Logic model: strong communities

This logic model illustrates the main links between service activities and better outcomes for strong communities. It suggests broad groupings of activities, benefits of culture and sport to individuals, communities and places, and how these in turn contribute to the achievement of intermediate and overarching strategic outcomes.

**Culture and sport activities**
- Development and outreach work
- Sessions and clubs
- Performances and events
- Facilities
- Information provision
- Volunteering opportunities
- Knowledge and learning/skills courses and programmes
- Training, employment and mentoring schemes
- Leadership programmes

**Service outcomes**
- Increased attendances and active participation by (disadvantaged/vulnerable) young people and adults in culture and sport
- Increased efficiency and productivity in the delivery of culture and sport
- Improved culture and sport offer and quality of place
- Increased resident satisfaction with culture and sport in their local area
- More people volunteering and involved in community life through culture and sport
- Increased growth and capacity of local culture and sport voluntary and community organisations
- More people in paid and unpaid work in culture and sport
- More people gaining new knowledge and skills through culture and sport

**Benefits**
- Increased social interaction, new relationships and role models
- Improved health and wellbeing
- Increased confidence, self esteem, personal responsibility and resilience
- Improved cultural infrastructure, image and identity
- Increased knowledge, skills and qualifications
- Increased understanding of local services and community issues
- Stronger identification with local community and respect for others

**Intermediate outcomes**
- More young people as active citizens
- More people participating in social action and local decision making
- Increased social investment, philanthropy and giving
- Increased volunteering and reciprocity
- Increased delivery of local services by civil society organisations and small and medium sized enterprises
- Increased attractiveness of places to live, work and visit
- Increased resident satisfaction with culture and sport in their local area
- Increased growth and capacity of local culture and sport voluntary and community organisations

**Overarching strategic outcomes**
- More communities empowered to do things their way
- Strong, attractive and thriving neighbourhoods
- Reduced deprivation and inequalities, and increased social mobility
- More integrated and resilient communities