

Challenges and new strategies for Sport Wales and **sport**cotland

25 maj 2016

Vejen

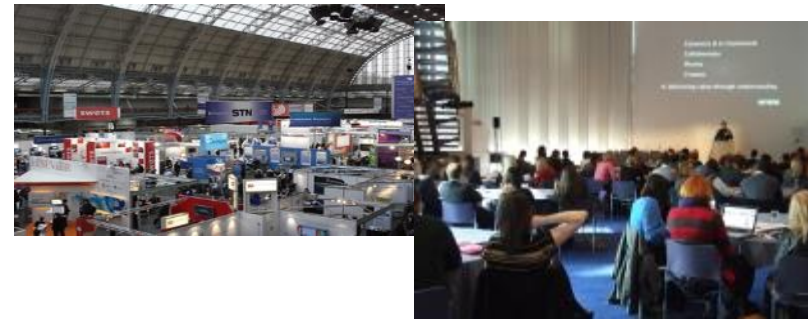
Svend Elkjær

Sports Marketing Network

Svend Elkjær



dansker



organiserede konferencer

BØRSEN.



bor i North Yorkshire



udgav blade



ret kreativ

Community sport is devolved to the 4 'home nations'



Trends in the UK

- ✓ Funding cuts in local authorities
- ✓ Asset Transfer
- ✓ Social Enterprises
- ✓ Growth of informal providers
- ✓ Sport for social good/change/*Idræt på Tværs*
- ✓ Prove the value of your work
- ✓ Some change from centralised approach to local partnership working
- ✓ Sport is leaving 'culture' and moving in with 'health' and 'communities'

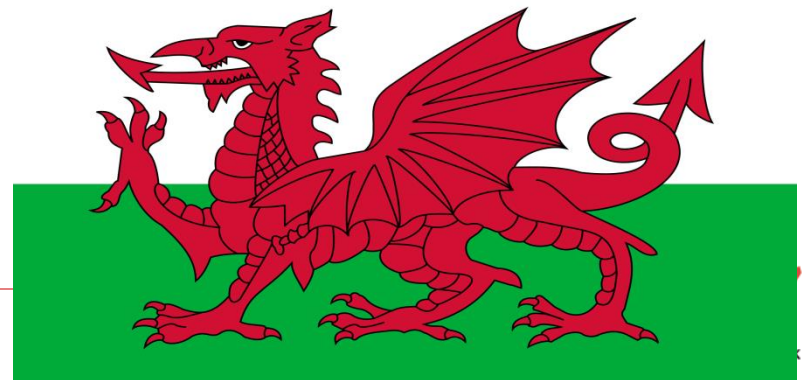
Cabinet Secretary for Health, Wellbeing & Sport



Shona Robison, MSP



Vaughan Gething, AM



sportwales chwaraeoncymsu

- ✓ Changing from top-heavy centralised approach to 4 regional agencies with an enterprise and partnership remit
- ✓ 'Whoever can deliver gets the contract'
- ✓ Focus on developing a more enterprise - and customer-focused culture and skillset

Sport and public health working together in Wales



- ✓ Together support people to enjoy more active and healthier lives
- ✓ Encourage people to look after their own health and thereby take care of the health of future generations
- ✓ Foster a co-productive relationship with the people of Wales
- ✓ Together support the drive for a mass shift in public thinking about their health
- ✓ Develop joint areas of work that promote sport for all

sportscotland

the national agency for sport

- ✓ Centralised approach:
 - ✓ 400 Active School Co-ordinators
 - ✓ 153 Community Sports Hubs
 - ✓ (still relying on local people and relationships)
- ✓ 250+ sports social enterprises
- ✓ Sport for sport's sake and/or sport for change

Mel Young

1. Founder

Big Issue (*Hus Forbi*)

2. Founder

Homeless Football
World Cup

3. Chair,

sportscotland



Another couple of examples from Scotland



MACMILLAN.
CANCER SUPPORT



*Sport and Recreation
is now part of
Communities and Families*

Same challenges - different solutions, but...



Culture eats
strategy for
breakfast!

Thank you for your time...



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#growsport