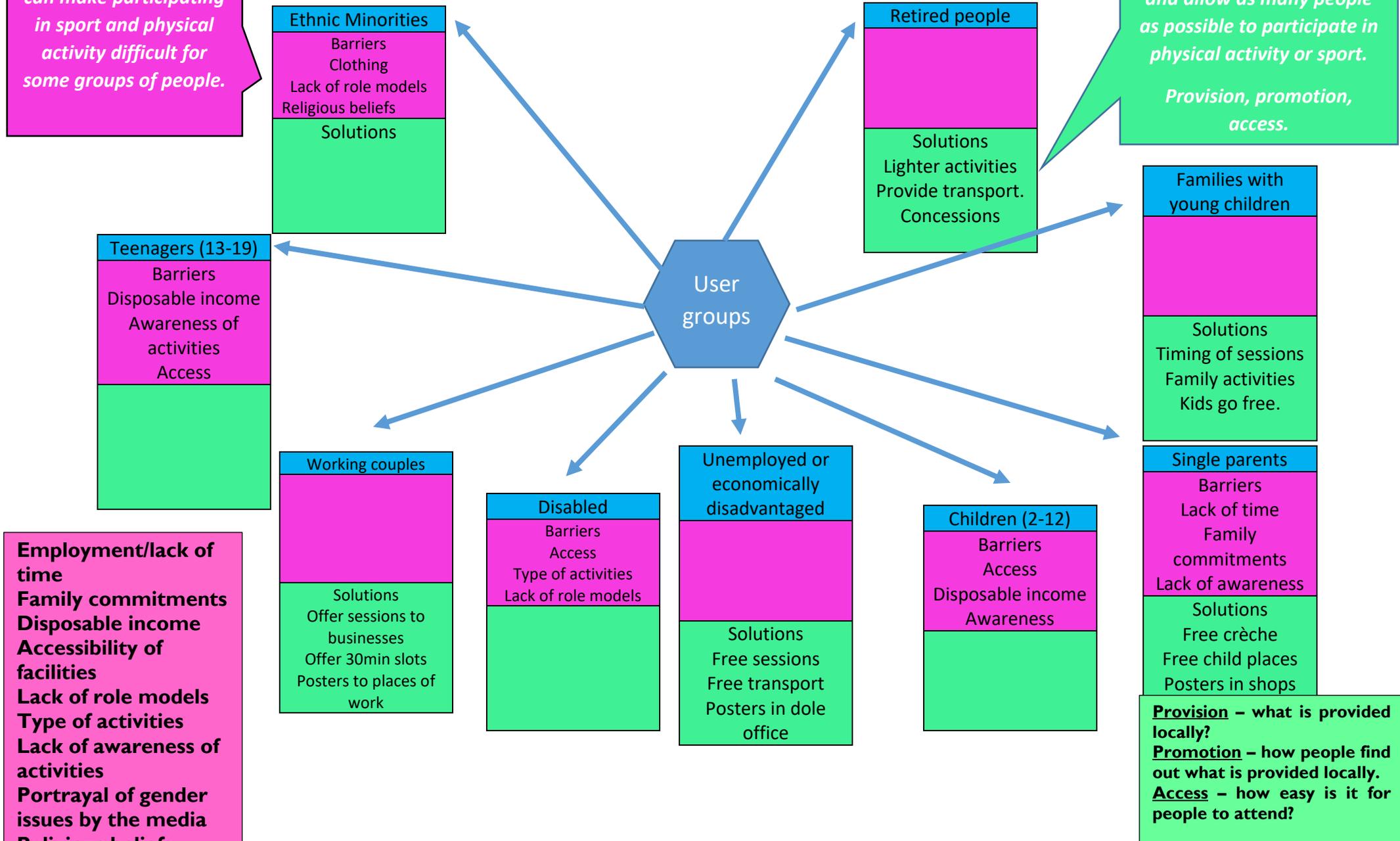


TOPIC ON A PAGE LO1 - Understand the issues which affect participation in sport

Barriers are the social, mental, physical, economic factors which can make participating in sport and physical activity difficult for some groups of people.

Solutions are the things which individuals or sports provider can put in place to help break down barriers and allow as many people as possible to participate in physical activity or sport.
Provision, promotion, access.



TOPIC ON A PAGE LO1 - Understand the issues which affect participation in sport

Factors affecting the popularity of a sport.

	P	articipation	The history and current popularity of a sport can influence the next generation
Envir	O	nment	The weather will sometimes dictate the popularity of a sport in a specific country
	P		Accessibility of a sport will automatically make it more popular
Individ	U	al success	Major international success
	L		
Spect	A	torship	Sports that are played in front of a large number of people will create wider interest
Pay pe	R	view channels	Some sports are easily accessible to watch on normal TV channels where other sports are only available on pay per view channels
Med	I	a Coverage	
Success of a	T	eam	
Acceptabilit	Y		Some sports are often seen to present a negative image to young people and therefore discouraged by parents/guardians



- POPULAR SPORTS - Lots of people do them!**
- Swimming
 - Cycling
 - Football
 - Athletics
 - Golf
- Angling¹
- Badminton
- Tennis⁸
- Exercise, Movement, and Dance

Why are they popular? Cheap, little equipment required, easily accessible for many, facilities available, seen on TV (top ones)!

TOPIC ON A PAGE LO2 - Know about the role of sport in promoting values

Values of sport	How are they developed?	Olympic & Paralympic Values	How are they developed?
<u>Team spirit</u> <u>Tolerance and respect</u> <u>Fair play</u> <u>National Pride</u> <u>Inclusion</u> <u>Citizenship</u> <u>Excellence</u>	Working together to achieve a goal Looking out for team mates and opponents Following rules and accepting punishments. Watching the national side. Available for everyone to participate. Getting involved in things, feeling of worth Gaining success for efforts and performance	<u>F</u> riendship (O) <u>R</u> espect (O) <u>E</u> xcellence (O) <u>D</u> etermination (O) <u>I</u> nspiration (PO) <u>C</u> ourage (PO) <u>E</u> quality (PO)	Spending time with the same people, even opponents. Respect for the time and effort others put in. Striving to be the very best you can Never giving in despite the challenges Looking up to others, inspiring others to overcome challenges. The battle to be the best 'at any cost'. Chance for all to have their moment.

Initiatives

The Olympics
 Creed
"The most important thing is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered, but to have fought well." Pierre De Coubertin



© The Symbol - represents the 5 continents taking part



FIFA's '**Football for Hope**' campaign
 ECB's '**Chance to Shine**' programme
Sport Relief
 Premier League's '**Creating Chances**' initiative

Etiquette - There are certain unwritten rules that we should stick to. The actual rules of the game are fixed, but these **unwritten rules are known as etiquette**
 Reasons for good etiquette:

- Fairness
- Promoting values
- Safety of participants or spectators

Sportsmanship – When performers act in a manner with positive etiquette
Gamesmanship – When performers act in a manner that use methods that are not illegal or rule breaking, but may not be seen as being fair (poor etiquette)
Spectator etiquette – When supports act in a manner that will help the performance of an individual or team

Values in sport – principles or standards of behaviour

Methods to reduce taking performance enhancing drugs

World Anti-Doping Agency

Whereabouts rule – Top elite athletes are responsible for informing their sports governing body of where they will be at all times when out of season

Testing methods - Blood sampling
Urine sample
Hair sample
.. ..

Who's been caught?

- Dwain Chambers
- Lance Armstrong
- Alex Rodriguez
- Marion Jones
- Ben Johnson
- Rio Ferdinand



Reasons for using performance enhancing drugs

- ⊙ Pressure to succeed (individual/nation)
- ⊙ Fame
- ⊙ Sponsorship
- ⊙ To look good (body image)
- ⊙ Fear of failure



Reasons against using performance enhancing drugs

Long term illness
Consequences if found out
Prison
Banned from sport
Fine
Disgrace a nation
Unfair advantage
Sport & individual gain negative image

TOPIC ON A PAGE LO3 - Understand the importance of hosting major sporting events
Types of major sporting events.

Advantages of hosting a major sporting event
Improved status
Increased tourism
Improved infrastructure - roads, rail links, accommodation (housing)
Improved sports facilities
Financial profit may be made

Characteristics/features

- ⊙ **Scheduling**
- **'One-off'** – Will only happen within any given country once in a generation
- **Regular** – Annual event that could be held in the same country/city more than once within a short period of time
- ⊙ **Regularity** – How often that sporting event will take place (every year/every 2 years/every 4 years)
- ⊙ **International element**
- Number of countries involved?
- How much spectator interest is there?
- ⊙ **Level of Investment**
- Required
- Which may be attracted

Disadvantages of hosting a major sporting event
High cost of improving transport links
Vulnerability to terrorism
Risk of complaints about the organisation
Huge financial gamble - it may make a huge loss
Security concerns



The London **2012 Olympic Legacy** is the longer-term benefits and effects of the planning, funding, building and staging of the **Olympic** and **Paralympic Games** in summer **2012**. It is variously described as: economic – supporting new jobs and skills, encouraging trade, inward investment and tourism.

Legacy	Example 1	Example 2
Sporting	More & better facilities and stadiums available. More people participating in Olympic sports.	School Games competitions, encouraging participation.
Social	Volunteers from the games going on to volunteer at other events.	Encouraging social change, doing something different. Better transport links
Economic	Tourism increased and sale of merchandise. Parks visited	Events, concerts generate income from using the venues for concerts

TOPIC ON A PAGE LO 4: Know about the role of National Governing Bodies in sport

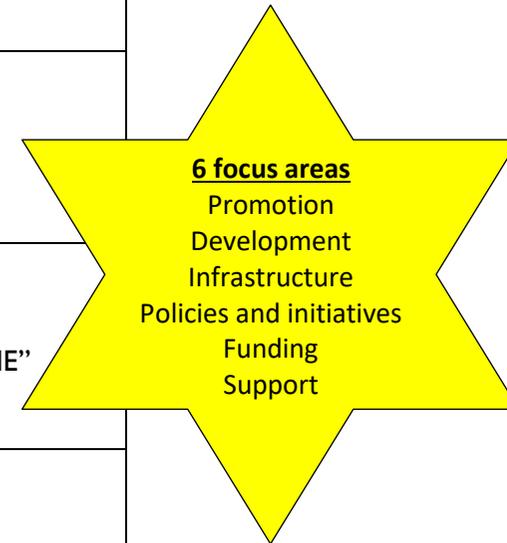
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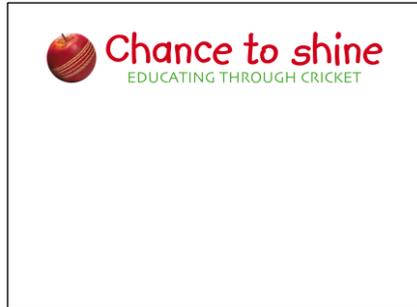
BADMINTON
ENGLAND
Play it. Love it. Live it.



Promotion	Promote participation - target groups Increase popularity – schemes for schools (satellite clubs) Exposure to the media – press releases
Development	National/Elite training – St George’s Park Coaching awards – FA Level 1 Training of officials – Table Tennis Junior Umpire Award
Infrastructure	Competitions and tournaments – At all levels Rule making and disciplinary procedures – fines and bans for individuals or teams Providing a national vision – “THE FA AIMS TO MAKE FOOTBALL A POSITIVE AND INCLUSIVE EXPERIENCE FOR EVERYONE” Provide insurance for members Help to develop facilities – Wembley Stadium
Policies and initiatives	Anti-doping policies - list of banned substances Etiquette and Fair play - The FA “Kick it out” campaign Community programmes – Swimfit Guidance on safeguarding
Funding	Receive money from Sport England Attract investment; Sponsorship; TV Rights; Merchandise Distribute money for: Promoting the sport Developing the sport (Performance/coaching/officiating) Running competitions Helping to develop facilities Drug testing
Support	Provide technical advice – i.e. about playing surfaces/equipment Provide contact details for local clubs



INITIATIVES



FIFA's '**Football for Hope**' campaign
ECB's '**Chance to Shine**' programme
Sport Relief
Premier League's '**Creating Chances**' initiative
£10m Sport England scheme to increase participation in sport by women

