



WELSH ATHLETICS
ATHLETAU CYMRU



*LISTEN
ENGAGE
REPRESENT*

**Welsh Athletics and Run Wales
National Conference
Vale Resort, Hensol
Saturday 19th October 2019**



WELSH ATHLETICS
ATHLETAU CYMRU

**KEYNOTE PRESENTATION:
CREATING A COMMUNITY
CHAMPION - MAKING YOUR CLUB
AND GROUP OFFER FIT FOR
PURPOSE**

**Svend Elkjaer
Sports Marketing Network**



**WELSH ATHLETICS
ATHLETAU CYMRU**

***Creating a Community Champion –
Making your Club and Group offer Fit for Purpose***

Svend Elkjaer

Sports Marketing Network

Welsh Athletics Conference

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WELSH ATHLETICS
ATHLETAU CYMRU



SPORTS MARKETING NETWORK

All we do is about community sports enterprise



Life and sport is changing (1)...new offerings



Mermaid swimming



Cani-Cross – running with dogs



Quidditch



Hobbyhorsing

Life and sport is changing (2)...no, esports is not on the BBC



Thousands attended the FIFA esports finals at O2 in London



The Flushing Meadows Tennis Centre hosted the inaugural Fortnite World Cup

YouTube and Netflix are now the UK's third and fourth most popular TV channels

Life and sport is changing (3)...work, work, work



12% of the workforce work night shifts



+ people working in hospitals, hotels, commuters etc

Life and sport is changing (4) ...are we/you having fun?



<https://www.youtube.com/watch?v=vIys-Mgidpg>

Life and sport is changing (5)...who are you doing this for?

What Kids Say Is The Most Fun

They want social bonds and access to the action



MORE FUN

1. TRYING YOUR BEST
2. WHEN COACH TREATS PLAYER WITH RESPECT
3. GETTING PLAYING TIME
4. PLAYING WELL TOGETHER AS A TEAM
5. GETTING ALONG WITH YOUR TEAMMATES
6. EXERCISING AND BEING ACTIVE

LESS FUN

48. **WINNING**
63. PLAYING IN TOURNAMENTS
66. PRACTICING WITH SPECIALTY TRAINERS AND COACHES
67. EARNING MEDALS OR TROPHIES
73. TRAVELING TO NEW PLACES TO PLAY
81. GETTING PICTURES TAKEN

Much less of a priority than simply having a chance to play.

Life and sport is changing (6)



What is most important when choosing a sport for 9-15 year old boys and girls?

Importance %	Everyone	Boys	Girls
1. Having fun	87.9	87.6	88.2
2. Improve	77.9	76.8	73.5
13. Winning	17.3	24.5	10.7

Life and sport is changing (7)



**Pernille Harder, Denmark and Wolfsburg,
one of the 3 best female players in the world**



Euro 2017 runners-up

**40% of female football club
members feel the clubs
prioritise boys**

Female players in Denmark

2011	77.889
2018	63.101 (-19%)
2025	135.000 (+113%)

Life and sport is changing (8)...MoreThanSport

Healthy and Active Fund Wales



Debbie Weekes-Bernard, Deputy Mayor for Social Integration, Social Mobility and Community Engagement



GREATER
LONDON
AUTHORITY

Life and sport is changing (9)...scary and exciting



So what?

Q1: What does all this mean to athletics / running and to you?

A:

Q2: If you didn't exist would your community miss you?

A:

Q3: What are the most innovative things you have done this year to attract and retain more runners/athletes?

A:

Q4: What did you learn?

A:

Q5: What would you have liked to have done, but didn't, and can you do that next year?

A:

So, how *welcoming* do you think your group / club is?

1. We are **completely focused on being welcoming**, be it towards players, members, supporters and sponsors and we are aware of their different needs and we work hard to satisfy those needs
2. We are getting increasingly **welcoming although not everybody may be as welcoming as we would like**. We know how we want to improve and we are working hard to get there
3. We need to **focus less on internal and political issues** and more on being welcoming
4. **We rarely talk about being welcoming** - do we really know what that is?
5. We are athletics- **why should we be talking about being welcoming?**

Joining your club: The WHOLE experience

- ✓ Think of the whole experience of joining your club/group:
 - ✓ Decision to attend
 - ✓ Seek information
 - ✓ Booking
 - ✓ Before
 - ✓ Transport/Arrival
 - ✓ Experience at your club/Session
 - ✓ Do you make them feel that your club is cool?
 - ✓ The WOW bits
 - ✓ Follow up (social media)
 - ✓ Ask/listen

Welcome to **your** club/group?



Get the three 2s right

✓ 2 seconds:



✓ 2 minutes



✓ 2 hours



**Warm welcome + enjoyable induction
= members for longer**

**NEW MEMBER
INDUCTION KIT**

[Download it here](#)



Where do you fit in with people's lives?



True Love never lets go.



Where do you fit in with people's lives?



Where do you fit in with people's lives?



For and *with* your community



Are you connected?



Find some local Connectors

Identify *Connectors* both within and outside your club

People with a special gift for bringing the world together



Running is boring, isn't it?



Run Dem Crew... running and creativity



Over two hundred strong and growing daily, the RDC is a collective of creative heads with a passion for running and the exchange of ideas. We meet every Tuesday to run and explore the streets of London.

FIND OUT MORE

[ABOUT RDC](#)

[GROUPS](#)

[ROUTES](#)

[MEMBERSHIP & FAQs](#)

[RDC WEST](#)

[RDC YOUNGERS](#)

ABOUT RDC



Goodgym...

Doing good while you are getting fit



[Run reports](#) [Blog](#) [Heroes](#) [Challenges](#)

[Sign in](#)

GET FIT

GoodGym increases your motivation, gives you expert fitness advice and helps you achieve whatever goals you have your eye on.

DO GOOD

It's easy- just turn up at a group run, get sent on missions or make a commitment to drop in on an isolated older person.

CONNECT

Meet new people in your area, connect with exciting local projects and explore hidden spaces after dark.

HOW IT WORKS

GoodGym helps you get fit by doing good: we'll connect you with physical tasks that benefit your community and keep you fit. Run in a pack to work on a community project, do one off missions to help vulnerable people or commit to visiting an isolated older person. You'll get the help of a qualified trainer and support to achieve your goals.

London Marathon: how running has made me a data-bore

As he prepares for the London Marathon, Jim White looks at how technology is transforming running into the fastest-growing participant sport in the country

42 65 0 7 114 Email



Home Run

764.4 mi

233 RUNS 731k CALORIES 7'42" AVG PACE

YOUR LAST RUN
2 DAYS AGO 3.71mi

You ran .22 mi farther and 0'30" faster than average of your past 7 runs.

6/21/12 at 7:13pm Edit Done

5.82 mi

0:23:55 411 cals 7'42"

😊 72° 267 mi Lunarglide+

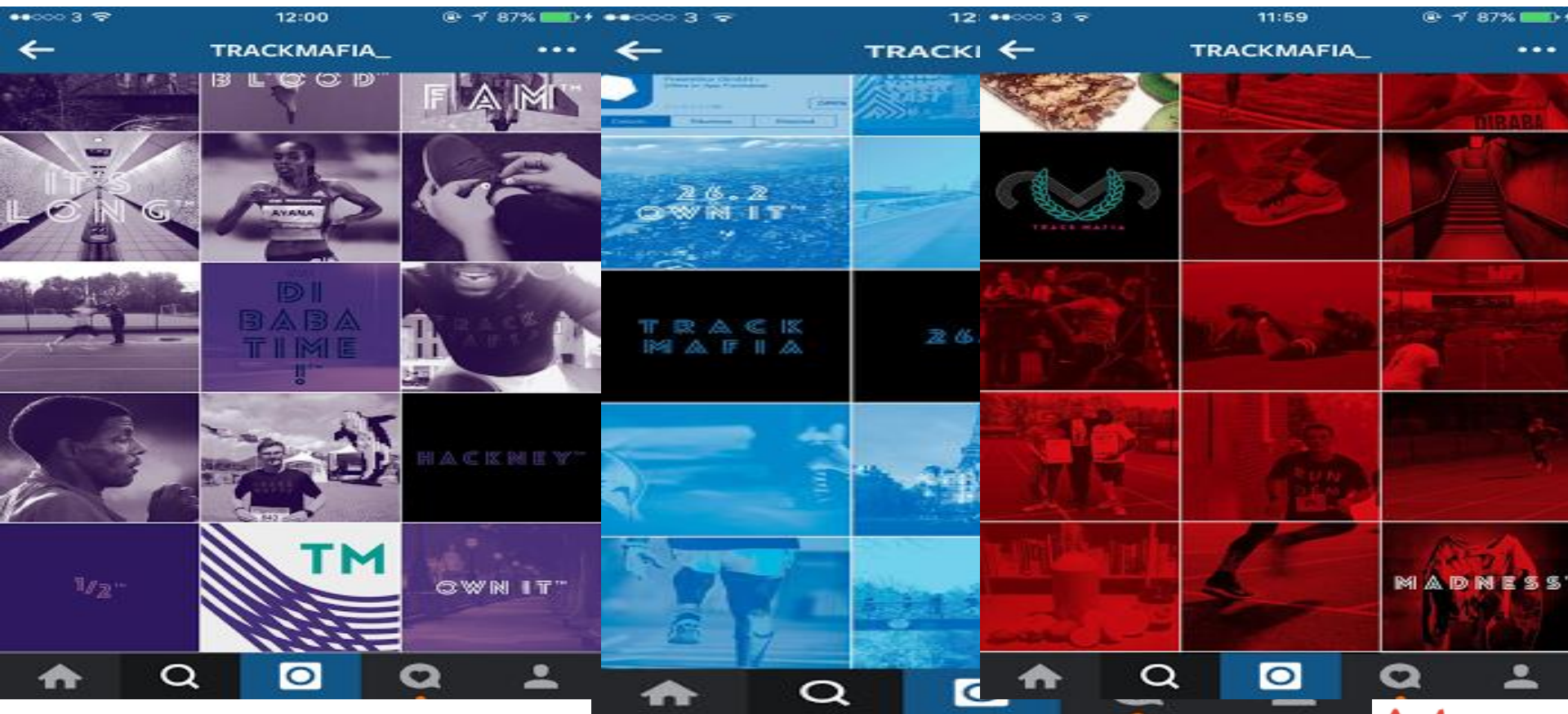


ASH NAROD
PHOTOGRAPHY





TRACKMAFIA





Manchester
September 7

London
September 28

parkrun



CARDIFF

WE RUN TO HELP COMMUNITY PROJECTS AND OLDER PEOPLE IN CARDIFF

JOIN US TODAY

From hanging curtains for Mr H because he can't manage it on his own, to shovelling a tonne of compost for the Food Growers Group so they can grow vegetables - every GoodGym run is different.

GET INVOLVED



Knaresborough...bed race



Baby steps lead to...



The 3 Things at Your Club/Group

3 Things We Will Stop Doing

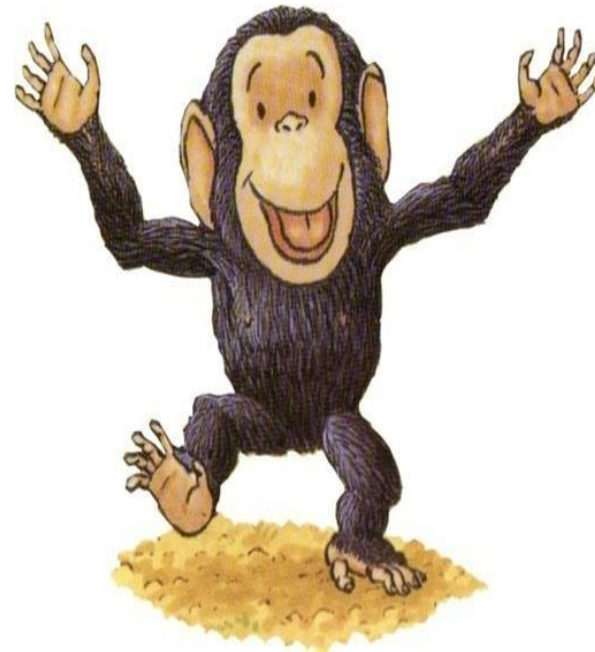
3 Things We Will Do Better

3 Things We Will Start To Do

“Do a Svend!”

**“Man or woman who
doesn’t smile,
should not run
a club or group”**

*Chinese proverb
(from Boroughbridge,
North Yorkshire)*



Thanks for listening...



Svend Elkjaer
Sports Marketing Network
5 Station Terrace
Boroughbridge
YO51 9BU
Tel: 01423 326 660
Email: svend@smnuk.com

