

Appendix 4: Evidence for delivery of projects

The table below identifies all the projects that will be delivered over the three year period, categorised within the six priorities set by Dacorum Borough Council; Health inequalities, obesity, child poverty, rural exclusion, ethnic minority groups and disability. The table identifies the evidence of need held by Dacorum Borough Council, the sporting evidence – including sport market segmentation information and primary research, finally the Hertfordshire County Council priorities which are being met through the delivery of the project. This table is a brief summary of the sports participation (attached document 4) and sport market segmentation (attached document 5).

What – overview of activities	When – start date, how often? Length of sessions? End date	Where – Location	Who – is focus of delivery? Age, segment	Dacorum Borough Council evidence of need	Sporting need evidence – including sport market segmentation, primary research and existing and unmet demand	Hertfordshire County Council priority
Health inequalities: Hemel Hempstead/ Highfield/ Adeyfield						
Family activities at sportspace: Sport specific nutrition information available	Weekly: Sat, 7.30-9.30pm; 1 session x 2 hours x 40 weeks	Hemel Hempstead Sportspace Hemel	Families within 10 mile radius of sport centre Philip Tim Jackie Leanne Elaine	Life expectancy is 7.5 years lower in men and 6.5 years lower in women in the most deprived wards of Dacorum.	Primary research: 46 families out of 47 respondents surveyed said they would like to take part in family activities. They should be affordable and within 10 miles of their home on a Saturday evening. BME community identified that they would be interested in taster style family sporting activities.	Health and well being priorities: - Increase physical activity leaves for adults and children - Increase in healthy eating (5 a day) Joint Strategic Needs Assessment: - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being
Back to Netball: Indoor fun sessions for females aged 16+ who have never played or are keen to get back into the sport	Weekly: 1 session x 1 hour x 40 weeks	Adeyfield School Hemel Hempstead	Leanne Chloe	Life expectancy is 6.5 years lower for women in the most deprived wards.	Sports participation: Women are less likely to take part in physical activity; 16-25 age group: 62.8% of men, 53.1% of women take part. 26-34 age group: 52.7% of men, 41.2% of women take part Existing and unmet demand: Dacorum netball forum currently run back to netball session in Berkhamsted and Tring. There is an unmet demand for this type of activity in Hemel Hempstead and the appropriate partners are in place to ensure its sustainability.	Health and well being priorities: - Increase physical activity leaves for adults Joint Strategic Needs Assessment: - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being

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<p>Get into Football: Opportunities for local males 18+ resident in Highfield/ Adeyfield areas to get into / back into football in a low cost, social, fun environment – link to appropriate pathways to other local programmes and local pub/ social leagues.</p>	<p>Weekly; 1 sessions x 1 ½ hours x 40 weeks</p>	<p>Sportspace Hemel</p>	<p>Kev – 36-45 Jamie – 18-25</p>	<p>Life expectancy is 7.5 years lower for men in the most deprived wards. Highfield/ Adeyfield are some of the most deprived wards in Dacorum and also have high levels of inactivity.</p>	<p>Segmentation data: Kev and Jamie are the most dominant male segments in Highfield. Both categories are likely to enjoy football and would like to do more.</p>	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults <p>Joint Strategic Needs</p> <p>Assessment:</p> <ul style="list-style-type: none"> - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being
<p>ENJOY family; a multisport session (including dance fitness, badminton, table tennis, child friendly circuits etc) held at local community centres offering opportunities for mothers/ fathers (including lone parents) to participate with their children. Programme to include taster sessions and links to local clubs.</p>	<p>Weekly; 2 sessions x 1 hour x 40 weeks</p>	<p>Highfield Community Centre Adeyfield Community Centre</p>	<p>26-45 – Paula 18 -25 – Leanne Kev</p>	<p>Life expectancy is 7.5 years lower in men and 6.5 years lower in women in the most deprived wards of Dacorum.</p>	<p>Sports participation: Women are less likely to take part in physical activity; 16-25 age group: 62.8% of men, 53.1% of women take part. 26-34 age group: 52.7% of men, 41.2% of women take part</p> <p>Segmentation data: Paula and Leanne are the most dominant female segments in Highfield and are also likely to be found in other deprived wards.</p> <p>Motivations: Enjoyment/ playing sport (27%), keeping fit (26%), take children (21%), losing weight (11%)</p> <p>Top sports (Keep fit classes (18%) Swimming (17%), Cycling (5%) or athletics (4%))</p>	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children <p>Joint Strategic Needs</p> <p>Assessment:</p> <ul style="list-style-type: none"> - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being

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Obesity: Grovehill, Leverstock Green, Highfield/ Hemel Central are above national and Hertfordshire average. Adayfield is above Hertfordshire average but below National						
<p>Cycle your family into fitness: Regular free bike rides from 3 local venues, lead by qualified instructors, aimed primarily at families. Where appropriate, programme to include family weigh in to encourage healthy weight and improved well being.</p> <p>Project to include:</p> <ul style="list-style-type: none"> - Development of a cycle hub (one per year) at Grovehill Adventure Playground, Leverstock Green and Highfield/ Hemel Central offering support with bike maintenance 	Weekly: 1 session x 2 hours x 3 venues x 50 weeks	1)Grovehill Adventure Playground 2) Leverstock Green 3) Highfield/ Hemel Central	Philip Tim Jackie Leanne Elaine Brenda	<p>Obesity levels: Three MSOA are above the Hertfordshire and National average for obesity at the second reading of the childhood measurement programme in year 6.</p> <p>The same three MSOA's are also within the 'obesity rising sample' (MSOA's where prevalence increases between reception and year 6).</p> <p>People who are overweight as a child are more likely to become obese adults, therefore the childhood measurement reading can be taken as an indicator of obesity levels in later life.</p>	<p>Existing and unmet demand BIG HERTS BIG IDEAS and DBC have partnered with British Cycling to deliver a range of recreational cycling opportunities across the borough for 2013.</p> <p>This funding is coming to an end. It is important to build on the initial work which has been carried out and build a long lasting and sustainable approach to cycling in the borough through the creation of a cycle hub.</p> <p>Evidence of participation from Sky Ride;</p> <ul style="list-style-type: none"> • 27 sky ride local rides took place • 188 participants • 7 Breeze rides took place • 28 participants • 96 buddies • 16 ride leaders • 14 route maps • 7 active Breeze champions <p>Segmentation data: Many of the segments that are dominant in the wards where we have high obesity are motivated by bringing their children and would also like to take part in more cycling.</p>	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Increase in healthy eating (5 a day) - Reduction in excess weight and obesity in adults/ children (year 6) <p>Joint Strategic Needs Assessment:</p> <ul style="list-style-type: none"> - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being <p>Prevention: Inactivity leads to obesity, type 2 diabetes, Coronary Heart Disease and Hypertension</p> <p>Behaviour change: Improve knowledge and understanding about healthy eating, nutrition and well being.</p> <p>Referrals: Instructors on this project will be trained by the Weight Management Centre Limited to ensure they are equipped to take GP referrals (funding will be sourced separately).</p>
<p><i>Stay With It</i> programme: Tailored afterschool programme aimed at 15-18 year old females. Programmes for each area to reflect school consultation results - including fitness classes and swimming. Programme to also link to healthy eating and confidence building with links to local clubs, leisure facilities and</p>	Weekly, 1 session x 1 hour x 3 schools x 30 weeks	Adayfield School Hemel School Cavendish School	Female School leavers GCSE/ A level/ college 16 – 25 Chloe	<p>Overweight and obese children are more likely to become obese adults and have a higher risk of morbidity, disability and premature mortality in adulthood, including increased risk of certain cancers, type 2 diabetes, respiratory problems including asthma and circulatory disorders.</p> <p>Targeted in areas where childhood</p>	<p>Sports participation: Women are less likely to take part in physical activity; 16-25 age group: 62.8% of men, 53.1% of women take part. 26-34 age group: 52.7% of men, 41.2% of women take part</p> <p>High drop out rates of girls aged 13-19</p>	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Reduction in excess weight and obesity in adults/ children (year 6) <p>Joint Strategic Needs Assessment:</p> <ul style="list-style-type: none"> - Increasing physical

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other community sports programmes.				obesity levels are above the Hertfordshire average.	High drop out rate for people leaving structured education. Primary research: 250 students in Adeyfield 68 were females (14-19). 25 said that they 'do not play sport'. They would like to do more swimming and fitness classes, straight after school, in the school hall or sports centre.	activity and promoting a healthy weight - Mental Health & Emotional well being
Dance fitness boot camp (reflecting current trends) targeting females aged 18-25 years	Weekly; 1 session x 1 hour x 40 weeks	Grove Hill Community Centre	18-25 – Chloe	Women are more likely to become obese. Since 1995 women have has double the prevalence of men in becoming morbidly obese (BMI of 40 and over)	Existing and unmet demand: There is currently 1 class in the Grovehill Community Centre. A high proportion of the class are young mums and there is a waiting list of attendees. Many young mums who have enquired are unable to meet the cost of the classes. A midweek, daytime, subsidised class would be ideal for getting this segment active again.	Health and well being priorities: - Increase physical activity leaves for adults Joint Strategic Needs Assessment: - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being
ENJOY women and girls. Circuits style fitness classes designed for 14-25 year old females who want to keep fit and socialise. Programme to include healthy eating advice.	Weekly; 1 session x 1 hour x 40 weeks	Hemel Central: Adeyfield Community Centre	18-25 – Leanne 16-25 – Chloe	Women are more likely to become obese. Since 1995 women have has double the prevalence of men in becoming morbidly obese (BMI of 40 and over) Sports participation: Women are less likely to take part in physical activity; 16-25 age group: 62.8% of men, 53.1% of women take part. 26-34 age group: 52.7% of men, 41.2% of women take part High dropout rate of people leaving structured education.	Sport market segmentation: Leanne and Chloe are the most dominant female segments in Hemel Central and Adeyfield West. Leanne is a less active member of her age group (72% would like to do more) Chloe is an active type (23% does 3 30 min session per week) but she is less active than young male segments (Jamie & Ben) within a similar age category (70% would like to do more) Encourage Leanne to do more – Less busy, admission cheaper, people to play sport with, childcare Chloe - Less busy, admission cheaper, people to play sport with Leanne motivations: Enjoyment (44%), keeping fit (34%), socialising (25%), losing weight (13%) Chloe motivation: Enjoyment (47%), keeping fit (46%), socialising (16%) Improving performance Top Sports Leanne: Keep fit/ gym (23%), swimming (18%), Athletics/ running (9%), Cycling (6%)	Health and well being priorities: - Increase physical activity leaves for adults and children - Reduction in excess weight and obesity in adults Joint Strategic Needs Assessment: - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being

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Child Poverty: Adeyfield East/ West , Highfield, Hemel Town, Woodhall Farm (LSOA)						
Free sportshall athletics sessions for families, encouraging an active lifestyle through an interactive fun sport programme. Programme to link to on- site advice on healthy eating, debt management etc and pathways to local sports initiatives including youth games and local sports clubs.	Weekly: 1 session x 1 hour x 50 weeks	Woodhall Farm Community Centre (Year 1,2) Adeyfield Community Centre (Year 2)	Families in LSOA with high child poverty	Six wards in Dacorum are above the national and Hertfordshire average. One LSOA in Woodhall farm where over 40% of the children are living in poverty. Child poverty – living in a household in receipt of income related benefits where the family income is less than 50% of the UK median income. Clear link between poverty and negative outcomes across children’s lives; education, health or related to general well being.	Primary research: 46 families out of 47 respondents surveyed said they would like to take part in family activities.	Health and well being priorities: - Increase physical activity leaves for adults and children - Increase in healthy eating (5 a day) - Reduction in excess weight and obesity in adults/ children (year 6) Joint Strategic Needs Assessment: - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being
Additional youth diversionary boxing sessions at existing local club aimed at disaffected young people aged 14+ including those from the local travelling community.	Weekly: 2 sessions x 2 hours x 50 weeks	Hemel Boxing Club in Adeyfield	Disaffected local young people particularly those based in the Adeyfield area and linked to local travelling community.	Clear link between poverty and negative outcomes across children’s lives; education, health or related to general well being. These associated problems can lead to negative outcomes as an adult, in terms of employment and financial stability. A variety of partners including Housing Associations, Youth Targeted Support, Anti Social Behaviour and Gypsy Liaison find it difficult to engage with the target group. There is a opportunity to use boxing as a means of positive engagement.	Boxing is known to be a great sport for engaging deprived communities. Existing and unmet demand: Hemel boxing club currently operates three days a week. There is a need to run more sessions for the most disaffected youth. Boxing is a disciplined sport which can provide a diversion away from crime and anti-social behaviour and provides a focal point for encouraging people into a healthier and fitter life style.	Health and well being priorities: - Increase physical activity leaves for adults and children - Increase in healthy eating (5 a day) - Reduction in excess weight and obesity in adults/ children (year 6) Joint Strategic Needs Assessment: - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being

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Rural exclusion						
<p>Swim to keep trim: Free 12 week swimming membership of local leisure facility for residents of rural communities who would like to increase their activity levels.</p> <p>Early mornings, evenings and weekends only as this is a dual use facility.</p> <p>Memberships to be allocated one first come first serve basis to those that can demonstrate current weekly activity levels of 1 x 30 minutes.</p>	Throughout project	Tring Sports Centre	46-55 – Elaine <i>Living in Tring and Wigginton, Northchurch, Flamstead, , Aldbury,</i>	<p>Women are more likely to become obese. Since 1995 women have has double the prevalence of men in becoming morbidly obese (BMI of 40 and over)</p> <p>People in rural areas are less likely to be aware of regular sporting opportunities and have less opportunity within a 5 mile radius to take part in sport.</p>	<p>Segmentation data: Elaine of the most dominant female segment in Dacorum and is most likely to live in the rural areas. Elaine is more likely to take in one sporting activity per week when compared against the national average but less likely to take part in three.</p> <p>Motivations: keeping fit (40%), enjoyment (38%), loss weight (11%) and meet with friends (9%).</p> <p>Would like to do more: Elaine would like to do more swimming (34%), keep fit/ gym (17%), cycling (8%), badminton (4%). Encourage to do more: 'less busy' (56%), 'cheaper admission' (15%) and 'people to go with' (15%)</p>	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Reduction in excess weight and obesity in adults
<p>Free led weekly cycle rides in rural areas aimed at those aged 16+.</p> <p>One ride per week on a Saturday morning, aimed at adults. A range of distances.</p>	Weekly: 2 hours x 4 locations x 40 weeks	Tring, Kings Langley, Bovingdon, Flamstead	Residents of rural areas	People in rural areas are less likely to be aware of regular sporting opportunities and have less opportunity within a 5 mile radius to take part in sport.	<p>Existing and unmet demand: Rural rides currently takes place in Dacorum. There is a need for additional rides and ride leaders to be trained to keep up with demand.</p>	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Reduction in excess weight and obesity in adults
Water based exercise and movement classes aimed at 18-25 year old females living in rural areas.	Weekly: 1 session x 1 hour x 50 weeks	Tring sports centre	18-25 – Chloe <i>Living in Tring, Wigginton, Northchurch, , Aldbury,</i>		<p>Chloe is the second most dominant female segment in Dacorum and is likely to live in rural areas.</p> <p>This combination of water based gym style activities would appeal to this segment who would like to do more swimming and keep fit.</p> <p>Motivations: enjoyment (47%), to keep fit (45%), to meet with friends (15%), to lose weight (12%).</p>	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Reduction in excess weight and obesity in adults

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					<p>Top sports: keep fit/ gym (28%), swimming (24%), athletics (14%) and cycling (11%)</p> <p>Like to do more: swimming (28%), keep fit and gym (15%), cycling (9%), athletics (8%) and tennis (7%).</p> <p>Encourage people to do more: 'less busy' (49%), cheaper admission (24%), people to go with (20%), and longer opening hours (10%).</p>	
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Health inequalities in ethnic minority groups – Dacorum wide						
Coached football sessions targeting males aged 14-20 from local BME communities. Where practicable this programme will lead to the formation of teams that will play in the local leagues. Other outcomes of the programme include the development of coaches from within the BME community, and delivery of the programme by the coaches from within the Dacorum Bangladeshi Welfare Association (DBWA).	Weekly: 1 session x 1 hour x 50 weeks	Bennetts End – Sportspace Longdean	14-20 male from BME communities	<p>There are inequalities in Health for ethnic minority groups. South Asian communities are more likely to suffer from type 2 diabetes due to the type of food in their diet.</p> <p>Ethnic minority groups are more likely to live in areas where Indices of Multiple Deprivation are high.</p>	Existing and unmet demand: Sportivate funded an 8 week coaching session in Bennetts End in 2013; 45 men took part in the project. There is a demand for a more sustainable approach to this where local volunteers from the BWA are trained to become coaches and run the session's long term.	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Increase in healthy eating (5 a day) - Reduction in excess weight and obesity in adults <p>Joint Strategic Needs Assessment:</p> <ul style="list-style-type: none"> - Increasing physical activity and promoting a healthy weight
Coached football sessions targeting males aged 20+ from local BME communities. The programme will include the development of coaches from the BME community, and delivery by the coaches from the Hemel Mosque	Weekly: 1 session x 1 hour x 50 weeks	Bennetts End – Sportspace Longdean	20+ male from BME communities	<p>There are inequalities in Health for ethnic minority groups. South Asian communities are more likely to suffer from type 2 diabetes due to the type of food in their diet.</p> <p>Ethnic minority groups are more likely to live in areas where Indices of Multiple Deprivation are high.</p>	Existing and unmet demand: There are over 200 families that attend Hemel Mosque. There has been no targeted projects for 20+ age group but many have identified the need for more physical activity within the community and groups of men have started to play football and badminton. The barrier of cost has been identified from many who have been unable to take part.	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Increase in healthy eating (5 a day) - Reduction in excess weight and obesity in adults <p>Joint Strategic Needs Assessment:</p> <ul style="list-style-type: none"> - Increasing physical activity and promoting a healthy weight
Culturally aware fitness classes designed for females within the BME community who want to keep fit. Programme to include healthy eating and nutritional advice and sign posting to relevant services.	Weekly: 1 session per week x 2 hours x 40 weeks	Bennetts End – Longdean sportspace gym	Females from BME communities	<p>There are inequalities in Health for ethnic minority groups. South Asian communities are more likely to suffer from type 2 diabetes due to the type of food in their diet.</p> <p>Cultural barriers exist for women who cannot have their bodies exposed, particularly around men when exercising.</p> <p>Ethnic minority groups are more likely to live in areas where Indices of Multiple Deprivation are high.</p>	Existing and unmet demand: Females in the Bangladeshi and Pakistani community have identified that there is a need for more culturally aware fitness sessions.	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Increase in healthy eating (5 a day) - Reduction in excess weight and obesity in adults <p>Joint Strategic Needs Assessment:</p> <ul style="list-style-type: none"> - Increasing physical activity and promoting a healthy weight

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<p><i>A taste of fitness;</i> Variety of taster fitness classes designed for females from the BME community. Programme will include healthy eating, nutritional advice and sign posting to relevant services.</p>	<p>Weekly: 1 session per week x 2 hours x 40 weeks</p>	<p>Warners End Community Centre</p>	<p>Females from BME communities</p>	<p>There are inequalities in Health for ethnic minority groups.</p> <p>The language barrier exists for men and women where English is their second language.</p> <p>Opportunity to use sport as a means of integrating migrants into the community and signposting them onto English classes and relevant services.</p>	<p>Primary research: Matroski meetup (Russian speaking group) have over 50 females where English is their second language. They are keen to take part in fitness classes which would be expanded for all communities where English is the second language and develop skills in coaching to enable their community to deliver sessions long term.</p> <p>Muskaan (Pakistani women’s group) have a long history of delivering sport and cultural awareness training in Dacorum. There is a need to run more fitness sessions and an opportunity for Matroski meetup to work with Muskaan and learn from their experience while also promoting cohesion.</p>	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Increase in healthy eating (5 a day) - Reduction in excess weight and obesity in adults <p>Joint Strategic Needs Assessment:</p> <ul style="list-style-type: none"> - Increasing physical activity and promoting a healthy weight - Mental Health & Emotional well being
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Disability – Dacorum wide						
Additional Horse riding for young people under 18 with a disability at an existing local club.	Weekly: 1 session x 2 hours x 40 weeks	Gaddesden Place RDA Centre	Under 18	<p>21,336 people in Dacorum reported that their day to day activities were limited due to illness/ disability. 9,457 of these were of working age.</p> <p>Disabled people are less likely to take part in physical activity and more likely to experience additional health complications.</p>	<p>Primary research: At a partnership consultation event, Gaddesden Place RDA was repeatedly identified by people working with the disabled community as an opportunity that people who like to be more involved with.</p> <p>Existing and unmet demand: There are currently 20 people on the waiting list for mid week rides and 30 people on the waiting list for weekend rides. More volunteers, equipment and resource are needed to develop the centre.</p>	<p>Health and well being priorities:</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Reduction in excess weight and obesity in adults/ children <p>Joint Strategic Needs Assessment:</p> <ul style="list-style-type: none"> - Increasing physical activity and promoting a healthy weight - Enhancing quality of life for people with long term conditions - Mental Health & Emotional well being
Disability sports match, introduction of a buddy system to match local volunteers with prospective disability sports participants to facilitate access to sporting opportunities. This will link to those local clubs who have expressed an interest in expanding their inclusive sporting offer and have built capacity through the workforce development programme.	Weekly: 3 sessions x 3 hours x 50 weeks	Volunteer Centre Dacorum	14 + age group	<p>21,336 people in Dacorum reported that their day to day activities were limited due to illness/ disability. 9,457 of these were of working age.</p> <p>Disabled people are less likely to take part in physical activity and more likely to experience additional health complications.</p>	<p>Primary research: At a partnership consultation event it became evident that people with disabilities may find it more difficult to engage in sporting activities. Volunteer numbers within clubs are also low and there is a lack of knowledge about how to engage with this group.</p> <p>Existing and unmet demand: There is a need to develop sporting clubs through the workforce development plan while also developing a buddy system to match local clubs with disability sports participants. This will be linked to existing networks that the Volunteer Centre Dacorum currently have through their supported needs volunteering</p>	<p>Health and well being priorities :</p> <ul style="list-style-type: none"> - Increase physical activity leaves for adults and children - Reduction in excess weight and obesity in adults/ children <p>Joint Strategic Needs Assessment:</p> <ul style="list-style-type: none"> - Increasing physical activity and promoting a healthy weight - Enhancing quality of life for people with long term conditions - Mental Health & Emotional well being