



Transforming the way we plan and implement physical activity
WhySports Wales

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4global – an introduction

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Turning intelligence into insight

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Driving the agenda forward



Who we work with



An international sports consultancy using our experience, evidence-based advice, new technologies and insight to empower clients





- Will
- Insight
- Investment

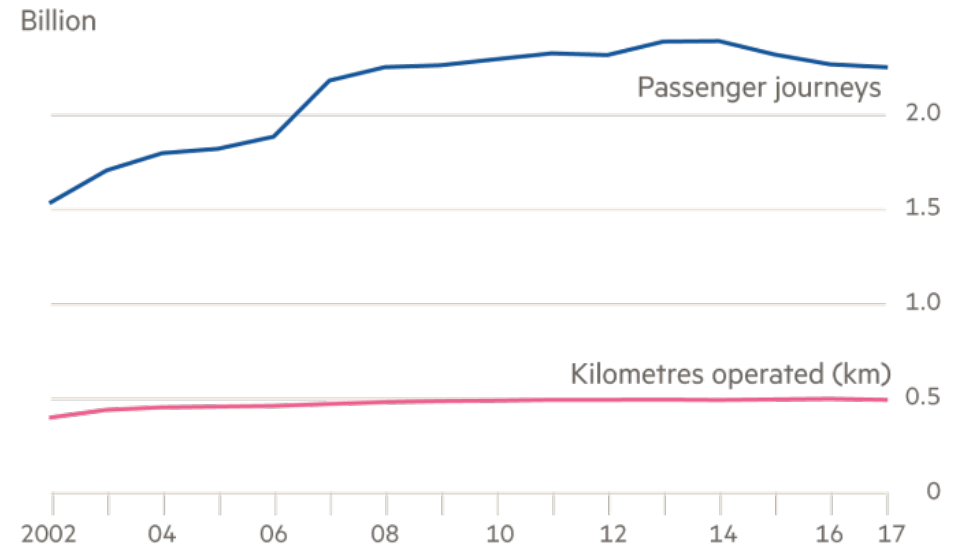




Will?

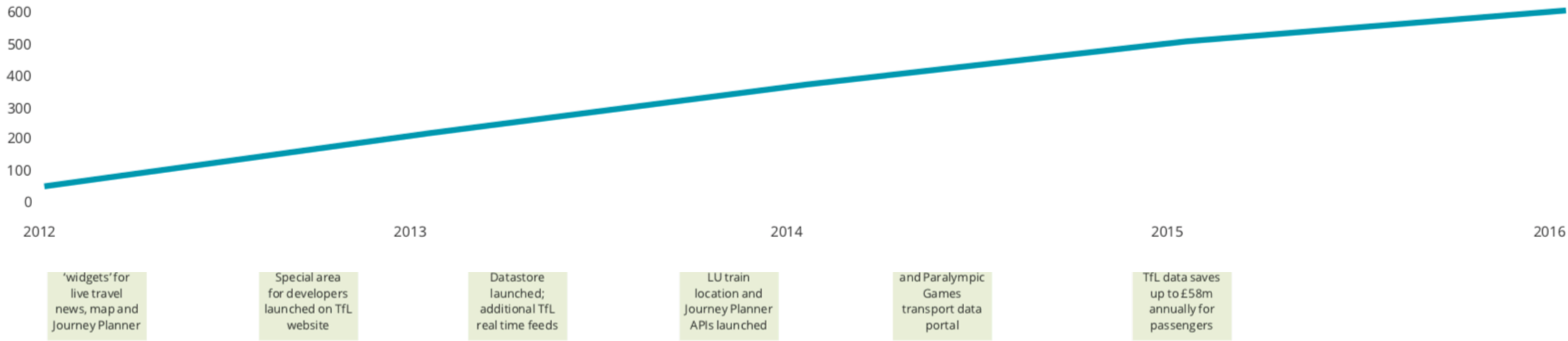


Journeys & distance operated



Source: TfL
© FT

Number of apps using TFL data 2012-2016*



'widgets' for live travel news, map and Journey Planner

Special area for developers launched on TFL website

Datastore launched; additional TFL real time feeds

LU train location and Journey Planner APIs launched

and Paralympic Games transport data portal

TFL data saves up to £58m annually for passengers

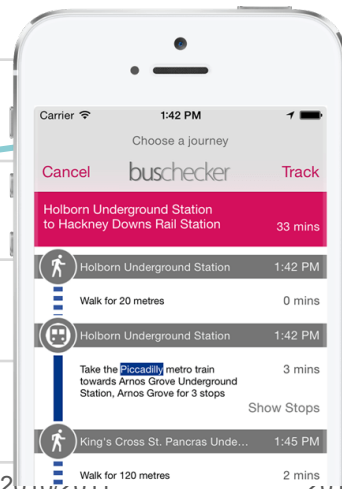
£4,200,000

£3,150,000

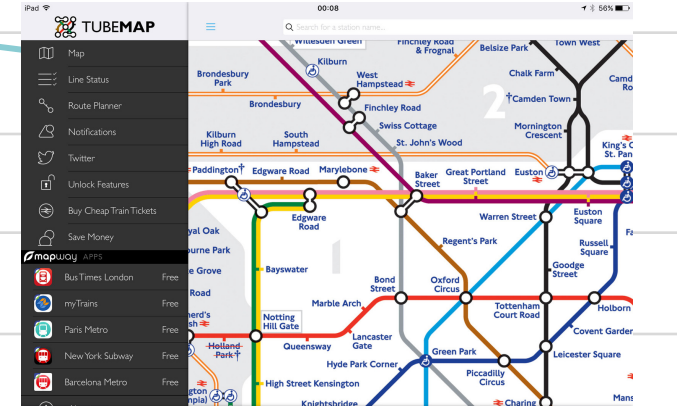
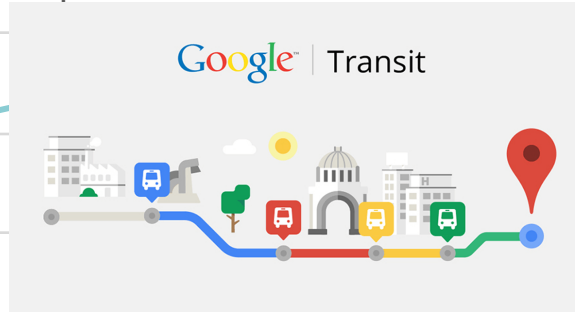
Citymapper

£1,050,000,000.00

£-



TFL capital investment - 2009 to 2016



2009/10

2010/11

2011/12

2012/13

2013/14

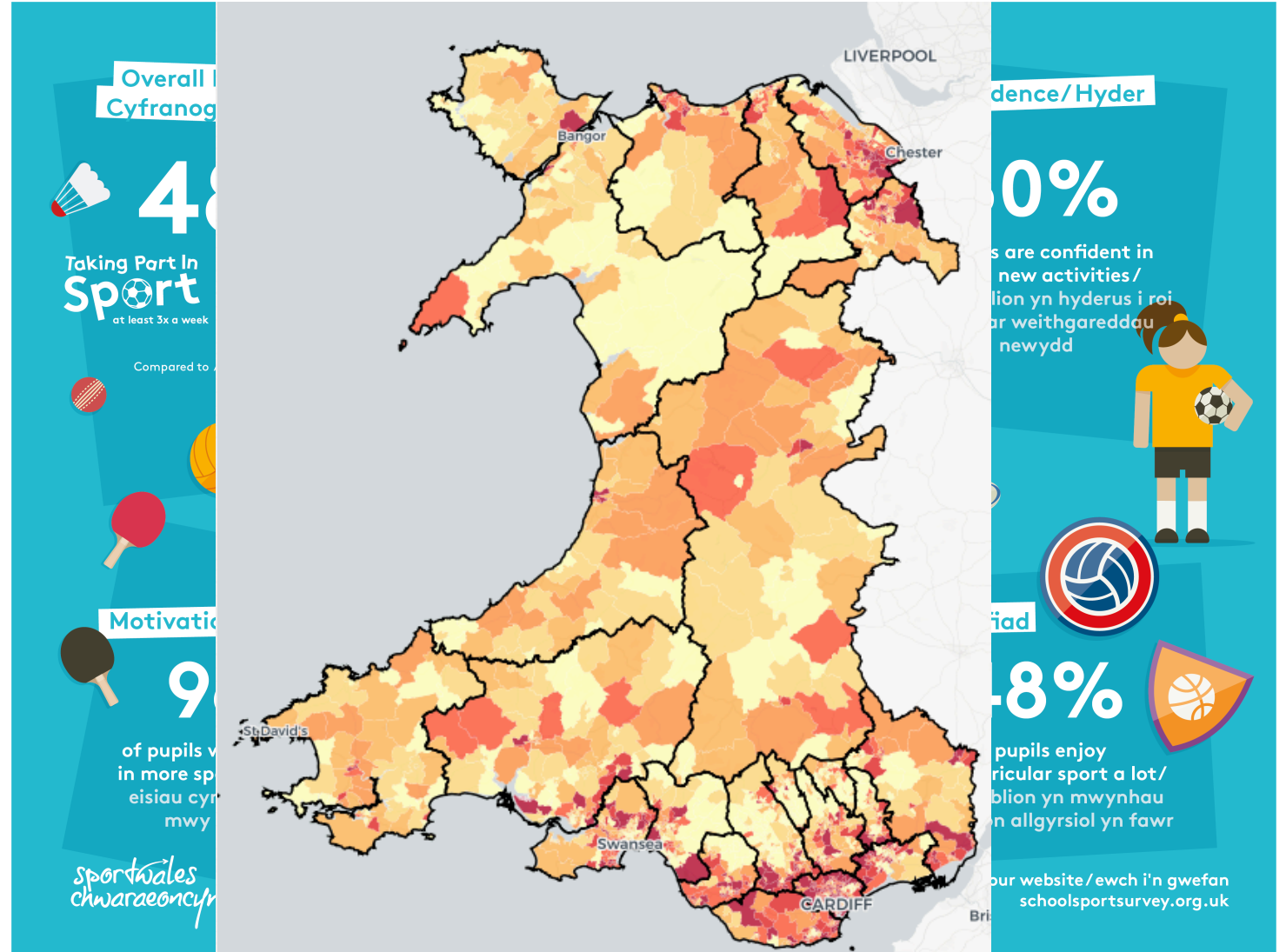
2014/15

2015/16

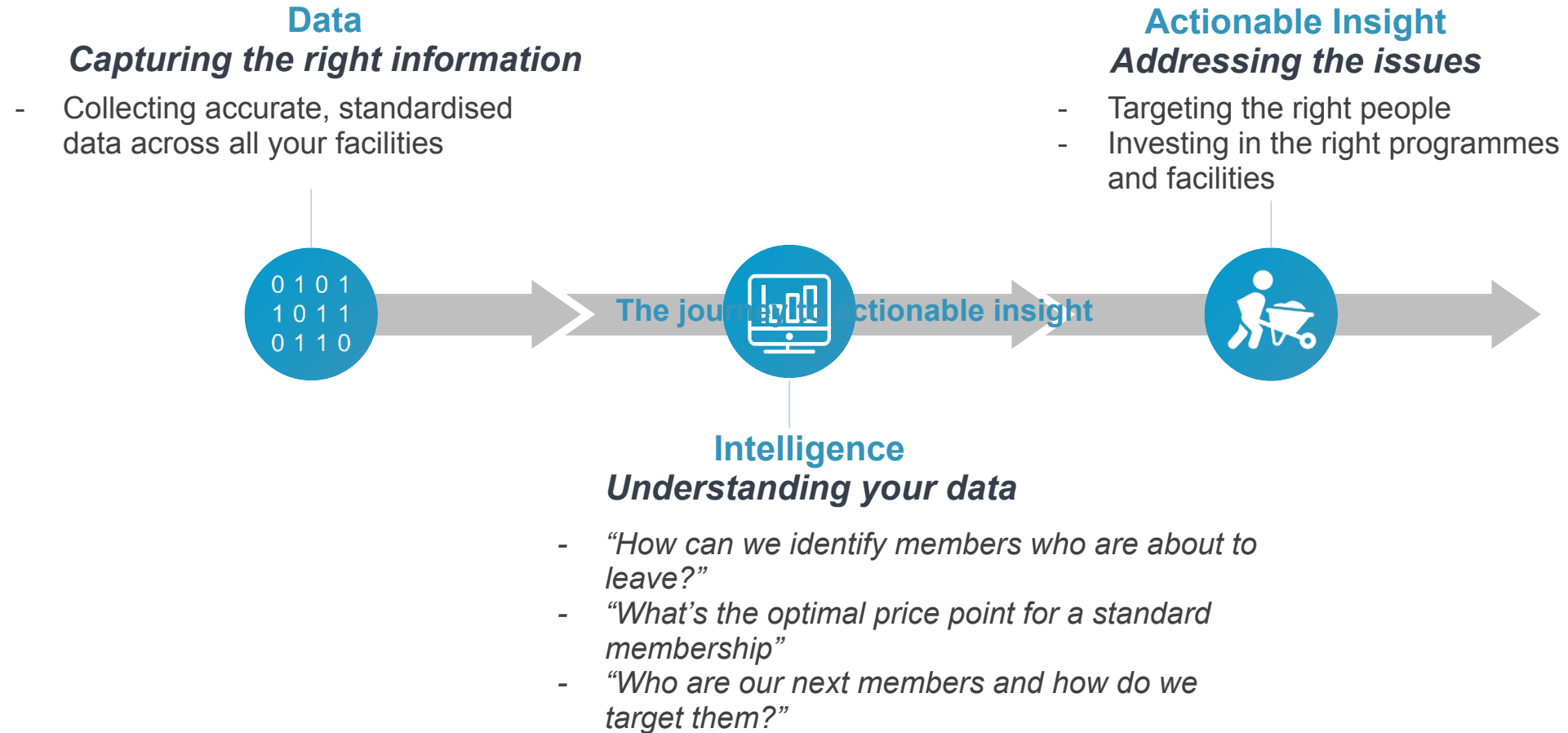


Delivering a welsh physical activity transformation

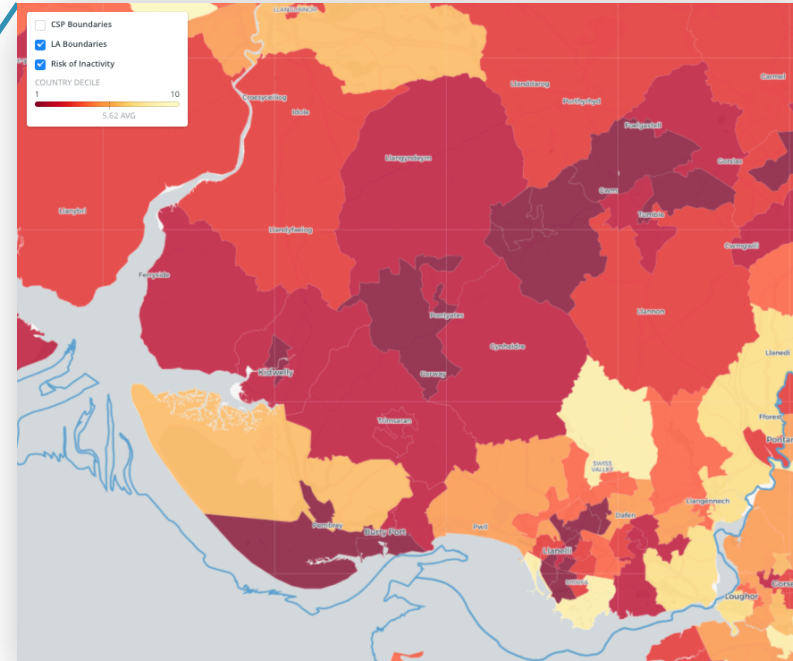
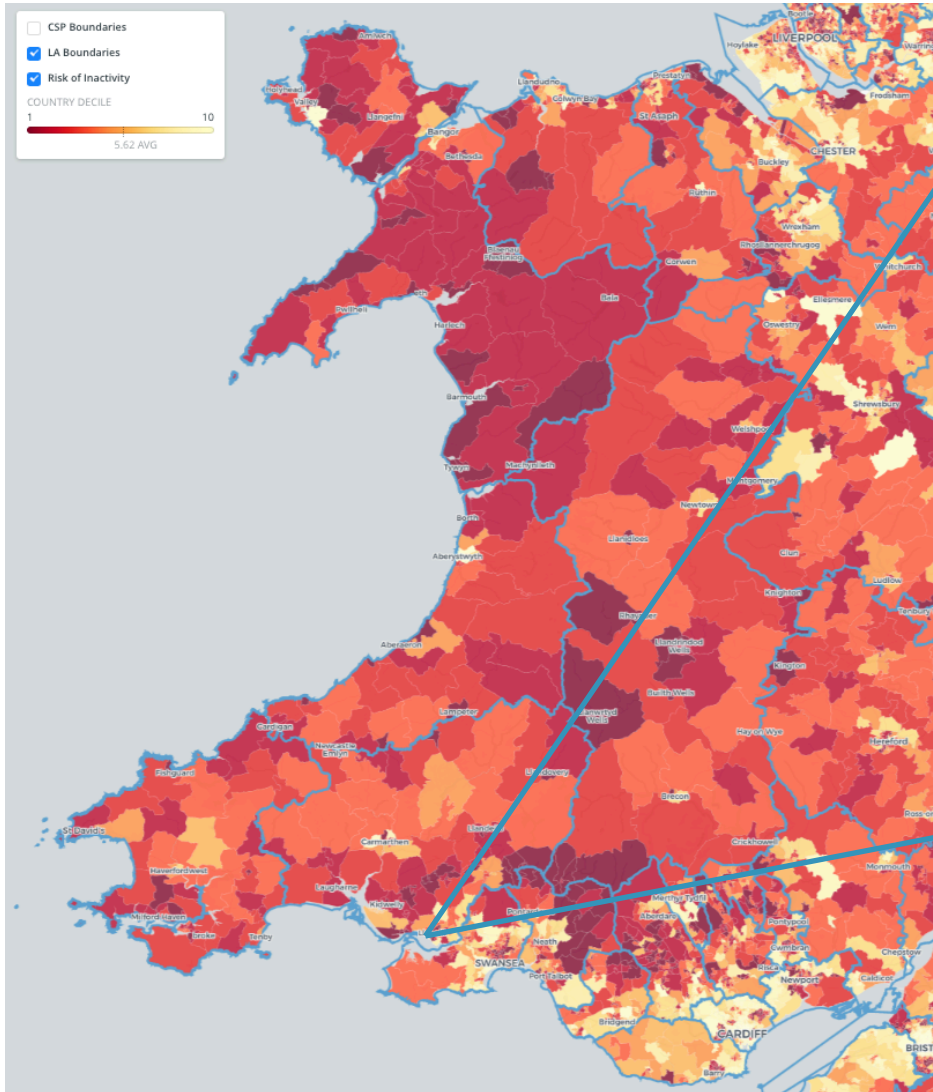
Do we have the will, insight and investment?



Using intelligence to generate insight



Using intelligence to generate insight



Who are the inactive residents?
What is the offer that will engage participants?
Where can inactive people be more active?
How do we communicate effectively?



Securing and delivering investment

Sport in Wales creates society benefits 'worth £3.4bn'

© 17 April 2019

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The benefits of sport to Welsh society outweigh the costs, according to new research commissioned by Sport Wales.

It estimated that £1.2bn "invested" in sport - including actual spending and volunteers' time - in 2016-17 created £3.4bn in "social value".

Sheffield Hallam University found that for every £1 invested in sport, £2.88 is effectively generated in different ways, including lower healthcare costs.

The role of sport in preventing heart disease and dementia was part of this.

Economists around the world use a "social return on investment" formula to quantify things like well-being that cannot normally be given a financial value.

The Wales version of this formula is being used by public bodies like Sport Wales to put a value on their work.



17 projects to share £5.4m of funding from Wales' new Healthy and Active Fund

[t](#) [f](#) [r](#) [i](#)

By Tom Walker 17 Jun 2019



Are we embarking on a transformation?

- There is a **will** across the sector and especially in Wales
- We have significant actionable **insight**
 - It is important to move from intelligence to insight to drive real change
- **Investment** is available but we need to make a compelling case for it



Thank you

