



# #MoreThanSport Academy

**CIMSPA**  
PARTNER

*Innovative training and support to get more people active:  
redefining the workforce*

The #MoreThanSport Academy is for anyone keen to get people more active or use sport and physical activity as a tool to achieve wider social outcomes. Previous experience in the delivery of sport is optional.



## #MoreThanSport Academy Introductory Workshop Series

House of Sport, 190 Great Dover St, London SE1 4YB

A series of workshops introducing the core values of the #MoreThanSport Academy and providing practical examples of how to create positive environments that lead to positive experiences. Application is key, so all of our workshops are jargon free and packed with case studies and simple tools to help you put learning into practice.

*Are you engaging new audiences?*

**Welcoming environments for sport & physical activity**

**Friday 18<sup>th</sup> October  
2019**

**9.30 am – 12.30 pm**

*Do you want to grow your great idea?*

**How to run your own sports enterprise**

**Friday 15<sup>th</sup> November  
2019**

**9.30 am – 12.30 pm**

*Are you looking to achieve a social purpose?*

**Partnering with the local community to achieve social outcomes**

**Friday 6<sup>th</sup> December  
2019**

**9.30 am – 12.30 pm**

# Welcoming Environments for Sport & Physical Activity

## 9.30 am – 12.30 pm, Friday 18th October 2019

*A three-hour workshop focusing on how deliverers can create positive environments for those new to sport and physical activity and develop a person-centred approach to get less active or inactive people active.*

The benefits of an active lifestyle are wide ranging and well understood, however, they can only be achieved if we can get everyone more active. By definition, this means engaging people from all walks of life including less active and inactive people. For many of these people, however, the idea of sport and physical activity conjures up childhood memories of feeling awkward in PE sessions, the embarrassment of not feeling good enough or being afraid of looking stupid in front of others.

But being active doesn't have to be like this and this workshop explores how to create welcoming environments that anyone can feel part of, regardless of background or ability. It focuses on understanding the emotional experience of taking part in sport and physical activity and how to create positive environments that lead to positive experiences.

Over the course of the workshop participants will explore:

- The core values which promote a positive experience
- The language of sport and physical activity and how this impacts participants
- How it feels to be new in a physical activity environment
- The impact of emotions on our choices and behaviour
- How to build confidence for newer participants
- The role of the leader in an active environment
- The influence of other people in an active environment
- Appropriate competition – what it means and how to use it
- How to work with commitment-phobes – ideas to help keep people coming back
- Thinking on your feet
  - working with and supporting different types of participant
  - when practical stuff goes wrong and what to do about it

Throughout the session, the workshop will incorporate case studies and other thought provoking materials which showcase the creation of a welcoming and positive environment in practice.

There will also be a number of exercises to allow participants to practice the skills they are learning and explore different ways a scenario may play out in practice.

Participants will receive the following takeaway resources from the session:

- Core values for a positive experience
- Tips to get participants talking in your sessions
- The Welcoming Coach experience checklist

**At the end of the workshop participants will have a greater understanding of how to create welcoming experiences for everyone, regardless of age, gender, health, ability, level of commitment or background.**

# How to run your own Sports Enterprise

## 9.30 am – 12.30 pm, Friday 15th November 2019

*A three-hour workshop on how deliverers can become Better Community Partners, Communicators, Experience Providers, Business Developers and Enterprise Managers.*

Some of the best opportunities to take part in sport and physical activity in a fun and engaging way are those that started from one person, one crazy idea and the tenacity to make it happen. However if you have a crazy idea which could be the next parkrun, then some tools and support to get it going are definitely going to come in handy.

The vast majority of employed and self-employed deliverers who are running a vibrant sports enterprise are juggling a wide range of tasks, from direct delivery of the activity itself, to accounts, marketing and evaluation. They will also be engaging with a wide range of people who participate in sport for recreational purposes. These people want to enjoy themselves, improve their skills and be part of a welcoming social and sporting experience.

So successful sports entrepreneurs need to develop a strong enterprise culture and the skills to match if they are to ensure the sustainability of their work. They will need business development skills, project management capability and partner working to name but a few. Great technical coaching skills are certainly not enough on their own.

This workshop focuses on the five key strands of what constitutes a really enterprising coach.

Over the course of the workshop participants will explore:

- Partnering with the community

If you engage with community partners you will attract more people and funding. These partners can be schools, housing associations, resident groups, community centres or other, often non-sport, bodies.

This section will cover how to develop shared value with the rest of the community, speak the language of community partners and be perceived as a real hub for the community.

- Being a great experience provider

People are different. Some are nervous, some indifferent, some energetic and a whole range of other things. Whatever the person type, they all have to be motivated; often in different ways. In addition, there can be many different stakeholders: participants, members, parents, officials and other coaches amongst others. This section will focus on how to communicate effectively with all of these different groups. They will all want great experiences but that means different things to different people. Opportunities for using social media to stay in touch with people (in line with appropriate safeguarding rules) will also be highlighted.

- Improving business development skills

The mindset and skill to meet clients' needs in a sustainable way is key for enterprising deliverers if you are to create real value and secure the long-term sustainability of your enterprise. By having real conversations and engaging with users and other stakeholders you can build relationships, understand the demand for new services and stay abreast of what's happening in terms of other providers and trends.

# How to run your own Sports Enterprise

## 9.30 am – 12.30 pm, Friday 15th November 2019

Business development should be a continuous process to build relationships with relevant organisations around you and your project.

This section will focus on how to develop strong relationships with different types of funders and partners and how to ensure you are 'on the radar' when funding rounds or other opportunities to develop sustainable revenue streams come around.

- Effective management of a sports enterprise

Community sports enterprises are increasingly required to run projects of all shapes and sizes. They need to be able to plan, secure and manage resources to bring about the successful completion of their project goals and objectives. Project management skills are essential whether you are running a regular activity, a community sports festival or a structured sports competition. It requires a clear picture of the performance of the activity and how it contributes overall to the enterprise and its future.

This section will walk participants through #MoreThanSport Academy's Nine Steps for Successful Management of Your Coaching Enterprise.

- Proving the impact of what is being delivered

It's no longer enough to rely on good local reputation and contacts to make sure your work gets funded. You need to be able to show the difference that it makes. There are many ways to measure your impact and even more tools on sale to 'help' – but how can you be sure which are necessary, relevant, or worth the cost?

This section will provide an overview of the pros and cons of different impact measurement methods and give participants practical examples of real-life systems that have worked to measure impact and bring in further funding.

Throughout the session, the workshop will incorporate case studies which showcase examples of running a successful enterprise in practice. There will also be a number of exercises to allow participants to practice the skills they are learning.

Participants will receive the following takeaway resources from the session:

- Nine steps for successful management of your enterprise
- Top tips for measuring your impact

**At the end of the workshop participants will have a clear understanding of how to develop a vibrant, visible and viable community sports enterprise.**

# Partnering with your community to achieve social outcomes

## 9.30 am – 12.30 pm, Friday 6th December

*A 3-hour workshop focused on how community partners can use sport as a tool for bringing communities together, creating social integration and achieving social outcomes which change people's lives.*

Sport and physical activity can play a key role in tackling many social outcomes, including:

- Improving health and increasing physical fitness
- Reducing obesity
- Creating a safer and more cohesive community
- Reducing anti-social behaviour and youth offending
- Improving educational attainment in your community
- Reducing the misuse of drugs and alcohol
- Improving mental health and wellbeing

However when we seek to use sport and physical activity to achieve broader social outcomes it is important to recognise that, whilst getting people active is a powerful tool, it is not a solution in and of itself.

To give an example, imagine a young person who has a parent who is struggling with addiction and who has limited social support and poor attendance at school. Taking that young person and having them play football once a week will not automatically improve their life chances.

What it does mean is that young person now has an element of structure in their life which can act as a point of engagement and a platform to connect them with other people, services and opportunities which can enrich and improve their life for the better. If they were invited directly to a homework club, a counselling service or a drug and alcohol support group they may never show up, but through sport, we can seek to reach people who may otherwise not have felt able to engage.

Nonetheless, we must recognise that the audiences we hope to work with may have very diverse relationships with sport and physical activity. Sport does not resonate with everyone and hence it will not automatically act as a cohesive ingredient in every situation; least of all with those for whom sport is not a current part of their lives.

However with careful curation, the appeal of sport can be broadened, to encompass a wider definition and a greater range of activities, alongside creating welcoming and positive environments which anyone can feel part of.

This workshop focuses on how sports providers and community organisations can work together to create sport and physical activity environments that act as a gateway to tackling a range of social outcomes.

# Partnering with your community to achieve social outcomes

## 9.30 am – 12.30 pm, Friday 6th December 2019

Over the course of 3 hours the workshop will explore:

- Understanding sport and physical activity as a tool to engage different audiences for different social purposes
- The values that we want to promote through sport and physical activity
  - an understanding of other beliefs, ideas and approaches
  - mutual respect
  - shared goals
  - cooperation and support for one another
- Understanding the relationship that different types of people have with sport and physical activity
- Role models – why do they matter and why they should look like your audience
- An introduction to contact theory - how contact between groups reduces prejudice and intergroup hostility
- How to create positive contact situations within sport and physical activity
- How to work with social prescribers and best help them and their clients to achieve their mental and physical health objectives
- Partnering with the local community – identifying local organisations with expertise in the community issues of interest
- Sharing expertise – working collaboratively to combine relevant expertise from different partners
- *Not just sport* – how and when to introduce other services, support and opportunities
- 10 steps to create shared value and become a hub for your community

Participants will discuss how to develop community relevance and become a connected deliverer who focuses on what we can do for you, what you can do for us and what we can do together. Participants will be encouraged to be seen and heard within their local community and to seek out community partners from a range of places including faith groups and centres, arts and cultural groups, local charities, health providers and neighbourhood associations.

Throughout the session, the workshop will incorporate case studies which showcase examples where sport has been used for social change in practice. There will also be a number of exercises to allow participants to practice the skills they are learning.

Participants will receive the following takeaway resources from the session:

- Factors to support a positive contact situation
- Ten steps to create shared value for your community

**At the end of the workshop, the participants will have a clear idea of how to begin working in partnership to use sport and physical activity to achieve a range of social outcomes.**



## Who is behind the #MoreThanSport Academy

The Academy is a collaboration between Sports Marketing Network and Proper Active



**Dannielle Roberts**, principal and founder of Proper Active

Dannielle Roberts is a social researcher and behavioural scientist with extensive experience of a diverse range of complex behavioural challenges across multiple sectors.

Proper  
Active

She worked for 4 years within Sport England's Research and Insight Team, leading a range of projects which have advanced our understanding of key audiences for the sport and physical activity sector. These include the *Under the Skin* report into the personality types of young people and how they engage with sport, as well as the 2017 *Mapping Disability* series of reports. She holds an MSc in Behavioural Decision Science and completed primary research into understanding what those new to sport and physical activity are worried about when they take part. She is also a qualified sports coach and has extensive experience coaching new and non-sporty participants.



**Svend Elkjaer**, principal and founder of SMN

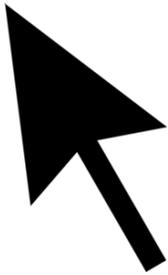
SMN has over the last twelve years trained and supported a large number of sports bodies, community sports enterprises and community sports clubs across the UK and Denmark .

SMN  
SPORTS MARKETING NETWORK

Based on his experiences as a senior executive in the media and events industry and as a volunteer in a community rugby club he launched an organisation in 2005 where community sports providers could share best practice on how to become vibrant, visible and viable...hence the Sports Marketing Network.

Since then more than 4000 community sports providers from across the UK have participated in one of our Grow Your Club workshops, benefitted from 1 to 1 consultancy and mentoring, attended one of our conferences, participated in one of our webinars or read one of our Guides. By listening to our clients we have developed an unparalleled understanding of the opportunities and challenges for the enterprise and innovation aspects of community sport and physical activity.

# How do I book onto the workshops?



## Online

Please go to the following page to confirm your place on the workshops.

<http://www.smnuk.com/morethansport-workshop-series-booking/>



## Offline

Please complete and return the registration form on the next page.

Please be aware that places are limited so book soon to avoid disappointment.



## Fees

1 workshop	£79
2 workshops	£139 (Save £19)
3 workshops	£189 (Save £48)

# Registration form

## #MoreThanSport Academy

House of Sport, 190 Great Dover St, London SE1 4YB

Welcoming environments for  
sport & physical activity

How to run your own  
Sports Enterprise

Partnering with your  
community to achieve social  
outcomes

Friday 18th October 2019

9.30 am – 12.30 pm

Please tick

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Please tick

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Please tick

<b>Contact name</b>	
<b>Organisation</b>	
<b>Job Title</b>	
<b>Contact tel.</b>	
<b>Contact email</b>	
<b>Invoicing address including post code</b>	
<b>Purchase order number:</b>	

<b>Name</b>	<b>Job Title</b>	<b>Email</b>

### Names and contact details of all delegates

Delegate fee: £79.00 per workshop. includes workshop documentation, refreshments

To attend two workshops the total fee is £139.00 (a saving of £19.00) and if you book on to all three workshops the fee is £189.00 (a saving of £48.00)

#### 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  
email [svend@smnuk.com](mailto:svend@smnuk.com) Tel: 01423 326 660