

# Community Sports Enterprise – the future for community sport?

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**Idrættens største udfordringer -  
faciliteter, forening og forretning**

Vejen, 26<sup>th</sup> May 2011

**Svend Elkjær**

**Sports Marketing Network**



# Skål...the welcoming Retriever

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# Sports Marketing Network

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

**vibrant** through the activities and events it creates together with its community

**visible** by engaging and communicating with members, supporters, sponsors and the community

**viable** – based on the above sport can generate sustainable income



# Some of our work

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- *Welcoming Sport Campaign London,*
- *Club to Enterprise, 11 clubs across Yorkshire, Cardiff City Council, Football League Trust, Northern Ireland Sport, British Gymnastics, Badminton England*
  - Pilot for Sport England in Lancashire
- *From SSP to Community Sports Enterprise 100+ School Sports Partnerships*
- *Grow Your Club workshops for 2,500+ clubs: Sport Wales, Athletics, Gymnastics, Badminton, Rugby,*
- *Enterprise development for Local Authorities*
- *Business savvy sports development programme*

# The **amazing** number of sports deliverers...

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Pushy Mothers<sup>®</sup>  
Buggy Workout



Blackburn Rovers  
Community Trust



*SERVING THE COMMUNITY SINCE 1922...*



# The rise, fall and regeneration of Hunslet, Leeds

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# Boys Club aims to get boys (and later girls) active

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# 2002 Boys Club struggles...

## Turnover £ 48k

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# 2011...thriving social enterprise - turnover £ 1.3m (37 staff)



# 11 British boxing champions and one bronze medal at Commonwealth Games

YouTube - The Hunslet Clubs' Bianca Nixon is Crowned National ABA Junior Champion - Windows Internet Explorer

http://www.youtube.com/watch?v=svYo7wp\_aZY

File Edit View Favorites Tools Help


Google hunslet boxing Search Share Sidewiki Check AutoFill hunslet boxing Sign In

YouTube - The Hunslet Clubs' ...

**YouTube** hunslet boxing Search Browse TV Shows Upload Create Account Sign In

## The Hunslet Clubs' Bianca Nixon is Crowned National ABA Junior Champion

HunsletClub 29 videos Subscribe



0:04 / 8:47 480p

Suggestions

- Hunslet Club Boxing - A Focus on Bianca Nixon w...**  
by HunsletClub  
337 views  
9:44
- sexy classic female boxing match**  
by womenwrestcollect  
10,097 views  
4:31
- 2010 Champions Challenge Vanessa Villareal vs. ...**  
by dcamateurboxing  
731 views  
3:59
- Women Boxing**  
by JacoboxerTV  
185 views  
9:03
- monday nite hangover female boxing @ visions**  
by kdw1220  
1,580 views  
1:14

Done Internet | Protected Mode: On 150%

10:01 09/09/2010



***"The secret is never to be scared of change"***

Dennis Robbins, Chief Executive  
(former Police Officer and boxing coach)

# Keighley Table Tennis Centre... from textile mill...

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# Through £15k and hard work

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# to Table Tennis Centre



to 9000 sq ft Table Tennis Centre...



# a new vocabulary?

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**Fun** community

*Sustainable*

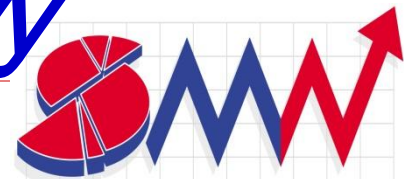
kills **Customer** **change**

**Enterprise** **Empower**

**Technology** **innovation**

**Welcoming** *business-savvy*

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# From Club to Enterprise

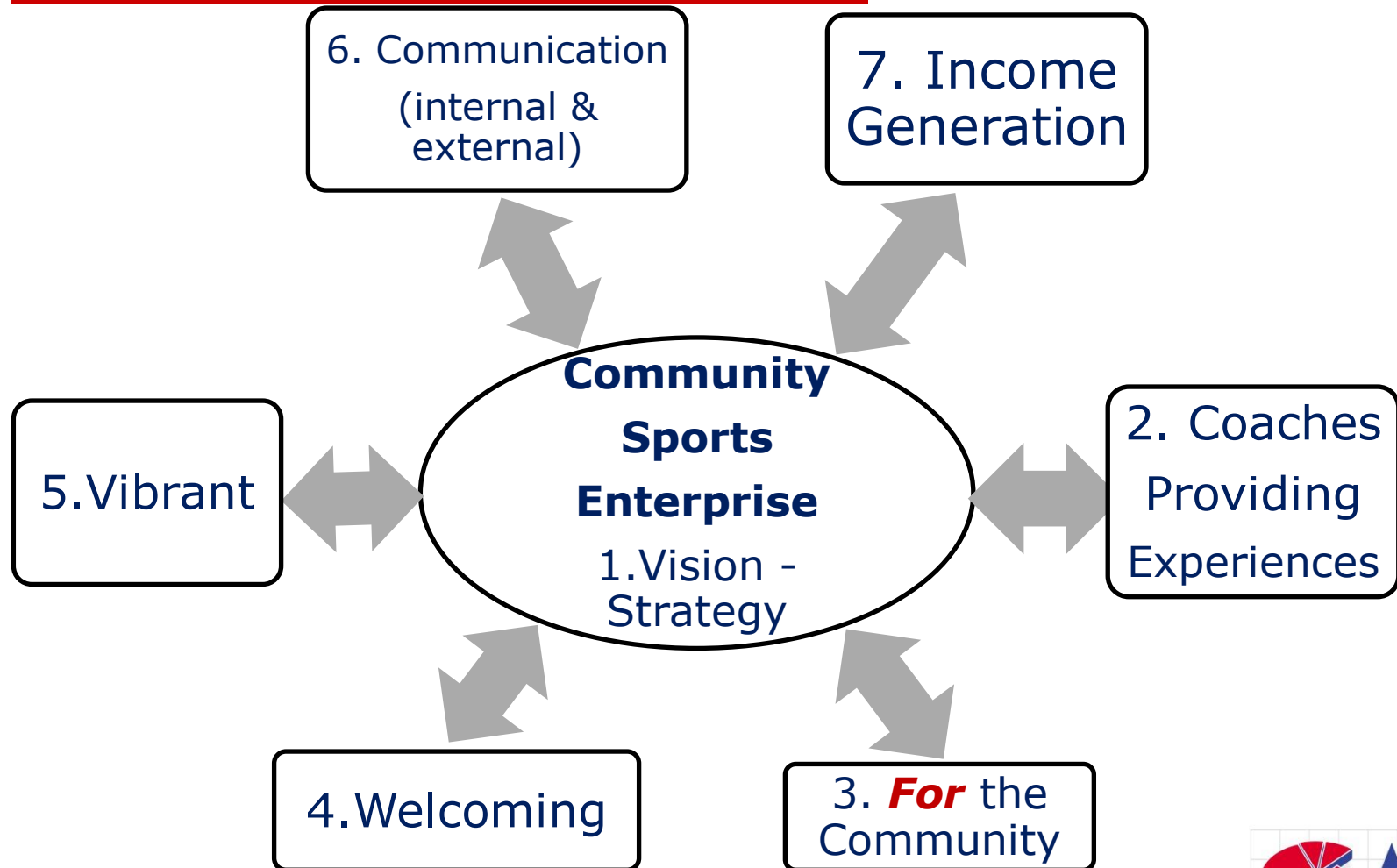
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From ***grant addicts*** to welcoming  
and viable community sports  
enterprises

Fra ***tilskudsafhængige***  
***sportsklubber*** til velkommende og  
levedygtige sociale sports  
virksomheder

# Community Sports Enterprise... the seven key strands

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You are not 'just sport'

**YOU ARE IN THE  
EXPERIENCE BUSINESS**



# 3. *For* the community

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# Gaelic sport for the community in Ireland

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“GAA is a volunteer led, **community based** organisation that promotes the indigenous games of hurling and Gaelic football etc.” 1 million members



# Welcome to your club?

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Psst... the new version of Twitter is here. Try it now!



Home Profile Find People Settings Help



# THE\_REAL\_SHAQ

Follow

Lists



Followed by @TimNATC

Verified Account

Name THE\_REAL\_SHAQ

Location BOSTON/EVERYWHERE

Web <http://www.Facebo...>

Bio VERY QUOTATIOUS  
PERFORM RANDOM AC  
OF SHAQNESS

621 following 3,304,656 followers 32 lists

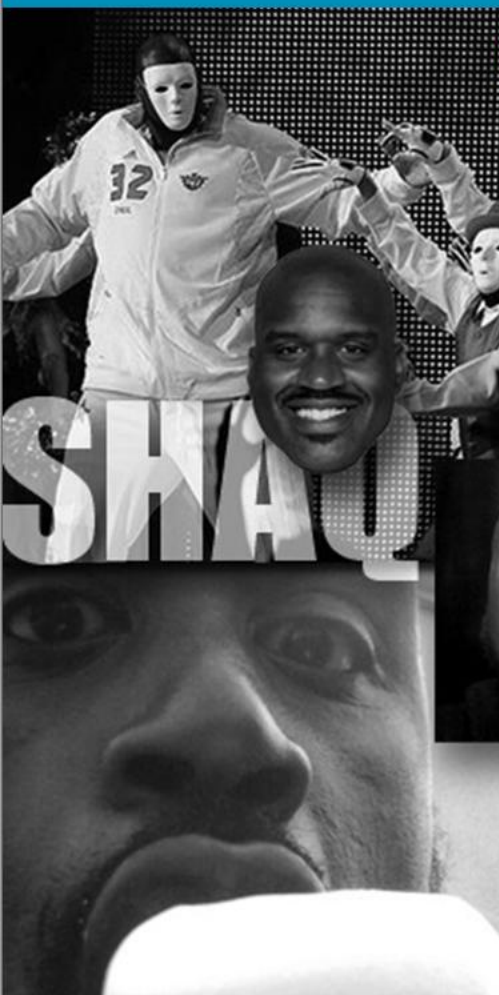
Tweets

Favorites

Actions

[block](#) THE\_REAL\_SHAQ  
[report for spam](#)

Following



@FlashGordanASMG especially yur  
momma

about 6 hours ago via TweetDeck in reply to FlashGordanASMG

@ohhenrythegreat 888 sha keet

about 6 hours ago via TweetDeck in reply to ohhenrythegreat

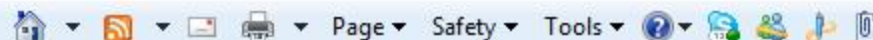
@BigBooty\_Beauty no it aint

about 6 hours ago via TweetDeck in reply to BigBooty\_Beauty

@BigBooty\_Beauty yur booty ain't bigger than mine

File Edit View Favorites Tools Help

★ Favorites Rampworx Skatepark (8)



## Rampworx Skatepark Like

Sports venue · Liverpool



Wall

Rampworx Skatepark · Most recent ▾

### Wall

- Info
- Friend activity
- Vimeo
- Events
- Links
- Photos
- Twitter
- More ▾

### About

Official page for Rampworx Skatepark. <http://rampworx.com>

**165** check-ins

**15,839** people like this.



#### Rampworx Skatepark

You can buy your Chaz Sands Invitational 2011 tickets online now!



**Chaz Sands Invitational 2011 Ticket - Rampworx Shop - BMX, Aggressive Inline Skates, Skateboards**  
[www.rampworxshop.com](http://www.rampworxshop.com)

Chaz Sands Invitational 2011 Ticket - This ticket will allow you entry to the skatepark on the day of the event. \*With this ticket you will also be able to compete in the Am contest!\* (online registra

2 hours ago · Share

2 people like this.



#### Rampworx Skatepark

Nike "The Pool" The grand re-opening



#### Nike "The Pool" The grand re-opening

So after weeks of speculation around what Nike 6.0 had up their sleeves the cat is out the bag. Nike 6.0 have converted an old swimming pool into an amazing skatepark!! Some of the best riders in the world will be battling it out on this unique course in the coming days, make sure you keep checking for the latest results....

Abe Kerr ○

Chat (2)

### Event invitations

View all

#### 31 Chasing commercial opportunities

16 June



RSVP: Yes · No · Maybe

#### 31 Lucozade parkrun runFREE

04 June



RSVP: Yes · No · Maybe

### Sponsored

Create an advert

#### Looking for a 0% BT?

[moneysupermarket.com](http://moneysupermarket.com)



0% on balance transfers for 20 MONTHS - available now on Moneysupermarket.com!

#### Response in 1 Minute!

[capitalone.co.uk](http://capitalone.co.uk)



Need a Response in 1 Minute? Apply for a



# Create an **online tribe**

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**where friends, members,  
fans, never-beens,  
community, etc. can chat,  
learn, get involved...**

**whenever and wherever they  
want**

# 7. Income Generation

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Fund-raising is very close to begging



- Income-generation is about providing a service that has value to your customers (members, guests, supporters, sponsors)...an exchange is taking place

# The more you give – the more you get...

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link up with local, dynamic  
charities/community groups:

raise profile

more people

added emotional engagement



# 3,500 people walk 3.5 miles in Harrogate's St Michael's Hospice Midnight Walk and raise £150,000

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**And from South Shields:** 18,139 dogs (and their 'owners') participate in the Great North Dog Walk and raise £3.2m over 15 years



# Volley in the park, corporate volley and volley birthday parties

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- ❑ Richmond Volleyball Club runs an 80 team social volley tournament every August Bank Holiday weekend, corporate leagues and *Stan the Stag* volley birthday parties

# Are you WICE<sup>2</sup>?

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1. **W**elcoming?
2. **I**nnovative?
3. **C**ommunity-focused?
4. **E**ngaging?
5. **E**nterprising?

# Announcing

## Sports Enterprise

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- Facility management and sports development should merge and evolve into a new discipline called

### **sports enterprise:**

*"Attracting and serving customers at a profit, whilst serving a sporting, community and social purpose"*



# ***The four S model –***

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## ***Balance and optimise the four Ss***

***Sport and physical activity increases***

***Social - stronger bonding between individuals***

***Society - coming together through sport and social bonding***

***Surplus - ensuring financial sustainability by adding value at all levels***

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**“People who say ‘*it can't be done*’ shouldn't stand in the way of the people who are doing it”**

# Thank you for your time...

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**Svend Elkjaer**  
**Sports Marketing Network**  
**5 Station Terrace**  
**Boroughbridge**  
**YO51 9BU**  
**Tel: 01423 326 660**  
**Email: [svend@smnuk.com](mailto:svend@smnuk.com)**

