



# Josh Denington

Insight Consultancy Manager 



Oct 28, 2021 12:00 BST

## Meet the team: Josh, Insight Consultancy Manager

*As part of our London Sport Consultancy's re-brand, we're sitting down with the key team members working on our consultancy services. Our 'Meet the Team series' introduces Josh Denington, London Sport's Insight Consultancy Manager.*

*So, tell us about yourself?*

I have always been involved with physical activity and sport, whether it be playing, coaching or watching and I am lucky to be able to combine my passion for research and love of sport into a career. I began my career in

monitoring and evaluation with Grassroot Soccer focused on Southern Africa and more recently in London with Greenhouse Sports, where I was responsible for ongoing impact monitoring of all programmes, working with roughly 7,000 young Londoners annually.

### ***What is your role with London Sport Consultancy?***

I lead the insight and research area of London Sport Consultancy, helping clients to understand their audiences, evaluate their impact, engage communities, and support with strategic planning. Projects are wide-ranging, one recent example supported the Port of London Authority and through consultation, facilitated workshops and surveys we developed Active Thames - a solution focused programme aimed at increasing recreational usage on and alongside the tidal Thames and associated assets.

Also, in 2021, London Sport supported The City of London Corporation with a digital survey, reaching a representative sample of 8,000 City of London residents with evidence focused on improving the health and wellbeing of all borough residents following initial Covid-19 lockdowns. This work will inform a new vision for the Square Mile to be a leading sport and leisure epicentre in London over the next decade.

### ***Why choose London Sport Consultancy?***

At London Sport Consultancy we have a wealth of relevant sector experience helping clients to utilise evidence and data to further their physical activity research and insight needs. We apply lots of different methodologies and clear solutions that fit various client budgets and can help clients recognise exactly what their insight needs are if they are unsure. Our experience and knowledge of conducting projects with Londoners at their heart mean we have a greater understanding of the current needs and aspirations of Londoners as well as being focused on developing innovative, action-based insights.

### ***What research methods do you use to understand more about Londoners?***

We have multi-disciplinary researchers on hand to support with all kinds of

insight and research requests; socio-economic and population analysis, target market segmentation, qualitative stakeholder consultation, feasibility studies, member data analysis and data visualisation to name a few.

***What's your favourite sport/physical activity to do?***

If I'm visiting a new city or area I will always try to see as much of it on foot or by bike as possible, I'm also passionate about surfing and the wellbeing benefits of being in the ocean, however living in London isn't conducive to such an activity so it's reserved for weekends and holidays.

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**About London Sport**

London Sport is a charity working to ensure more Londoners live happier, healthier lives through access to sport and physical activity. Supported by Sport England and the Mayor of London, we collaborate with those that share our vision, running and supporting projects that help children, young people and the least active adults to embed sport and physical activity into their lives.

For more information on London Sport, visit [www.londonsport.org](http://www.londonsport.org)

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