

# Vision 2035

Aalborg Climbing Club

Project Committee  
October 2024



# Agenda



## Our current situation

Who we are, where we are today, our members and our challenges.



## Our vision

Our dreams for the future, purpose, goals and how we plan to get there.



## Questions and feedback

Any questions, concerns, ideas or other relevant feedback.





# Our current situation

Who we are, where we are today, our members and our challenges.



# About us

Since 1991, we have at Aalborg Climbing Club offered the people of Aalborg the best climbing facilities and given them the opportunity to try and engage with climbing.

Our facilities include walls for rope climbing, three areas for bouldering, and a training area where we offer various courses to our members.

Our club is run by volunteers who are all passionate about climbing. They help to ensure that our safety is in order, new routes are built, plan club trips, and much more.

Since our general meeting in 2022, the club has had the pleasure of our very own Operations Manager, who supports the club's volunteers and ensures the day-to-day operations.



# Our members

Since we moved into our current facilities on Annebergvej in 2018, we have grown from approximately 230 members to today being 800 active members divided between 750 adults and 50 children.

This growth has meant that we had to introduce membership freezes several times to assess whether the club's facilities and structure have been able to accommodate the number of increasing members.

Our growth continues upwards, and we currently have more than 100 people on our waiting list, although this year we have opened for 100 new members from the waiting list.

Most of our members are between 20 and 40 years old, but despite this, climbing is a sport for all age groups. Our youngest climbers are as young as 2 years old, while our oldest are over 65 years old.





# What we offer to our members

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Our facilities include a social area with a kitchen, walls for climbing with ropes, three areas for bouldering and a course area where we offer various courses to our members.

In addition to the above, we also offer the following to our members:

- Training for Children and juniors
- Training for Adult
- Joint training
- Training facilities
- Various events (parties, communal dining, board games, movie nights, etc.)
- 24/7 access
- Club trips
- Courses
- Ropes
- Competitions
- Social environment
- Outdoor climbing
- Storage
- Operations Manager
- Route setting
- Autobelays
- Sunflower time
- Family climbing
- Guest climbing
- Free entry for members' children under the age of 8





# Our challenges

With a growing interest for climbing and an increasing number of members, it simply means that we are outgrowing our premises.

At the same time, our members have several requests and wishes for our facilities, which we cannot fulfil due to the lack of space.

01

## Lack of space

With 800 members, our facilities are squeezed to its maximum capacity.

03

## Members on the waiting list

We would love to open for more members, but this requires more space.

05

## Training equipment

Our members have a great wish for access to more training equipment.

07

## Our lease

Our 10-year non-cancellable lease is coming to an end, creating uncertainty about our future.

02

## Kilterboard

Our members have a big wish for a Kilterboard, but we don't have the space.

04

## Facilitating competitions

In our current rope climbing section, we are challenged on the space for international standards as our walls are simply not high enough.

06

## Space for children and the youth

We need more space and more facilities for children and young people. We dream about having 150 more young members.

08

## Development opportunities

In general, we are challenged in terms of our development opportunities, as we have big dreams.

A man with a beard, wearing a black sleeveless shirt and black shorts, is climbing a rock wall. He is using a rope and a harness. The wall is made of grey and brown panels with various colored climbing holds (red, orange, green, yellow). The background is a blurred view of the climbing area.

# Our vision

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Our dreams for the future, purpose, goals and how we plan to get there.



Our vision

**To create Denmark's  
most inspiring climbing  
environment in Aalborg.**



Our purpose

**To maintain, develop and  
promote climbing as a sport in  
Aalborg and ensure the best  
facilities for our members.**



# Our goals

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## Future-proofing the club

Focus on the club's organisational structure to ensure a high level of professionalism in the club.



## Larger premises

Larger premises and better facilities with more spectator-friendly conditions.



## Climbing in Aalborg

Add more outdoor activities in Aalborg with a focus on climbing for members and non-members of the club.



## Classes and facilities for all

Ensure that we can offer our members teams from beginner to elite as well as facilities that have room for everyone.



## Denmark's most social club

Focus on creating events and activities for members and cooperation with other clubs.



# Future-proofing the club

If we are to bring our vision to life and create Denmark's most inspiring climbing environment, then it all starts with ourselves. It is important that the club is a well-functioning machine and not least a place where it is and feels rewarding to be a volunteer and part of the club.

Future-proofing the club therefore means that we focus on:

- ✓ The organisational structure of the club
- ✓ How we keep developing with time
- ✓ How we maintain a high level of professionalism





## Larger premises

We have a dream to create a National Arena for climbing in Aalborg. A new trademark for Aalborg.

This will make it possible to meet our members' wishes for bigger and better climbing and training facilities, but also to create a place where the social activities can flourish with communal dining, teaching, help with homework, movie nights and lots of other fun fantastic activities.

A National Arena will further help to put Aalborg even more in the spotlight on the international sports scene and not least give Aalborg Denmark's best climbing facilities.



# Climbing in Aalborg

We dream about creating more outdoor activities in the cityscape of Aalborg. Well, we don't have rocks, but what if Aalborg had its own artificial Fontainebleau? What if we had a multipitch in the heart of Aalborg?

We dream about creating a climbing environment that goes beyond our indoor facilities. An environment that helps to create more life in the city, increase interest in climbing, get more people moving and thereby create a more active and healthier Aalborg.

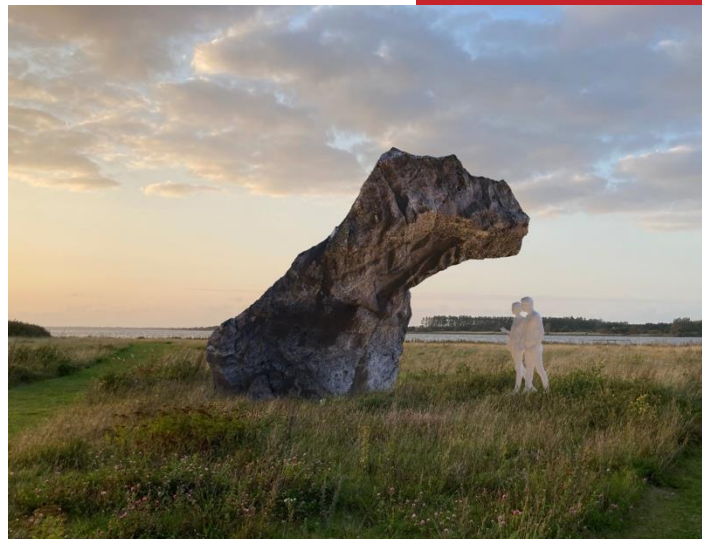




# Climbing in Aalborg

We dream about creating an environment that not only creates a more active Aalborg, but also attracts more visitors to the city.

Every year we experience more climbers who stop by our club on their journey to e.g. Norway. What if they stayed a little longer to experience Aalborg and the climbing environment we can offer?



Images: Jens Munk Clemmensen





# Classes and facilities for all

We dream about being able to offer our members better facilities that can help make them better climbers and strengthen our community. We would e.g. like to be able to offer yoga classes and better strength training facilities for our members.



We dream of having teams and facilities where there is room for members in all stages of life. There must be room for families with children, but also for the elite who can represent us at the National Championships and hopefully more international competitions.

We dream of activating more schools daily and be able to offer them climbing as part of their school schedule. What if climbing was part of the school curriculum each year?



# Denmark's most social club

We dream about creating a diverse climbing environment where there is room for everyone. Our wish is for the club to be experienced as our members' second home - a place where there is space for socialising, a cup of coffee or a hard sweaty workout.

Aalborg Klatreklub is and must be a place with lots of activities for our youngest as well as our oldest members.





# Benefits for us

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## 01 Bigger and better facilities

We will be able to accommodate more members, secure better facilities and arrange international competitions.

## 02 Better training opportunities

We will be able to meet our members' wishes for better training facilities and, not least, have the space for e.g. a Kilterboard.

## 03 Space for more children and young people

We will be able to take even more children and young people into the club and create a space for them where they can hangout after school.

## 04 Increased development opportunities

We will generally be able to increase our development opportunities for the club, our members and climbing in Aalborg.

## 05 Strengthen our position

We want to strengthen our position as the leading climbing club in Aalborg and ensure that we as an association stand strong if competitors should move to Aalborg.



# Benefits for Aalborg

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## 01 A more active Aalborg

Our vision will help to create a more active Aalborg and at the same time create more life in our beautiful city.

## 02 A safe environment in Aalborg

By creating more activity and life in Aalborg, we are also helping to create a safer environment in the city, through the focus on sports.

## 03 More tourists to the city

We can attract more visitors to the city who come to see and experience the climbing facilities we have. Maybe even inspire other municipalities.

## 04 More trade in the city

More visitors will mean more trade in the city and thus more money invested in shops, cafes and restaurants in Aalborg.

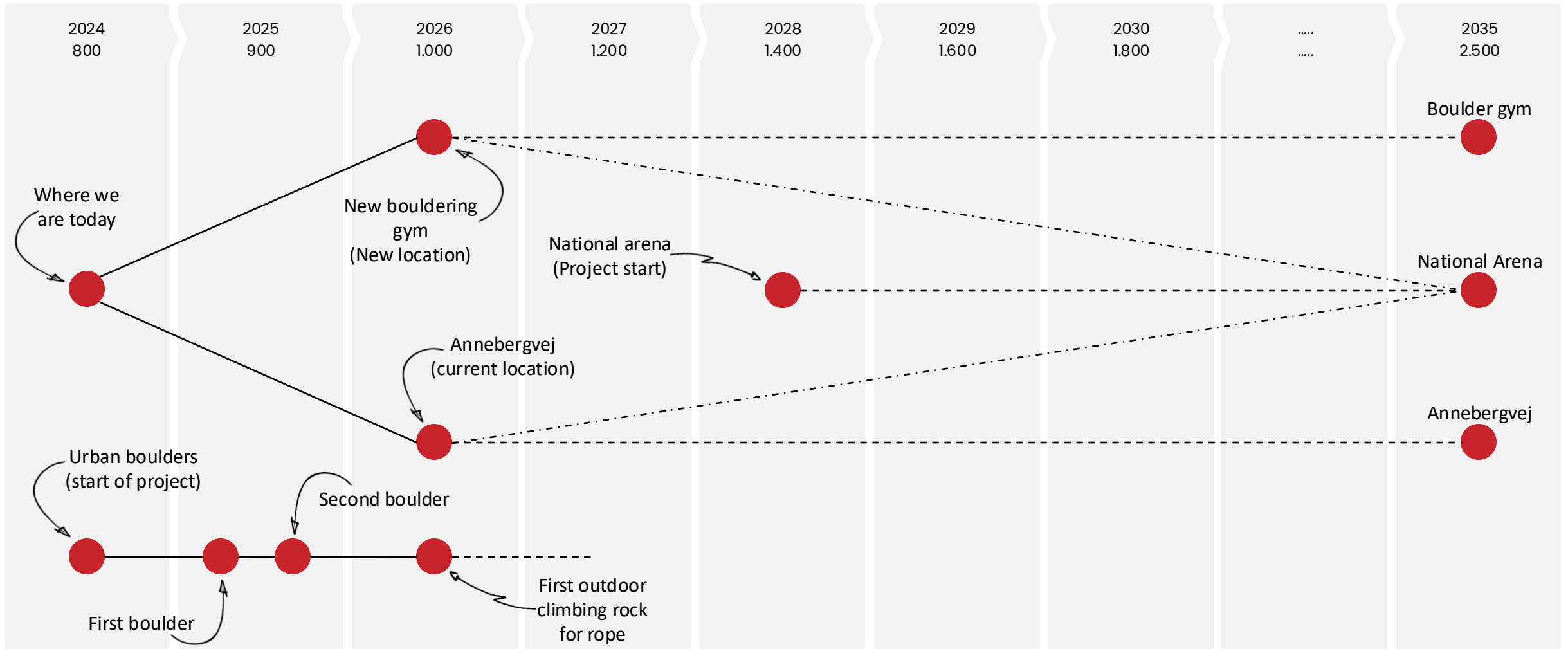
## 05 Development of Aalborg

We are a local association, which means that everything we develop has a focus on Aalborg. We are not a company that needs to expand to another city. We focus and invest in Aalborg.





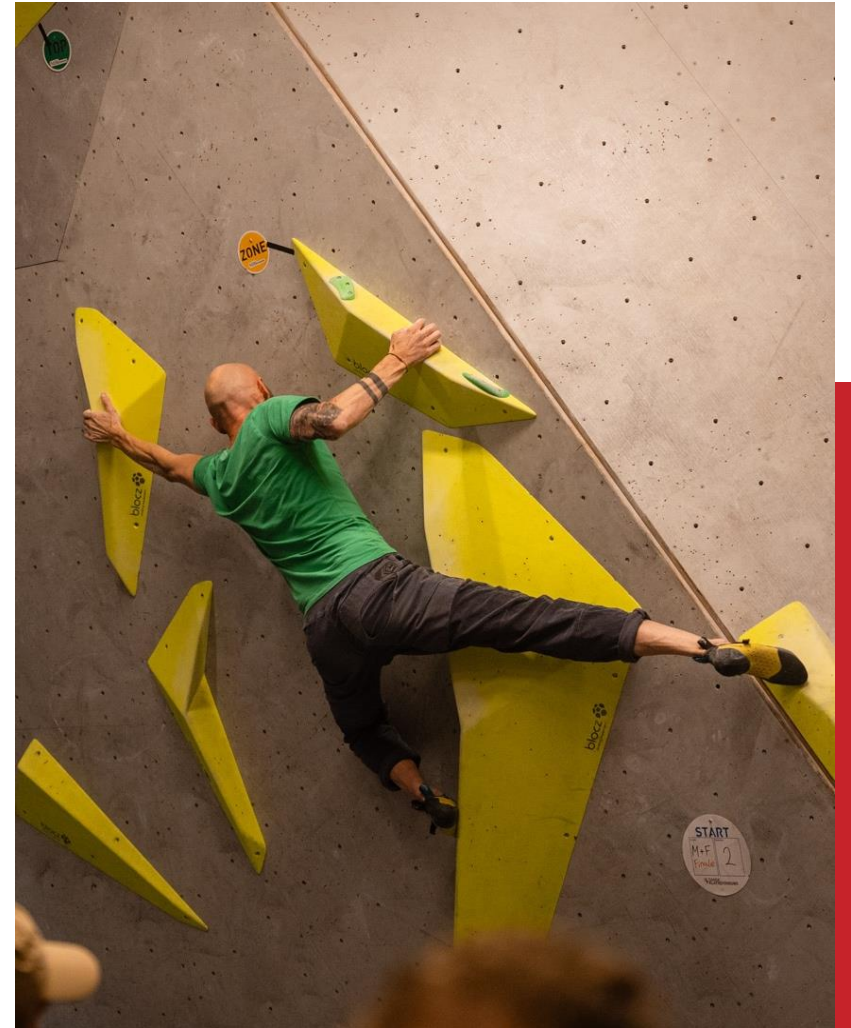
# Our membership growth plan



# Questions?

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Do you have any questions, concerns, ideas or other relevant feedback?  
Then contact the Project Committee at [projekt@aalborgklatreklub.dk](mailto:projekt@aalborgklatreklub.dk) or  
the board at [bestyrelse@aalborgklatreklub.dk](mailto:bestyrelse@aalborgklatreklub.dk).





A woman with long blonde hair, wearing an orange tank top, blue jeans, and a climbing harness, is climbing a wooden rock wall. She is holding a rope and looking up. The wall is covered with various colorful climbing holds. A large red rectangular box with the word 'Thanks!' in white text is overlaid on the center of the image.

Thanks!