



Report for:	Housing and Communities Overview and Scrutiny Committee
Date of meeting:	13th June 2018
Part:	1
If Part II, reason:	

Title of report:	Consultation on Sport & Physical Activity Strategy
Contact:	Councillor Neil Harden, Portfolio Holder Community & Regulatory Services Author/Responsible Officer- Matt Rawdon (Group Manager – People) and Ben Russell (Community Partnerships Officer)
Purpose of report:	<ol style="list-style-type: none"> 1. To update Members of the consultation process and feedback on the strategy. 2. To seek feedback from the committee on the strategy
Recommendations	<ol style="list-style-type: none"> 1. That Members note the report and provide feedback on the draft sports and activity strategy
Period for post policy/project review	The strategy is due to go live in 2018. A review should be undertaken on the progress at the end of 2019.
Corporate objectives:	Building strong and vibrant communities
Implications:	<u>Financial</u>
'Value for money' implications	<p>There is no direct financial impact on the council in developing this strategy. However, there is likely to be some financial backing required to support its delivery over the next four years.</p> <p><u>Value for money</u></p> <p>The development and implementation of a Sport & Physical Activity Strategy will provide countless benefits to the community. The Government Strategy, Sporting Future: A New Strategy for an Active Nation, identifies five key outcomes that sport and physical activity can deliver, they are:</p> <ul style="list-style-type: none"> - Improved physical wellbeing - Improved mental wellbeing - Individual development - Social and community development - Economic development

Risk implications	n/a
Community Impact Assessment	To be carried out at final draft stage.
Health and safety Implications	n/a
Consultees:	<p>Internal Colleague Consultation- Wednesday 19th April 2017-</p> <ul style="list-style-type: none"> • Community Partnerships • Neighbourhood Action • Innovation and improvement • Environmental Sustainability • Parks and Open Spaces • Planning <p>Sport Organisation Consultation- Monday 7th April 2017</p> <ul style="list-style-type: none"> • Sport England • Herts Sports Partnership • Dacorum Sports Network <p>Club Consultation- Tuesday 10th October 2017</p> <ul style="list-style-type: none"> • Hemel Bowls Club • Berkhamsted Raiders FC • Bovingdon & Flaunden Tennis • Berkhamsted Hockey • Hemel Swimming Club • Shelley's Netball Club • Berkhamsted Tennis • Tring Swimming club • Tring Rugby • Tring Tornadoes • Hemel Stags • Hemel Storm • Berkhamsted Swimming club • Dacorum & Tring Athletics • Hemel Youth FC • Hemel Aces FC • Herts Baseball • Tring Tennis club <p>Public Consultation- Thursday 19th April 2018- Friday 18th May 2018</p>

	<p>Stakeholder Consultation- Thursday 19th April 2018- Friday 18th May 2018</p> <ul style="list-style-type: none"> • Herts Sports Partnership (HSP) • Dacorum Sports Network (DSN) • Sport England • Public Health • Everyone Active • Dacorum Sports Trust (DST) • Sports Clubs
Background papers:	<ul style="list-style-type: none"> • Appendix 1- Draft Sport & Physical Strategy • Appendix 2- Full consultation response from residents • Sport England Strategy • HSP Strategic Plan
Glossary of acronyms and any other abbreviations used in this report:	<ul style="list-style-type: none"> • Herts Sports Partnership (HSP) • Dacorum Sports Network (DSN) • Dacorum Sports Trust (DST)

1 Executive Summary:

This paper explains to Members the consultation process that was carried out and details in full the consultation responses we received.

The strategy has been largely well received, and we feel with some adjustments post this consultation process, the Council will be able to deliver a robust strategy which is supported by our partners and the residents of Dacorum, whilst making a difference to people's lives.

2 Introduction

This strategy will focus on a vision for sports and physical activity across Dacorum and it will look at the role of our sports clubs, the Council and its partners can play to improve provision and opportunity for all residents.

To ensure the strategy is representative of the borough, a number of consultations have been conducted with relevant stakeholders.

This purpose of this report will provide information surrounding the consultation process and the feedback received to date.

3 Consultation (Prior to developing the draft strategy)

3.1 Wednesday 19th April 2017- Internal Colleague Consultation

The purpose of this meeting was to discuss how different departments could support the development and delivery of a Sport & Physical Activity Strategy. We also looked at identifying what they viewed as priority areas of work within their particular field that could benefit from such a strategy. In order to ensure we had a good mix of people we invited a number of colleagues from different departments, such as:

- Community Partnerships
- Neighbourhood Action
- Innovation and improvement
- Environmental Sustainability
- Parks and Open Spaces
- Planning

3.2 Monday 7th April 2017- Sport Organisation Consultation (Sport England, Herts Sports Partnership, Dacorum Sports Network)

The purpose of this meeting was to gain an understanding of what is important to these organisations and what their key areas for delivery are, in particular any priorities they may have for sports / physical activity in Dacorum. We also wanted to know what they would expect to see in a Sports & Physical Activity Strategy.

They agreed that there is significant importance in ensuring that this is adopted council wide, and that an implementation board should be created, including both internal and external stakeholders to monitor the delivery of the strategy. The table below provides some further feedback from this consultation on the strategy aims and objectives.

Key Area	Priorities
Asset/ Facility transfer and development	<ul style="list-style-type: none">• Using existing strategies to support i.e. Asset Transfer Policies (improving infrastructure)• Strategy that will get visible buy in from entire council (i.e planning) to have more positive attitude towards sport• Improve quality of existing facilities
Partnership Working	<ul style="list-style-type: none">• Develop a greater sense of collaboration between the council and external partners• Work closely with voluntary and community sector organisations to support workforce development• Work closely with local leisure operators
Club Support	<ul style="list-style-type: none">• Meet with clubs to gain better understanding of their needs and priorities which the council can support• Must articulate with clubs that this strategy will support their outcomes• Facilitate satellite clubs
Tackling Inactivity	<ul style="list-style-type: none">• Reduce levels of inactivity by engaging with underrepresented groups• Use behaviour change theories• Promote active travel
Monitoring and Evaluation	<ul style="list-style-type: none">• Develop Implementation Board monitor and evaluate the ongoing delivery of this strategy

3.3 Tuesday 10th October 2017- Club Consultation

The purpose of this consultation was to further understand the needs and priorities of local sports clubs, and what the council can do to better support them going forwards. After publicising the consultation on the Dacorum Sports Network website we had a total of 18 clubs and two DSN representatives attend. These clubs were:

- Hemel Bowls Club
- Berkhamsted Raiders FC
- Bovington & Flaunden Tennis
- Berkhamsted Hockey
- Hemel Swimming Club
- Shelley's Netball Club
- Berkhamsted Tennis
- Tring Swimming club
- Tring Rugby
- Tring Tornadoes
- Hemel Stags
- Hemel Storm
- Berkhamsted Swimming club
- Dacorum & Tring Athletics
- Hemel Youth FC
- Hemel Aces FC
- Herts Baseball
- Tring Tennis club

For the purpose of this workshop we had drafted some priorities from previous consultation to get feedback from the clubs on whether they feel they are reflective of what they require. The priorities were summarised as follows:

- Increase membership
- Retention of existing members
- Be more financially sustainable
- Facility development and security of use and costs
- Ownership of assets (asset transfer from DBC to club)

Further to this, we agreed that there was a need for the council to work more closely with clubs going forward, and as such had committed to meeting with clubs to discuss their more specific requirements which would then feed into the Action Plan that sits alongside the strategy.

4 Consultation on the Draft Strategy

Following initial consultation (as set out above) a draft strategy was developed. This was then shared for further consultation with a number of stakeholders. From this consultation we hoped to gain feedback and insight which could be used to further develop the strategy to ensure it is truly representative of Dacorum as a whole.

4.1 Public Consultation- Thursday 19th April 2018- Friday 18th May 2018

The public consultation was open for 4 weeks (extended from 2 weeks) and was open for residents of Dacorum to review and feedback on the Sports & Physical Activity Strategy. In total we received 58 responses via our online portal, all of which can be viewed in Appendix 2.

From the responses received, we are able to see some common themes:

- Investment into existing facilities to improve quality and increase provision
- Look at better utilising parks and open spaces to promote activity
- Increase working with sports clubs particularly in terms of their growth and development
- Ensure activities are kept inclusive and accessible to all
- Ensure relevant partners are consulted and worked with in delivering this strategy (DST)
- Collaboration to provide better overall value for money and deliver wider value to the community

We are also able to see some common areas of concern:

- Concerns over the recent change in leisure provider within Dacorum and how the contract will be managed
- Lack of contribution to the strategy by sport organisations
- Lack of commitment to invest in particular facilities with high need (Berkhamsted Leisure Centre)
- Doesn't show who is responsible for developing the action plan and delivering this strategy
- No budget assigned to the delivery of the strategy
- No evidence that the council has made provision for the increase in local population

Within these responses, there are a large number of very useful insights and suggestions which we will incorporate in to the strategy. However, there are some elements that the strategy cannot encompass, although we will, where possible, give relevant feedback to appropriate teams within the council.

4.2 Stakeholder Consultation- Thursday 19th April 2018- Friday 18th May 2018

To ensure that the strategy is reflective of our stakeholders views and priorities, we sought further feedback from them on the document. We shared the draft with a number of partners:

- Herts Sports Partnership (HSP)
- Dacorum Sports Network (DSN)
- Sport England
- Public Health
- Everyone Active
- Dacorum Sports Trust (DST)
- Sports Clubs

Some key feedback from stakeholders can be seen below:

Stakeholder	Comments
HSP	<ul style="list-style-type: none"> • I commend your council on its work in formulating this draft strategy. It is particularly pleasing that it incorporates physical activity as well as sport • We believe that your vision for the strategy is a laudable one which reflects key national agendas and brings an opportunity for cross departmental working within your council, to greatly enhance the local offer.

	<p>Moreover, it will provide a very important reference point for engagement with external agencies, including Public Health and the CCGs, and as such, from our experience you will need to ensure that the contents are both adequately referenced and evidence based.</p> <ul style="list-style-type: none"> • To improve health of Dacorum residents, we would recommend including the Health Map by Barton and Grant (2006) which is an adapted version of Whitehead and Dahlgren Social determinants of health model. • We would recommend using/referencing the Hertfordshire Evaluation Framework to measure the impact of projects. • How will you measure the impact of the commitments?
DSN	<ul style="list-style-type: none"> • Commitment 1- To deliver this needs funding and there is no mention of this coming from DBC except that you will seek funding from elsewhere. This approach will not be enough or sustainable • More emphasis needs to be on the role that the Action Plan will play, as the strategy is light on detail • Include more images that relate to physical activity- currently very sport focussed • We welcome that there will be a sport and physical activity board and hope that DSN will be included on that board to represent community sports clubs in Dacorum
Sport England	<ul style="list-style-type: none"> • Activity Profile of Dacorum – while key data has been included in this section, as the source is unclear can I suggest that you check against the recent data prepared by the Herts Sports Partnership which provides a range of up-to-date data profiles on sport/activity/health at district level in Herts including SE’s Active Lives data • Commitments – would suggest checking the commitments and proposals for achieving them against Government/SE policy to ensure consistency where possible although I have no issues with the proposals • Commitment 3 – while reference is made to the Outdoor Facilities Study (2014), no reference is made to the subsequent DBC Playing Pitch Strategy & Action Plan (2015) which I attach. I would expect the sport and physical activity strategy to be aligned to the delivery of the PPS strategy. • Commitment 3 – while acknowledging the recent DBC Strategic Review of sport and leisure facilities, the Council lacks an indoor sports facility strategy based on a detailed assessment of needs (like the outdoor sport study and strategy). This is currently a weakness in making the case for new development to make provision for indoor sport through s.106 as developers will challenge the lack of evidence

Public Health	<ul style="list-style-type: none"> • No response
Everyone Active	<ul style="list-style-type: none"> • The strategy will work very well alongside the leisure contract aims and objectives • It sets out nicely Dacorum current position but not to where we want to see the borough in 2022. Success measures and targets should be included, i.e. example grow active participation from 64.6% to 68%
DST	<ul style="list-style-type: none"> • Fundamentally I think there is an opportunity to understand and recognise how much investment the facilities need and / or realise that the only way to achieve your desired outcomes are to look at brand new facilities perhaps in a more accessible area of Dacorum • I appreciate it is a strategy rather than a detailed document to support what I assume would be some specific KPI's although I think there is an opportunity to be more specific about 'Dacorum' issues. • Lastly I would add a series of targets / measures of success to show how you know that the strategy has achieved what it set out to do within the Borough
Sports Clubs	<ul style="list-style-type: none"> • A need for some definitions as this has a significant influence on how the strategy is interpreted. For example, what is meant by in-active and active? • Netball- new document inflates the actual position of playable courts (many don't even meet NGB Category 1 standard let alone Category 2 for safe community use). It bears no relation to what is useable by the community – i.e. central venues required for competition. Both actual and playable courts should be shown. • Bowls- Commitment No 3 lists the facilities held by DBC but omits to mention the Bowling Green facilities located in Gadebridge Park which are both managed by DBC • Hockey- need to understand the need for astro turf pitches for hockey as it cannot be played on 3G surfaces

5 Conclusion

It is evident that there is a need and desire for a Sport & Physical Activity Strategy within Dacorum. The consultation received so far has provided the Council with some useful insight on where we can improve the strategy so that it is representative of the Council, local residents, sports clubs and key partners.

Views from Members of the Housing and Communities overview and scrutiny committee will assist with further development of this strategy.