

LO1 - Understanding the issues which affect participation in sport.

User groups

- ⊙ Ethnic Minorities
- ⊙ Retired people
- ⊙ Families with young people
- ⊙ Single parents
- ⊙ Children
- ⊙ Teenagers
- ⊙ Disabled
- ⊙ Unemployed/economically disadvantaged
- ⊙ Working couples



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Barriers to participation

- ⊙ Employment/lack of time
- ⊙ Family commitments
- ⊙ Disposable income
- ⊙ Accessibility of facilities
- ⊙ Lack of role models
- ⊙ Type of activities
- ⊙ Lack of awareness of activities
- ⊙ Portrayal of gender issues by the media
- ⊙ Religious beliefs



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Solutions to barriers

- Provision – what is provided locally?
- Promotion – how people find out what is provided locally.
- Access – how easy is it for people to attend?



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Factors affecting the popularity of a sport.

- ⊙ Participation
- ⊙ Provision
- ⊙ Environment/climate
- ⊙ Spectatorship
- ⊙ Media coverage per view channels
- ⊙ Success of individual's/teams
- ⊙ Role models
- ⊙ Acceptability



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Popular sports - large numbers take part

Swimming	
Cycling	Angling ¹
Football	Badminton
Athletics	Tennis ⁸
Golf	Exercise, Movement, and Dance ⁴



LO1 - Understanding the issues which affect participation in sport.

Emerging Sports

Ultimate Frisbee, Vibe cycle, Cross Fit



LO2: Know about the role of sport in promoting values

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
Nail sample



LO2 : Know about the role of sport in promoting values

Who's been caught?

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



L02: Know about the role of sport in promoting values

Values promoted through sport

- ⊙ **T**eam spirit
- ⊙ **T**olerance and respect
- ⊙ **F**air play
- ⊙ **N**ational Pride
- ⊙ **I**nclusion
- ⊙ **C**itizenship
- ⊙ **E**xcellence



L02: Know about the role of sport in promoting values

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

L02 : Know about the role of sport in promoting values

Olympic & Paralympic Values

- ⊙ **F**riendship
- ⊙ **R**espect
- ⊙ **E**xcellence
- ⊙ **D**etermination
- ⊙ **I**nspiration
- ⊙ **C**ourage
- ⊙ **E**quality



L02 : Know about the role of sport in promoting values

Sports initiatives & events which promote values through sport

Eg.

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



L02 : Know about the role of sport in promoting values

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**



L02 : Know about the role of sport in promoting values

Sportsmanship – When performers act in a manner with positive etiquette **eg kicking the ball out for an injury to be treated**

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) **eg time wasting**

Spectator etiquette – When supporters act in a manner that will help the performance of an individual or team **eg remaining silent & seated during a tennis rally.**



LO2 : **Know about the role of sport in promoting values**

Reasons for using performance enhancing drugs

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



LO2 : **Know about the role of sport in promoting values**

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



LO 3: **Understand the importance of hosting major sporting events**

Types of major sporting events.

- Olympics
- Paralympics
- World Cup (Football/Rugby)
- European Championships
- Commonwealth games
- UEFA Champions League
- Wimbledon
- The Master Golf
- Ashes
- World Snooker Championships



LO 3: **Understand the importance of hosting major sporting events**

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



LO 3: **Understand the importance of hosting major sporting events**

Benefits of hosting a major event.

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



LO 3: **Understand the importance of hosting major sporting events**

Drawbacks of hosting a major event.

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



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



LO 3: **Understand the importance of hosting major sporting events**

LO 4: **Know about the role of national governing bodies in sport**

Support

- Provide technical advice – i.e. about playing surfaces/equipment
- Provide contact details for local clubs



LO 4: **Know about the role of national governing bodies in sport**

What do they do – focus areas:



- Promotion
- Development
- Infrastructure
- Policies and initiatives
- Funding
- Support



LO 4: **Know about the role of national governing bodies in sport**

Promotion



- Promote participation - target groups
- Increase popularity – schemes for schools (satellite clubs)
- Exposure to the media – press releases

LO 4: **Know about the role of national governing bodies in sport**

Development

- National/Elite training – St George's Park
- Coaching awards – FA Level 1
- Training of officials – Table Tennis Junior Umpire Award



LO 4: **Know about the role of national governing bodies in sport**

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



LO 4: **Know about the role of national governing bodies in sport**

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**



LO 4: **Know about the role of national governing bodies in sport**

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

