

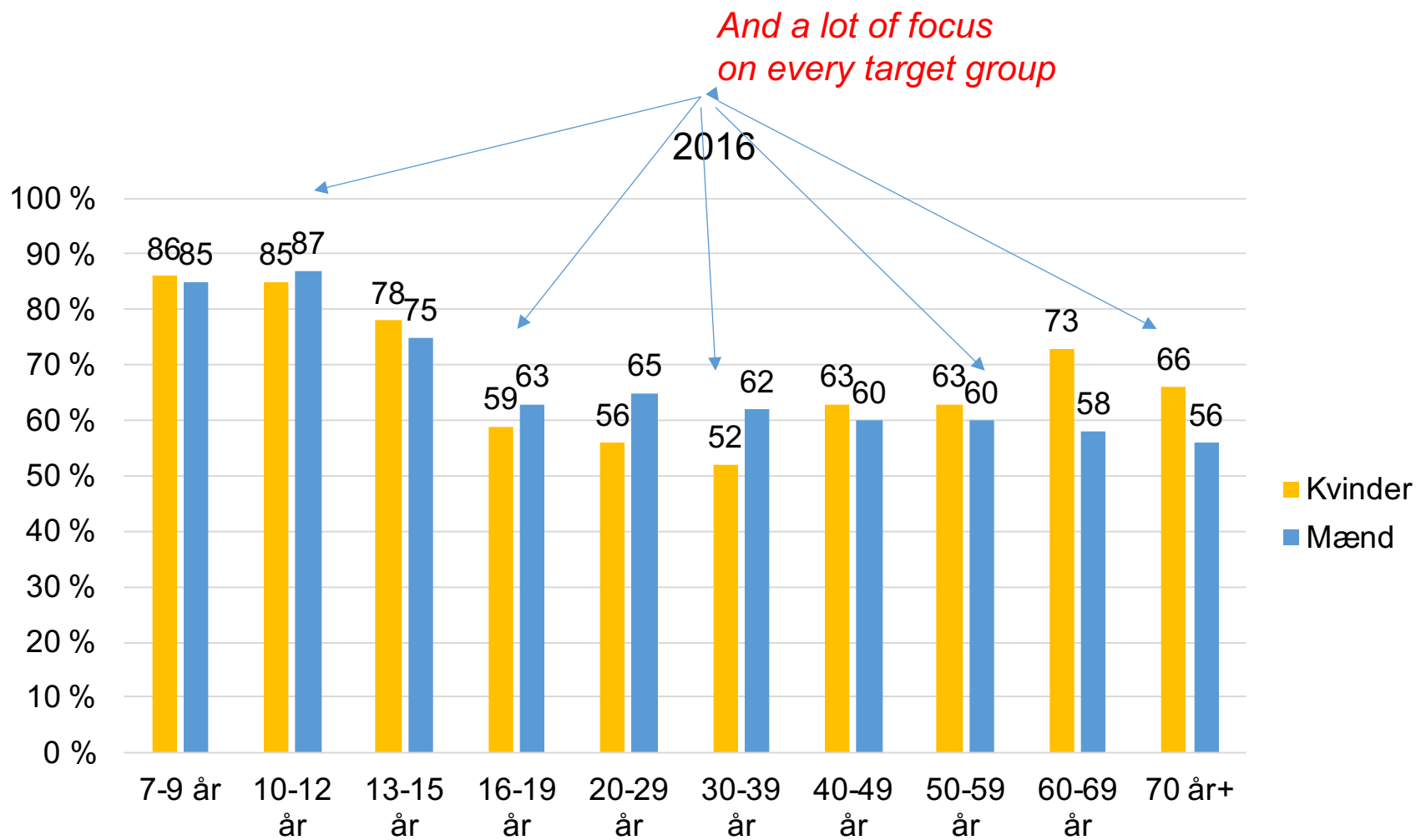
Growing sports participation in Denmark

What should Scotland learn from Denmark
What should Denmark learn from the UK?

OSS Conference, Edinburgh, 7th December 2018

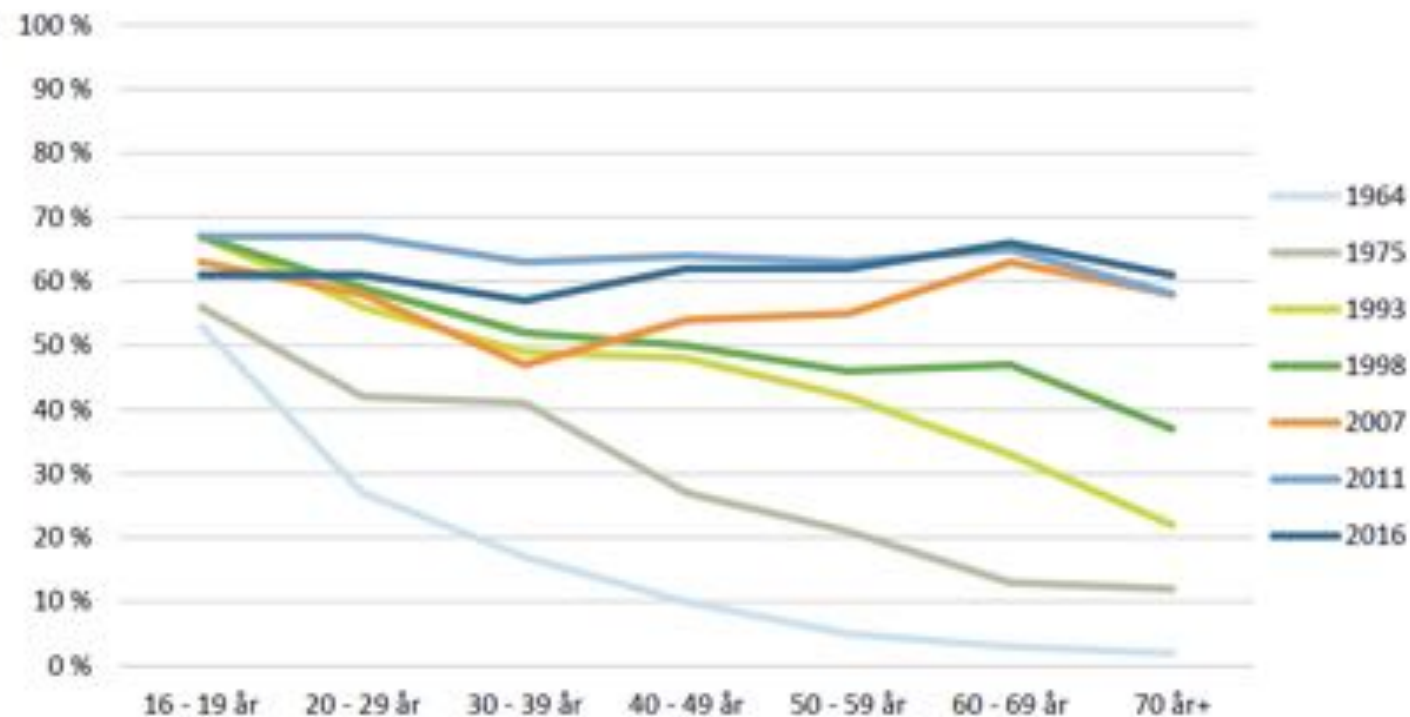
the speed speech

Are we that special? Well, sports participation is very high



We managed to grow participation year for year - until now

Figur 101: I 2016 dyrker færre i aldersgruppen 16-49 år sport og motion end samme aldersgrupper gjorde i 2011



Figuren viser andelen i forskellige aldersgrupper, som svarer 'ja' på spørgsmålet 'Dyrker du normalt sport/motion?' Fordelt på undersøgelsesår. (n 1964=3.534, n1975=3.723, n 1993=1.843, n1998=1.364, n 2007=4.147, n 2011=3.957, n 2016=3.914).

Folkeoplysning! A magic word under some pressure...



Cultural patterns as part of our democracy

Grundtvig - 'popular enlightenment' (folkeoplysning)

- associations (sport, culture, schools, 'after schools', folk high schools, agricultural sector, non-formal adult education)

Democracy, freedom of association, freedom of speech
(3 people = 1 association)

High level of trust (Control is good, trust is better...)
Dependence on voluntary associations to adapt

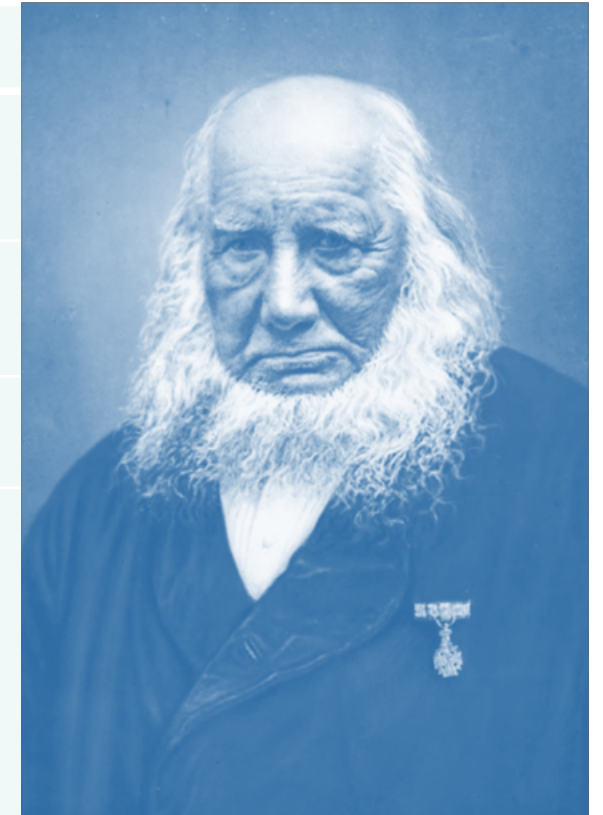
Today: Vanished ideological battle lines of the sports 'movement':

DIF = English sport (national governing bodies)

DGI = gymnastics and local community

Today: The Ideological war between DGI/DIF is over and their
Vision 25-50-75 is *either* a great vision - *or* a monopoly in the making...

Just this week DIF and DGI made a formal cooperation agreement with
The health and fitness sector (DFHO). Symbol politics or real change of direction?



N.F.S. Grundtvig

Our strategy is... There is no real strategy

State - no coherent state strategy for the sports sector

The Lottery Act: Lottery funding for sport since 1948 (today app. 800 ml. DKK)
DIF (National Sports Confederation and NOC)
DGI (Danish Gymnastics and Sports Associations)
Danish Company Sports Federation (DFIF)

Increasing 'state interference' at arm's length:

Team Danmark (1984 - elite sport), Danish Foundation for Sports and Culture Facilities (1994 - facilities)
Sport Event Denmark (1994/2009 - sports events), Danish Inst. for Sports Studies (2005 - observatory)

Municipalities - 98 local strategies within the framework of the law on 'Folkeoplysning'

App. 4.5 bn DKK for operation, subsidies and capital costs (92 % = related to sports facilities)

Legal framework provided by Folkeoplysningsloven (since 1968 - the 'Act on popular enlightenment' for free associations and non formal adult education)

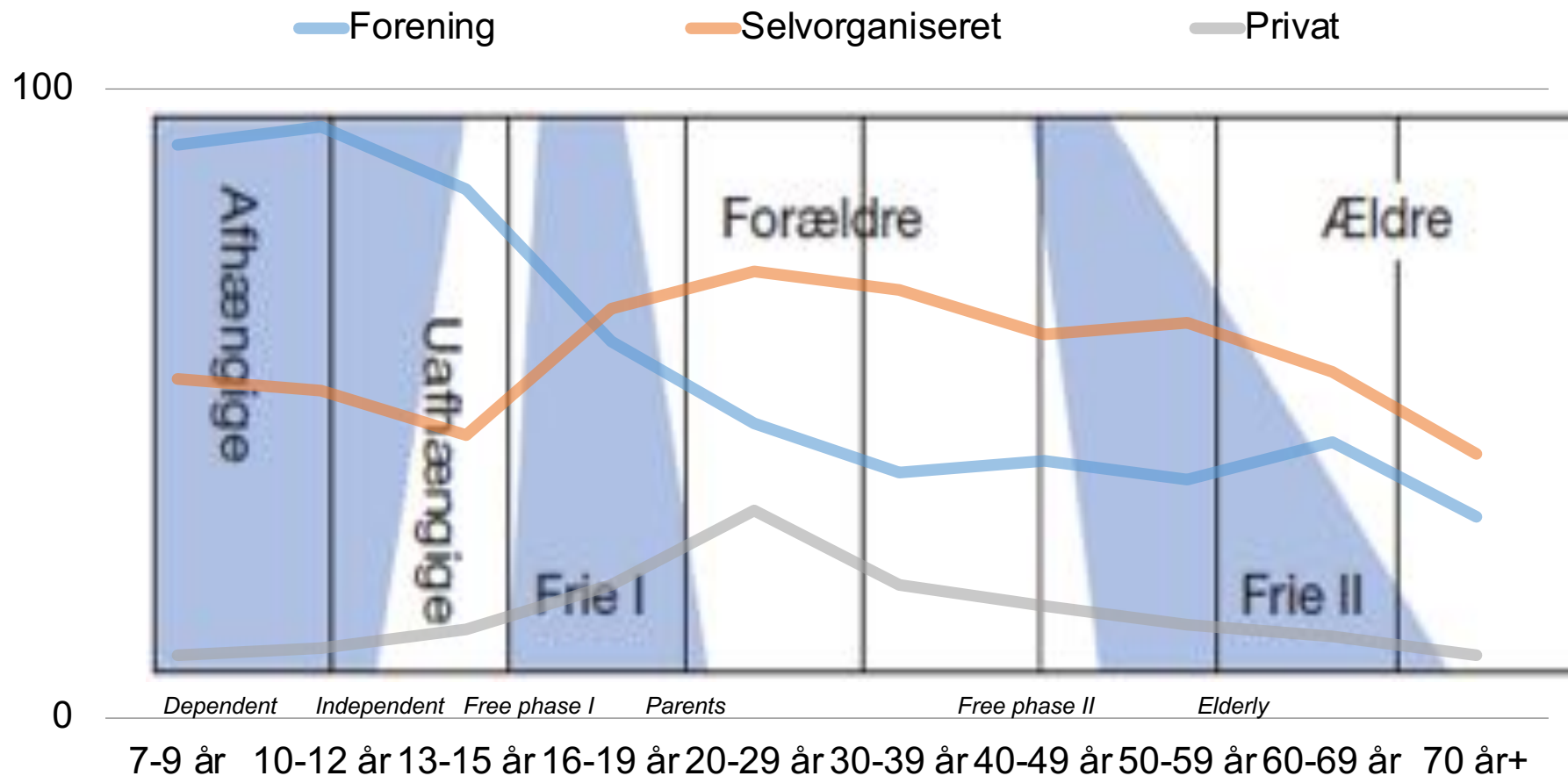
Provide 'suitable' (free) public facilities for (sports) associations

'Subsidise' (min. 65%) rent of private facilities for 0-25 yrs.

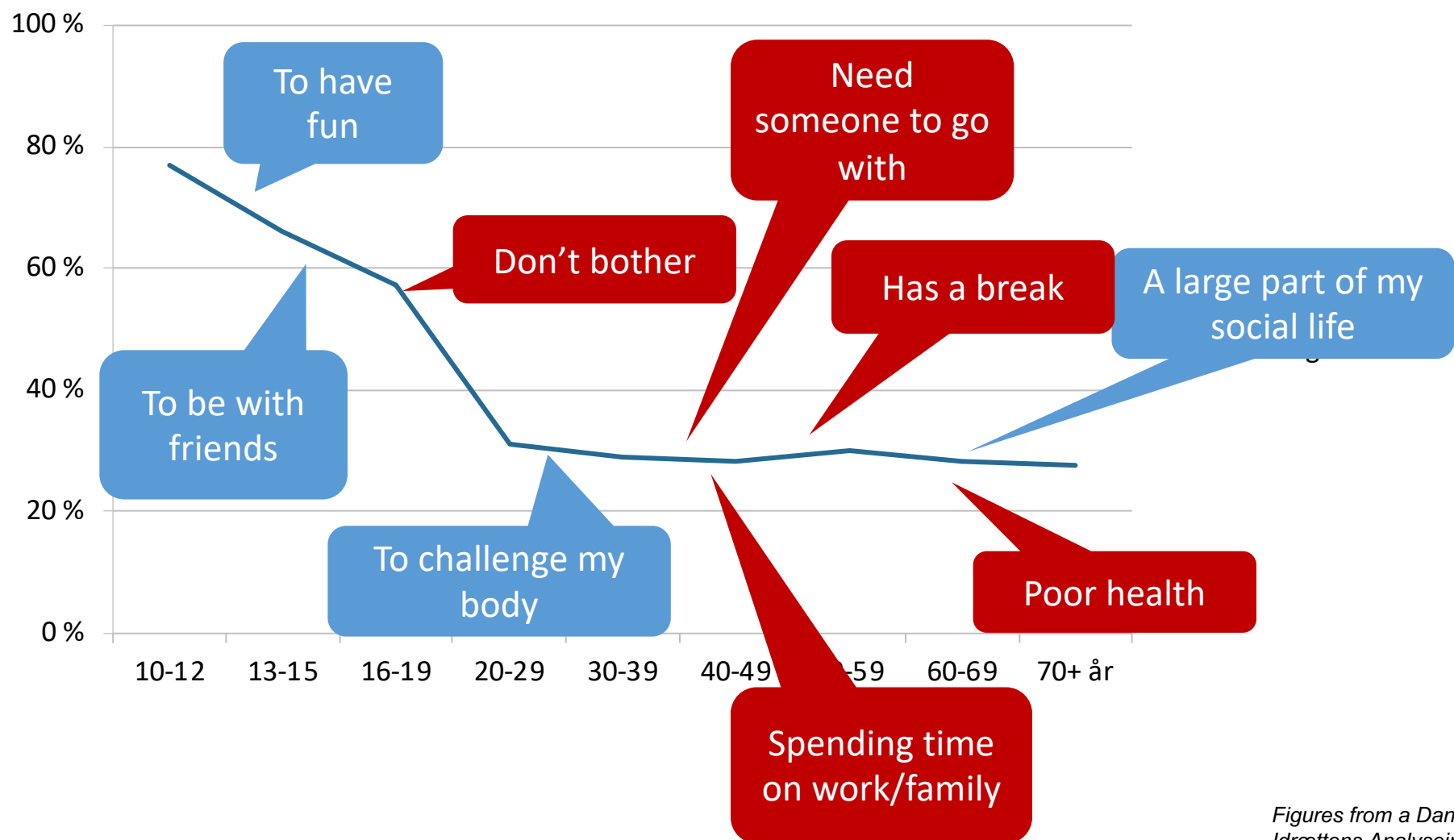
'Subsidise' activities in (sports) associations for 0-25yrs.



Life phases has been in the centre of debate for the last years



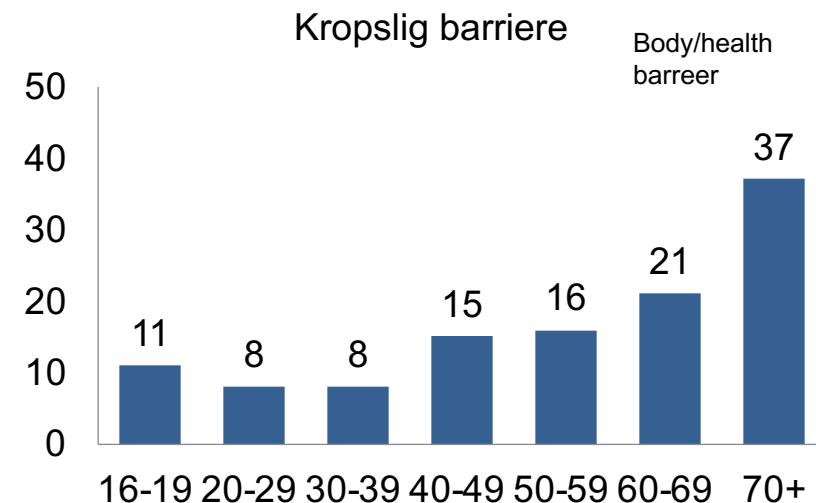
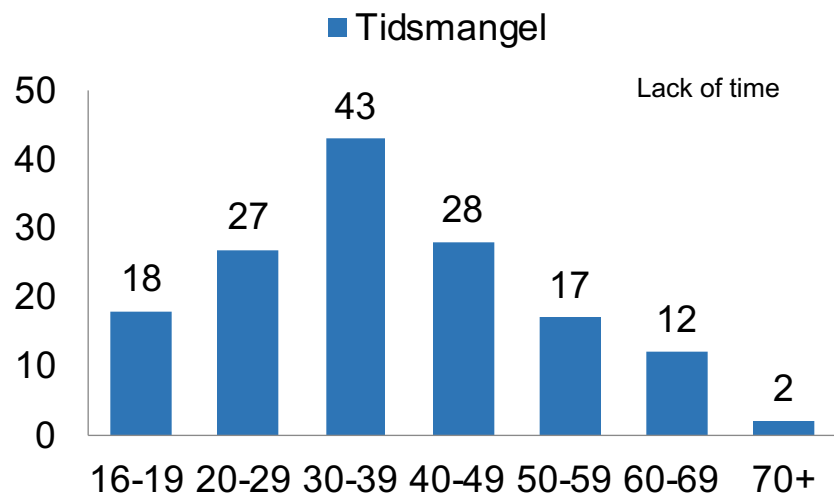
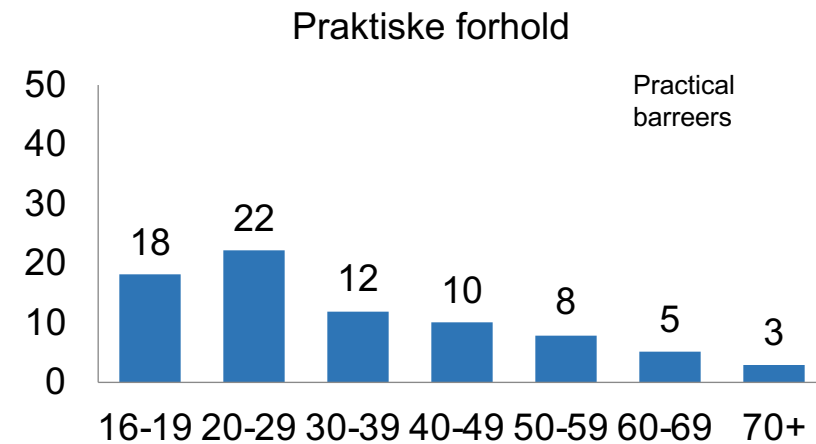
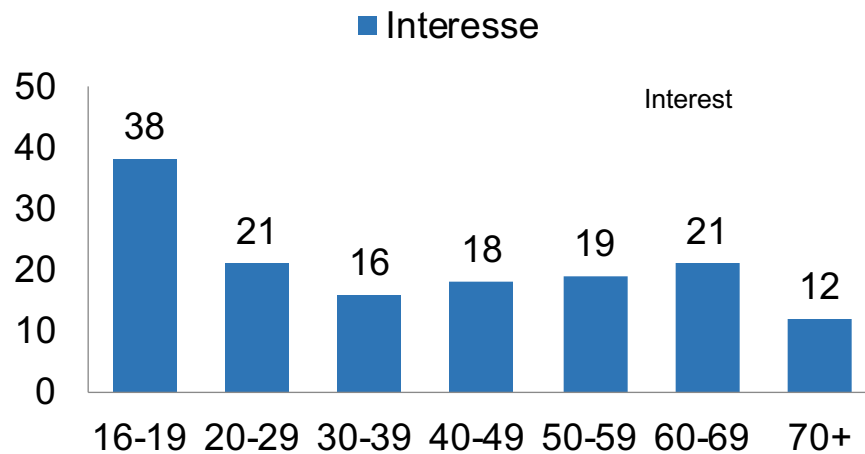
Many attempts to cater for incentives and barriers for growth



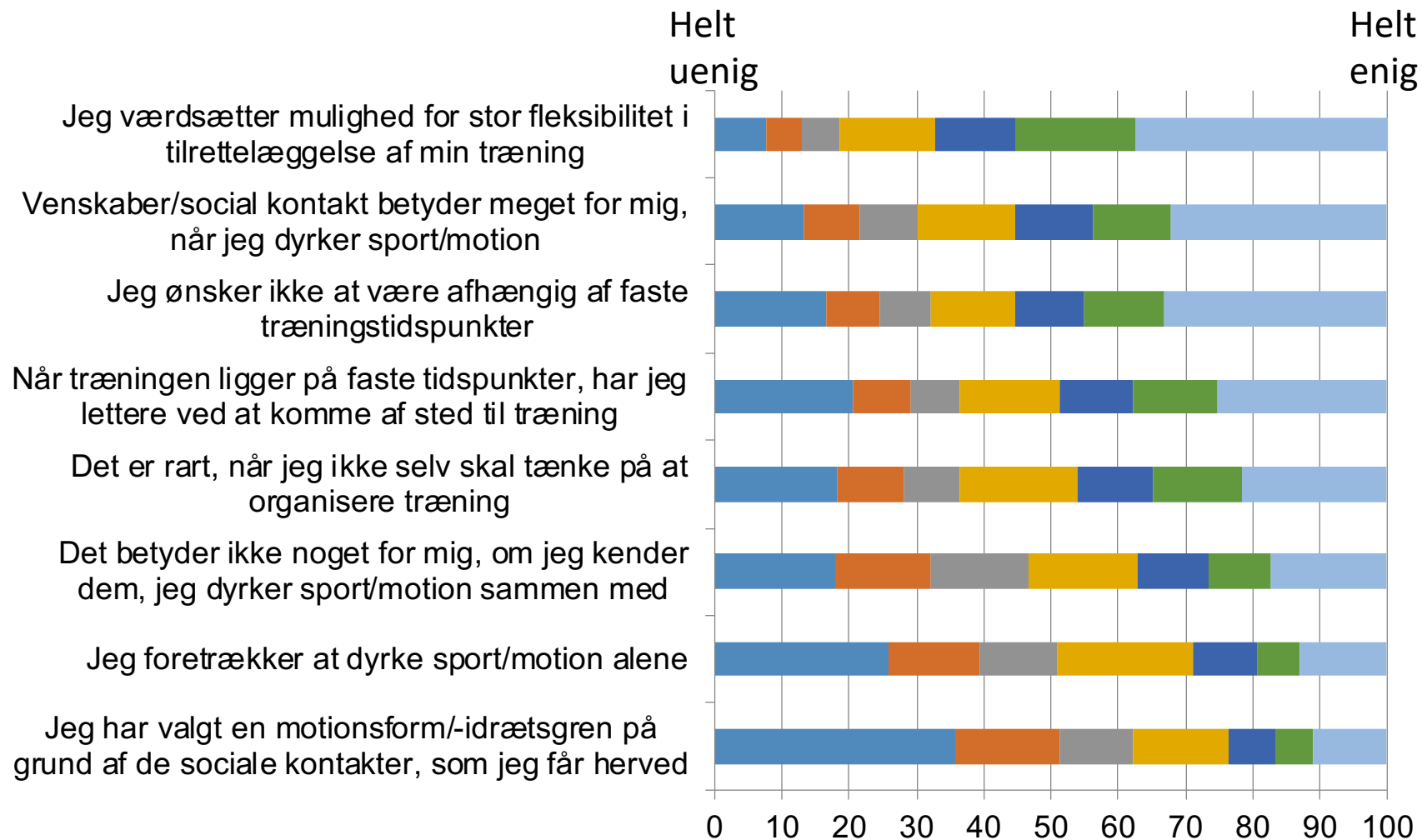
Organisations, clubs, gyms are *trying* to adapt to new groups



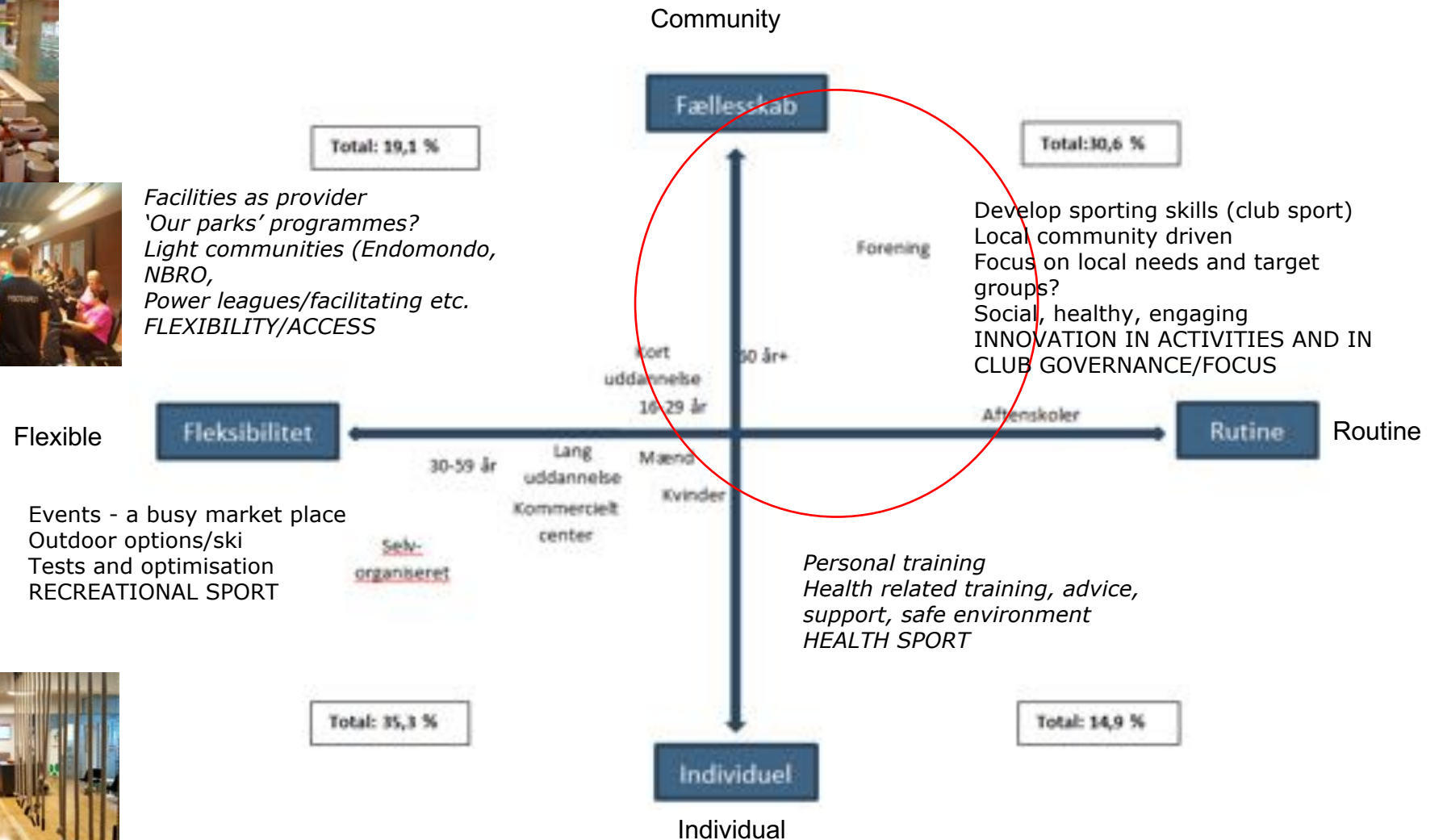
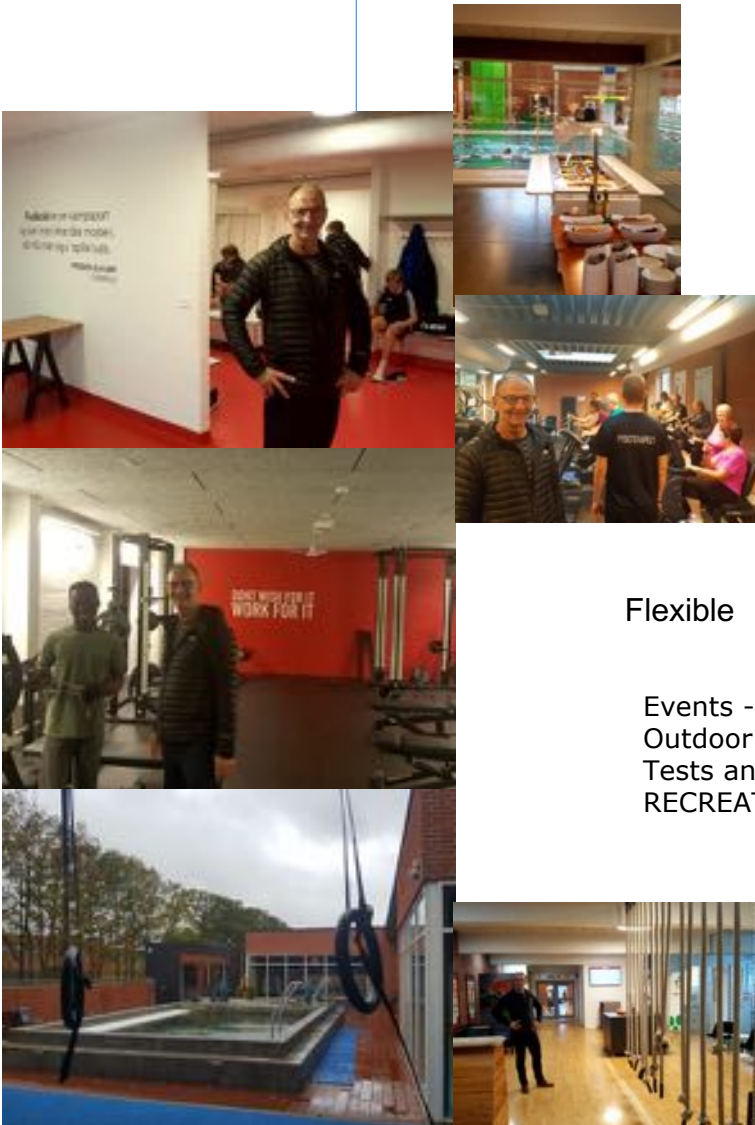
One of the keys to growth is awareness of the barriers



Sports providers must deliver on many values/motives

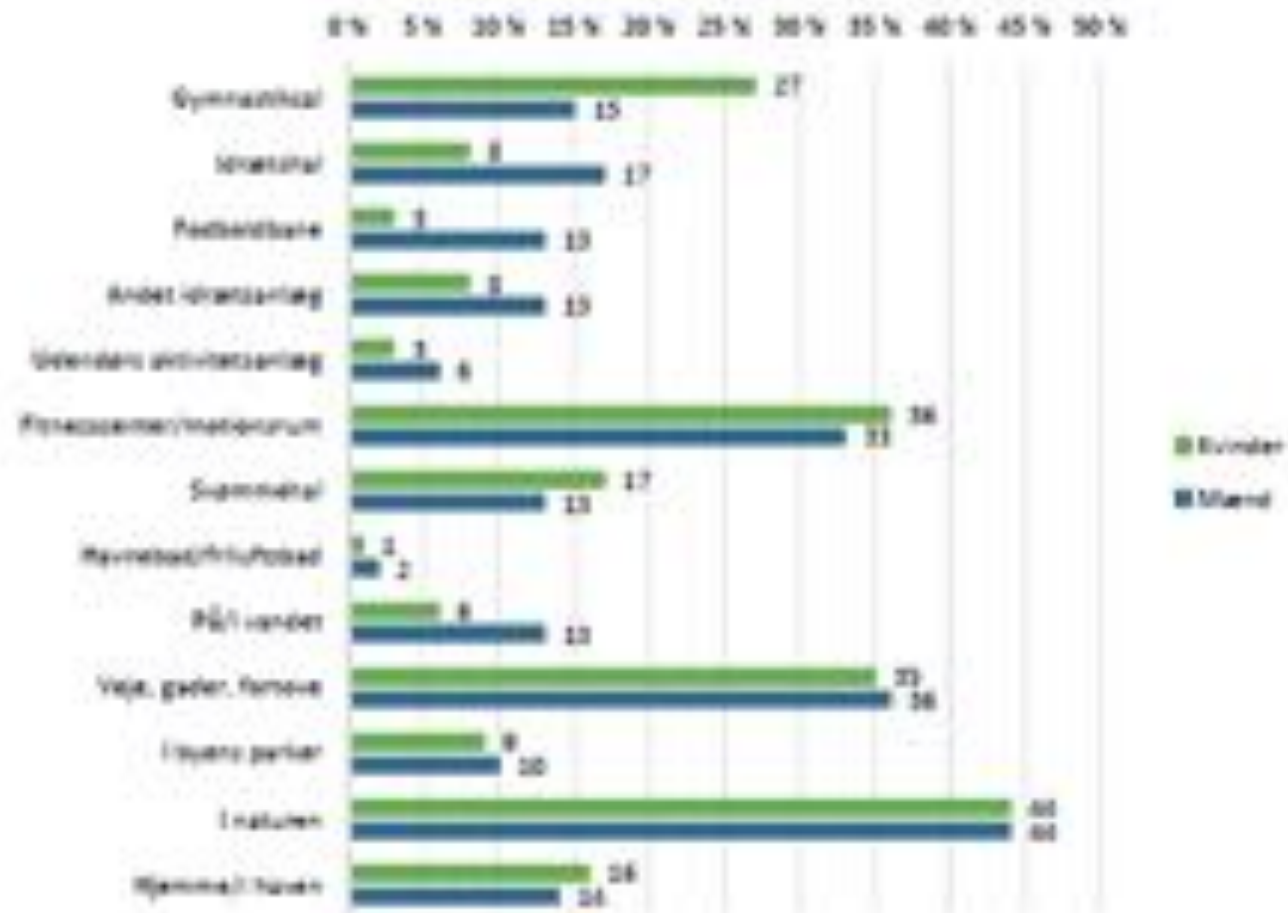


Facilities are increasingly one of the key providers



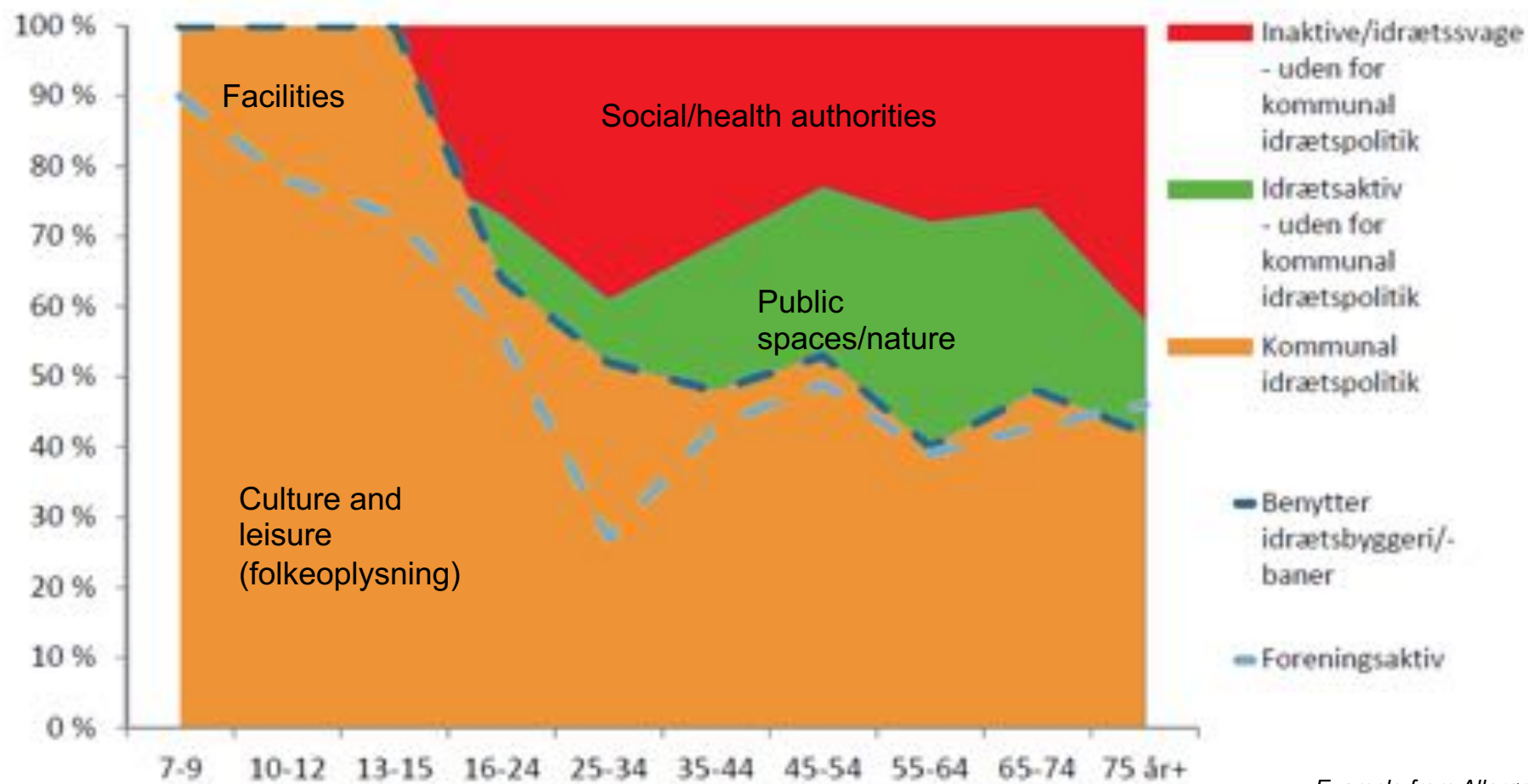
Built sports facilities are not the reason for recent growth

Figur 12: Enkelte variationer i medlemmernes brug af faciliteter



Figuren viser andelen af voksne, der dyrker deres aktiviteter i en række faciliteter fordelt på køn (n=1.314).

Some groups lose out in the typical public policies on sport/leisure



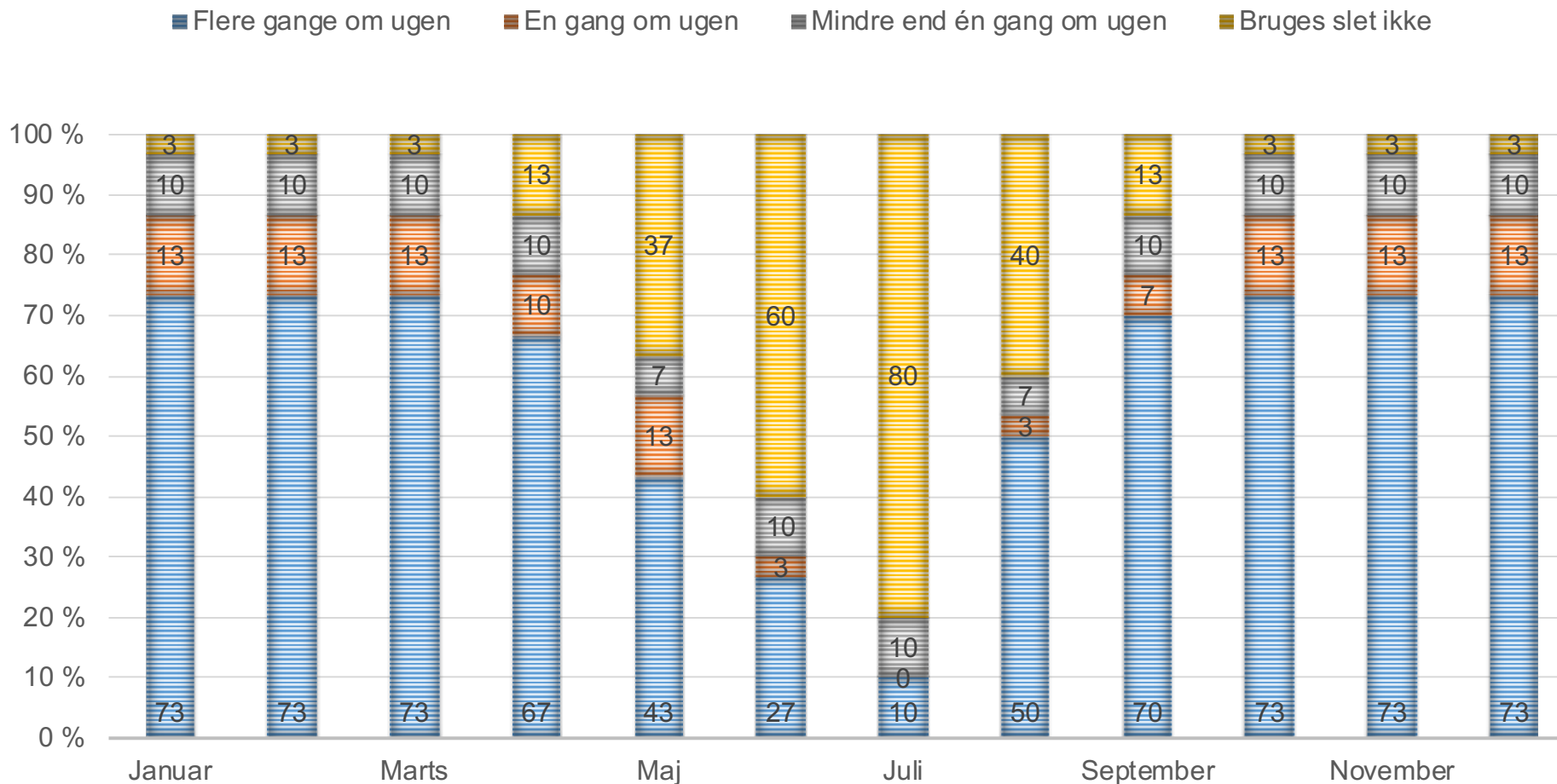
Example from Allerød Kommune, 2014, Idan.

Some hot topics in Denmark

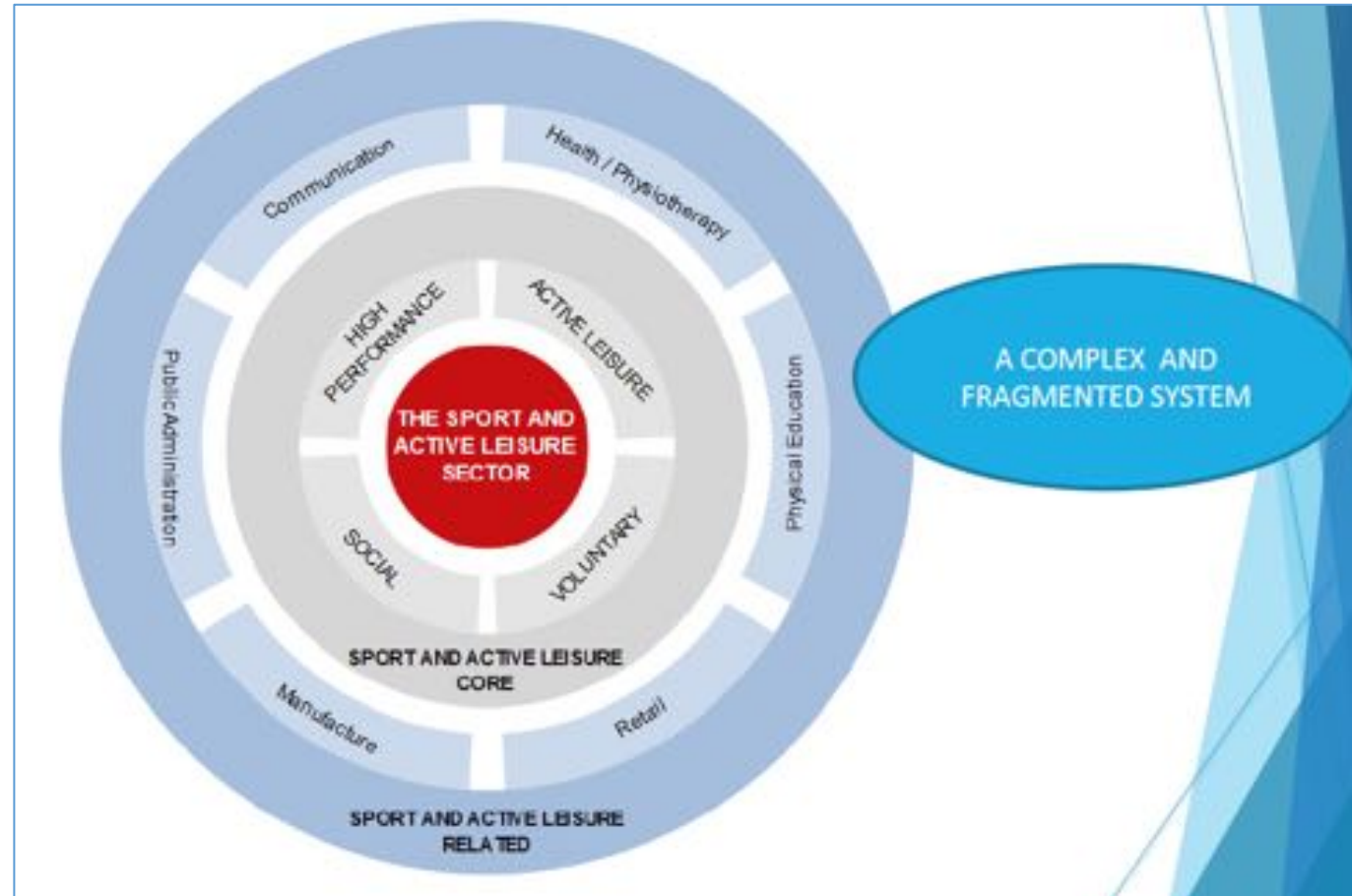
The clubs are not always able to fill the facilities. Who cares?

A lot of sports facilities (in this example sports halls 20x40 m (handball)) are only in use/demand half of the year – and very rarely fully used – even when they appear to be fully booked in the booking system...

Better operation and management of sports facilities is the new black in Danish sport politics...



Skills: Is our model too narrowminded in favour of sports clubs?
Is there a career path for the work force (volunteers or paid staff?)
Do we have the right skills and mindset for real change (new customers?)



Trend 1: Entrepreneurship, exergaming



inspiration: athliit.com, barbrothers.dk, outdoorconcept.dk, dansketrailløbere, trailbuilders osv. osv.

Trend 2: Flexible team sport. Who runs mass football of the future?



The image displays a screenshot of the 'goals' website, which is a platform for finding and booking football pitches. The website features a dark green header with the 'goals' logo and navigation links. A large blue triangle is superimposed over the top center of the page. The main content area includes a banner for 'GET OFF THE BENCH' with a player sitting on a bench, and a section titled 'GOALS 5-A-SIDE FOOTBALL' describing the service. On the right side, there is a 'BOOK ONLINE' section with a form to search for pitches by location and date, and a 'CHECK YOUR LEAGUE RESULTS' section. Below the website screenshot, there is a small inset photo showing a group of people playing football on a grassy field.

goals
HOME / LEAGUES / TOURNAMENTS / CORPORATE / GOALS TV / KIDS PARTIES / KIDS ACADEMY / KIT SHOP

GET OFF THE BENCH
and back into the game at Goals
5-a-side, 7-a-side, Veterans & Student Leagues
all kicking off at a Goals Centre near you!
Register today

GOALS 5-A-SIDE FOOTBALL
Goals are top of the league when it comes to 5-a-side with over 42 football centres throughout the UK. Not all 5-a-side pitches are created equal which is why we have all-weather 50 5-a-side pitches just like Europe's top clubs!
If you want to play late, floodlights will keep your match going till 11pm. If you want a casual game every so often or fancy the challenge of a league or an exciting tournament, Goals offers 5-a-side the way it should be - hassle free and easy.
Book or reserve your next game of 5-a-side online at your local Goals Soccer Centre.

BOOK ONLINE
Our best rates are always available online & you can book an entire day in advance.
Where would you like to play?
Pitch type:
When would you like to play?
CHECK AVAILABILITY

CHECK YOUR LEAGUE RESULTS
ENTER A TOURNAMENT
MY GOALS
SELECT YOUR LOCAL CENTRE
OR
FIND YOUR LOCAL CENTRE
GO

View a map and full list of all our centres

Trend 3: Some coaches are rock stars. Direct to consumer



inspiration: athliit.com, barbrothers.dk, outdoorconcept.dk, dansketrailløbere, trailbuilders, Calisthenics Unity osv. osv.

Trend 4: What will technology mean for facilities and clubs?

NEWS PRE & MORE BUSINESS-CLIPPING KALENDER BLOG ZUGANG ERWERBEN

SPORTTOTAL.TV

Ist das der Tesla des Sportbusiness?

Wipe Media hat mit Sporttotal eine digitale Plattform geschaffen, die mithilfe einer 180-Grad-Kamera- und Software-Technologie den Amateurfußball voll automatisiert übertragbar macht. Mit dem Geschäftsmodell, das international und auch in anderen Sportarten skaliert, konnte die Sportmedienvermarktung in eine neue Dimension vorstoßen. Die Zahlen, die mit dem Konzept einhergehen, sind auf dem Papier gigantisch.

Die Partie SpVgg Dorchtersheim/Abtei gegen den 1. FC Germania Eptendorf/Langreder endet einst zu einst. Vor Ort im Wehdingen Stadion verfolgen das Spiel exakt 800 Zuschauer. Auf den ersten Blick ein ziemlich gewöhnliches Spiel der Regionalliga Nord, wäre da nicht ein 30 Zentimeter hohes, 18 Zentimeter breites und 10.000 Euro teurer weißer Kasten, der auf circa sechs Meter Höhe an einem Flutlicht-Mast auf Höhe der Mittellinie hängt.

Bei dem weißen Gerät handelt es sich um eine fest am Spielfeld installierte 180-Grad-Kamera-Technologie, die mit Hilfe von Software...

27.02.2017 LIVE & MORE

DER AUTOR
HOLGER REHM
Meinung mitteilen

180 graders kamera, software, high lights, personlig vinkel

Kilde: Sponsors.de

Trend 5. Facilities. Who can sweat the assets?



Conclusions – a good model with growing weaknesses



- Access to facilities are taken for (too) granted
 - Public support and access to clubs are taken for granted. Trust is high
 - The system is based (too much) on those who take responsibility and act
 - No consistent focus on the most vulnerable groups or those who needs it most
 - The structures often work against commercial partners, sport for change or new entrepreneurs. Here we could learn from the UK
 - New ideas and actors are often seen as threats – the generation gap is growing and traditional sports are having problems keeping pace
 - Many new developments. Things are changing at an ever faster pace
-
- An institution like Idan (www.idan.dk) has been a very important player to deliver independent data and knowledge drive a necessary debate
 - Another institution like the Foundation for Sports and Culture Facilities (loa-fonden.dk) has set new standards for innovation in architecture and physical spaces

Come visit us in Denmark

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**Some good
ressources:**

www.idan.dk
www.loa-fonden.dk
www.playthegame.org

www.idkon.dk