

## GOOD PRACTICE

# Developing a City Sport Strategy: the Wiesbaden Example



### City

Wiesbaden

### Country

Germany

### Mission

Get a better focus on the activities citizens want to do

### Target Group

All citizens, politicians, sport clubs and municipal departments

### Highlight

A renewable 8-years sports development plan developed and implemented by the municipality

### Timeframe

On-going

### Budget

€ 20 000

## Drafting a Sport Development plan

The Wiesbaden Sport Office is responsible for caring for all big municipal sport facilities, developing and managing projects, supporting sport clubs, building an Atlas with all sport facilities and controlling the sports budget of the city.

To that extent, it develops and implements the “Sport Development plan”, which is an eight years’ city sport strategy. This plan was renewed in 2013. Using the experience of the previous plan (2005 – 2013), five people from the Wiesbaden Sport Office and other professional and non-professional partners got involved in the building up and discussion of the plan. The whole process was managed by two experts from the German Sport University Cologne.

Three hearings were organized with sport experts, politicians and clubs in 2010. 2 surveys were carried among the older (by phone) and younger (in schools) people in 2011.

The results lead to the writing of the draft of the new plan in 2011-2012, where five fields of activities were summarized and integrated: sport for older people, sport for health, sport for disabled people, sport for migrants and cooperation of all actors in sport. Descriptions, advice, guidelines and activities were included under each field. Finally, three “cooperative planning” meetings were held in 2012 with the same groups of the hearings.

While the 2005 - 2013 plan had its focus mainly on the infrastructure, the 2013 - 2020 plan takes care about the main fields of sport in an active city (seniors, health, handicap, migrants) and shows recommendations for action. The 2013 plan asks for preparing pilot projects. The political bodies chose “sport for older people” as the main focus area.

## Cooperation and Partnerships

The five years development plan incorporates all actors and stakeholders (various municipal departments, politicians, sport clubs, etc.) within and without the city. It sets a cross-sectoral approach.

The budget is based on a co-financing philosophy integrating all of these partners: while the city finances 80% of the development and implementation of the plan and further programs, the remaining 20% are contributed by sport clubs, firms, etc.

### Impact

In 2013, the tasks of the 2005 – 2013 plan were all successfully performed or under way, such as:

The opening of the schoolyards outside of the lessons,  
The offer of classes to non-members, by sports clubs.

In regards to the design of the new plan, it was very important to have a large group of different people being involved and having affinities with sport. A lot of aspects were brought into the discussion and led the Wiesbaden Sport Office to find out which ones were the very most significant. The cooperative planning permitted a high acceptance of the plan within the city.

The moderation from an outside company (here the German Sport University Cologne) was essential. It held power throughout the process and ensured the efficiency and relevance of the discussions.

### **More information:**

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