

# Enterprise, Innovation and Community

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25<sup>th</sup> November 2014

Idrættens største udfordringer IV

Svend Elkjær

Sports Marketing Network



# Svend Elkjær

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# BØRSEN.



Organised conferences  
and tradeshows



Travelled the world



Published magazines



Rather creative

# Volunteer at rugby club – developing an enterprise at club founded in 1908



**Bedford Athletic Rugby Football Club,**  
SEASON, 1913-14.

--> FIXTURES. <--

Sept. 27	North Bucks .....	Home	Lost	13	16
Oct. 11	Elstow School .....	Away	Won	9	6
" 18	Grammar School "A" ..	"	Lost	21	6
" 25					
Nov. 1	2nd Life Guards .....	Away	Lost	3	8
" 8	Grammat School "A" ..	"	Won	10	10
" 15	Modern School .....	"	Won	2	0
" 22	Olney .....	"	Won	9	4
" 29	Alexandra Park .....	Home			
Dec. 6	Bedford "A" .....	"			
" 13					
" 20	Alexandra Park .....	Away			
" 27					
Jan. 3	Bedford Harlequins ..	Home			
" 10	Olney .....	"			
" 17	Progressives .....	Away			
" 24					
Feb. 7	Grammar School "A" ..	Away			
" 14	Modern School .....	"			
" 21	Grammar School "A" ..	"			
" 28	North Bucks .....	"			
Mar. 7	Progressives .....	Home			
" 14	Bedford Harlequins ..	Away			

CLAUDE PEARCEY, Hon. Secretary, 30, Adelaide Square, Bedford.

# Sports Marketing Network

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provides *thoughts, tools and to-dos* on how to make community sport

*vibrant*

through the activities and events community sport creates together with its communities

*visible*

by engaging and communicating with members, users and the community

*viable*

– based on the above community sport can generate sustainable income

# What SMN does

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## Now...

- ❑ 4000 sports clubs at Grow Your Club workshops
- ❑ 400 professionals at Business Savvy events
- ❑ Helped develop a number of community sports enterprises
- ❑ Conferences on Enterprising School Sport, Enterprise and Collaboration (Cardiff, Edinburgh, Belfast), Enterprising Asset Transfer, Enterprising Disability Sport

## ...and the future

- ❑ International network (website, study tours, etc.)
- ❑ Deliver in Australia and New Zealand
- ❑ 'How to Guides'
- ❑ ?????

# 4 UK government agencies for community sport

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# Community Sports Enterprise

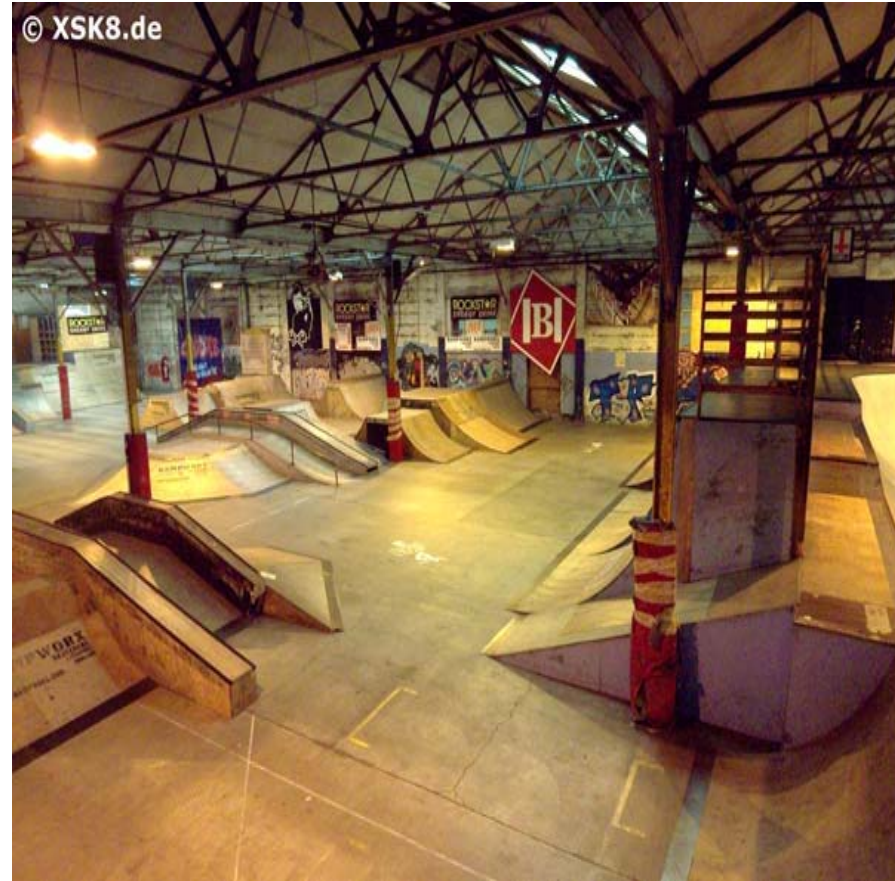
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***“Attracting and servicing customers  
at a profit, serving a sporting and  
community purpose”***



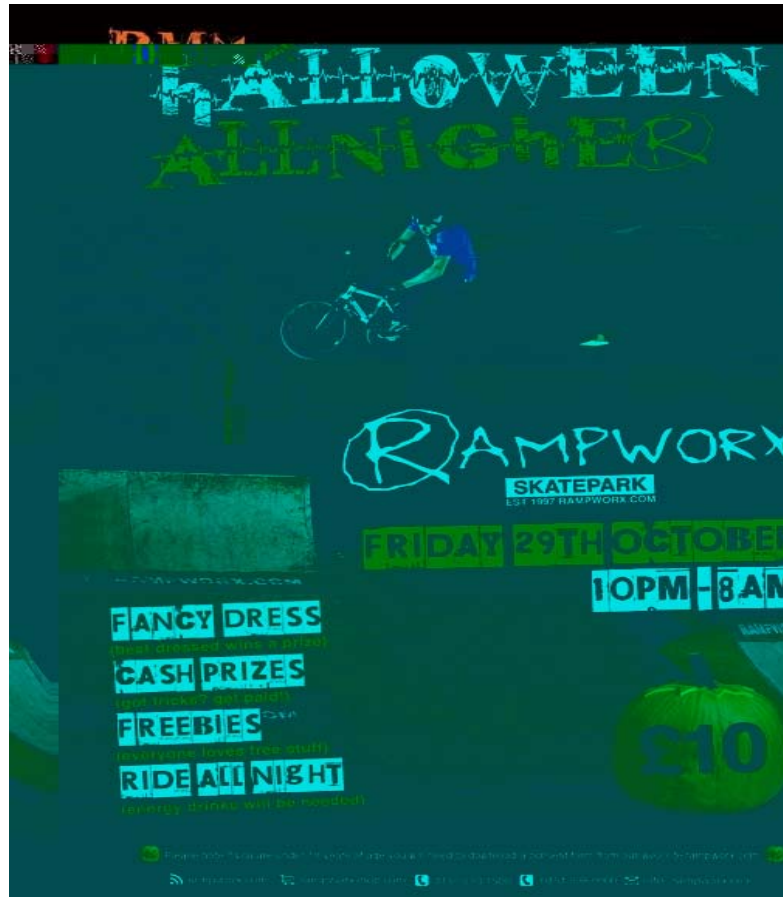


# The UK's biggest skatepark





# Themed events create 'buzz' (and ££££)



**LADIES DAY**  
AT RAMPWORX SKATEPARK  
FRIDAY FEB 27TH 09  
INLINE - BMX - SKATEBOARD

LIVE MUSIC  
COMPS/DEMOS  
STREET DANCE  
FREE STUFF  
AFTER PARTY





# Rampworx Skatepark

Sports centre · Youth organisation · Sports Venue & Stadium

- Timeline**
- About
- Photos
- Reviews
- More ▾



**49,590** likes



**Rampworx Skatepark** shared a link.

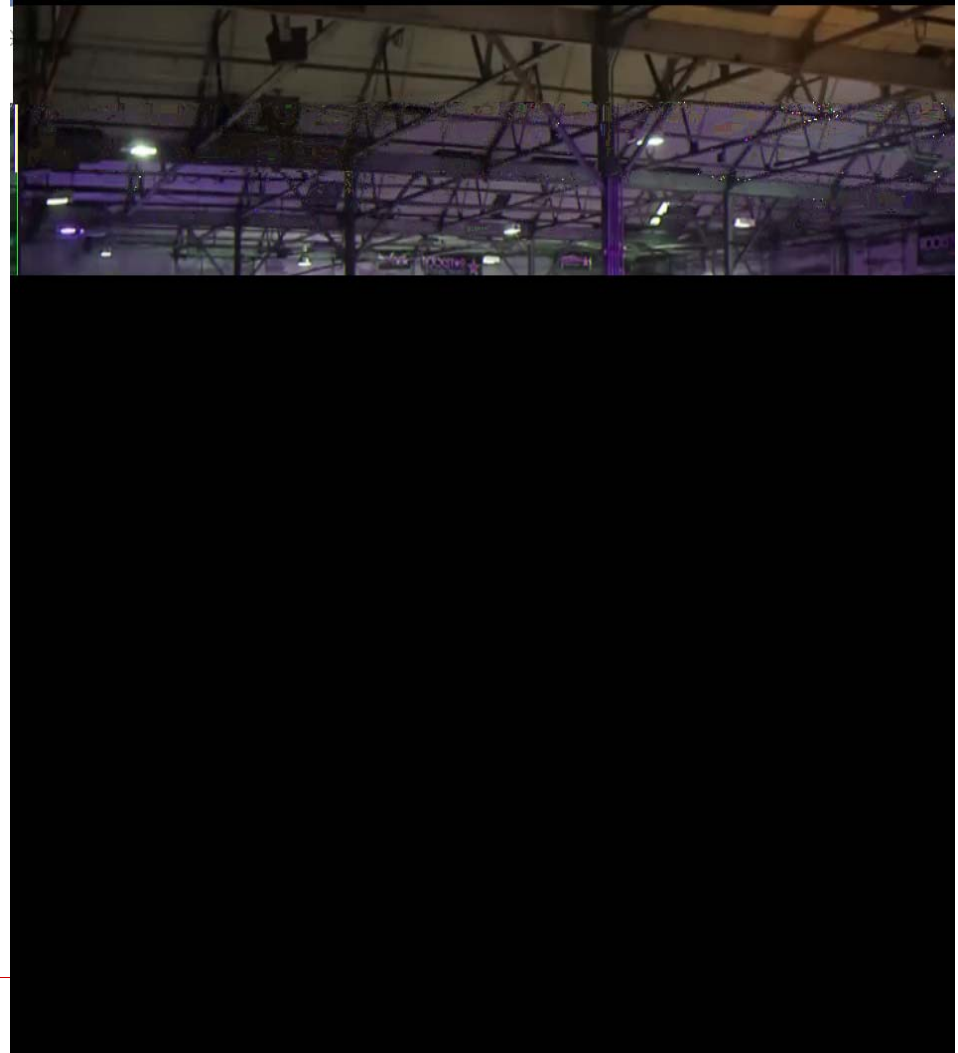
5 hours ago 🌐

The video from the BMX Halloween Allnighter is up!  
#rampworx <http://bit.ly/1xWMex7>

# Growing the enterprise

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- ❑ Grants £80k
- ❑ Online sales  
£100k
- ❑ Retail sales £500k
- ❑ Door sales £400k
- ❑ **Total income**  
**£1.1m (grants**  
**only 7%)**





# Ilkley Cycling Club – from 0 to 1,400 members in 3 years – all online

Home

Join ICC

Rides

Racing

Events

Youth

History

Kit

White Rose Classic

Members Only

## Ilkley Cycling Club

Registered Charity number 1157710

Established 1896... Re-establ



ICC Youth Development Project - image courtesy John Rigby Jones

# From redundant church to...

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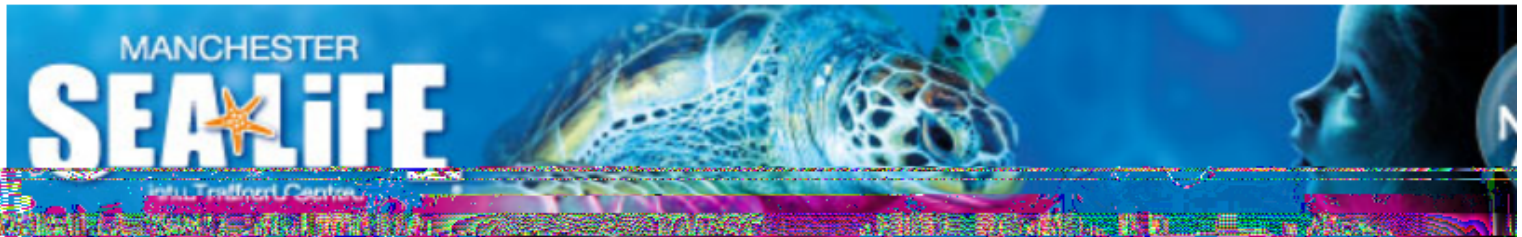


# ...Manchester Climbing Centre

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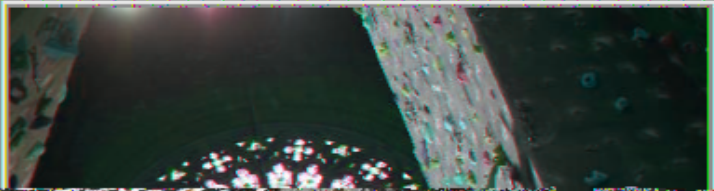




# Manchester Climbing Centre

Bennett Street | St. Benedict's Church, Manchester, M12 5ND, England

+44 161 230 7006 Website E-mail Improve this listing



Ranked #4 of 127 Attractions in Manchester

 37 Reviews

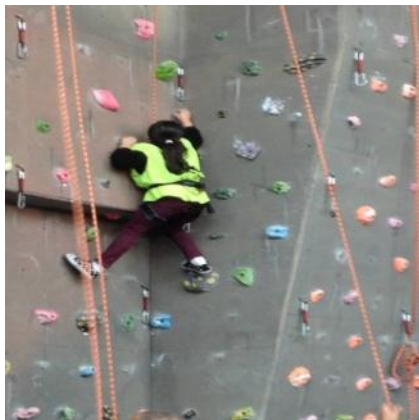
Owner description: Manchester Climbing Centre is constructed in a beautiful building that is both stylish and functional. It offers a wide range of climbing and fitness classes, as well as more...



Useful information: Food available on grass, stroller friendly, wheelchair accessible, baby buggy parking, activities include...



# WEST YORKSHIRE POLICE SUMMER CAMP





# Teambuilding with the Army

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# Police Summer Camp

Sports & recreation

Community Page about West Yorkshire Police

**Timeline**

About

Photos

Reviews

Likes



**Police Summer Camp**

25 September

**Photos from Awards Ceremony Week 2** (19 photo)

# All ability cycling since 2004

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