



Sport & Physical Activity Framework

Open
Spaces

Our vision for sport

We aspire to: Encourage participation in formal and informal recreation to enable healthy and active lifestyles.			
By encourage participation we mean			
Awareness	Welcoming	Communities	Partnership
Increase awareness of opportunities for people to lead an active lifestyle.	Our open spaces and facilities welcome people into sport & physical activity.	Provide accessible and appropriate facilities for our local communities.	Work in partnership to provide a range of opportunities for sport & physical activity.

Developed by the OSD Sports Programme Board

Date: 27/11/15

Approved by the OSD Senior Leadership Team

Date: 07/12/15



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Outcomes Framework

Code	Outcome	Indicators / Measures
Awareness		
A1	More people will take part in formal and informal recreation in the City of London Open Spaces.	<ul style="list-style-type: none"> • Number of visits • Number of bookings
A2	People will be more aware of opportunities for physical activity in our Open Spaces.	<ul style="list-style-type: none"> • Web hits / Search engine optimisation • Online booking • Links to clubs / partners • Social Media
Welcoming		
W1	Our users will be more satisfied with the sport offer at our Open Spaces.	<ul style="list-style-type: none"> • Customer satisfaction survey
W2	The customer journey to our sports will be a positive and safe one.	<ul style="list-style-type: none"> • Customer satisfaction survey • Green Flag score • Signage
Communities		
C1	Our users will be representative of our local communities.	<ul style="list-style-type: none"> • Club membership profile • Customer Survey • Registration forms • Equalities data on ticket sales
C2	Increase user diversity of our facilities.	<ul style="list-style-type: none"> • Equalities feedback from clubs / partners • Equalities data on facility users. • Disability access • Improvement of our facilities that reduces discrimination
Partnerships		
P1	Clubs will be supported / encouraged to provide opportunities across the sports development continuum from foundation to excellence.	<ul style="list-style-type: none"> • Coaching • Competitions • New starters • CoL promote Club websites, tweets etc.
P2	Our partnership arrangements will provide our customers with the best possible service.	<ul style="list-style-type: none"> • Increase our partnership working • Customer satisfaction survey