

CCPR DRAFT STRATEGIC PLAN 2010 – 14

VISION, GOALS, VALUES AND HIGH LEVEL OUTCOMES

VISION

CCPR is recognised as the definitive independent voice for sport and recreation in the UK, providing leadership, inspiration and support both to our members and to the sector as a whole.

GOALS

We will promote and safeguard CCPR members' interests and wellbeing through effective and successful campaigning on all current and potential issues affecting the sport and recreation sector;

We will provide members with a combination of high quality services that they want, need and value;

We will perform excellently as a strong, well-managed, influential and respected representative organisation.

VALUES

Leadership – seeking to lead by example and set the highest standards for our members and the wider UK sport and recreation sector.

Responsibility to our members – recognising that, as a member organisation first and foremost, we have clear responsibilities and accountability to our members.

Collaboration – working co-operatively and constructively with all other relevant organisations and agencies for the benefit and protection of the wider sport and recreation community.

Integrity and trust – acting at all times with openness, transparency, rigour and integrity, thereby building mutual trust and confidence with our members, partner organisations and other stakeholders.

Fairness, equity and sustainability – promoting and committing to ethical, equitable, diverse and sustainable sport and recreation; and, whenever necessary, challenging unfairness, exclusion and poor practice.

Valuing others – valuing and respecting the individual and collective contributions of all our member and partner organisations, their staff, volunteers and participants.

Good communication – communicating clearly, confidently and effectively, mindful of the importance of two-way dialogue.

Enjoyment – encouraging a culture whereby those inside our organisation enjoy working and contributing and those outside it enjoy engaging and collaborating with us.

HIGH LEVEL OUTCOMES BY 2014

Campaigning

Due to the effectiveness of CCPR, its actions and campaigns:

- Sport and recreation benefit from a greatly improved legislative and regulatory environment.
- There is widespread recognition and support for investment in the contribution that sport and recreation make to wider social and economic policy objectives.

- The Government and its departments pursue a positive and all-inclusive policy towards the whole of sport and recreation in the UK, but particularly in relation to the legacy from London 2012, increased accessibility to and sustainability of clubs, and community sport in general.

Services

- Members benefit from a wide range of relevant services which meet their individual needs and help them to reach their full potential.
- Members and key partners participate in and value CCPR events as being important focal points in the sport and recreation calendar.
- CCPR is the definitive source of information and advice on key issues affecting both its members and the sector as a whole.

Performance

- CCPR is a strong, modern and successful organisation with a robust and effective governance structure, which plans and manages its resources creatively but prudently.
- The organisation recruits and retains both an executive and a voluntary workforce of highly committed, motivated and well trained individuals, all working towards common goals.
- CCPR's membership reflects the continuous changes in the sport, recreation and physical activity sector.

CRITICAL SUCCESS INDICATORS

- Members satisfied with the services they receive
- Core member retention
- Financial strength and solvency
- BingoLotto provides real benefit to participating members
- High performing staff team
- Sport and recreation sector benefits from more challenging campaigning by CCPR
- Stakeholders' trust and respect gained
- Improved performance of member organisations
- We live by our values
- A true and enduring physical and 'soft' legacy stems from London 2012
- Successful influencing of new government 2010 and beyond
- Increased profile and reputation