



A Sport Tech Hub banner at Active London 2019

Oct 29, 2020 09:00 GMT

## Rise in Londoners using tech to keep active is 'impossible to ignore'

*Specialist Advisor for Technology for Participation Alex Zurita believes it is impossible to ignore the boom in people using technology to help them be more active as he reflects on [Active London](#).*

Alex chaired the Sport Tech showcase at the four-day conference and has been reflecting on the learnings from the event in a [new blog](#) published on the Sport Tech Hub website.

Following on from Active London, Alex has proposed a five-point plan in his blog which he believes, with work and collaboration across the sector, will lead to a more physically active capital city.

Alex hopes to discuss the publication of easy to understand insight to enthuse entrepreneurs and to help the sector to collaborate with existing start-ups to ensure products are fully accessible.

Collaboration will be key, Alex argues, and will be using his role as Strategic Lead with Sport Tech Hub to extract value for the sector from entrepreneurs and the public and private sector.

He said:

“With the world becoming increasingly connected, it’s becoming impossible not to acknowledge that technology will play a powerful role in physical activity for years to come.

“However, technology is not the perfect solution for all.

“For some, the new digital experience instigated by covid-19 will stay with them and those people will continue to expect and access physical activity in this new way.

“For others, there is more work to be done to ensure they can benefit from tech products to help them be active just as much as anyone else.”

***All the content from our [Active London conference](#) is available [On-Demand](#) until Friday 6 November 2020.***

***Read Alex Zurita’s full blog on the [Sport Tech Hub website](#).***

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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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