

COMMUNITY SPORT ENTERPRISES

The way forward for community sport >>

THURSDAY 3rd NOVEMBER

6.30pm – 9.30pm

THE HAT FACTORY ARTS CENTRE, LUTON | £25 TO ATTEND

How to introduce new cultures and skills, so that your sports club, community group, leisure trust and other sports and activity provider can grow and deliver great sport experiences as a sustainable Community Sports Enterprise

Community sport needs to adapt to a new mind-set and learn a new skillset - taking the best from successful social enterprises and the hospitality sector. It has to recognise that sport operates in the experience business and that it is competing for people's leisure time and money and has to attract people away from shopping centres, watching X-Factor, apathy etc. by providing better experiences.

The notion of 'sport for sport's sake' which implies that sport sits in glorious isolation from the rest of the communities it is supposed to serve simply is no longer valid.

The workshop will focus on the practical issues of setting up and developing a vibrant, visible and viable **Community Sports Enterprise**.

The presenters will draw from literally hundreds of best practice case studies from community-based, volunteer-run sports clubs from across most sports.

You will also have the opportunity to meet fellow community sports entrepreneurs and learn, discuss, network and share experiences - all in all these three could help transform your club and organisation into a vibrant, visible and viable Community Sports Enterprise.



the leisure review

Supported by:



For more information or to book your place: Call 01582 813760

Or e-mail graham.keen@teambedsandluton.co.uk

Community activity providers are facing strong challenges in order to survive and grow in an increasingly competitive and demanding market. How to attract new members and retain the existing ones, become a hub of the community, grow sponsorship revenue, improve the social life of the club, increase media coverage, benefit from new technology, introduce new revenue streams...

Great sports providers work **for** and **with** their communities, and as a consequence, both parties benefit. They are in reality Hubs for their Communities. They link up their assets, skills and relationships with people, groups and institutions in their communities. They create **Shared Value** - *a new kind of partnership, in which both the activity provider and the community contribute directly to the strengthening and development of each other.*

The benefits of this approach can be considerable in terms of growing membership and volunteer base, increasing income and helping to ensure that the club and the community is sustainable in the long-term.

Government policy now present great opportunities for community sport to play a much stronger role in your local communities, benefitting yourself, your sport and your community. There are already many successful Community Sports Enterprises which are dynamic and innovative enterprises that provide great sporting and community experiences in a welcoming and sustainable way.

The Programme:

How to develop the enterprise culture and skills required

- Getting the vision right - what is your club for?

Become business-savvy and:

- Develop new ways of working in order to generate new income streams
- Build and maintain positive relationships with new and existing partners
- Introduce innovative ways of engaging with your customers and your community
- Learn how to run the enterprise effectively and efficiently
- Understand the scope for delivering community services beyond sport
- Be introduced to asset transfer and commissioning of services
- How to manage a vibrant community sports club by developing your culture and skills
- Attract and retain skilled and passionate volunteers
- Become well connected to your community How to best assess your potential for working with community partners - what are your assets, relationships and skills?
- Learn how to identify your Community Connectors (people in official/unofficial roles within your community) - and how to work with them
- How to find the best ways to work together, benefitting both parties
- How to find a common purpose between your partners and yourself

"I would strongly recommend Svend Elkjaer of SMN to any sports club which wants to develop into a welcoming, sustainable community sports enterprise" -Jonathan James, Chairman, Doncaster Belles Ladies FC

The presenters

Svend Elkjaer, is founder and Managing Director of the Sports Marketing Network, which exists to provide thoughts, tools and to-dos for community sports clubs on how to become vibrant, visible and viable.

More than 2,500 community sports providers from all across the UK have participated in a Grow Your Club workshop run by Svend. In 2009 he developed the concept of Community Sports Enterprise, which is becoming widely accepted across community sport and enterprise.

Mick Owen is Managing Editor of The Leisure Review the leading independent online magazine for practitioners in the sport, leisure and culture industry. His perspective on the state of the sporting nation are read by senior managers and decision makers.

Few commentators on the sport and leisure sector have Mick's range of experience and acuity of insight. In his time he has coached international volleyball, played some very bad rugby and volunteered in sports clubs from Bath to Dundee and his vision of what makes a successful enterprise is informed by over 30 years in the industry from poolside to board room