



EUROFTINESS & UBAE

Where come we from.

Where are we going.



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Where come we from .

1-Business, private sector

(privately owned, profit motivation)

3rd sector: social management or social economy:

- community sector
- voluntary sector
- non profit activities: social enterprise sector

**Sectors considered
in economics**

2-Public sector

(owned by the state)

Why it was necessary to introduce new management system and means?

Middle 90's: public economic resource deficit = welfare state alternative

- 1-Public Sport facilities management loses money
- 2-Local authorities can not answer to the demands for high quality services by the citizens
- 3-Political pressure from citizens (potential users)

Why our origin makes the difference?

Because we are:

- 1.- Business organisations
- 2.- Social goals
- 3.- Profit reinvested:

- to our business or in the in the community

(E.g: co-operatives, trade unions, foundations, associations, ...)



Why our origin makes the difference?

We are always managing to find new solutions to :

- 1.- satisfy society needs.
- 2.- added value known by society .
(achievement of non-for-profit aims)
- 3.- chance to take care of users ignored by private and public sectors.

Why it was necessary to introduce new management system and means?

What new systems and means Eurofitness & Ubae was able to introduce.?

- 1-Financial alternatives.
- 2.-Payment for the service.
- 3-Agreements with private services companies to provide the public service. (introducing business way of management)
- 4-Look for sports organisation partners
- 5-New dimension of sport activities (in addition to traditional sports range of activities).

Why it was necessary to introduce new managing system and means?

What this new systems and means brought to Sports?

- 1-To look for equal conditions of practice
- 2-To promote new or alternative sports initiatives of practice to all citizens.
- 3-To support current activities (traditional sports range of activities).

What this new systems and means brought to Sports?

1-To look for equal conditions of practice for all citizens.

- Sports facilities or Spaces usefull for traditional sports activities
- Physical education lessons for schools (sports courts or swimming pools)
- Sports promotion programmes (children, elderly people)
- Sports activities for handicapped people (integration)
- Individual membership and high quality range of activities

What this new systems and means brought to Sports?

2-To promote sports initiatives:

- Use of high quality sports facility spaces (fitness equipment; swimming pool, spa area, sports courts) introducing new activities.
- Personal training programs
- Participation at social events
- Global use off UBAE sport facility (global membership card and fee)
- Individual Memberships : Variety of members' fees:

1-2nd family member: -25%

2-3rd family member:-33,33%

3-Kids fee: -30%

4-Elderly people fee: -30%

How we are able to do that

We manage 16 Sports Facilities

(13 public sport facilities; 2 private sport facilities)

Our Practice space surface: 88,025 sqm

Number of members: 75,000 people

Annual income: 26,000,000 €

Uses per year: up to 5.3 Milion uses

(520 employees/volunteers (312 instructors))



UBAE social management codes



UBAE, income, surface and use distribution rates

	Annual income	Square metres	Annual use
Individual activities (related to wellness)	93%	32%	52%
Swimming courses	2.7%	6%	9%
Traditional sports	4.3%	62%	39%

CONCLUSIONS

INDIVIDUAL PRACTICE

PROFITS

+

+

TRADITIONAL SPORTS
PRACTICE

NO PROFITS

=

=

SPORT FOR ALL

NO PROFIT/NO LOSES

Thank you.

