

Sport & Physical Activity Strategy

The Council is committed to delivering a high quality sporting environment, which enables clubs, users and the wider community to live healthy and active lives.

That is why we are developing a new Sports and Physical Activity Strategy. This strategy will focus on a vision for sports and activity across Dacorum and it will look at the role that clubs, the Council and its partners can play to improve provision and opportunity for our residents – from beginners to the elite.

The Strategy

Over the past several months we have consulted with a number of stakeholders, including local sports clubs, residents, and Herts Sports Partnership, to help us better understand the needs and priorities of the borough in terms of sport and physical activity. Using stakeholder insight to develop this strategy, as well as supporting strategies from Central Government and Sport England, we have developed 5 draft outcome based commitments.

Commitment 1; Ensure that we provide high quality sporting infrastructure, which can be accessed by all members of the community

This commitment seeks to identify ways in which Dacorum can better utilise its existing facilities as well as creating a more active environment for the community to thrive.

Commitment 2; Promote participation in sport and physical activity for inactive people

This commitment seeks to support all inactive people including the above underrepresented groups, by removing barriers to entry and making physical activity/ sport more accessible to them.

Commitment 3; Working in partnership with clubs, National Governing Bodies (NGBs) and other key stakeholders

This commitment seeks to further build upon the strong relationships the council has with voluntary and sporting organisations and clubs, whilst also forging new partnerships, sharing ideas and experiences to develop a stronger offer to the local community.

Commitment 4; Developing sporting provision and activity at a local, regional, and national level

This commitment seeks to create opportunity and alternative routes to remaining active for already active residents, should their circumstances / needs change. It also seeks to support local clubs in delivering a quality service which will help retain existing members as well as improve the opportunity of recruiting new ones. Furthermore, it will focus on progression and development routes for young aspiring sportsmen and women as well as talent identification.

Commitment 5; Increase the profile and reputation of sports in Dacorum

This commitment seeks to further enhance Dacorum's reputation in elite sports development by showcasing and supporting talented individuals and teams.

Next Steps

The draft strategy has been developed and will be shared with stakeholders in December for further feedback. Once received, any necessary amendments will be made and the final strategy will be developed in a bid to go live in April 2018.