

Webinar 5: Football in the community

Tuesday 26th May, 20.00-21.30

Webinar 5

Football in the community. What does it really mean?

Tirsdag den 2. juni kl. 20.00-21.30.

20.00-20.15:

*Welcome and introduction. Sport in the community. What does it really mean? Has sport clubs really been a positive force in society during the Covid-19 crisis or did we 'just go home' to wait for the public authorities to rescue us after the crisis?
Henrik H. Brandt, Idrættens Konsulenthus*

20.15-21.00:

*The fantastic story of The Spartans Community Football Academy, Edinburgh. An ordinary football club which is so much more than an ordinary football club with a huge impact on its local society.
Douglas Samuel, CEO, Spartans Community Football Academy*

21.00-21.30:

Discussion, questions and good ideas. What can a new mindset bring to football and other local sports clubs in Denmark and other countries? How can we change the way we engage with people and reach new target groups? How can we fund new activities in new ways?

Find optagelse og oplæg på www.idkon.dk

Thank you TF Sport & Fritid for supporting the five webinars on the Corona-crisis as a kickstart for better football environments



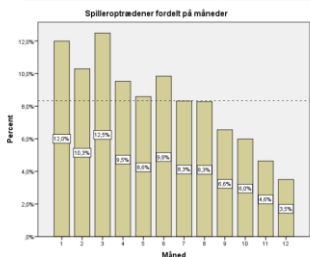
Here for good.

Football is great – but it is also a ‘Selection Machine’

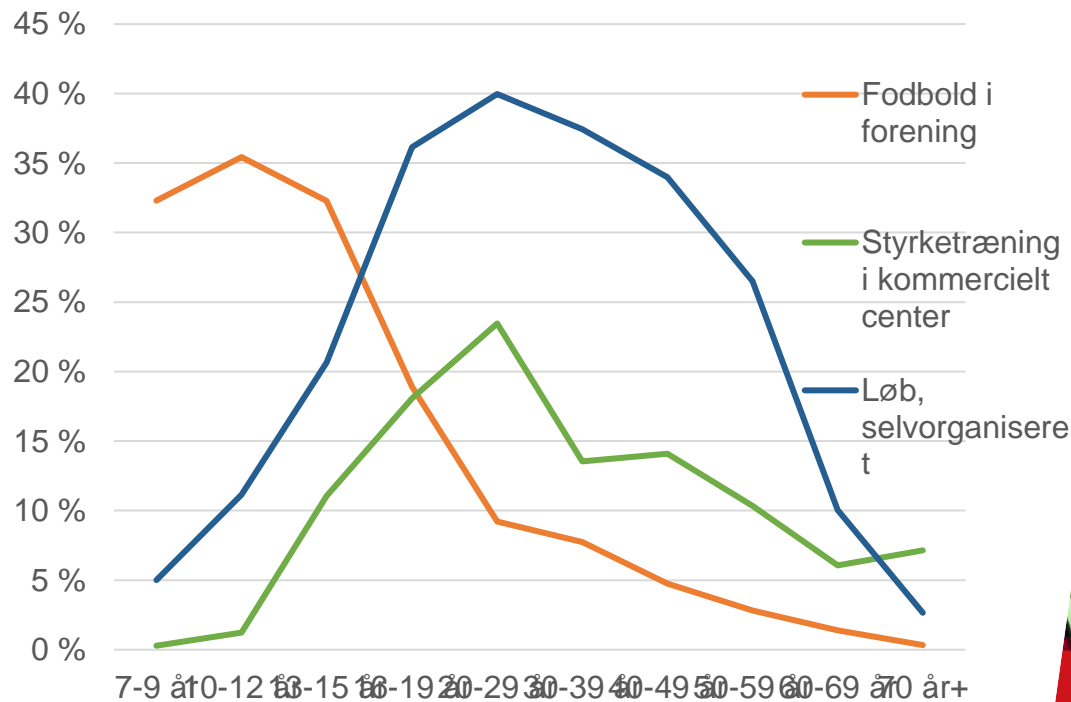
How can football be considered such a great tool for social inclusion and health if it cannot even keep its core audience?

Dyrker du fodbold?
(andel i pct.)

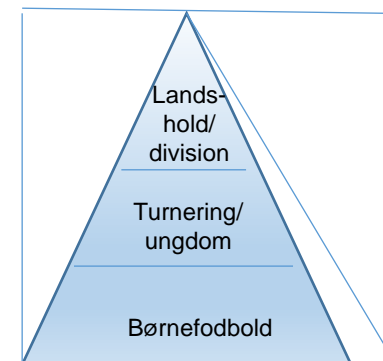
10-12 år	39
13-15 år	35
16-19 år	26
20-24 år	15



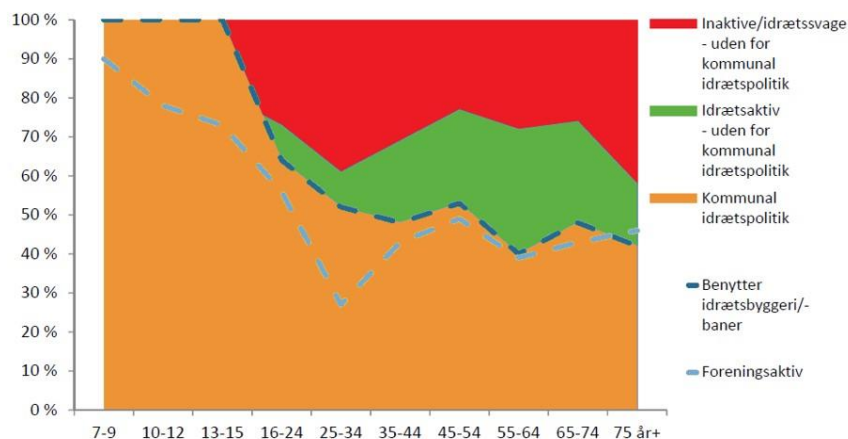
Figur 6: Spillertrædere i 02, fordelt på måneder



Danskernes motions- og sportsvaner 2016, Idrættens Analyseinstitut



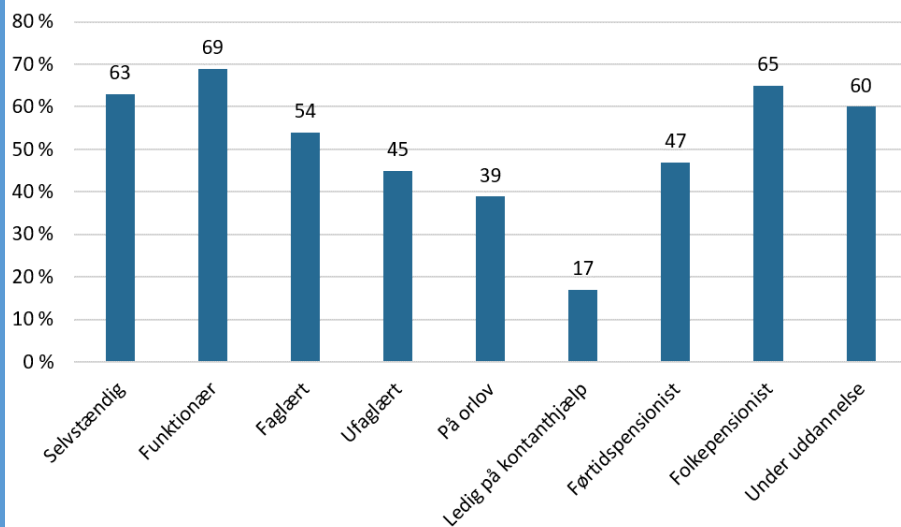
Sport is great
but let's admit
it. We invest the
money in the
middle class and
in elite sport



Kilde: Idan, Allerød Kommune 2014



Sport for those in the mud. Who *really* cares?

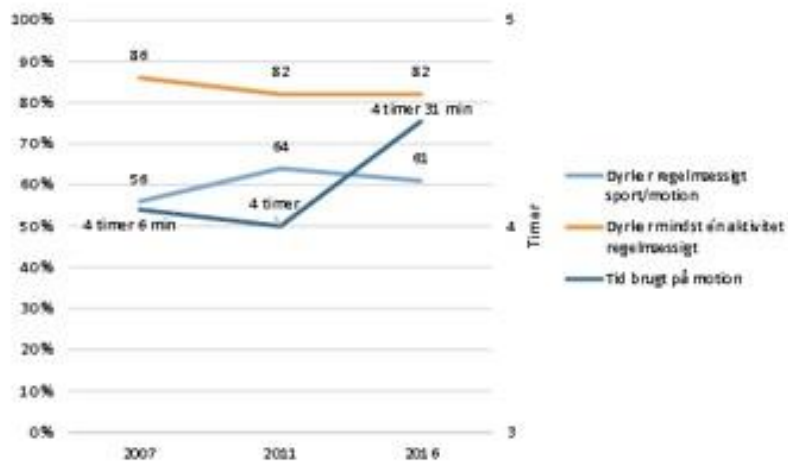


Kilde: Danskeres motions- og sportsvaner 2016, Idan

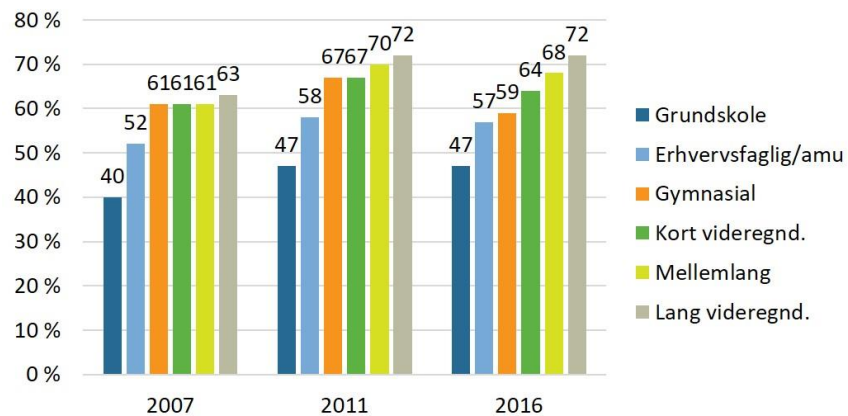


Sport is (only for those with an) education?

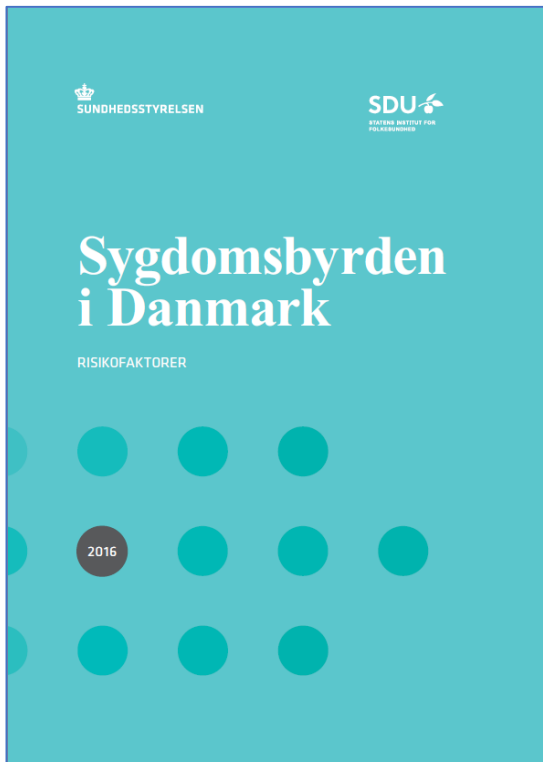
Figur 22: Udvikling i idrætsdeltagelse tyder på en polarisering



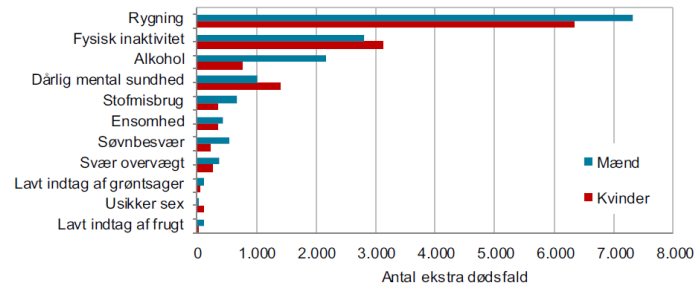
Figuren viser udviklingen i andelen af voksne, der angiver, at de dyrker regelmæssig sport/motion, andelen der angiver at have dyrket mindst én aktivitet regelmæssigt det seneste år, og den gennemsnitlige tid brugt på motion. Fordelt på undersøgelsesår.



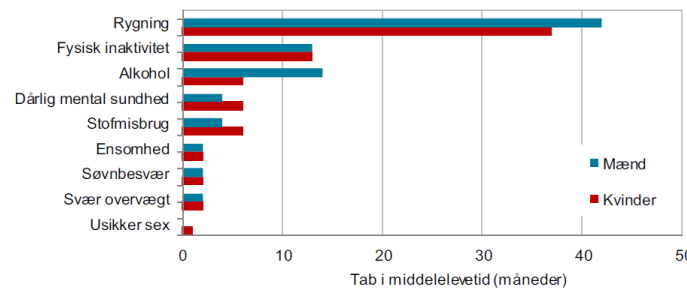
From Covid-19 crisis to a general health crisis. Thee need to engage people in sport and physical activity is increasing – so are the challenges to do so.



Figur 1.2.1 Ekstra dødsfald i Danmark relateret til risikofaktorer, fordelt efter køn. Årligt antal, 2013. Justeret for rygning, alkohol, fysisk inaktivitet og BMI



Figur 1.2.2 Tab i middelelevetid i Danmark relateret til risikofaktorer, fordelt efter køn. Årligt antal, 2013. Justeret for rygning, alkohol, fysisk inaktivitet og BMI



Physical inactivity costs and estimated 6.000 lives + 13 months of life expectancy in Denmark every year.

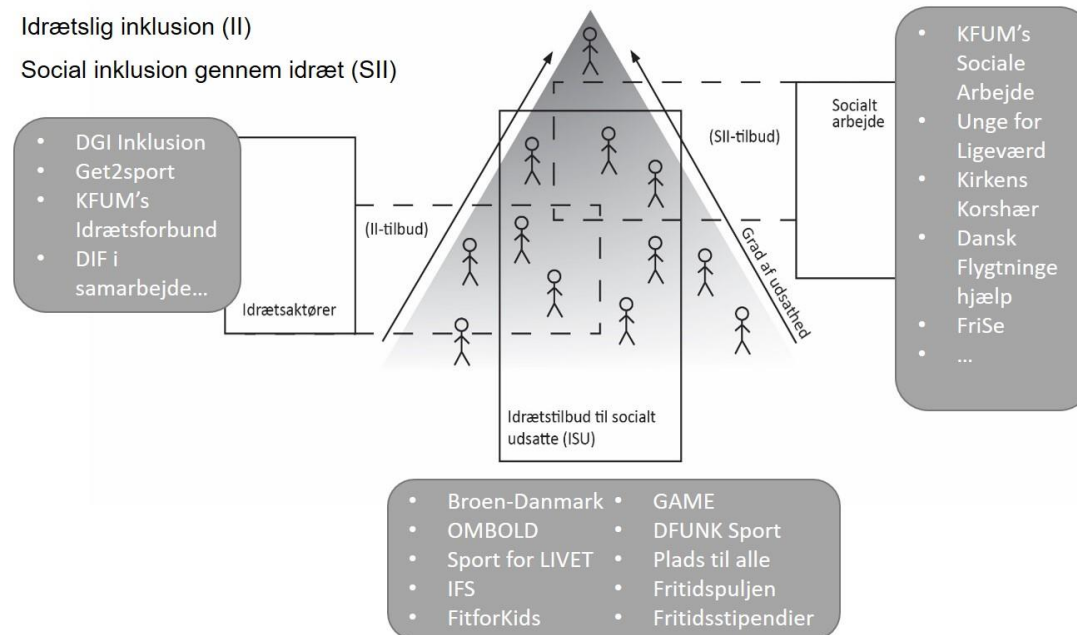
Physical inactivity alone causes 40.000-60.000 hospital admissions + 300.000 day hospital visits and 5 bn DKK in additional health economic costs a year.

--- and we haven't even spoken about other health associated with heavy obesity, loneliness, poor mental health etc.

Denmark, 5,6 mn inhabitants.

The complicated landscape of sport for good in Denmark

1. Idrætsaktører for socialt udsatte (ISU)
2. Idrætslig inklusion (II)
3. Social inklusion gennem idræt (SII)

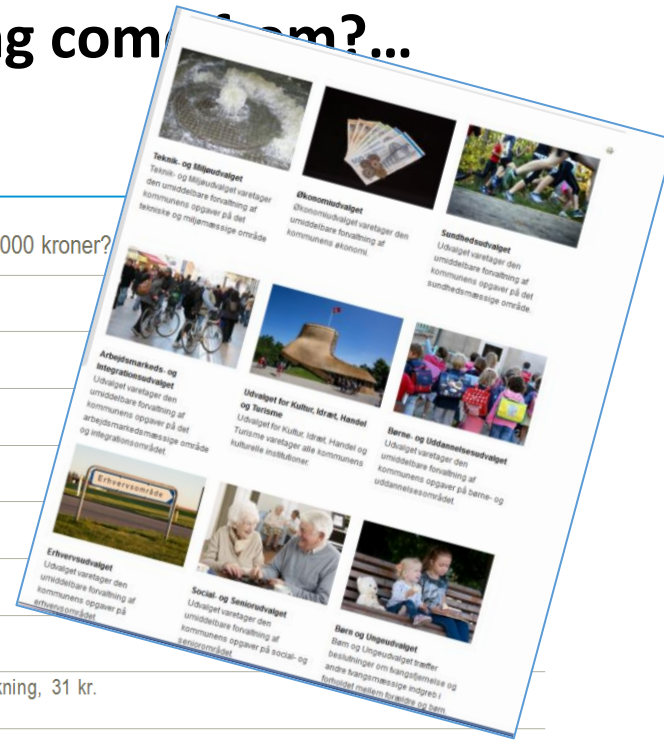
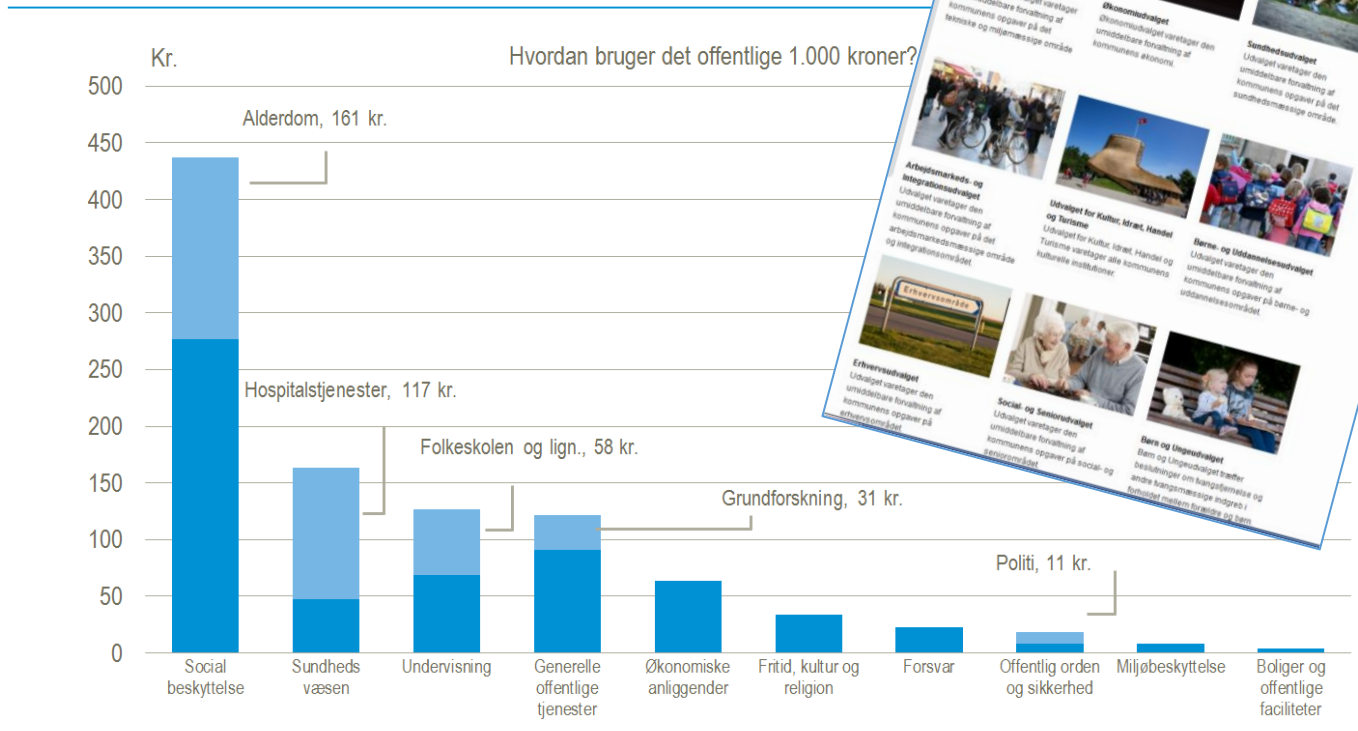


But where should the necessary funding come from?...

For consideration:

Sport and leisure is one of the smallest departments and budgets in a local authority.

Maybe this is why it is also hard to argue for another approach?



Kilde: Danmarks Statistik



A Club with its roots firmly in the Community

**Our overriding ambition is to develop
Tynecastle Park as a
“hub for social and economic good”
in the heart of Edinburgh
– making our home a place for the whole
community!**

**What I found in
Scotland was
another
approach,
which we could
learn from as
an additional
approach**

Hearts FC, Edinburgh. Why would a professional football club want to be a hub for social and economic good in its local community?

The facility as a hub for social inclusion

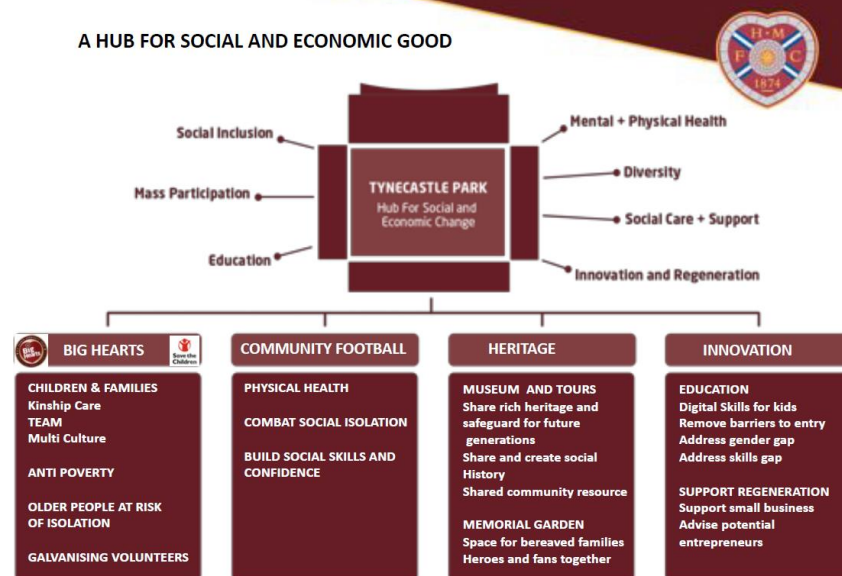
Key Areas of Focus

We align our work in the community around the following strategic themes and objectives:

- Social Inclusion**
Ensuring that ALL of our community feel valued, welcome, and have a sense of belonging
- Diversity**
Celebrate our differences as individuals and respect the diverse cultures, perspectives and lifestyles that make up our community
- Mental & Physical Health**
Improve and maintain the health and wellbeing of people by encouraging healthy lifestyle and setting healthy habits
- Education**
Facilitate an environment of learning to acquire values, skills, knowledge and habits
- Opportunities to Participate**
Create affordable, accessible and diverse programming to ensure those who want to play and learn can play and learn
- Social Care & Support**
Extend resource, support and a safe space to those in the community that need it most
- Innovation and Regeneration (in pilot)**
Create a hub for innovation – develop skills and aspiration – from kids to budding entrepreneurs. Galvanise the skills of our partner base – CSR



A HUB FOR SOCIAL AND ECONOMIC GOOD



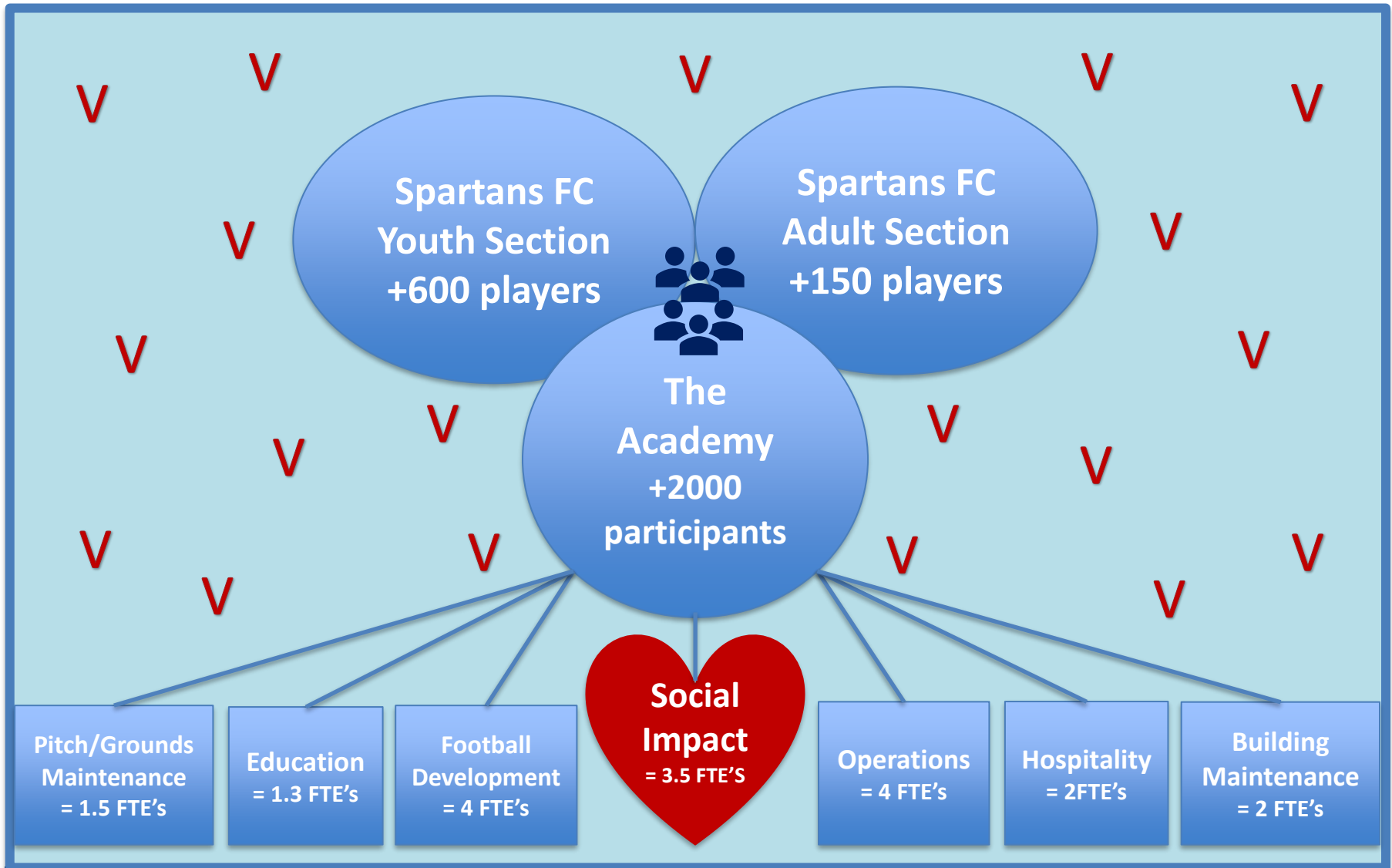
The story of the Spartans

- The history
 - The vision and mission
 - The relation between football and community work
 - The organisation, staff, board, volunteers
 - The people
 - The facilities
 - The people and resources
 - The funding and partners
 - The programmes. How to deliver?
-
- The future needs?
 - The untapped potentials
 - The co-operations?
 - The challenges?



Here for good.

The Spartans Family



What about Denmark?

Do we have anything like it?

Do we need it?

What did we hear from Danish football clubs during Covid-19 lockdown?

How can we create incentives for football to be more community oriented?

Who would be able to implement new formats and reach new target groups?

Do we drop the football clubs and find other ways to deliver football?



Here for good.

At look at the landscape. Who could we play with?

