

# Community Sports Development



M5X02089

Mark  
Napieralla



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PRIFYSGOL CYMRU  
Y Drindod Dewi Sant  
UNIVERSITY OF WALES  
Trinity Saint David

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# Community Sports Development



## The aims of today's lecture:

To look at marketing and the relevance in the sports development world

To understand the importance of creating links and partnerships to deliver projects

Street Games- What does the organisation do?

Re visit planning for sports development

To look at the sports development planning template

To fully understand the assignment



# Student Presentation

Is the Sport England Strategy working?

# A few definitions...

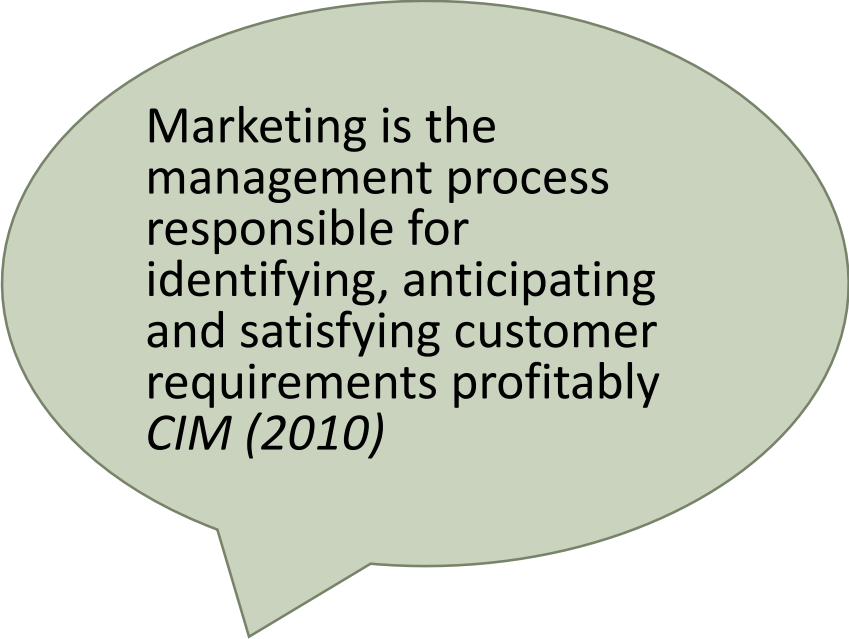
*Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return with others.*

*Kotler & Armstrong(2014)*

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

*American Marketing Association  
(2013)*

# CIM definitions (Chartered Institute of Marketing)

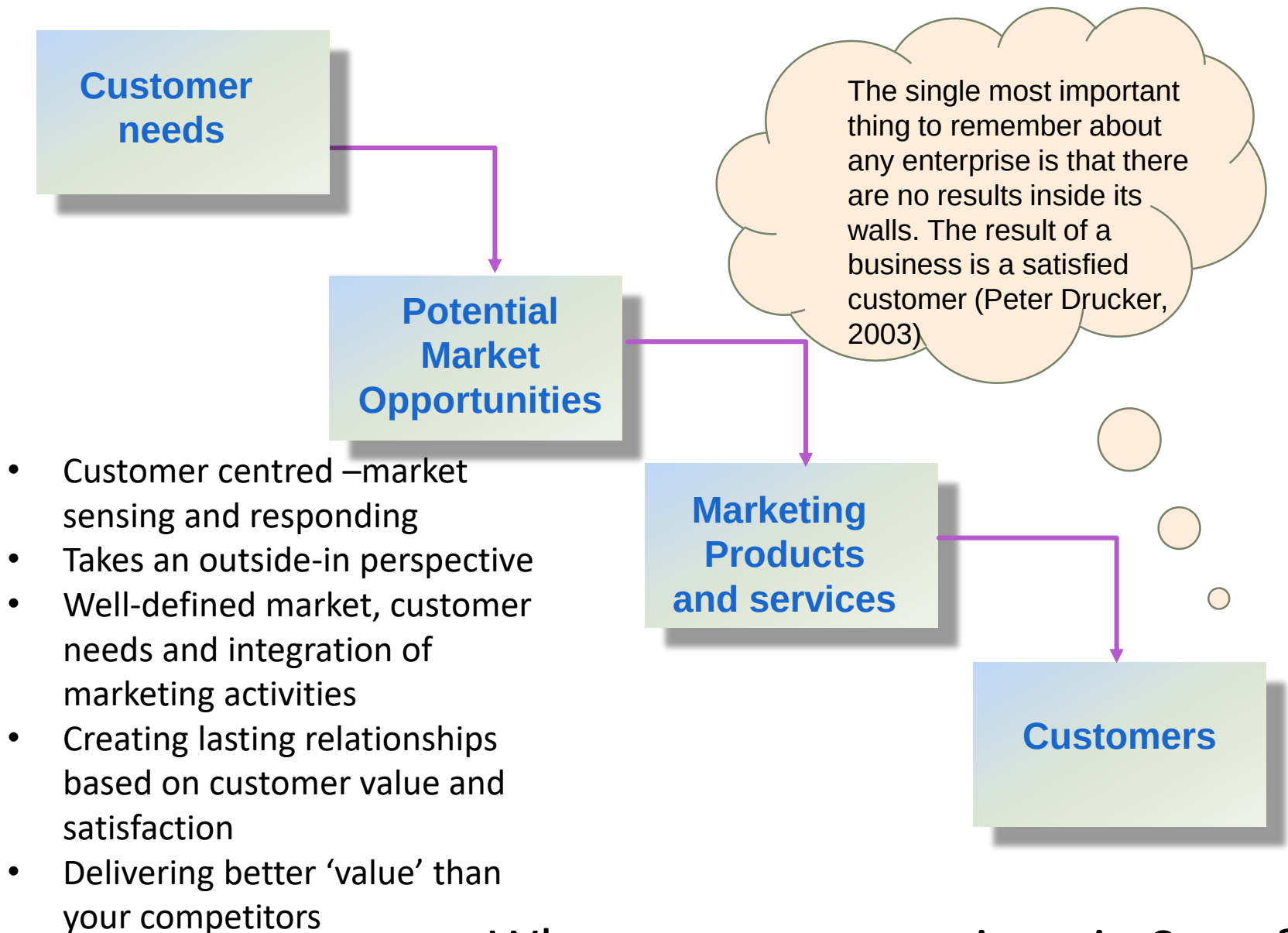


Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably  
*CIM (2010)*



The strategic business function that creates value by stimulating, facilitating and fulfilling customer demand.  
*CIM (2007)*

# Customer Orientation



Who are our competitors in Sport?

## **Marketing Task: Flip chart presentation – 1 person to present findings back to the group**

### **Class to be split to 3 groups:**

[https://www.youtube.com/watch?v=\\_O5S6O0Trqc](https://www.youtube.com/watch?v=_O5S6O0Trqc)

<https://www.youtube.com/watch?v=wmnajdChTbA>

<https://www.youtube.com/watch?v=jsP0W7-tEOc>

### **Consider 3 scenarios from the sports development world.**

Scenario 1- children considering attending a half term sports camp.

Scenario 2 adults considering attending a GP Referral scheme.

Scenario 3- A group of girls 14 years+ considering attending an US Girls / This Girl Can session.

### **Present back on the following:**

1- Who are your customers? What are their needs? Consider the different ages.

2- How can you reach this group of people / promote your session?

3- How can you create / build relationships with your customers?

4- What does good value and satisfaction look like?



- In 2 groups- Work as a team to place a pen as far as you can away from the start line top side up.
- Winning team is the team that can place the pen furthest from the line.
- No body part can touch across the line

# Partnership And Links

<https://www.classtools.net/random-name-picker/>

Forming partnerships and links can create bigger and better projects. In order for successful partnerships to work each partner must have something to gain from the agreement / organisation in place.



**Individual Task-** You are setting up a girls only (US Girls / This girl can session). Who could you link with?

How could they contribute?



What do you mean I have to follow assignment directions in order to get a good mark? I thought just handing something in was worth at least 50%...



Meet in computer room- 10 minutes break

Aims- To understand fully what is required when writing this part of the assignment.

**50%**

# THE TASK

**Half of 65%**

**Students are required to devise an operational plan to increase sports participation in the area of Port Talbot. Students should use the Street Games template provided in order to plan 4 different sessions. Students should demonstrate an understanding of the key underlying issues in the national, regional and local sporting landscape and the external drivers that can be utilized to implement a successful development program.**

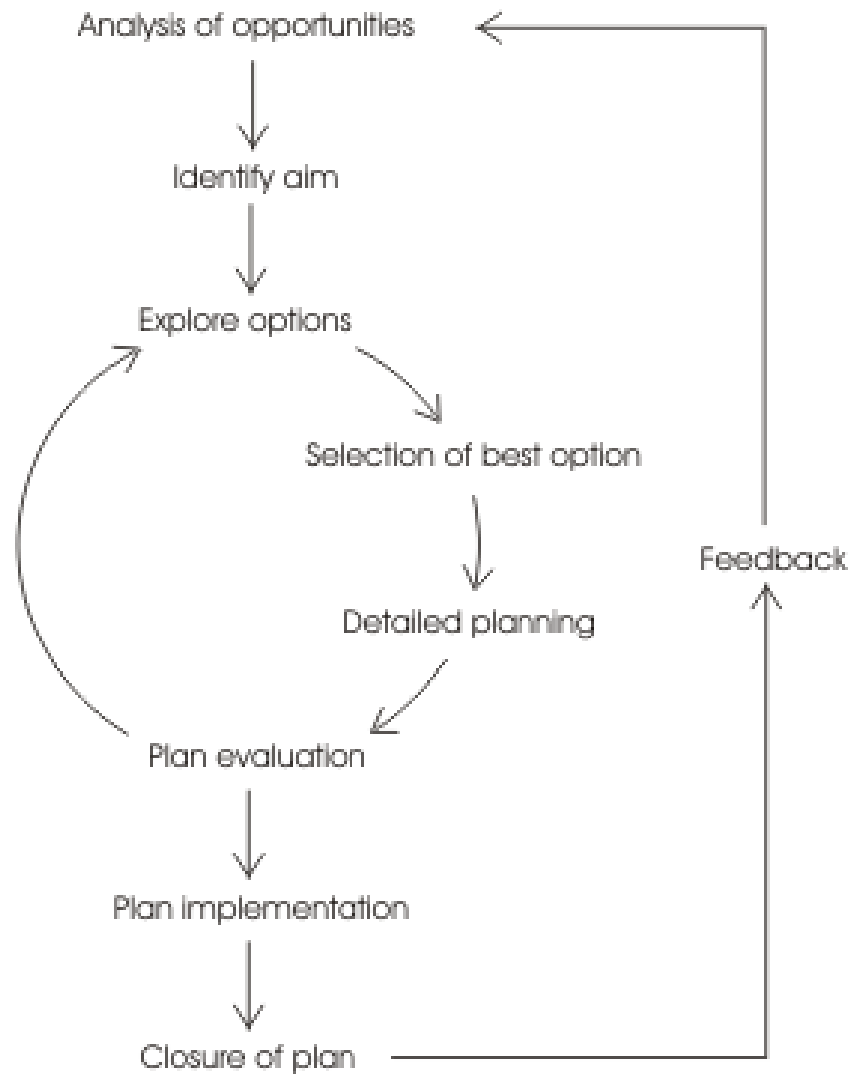
**Students will need to evidence that they can plan and set a suitable budget to each session utilising all of the funding available.**



<https://www.youtube.com/channel/UCJaNBMWae8BromCdtJ6Kk9w>

Student resource- <https://network.streetgames.org/student-zone>

**Figure 1. The Planning Cycle**



# 50 % of the task- 1000 words

Students are required to carry out a research task and highlight the current barriers to sports participation in deprived communities. Students should consider what the internal and external issues are affecting sports development organisations when planning to deliver sports development projects in deprived communities.