

SPORT FOR GOOD CONSULTING

BALANCING QUANTITY, QUALITY & SOCIAL IMPACT'

Thanks to Tim Smith from EventID-Sport for his contribution to this discussion



What's the challenge?

BALANCING CHASING THE 'BIG PARTICIPANT NUMBER' WITH THE QUALITY OF THE PARTICIPANT EXPERIENCE

EMBRACING A MORE HOLISTIC MODEL TO DEVELOPMENT

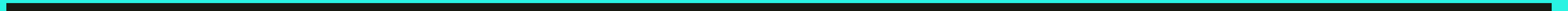
KNOWING WHERE YOU'RE GOING SO YOU MEASURE THE RIGHT THINGS

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Important consideration

**UNDERSTAND WHAT
BEHAVIOURS WILL YOU DRIVE
THROUGH YOUR KPI'S?**

- TIM SMITH



Measure what matters to create behaviour change

Mix of different metrics to your scorecard

Have the 'big' participant number, but breakdown into more nuanced KPIs
that focus on quality

Retention rates

Participant Experience

Infrastructure

Connect leadership team with your approach?

THEY NEED TO UNDERSTAND THE
APPROACH FROM THE BEGINNING -
NOT JUST QUANTITY

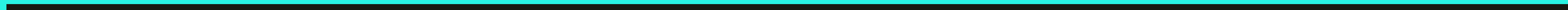
GET YOUR 'PRINCIPLES OF PLAY' RIGHT
- EXECUTIVE TEAM SET THE KPI'S

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Important consideration

**WE SHOULD BE AIMING FOR
'STICKY' PARTICIPANTS**

**THESE ARE GENERALLY CLUB MEMBERS - WE
KNOW ONCE PEOPLE ARE PROPERLY IN A CLUB
ENVIRONMENT THEY ARE OF FAR MORE VALUE
TO YOUR SPORT. THEY BECOME MORE 'STICKY'
AND HANG AROUND**





**Influencing
clubs to
think about
quality vs
quantity**



MOVE THINGS SLOWLY WHEN
DEALING WITH CLUBS AND
CHANGE

USE CLUBS TO INFLUENCE
OTHER CLUBS - THE POWER OF
CASE STUDIES

PRIORITISE A FEW TARGETED
'QUALITY' METRICS THAT YOU
KNOW WILL ADD TO THE 'BIG
NUMBER' IF DONE WELL

The Digital Age

Digital Connectedness

The great enabler available to us now.
This will be a key thread for enhancing experiences and keeping more 'casual' participants engaged in your sport

Social Impact - what does it mean?

**THE WIDER SOCIAL BENEFITS TO THE
INDIVIDUALS AND THE COMMUNITIES
THEY'RE IN**

Social Impact for Sport: 4 Key Themes

PHYSICAL BENEFITS

MENTAL BENEFITS

INDIVIDUAL DEVELOPMENT

COMMUNITY DEVELOPMENT

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Important consideration

**SPORT IS WAKING UP TO
HAVING TO JUSTIFY THEIR
IMPACT**

**SOCIAL IMPACT IS DRIVING POLICY AND
INVESTMENT, AND SPORT HAS TO STEP UP.**

**BE MORE SPECIFIC ABOUT THE IMPACT YOU
WANT TO HAVE**



The Future Influence of Social Impact



GOVERNMENTS ARE
INTERESTED IN THIS - GET ON
BOARD

PART OF THE THREAD WHEN
JUSTIFYING INVESTMENT -
BECOMING MORE COMMON

HOW IT CAN DRIVE 'GOOD'
BEHAVIOURS IN SPORTS
DEVELOPMENT

Key take-home messages for social impact

DON'T BE OVERWHELMED

START SIMPLE

BUILD FROM THERE