

ASSOCIATION OF BRITISH JUDO

ENHANCING DELIVERY ENVIRONMENTS

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Chief Executive



BRITISH
JUDO

DELIVERY ENVIRONMENTS

- ▶ Clubs & Schools – the Shop Window!
- ▶ Performance Environments
- ▶ Range of Offerings
- ▶ Marketing & Promotions
- ▶ Training & Materials
- ▶ Business Principles



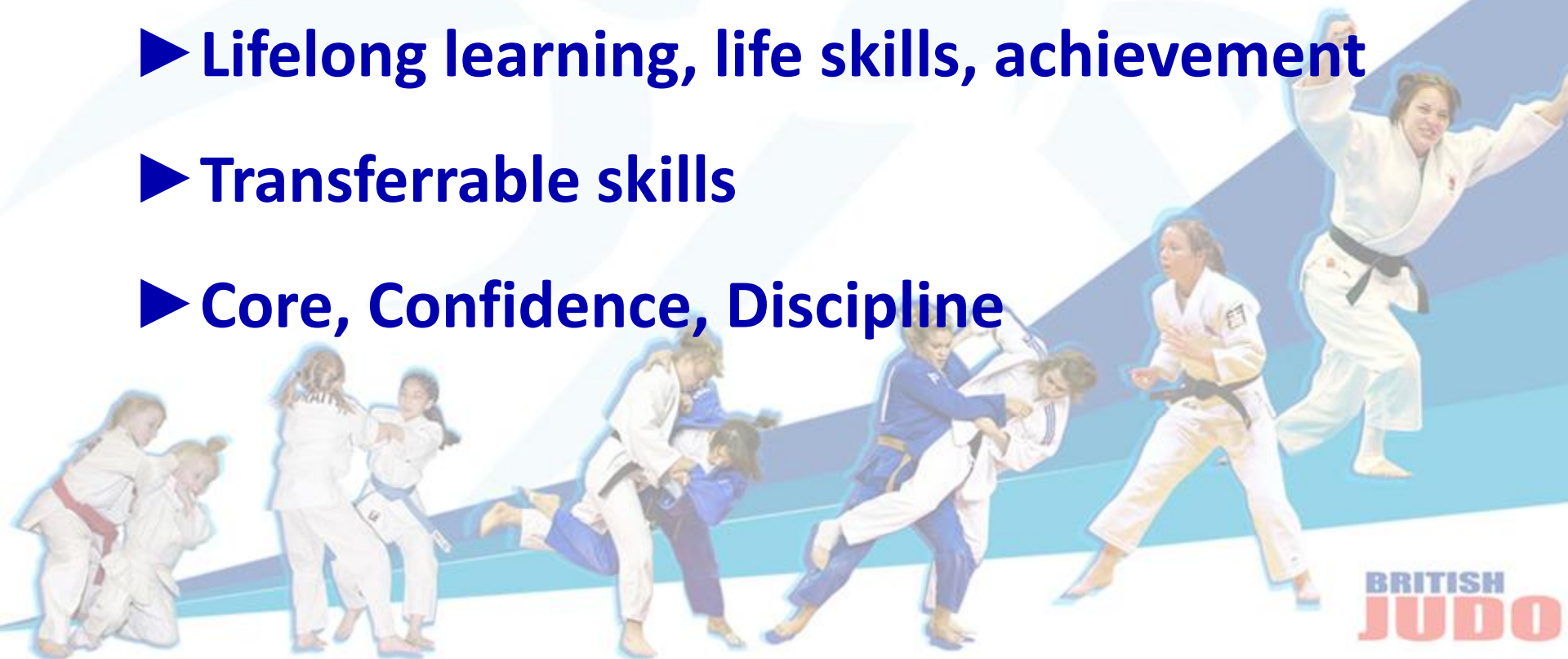
EXAMPLES

- ▶ The Leisure Industry
- ▶ Martial Arts / Ju Jitsu
- ▶ Private Operators (judo)
- ▶ Larger Clubs
- ▶ Much good practice to follow!



THE MESSAGE

- ▶ **More than a sport**
- ▶ **Constructively Physical**
- ▶ **Lifelong learning, life skills, achievement**
- ▶ **Transferrable skills**
- ▶ **Core, Confidence, Discipline**



PERFORMANCE ENVIRONMENTS

- ▶ Full Service Club
- ▶ Right Offer – to variety of participants
- ▶ Sustainable
- ▶ Multiple Pathways
- ▶ Satisfaction = Retention



WELCOMING & SAFE ENVIRONMENT

- ▶ **Child Protection Training & Systems**
- ▶ **Open Access to All**
- ▶ **Proactive Recruitment**
- ▶ **Make it easy to walk through the door**



SUSTAINABILITY

▶ Business Principles?

▶ Customer Service

▶ Interactivity

▶ Communications

▶ Satisfaction

▶ Financially Sustainable



TRAINING

- ▶ **Half Day CRM / Marketing Workshop**
 - ▶ CRM / Customer Service
 - ▶ Finance
 - ▶ Marketing / Promotional / Sales
 - ▶ Sponsorship
 - ▶ Project Management



TOOLS / MATERIALS

- ▶ **Marketing Packs**
- ▶ **Training Diaries / Syllabus**
- ▶ **Targeted Campaigns – Women’s, Universities**
- ▶ **Websites – hosted and supported**
- ▶ **BJA Database Access**
- ▶ **High Quality Technical Resources**



LINKS

- ▶ Schools
- ▶ CSP's
- ▶ Sport Unlimited
- ▶ SSP's
- ▶ Sport England Regions
- ▶ Leverage Expertise & Resources



SPORT ENGLAND

- ▶ **Social Networking Pilot Project**
- ▶ **Club Involvement?**
- ▶ **Interactivity with customers**





THANK YOU



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