The hidden treasures of sports facilities
And how to capture them…

Play the Game Conference 2013

Rethink sports architecture and spaces for physical activity

Aarhus
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Peter Forsberg
Analyst

Danish Institute for Sports Studies/Play the Game

E-mail: peter.forsberg@idan.dk
Sport and facilities in Denmark

Facts

• A great supply of sports facilities exist which are provided or subsidised by the 98 Danish municipalities.

• Annually, 6.3 billion (Danish kroner) is spent on sports (public). 85 per cent of this amount is spent by municipalities on facilities.

• Sports clubs use the facilities at a municipality level for free or for a minor fee.

• Sports clubs are the heart of ‘sport for all’, and nine out of ten Danish children are members of a sports club at some point.

Reality and challenges

• Facilities are contested on a local level and politicians often decide on new facilities on a whim rather than hard facts.

• Municipalities face budget cuts under the economy crises. General demand for moderation and efficiency.

• Sports clubs and schools are the sole users of sports facilities in many municipalities. Adults are increasingly active outside the sports clubs (and facilities) in public spaces and/or in commercial fitness centres.
Sport and facilities in Denmark

We need...

...facts and fact-based decisions

...getting more out of the same

...open facilities for children and adults and club members and non-club members

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**Data and research**

**Report on sports and facilities in Rudersdal** (2012):

Mapping and usage of sports facilities

11 sport halls

- handball, badminton, gymnastics, football

- Children, boys (girls)
Sports halls are not fully utilised!

Despite being (almost) fully booked

<table>
<thead>
<tr>
<th>Booking scheme</th>
<th>Actual use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booked 94 per cent</td>
<td>Show 70 per cent</td>
</tr>
<tr>
<td>Not booked (6 per cent)</td>
<td>No show 24 per cent</td>
</tr>
</tbody>
</table>

Prime time, 4 pm.-10 pm.

30 per cent Of the capacity is not utilised
The 24 per cent not utilised... (no show)

Users don’t show up for their pre-booked time

Work with incentives, payment, fines?

Look at distribution plan, season planning...

Users utilise only part of their time slot (warm-up, cool-down)

Capture the hidden treasure

Distribution of no show

34 Per cent.

66 per cent.
The hidden treasure of no shows...

The municipality of Rudersdal has 11 sports halls.

At any time between 4-10 PM, 30% of the sports halls are empty.
87 %
(Municipality of Aarhus, 2011)

54 %
(Municipality of Varde 2013)

74 %
(Høyer-Kruse, Iversen 2013)

69 %
(Municipality of Faaborg-Midtfyn 2008)

71 %
(Ibsen, Thøgersen, Tofft-Jørgensen 2013)

70 %
(Høyer-Kruse, Forsberg 2013)

89 %
(Municipality of Copenhagen 2013)

69 %
(Municipality of Copenhagen 2013)

Use prime-time
Use all day

Is Rudersdal a special case?
The treasure of floor capacity

Usually clubs and schools are the sole users of sport halls

One team pr. hall

Municipalities rely on clubs to create ‘content’ and fill out space

FACTS

- 69 per cent of all activities in sports halls use 60 per cent of floor capacity or more
- 31 per cent of activities use less than 60 per cent of floor capacity or less
Summing up and perspectives

• Better use of sport halls (and other indoor facilities) is a hidden treasure

• A shift of orientation from building to optimising the management of facilities is taking place

• Optimising might be one of the solutions to the rising pressure on municipalities: Budget cuts, new user groups, efficiency...

• Dynamic facilities are often the hub of the local community

• Technology provides new tools to create easier access and better use of facilities
Thank you for your attention

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Please contact me if you have questions, comments etc.

Peter Forsberg
Analyst

Danish Institute for Sports Studies,
Play the Game,
Vifo

E-mail:
peter.forsberg@idan.dk
Tennis (outdoor)

Less inhabitants per tennis court in Rudersdal

**Adults**
- 9 pct. in Rudersdal
- 3 pct. in Denmark

**Children**
- 17 pct. in Rudersdal
- 9 pct. in Denmark

<table>
<thead>
<tr>
<th></th>
<th>Denmark</th>
<th>Rudersdal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Per court</strong></td>
<td>2.861</td>
<td>1.209</td>
</tr>
</tbody>
</table>
Swimming pools (25 meters or above)

Less inhabitants per swimming pool in Rudersdal

<table>
<thead>
<tr>
<th>Adults</th>
<th>12 pct. in Rudersdal</th>
<th>14 pct. in Denmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>44 pct. in Rudersdal</td>
<td>38 pct. in Denmark</td>
</tr>
</tbody>
</table>

Denmark: 24,708 per hall
Rudersdal: 13,611 per hall
Football (grass or artificial)

More inhabitants per football pitch in Rudersdal

<table>
<thead>
<tr>
<th></th>
<th>Denmark</th>
<th>Rudersdal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Children</td>
<td>46</td>
<td>42</td>
</tr>
</tbody>
</table>

5 pct. in Rudersdal
9 pct. in Denmark

42 pct. in Rudersdal
46 pct. in Denmark

1.129 per pitch
2.367 per pitch
The hidden treasure of no shows...

**Capacity:** 6 hours a day pr. sports hall (4-10 pm.)
312 hours a year pr. sports hall

**Used:** 4.2 hours a day (4-10 pm.) 218.5 hours a year

**Not used:** 1.8 hours a day (4-10 pm.) 93.6 hours a year

11 sports halls
93.6 hours pr. sports hall not used a year

In total **1,029.6 hours** (4-10 pm.)

**OR**
3.3 out of 11 a year is **NOT USED**

30 per cent
Mixed results

• Better supply of tennis courts and higher participation. Especially among children.

• Better supply of swimming pools but no effect on participation.

• Less football pitches and less participation among adults.
Method

• During two weeks (Monday to Friday) all activities were registered

• Find out who uses which types of facilities when and for what

• What is the real usage of sports facilities? (despite facilities being booked no shows occur)