

BECOMING AN ACTIVE CITY

Step 9: Deliver Programs under Sub Brands



This step outlines the key tasks required to deliver programmes and events under the Active City brand and sub brands.

1. Pre-requisites

		R	A	G
1.	Delivery budget confirmed			
2.	Recruitment of a team of suitably qualified Instructors/ practitioners. Include training in respect of key messaging, including the use of the Active City brand and sub brands. Consider branded uniforms to reinforce and raise brand awareness.			
3.	Agreed activity plan reflecting the local needs analysis - including what will be delivered, where it will be delivered and when it will be delivered including frequency and term of project.			
4.	All venues booked and permissions agreed for use of other community settings. All of the events/programmes must have legacy as a key component of the delivery plan.			
5.	Completed Step 8			

2. Objectives

		R	A	G
1.	Full or phased activation of projects. Consider high profile launch event(s).			
2.	Deliver a safe, diverse and inclusive programme of easily accessible engagement opportunities at strategic venues within the communities that need them most. Some of these events should be high profile events, with this being balanced by local events and programmes.			
3.	Reduce barriers to participation ie. cost, travel, cultural needs, low confidence, information, childcare. Develop a supporting plan that proactively removes barriers.			
4.	Create an environment and atmosphere across the programme that encourages buy in, makes people feel part of something special, promoting a sense of ownership.			
5.	Monitor and evaluate. Record attendances and feedback. Consider using customer feedback sheets or encourage online feedback to gather intelligence.			
6.	Act on intelligence, review and implement positive changes accordingly to promote retention and project sustainability.			

3. Outcomes

- ✓ A program of activity delivered that is safe and easily accessible to all
- ✓ Increased participation and engagement to support Active City targets and priorities
- ✓ Monitoring and evaluation at the point of delivery that will shape development of the project

4. Appendices

- ✓ Appendix 9 – SPAA & LAC Action Plan
- ✓ Appendix 31 - Liverpool Events Plan 2013 to 2019
- ✓ Appendix 32 – Parks Event Flyer

- ✓ Liverpool *Active Women* and *Active Me* Websites
<http://liverpool.gov.uk/lifestyles/find-an-activity/active-women/>
<http://liverpool.gov.uk/lifestyles/find-an-activity/active-me/>