

GO! LONDON

CHANGING THE LIVES
OF YOUNG PEOPLE

FUNDED BY

MAYOR OF LONDON



IN PARTNERSHIP WITH



CAPACITY BUILDING PROGRAMME



About Go! London

Go! London is a five-year partnership between the Mayor, London Marathon Foundation, Sport England, London Marathon Events and London Sport. The initiative supports community sport and physical activity initiatives, as well as investing directly in the next generation of leaders in the sector by supporting young social entrepreneurs.

About Bayes Business School

Bayes Business School is one of the UK's leading institutions for business and leadership education, known for its practice-oriented approach and deep ties to London's professional landscape. This capacity-building programme is delivered at Bayes' Finsbury Square campus in central London and builds on our ongoing partnership with Go! London to support grassroots organisations that are transforming the lives of young people through sport and physical activity.

Summary

The Go! London Capacity Building Programme is designed to empower grassroots sports and physical activity organisations across the capital, helping them grow stronger, more confident, and more resilient in serving young people in their communities—especially those from underrepresented backgrounds. Delivered through in-person, expert-led sessions at Bayes Business School, the programme offers three tailored paths to match your organisation's stage of development, ensuring practical learning you can use right away and a network of supportive peers.

Base

is for individuals and informal groups with a new idea to bring sport or physical activity to their community. Over four sessions, you'll learn how to shape your vision, test your idea, build your brand, and secure funding—moving from concept to action with confidence and support.

Ascent

is for early-stage organisations already running local sessions and ready to grow. You'll develop a strategic plan, strengthen your governance, diversify your funding, and boost your marketing and grant-writing skills, setting your organisation up for sustainable impact.

Summit

is for established organisations aiming to deepen their impact and future-proof their work. You'll focus on advanced strategy, sustainable finance, digital transformation, and building a resilient, high-performing team and culture.

Across all paths, you'll benefit from hands-on exercises, real-life stories, and practical tools, leaving each session with clear steps to take in your own community. The programme is rooted in London's diverse grassroots landscape and is committed to supporting organisations that champion inclusion, wellbeing, and opportunity through sport.

Base

May–July 2026

For individuals and informal groups ready to take the first step in building a grassroots sports project for their community.

Programme overview

Base is for people and groups in London who want to turn their idea for a community sports or physical activity project into reality. Through hands-on, in-person sessions, you'll learn the basics of setting up a group, testing your idea, reaching local people, and applying for funding. You'll get practical tools and real-life stories from others who've started from scratch, so you can move from idea to action with confidence.

Programme approach

Base is all about learning by doing. Each session is practical, so you can use what you learn straight away in your community. You'll work alongside others who share your passion, building a support network that lasts beyond the programme.

Who is it for

Base is for Londoners who:

- Have an idea for a sport or activity group but haven't set it up yet.
- Want to support underrepresented communities through sport or physical activity.
- Are new to running community projects and need help getting started.

What you will gain

- Clarity on how to turn your idea into a real project.
- Simple templates and guides you can use immediately.
- Progress on your own idea during the sessions.
- Aligning your plans with your Go! London Fund priorities.
- Support from experienced founders, experts, and peers.
- Ongoing access to a community platform for resources and networking.

Programme delivery & attendance

Base runs across four in-person sessions at Bayes Business School, Finsbury Square, Central London. Each group should send the same person to every session to get the most from the experience.

Programme outline

- **Day 1:** Define your mission, vision, and values, and learn how to turn your idea into a thriving community sports organisation.
- **Day 2:** Validate your idea by identifying your audience, refining your value proposition, and mastering budgeting basics.
- **Day 3:** Build your brand, connect with your community, and discover how to fundraise and pitch with confidence.
- **Day 4:** Learn how to measure your early impact, write winning grant applications, and meet essential legal requirements.



Ascent

**October 23, 2025; November 27, 2025;
January 15, 2026; February 12, 2026**

For early-stage organisations looking to grow, strengthen their foundations, and reach more people through sport.

Programme overview

Ascent helps new organisations in London who are already running local sport or activity sessions and want to grow. Over four interactive sessions, you'll develop a plan to increase your impact, build your team, and secure funding. You'll get tools and advice from experts and peers to help your organisation become stronger and more sustainable.

Programme approach

Ascent is practical and focused on your real challenges. Each session gives you knowledge and tools you can use straight away. You'll learn with others facing similar issues, building a network of support.

Who is it for

Ascent is for London-based organisations that:

- Have been running sport or activity sessions for less than 2 years.
- Want to reach more people and improve how they operate.
- Work with underrepresented communities and want to broaden participation.

What you will gain

- A clear growth plan matched to your mission.
- Ready-to-use templates and practical tools.
- Progress on your own organisation's challenges during the sessions.
- Align your plans with funding priorities.
- Support from experienced founders, experts, and peers.
- Ongoing access to a community platform for resources and networking.



Programme delivery & attendance

Ascent runs across four in-person sessions at Bayes Business School, Finsbury Square, Central London. Each organisation should send the same person to every session for the best experience.

Programme outline

- **Day 1:** Create a strategic growth plan, strengthen your governance, and build a high-performance team culture.
- **Day 2:** Grow your income streams, diversify your funding, and gain control over forecasting and budgeting.
- **Day 3:** Tell your impact story, develop strong grant proposals, and boost your personal effectiveness.
- **Day 4:** Scale your brand with a tailored marketing strategy and digital tools for greater community engagement.

Summit

**October 24, 2025; December 5, 2025;
January 16, 2026; February 13, 2026**

For established organisations ready to deepen their impact, adapt to change, and build long-term resilience.

Programme overview

Summit is for established community organisations in London who want to keep growing and make a bigger difference. Through four practical sessions, you'll create a plan for long-term success, learn how to manage your finances, use digital tools, and strengthen your team and culture. You'll hear from leaders who have grown their organisations and learn strategies to keep making an impact.

Programme approach

Summit is hands-on and focused on real-world solutions. Each session is designed so you can use what you learn straight away. You'll work with other experienced leaders, building a strong network for the future.

Who is it for

Summit is for London-based organisations that:

- Have been running local sport or activity sessions for at least two years.
- Want to make their operations more stable and sustainable.
- Serve underrepresented communities and aim to keep growing.

What you will gain

- A long-term growth plan tailored to your organisation.
- Practical templates and guides you can use immediately.
- Progress on your own organisation's goals during the sessions.
- Aligning your plans with your Go! London Fund priorities.
- Support from experienced leaders, experts, and peers.
- Ongoing access to a community platform for resources and networking.

Programme delivery & attendance

Summit runs across four in-person sessions at Bayes Business School, Finsbury Square, Central London. Each group should send the same person to every session for the best experience.

Programme outline

- **Day 1:** Shape mission-led strategies, agile operations, and robust financial plans for long-term success.
- **Day 2:** Design sustainable finance models and communicate your impact to key stakeholders.
- **Day 3:** Drive growth with a digital marketing strategy, data-driven insights, and legal compliance.
- **Day 4:** Build a resilient, high-performing organisation and tackle the challenges of leadership and scale.

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