



# Digital transformation: Meeting the Needs of Evolving Sport Strategies, Programmes and Outcomes

Joe Flagg – Senior Consultant

# Back to 2009 - embarking on digital transformation

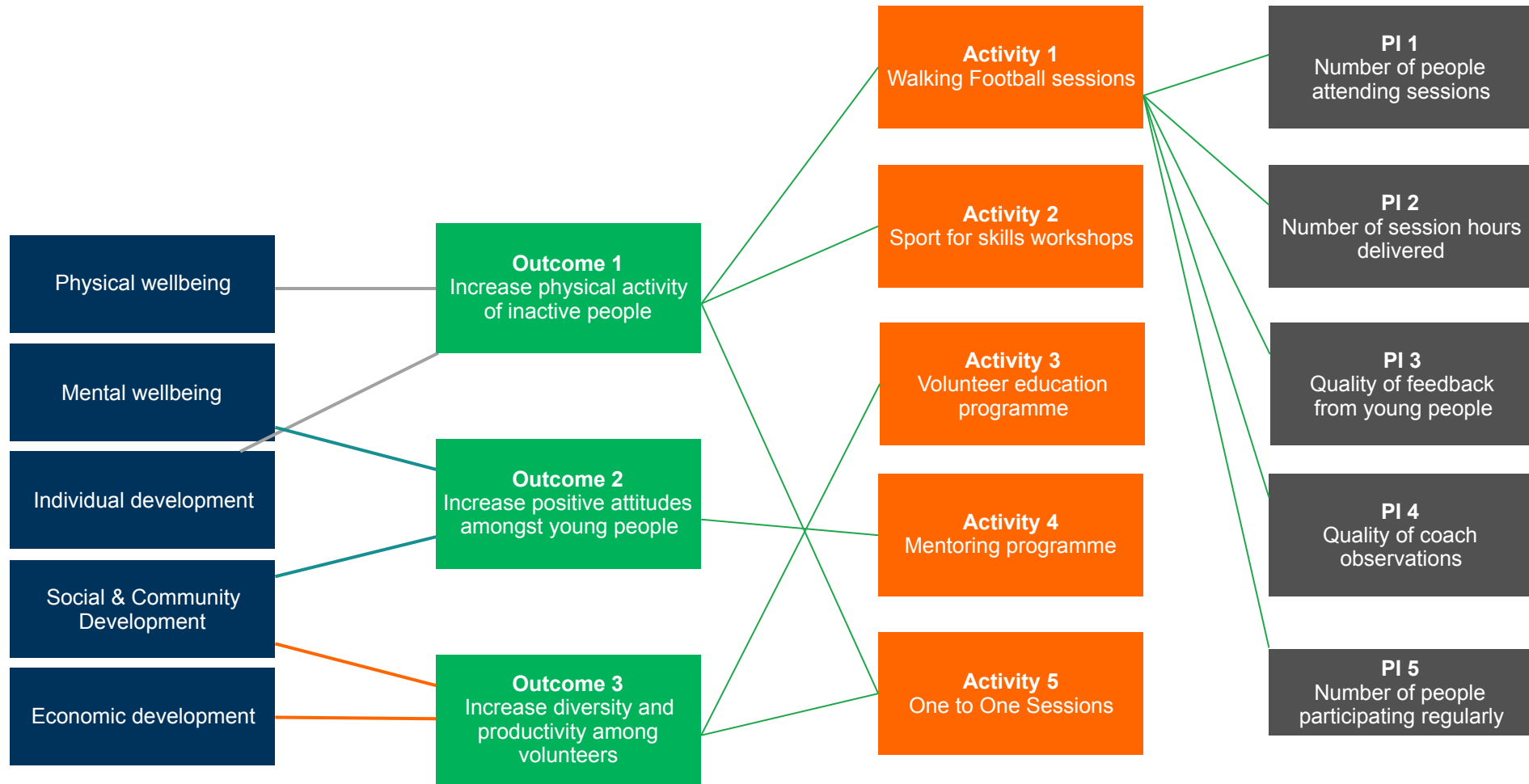
## Communities



## Facilities



# Outcomes - what we wanted



# What we had...



# Building our digital solutions

## 1. Football Foundation

- Have up-to-date and complete info
- See live performance
- Access all data from one place
- Have data available to be able to measure change

## 2. Deliverers

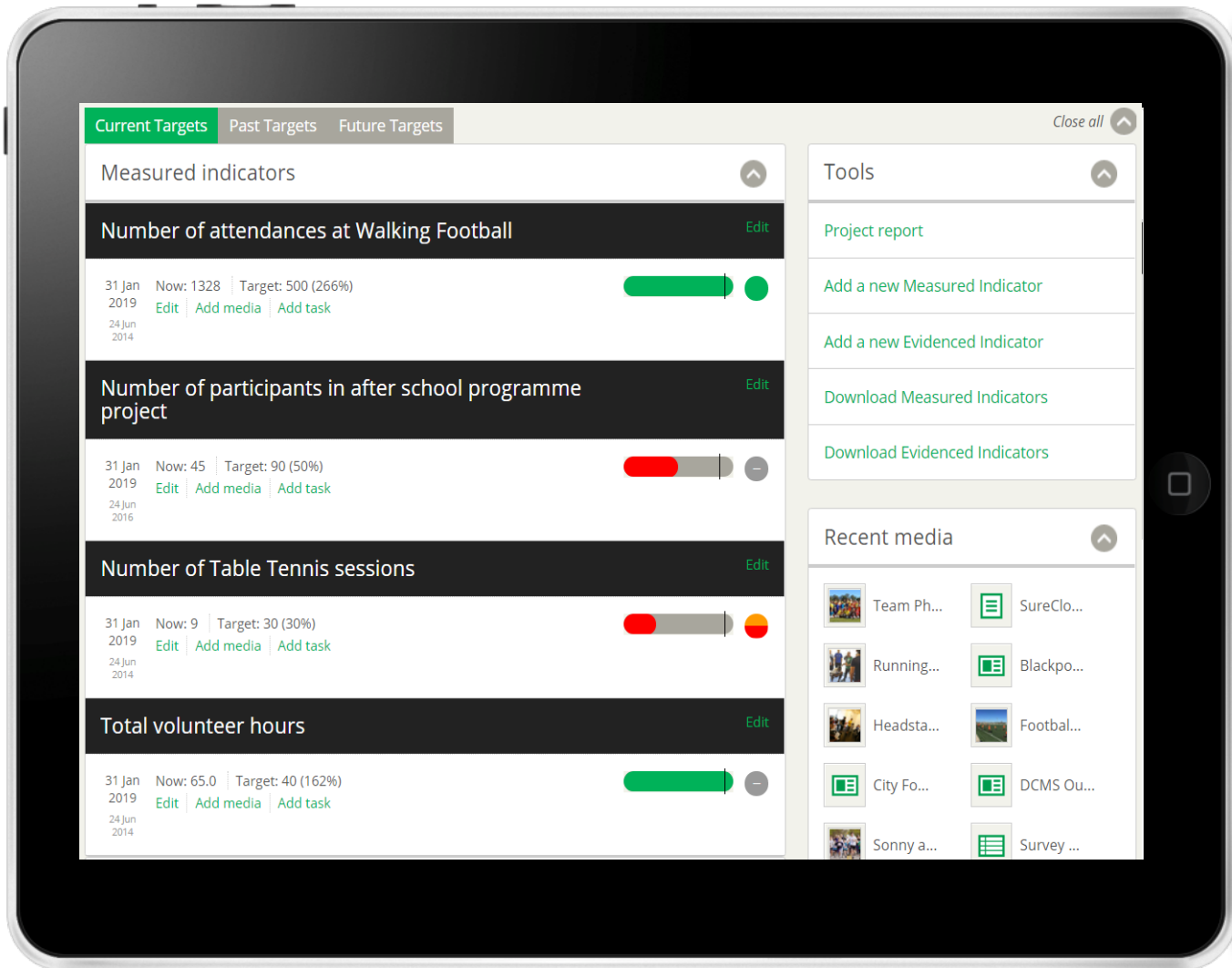
- Live data
- Easy for people to enter data
- Have their lives made easier by funders
- Show how good they were, to get more funding

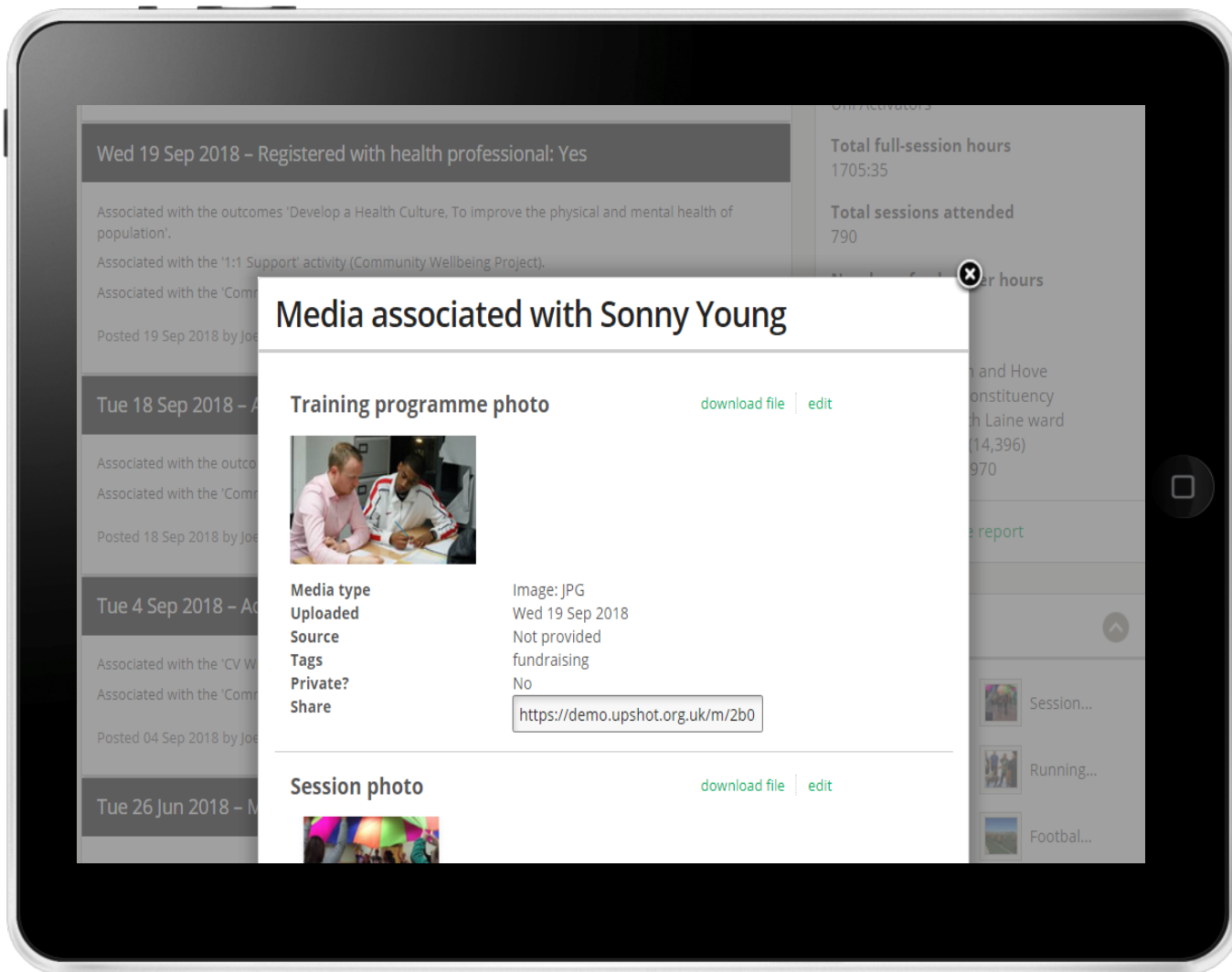
# Building our digital solutions



Buy\*in







Wed 19 Sep 2018 – Registered with health professional: Yes

Associated with the outcomes 'Develop a Health Culture, To improve the physical and mental health of population'.

Associated with the '1:1 Support' activity (Community Wellbeing Project).

Associated with the 'Com

Posted 19 Sep 2018 by Joe

Total full-session hours  
1705:35

Total sessions attended  
790

Total full-session hours

Tue 18 Sep 2018 – A

Associated with the outco

Associated with the 'Com

Posted 18 Sep 2018 by Joe

Tue 4 Sep 2018 – A

Associated with the 'CV W

Associated with the 'Com

Posted 04 Sep 2018 by Joe

Tue 26 Jun 2018 – M

## Media associated with Sonny Young

### Training programme photo

[download file](#) | [edit](#)



**Media type**  
**Uploaded**  
**Source**  
**Tags**  
**Private?**  
**Share**

Image: JPG  
Wed 19 Sep 2018  
Not provided  
fundraising  
No

<https://demo.upshot.org.uk/m/2b0>

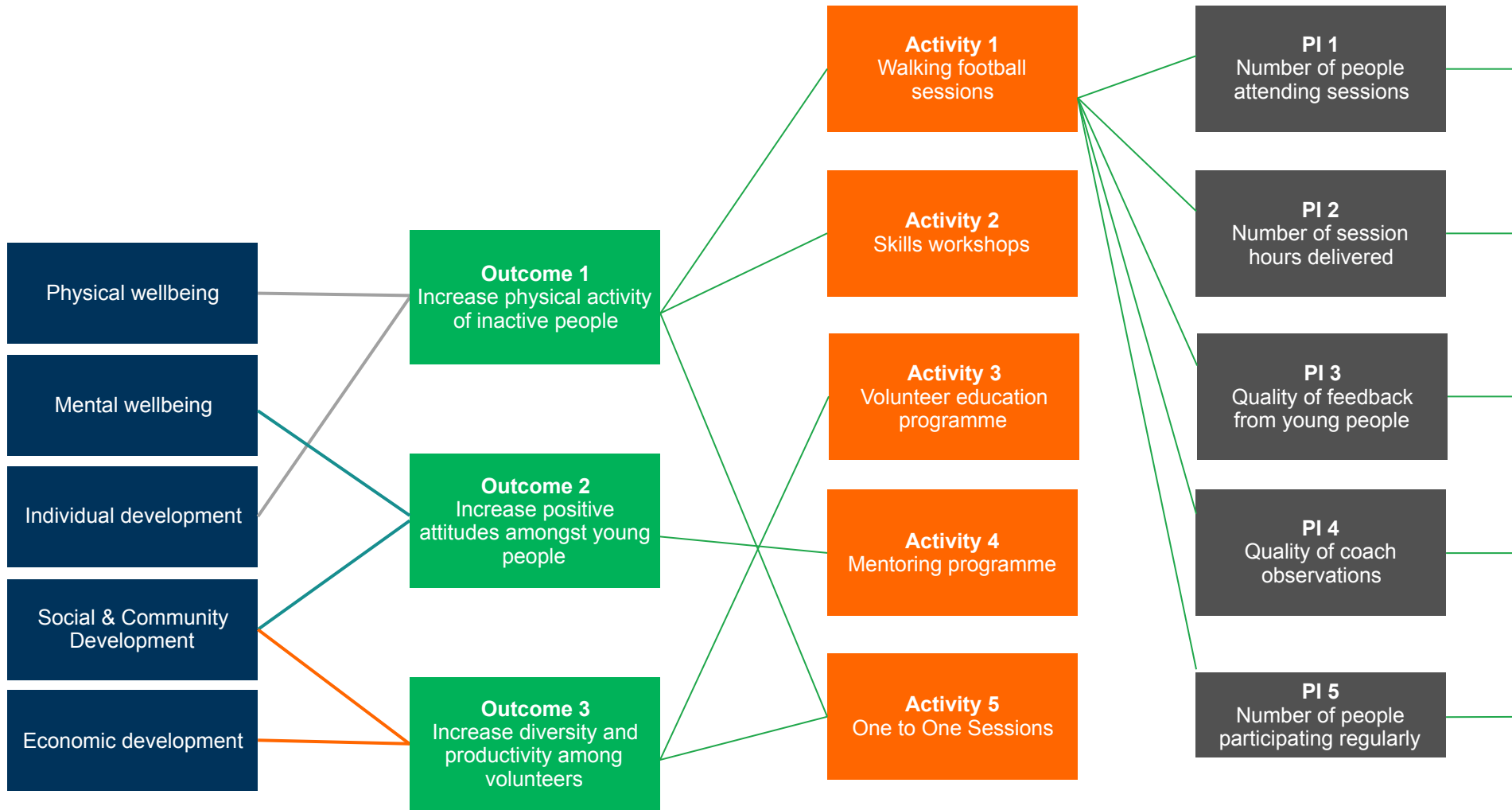
### Session photo

[download file](#) | [edit](#)





# What we now had...



# Building on digital success



GRANTSHOT

ashley.burgess@torchbox.com Profile Sign out

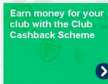
## Your Grants

[APPLY FOR A NEW GRANT](#)

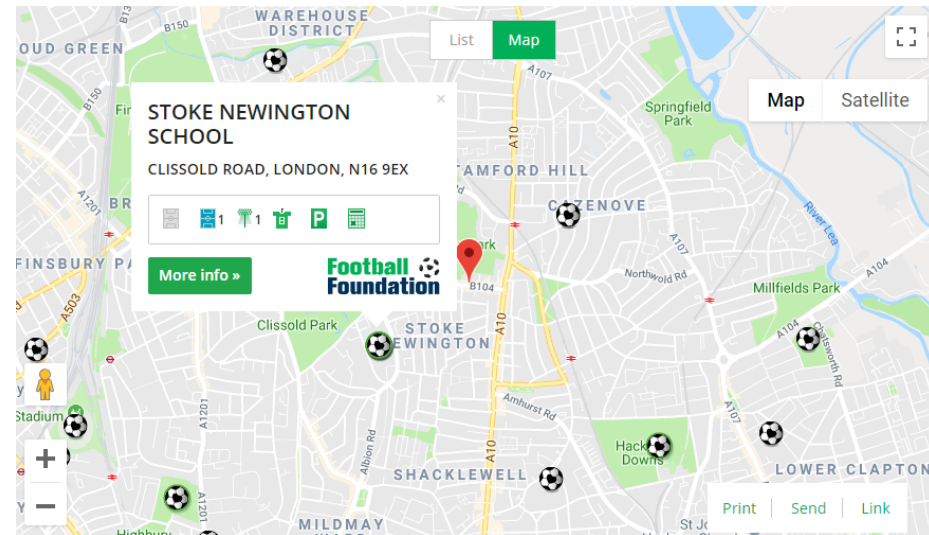
No grant applications are linked with your account.

### Earn money for your club

If you want an easy way to raise revenue for your club or organisation anytime your players, pupils or supporters shop online, then visit the Club Cashback Scheme.



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# What happens when strategies change?



# Other organisations



sportscotland



CROYDON COUNCIL



scottish sports *futures*



sportbrighton



# The challenge

- Adapting the system
- Football Development Plans
- Sport England Active Places Platform

## Choose a location from Sport England's Active Places facilities database

You can search by postcode or town to use an Active Places location. If the Active Places location has facilities you will be able to record which facility a session occurred at in addition to its location.

Max results: 10 ▾

SEARCH

10 matches found

WEMBLEY STADIUM WEMBLEY STADIUM, WEMBLEY, Greater London Authority HA9 0WS  
[Use this location](#)

POWERLEAGUE WEMBLEY OLYMPIC WAY, WEMBLEY, Greater London Authority HA9 0FF  
[Use this location](#)

LIVINGWELL HEALTH CLUB (LONDON WEMBLEY) LAKESIDE WAY, WEMBLEY, Greater London Authority HA9 0BU

# The challenge

- Adapting the system
  - Football Development Plans
  - Sport England Active Places Platform
- Integrating and collaborating



# Looking to the future



Booking  
Systems



Video Capture  
Systems



Happy or Not



Tools

# Looking to the future



Booking  
Systems



Video Capture  
Systems



Happy or Not



Tools



# Looking to the future



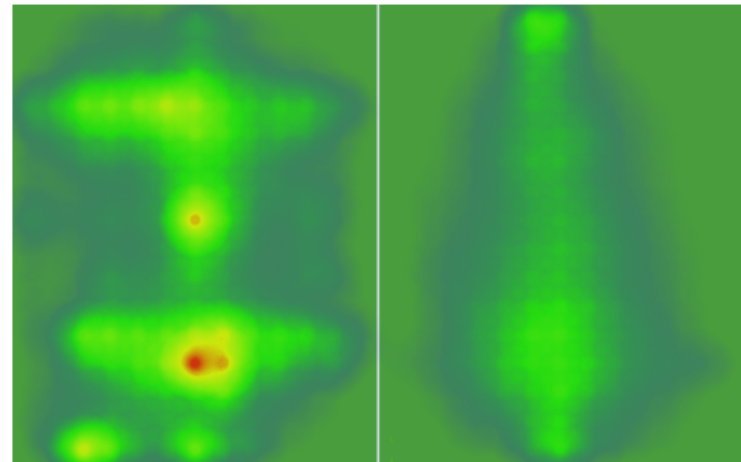
Start Date:

16/08/2018 00:00

End Date:

23/08/2018 23:59

Custom Range:



# Looking to the future



Booking  
Systems



Video Capture  
Systems



Happy or Not



Tools

# Looking to the future



Booking  
Systems



Video Capture  
Systems



Happy or Not



Tools

# Digital Transformation

“Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers. It's also a cultural change that requires organisations to continually challenge the status quo, experiment, and get comfortable with failure.”

The Enterprisers Project

<https://enterpriseproject.com/what-is-digital-transformation>



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