



**THE MOST IMPORTANT
PARTNERSHIP IN GRASSROOTS SPORTS**

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

FOCUS ON COLLABORATION 2: CAMPAIGN DEVELOPMENT

***Pärnu Kahe
Silla Klubi***

● ***Pärnu City***

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

DEVELOPING CAMPAIGNS TOGETHER

One special part of our co-operation is campaigning together. Usually the City advertises itself nationally and in some ways internationally. One part of this campaign is based on different sport events. The Club also

has its own campaign which consists of visiting other similar events. This is also an opportunity to share the basic marketing packages of the city.

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OBJECTIVES:

- To develop the infrastructure by the riverbanks of the River Pärnu to make the river accessible to the wider public by 2013.
- Organise an annual Running and Nordic Walking Race which attracts city dwellers and visitors.

REACHING THE OBJECTIVES

Both developing the infrastructure and organising the race are written into the strategic plan of the city. Our competition has been a part of that plan and is emphasised as the reputable event on our list of main activities. It is being financed as a stable and growing event.

DESCRIPTION OF THE PARTNERSHIP

The Pärnu Two Bridges Club (Pärnu Kahe Silla Klubi) as an NGO, is in irregular contact with Pärnu City, to discuss how to carry out the project and meet the above goals. The Club officially presents suggestions to the City and these are usually accepted and put into action. For example, the architectural drawings of the river and port water areas have been accepted by the City Council, thus the process has been carried out in a similar manner to other public matters. So involving civil society in our operations is an important part of our progress.

COORDINATING THE PARTNERSHIP

This kind of communication, described earlier, has not been regular. When the project is fully completed, we can say that there were two or three meetings where the Club as

the representative of sport for all activities acted as a pressure group to get the best architectural conditions for the public, i.e. we were involved in the planning process. We in the Club think that our story and example is an excellent one to tell in terms of civil society as a partner for different stakeholders, for example local authorities.

IMPACT ON THE LOCAL COMMUNITY

The annual running and Nordic Walking Race attracts the City to be involved as well as thousands of participants. When the public, i.e. city dwellers and visitors, has been well engaged in our events, it has created the most positive environment.

What the Race has contributed to the local community is increasing participation rates. The positive examples and success stories have helped encourage participation. The positive feedback we have received from the local media has also been relevant. The City is often recognised for the Race.

WORKING TOGETHER TO UNDERSTAND AND IDENTIFY LOCAL DEMAND FOR SPORT AND PHYSICAL ACTIVITY PROVISION. SHARING INFORMATION AND DATA.

In the past few years the participation rates have been growing steadily and when new ideas have emerged and been approved according to demand, they have also been supported. Events which have shown stable or growing participation rates addressing different age categories are also financed.

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BUILDING RELATIONSHIPS WITH ADDITIONAL STAKEHOLDERS IN THE PUBLIC AND PRIVATE SECTOR

When the City shows its support for certain activities, it gives a positive message to other stakeholders. The Club is steadily attracting new stakeholders, especially from the private sector. It is all about the unique selling proposition (USP). It makes a lot of sense to distinguish yourself from your competitors. The USP of our race has been its high standard of quality, which includes different services. This year we started a new marketing channel together – our live broadcast was on the air attracting almost 10,000 viewers. This gives a strong basis for negotiating support. The City is satisfied because the additional marketing channel has worked for them. The live broadcast was also co-financed by the City.

ENSURING FUNDING AND SUSTAINABILITY OF ACTIVITIES WITHIN THE LOCAL AREA AS A PART OF A COMMON STRATEGY

The most relevant for the Club is to be on the list of the reputable events. We are doing our best to keep our event popular among city dwellers and visitors. If we manage to do that, then we won't have any problems securing stable financing from different public funding bodies. To convince funders that our work has added value, we collect participation data. To plan future developments and advertising measurements the data is being categorised and analysed by regional participation, gender and age.

WORKING TOGETHER IN ORDER TO PROVIDE TRAINING AND EDUCATION FOR STAFF AND VOLUNTEERS

The Club sees human resource management (HRM) as a key factor in delivering a successful event. The City also provides funding to carry out HRM. Staff are trained regularly, which means we have qualified operational staff. The staff consists of two types of volunteers:

First, the operational staff, who run the important aspects of the event. Secondly, there are regular volunteers, who serve in their specific areas and whose dedication tends to be short term. In 2013 new educational programme dealing with client services was established and it was a great success.

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