



VANTAA SPORT POLICY GUIDELINES 2030

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VANTAA SPORT POLICY GUIDELINES 2030

The Vantaa sport policy guidelines guide the sports and fitness service area's targets and actions for the coming years in promoting the physical activity and wellbeing of Vantaa residents. The guidelines present the vision themes and targets for the 2020s.

The preparation of the sport policy guidelines started in spring 2020 together with the strategy work of the other service areas of the Urban Culture department. The goal was to create a strategically outlining document that guides the activities for the needs of the 2020s. To support the development of the guidelines, a steering group was assembled, to which the Leisure Committee appointed the following representatives: Henri Grundström, Jouni Herranen, Loviisa Kaartokallio, Marjukka Kallio-Ouvinen and Tuomas Suihkonen. From the sports and fitness service area, Veli-Matti Kallistahti, Anu Jokela, Jari Lärka and Anton Ahonen participated in the work of the steering group.

In the preparation of the guidelines, Vantaa residents and associations were consulted in a resident survey carried out in autumn 2020, where the residents and associations were able to learn about and provide feedback on the vision themes and targets planned for the sport policy guidelines. 613 Vantaa residents and representatives of Vantaa-based associations responded to the survey.

The Vantaa Leisure Committee approved the guidelines at its meeting on 19 January 2021. The city now has sport policy guidelines that clarify the sports and fitness service area's strategic vision of its operating environment and the actions to be taken in the near future in the development of sports services in the 2020s.

From a strategic point of view, the sports and fitness service area is linked to many of Vantaa's city-level strategy documents, which indicate the target profile and guide the key areas of focus.

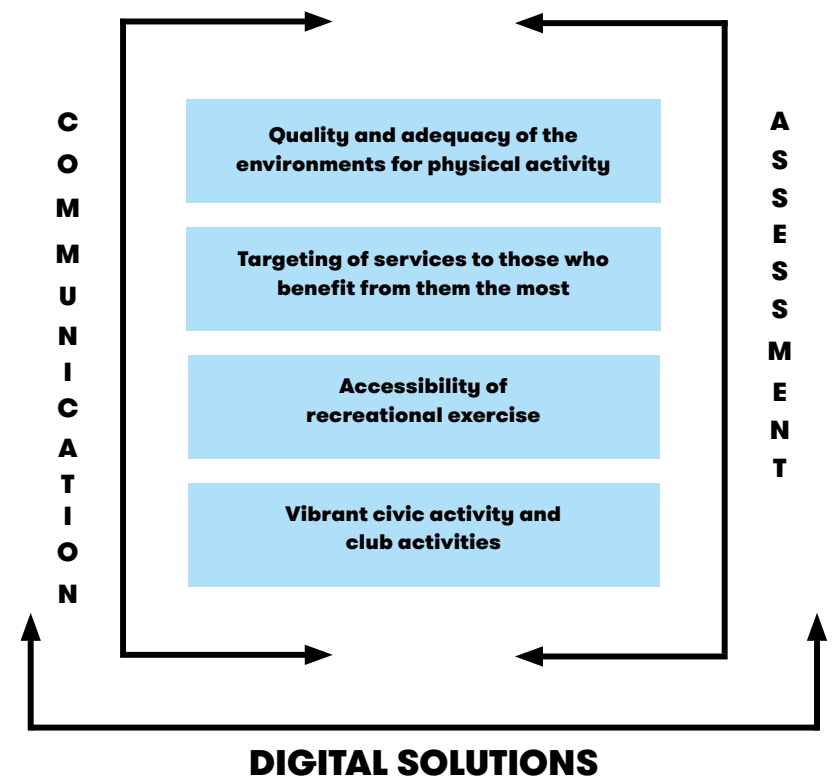
The current sport policy guidelines are based on the strategy for the council term and the Vantaa wellbeing programme as well as on the Vantaa service network plan and the Vantaa sports facilities plan as supplementary plans. In addition to these, further understanding of the operating environment is provided by the "Liikunnasta hyvinvointia" (Exercise for wellbeing) report, which comprises a comprehensive description of the exercise habits and physical activity of Vantaa residents.

The guidelines consist of seven vision themes, which are descriptions of the target state we want to be in 2030. Each vision theme includes more detailed and concrete targets that highlight key focuses. During the strategy period, all the vision themes and the targets under them are supplemented with actions to be taken, which are assessed each council term.



VISION 2030

**Everyone is good at physical activity.
We help everyone find their own way of
engaging in exercise.**



QUALITY AND ADEQUACY OF THE ENVIRONMENTS FOR PHYSICAL ACTIVITY

The conditions for exercise meet the needs of users in terms of quality and are sufficient in relation to the number of residents

The focuses and development needs of the network of sports facilities are in expanding the service network of outdoor sports facilities and local sports as well as in developing the quality of indoor sports facilities and especially school gyms. Concrete major projects during the programme period include the construction of the Elmo sports park and the Kivistö sports park as well as the development of the Tikkurila sports park.

Improving the quality of sports facilities through fundamental improvements is necessary to maintain the attractiveness of the sports facilities and to meet the expectations and needs of the user base in the late 2020s as well. The fundamental improvements will enable sufficiently high-quality conditions for high-quality training and the organisation of competition events also for competitive sports.

Population growth must be taken into account when assessing the need for new construction to maintain the relative availability of sports facilities compared to the number of residents at its current level.

High-quality sports and nature environments located nearby are pull factors for each residential area that influence the choice of place to live in the Helsinki metropolitan area.

Local sports facilities as well as school and daycare centre yards involving physical activity are available to everyone

Local sports facilities are sports facilities that are open to everyone and free of charge, suitable for playing sports, engaging in physical activity and exercising, which are located near residential environments. Local sports facilities and the yards of schools and daycare centres play a central role in creating an everyday environment that activates people to engage in physical activity.

During the programme period, the network of local sports facilities is developed locally with yard projects of daycare centres and schools and in the major regions by implementing local sports park projects. The yards of vocational schools are developed by equipping them with outdoor gyms. Outside the operating hours of the schools and daycare centres, the yards are intended to be used freely by all municipal residents.

The daycare centre and pre-school yard survey will be completed in 2020 and the schoolyard survey in 2021. The surveys provide guidelines for scheduling yard improvement projects throughout the 2020s. The annual target is the fundamental improvement of one daycare centre yard and one schoolyard.

The target in the major regions is that, at the end of the programme period, each major region will have at least one local sports park.

With regard to the network of local sports facilities, the target is that in 2030, 80% of Vantaa residents will live within two kilometres of the nearest local sports facility.

The conditions of indoor sports facilities meet the needs of the users and the quality level is developed systematically

During the programme period, indoor sports facilities are developed in accordance with the areas for development that have

emerged in the Vantaa sports hall report. The development work also applies to current and new school gyms and to cooperation with private actors to improve conditions.

Local forests also serve as areas for outdoor exercise in nature

Outdoor exercise in nature and looking for “naturalness” in sports hobbies have grown in popularity in recent years, and the trend is likely to continue in the 2020s. Nature environments provide residents with opportunities for recreation and versatile physical activity.

The accessibility of nature environments is improved through consistent signage and versatile route construction. The routes are brought as close to residential areas as possible so that nature environments are accessible to everyone, even without a vehicle. Various hobbies that take place in nature, such as orienteering, mountain biking and trail running, are taken into account in the route planning and signage.

Routes in local forests also offer early childhood education units and institutions the opportunity to utilise nature environments weekly as part of early childhood education and care.

Everyday mobility between regional centres is smooth along cycling superhighway connections, and 20 per cent of commutes are made by bicycle

Ensuring the ease of and consistency of mobility is a key element in the development of the cycling conditions. Even though Vantaa’s network of pedestrian and bicycle routes is comprehensive and in good condition, it currently does not enable sufficiently smooth mobility between the regional centres.

The superhighway connections, which have primarily been built from the perspective of cycling, enable effortless mobility between different areas of Vantaa,

making even spontaneous cycling using city bikes, for example, more attractive. Consistent signage is paramount to enable a good user experience. Adequate network coverage is achieved by creating easy-to-drive main roads next to the cycling superhighways, which guarantee the accessibility of the superhighways to the majority of Vantaa residents.

Residents are familiar with the existing sports facilities and regard them as their own

Making an existing sports facility meaningful means improving its quality and functionality as well as making it more clearly defined and better known among residents.

The sports facilities with the most potential in terms of making them meaningful include exercise and outdoor routes and local sports facilities. Making outdoor sports facilities meaningful can be implemented by improving marking and, for example, by creating a clear entity from a single fitness route. Sports facilities should be named according to their purpose of use, utilising the experiential knowledge of the area’s residents in the development and naming of the sports facility.



TARGETING OF SERVICES TO THOSE WHO BENEFIT FROM THEM THE MOST

Services are increasingly targeted at the needs of high-risk groups in terms of quality and quantity

Exercise and health habits begin to take shape early in life, and the factors affecting physical activity and the use of and need for services vary between people of different ages. For this reason, life span thinking is used in the development of sports services, which takes into account the changes in psychological, emotional and social factors at different stages of the life span.

The ageing of the population is also a challenge in Vantaa, even though the demographic situation is better than in most municipalities. By enhancing sports services for elderly people, it is possible to influence the maintaining of functional capacity during the senior years. Due to the steep ageing of the population, exercise can be seen as an effective preventive activity, and one that maintains functional capacity, throughout this decade. Improving the quality of life and increasing the number of disability-free years of life have a significant economic impact.

Better targeting of services and communication to high-risk groups brings new user groups, especially from the population groups that benefit the most from increasing physical activity. Better productisation of the current services and clarification of the service entities facilitate starting their use in all user groups.

In this case, the definition of high-risk groups is considered broad and it includes, for example, those at risk due to their

health or socio-economic status and, from a preventive point of view, those persons for whom increasing exercise, for example, can prevent problems that are likely to appear in the future.

Targeting services to high-risk groups does not have an undermining effect on existing services.

Preventive lifestyle guidance services are an integral part of the city's service chain and form a consistent concept for residents of all ages

Effective service paths to preventive services have been built from the service areas in the customer interface. Lifestyle counselling services have been proven to be impactful and can be produced cost-effectively by utilising digital solutions and advanced assessment of the need for services.

Preventive services cover Vantaa residents of all ages, and various databases are widely used in assessing the need for services in order to achieve a preventive nature.

The starting points of the service paths in the customer interface:

- health centres (primary healthcare as a whole, all ages)
- child health clinic services (families, ages 0–4)
- rehabilitation services (ages 18 or over)
- student healthcare (ages 7–18)
- school social services (ages 7–18)
- youth services (ages 7–18)
- services for the elderly (ages 65 or over)
- employment services (ages 18 or over)

Everyone over the age of 65 has access to guided exercise services

Guided exercise services aimed at the elderly guarantee everyone over 65 the opportunity to participate in guided activities that maintain physical and mental functional capacity. The service offering is versatile and produced in varied ways, such as traditional group exercise, virtual guided exercise and peer group activities.

Early intervention makes extensive use of databases

The city's information systems enable the efficient and automated identification of high-risk groups among service users. With the help of the patient information system, residents in need of preventive services are identified and referred to the service path in a smooth manner.

The model enables the identification of those belonging to high-risk groups, an unbroken service path between departments and the efficient allocation of financial support to support hobbyism, for example. When using the patient information system, historical data is also stored, which means that the benefits achieved through, for example, sport buddy activities in primary school can be recognised at a later stage and the same support service can possibly be used again.

In the case of schoolchildren, the Move! measurement results covering the entire age group are entered in the information system and the information can then be used in the screening of high-risk groups and in the targeting of preventive services related to lifestyle/physical activity.

ACCESSIBILITY OF RECREATIONAL EXERCISE

Recreational exercise is accessible especially to all children and young people, and opportunities for it do not depend on socio-economic background or place of residence

Enabling recreational exercise for all children and young people means identifying and removing barriers to engaging in hobbies. Ensuring the availability of recreational exercise and helping children and young people who need special support and special exercise to find hobbies play a central role in terms of this target.

The adoption of a physically active lifestyle during early childhood and childhood, regardless of family background, is to be ensured through early childhood education and care and comprehensive school and by providing opportunities for family exercise in one's own residential area.

young people who are not oriented towards competitive sports and want to engage in a hobby a few times a week.

All hobbies can be clearly and easily found on a school-specific basis and by place of residence. The aim is to provide the hobby offering in cooperation with Vantaa-based sports clubs and associations.

Several hobby clubs are available in all comprehensive schools in Vantaa, and 80 per cent of schoolchildren participate in the activities of at least one club or hobby group.

Family exercise is part of the leisure time of every family in Vantaa

From the child health clinic onwards, families are encouraged and guided to participate in guided family exercise. In family exercise, children and parents are socialised into a physically active lifestyle, and the activities also support the building of healthy interaction. Family exercise strengthens the family's wellbeing and offers opportunities for spending leisure time together.

Family exercise is available as a local service in all residential areas and is free of charge or very affordable.

Participating in hobbies is possible from preschool to upper secondary education

Recreational exercise groups that meet during the school day and immediately after the school day offer low-threshold physical activity especially for those children of school age who are not involved in a sports club or who have quit their hobby.

The activities consist of small groups that meet weekly and get to know different sports and sports facilities. The exercise groups are organised as part of school fitness clubs. The activities form goal-oriented and consistent hobby activities from preschool to upper secondary education, which especially serves the needs of children and





The hobby card enables finding low-threshold hobbies and targeted financial support for hobbies

By logging into the hobby card application, residents can search for and sign up for hobbies. Through the application, it is also possible to financially support the hobbies of those in a more disadvantaged position. The city is able to pay a portion of the hobby costs through the application and share discounts on its own services. The granting of discounts and support is effective and they are with certainty aimed at precisely the desired target groups.

Targeted benefits (e.g. reduced prices and free participation in events) and support are offered through the hobby card to the following population groups:

- Children and young people (those belonging to high-risk groups separately)
- Students

- Unemployed people
- Those belonging to a high-risk group in terms of their health or life situation

Esports and multi-themed clubs diversify physically active hobbies

Esports has become a popular hobby among young people, and in professional gaming, the importance of physical exercise is nowadays also emphasised. In school club activities, the popularity of esports is utilised by establishing esports clubs that include not only game practise but also exercise.

In multi-themed clubs, sports, culture and science themes are combined into one hobby, which offers children versatile activities and also inspires those primarily interested in hobbies other than sports to engage in physical activity.



VIBRANT CIVIC ACTIVITY AND THRIVING CLUB ACTIVITIES

Sports club activities are versatile and based on vibrant civic activity

The extent and activity of association activities reflect the level of civic activities and the residents' responsibility and initiative in their leisure activities. The sports club support services offered by the city are clear and make starting and managing the activities of an association and applying for subsidies granted by the city uncomplicated.

In supporting competitive sports, the focus is increasingly on finding sustainable operating methods and models, especially from the perspective of economic operating conditions. Through its actions, the city strives to support competitive sports in building their own financial footing.

Sports club operation is simple and straightforward in Vantaa

Sports clubs can easily find information about the services offered by the city, and using them is easy and administratively light. The city's communication reaches clubs efficiently and without delay.

The services and support channels available to clubs have been made easy to understand and, for example, it is quick and easy to apply for support. Because of this, clubs make extensive use of the support to develop their activities.

The operating conditions of competitive sports in Vantaa are on a sustainable footing

The foundations of competitive sports are strengthened by supporting the use of service production related to competitive sports. For example, the city can subsidise residents' participation in competitive sporting events and matches and enable the prerequisites for producing attractive sports entertainment in terms of sports facilities. The purpose of the operating model is to support the development of the financial conditions of competitive sports such that competitive sports clubs can achieve financial self-sufficiency in their activities.

Neo-communality strengthens traditional club activities

The rise of neo-communality (e.g. loose hobby groups and hobby groups organised via the Internet) is taken into account in the planning of services. In the future, alongside traditional organisation in the form of associations, looser groups of hobbyists will be formed, with their organisation usually taking place on social media platforms. These groups may independently organise events such as going for a walk together, as well as other low-threshold activities.

Today, individuality is emphasised also in sports hobbies. Partly for this reason, the search for community in exercise and sports has in some cases moved from direct social interaction to indirect, where communality and a sense of togetherness are conveyed through, for example, social media or a mobile application, in which case participants are fully able to determine their own level of commitment.

In supporting free civic activities, the focus should not only be on traditionally organised activities as, in a differentiated exercise culture, generic forms of activity no longer correspond to the motivations of municipal residents at a sufficient level.



DIGITAL SOLUTIONS

Digital solutions ensure service accessibility and enable cost-effective service production

Digital solutions make it possible for all residents to easily find opportunities for exercise and to participate. In digital service production, the city leverages scaling such that the unit costs do not rise as the number of users increases. Clubs and associations are assisted and encouraged to use digital solutions in their activities, such as membership management, enrolment and reporting.

Hobihobi is a search application known and used by all residents

All the hobbies in Vantaa can be found in Hobihobi, and it is easy to use both for those looking for hobbies as well as for associations advertising hobbies.

Sports clubs in Vantaa make use of digital systems, such as SuomiSport

Sports clubs are encouraged and assisted in implementing digital services that streamline, for example, membership management, membership fees, enrolment as a group and acquiring insurance. The administrative burden of sports clubs is reduced and club members have a smoother user experience.

The division of swimming lesson slots and changes in lesson slots happen automatically

Early childhood education units and schools register electronically for swimming lessons and can manage the lesson slots they have booked through an application. Entries about the progress of pupils' swimming lessons and swimming tests are made in the same application.

Guided exercise is available virtually and free of charge

In addition to traditional guided exercise in a group format, Vantaa residents can participate in virtual service offering from home. The available services include not only streaming, but also services that utilise virtual reality (VR). The services ensure that people who live further away from the location of the activities as well as those with reduced mobility also have an equal opportunity to use guided exercise services.

COMMUNICATION

Sports communication that reaches the most people and the best productisation of public sports services in Finland

Sports services have been productised to meet the needs of users and to attract residents who have not previously been very physically active, in particular. Finding and starting the use of the services has been made as simple and effortless as possible. The available services are known to all Vantaa residents.

It is easy to find and start using the services

Exercise services are easily accessible in one place online, where it is possible to get to know the service offering and sign up at the same time. Information about the services is available in several languages.

The services form an easily approachable entity

The service concept has been designed especially from the point of view of those who do not engage in exercise in order to get the most difficult to reach target groups to become service users.

Vantaa has a strong brand in terms of sports and the residents perceive it as a clear entity

The services are impeccable in terms of their appearance and visual look. Using the services is a pleasant experience in itself.

Communication is targeted according to customer segments and it also reaches high-risk groups

Communication channels are widely used in communicating about the services, and communication content is structured to reach especially residents belonging to high-risk groups.



ASSESSMENT OF ACTIVITIES

The monitoring of effects and customer satisfaction is continuous

There is an established measurement and monitoring system for exercise to monitor the physical activity and service satisfaction of the residents. The system is based on standardised reports on changes in exercise habits carried out each council term, as well as on continuous measurement of customer satisfaction.

Standardised surveys are carried out each council term

Residents' physical activity, exercise habits and satisfaction with sports services are regularly investigated using reliable research methods. This enables proactive decision-making when reliable and up-to-date information, based on materials representing various population groups, is available.

Exercise habits are investigated separately for the following population groups and associations:

- Children of early childhood education age
- Schoolchildren and students
- Working-age people
- Elderly people
- Sports clubs

Residents can assess and send feedback about sports facilities and services spontaneously using an advanced feedback system

All sports facilities have visually uniform boards that encourage users to report maintenance requests or proposals for improvement related to the facility or service. Municipal residents can use their phone to give immediate feedback about, for example, a sports facility by entering its web address, scanning a QR code or reading an NFC tag.

The feedback is automatically routed to the right entity and the response time for corrective measures, for example, is reduced. To improve customer satisfaction, contacts have a target time within which a response is sent to the resident or a schedule for further measures is announced.



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