.



WHAT SCC IS COMMITTED **TO DO:**

In collaboration with Move More partners, we will:

- Work collaboratively alongside partners in the health and social care sector and community to connect opportunities and ensure provision meets the needs of those who are least active.
- Promote the health benefits of an active lifestyle, and encourage staff, operators and providers to create the conditions which make it easier for the workforce to be active.
- Integrate co-located healthcare and community provision into our sport and leisure facilities.
- Focus our efforts to support residents who would benefit the most from a healthier and more active lifestyle, to support Covid recovery and reduce health inequalities across the City.

The online survey revealed that the primary motivations for engaging in physical activity were to improve...

PHYSICAL HEALTH MENTAL HEALTH

"I think it is having a community hub offering sport, leisure and community activities, whether it's a youth club or a library, or you can go and speak to the local police officer or you can get some drugs advice or financial help."

"On a personal note, I was recently with my GP in terms of diabetes, and they socially prescribed some activities at my local Leisure Centre, which I thought it was an excellent idea."

"I've worked in Darnall since 2011 and know some of the organisations. So that's one way of communicating information, to have those people to champion the community and work with the Council to do that as well."



IMPACT OF COVID-19 82%

19

What Success Looks Like

1

Investing in an Active Sheffield

- High quality, accessible, inclusive and affordable sport and leisure facilities
- Our sport and leisure facilities minimising their impact on the environment
- Community hubs supporting people to stay healthy, connected and happy
- The City attracting external and inward investment into its sporting and active infrastructure

2

Inspiring Sporting Achievement

- Local sporting talents supported to be the best they can be
- Major sporting events delivering wider economic and social benefits to Sheffield
- Elite sportspeople forged in Sheffield inspiring the next generation
- Branding and imagery that makes everyone want to Move More
- Sports Clubs and National Governing Bodies working collaboratively as part of a citywide strategic approach

3

Active Communities

- More people being more active, more often, on their doorstep
- Local schools opening their doors to local people and sports groups
- Local groups supporting people to get involved and stay connected.
- Improved information on what's on locally and keeping people up to date on how they can Move More
- People finding it easier, more affordable and accessible to enjoy the Outdoor City
- Increased availability of affordable childcare as part of the Sport and Leisure offer to help people Move More

4

Active Children and Young People

- Positive early experiences of physical activity for children and young people building positive habits for a lifetime
- Young people co-creating local free and lowcost enjoyable activities in their neighbourhoods at times when they are most valued and needed
- Improved swimming ability and confidence among children and young people, particularly from those who would benefit the most
- Support for schools and academies to integrate physical activity into their pupil's day and enabling their local communities to access their sports facilities

5

Active Environments

- Safe and attractive places within all neighbourhoods to enable people to Move More in their local area
- Local people integrating regular physical activity into their daily routines through walking, running and cycling
- A co-ordinated approach across the City to support improvements in Active Environments
- High quality, welcoming, accessible and better connected open spaces, parks, pitches and places to play

Connecting Health and Wellbeing

- The City adopting a 'whole system approach' to supporting health and wellbeing with local organisations playing their part
- Sheffield's residents being more active by incoporating physical activity into their daily lives
- A targeted approach to tackling inequalities, with opportunities in physical activity and sport and a healthier and more active lifestyle accessible to everyone
- Community and co-located facilities providing a range of valued services locally including community referrals and social prescribing for physical activity

How will we make this happen?

The Sport and Leisure Strategy outlines the Council's priority areas and commitments in relation to sport, leisure and physical activity. These commitments link to work being undertaken as part of other strategies, locally, regionally and nationally.

In order to deliver on these commitments we will develop a detailed implementation plan with our partners. The plan will outline key actions and responsibilities under each of our commitments, contributing to a whole system approach for physical activity.

Alongside the implementation plan, we will develop an approach to measuring, reporting and evaluating progress. We will review the plan annually to ensure it remains relevant and up to date.

If you'd like to know more about our Sport and Leisure Strategy go to

www.sheffield.gov.uk/sportandleisurestrategy or email

sportsleisureandhealthteam@sheffield.gov.uk

Sheffield City Council would like to offer our heartfelt thanks to everyone who has contributed to the development of this strategy.







If you require a copy of this document in an alternative format, please contact sportsleisureandhealthteam@sheffield.gov.uk

This strategy was produced in partnership with SLC, Sheffield Hallam University's Sport Industry Research Group and Leap Design.









