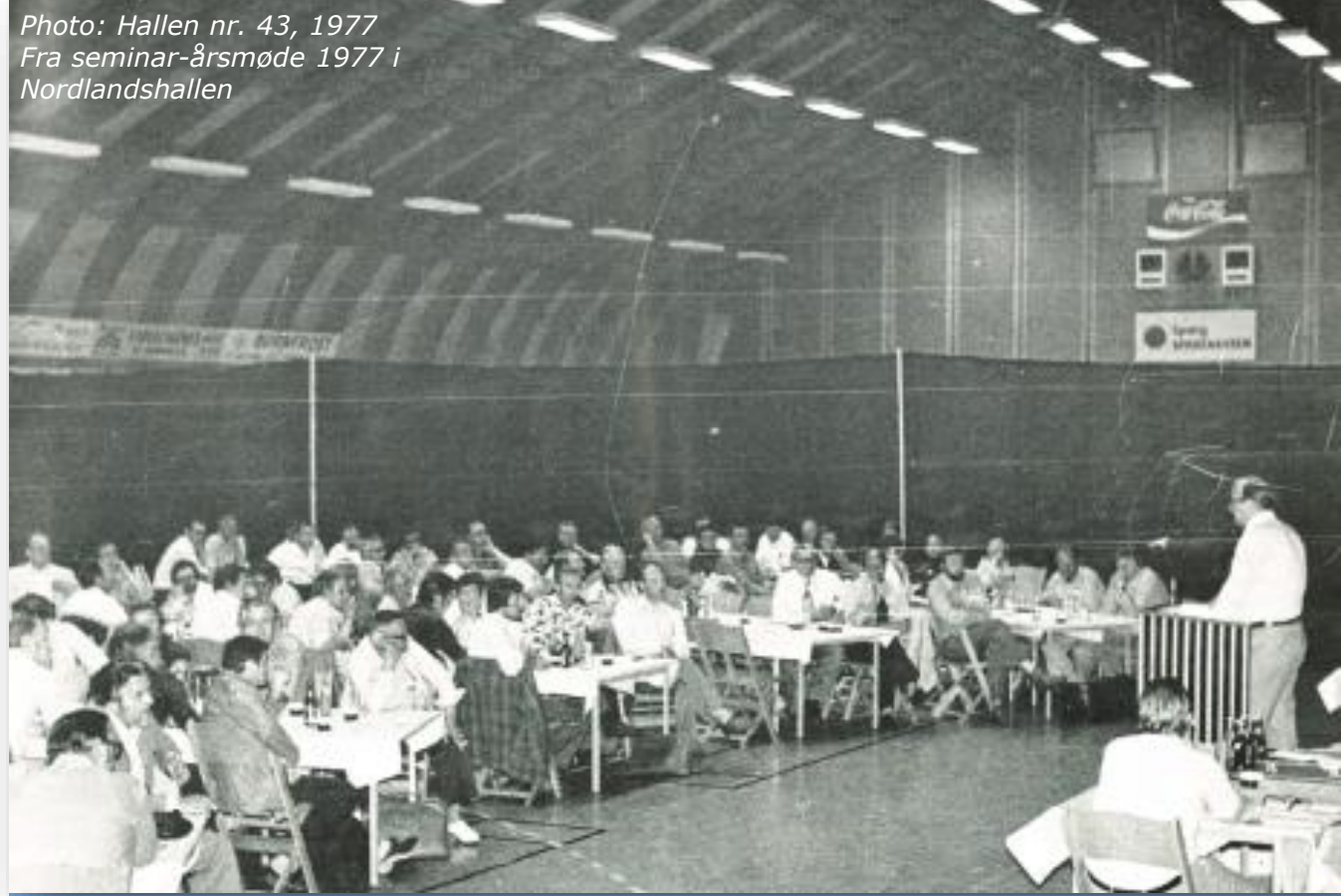




Photo: Hallen nr. 43, 1977
Fra seminar-årsmøde 1977 i
Nordlandshallen



Play the Game Conference

Eindhoven
29th of October

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Bricks are not enough

How the human factor impacts local
environments for sport and leisure

THE HUMAN FACTOR: MANAGERS OF SPORTS FACILITIES

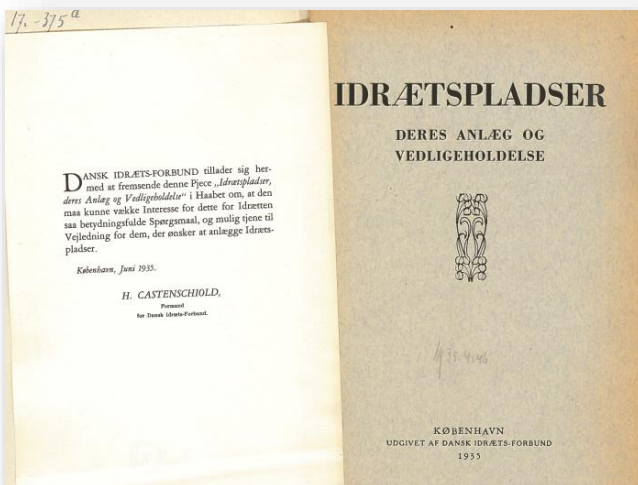
- What influences users' satisfaction in sports facilities?
- How does management and management forms influence users' satisfaction in sports facilities?



*Foto: Hallen nr. 80, 1983
Halinspektøren i Nakskov
Idrætscenter foran den store
planlægningstavle*

ARE BRICKS ENOUGH?

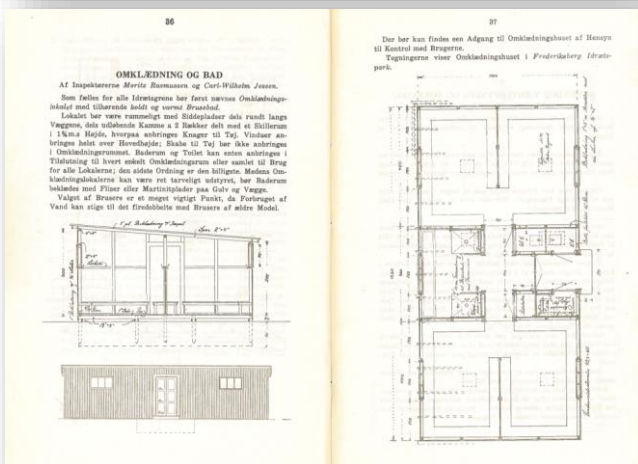
Historically bricks have been the center of attention:
How do we get a sufficient supply of sports facilities?



1936

The NOC and Sports Confederation of Denmark has propagandized for the construction of sports facilities.

“Like every city needs a hospital for the sick every city needs a sports facility for its healthy citizens”



1974

White Paper on Sport

“Public authorities must undertake building sports facilities...”

Sports clubs are the preferred organizer of sports activities



THE DANISH CASE

Background and challenges to sports facilities

- Sports facilities are heavily subsidized by local government (municipalities).
- Voluntary sports clubs are the main user of sports facilities. Sports clubs use sports facilities for free or for a minor fee.
- Many sports facilities are not used by a large proportion of the sports participants (mostly adults).
- Many sports facilities are not used to their full capacity (low utilization).
- Many sports facilities have a maintenance backlog.



THE HUMAN FACTOR: MANAGERS OF SPORTS FACILITIES

- Responsible for a sports facility (owned by a municipality or self-governed institution).
- Men (86 percent), 52,5 years old, 10 years of management experience in sports facility.
- 64 percent become a manager with no experience of working in a sports facility.
- Many managers have a background as a craftsmen.
- One in three managers have never taking courses in management – few have attained a longer course.



*Foto: Hallen nr. 80, 1983
Halinspektøren i Nakskov
Idrætscenter foran den store
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THE HUMAN FACTOR: MANAGERS OF SPORTS FACILITIES

Managers' work:

- Management is about maintenance and caretaking.
- Management does not undertake sports activities. Sports clubs do this.

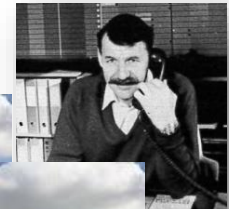
Forms of management:

- One manager – one facility
- One manager – more facilities
- No manager on site

**Decentralized
management**



Area management



Centralized management



RESEARCH PROJECT ON SPORTS FACILITIES

Data on management and user satisfaction



- Focus on organizing, steering and **management** of sports facilities.
- 50 out of 98 Danish Municipalities are taking part in the research project (+900 sports facilities).
- Surveys at the administrative and management level.
- Surveys on performance of sports facilities: usage, user satisfaction, economy, and building standards.



‘Sports Facilities for the Future’

A three-year research project undertaken by
The Danish Institute for Sports Studies and
The University of Southern Denmark

Supported by:



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MEASURING USER SATISFACTION IN SPORTS FACILITIES

- Two-sided questionnaire, 12 questions, conducted onsite
- Inspired by CERM-PI (Australia) and the National Benchmark Service (England)
- 23 municipalities, 290 sports facilities, conducted during two weeks in March 2017
- Random selected users, 22.238 respondents (49 percent women, 51 percent men)

Løbenummer _____ Facilitetsnavn _____ Kommune _____

MINDRE JUSTERINGER AF SPØRGESKEMAET KAN FOREKOMME I FORBINDELSE MED OPSÆTNING.
 Kære besøgende/bruger

Vi foretager en spørgeskemaundersøgelse blandt besøgende/brugere af xx-anlæg. Vi håber, du vil bruge fem minutter på at fortælle om dine aktiviteter og indtryk af faciliteten. Din deltagelse er anonyt.

Du skal returnere skemaet (samt evt. udleveret kuglepenn) i den opstillede boks eller til personen, du fik skemaet af.

Undersøgelse udføres af Syddansk Universitet. Kontakt: Evald Iversen (6166 4866) og Jens Høyer-Kruse (2135 6136)

Tak for din tid og hjælp

Forklaring af, hvordan man sætter et kryds

D 1A. Hvordan bruger du typisk faciliteten? (sæt evt. flere kryds)
 Jeg dyrker idræt (HVIS X HER GÅ TIL)
 Jeg henter/bringer andre (fleks. børn/et andres aktivitet)
 Jeg er tilkædet
 Jeg opholder mig (fx i cafe eller ligeså)
 Jeg er træner/instruktør
 Anden aktivitet

C 1C. Hvordan er dine typiske idrætsforhold (sæt evt. flere kryds)
 Jeg går til idræt i en forening
 Jeg går til skoleidræt/SFO
 Jeg bruger fitnesscenter/motion
 Jeg deltager i arrangerede idrætsaktiviteter
 Jeg er aktiv på egen hånd eller i et klub

2. Hvor ofte kommer du i faciliteten (sæt kun et kryds)
 5 eller flere gange om ugen
 3-4 gange om ugen
 2 gange om ugen
 1 gang om ugen
 1-2 gange om måneden
 Sjældnere

4. Hvor lang transportetid har du til faciliteten (sæt kun et kryds)
 Under 5 min.
 5-14 min.
 15-29 min.
 30-45 min.
 Over 45 min.

6. Hvad er dit køn?
 Pige/kvinde
 Dreng/mand

8. Fordele ved at bruge faciliteten
 I hver linje vurderer du de forskellige fordele (9A) og i hvilken grad, du opnår dem ved at bruge faciliteten (9B.) Sæt et kryds i 9A og et kryds i 9B.

Faciliteten...	9A. Vigtighed for dig					9B. Du opnår				
	Ikke vigtig	Middel vigtig	Hverken eller	Vigtig	Meget vigtig	Ikke	I nogen grad	Hverken eller	I nogen grad	Meget i den grad
Faciliteten er godt vedligeholdt	1	2	3	4	5	1	2	3	4	5
er velogtet til mindst idrætster	1	2	3	4	5	1	2	3	4	5
er tæt på vore (fx) arbejdsforhold	1	2	3	4	5	1	2	3	4	5
ligger i et godt område	1	2	3	4	5	1	2	3	4	5
er indrettede/indflydende	1	2	3	4	5	1	2	3	4	5
er let at bruge og fungerer godt	1	2	3	4	5	1	2	3	4	5
formålet... for det ikke personaltidspunkt du ikke har kontrakt med personalet, så du svare på de svare (ved ikke/ikke relevant)	1	2	3	4	5	1	2	3	4	5
er nemme at komme i kontakt med	1	2	3	4	5	1	2	3	4	5
er godt planlagt	1	2	3	4	5	1	2	3	4	5
har gode træner/instruktører	1	2	3	4	5	1	2	3	4	5

9. Samlet set... (vurder på en skala fra 1 til 7)

10. Hvor sandsynligt er det, at du vil anbefale faciliteten til andre?
 1 = Meget sandsynligt, 2, 3, 4 = Hverken eller, 5, 6, 7 = Meget sandsynligt

11. Alt i alt, hvor tilbuds er du med at komme i faciliteten?
 1 = Meget tilbuds, 2, 3, 4 = Hverken eller, 5, 6, 7 = Meget tilbuds

12. Hvad er dit formål med dit besøg i dag, og hvornår svarede du på spørgeskemaet?
 At dyrke idræt, jeg svarede på spørgeskemaet før jeg dyrkede idræt
 At dyrke idræt, jeg svarede på spørgeskemaet mens jeg dyrkede idræt
 At dyrke idræt, jeg svarede på spørgeskemaet efter jeg dyrkede idræt
 At dyrke idræt, jeg svarede på spørgeskemaet senere på dagen



ASPECTS OF USER SATISFACTION

Items	Satisfaction (score)
The sports facility is always clean	1: Disagree strongly. 5: Agree strongly
The sports facility is in good repair	
The sports facility is suitable for my sport(s)	
The sports facility is pleasant to be in/at	
The sports facility is easy to use	
The sports facility have good conditions for arrival	
The sports facility is inviting	
The sports facility is situated in a safe neighborhood	
The staff is friendly/kind	
The staff is easy to get into contact with	
The staff can most often answer my questions	
The exercise activities I use have a clear structure	
The exercise activities I use have good coaches/instructors	
When I use the sports facility I get a time-out from everyday life	1: Not at all, 5: To a great extent
When I use the sports facility I enjoy the company of others	
When I use the sports facility I get exercise/increase my health	
When I use the sports facility I am getting better at my sport(s)	

FOUR FACTORS OF SATISFACTION



THE FACILITY

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<https://www.flickr.com/photos/tonistokes529/>



<https://www.flickr.com/photos/yatkuu/>

THE STAFF

- The staff is friendly/kind
- The staff is easy to get into contact with
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THE EXERCISE ACTIVITIES

- The exercise activities I use have a clear structure
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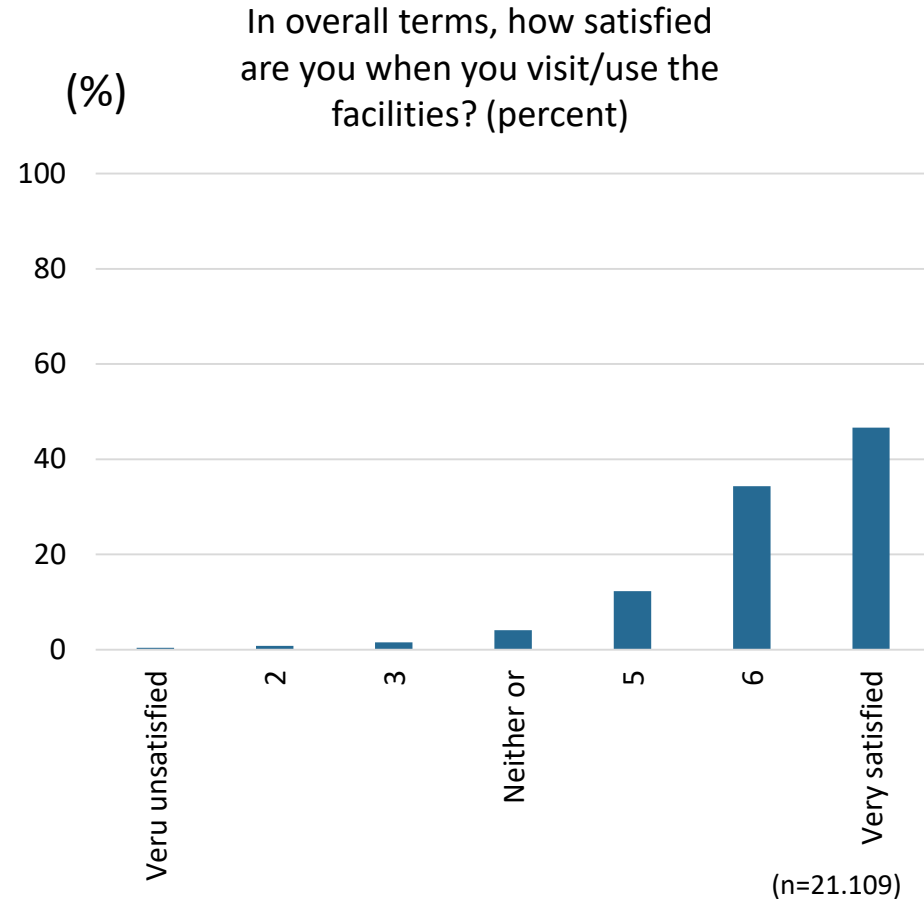


THE GAINS

- When I use the sports facility I get a time-out from everyday life
- When I use the sports facility I enjoy the company of others
- When I use the sports facility I get exercise/increase my health
- When I use the sports facility I am getting better at my sport(s)

USER SATISFACTION IN SPORTS FACILITIES

- Users are very satisfied (non-users, or users who have stopped using the facility are not included).
- Regular users are more satisfied than visitors.
- Women are more satisfied than men, 20-49 year olds are less satisfied.
- Highest satisfaction in sports facilities with decentralized management.



USER SATISFACTION IN SPORTS FACILITIES

- $R^2 = 0,277$ – 27,7 percent of the variance in satisfaction is explained by factors related to The Facility, Staff and Gains.
- The Facility is the most important factor for satisfaction.
- Most important items:
“The sports facility is in good repair”
“The sports facility is inviting”

	Satisfaction with the sports facility
The Facility	0,370***
The Staff	0,136***
The Exercise Activities	-0,004 ^{ns}
The Gains	0,118***

Control for Gender, Age, Years of use, Weekly use, Form of Management, Type of Facility

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CONCLUSIONS

- Change of focus from *just* bricks to a focus on bricks *and* the function of sports facilities.
- Users are very satisfied with the sports facility they use.
- The Facility, Staff and Gains influence users' satisfaction.

**Thank you for
your attention**

Does the human factor in sports facilities influence satisfaction among users?

- In the Danish case, bricks are vital
- However, the human factor is important in keeping the facility in good repair and making it inviting

Contact: Peter Forsberg
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