

Private Spaces

Activity Box 3.3

Module 3: Different VENUES



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SPORT FOR ALL.**

Key Facts

- On average, 32% of Sport facilities belong to the private sector (121).
- Global fitness industry is valued at nearly \$100 billion. (127) USA holds 60.9 million gym members, followed by 10.6 million in Germany and 9.9 million in the United Kingdom (128).
- There are 59,055 fitness clubs and centres throughout Europe (128).

Specific Venues this Activity Box applies to:

- Other commercial (for profit) private entities that offer Sport services (facilities, supporting coaches, equipment, organisation of tournaments, etc.) in exchange of an entry fee payment or membership.
- It covers both indoors and outdoors venues:

SportSport-related

- Rented pitches (football, tennis, paddle, table tennis, etc.)
- Gyms, CrossFit and fitness centres
- Bowling alleys
- Boxing arenas
- Karting centres
- Swimming pools
- Equestrian clubs

Part of other installations

- Ski resorts
- Beach resorts
- Golf centres

Other possibilities

- Dismountable facilities
- Trades and Sport festivals

Why is it so important

Contribution

- The private sector offers vast possibilities for users with diversified choices
- It allows people with higher expectations the possibility to have access to Sport.
- Facility businesses owners can create Sport for All venues in forms of commercial activities such as festivals or activations with using dismountable facilities

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International endorsement

WHO Global Action Plan:

The private sector should partner and support community-led initiatives to promote physical activity in parks and other public open spaces.

European 'Sport for All' Charter (Council of Europe, 2001):

Makes specific reference to the interdependence between Sport participation and the extent, variety and accessibility of Sport facilities

Barriers to Sport that should be overcome

- Entry/membership fees are the main barrier to take advantage on all the benefits of private providers
- Limited or highly specialized offer in certain areas
- Certain "high expenditure" Sport, such as fencing or golf, or top clubs are in high-income areas preventing access to Sport to other less advantaged classes
- Many clubs, have some admission criteria
- Certain fitness centres are idealized as venues where only just fit and skinny people can participate

Tips and key success factors

Innovation and aggregated values

- Boutique studios and budget-friendly gyms have continued to perform well year over year (128)
- Offer different aggregated values to a membership fee to secure users' further involvement: physical therapy, nutritional consultation, day care facilities, social gatherings, thematic activities and parties (129)
- A key differentiating factor for a private place to practice Sport is to find personalized assistance of coaches and other Sport professionals
- Use technology (app or social media) to attract players in the search of a group or a "sparring"

Gym and fitness centres

- Are the most popular private venues where Sport and physical activity are taking place.
- Bodybuilding Gyms should avoid offering just "body image services". In cases of "imperfect" bodies may produce participant's devaluation. (130)
- A holistic approach should include a wide variety of activities with an impact in physical and mental well-being.
- In most cases users of these services do their routines without supervision. Facility owners should offer supporting staff and other forms to prevent injuries and accidents, as examined in AG5.

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Sport and activity-related tourism

- Combining Sport activities with tourism and other leisure activities, in particular for private tourism locations such as beach resorts and lodges.
- Organizing festivals, exhibitions and tournaments

Other tips:

- Private Sport venues owners should widen the diversity of their services to include low income
- Consider transportation services for people that live away from the venues
- Communication is key: Use of social media and WhatsApp to inform about benefits, discounts and updates regarding the membership
- As for Sport Clubs (non-profit), consider:
 - Biosecurity and other emergency protocols
 - Secure places to store personal belongings
 - Define schedules according to different competitive levels to avoid dropouts
 - Offer children spaces for adults (parents)
- Besides venues, many Sport (e.g., cycling, archery or baseball) require specific equipment. Owners should provide these resources; otherwise, this may prevent the realization of Sport
- Discriminate participants to health condition, technical Sport skills, nationality, etc.

Available Resources

- European Health & Fitness Market Report 2019 [\(Click Here\)](#)
- Guidance documents for clubs [\(Click Here\)](#)

Sample Case

Creating an Inclusive Fitness Club and Sector (IHRSA – The Global Health and Fitness Association)

- This e-book is the starting point for closing any remaining knowledge gaps on universal inclusion and can help you create a culture of inclusivity in your club.
- This resource will provide you with an introduction to principles of inclusion, 6 practices to start promoting inclusion at your club, 4 steps your club can use to move towards greater inclusion with UFIT, and more.

More information:

E-book. [Click Here](#)

TAFISA OFFICE

c/o Commerzbank / Filiale Höchst
Hostatostraße 2
D-65929 Frankfurt am Main
Germany
Email: info@tafisa.org
Tel: +49 (0) 69 973 935 990
Fax: +49 (0) 69 973 935 995

