

# Integrated Sports Development and a health promoting environment in the context of a „Healthy City“

POIN-Conference 2010, 8th and 9th November 2010,  
Frankfurt/Main, Germany



City of Dresden

Sports management  
WHO-Project „Healthy Cities“

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# CONTENT OF PRESENTATION

- Dresden information, sport in Dresden, WHO-Project „Healthy Cities“
- SPORT DEVELOPMENT PLANNING in Dresden (FoSep 2025)
  - course and time frame since 2003
  - rationale and challenges
  - planning in urban sub-areas
  - final report and prospects
  - strengths and weaknesses



# DRESDEN INFORMATION



- is located in the **southeast of Germany**
- capital of Saxony
- river Elbe lined by broad meadows and gentle vineyards
- total area: **32.831 ha**
- total population: **517.052 inhabitants** (31/12/2009)
- foreigners: 3,9 percent
- visitors: 9,8 mio. each year

# SPORT IN DRESDEN

- around **60 percent** of Dresdens population is **regularly involved** in sporting activities
- **13 percent** take part in **organised sports activities** (sport clubs)
- especially in the **age of 14 to 44**
- an aproximateliy **equal number of women and men**
- most popular sporting activities: **cycling, gym-based sport** and **endurance sports**



# SPORTS BEHAVIOURAL SURVEY 2009



Gefördert und  
unterstützt vom



Bundesamt  
für Raumerfassung und  
Raumordnung



ExWoSt

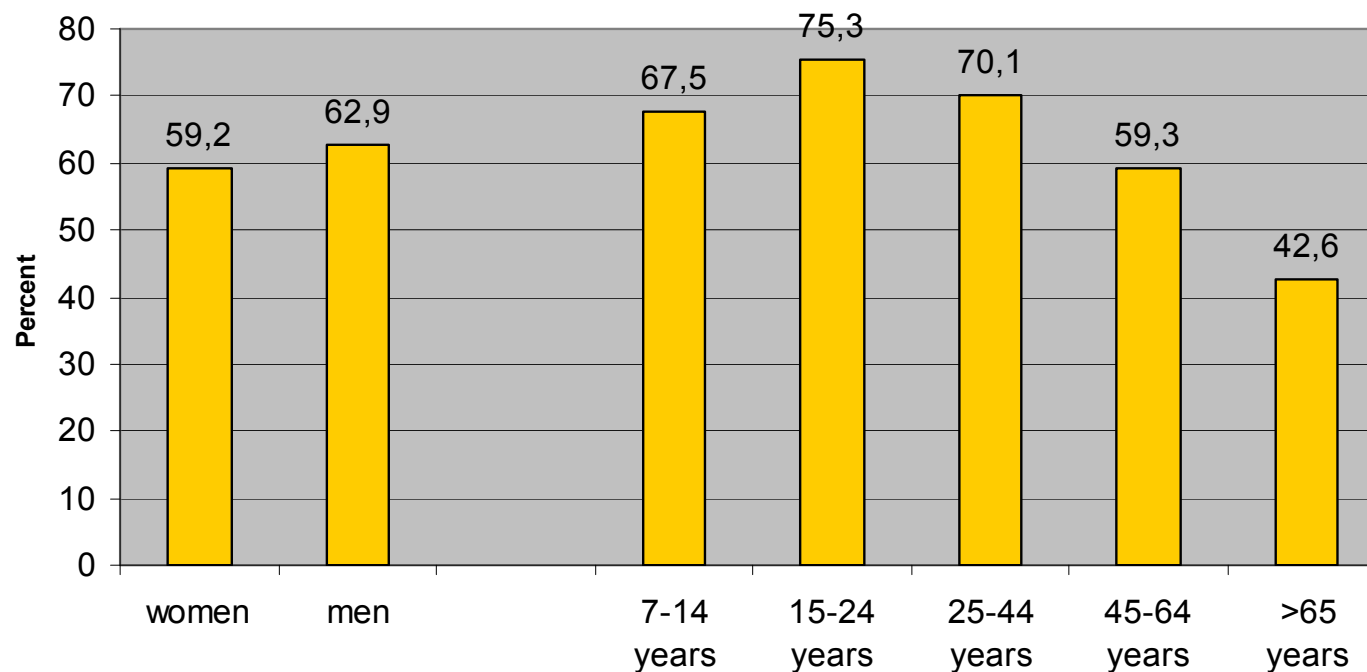


Part of the update  
of Dresdens  
Integrated Sports  
Development

5.099  
questionnaires

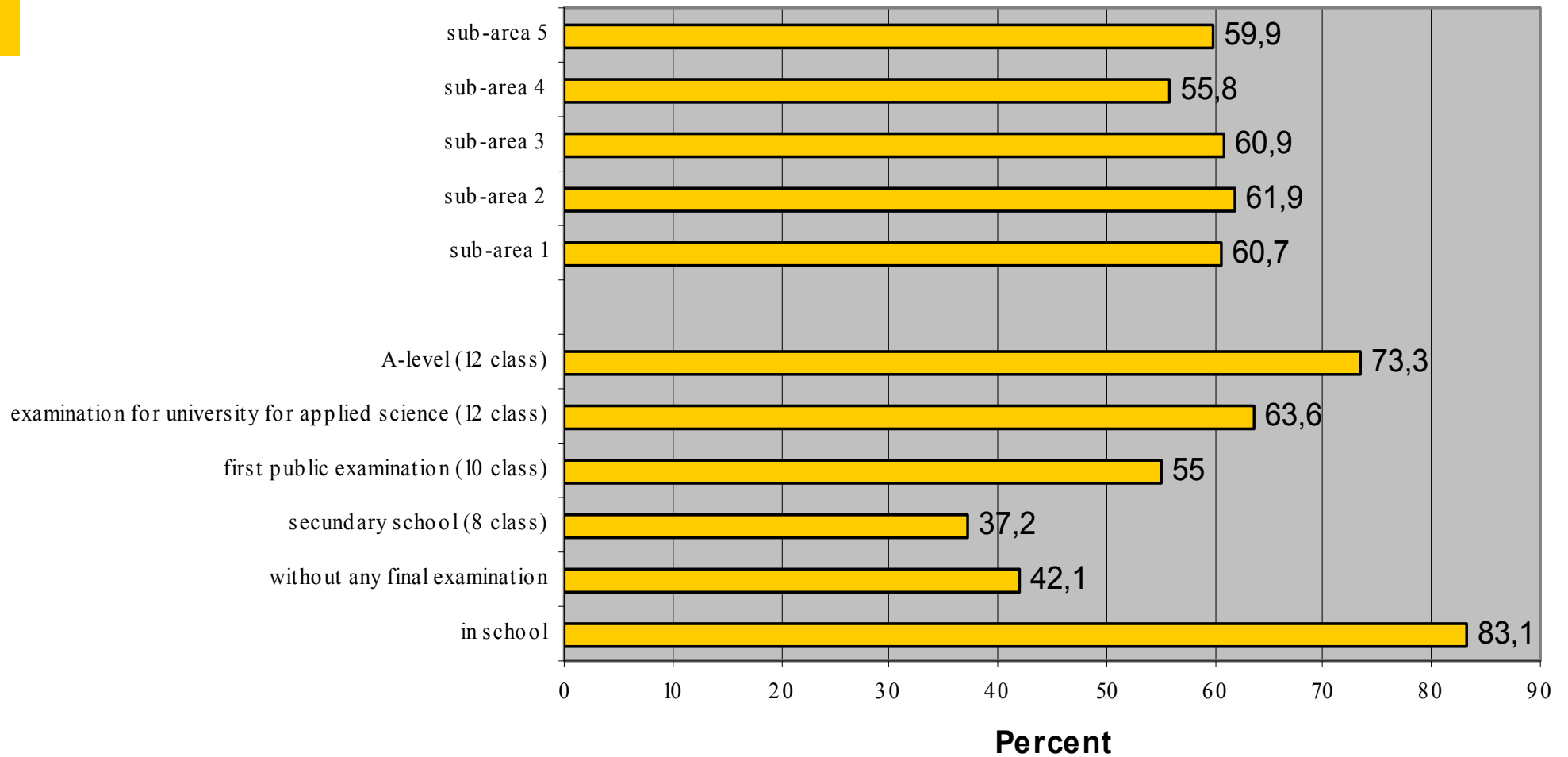
## Regularly involved in sporting activities

Sports Behavioural Survey 2009, City of Dresden



## Regularly involved in sporting activities

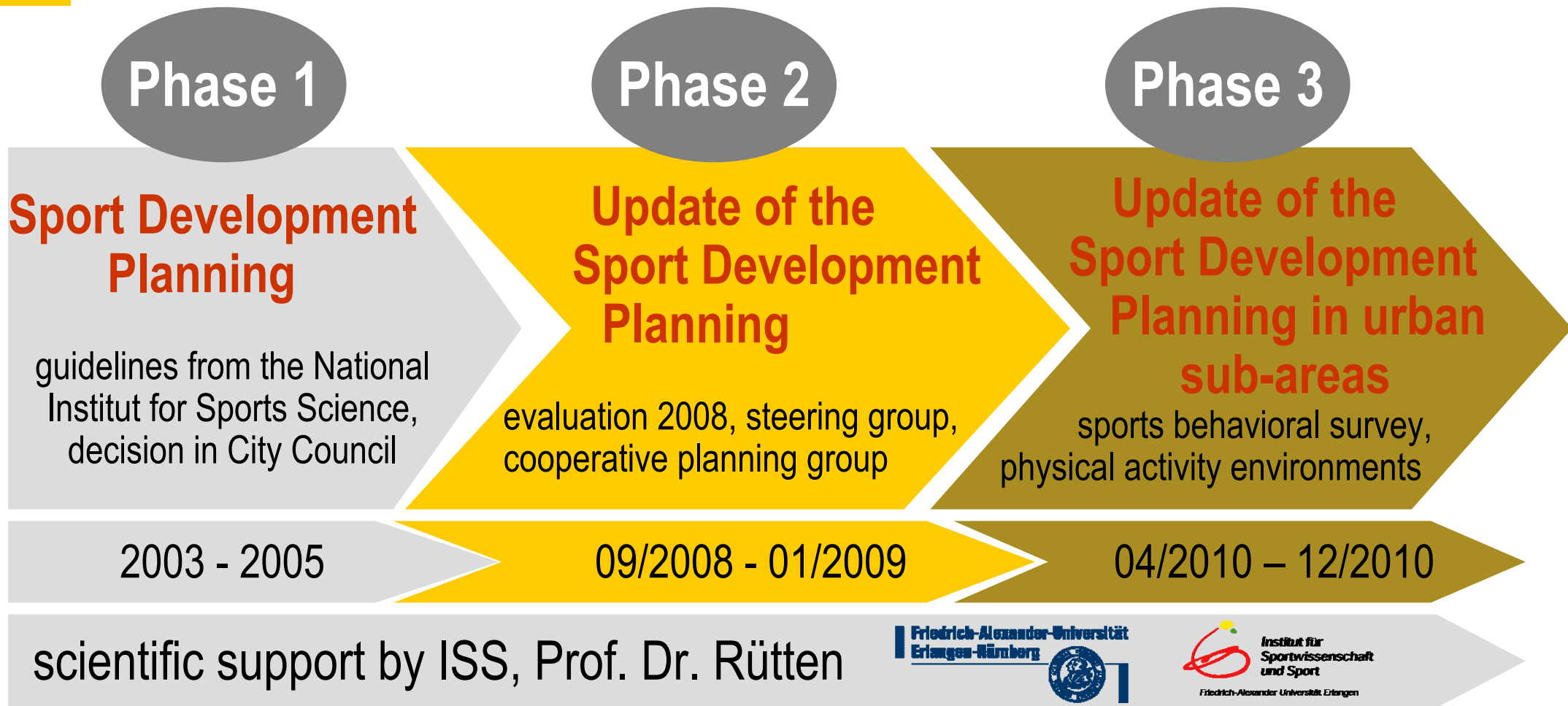
Sports Behavioural Survey 2009, City of Dresden



# DRESDEN - MEMBER OF THE EUROPEAN NETWORK OF WHO-“HEALTHY CITIES“

- since **1991** (European and German Network)
- Healthy Cities Coordinator and Healthy Cities Steering Committee
- current core themes (Phase V, 2009-2013):
  - Healthy Aging**
  - Children and Youth**
  - Healthy Urban Planning**
  - Physical activity**
- City Health Profils (2005, 2007, 2010)
- Challenge: **City Health Development Plan**

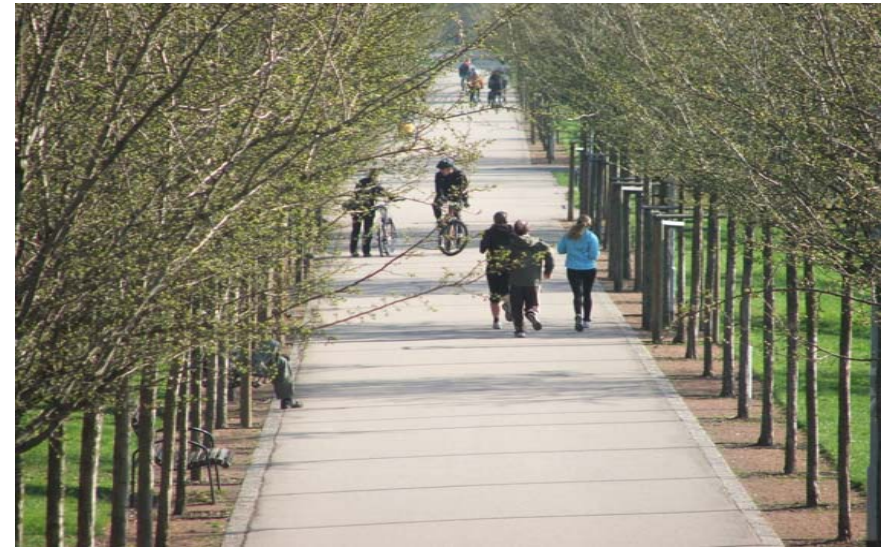
# INTEGRATED SPORT DEVELOPMENT IN DRESDEN





## RATIONALE AND CHALLENGES

- demographic changes and trends in sport, changes in sports behavior
- getting a **larger part of the population involved in sport and physical activity** (organized or individualised)
- involvement of **special target groups**: elderly, women, children and socially disadvantaged groups
- an **integral way of viewing** sport, intersectoral collaboration/coordination
- development of potentials of **physical activity environments in urban sub-areas**



# PHYSICAL ACTIVITY ENVIRONMENTS

- using the potentials of physical activity environments
- quality of physical activity environments
- easily reached
- for different target groups
- with participation



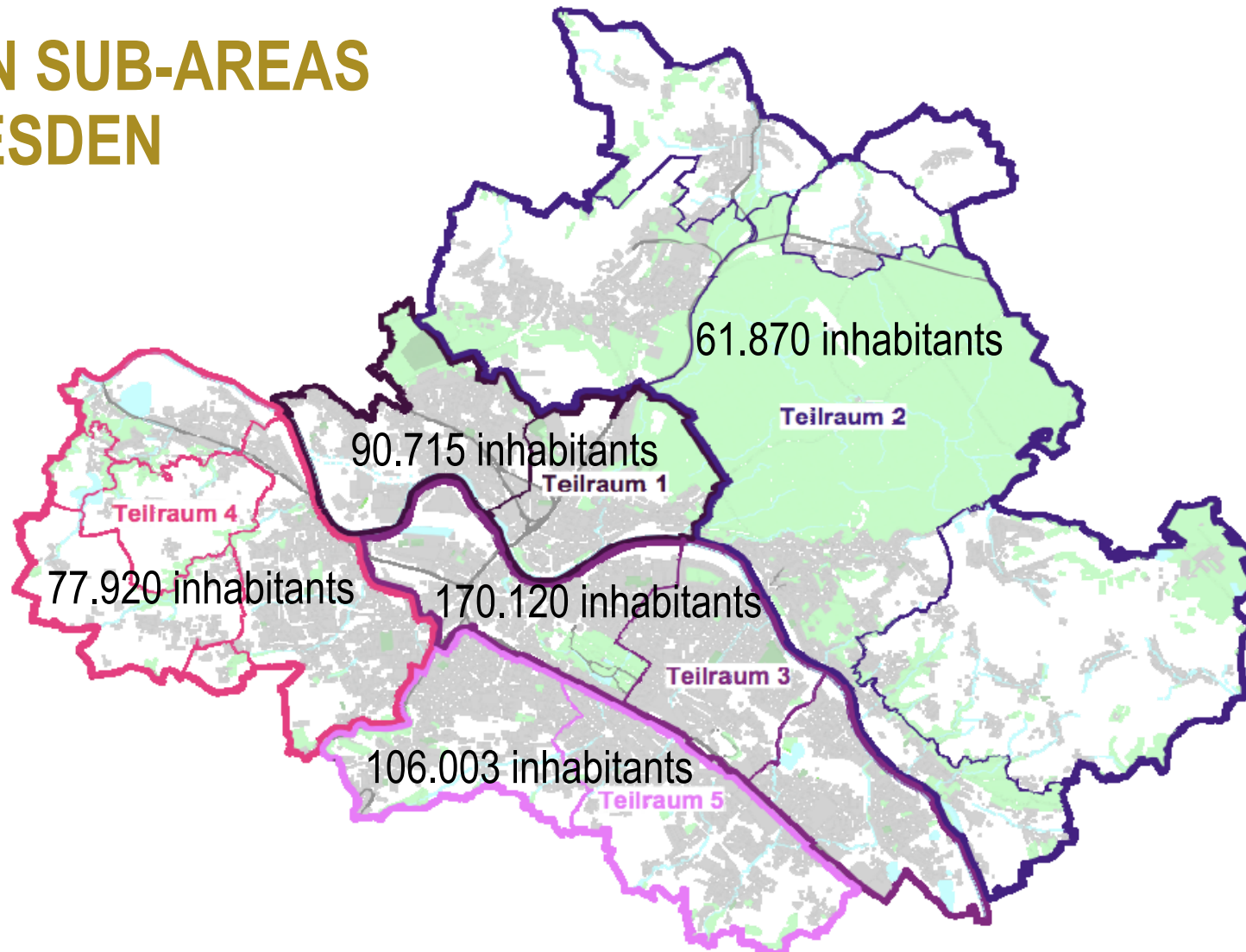
## PRINCIPLES OF WORK

- **intersectoral cooperation** with all actors
- involvement of **politicians** and **citizens**
- integration of **sport** and **physical activity** in terms of **urban planning**
- work within the **urban sub-areas**
- inclusion of the **interests of special target groups** ( for example socially disadvantaged groups)



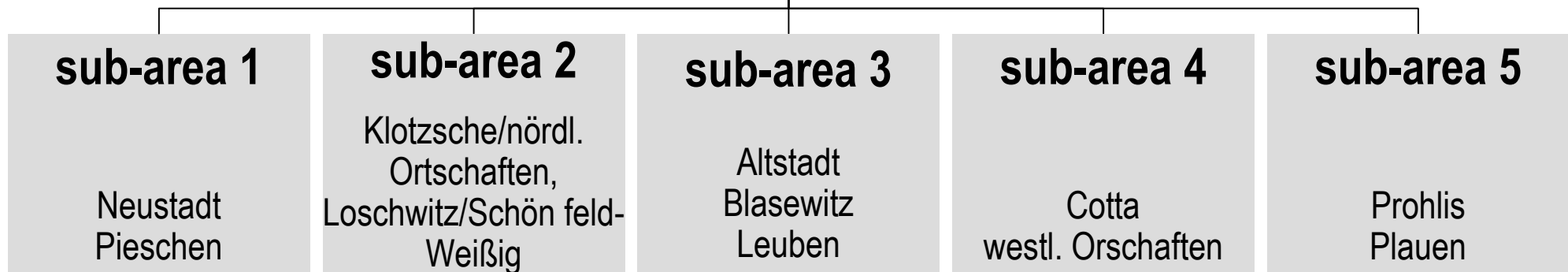


# URBAN SUB-AREAS IN DRESDEN



# COOPERATIVE PLANNING GROUP AND WORKING GROUPS FOR URBAN SUB-AREAS

**PLENUM**  
steering group (SLG)  
cooperative planning group  
representatives of the urban sub-area working groups



**development of objectives and measures for sport and physical activity in urban sub-areas**

create urban sub-areas in terms of sport and physical activity, find measures to implement

# PARTICIPANTS OF THE PLANNING GROUPS

## Cooperative Planning Group

6 administration  
5 administration of sport  
6 politicians  
10 representatives of sport  
8 sport experts

sport experts from urban **sub-area 1**

sport experts from urban **sub-area 2**

sport experts from urban **sub-area 3**

sport experts from urban **sub-area 4**

sport experts from urban **sub-area 5**

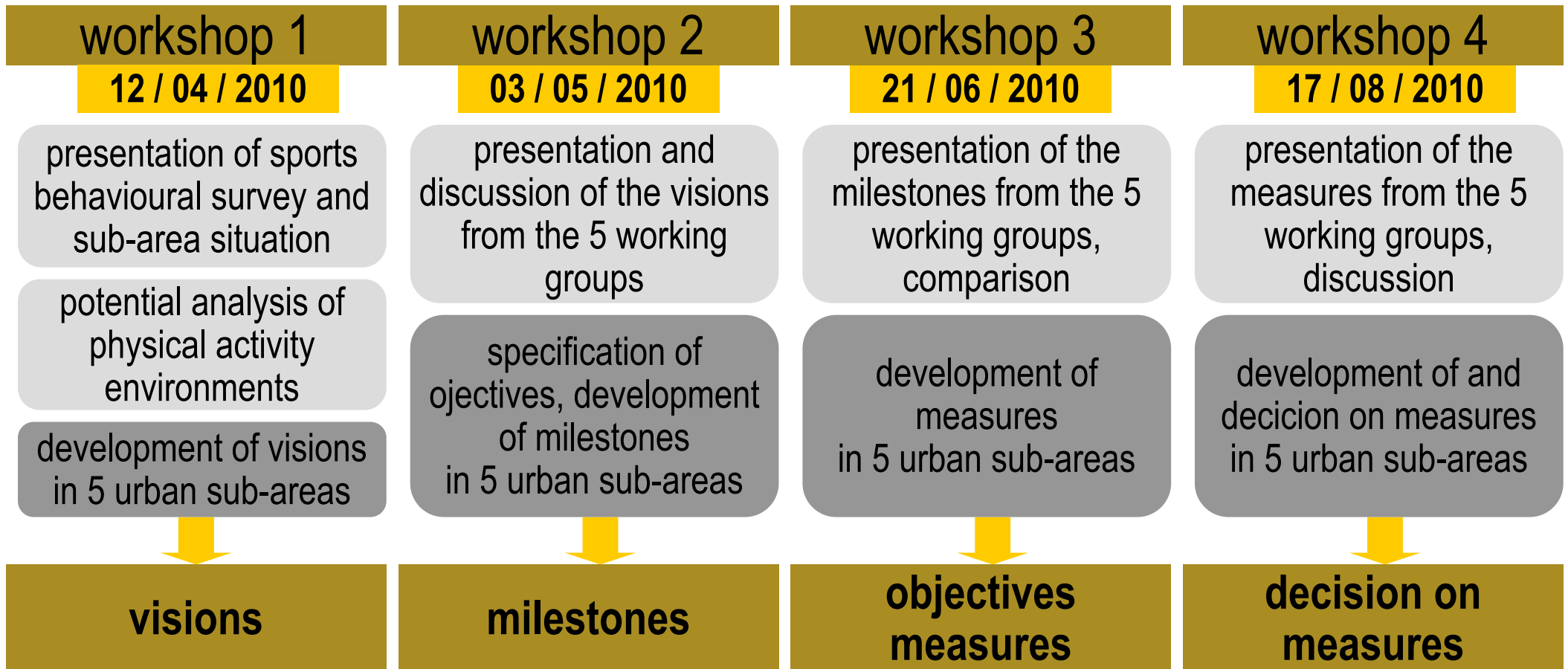
**experts** from urban planning, housing associations, local advisory councils, sports clubs, WHO etc.

**5 working groups** with 20 members (max.) for planning in urban sub-areas

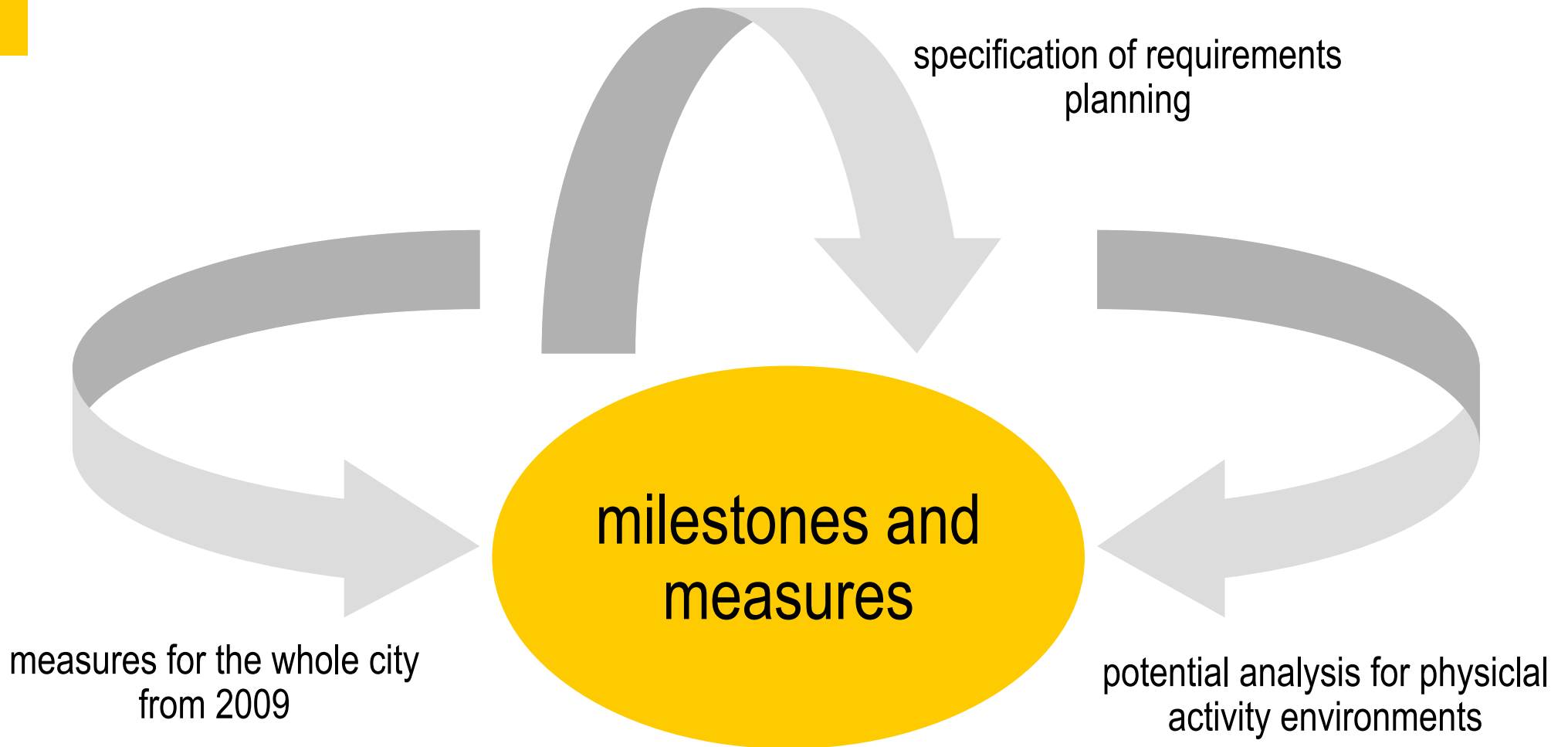
Scientific support and moderation by ISS



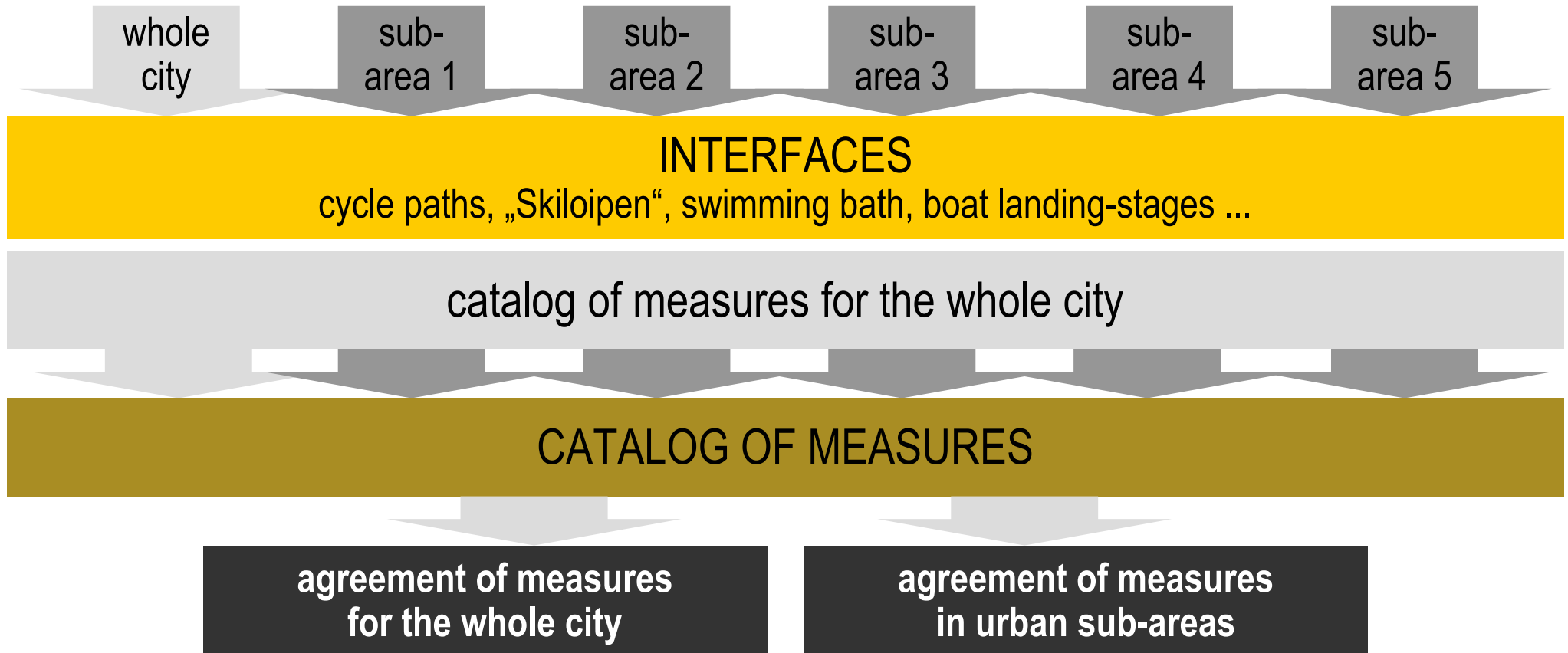
# COOPERATIVE SPORT DEVELOPMENT IN 5 URBAN SUB-AREAS (2009/2010) WITH SCENARIOS



# INTEGRATION



# AGREEMENT OF MEASURES FOR THE WHOLE CITY AND IN URBAN SUB-AREAS



# EXAMPLES

objectives	milestones	measures	time frame	responsibility	finances	indicators
need-based sports facilities	sports facilities in schools for public using	1 model-project in 10 urban sub-areas	2013	SVA, EB SBB, KSB		sports facilities in schools for public using
sport and physical activities in public areas	using of public areas for sport events	sport events on Altmarkt, Wiener Platz, Ferdinandplatz, Postplatz	2010 ...	SPA		conception of using public areas involves sport events
information about sport	sport-map	sport-map as part of the city-map (www.dresden.de)	2015	EB SSB		sport information system

# CATALOG OF MEASURES

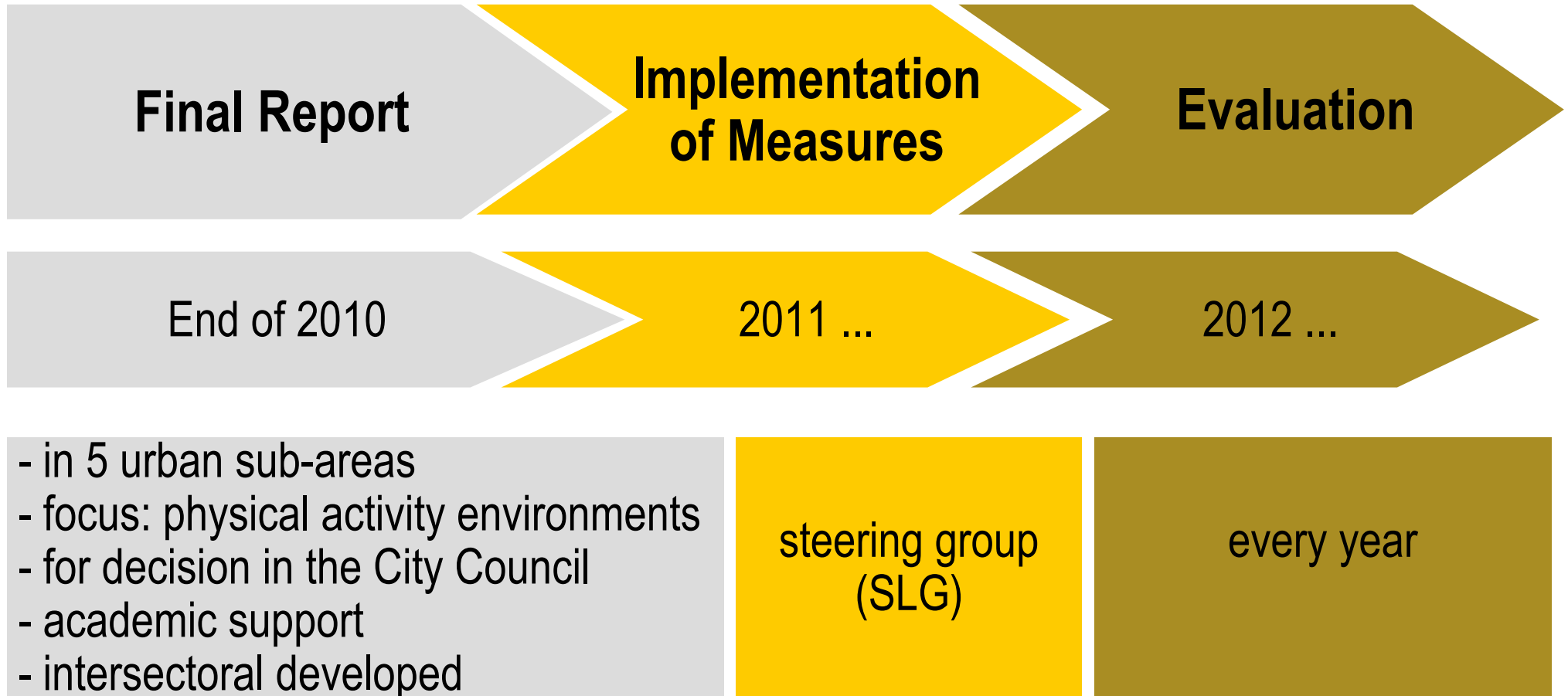
## CATALOG OF MEASURES by ISS

in agreement with the 5 working groups for the urban sub-areas



measures for the whole city	5 strategical objectives						41 milestones
	11 operative objectives						97 measures
agreed measures for 5 urban sub-areas		sub-area 1	sub-area 2	sub-area 3	sub-area 4	sub-area 5	
	strategical obj.	6	5	4	4	3	
	operative obj.	6	7	7	8	5	
	milestones	14	16	25	12	24	
	measures	46	55	60	31	81	

# FINAL REPORT AND PROSPECTS



# DRESDENS MODEL OF INTEGRATED SPORTS DEVELOPMENT

- **sustainability** in sport development (SLG)
- development of potentials for **physical activity environments**
- work with **urban sub-areas**
- **intersectoral collaboration** in all levels of planning groups (steering group, cooperative planning group, sub-area-planning groups)
- **scientific support** and **evaluation** by ISS (whole process since 2003)



# ANALYSIS OF STRENGTHS AND WEAKNESSES

## STRENGTHS

- coordination by a steering group
- scientific support and moderation by ISS
- support by a landscape architecture office (LA PAUL)
- intersectoral cooperation
- active part of representatives of sport in the whole process
- involvement of (political) stakeholders from the urban sub-areas
- integral way of viewing
- development of potentials for physical activity environments

## WEAKNESSES

- no continuous participation of politicians
- no political decision of the measure catalogue for the whole city from 2009
- difficulties by calculation of financial requirements
- difficulties to decide about priority of measures
- financial resources to implement all measures
- to establish flexible and changeable sporting facilities and environments for sport and physical activity
- concreteness of measures

# THANK YOU FOR YOUR ATTENTION!!!



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