

Appendix 2- Full consultation response from residents

I believe there should be more funding towards the Camelot RFC, as I feel like as a town we could be a great team but due to the bad looks on the club and lack of advertisement I feel less people are attracted to the club. With some funding I believe we could rebuild or renovate the club house and overall improve the fitness of young people in the local area

Hi If you want assistance on your first 2 objectives I can help. I coordinate rugby for women and girls with a strong link to the RFU. We are based in Watford but we are your closest offering. I would love to work closer to make a difference. I look forward to hearing from you

Well done Dacorum, this all sounds great.

The document looks great and we are very lucky to live in an area where we have lots of green spaces and facilities. I'm still not convinced privatising the local sports centres is the way forward, I understand it's early days but there do seem to be a few problems. I would most like to see our parks and canal have more accessible paths. Several of the play parks are surrounded by grass which means on a wet day the surface in the actual playground gets muddy and all over the play equipment. It's much nicer, and easier for buggies, wheelchairs, to have a proper path. It would also be great if DBC could work with Canal & River Trust/Inland Waterways to improve the canal towpath through Hemel Hempstead. Some parts are OK to walk on, others are an absolute mud bath and currently full of puddles which will become potholes. I don't expect it to be perfect, just to be easier to walk along. Thank you for asking for input and thank you to all those who look after our green spaces and sports facilities.

Dear all, I would like to see fitness equipment in parks and open green spaces, as there are in some European towns. Having the facilities 24 hours nearby home encourages its use. Many thanks for your attention.

Overall the strategy is excellent. There are a few typos/grammatical errors, e.g. in the introduction: However, while there are clear benefits to sports and physical activity, we also recognise that a coordinated and strategic approach to sports provision is needed if we are going to ensure that all residents can benefit from its affects. Should read: However, whilst there are clear benefits to sports and physical activity, we also recognise that a coordinated and strategic approach to sports provision is needed if we are going to ensure that all residents can benefit from its effects.

I applaud your ambitions to getting more people active and to excel in sport locally and nationally. Personally I sincerely hope that all the classes remain in the villages eg Kings Langley. These classes are held in halls, not sports centres necessarily and it would be a backward step if these local classes were abandoned. This would encourage the elderly especially to take part in the classes. Also, there is a huge problem of obesity, which begins in childhood, so it would be helpful for Everyone Active to be involved in local schools for advice and support on exercise and diet..

Following the success of the England Netball team at the commonwealth games this surely is one sport that needs a lot of time and money spent on it in Dacorum. We need more junior Netball clubs and better facilities - public courts and better courts at schools. Tring tornadoes Netball club is currently the only thriving junior club in Dacorum - we have long waiting lists as there is a lack of opportunity to do this sport within Dacorum - girls need team sports as well as boys - come on Dacorum let's get on the Netball map and show the rest of Hertfordshire we mean business.

We need more swimming pools to replace the Kings Langley and Cavendish swimming pools so that all children can get the chance to swim. With the increasing population we need more capacity. I

suggest a flexi pool being built at Longdean or Adeyfield so that primary school children can walk to a pool. The new pools can be used in the evening to expand the sports centre swimming lesson programme.

Strategy fine, hope resources are found to back it up. Just 3 points: (1) Page 4 - accept difficulty in listing all clubs, but the swimming clubs in the Borough are well and long established - e.g. HH Swimming Club and Berkhamsted/Tring (?) Swimming Club. (2) strategy could be perceived as being HH centric. Make reference to towns and villages throughout the Borough (3) p11 - mention is made of Max Whitlock and Jessica Stretton, but I believe a Berkhamsted (former?) resident also was a medalist in the Rio Paralympics 2016.

The consultation paper sounds reasonable in principle, but there is no real meat to it in terms of how Dacorum will achieve the stated commitments or how it will be funded. The paper appears to be 'targetting' specific groups when we need to get everyone in and remains active by offering a wide range of activities at a reasonable cost - good health cannot be about profit! There is no mention of things like mentoring people who are perhaps inactive, over-weight etc.

Well, I'm sure I'm not the only person to notice the copy and pasted paragraph on page 7. 'However, there are many groups who do not engage in physical activity for various cultural, economic, personal or practical reasons. Within Dacorum there are a number of areas with high levels of multiple deprivation, within which there are a number of residents who belong to underrepresented groups, although they are not exclusively within these areas.' Nothing in there is offensive or off the mark. Would be expecting to see more in there relating to schools and young people, but appreciate that they are one of five groups who do not do enough exercise

Bit f@#king late really isn't it? There's no point giving our opinions because you'll just steamroller along with your own (stupid) ideas anyway. I can't wait to see what you're going to waste our money on this year.

The deterioration in attitude and provision since Everyone Active have taken over is already apparent. They stopped providing wipes for folk to clean spinning bikes before using them until complaints overwhelmed them. The waiting list 'system' for classes is chaotic and unfair and is resulting in empty spaces at classes.

Very surprised not to see Bowls Clubs listed as a sporting contributor to Dacorum.. helping all people but particularly but not exclusively older people take part in an active and competitive environment... really shows the kind of overview our council has. Upkeep and maintenance of bowls facilities provides both a facility and an atmosphere and aesthetics of the area..

Hopefully DBC's various commitments in the Sports and Physical Activity Strategy are coterminous with Everyone Active's need to generate profit, but the current shambles at what was Sportspace Hemel does not fill me with hope. Lots of local people have lost their jobs at Sportspace. Well done DBC

I was very surprised by the facilities available in Dacorum. Are there really 71 netball courts? Where are they? I live in Tring and have access to 3. Yes only 3. We in Tring are completely forgotten about when it comes to finding, support and facilities. I had to beg someone from Herts Netball to start up an adult league somewhere more convenient than Welwyn. I'd really like to see a plan for each town with Dacorum to ascertain the fairness in allocation of resources. I'm sure that once again Tring will get ignored and we'll be forced to use the sportscentre at Berkhamsted which is over priced and in need of repair

Why is the deadline for this 4 May, when this is only giving people 3 days to comment? How is that fair? Who has been consulted? Is it the same 30 odd people only, who were allegedly consulted about sportspace!!?? Have any of you visited Everyone Active or actually taken any interest in the new sports centre? It has dramatically gone down hill. Empty spaces on classes as people are not able to book onto classes, an unfair booking system, cleanliness not adhered to when the signs say they will be cleaned. I witnessed today a Hoover being taken into the changing rooms to Hoover the floor and only the mirrors cleaned. The cleaner looked in the showers but did not clean them when 2 were DIRTY. You are not committed to reflecting the views and aims of the stakeholders, if you were, you would not be sending this out with 3 days notice to comment. One aim is to increase sport participation. People are actually looking to leave EA as the customer service has deteriorated so much. If you look at the figures and customer satisfaction, it has declined with people wishing to go to one of the cheaper gyms in the area for only £19.99 per month! Outreach work which SportSpace did is no longer happening. The classes provided for customers who have been referred by their GP is stopping. How is this fair? Low income families will choose a gym which is much cheaper than EA. Currently at £43 for this year, which will increase in 2019/2020. Open spaces such as the adventure playground which is utilised by so many people, the changes which are being made, how is this supporting local residents and children who love and enjoy using these free facilities? Since EA have taken over, a number of communications have been sent out regarding not being able to use the pool? How is this fair? Measurable targets are being set for EA? Councillors need to visit the building, see the horrendous queues for yourself, queues miles long in the machine operated cafe. One til not taking cash. Councillors need to read reviews on the Hemel Hempstead leisure site facebook page, people are not happy with the customer service. Incorrect membership fees being taken, EA staff not able to refund; this can only be completed by a manager. Membership fees being taken for people who have cancelled their memberships. I witnessed today, a customer receiving and TAKING a phonecall in a spinning class, the customer was in the front row next to myself, the instructor clearly saw her and allowed her to continue to take her phone call whilst the class was being conducted!!! Its an absolute disgrace how the sportSpace situation was handled. You will definitely not be getting my vote and this is unfair, deliberately sending it out with 3 days notice!

As a long term member of sports space and a resident of Dacorum for fifty years I feel it's insulting that you are having an consultation now after you have put our sports centre into private hands. EA gave so far made it into a miserable place to exercise they do not care about there customers , it there way or no way . You Dacorum Borough Council council have taken away what felt like our towns sports centre and made it into EA's sports centre , you said in your documentation that membership is growing well I know lots of people who have left or are thinking of leaving , do rather than promoting sport in Dacorum as far as our sports centre goes I don't think your interested.

Whilst this is another beautifully packaged fairy tale. The truth of the matter is... if they aren't interested they ain't gonna come. If you take it back to basics kids do not play out anymore. And even if you invest a vacuous pit of money video games have kidnapped minds of the youth. These games have enabled lazy parents to not spend time with their children. A video game ,no matter how violent enables the highly entitled parent to have a free babysitter.. please stop your perfect brochure and if you really care take sport and exercise as fun back to school. Your pretty brochure is offensive

I feel a lot of this is waffle and rather corporate consultant speak with a great deal of repetition. You don't currently "work closely with 200+ clubs" - in fact you treated them rather badly in the recent laughable travesty of a contract award process which actively attempted to avoid public

consultation. However, this does seem to be the start of some realisation at DBC that they need to do something to grow sport provision and address the shameful 7 year variation in lifespan across Dacorum. Sport won't fix this, but if they put some investment into facilities and have a Sports Development team, which their contractor EA doesn't have any more as they have taken redundancy, things may improve. Perhaps if they eventually receive some of the £6 million pounds promised by EA over their 10 year contract they could return this money back to the users/taxpayers in the form of improved or new facilities that aren't managed by EA. They could give grants to some of the many clubs to help them grow their membership and people's involvement in sport. It will be a good idea, if DBC can develop an accurate portal to signpost people to appropriate sports clubs and for DBC to actively promote it. Much more can be done in linking NHS surgeries to Sports facilities/gyms with qualified PTs to help unfit/unwell people to improve their fitness and develop their body's function. DBC could be the catalyst for this by working with the clubs and the GPs as well as the Hospital Trust. I hope you have recruited some people at DBC who understand leisure facilities management at a fundamental level and not just at corporate speak.

I would say it is important to encourage children into sports and therefore invite use of facilities by schools.

As an older resident coming up to 65 I applaud the sentiments expressed in the strategy regarding encouraging older people to participate in sports and other activity. However, as a member of the sports centre in Berkhamsted I have some concerns over the attitude of the Everyone Active team both towards older members and older employees. They have made many of the older employees redundant and we get the impression that they want to alter the class structure to favour classes more suitable for a younger age group. They are making the activity room into a dedicated spinning studio which means that the Pilates classes that currently run in that room will be moved to the smaller Mind and Body studio. As some of these classes regularly have long waiting lists it suggests that even more people will miss out. We shall not find out whether our concerns are well founded until they start to implement changes to the existing class structure but I am far from the only person to be concerned. Berkhamsted has a large number of members over 50 who are very active and I feel they should be encouraged to continue. I might add that the somewhat slower paced classes such as Pilates, yoga, Zumba Gold and Forever Fit aerobics are suitable for previously inactive under 50s, spinning, body pump, Metafit etc are not.

I don't believe that 64% are doing enough regular exercise to consider them as active. Specific classes should be aimed to get morbidly obese people to do something as a group together as these are the people at the most risk of poor health. Also healthy and affordable cooking classes ought to be offered at the various community centres.

I was most surprised by the number of facilities. For instance, the number of swimming pools. Where are they all? Is it public knowledge? Are some of them private clubs?

The strategy seems to lack real substance. There needs to be included how hard to reach groups can be engaged. People need to be inspired to want to participate and feel that they will be welcomed and not outfaced. The first 'attempt' can be make or break. I suggest mentors or partners who would engage with 'new' participants and show them the ropes, plus receive feedback and follow up how activities are going. Very small issues can cause people to be put off. I can declare that I play league squash, racket ball and tennis plus mountain/ hill walking, but can understand how people can be reticent to exercise.

Fine words from DBC, whose Sports and Development officers have a talent for writing Plans. In your latest report we have a list of sports facilities. If the Council really want to understand what is going on and how these facilities are promoting local residents, why is there not a review and statistical analysis of how many DBC residents take part in the primary sports teams that use these facilities? Why are there no requirement for clubs and societies which use these facilities to supply data on local residents participating in the upper echelons of their activities? What data is being gathered on specific financial assistance and targeted encouragement being provided to talented individuals from deprived areas and families in the DBC area? Your report boasts of successful sports persons and teams from, or performing within, Dacorum. To the best of my knowledge at least one of the two individuals you cite is and has not been a resident of Dacorum for many years. Whom else comprise the list of 'exceptional talents' found and developed through local schools, clubs and societies? Lots of hot air, Dacorum Borough Council. Much is heralded regarding Everyone Active as partners in future development and participation levels in the Borough. But from what I have seen so far, they have for instance no discount scheme for pensioners at the sports centres in the Borough. More, they do not seem to be offering further discounted membership or pricing for pensioners on Pension Credit or individuals and families receiving benefits. This is just a first pass at my appreciation of the plan published here. I have 50 years experience in Dacorum, have held an MBA in Marketing and Business Development from a leading Business School since 1978 and am very familiar with the lack of support from Clubs and the Council due to my own 'changing circumstances'. Another new 'Plan' is no surprise, as the Council has failed for so many years. As I said above, fine words DBC.

As soon as Sport England funding stopped last year , you went for a privatised set-up. THIS I REGARD AS WRONG. It should have been retained under local authority control as time will tell when openings and prices will be dictated to residents. I also disagree with the proposal to move the Jarman Fields Ateletic track. A move to Cupid Green would be costly and make it more inaccessible to residents in western neighbourhoods and to school use. Anther proposal not in the interersts of sport but in the interest of local authority finances.

"Our sport and leisure facilities that are run by Everyone Active have around 4,800 members, a number that continues to grow with the ever-expanding activities and opportunities they present for the community." - Its a bit early to say what the impact of Everyone Active is, they have only just taken over running the facilities. Early impressions have not been the best and many people are feeling alienated by the process. Commitment 2 - This could go further and engage with groups outside of the normal sporting clubs, such as the Scouts, Guides, Cadets, also older groups such as the U3A or local National Trust groups. How can this also be extended to engage with business to provide opportunities to promote sport and physical activity to their employees. Commitment 3 - There needs to acknowledgment here that these community assets should be provided at cost and not for profit for local residents and clubs/ charities. It would also make sense to develop a support fund to help new groups to develop and use these assets. There needs also to be better information about how groups can book and use the wider facilities. At present there is little easily accessible information about the facilities within decorum. Commitment 4:"Provide a signposting tool to support residents to find local groups and clubs" - this needs to also include identifying local facilities General comment: There needs to be a clear review of the involvement in Everyone Active and demonstrate that they are providing the best for Dacorum. The facilities provision should show clear value for money (for both the council AND the users / residents). It needs to be shown that they are not making a profit out or residents use of these facilities. If this cannot be shown then the running should be returned to the not for profit sector.

There didn't seem to be anything new or exciting in this proposal. Certainly not pushing the boundaries.

You have just outsourced Boxmoor Leisure centre, Notice that the Tennis courts have not been included. You didn't give approval for the swimming at Kings Langley School, in fact, no schools have their own pool anymore. Where're the free items for those you can not even afford a £1 to do? All about the middle classes and those who can afford and not enough about those who just to the park and picnic as that is what they can afford.

Overall I would say the strategy looks very good. I would like to see more attention on working with schools and sixth form colleges to encourage school leavers to stay involved in sport and get connected with clubs as they transition away from sport and physical activity as part of the curriculum. This is particularly true for students who are not in first teams to encourage to make activity a lifetime habit.

With all these things there tends to be a gap between aims and delivery of those aims. Sport and exercise are obviously positive things for both physical and mental health. Activity levels depend largely on age and amount of spare time. Whether the DBC needs to provide and encourage sport is an open question. Sport will happen with or without a local council's encouragement. For example, I have ridden a bike since I was five. I am now 70 and still cycle for exercise with my dog every day in all weathers. DBC have never encouraged or hindered my choice to do this. I just did it. I was once a member of the Berkhamsted Sports Centre but I found the gym crowded and rather dank and airless. I changed to the Ashridge Lifestyle Centre where the gym was no better and the people were awful. So I gave up gym training altogether. As a young man I played rugby to a good standard but constant injuries and frequent concussions made this a rather dangerous option. Some sports are actually bad for long-term health! If your new strategy works I shall be pleased for you but how will you judge the effect, impact and value for money of your scheme? No budget was mentioned. What happens if you provide sport for ethnic minority women (one of your aims) but take-up is low because of modesty about appearing in front of others in sports attire? This needs to be researched before schemes are rolled out. Likewise, deprived groups with limited income are less likely to spend £200 plus on new football kit. Will such groups receive DBC subsidies to get them started? My only negative comment about the strategy is that it seemed to be primarily focused on women and girls. Young boys are now notoriously inactive too.

Please make it affordable for all. Swimming has become very expensive for a family.

I was wondering why the public bowls green was shut last summer & doesn't seem to be opening soon this year ! The Public Bowls green in Gadebridge park doesn't appear on this Draft Sports & Physical Activity strategy ! I have used the facility for many years ! I am now disabled but like a game of green bowls & so does my 86 year old father who has dementia ! It use to be some where to go & enjoy a cheap game ! The new splash park wasn't started till September & DBC seems to have stopped it being used ! Why is bowls not a sport & a physical leisure activity the council no longer wants to run ?

You make no mention of facilities for playing lawn bowls in Dacorum. There are a number of active clubs who regularly play against each other and hold internal competitions One of these clubs is Hemel Hempstead Bowls Club in Gadebridge Park which leases its club house and green from Dacorum Borough Council. Lawn bowls is known to have health benefits for older people in that it is a low-impact, therapeutic exercise that can improve fitness, coordination and confidence. The state of Victoria in Australia actively promotes the game for its health benefits. A game of bowls can last

for a number of hours and during that time a player can benefit from extensive gentle walking and bending. It would be good if Dacorum Borough Council could encourage lawns bowls by promoting it and by ensuring that there are good facilities within the borough. This would not be difficult as the DBC already owns the facilities used by Hemel Hempstead Bowls Club.

I'm sure DBC have this in hand given the Local Plan, etc they have drawn up, so it is just a matter of making the amenities for any activities within the Borough, more accessible perhaps, for example: I like the idea of having various outdoor fitness/workout equipment placed next to or within certain park areas which enable people to utilise them without signing up for any gym membership as such. Further promotion of the Nickey Line as a walking/running/cycling route with better lighting perhaps? The fact is, it will purely be down to any individual as to what exercise, etc they complete but making activities more accessible would be good.

Interesting look forward to the future but in some of the centres equipment is often broken and seems to take forever to be mended. Eg the sauna at Berkhamsted have had a broken light for over six months and some of the slats have been loose for even longer. May I suggest that the contract for maintenance is improved and that someone takes responsibility, just putting a sign saying "engineer have been called" for weeks on end is not good enough.

It's all very good in principle but as an older resident of Dacorum what I find frustrating is that there is no one central point to find out about clubs and activities in the area. I have recovered from breast cancer but have to go to Abbot's Langley or Watford for the MacMillan Move More programme as nothing locally. I also think that imposing a charge for membership of the Sports Centre for older residents in Dacorum has put some people off exercising. You also need to be careful about making everything electronic as a lot of the older generation in the area are either computer illiterate or don't have access to one.

I note that throughout the document there is no mention of Dacorum Sports Trust. Although we have lost the main contract to manage Sports and Leisure in Dacorum we still manage Little Hay for DBC and own the XC which is a major provider of facilities for predominantly young people. We are a community based Trust and it is our intention to continue to expand our facilities throughout Dacorum. It would be eminently sensible for DBC and DST to work together to ensure there is no duplication of effort on the various initiatives proposed in the draft document.

Please support Tring Rugby Club's desire to have more space to create pitches for playing rugby along with its own commitments to improve facilities for the community. There are only two rugby clubs in the borough that support both Mini & Junior and Adult rugby and Tring serves not only the town itself but Berkhamsted and the outlying villages. There is space available adjacent to the current facility to the east of the town but that land is held by Herts County Council. Funding for equipment and coach development is also needed to offer access to training and matches to more children (currently c. 450 between the ages of 3 and 16).

Additional land currently held by Herts could be made available to Tring Rugby club. Tring is a club with excellent community links and is welcoming to all. It supports the full age range of players and is developing a team for older girls which is lacking on a national scale. The club draws in players from a wide area due to the range of different age coaching they provide. Any support for this club would be positive for the whole local community.

I would like to see the council plan to build a football / rugby stadium in Hemel Hempstead Also more indoor facilities for football, tennis etc I would also like to see a positive attitude to safer cycling by pushing for an integrated cycle ring road in Hemel, to encourage everyone to get on their

bikes. St Albans & Watford have miles of cycle paths while Hemel only has a few and these are not joined up

I have always been a firm believer in Compassionate Conservatism and was a fan of David Cameron's concept in the "Big Society" where local people and charities come together to deliver services for the community, by the community. That concept was actually also a feature in Dacorum Sports Trust that was set up by DBC and was absolutely the right thing to do. Ahead of its time, one might say. Although this is mainly behind us now, I remain unhappy with the way in which DBC went about ending the contract with DST and appointing Everyone Active (EA) in its place to run the majority of services. I feel that this decision was borne out of a misplaced ideology rather than to deliver a demonstrated improvement in services for the community. This runs counter to the principles of Compassionate Conservatism and the Big Society. My perception is that this was more about money, ideology and personal agendas. I would rather have seen the council consult with DST more effectively before terminating the contract. I can see that EA can leverage some economies of scale through the centralisation of functions such as HR, Finance, H&S systems, Management systems etc. But I would rather have seen the council explore how DST could have worked with a larger consortium of not-for-profit or charitable trusts who are running sports facilities in other boroughs. This model would have had the benefit of shared centralised services coupled with local people running local provision and more flexibility than can be had through a commercial contract arrangement, which tend to be rigid and unresponsive to changing needs. Value for money is clearly an important aspect, especially when budgets are tight, but there is huge value in the community being directly involved in the management of the provision of sports facilities. The community spirit and associated sense of well being and contentment in the local population will have some direct economic benefits, which could probably be measured if some clever people at the council put their minds to it. See this government website for some useful papers

<https://www.gov.uk/government/collections/national-wellbeing>. This is not a zero-sum game! The strategy talks vaguely about working with other organisations such as HSP, but makes no mention of DST or Sportspace, even though they continue to provide sports services in the borough, and a photo of XC even appears in the document. That seems a major omission and could be perceived as a snub or DST being purposely excluded because the council did not like something that DST has done. Regardless of the above, it is not at all clear to me from the strategy how sports development for the young and the over 50s will be delivered. This provision is one of the services that have not been fully replicated in the contract with Everyone Active, and was part of Sportspace's previous outreach programme. I would like to see much greater emphasis on services being delivered in conjunction with local charities. To summarise, I would like to see: 1. A strategy for how sports and physical activity can be promoted and delivered for the community in a responsive way, guided by the principles of the big society rather than profit. 2. The strategy for how DBC will engage with DST and work with them to explore the opportunities of collaborating with other similar trusts in future to provide better overall value for money and deliver wider value to the community. 3. A specific strategy for the delivery of sports development for the young and the over 50s.

I think it's great the council are investing in sport and wellbeing. However, before trying to create any new facilities they really need to take a look at the facilities they have already, which are quite frankly in very poor condition and often filthy. I have been to swim at Berkhamsted quite often and the changing rooms and shower area are so dirty I would not even wash my dog in them! Money is no excuse - I grew up in one of the most deprived areas of the UK and their leisure centres were much much cleaner. The staff seem to sit around and do nothing whilst the facilities are a mess. I do realise that when such facilities are old and worn, as they are any Berkhamsted and Tring, it can be much harder to maintain them. I think I full refers of the pool changing room at both venues would

be sensible. I also think incentives could be put in place for people who exercise regularly, much like the vitality health scheme. It doesn't need to be much but a free coffee in the cafe or a free parking ticket for hitting a goal could really get people moving.

Please support Tring Rugby Club's desire to have more space to create pitches for playing rugby along with its own commitments to improve facilities for the community. There are only two rugby clubs in the borough that support Mini, Junior and Adult rugby and Tring serves not only the town itself but Berkhamsted and the outlying villages. There is space available adjacent to the current facility to the east of the town but that land is held by Herts County Council. Funding for equipment and coach development is also needed to offer access to training and matches to more children (currently c. 450 between the ages of 3 and 16).

Have you considered partnering also with small businesses (swim school) within Hemel to also help achieve aims?

Cost to individuals and to clubs to carry out an activity. Also to help clubs expand. All need looking at. Not a footballer but there are a lot less Sunday league teams around now and anecdotally people have said £5 - £6 a week to play to cover costs of which most is pitch rental is too much. Particularly when it's just recreational for most players. If you want people to exercise it has to be cheap and easy.

don't privatise sportspace

The strategy is keen to outline the number of facilities available in Dacorum. It does however neglect to highlight what an incredibly poor state many of the facilities are in when compared to neighboring areas. Our Sports Centres at Hemel and Berkhamstead are good examples of this. It has been well publicised that Everyone Active will be investing in the facilities but as of yet there have been no guarantees of how these will be improved. The strategy should also have more of a focus on children. As has become the norm minority groups have been singled out for support, but how about planning for the support of children.

I have read the document with interest. The aims are ambitious and very wide ranging. I have heard that the athletics track at Jarmans park is likely to be closed and moved to a site in Grovehill. While appreciating that this would greatly benefit Grovehill I feel that an athletics track should be nearer the centre of the town where it is easily accessible to more young people. While I use both Berkhamsted and Hemel Hempstead sports centres I feel the swimming pool at Berkhamsted is in serious need of refurbishment.

Can the facts... and around 50,000 residents aged 50 and above suffer from a long term health problem or disability. Is this correct, I looked at the Dacorum website and it said the population of Dacorum is 152K, if there are 50,000 over 50 with long term health problems or disabilities that's almost 30%. With respect of the Activities I feel that the monthly costs are high for many people, they are not much less than the private places who have profits to make. The list included the Ski Slope and XC but what proportion of the visitors are from Dacorum or beyond.

This is a twelve-page, highly-presented PDF document, amounting to 2,500 words – just over 200 words per page, with lots of pictures. It is pretty thin on substance and simply not convincing or satisfactory. Perhaps not surprising, as the Council just ended their partnership with the experts at Dacorum Sports Trust and has instead relied on consultation with about 20 of the 200 voluntary sports clubs in Dacorum. Saying you will make some undefined and unquantified commitments and will write an Action Plan in due course is not a Strategy. Dacorum has a contract with Everyone

Active, but Dacorum cannot let its Strategy be defacto decided by the contracted delivery company which is earning shareholder profits and paying a fee. That would be a conflict of interest. And there's the rub: Who is responsible for this Strategy and the Action Plan for detail, which is yet to come? There is no name on the document – and the Strategy doesn't say specifically who will be on the Board, or more important who in the DBC staff has the Sports and Leisure experience to drive this progress day-to-day. There is no budget attached - not even in relation to the income expected from SLM. What should residents expect from a Strategy? A "Big Idea"? An overall plan? The big-picture specifics of What, Where, When change is expected - the Why, the How – and the Who? A tangible, credible vision with a route to achieve it? Ownership. Dates. Stages. An overall Budget estimate to achieve the goal? A Strategy is supposed to unlock achievement and show how a desired outcome is possible within, in this case 2018-2022. What do we get in this document? There are five uncostered "Commitments", which sound a bit strategic, but none of them are quantified, one is repetitive, Commitment 4 is confused and there are no illustrations or examples, apart from a "New" Athletics Track (which is actually a replacement, not an addition). NB: Commitments 1 and 5 are not supported by this strategy unless Commitments 3 and 4 are made more ambitious for substantial improvements in infrastructure and amateur/elite progress. The online Consultation should have gathered suggestions in response to specific questions: Q: What would encourage you to be more active, and/or take up a sport? Q: What sports facilities are missing or in need of investment? Q: What facilities or land assets - near you - are required? Q: What money is needed to do this - and where is it coming from? Q: What do you look for when planning to get more active? Q: How do the Housing plans and increasing/ageing population factor in? Ownership. This draft is rejected until a Sports and Leisure services-experienced Officer is recruited to own this strategy and lead a proper consultation and develop a real Strategy, with resources to realise it.

Overview The document is very glossy but contains limited detail and is poorly written in places. Apart from the photographs which give a professional gleam the prose is less than professional and does not put Dacorum Borough Council in a good light with respect to clarity of purpose and policy making capability. It is a set of high-level statements rather than a well-researched and coherent strategy. It is also not a true consultation in that there are no questions to answer and no focus groups or other engagement with residents/users. The vision Difficult to argue with the vision statements – I agree with the intentions. I expect the Council to be far clearer about the number of clubs and external partners you have worked with in developing the strategy, the needs and priorities for the Borough. Commitments The commitments are worthy but uncostered with no detail about how they will be measured or what success will look like. Commitment 1 has the same paragraph repeated twice: "However, there are many groups who do not engage in physical activity for various cultural, economic, personal or practical reasons. Within Dacorum there are a number of areas with high levels of multiple deprivation, within which there are a number of residents who belong to underrepresented groups, although they are not exclusively within these areas." This is sloppy and embarrassing. It also over emphasises the parts of the community who do not engage in physical activity. I would expect to see the data to back up the statement and evidence of the kinds of activities that have been shown to work to encourage greater participation. In the text box you say that a recent project, funded not by the Council but by Sport England, engaged over 3000 people. How many of those people stayed active, and how many were inactive beforehand? The actions proposed are worthy but how much will they cost and what is the expected outcome/return on investment? Commitment 2 – how will this be funded and will every club in Dacorum get a say? To create more opportunities for people to get involved you need more volunteers at clubs and a joined up approach with schools and workplaces and residents to get more people to try out more sport. As a long term junior girls cricket coach I know first hand the challenge of recruiting players

with very little joined up support from schools and sports bodies – how will this strategy help increase participation by supporting volunteer coaches? Commitment 3 – Using 2014 and 2016 statistics to develop a 2018-2022 strategy is questionable. Why didn't the council do more recent research or develop the strategy sooner, to make the most of the data collected 2 to 4 years ago? What does "Work with clubs to explore management options to bring facilities onsite" mean? What does "onsite" mean – onsite where? What "management options"? Setting a capital budget and publicising it is welcome but the Council must be clear that investment decisions will be made on the basis of evidence of where the needs of the Borough can be most efficiently met. I also support the use of section 106 funding to support the use of green space for sport and physical activity. Outdoor gyms, cycle routes and protection for cricket pitches including ensuring that green spaces are cleared of litter would be among my priorities to look into. Commitment 4 – I agree this is as important as getting new people active. Do not underestimate the amount of people resource and leadership you will need to support clubs to recruit and retain members, not overly rely on Everyone Active, a for-profit national leisure centre management company to do this for you at little or no extra cost. Many sports e.g., cricket, tennis, athletics, have national and regional talent pathway schemes. It is essential that the Council or EA do not ignore these and work with the national and regional bodies to support and nurture the work that they try to do. All bodies are stretched thinly and if the Council is serious about boosting Dacorum's elite they will need to resource it adequately over years (i.e., not with sporadic grants or unstrategic one-off events). Commitment 5 – I welcome the ambition to host more events, which must be published across Dacorum so that we get as many spectators along as possible to be inspired and to make sure the events are a success. Thought should also be given to events outside of Hemel. I enjoy doing the Hemel Tri and think we should keep this and perhaps run a Berkhamsted and Tring Tri too, with awards for doing all three? How are you going to "Continue to produce [and promote] elite sportspeople and sports clubs from Dacorum"? The Council can promote them but how would a Council "produce" them? It makes me think of a breeding programme, which is not what I think you meant... Putting Commitments into action While I understand and accept that Everyone Active is a key delivery partner I am concerned by the potential influence a national for-profit leisure centre management company has over the Council's plans and question whether they will be as altruistic as the Council anticipates. I hope that full costings have been or will be considered. I would want to know as a tax-paying resident how much of the payment to the Council from EA will go back to EA to pay for them to run the extra services that might be required if the Council is to deliver on the full extent of its ambition in the strategy. Monitoring and setting measureable targets against which the electorate can hold the Council to account is essential. There is a lot more the Council can do to engage citizens in sports and leisure facilities, including publicising the wealth of facilities and activities available alongside that offered by EA. You could have a sport or two of choice a year on which to focus, with the aim of developing long term sustainable participation. I would also recommend having an advisory council made up of community groups, sports clubs and residents to advise on the implementation of the strategy/action plan and hold delivery to account on behalf of Dacorum residents, given the importance of this issue for the health and wellbeing of the Borough for many years to come.

Is this a strategy for the borough council or for the borough as whole? Not really coming through the way the locally would like. DBC pretending it has high quality facilities - please dont as they need lots of investment? Under Commitments, please add two new one: C6 To Assist sporting providers with their facility re-development schemes C7 To Assist sporting providers with their holding of high profile events / competitions Under Commitment 3 Did the 2016 audit and assessment deal with state of the provision out in Dacorum ? Did the 2016 audit carry an assessment on the tennis provision within the borough? Nothing listed to date. Tennis needs reviewing again and are they fit

for purpose? Under the Achieve section to explore future new trends in sport & PA ie disc golf, pickleball, beach tennis, more walking sports and padel tennis - all growing fast in the UK currently. More street / community games events locally? create an urban can do fitness activity programmes ? Dacorum sports games like a UK corporate games but locally to get everyone involved? to open up all the facilities? Under Commitment 5 Please explain proven track record with examples - cant think of any? DBC pretending it has high quality facilities - please dont as they need lots of investment? Even when DBC have leased out facilities they didnt monitor them (this may change now SLM/Everyone Active are in place) ! If DBC build the facilities they will attract/create a better environment to improve DBC profile and reputation or least help local partners to do so? More show case sporting event in the town centre - mass participation (Guinness World Record attempts?) A concern obese resident from a club that is being sort of held back by DBC property dept over a land swap deal.

Have you read the annual Parkrun report? I would recommend continued support of the parkruns in the borough. Please invest in some new basketball courts like the one behind Warners End shops, these are needed in all areas (even two in busy areas), please consider Chaulden playing fields first.

The service at the sports centre has gone downhill rapidly since everyone active took over in April. I have been a member of sportspace for over 15 years, but am seriously considering cancelling my membership. The place looks shabby, for example, poster ripped off the walls and bare plaster left on show. The desk upstairs near the gym is closed, so long queues downstairs to book activities. The outdoor pool is still not open, yet the weather has been excellent for outdoor swimming. the list goes on..... I am a keen cyclist and breeze champion for Hemel, The ladies network is growing and rides are popular. This is great, however the roads in and around Dacorum are in a dreadful state of repair with massive pot holes widespread. There are few traffic free paths that are useable for cyclists. The Nicky line surface is dreadful even on a mountain bike and litter is widespread, the surface in Redbourn to Harpenden is much better. The canal tow path is again very rough and bumpy, the towpath from Kings Langley to Watford is in much better condition. Watford has a far better cycling infrastructure than Dacorum, why is this? I take part in Herts health walks, like most of the participants we are active residents who like to get out for a walk. Despite there being first steps walks, there are very few of the targetted audience taking part, why? Dacorum has a long way to go....

Well, I'm sure i'm not the only person to notice the copy and pasted paragraph on page 7. 'However, there are many groups who do not engage in physical activity for various cultural, economic, personal or practical reasons. Within Dacorum there are a number of areas with high levels of multiple deprivation, within which there are a number of residents who belong to underrepresented groups, although they are not exclusively within these areas.' Nothing in there is offensive or off the mark. Would be expecting to see more in there relating to schools and young people, but appreciate that they are one of five groups who do not do enough exercise

Public consultation feedback continued

Executive Summary

This document provides feedback on the draft Sport & Physical activity strategy document and makes a number of new recommendations.

In its current draft form, the strategy is weak, and does not contain the substance to enable a considered consultation by the clubs, sport bodies or the general public.

It has only been discussed with 17 of the 200 clubs in the area, and has only been actively publicised to the general public on social media 2 weeks. Feedback from these clubs has apparently not been included in the draft and no feedback from the previous workshop in May 2017 has not been included.

Without seeking, considering, and including wider feedback from the industry, public and clubs, the strategy will be seen as no more than a tick box exercise.

Furthermore, the strategy should be re-circulated in a complete form prior to being submitted for council approval.

S Day

Acting in a personal capacity as a resident of Hemel Hempstead but I am also a trustee of Dacorum Sports Trust and the initiator of the Facebook group "Leisure Facilities Are Not For Profit"

Feedback related to draft strategy document

1) Contribution to Strategy – by qualified sports organisations

What professional organisations have given their signoff to this document as being a professional competent document. My personal view is it looks like a masterpiece in Mac desktop publishing with attractive pictures etc but there is no strategy in it of any value.

Ben Russell said via email 2/10/18 "We are consulting with a number of stakeholders on the strategy including local sports clubs, leisure operators and residents as well as the Herts Sports Partnership, Public Health and Sport England."

"Consulting" should include consideration, discussion and agreement, as opposed to asking and ignoring. I would like the Sporting NGBs eg Sport England and Herts Sports Partnership to be named in the document as signatories as well as the portfolio holder Cllr Neil Harden, and a senior Dacorum Borough Council officer (Not Rob Smyth as he is leaving) before the strategy document is published. This means that they have read, understood, and agree with the document and believe it is a good strategy that benefits the community.

Action required – Get agreement from Sport England and Herts Sports Partnership to become signatories of the strategy.

2) Management of leisure contracts

Page 9 states you will "Ensure DBC leisure management contracts are well managed to deliver a great service to members and casual users".

There are no sports and leisure industry professionals in the council's employment (ref Rob Smyth May 2017 public consultation meeting).

What strategy will you use to ensure that the £6m payment to from Everyone Active is delivered? This should be included in the strategy document and published online available to the general public to show the contribution that Everyone Active have made on a cumulative basis as well as any payments the council has made to Everyone active both before the contract started and from it's commencement.

Action required Specify how you will manage the contract without industry professionals.

3) Commercial approach to Sport

The council should put in its strategy document whether it will as a corporate objective aim to take money out of a specific area (eg leisure centres), put money in, or be cost neutral. Figures should be put in to support this, breaking down the figure for each year as a progress report to the scrutiny committee on the actual results delivered by the contract.

It is clear that the leisure facilities contract was designed to make a profit for the council – this was advertised as £6m over 10 years. The council should state in the document that it's strategy is to take money out of leisure facilities and should also state where it intends to spend this surplus.

Action required Add section about commercial elements of sport detailing financial objective for each area.

Action required Provide annual report to scrutiny committee as to the financial performance of the contract against the objectives.

4) Measurement of growth

Page 9 references 5 bullet points "Liaise with NGBs and HSP using their specialist knowledge and revenue to support growth in Dacorum ". This does not specify how this commitment will be measured to ensure the commitment is successful.

Measurement should be conducted in a similar way that DBC claims to when managing it's suppliers. This measurement and performance should be reported to the scrutiny committee and published on a quarterly basis.

Action required Add metrics for measuring success

5) Working with other major operators

Page 4 states "We also boast a golf course, an indoor extreme sport centre"

The previous 2012 sports policy statement said "Exemplar buildings such as the Snow Centre and XC encourage sporting tourism to Dacorum"

Page 11 states

"the organisations it will work with but there is no mention of Dacorum Sports Trust. This is a major sports provider in the area and excluding them from this is unacceptable."

To be fair to all sports centre operators, there should be a reference to Dacorum Sports Trust or the council could be considered to be biased towards Everyone Active.

Action required Add reference to "Continue to work with Dacorum Sports Trust "

6) Infrastructure

Page 4 states

“We have two large leisure centres which boast 7 swimming pools, as well as an athletics track, all of which are run by Everyone Active.” This is wrong.

Action required. Correct the number of swimming pools as Everyone Active do not currently have a permanent contract to manage Tring Sports Centre.

7) Incorrect information

Page 9 states the following “DBC have since committed to build a brand-new athletics track as well as significantly invest into refurbishing the Tring facility.”

The strategy should state how this will be paid for. Will it for example be paid for by selling off the land for the existing track and the remainder (together with CIL money) returning to the council’s central reserves, or will it be invested in sport elsewhere? What is the council’s strategy when it comes to investing vs selling off land for profit?

Action required Clarify where money will come from for sport infrastructure.

8) CIL Contributions

Regarding CIL contributions from builders, these are now meant to be used to benefit the individual areas that the properties are built in. Can the council assure the community by putting into it’s strategy that it will use CIL contributions for sports and leisure activities in the areas that receive the payments? Otherwise it could be seen that the money is being diverted into areas that favour certain districts eg those close to the leisure centres.

Action required State that CIL contributions will be spent on sports in the specific ward area it was received.

9) Major investment strategy

Page 10 states

“Set out an annual budget for capital works investment in new and existing sports and leisure facilities within the borough. “

There is no mention in the strategy of major investment in facilities for example the re-building of Berkhamsted sports centre which is long overdue as the building is past it’s viable life. For example in this September 2016 report on the councils website <https://www.dacorum.gov.uk/docs/default-source/strategic-planning/sports-facilities.pdf?sfvrsn=0> it states

“Berkhamsted Sports Centre is in a poor state of repair and needs significant refurbishment. Dacorum Sports Trust/Sportspace do not have sufficient funding to refurbish the sport centre to current standards and are considering funding the development of a new facility via the redevelopment of the existing site. ” But the tender process made no request for redevelopment of the facilities.

One may therefore assume that there will be NO NEW MAJOR INVESTMENT BY THE COUNCIL until after 2022 either as part of the leisure facilities contract (as it contained no requirements for major investment), or as part of the sports strategy as it is not in the council’s strategy. This will result in

existing centres being maintained by the operator plus the council funding existing infrastructure repairs.

Action required Specify investment strategy for major infrastructure investment between now and 2022 in the strategy and engage in public consultation to identify and agree that strategy.

10) Board / User advisory group

The leisure facilities tender stated in a clarification question that there would be a "User Advisory Group". This was what the council stated

"The Council is keen to engage with local clubs and users on issues including the operation of the facilities and community outreach and development. The User Advisory Group would act as an advisory body to support this and would be made up of representatives from sports clubs, users, the operator and DBC. This would include the Dacorum Sports Network (but would not replace the role of DSN). "

The draft states under monitoring on page 12 "A sport and physical activity board will be created consisting of both internal and external stakeholders. It will meet at least twice a year to discuss progress on the outcomes of the strategy and the annual plan. "

The strategy should state the objectives of the group and it should have the authority a board has not be seen as an "advisor" or "monitor". The group's remit and responsibility should be specified in the strategy.

In relation to the leisure services contract, I would ask that this group is able to hold not only the council to account but the operator to help re-build the trust of the community after the farcical tendering process.

Also meeting twice a year gives no opportunity to correct issues in an expedient and cost-effective manner.

Action required Roles & Responsibilities of the board need to be clarified, and the role of the User Advisory Group needs to be specified.

11) Population vs Capacity

There is no evidence that the council has made provision for the increase in local population. Since the existing facilities/centres were built the population has grown significantly. The draft strategy should demonstrate that capacity for the anticipated growth in sport usage indicated in the strategy is there.

Action required Ensure capacity matches aspiration of the strategy and projected population growth

Feedback on strategy not in the draft

12) Relocation of facilities

The current printed edition of Dacorum Digest states "We will be bringing forward proposals for the development of a new athletics track and stadium. We will be conducting a public consultation with drop in sessions in June 2018"

Any re-location and reconfiguration of facilities should be based on a strategy. If it's not in the strategy it can be challenged. In this case, the strategy should describe a mechanism, and the direction relating to relocating facilities. For example, is it the council's strategy to sell valuable land in the middle of Hemel Hempstead for housing to pay for rebuilding on a cheaper site, and to use any money left over on sports development? Or is it the intention to take any surplus into central funds or to divert it away from sport facilities. This should be described in the strategy.

Action required Describe the council's strategy for relocation of facilities

13) Leisure contract performance strategy transparency

The recent contract awarded to Everyone Active was done against massive public opinion.

The tender requirements for the contract required an electronic helpdesk for council officers to enable them to manage the contract performance. In a clarification question the council was asked and answered the following:-

Question The Council has asked for access to an Electronic helpdesk (section 11) – what does it want?

Response:

The Council wants to be able to view information (and reports) on customers using the facilities in support of our service requirements and performance objectives. We are happy to work with the Operator to determine the best way to provide this and how we can gain information outside of normal reporting cycles.

The strategy should state that to demonstrate an openness to the running of the council's sports/leisure facilities, the electronic helpdesk should act as a portal not only for council officers but for the general public to enable them to re-build confidence in the council.

- For example, the general public should be able to view monthly reports of the performance issues via the council's website.
- For example, the general public should be able to see live data on what faults/complaints have been logged.

Reports will reflect the reporting requirements in the tender process, detail failings in the operator's performance, and where the council have failed to provide the facility to the operator. Clearly the public should only have read only access to the reports and dialogue between the council and the operator.

Members of the public should also be able to log faults/complaints online via the portal for reporting to the operator, which are then reflected in the live data and subsequently monthly reports.

Action required Specify in the strategy a mechanism to ensure the public see a transparent management of the boroughs leisure facilities. Eg Develop a portal to ensure the public can satisfy itself that the council is professionally managing the contract, that the operator is resolving issues to the performance metrics in the contract.

14) Leisure contract financial transparency

In addition, to the above point, to demonstrate that the council is holding the operator to account, the strategy should state that the council will operate an open book style of accounting transparency and publish the information via the helpdesk/portal. This should include

- Performance and payments of the contract
- Penalty payments for failure by the operator to deliver against contractual performance
- Payments made to the operator by DBC

Action required Specify in the strategy a mechanism to ensure the public see a transparent management of the boroughs leisure facilities relating to the financial objectives specified in the tender and published when the contract was signed.

15) Scrutiny of consultation – General public

The consultation was allegedly made available to the general public via the council's consultation website on the Thursday 19th April. However it was not publicised.

3 days prior to the closure of the 2 week consultation, the consultation was discovered by a member of the Facebook community group. Several urgent messages were sent to the council and the deadline was extended by 2 weeks. The council said that it had been advertised on the councils website and via the Dacorum Sports Network website. Since the extension of the deadline, up to today (16/5/18) 2 days before the closure of this extended consultation, the council has only publicised it to Facebook users 4 times in those 8 days. So clearly the council's publicity has resulted in only a small number of members of the public being aware of the consultation.

Personally, this is my position

- I have not received notification of the consultation or extension as a member of the public
- I have not received notification of either as administrator of the "Leisure facilities are not for profit" - but have publicised the consultation to the 2.5k people there.
- I have not received notification of either as a trustee of Dacorum Sports Trust Sportspace although I understand Sally Marshall confirmed with Rebecca Hemmant this morning that Dacorum Sports Trust have been consulted.
- I have not received notification of either as a member of the public who attended the workshop run by Rob Smyth on 30th of May 2017 entitled "Consultation workshop for residents to discuss issues and priorities for sports development and sports provision across Dacorum." Rob took my email address.
- I am not personally aware of a mailing list of "interested parties" but believe one exists as someone I know received information about it.

Further dialogue with Ben Russell from DBC who is running the consultation revealed the following:-

"This extension means that residents have had a total of 4 weeks to make any comments relating to the draft strategy. Further to this, we have promoted the consultation through our social media channels as well as our consultation emailing group (c.800 residents) and Dacorum Digest (c. 14,500 residents)."

This implies that extensive consultation has taken place, but this is not the case. The consultation has NOT been listed in the printed Dacorum Digest (circulated to 165,000 residents) which was distributed in the last 2 weeks. It has only been publicised to 16k via the electronic version of Dacorum Digest and a small number of "consultation" subscribers. 4 Facebook posts will only reach a small percentage of the 5,500 people following the council on Facebook.

The consultation has not been thorough, and has not reached as many people as the petition organised by the Facebook leisure facilities are not for profit group (C2,500) and has not reached as many people as signed the petition to stop the leisure facilities contract (c 8800).

Action required Consider re-running consultation.

16) Scrutiny of consultation - Clubs

I would like the council to print in the strategy the names of the clubs that were

- Consulted
- Responded
- Approve of the final draft

The draft refers to 200 clubs in the area, a number revealed during the leisure facilities tendering process by the community. Dacorum does not know who the 200 clubs are and has only had 1 meeting in late 2017 with 20 of them. It is a serious misrepresentation to put misleading text like "The standard of sports clubs within the borough is high, both in terms of performance level and the community work they undertake." By the councils own admission, the deputy director leading this project is not a sports industry professional and none of his staff are either. All of the staff who are sports industry professionals were moved from the council to Dacorum Sports Trust 14 years ago. In addition, if the council does have the expertise to make these kind of statements, why were the sports consultancy were paid a fat fee to provide professional facilities in the tendering process. Have they inspected and rated these clubs what is their professional competency to do this ?

Furthermore, in email dialogue with Ben Russel I attempted to understand how many of the 200 clubs had ACTUALLY responded or consulted.

2nd May 12.51 "We are consulting with a number of stakeholders on the strategy including local sports clubs, leisure operators and residents as well as the Herts Sports Partnership, Public Health and Sport England."

2nd May 14.01 I then asked for a complete list of clubs that were consulted. I didn't get an answer to this but received the following.

2nd May 14.29 "With regards to our club consultation, this was open to all sports clubs within Dacorum to attend, and as such was promoted on the Dacorum Sports Network website. From this we received a good response for our consultation which took place at the end of last year."

However, he did not state how many had actually seen the "promotion", how many the council had actually asked and how many the council had actually talked to.

I followed up again on the 14th of May to get the list of clubs and received the following:-

"I can confirm that due to the interest in the strategy, we extended the consultation deadline to Friday 18th May. This extension means that residents have had a total of 4 weeks to make any

comments relating to the draft strategy. Further to this, we have promoted the consultation through our social media channels as well as our consultation emailing group (c.800 residents) and Dacorum Digest (c. 14,500 residents).

We promoted the club consultation on the Dacorum Sports Network website which has a strong coverage of the clubs in Dacorum. A workshop was held where 20 Dacorum sports clubs attended the session, with good representation from a number of different sports. “

Anecdotally Dacorum Sports Network doesn't feature in the document as a partner etc, yet it's website is put forward as an effective method of promoting the consultation.

So the evidence from Ben Russel is that 20 clubs met with DBC in late 2017. 20 clubs out of 200. There is no evidence to suggest that the other “publicity” has actually worked and looking at the draft document, it certainly didn't result in any significant input to the draft consultation.

I also asked whether input from the 20 clubs consulted in late 2017 had been incorporated into the draft released on the public website on the 19th of April but didn't receive a reply. I understand the feedback has NOT been included therefore this document is not a consultation it is a tick in the box !

Furthermore, the portfolio holder stated that the following “representative stakeholder organisations, clubs & depts” have been consulted

External

Sport England

Dacorum Sports Network

Herts Sports Partnership

Tring Sports Forum

Harbour Lights Scuba club

Hemel Hempstead Bowls club

Bovingdon and Flaunden Tennis club

Berkhamsted Raiders Football club

Berkhamsted and Hemel Hempstead Hockey club

Hemel Hempstead Swimming club

Tring Swimming club

Tring Tornadoes sports club

Hemel Stags Rugby League

Hemel Storm Basketball

Berkhamsted Swimming club

Dacorum and Tring Athletics club

Hemel Town Youth Football club

Hemel Aces Football club

Herts Baseball club

Tring Tennis club

Internal

Planning

Resident Services

Housing

Community Partnerships

Parks and Open Spaces

There are 17 clubs listed and 3 sport organisations. So the claim that 20 clubs attended a meeting in late 2017 cannot be proven as fact as only 17 were consulted!

So the draft strategy would not seem to reflect the view of the 200 clubs in the area, and does not reflect the views of the 17 that were consulted.

Action required – Remove unsubstantiated misleading statements that the council cannot back up. Consider re-running consultation with full consultation with clubs.

17) Discrimination against regular members

The sports strategy should not disadvantage any group of sport users whether they be newcomers, OAP's or regular people.

To enable "Commitment 1: Increase participation in sport and physical activity for inactive people" you need to ensure that prices at the local sports and leisure facilities are kept to a minimum thereby enabling local people to participate.

This point was made to Robert Smyth deputy director at the consultation meeting on the 30th of May 2017 but does not appear in the sport strategy document. Therefore the public view has not been taken into account at the ONLY public meeting held to contribute into a sports strategy.

Page 6 and 7 state various commitments but none of these are targeted at the general population who make up the core of the community. So, if one is not part of an elite group, or minority, or hasn't exercised recently, there doesn't appear to be ANY recognition that the largest part of the community is actively being supported by DBC. This is a major omission.

The only reference in the strategy regarding regular users is "Allocate a proportion of community grant funding to be used to support provision for active people." which is a rather weak statement and should community funding not be available will be less than helpful.

However, the new leisure contract proactively discriminates against regular users of sports centres as it does not offer any protection of membership pricing after the first year of the contract. This is because the tender documents stated that only CORE products should be price protected. However, the majority of income and volume of users is through membership for swim and gym plus swimming lesson. The "core" products protected only comprise about 5-7 % of the income for the contract. (data provided by Dacorun Sport Trust)

The only statement that the council leader made during the public council meetings (cabinet, scrutiny and full council) was that prices that are not protected will find their own market level. This failed to take into consideration that most of the sports centres in the surrounding this area are now run by the same operator.

Should community funding be made (as referred to on page 11, there is no mechanism to see that this is not being returned to the operator and council in the form of profit and management fees. There needs to be clear separation between the commercial interests of the council and the operator and the funding available to avoid the council being accused of sucking back community funding via the management fee at the cost of regular facility users.

The contract makes no effort to protect the prices for the majority of sports facilities users.

Action required Ensure the strategy makes it clear that the regular users are not discriminated by the commercial interests by the council.

18) Commercial interests

The current strategy states

“Dacorum Borough Council will: Maintain a relationship with Dacorum Sports Trust who deliver major sports provision to the community using sports centres owned by the council “

As Dacorum Sports Trust is a non-profit charity, there was no issue with pricing being driven by commercial interests however the draft strategy fails to specify that the council now has a strategy to make money out of the contract for both it's own and commercial interests.

The new contract does not follow this strategy and is in the commercial interests of the council. The more money the operator makes, the more the council makes. This is a conflict of interest. It is a wholly unacceptable situation to develop a sport strategy that does not protect the pricing for the community.

Action required The strategy document should be transparent and the council should specify what it's strategy is with regards to making money out of leisure facilities.

Conclusion

This draft strategy is wholly inadequate and is clearly written with no sport industry knowledge. It is wholly inadequate without major changes which should be reviewed in final draft form by the community AND clubs before it is put forward for approval.