



## Enterprise and Collaboration

The way forward for community sport and physical activity across all-Ireland

*A one-day event focussing on how community sports providers can meet the challenges and benefit from new opportunities created by changes in people's lives, the political landscape and the economic situation*

11<sup>th</sup> March 2015

**W5, Odyssey Centre, Belfast**

***Real stories and successes to be told, lessons to be learnt,  
ideas and experiences to be shared***



### The challenges facing community sport...

This event focuses on how society, on both sides of the border, needs community sports clubs, enterprises and other providers to prosper. We need them to be places where people will want to play and exercise and become involved. They should generally become hubs for their communities, in short become places 'where people live their lives'

This event highlights best practice and provide thoughts, tools and to-dos on how to become an enterprising and sustainable community sports provider. Making a difference in areas such as health and wellbeing, employment and education should be key aims of our ambitions of getting people more people active and create better communities.

Community sports clubs, social enterprises and other providers are facing strong challenges in order to survive and grow in an increasingly competitive and demanding market. How to attract new members and users 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 and introduce new revenue streams...are all pressing concerns.

Life is changing and providers within community sport have to change with it.

So how do we deliver great, sustainable community sport without compromising your sporting and community objectives? How do we provide great customer experiences and grow participation whilst at the same time meeting the strategic objectives of external partners and funders, whether they are from within sport or from health, regeneration or community services? How do we engage the local community and promote community leadership and play our part of the fabric of our local communities? How do we develop and deliver an innovative range of sporting opportunities, attracting people of all ages and abilities?

***Delegates*** will come from community sports clubs, governing bodies of sport, local authorities, community sports trusts, informal sports providers, community sports enterprises, sports governing bodies, community groups and other community sports providers.

## **A conference presenting real stories and ‘need-to-know’ support**

This conference focuses on these issues, highlight best practice and provide thoughts, tools and to-dos on how you too can become a sustainable community sports provider.

This is not a conference packed with policy presentations. We hope people will leave the event knowing they have heard some great practical ideas and having learnt how to make positive changes of their own.

## **Programme**

### **9.25 - 10.00 The role of social enterprise in community sport/shifting paradigms**

*Michael McCusker, Director, Strive NI CIC Sports Consortia*

Social Enterprises and Community Interest Companies are gaining momentum for their application within sports environments through addressing social issues in communities. The structures enable them to meet Government priorities in tackling health, education, justice and social exclusion issues by providing platforms at local level through networks/mobility that allow them to develop solutions, enabling impacts to be measured and savings to be generated.

As we move through austerity measures and cost cutting to front line services, the sports and social enterprise sector presents options in developing innovative mechanisms that will meet community needs, create opportunities for jobs and help generate volunteering, work placement and education pathways. These mechanisms can help break cycles of under achievement, lack of aspirations and poverty.

However the social enterprise sector needs to align its experience, knowledge and expertise, and present a unified voice, that will help shape policy and provide cross cutting solutions to long term problems.

Michael McCusker has over 15 years' experience across private/vcse sector with a focus on developing solutions to long terms social issues through sport and social enterprise.

### **10.00 - 10.35 How GAA continues on its journey of welcoming all members of our communities into our Association.**

*Ryan Feeney, Head of Community Development, Strategy and Public Affairs, Maura McMenamin, Club & Community Development Officer Ulster GAA.*

Ulster GAA sits as one of four provincial bodies of the Gaelic Athletic Association (GAA). The GAA is the world's largest volunteer sporting, cultural and community organisation with over 1.2 million members and 3000 clubs located in 54 countries worldwide. Our mission is to promote Gaelic games, culture and lifelong participation to all our members. We are dedicated to ensuring that our family of Games, and the values we promote, enrich the lives of our members, families and the communities we serve. The GAA Club is the smallest but most important unit of our Association, and it is at this grassroots level that the GAA can have the greatest impact on community relations.

Given our history and our strong cultural tradition it is no wonder that most of the GAA membership on the island of Ireland is made up of members with a Catholic / Nationalist / Republican background. This has in many ways strengthened the cultural traditions of the Association, but has also presented the Association with challenges in terms of appealing to people from other communities. In more recent decades these challenges have been put to the fore and the GAA continues on its journey of welcoming all members of our communities into our Association.

### **10.35 - 11.10 Collaboration, sustainability and enterprise - from the grassroots**

*Joe Garriby, General Manager, Lahinch Seaworld, Co Clare*

Based on his experiences as a social entrepreneur Joe's presentation begins with a brief overview of his experience in community/sport development with a focus on its interaction with state agencies and others.

He will cover his experiences subsequent to actual delivery of infrastructure and absence of a coherent plan or support mechanism of any substance to move on from there to social enterprise functionality.

He sees big opportunities for sports clubs and groups to work together to achieve sustainability and to adjust their sights in becoming more than just the drop off point for kids and people playing their individual games. He will then address where he sees the gap in the supports given by national governing bodies, state agencies and local authorities to assist on this path - He will sum up that for the most part as "There they go! I must follow them for I am their leader!"

Joe Garrihy is a social entrepreneur most recently involved with Lisdoonvarne Failte Ltd leading the successful planning and delivery of a major integrated social and community centre in Co Clare. He is also very interested in getting communities to work better together to make the most of facilities.

#### **11.10 - 11.30 Tea/Coffee Break**

#### **11.30 – 12.05 Creating an Enterprise Culture in Welsh Sport**

*Gordon Clark, Senior Officer, Sport Wales*

This presentation will ask and answer the question; is "profit" in community sport a dirty word? Gordon Clark will share his and Sport Wales's journey from not supporting enterprise to embedding it into everything they do. What started as a lone voice is growing into an enterprise movement across Wales. There is still a long way to go but hear how Sport Wales has engaged the business development sector, how they are shifting partner perceptions, creating the workforce of the future and most importantly making an impact to community sport.

**Gordon Clark** has worked in community sport for 24 years and has spent the last 10 years with Sport Wales. Gordon has a passion for club development and has made it his goal to create an enterprise culture across sports development, sports clubs and the sector.

#### **12.05 – 12.40 Rathgael Gymnastics Club – From club to enterprise**

*Peter Lockhart, Director, Rathgael Gymnastics Club*

Rathgael Gymnastics Club is now in its 40th year, operating in Bangor County Down. It has developed from humble beginnings in a sports hall in the local juvenile justice centre to now having a 14,500sq ft state of the art facility providing gymnastics to a membership of some 1000 individuals. The move to this facility was achieved without any external funding. In April 2012 the organisation went through incorporation as a private company limited by guarantee. The company also has full charitable status.

The facility operates seven days a week providing classes for pre-school through to those on competitive squads and places a strong emphasis on developing and maintaining relations with local schools and community groups. The club also hosts classes for clubs and individuals from other sports who wish to avail of strength and conditioning expertise that the club's coaches can offer.

Peter Lockhart is a press officer in the Northern Ireland Civil Service and has been involved with the club on the original committee and the present management board in a voluntary capacity for nine years.

#### **12.40 - 13.15 Social enterprise making a difference in sport and physical activity in Scotland**

*Diane Cameron, Social Enterprise and Sports Co-ordinator, SENscot*

The Social Enterprise & Sport Initiative in Scotland has been up and running since 2010. It has been an interesting journey and in this session Diane will share the experiences and learnings from both a strategic and direct support perspective.

Through the initiative, it has emerged that sports social enterprises can be loosely divided into 3 types and examples of each will be shared i.e.:

- Community run sports facilities
- Deliverers who use sport as a tool to engage
- Community Sports Clubs who choose to make a wider impact

Forward thinking sports clubs have a vision! Adopting an approach which is both enterprising and collaborative are keys to not only realising that dream but to creating a long term sustainable legacy and social impact. And the great news is that the latter can actually support the former.

As well as working strategically to increase awareness of the social enterprise model, much of **Diane Cameron's** work has focused on supporting sports organisations to increase both their sustainability and ultimately their social impact. She has headed up the Social Enterprise & Sport Initiative in Scotland for the past four years, working both strategically to increase the profile of the sector and practically supporting sports organisations to increase both their sustainability and ultimately their social impact.

### **13.15 - 14.00 Lunch**

#### **14.00 - 14.45 Working together to develop and support enterprising community sport** *Irish Sports Council and Sport Northern Ireland*

#### **14.45 - 15.30 Delivering community sport with, and for, the community** *Aideen O'Connor, Sport & Active Living Coordinator, Dublin City Sports Network*

Aideen O'Connor will discuss the importance of an interagency approach in order to maximise the impact sport and physical activity can have on a community. Delivering community sport can have a positive influence on many social and health topics thereby impacting on community development and regeneration.

Dublin City Sports Network (DCSN) was established in 2000 as part of the local Sports Partnership Scheme developed by the Irish Sports Council. The network aims to deliver sport and recreation to local communities by working closely with partner agencies, by increasing usage of existing local resources and working towards long-term local sports development with the primary objective of increasing participation in sport, recreation and physical activity.

The network works across the city in partnership with Dublin City Council Sports Development Officers colleagues from governing bodies of sport to provide a comprehensive range of programmes for all age groups from young children to older adults

Aideen will also discuss the barriers and issues faced when trying to implement new and innovative programmes into a community and discuss the importance of the community taking ownership of the programme whereby there is an exit strategy in place. The presentation will cover three examples *Project Futsal, Change for Life and Boxing in the Community*.

### **15.30 - 16.00 Conclusion, Networking and Finish**



**Enterprise and Collaboration in Community Sport across all-Ireland**  
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**Registration Form**

Contact name	
Organisation name	
Contact tel.	
Contact email	
Invoicing address including post code	
Purchase order number	

**Names and contact details for all delegates**

Name	Job Title	Email

**Access, catering or other requirements**

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**Delegate Fees**

**Standard rate:** £145.00/€185.00 per delegate includes conference documentation, tea/coffee and lunch \_\_\_\_\_

**Community rate:** £95.00/€120.00 per delegate includes conference material, tea/coffee and lunch. This rate applies only to smaller community groups and clubs \_\_\_\_\_  
 The organisers reserve their right to decide on eligibility.

**Payment details**

I enclose a cheque for £/€ \_\_\_\_\_

Please invoice me/my organisation (for Purchase Order Number see above) for £/€ \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Print name \_\_\_\_\_

Position in organisation \_\_\_\_\_

**Please complete and return to**

Sports Marketing Network, 5 Station Terrace, Boroughbridge, YO51 9BU or  
 email svend@smnuk.com tel: 01423 326 660