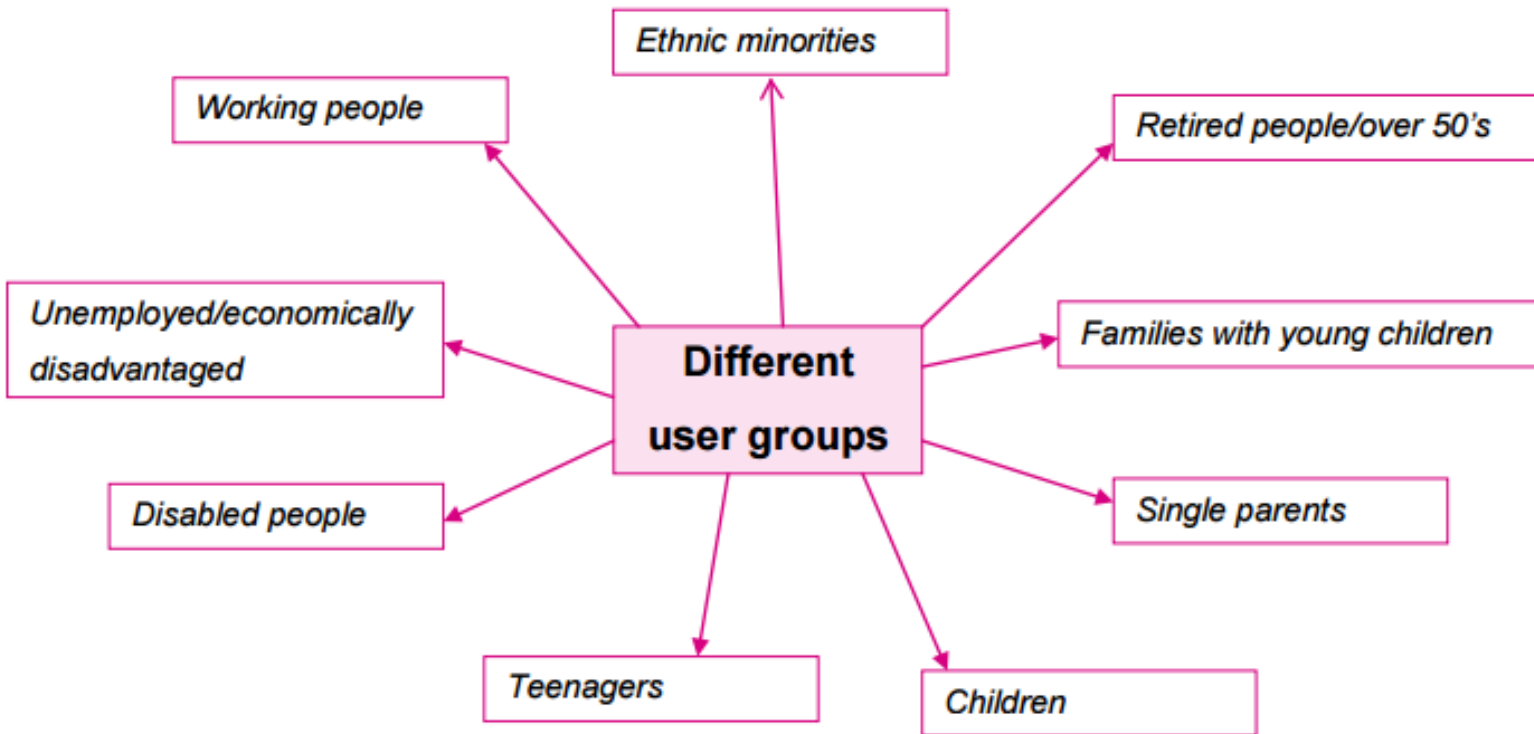


KEY REVISION INFORMATION

Unit 1: Barriers to participation

BARRIERS TO PARTICIPATION

Different user groups may find it difficult to take part in sport



Could you identify all of these without looking?

Could you give reasons why each group may not participate

REASONS WHY PEOPLE DO NOT PARTICIPATE IN SPORTS

Potential barrier to participation	Suggestion/s for reducing/removing barrier
Not much free time	Timing of activities to meet user group needs e.g mid-morning for parents who do the school run, late evenings for working people, lunchtime sessions (shortburst activity like Metalfit) for 9 to 5ers
Family commitments/lack of childcare	Crèche facilities on site, children's sports sessions timed to coincide with adult ('mum friendly') classes
Disposable income	Concessions for unemployed, young people etc.
Lack of transport	Advertising local transport that stops at the club/facility, arranging travel concessions for those attending club/facility, facilitating 'car pooling' amongst attendees
Access to facilities/provision for disabled people	Disabled access and facilities, appropriate equipment (hoist for example), specific activities for those with disabilities, liaise with EFDS or similar to ensure appropriate provision
Lack of role models	Use of age and gender appropriate role models on promotional materials

Limited provision of activities	Scheduling of wide range of different activities, asking members and public what activities they want to participate in, employing range of coaching staff to ensure variety of activities
Lack of awareness/information	Promoting in variety of places using different media to ensure wide cross section is made aware. Targeted marketing when appropriate
Perception of gender specific sports	Use of role models to change perceptions, taster sessions to encourage people to 'have a go', using male or female coaching staff to change perceptions

Which groups of people may have these barriers

REASONS WHY PEOPLE DO NOT PARTICIPATE IN SPORTS

User Group	Barriers to participation
Unemployed/economically disadvantaged	This user group may experience a lack of income to spend on sport and active leisure. They may lack awareness of suitable sessions and may not be motivated to play sport.
Retired people/people over 50	Some activities may be too expensive to enable participation for those on low incomes/pensions. Increasingly older people are called upon for child care of grandchildren which may also prevent regular participation in sports activities. People in this age range may also experience physical problems such as lack of mobility which may be a further barrier. Often it is the perceived fear of injury which also prevents older people from participating.
Ethnic Minorities	<p>Religious and cultural differences may be a barrier to participation. For example, traditional views of the roles of women as the primary child carer and family commitments may prevent participation in sport.</p> <p>Religious differences such as the requirement of the Muslim faith for women to be covered at all times and avoid free mixing with men when they are not married may prevent participation in mixed sessions.</p> <p>Lack of disposable income to spend on sport may also be a barrier for some ethnic minority groups.</p>

Teenagers	<p>This group may lack the motivation to engage in sports activities on a regular basis. This age group frequently prioritise other choices for use of their leisure time eg music and entertainment. There may be a perceptual barrier especially where their peers are not involved in sport.</p> <p>Lack of time may constitute a barrier where older teenagers are studying and working part-time</p>
Children 0-13	<p>Lack of suitable sessions may be a barrier for this group. Young children are also very dependent on parental supervision and transport to access sports activity sessions.</p> <p>Children are heavily influenced by their peers who may exert pressure either not to participate or participate in a limited range of activities.</p> <p>Gender stereotyping may constitute a further barrier where traditional views may prevent participation eg football and rugby for boys/dancing for girls.</p>

HAVE A GO!! WHAT ARE THE POTENTIAL BARRIERS FOR EACH PERSON? WRITE THEM IN EACH BOX!

Age

Transport

Gender specific issues

Facility problems

Participant 1	Participant 2
<p>Name: Susan Page Date of birth: 23/09/1943 Gender: Female Family: Widow, grown up children Lifestyle info: Retired, doesn't drive, had hip replacement 2 years ago, not very computer literate</p> <p>Potential barriers to participation:</p>	<p>Name: Kelly Smith Date of birth: 16/11/1997 Gender: Female Family: Lives at home with mum and sister Lifestyle info: At college, has a part time job working 2 evenings a week and all day on Saturdays</p> <p>Potential barriers to participation:</p>
Participant 3	Participant 4
<p>Name: Gareth Eaton Date of birth: 01/03/1986 Gender: Male Family: Lives with girlfriend, no children Lifestyle info: Unemployed, wants to take part in 'urban' activities rather than 'traditional' sports</p> <p>Potential barriers to participation:</p>	<p>Name: Zuzannah Ali Date of birth: 14/07/1979 Gender: Female Family: Husband and two school age children Lifestyle info: Doesn't work, not done any sport since school</p> <p>Potential barriers to participation:</p>

Lack of time

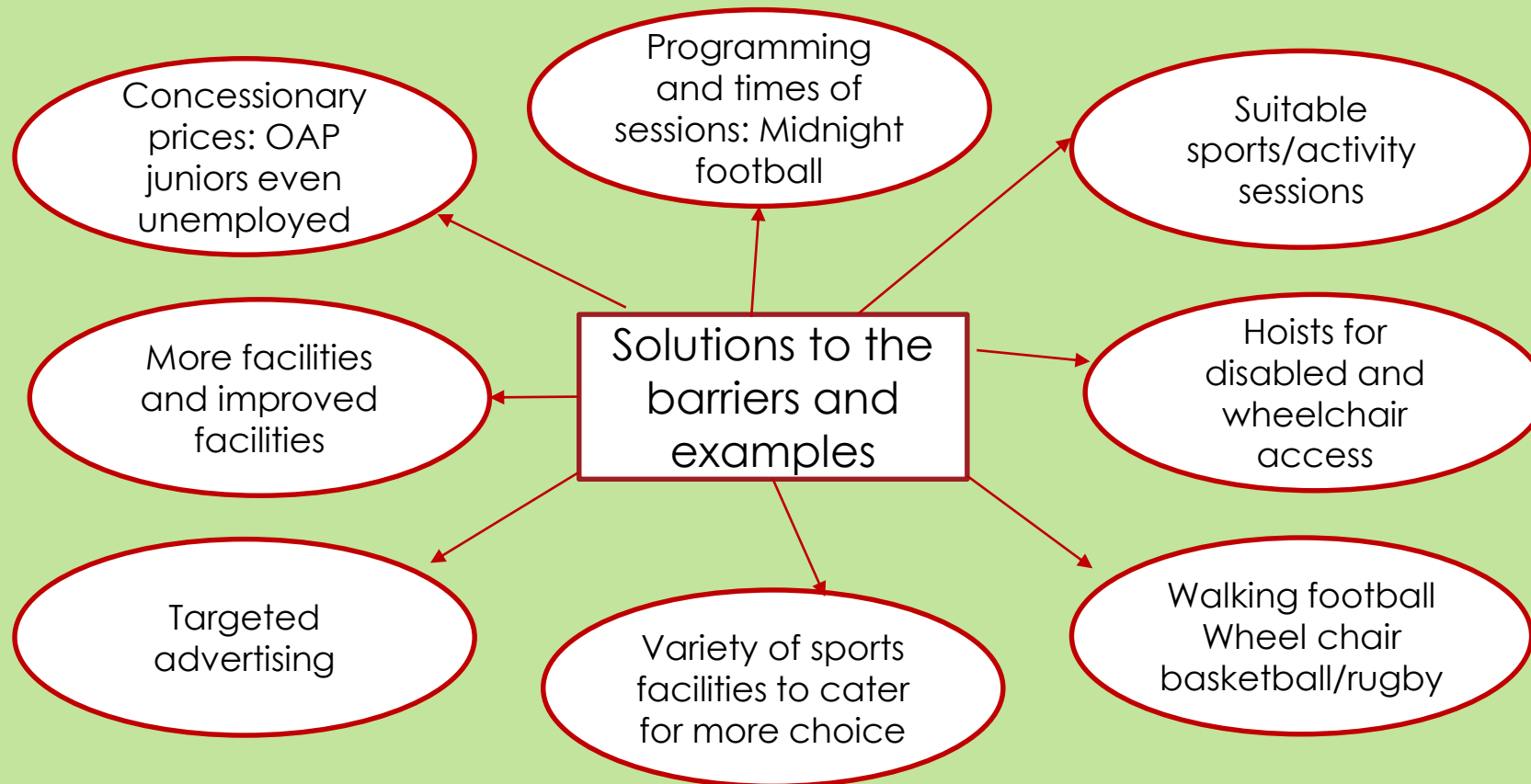
Money

Childcare

Any Others!

SOLUTIONS TO BARRIERS

Below are some examples of solutions



Could you link the solutions to the correct barrier?

Could you list all the solutions from memory?

Examples

Retired: walking football
Disability: wheelchair rugby/basketball

AN EXAMPLE QUESTION THAT YOU COULD BE ASKED

Case Study One

Melanie is a single parent. She works full-time and spends a lot of her income on childcare and running the home. She has some time available in the evenings and occasionally she could get a family relation to look after her two children if required, although they could not do this on a regular basis.

What are the potential barriers?

- Childcare commitments
- Lack of disposable income
- No time available in the day as she is working.

What solutions would you propose to remove or reduce the impact of these barriers?

- Suitable sports activity sessions eg women only fitness sessions
- Programming of sports activity sessions during evenings
- Targeted advertising
- Reduced pricing/concessionary pricing
- Childcare/crèche could be made available to enable regular participation.

Did you get all the answers?

Which answers did you not get first time?

Could you design your own case study giving barriers and solutions?

MEDIA IN SPORT

Media in sport

TV, BBC SKY BT SPORT,
Newspapers tabloids and sports magazines.
Radio: Talk sport
Internet: NGB websites and fans forums

Advantages

Raise the profile of sport
Increase participation
More spectators

Disadvantages

Could highlight negatives in sport e.g.
Diving
Drugs in sport
Racism
Lack of coverage for some sports

FACTORS EFFECTING THE POPULARITY OF THE SPORTS

Some sports are more popular than others in different countries, regions etc.

3 main factors that effect popularity

The Environment can effect the popularity of a sport

The Social acceptability can effect the popularity of a sport

Spectatorship and the amount of spectators and their behaviour

Environment effects:

- Some sports require specific climatic conditions e.g. snow sports.
- Some sports require access to a particular natural environment e.g. surfing.

Spectatorship effects:

- Some sports have a large spectator base which makes the sport more popular (in terms of participation) e.g. association football.
- Low levels of spectatorship may contribute to low level of popularity (and participation rates) e.g. volleyball
- Negative effects of crowd violence e.g. seeing crowd violence at football matches may reduce popularity

Social acceptability effects:

- Opposition to sports perceived as violent may effect their popularity. e.g. boxing.
- Opposition to sports perceived as cruel to animals may effect their popularity e.g. use of the whip in horse racing/height of the fences.
- Effect of race/gender/age/disability stereotyping e.g. social acceptability of girls playing rugby/inclusion of Disabled performers in some activities

KEY REVISION INFORMATION

Unit 2: Hosting events

NAME KEY EVENTS AND FACTS

You will need to give examples of key events and facts

For each of the events listed, write down in the boxes below what you know about them. Do you know:

- Where it happens
- When it takes place
- How often it is held
- What sport/s are involved
- Which countries are involved
- How participants qualify
- What the prize is/prizes are
- Any other information

Name of event:	Name of event:
Name of event:	Name of event:
Name of event:	Name of event:
Name of event:	Name of event:

Fill in the table at the side using some of the examples below and some of your own examples!!!!

One off events (not very often):
Summer Olympics or world cup

Regular events: Champions League or
Ryder Cup in golf

Regular and reoccurring events (every
year): FA CUP, F1 racing, Tour De
France

London Olympics 2012

Paralympics RIO 2016

FIFA football World Cup

ADVANTAGES OF HOSTING MAJOR EVENTS

Potential benefit of hosting a major sporting event	Reason how or why this aspect may be of benefit
Increased tourism	Results in more people spending money. Visitors may come again another time. Shows the place in a positive light.
Increased trade	Shows other towns/countries that the host place is doing well economically and is a 'safe bet' to do business with. Is a 'showcase' to the wider community/world.
Boost to businesses	Increased visitor numbers mean more people staying in hotels, using facilities, visiting attractions etc.
New facilities	Many major sporting events require new or significantly upgraded facilities. These will (hopefully) be of use for years to come.
Make a profit	It is possible to make a profit just from ticket, media rights, merchandise etc sales.

Potential benefit of hosting a major sporting event	Reason how or why this aspect may be of benefit
Regeneration of run down areas	Some events happen in areas in need of regeneration, allowing whole areas to have millions spent on them when they otherwise wouldn't have done.
Political (popular with voters)	Lots of voters are in favour of major sporting events being held in their town/country so will think well of the political party in power at that time.
Increase in national pride	Pride in their home town/country/nation putting on a 'show' and performers doing well on 'home soil' helps create a collective sense of national pride.
People enjoy it	It's fun! People enjoy the party like atmosphere and being part of history.

Could you identify all of these without looking?

Could you explain each of these advantages and give examples?

DRAWBACKS OF HOSTING MAJOR EVENTS

Potential drawback of hosting a major sporting event	Reason how or why this aspect may cause concern	Potential drawback of hosting a major sporting event	Reason how or why this aspect may cause concern
Hugely expensive	It is hugely expensive to host a major sporting event, organising committees need to find the funds to cover the preparation before any money starts to be recouped.	Disused stadiums etc afterwards	There are many cases of stadiums standing empty and being left to rot once the event is over and the crowds go home.
Might make a loss	Sometimes the money that is made from hosting the event does not cover the costs of hosting it in the first place, leaving the country/town in debt because of it.	Can attract criticism from voters	If voters are not behind the idea of the event or are concerned about the money, security etc then this will reflect badly on the political party in power.
Security is a big concern	Risks from terrorists or extremist groups are a real threat. Huge amounts of money and massive security operations need to be put in place to guarantee safety.	Can attract criticism if there are problems	If things go wrong with the planning and organisation then the whole world could be left criticising and making fun of the event.
Transport and communication might not cope	The increased numbers of people will place great strain on transport and communication networks. They may need massive investment in order to cope.	Opportunity for protest	A time when all eyes are on the host place is the perfect time for groups with a message they want to be heard, to make themselves known through protests etc. this can reflect badly on the host.

Could you identify all of these without looking?

Could you explain each of these advantages and give examples?

LONDON 2012 LEGACY

What is legacy? Legacy is what happens when the event is over? What is left behind? How the event has had an impact? What were the longer term benefits?

Economy

- More jobs
- Encouraging trade and tourism

Inspire a generation

- More athletes at grassroots level
- More coaches
- More volunteers

Volunteers

- More volunteers in sport.
- More socialising through sport

Sport

- Elite success
- More facilities,
- More people participating

London 2012 Legacy

Regeneration

- Reusing the **facilities** including West Ham using the stadium, swimming and cycling facilities.
- Regeneration of **homes** around the Olympic park
 - **Transport** links improved

KEY REVISION INFORMATION

Unit 3: National Governing Bodies
(NGBs)

NATIONAL GOVERNING BODIES

Examples of
National
Governing
Bodies(NGBs)

The Man Jobs
of National
Governing
Bodies(NGBs)



- Promoting participation
- Increasing the popularity of the sport
- Increasing media coverage
- Elite training and development
- Training of officials
- Organising and delivering competitions and tournaments
- Rule-making and disciplinary procedures
- Providing national directive and vision
- Providing guidance, support and insurance to members
- Assisting with facility development
- Creating policies such as anti-doping, fair play, safeguarding etc.
- Delivery of community programmes
- Awards schemes and schools programmes
- Lobbying and accessing funding
- Technical advice
- Signposting to clubs etc.

HOW DO NGBS GET MONEY TO HELP THEIR SPORTS?



HOW DO NGB'S HELP RAISE PARTICIPATION AND PROMOTE THEIR SPORT?

Have good policies

Equal opportunities policies promote participation across different groups

Exposure in the media

Promoting participation with press releases, public relations exercises to increase the profile of the sport/use of sporting ambassadors or role models to promote participation



CAMPAIGNS

Campaigns to target different user groups. Schemes in schools or in leisure centres to encourage participation (particularly among underrepresented groups)/ grass roots



HOW DO NGB'S HELP THE DEVELOPMENT OF THEIR SPORT?

Improving coaching

Professional development for coaches
**Qualifications for coaches e.g. L1
L2 L3**

Elite training programmes

For example
National training squads
Talent ID

Training of the officials

Officials training squads
**Officials level 1 and 2
qualifications**

HOW DO NGB'S MAKE SURE THE INFRASTRUCTURE OF THEIR SPORT IS CORRECT



The Infrastructure of a sport is important to how well it is delivered, NGBs make sure:

1. Competitions and tournament e.g. the FA organise the leagues and the cup competitions.
 2. Rule making e.g. the ECB implement the rules for the sport
3. Disciplinary procedures e.g. the RFU has a disciplinary procedure for any individual or team connected with the sport and give out bans
4. NGB's provide a national directive and vision E.G. 10 year strategic development plan
5. NGB's provide guidance, support and insurance to their members
6. NGB's assist with facility development e.g. provide financial support/grants/advice
7. Creating a performance development pathway for participation and progression e.g. ASA provide awards scheme to enable progression to higher levels of performance

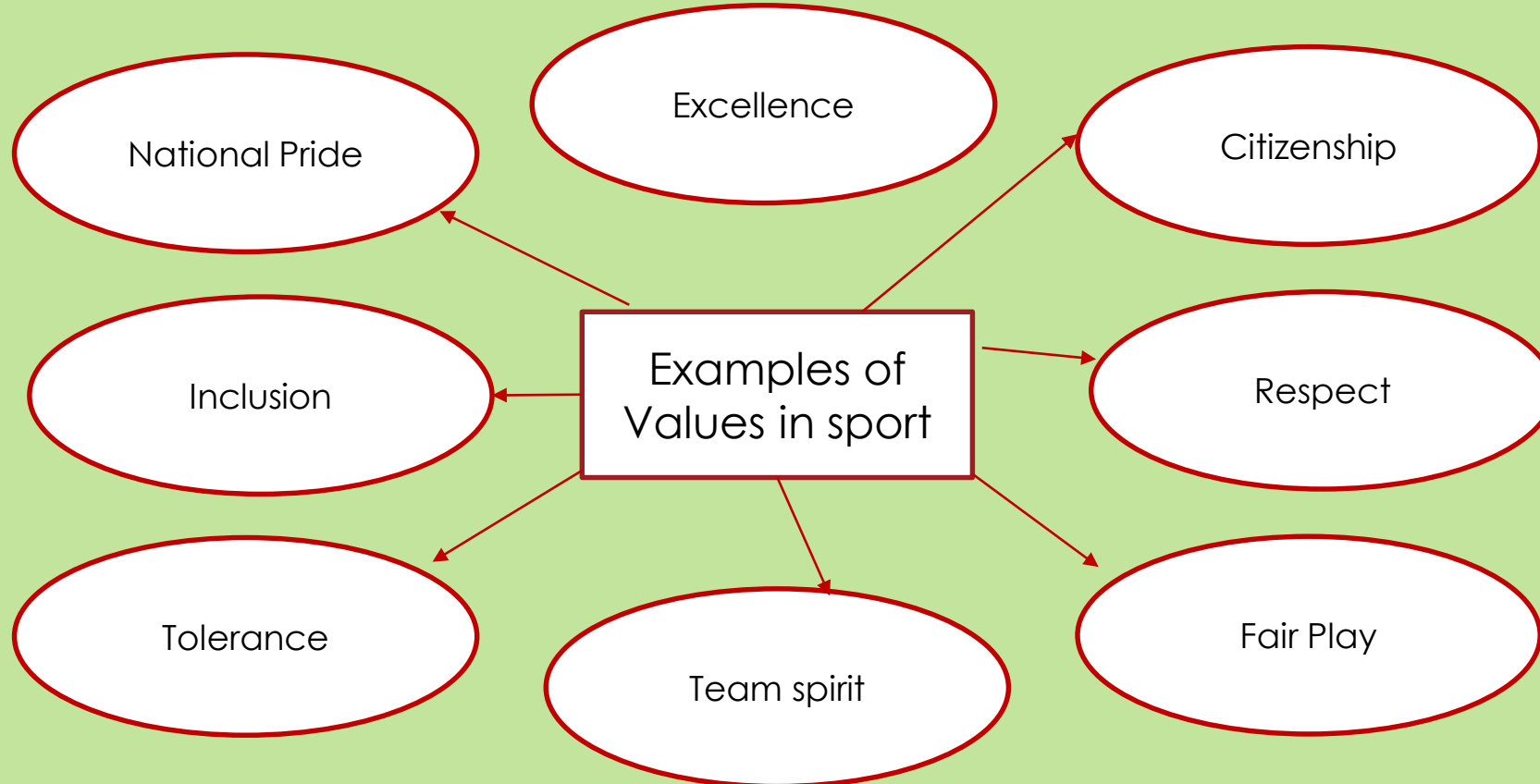


KEY REVISION INFORMATION

Unit 4: The role of sport in Promoting
Values

WHAT ARE VALUES AND WHICH ARE USED IN SPORTS?

A VALUE IS SOMETHING OF WORTH TO SOMEONE AND SUPPORTS THEM TO BE A BETTER PERSON WITH MORE QUALITIES (AGREE OR DISAGREE?)



HOW ARE VALUES PROMOTED/IMPROVED BY SPORTS?

Value	How promoted in sport	Why important in life
Team spirit	Learn to work together towards a common goal	All aspects of life require you to work with and get along with other people
Fair play	Learn the importance of rules and being fair to others	Life has rules – legal, social, moral, ethical – that we must abide by
Citizenship	Being involved in the local community through sport	A feeling of belonging helps create/maintain pride in surroundings and a desire to be socially responsible
Tolerance	Developing an understanding of other people, countries and cultures through sport	Tolerance is needed in order to cooperate and get on with other people

Value	How promoted in sport	Why important in life
Respect	Understanding that everyone has different abilities and everyone's contribution is valid	Social cohesion requires levels of mutual respect
Inclusion	Adapting sport so that people of all abilities can participate	Everyone has differing abilities and needs, society should accommodate these as best it can
National pride	Supporters and performers unite behind the country/team	National pride fosters positive self-image and pride in achievements and surroundings
Excellence	Striving to be the best you can be	This is relevant in all aspects of life

Could you identify all of the VALUES without looking?

Could you explain how sport helps promote the values?

Could you explain why the values are important in life?

THE OLYMPIC CREED!

The Olympic creed is designed to promote values that are shown in the Olympics

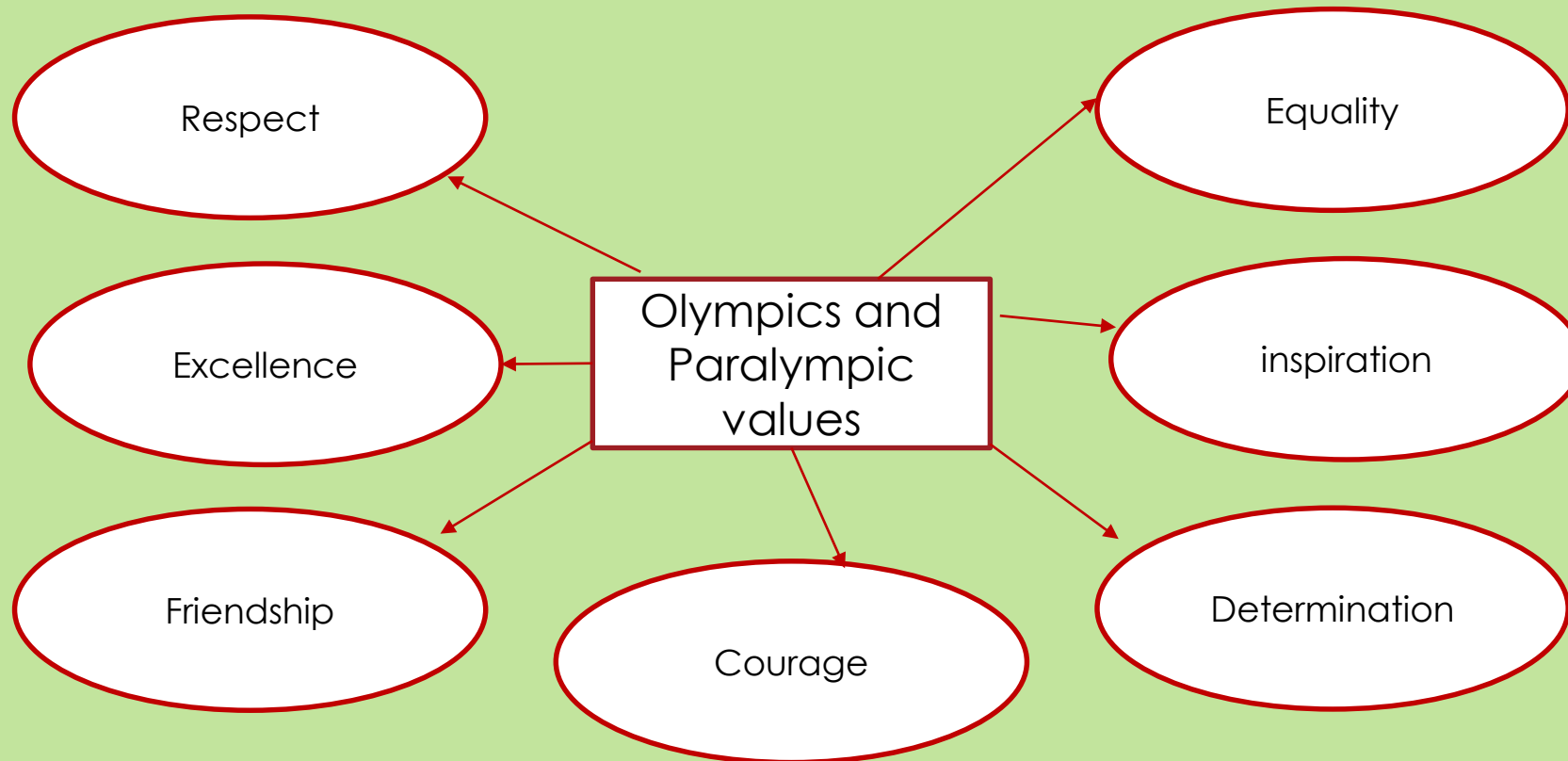
“The most important thing is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered, but to have fought well”



5 rings are meant to be the 5 continents united as 1 working together

OLYMPIC VALUES

There are seven (7) Olympic and Paralympic Values



HOW DOES THE OLYMPICS/PARALYMPICS PROMOTE THEIR VALUES

Could you identify Olympic and Paralympic Values

The Values	How the Olympics and Paralympics encourage these values
Respect	Athlete must abide by the rules and portray fair play and sportsmanship
Excellence	Athletes give the best of themselves in order to achieve excellence
Friendship	Athletes train and sometimes live with other athletes; forming friendships for life. They also meet people from different countries and cultures and see how people's differences are not a barrier to friendship
Courage	Athletes must have the courage and self-belief to overcome adversity in order to achieve
Determination	Athletes have the drive and motivation to train hard and overcome barriers in order to achieve to the best of their ability
Inspiration	Athletes and the public are motivated to achieve/participate themselves due to the achievements of others
Equality	The games show that everyone can achieve regardless of ability or disability

Could you Explain how each value is shown in the Olympics?

SPECTATORS/FANS CAN PROMOTE VALUES TOO!!!

Examples of spectators showing positive values

Quiet during national anthems

Quiet in sports which require silence e.g. golf and
snooker

Applaud fair play

No abusive language

SPORTING INITIATIVES THAT PROMOTE VALUES

Could you identify the different initiatives from memory?

Examples of sports initiatives

- FIFA's Football for Hope campaign
- ECB's Chance to Shine Programme
 - Sport Relief
- Premier League's Creating Chances initiative
 - Sky Sports Living for Sport
- Youth Sport Trust's Lead Your Generation
 - Matalan Sporting Promise
 - Sainsbury's School Game

YOU NEED TO BE ABLE TO DESCRIBE EACH OF THESE!!!!!!!

Could you describe and explain the impact of each initiative and the values that it promotes?

Example of description:

Sports England have developed the Street games initiative to ensure broader access to sports activities in urban areas where access may be a problem due to lack of green space or facilities. The scheme funds portable sports areas and sports development workers.

SPORT RELIEF



Sport Relief is a biennial charity event from Comic Relief, in association with BBC Sport, which brings together the worlds of sport and entertainment to raise money to help vulnerable people in both the UK and the world's poorest countries

CHANCE TO SHINE PROJECT

clubs are working closely with coaches, young people and teachers to set up a satellite cricket club on school sites. Pupils are at the heart of decision making and shape how the school club is run. Activity at the club may range from extra-curricular coaching and forums to discuss club activity, to organising social events and ambassador visits.

As well as providing a robust transition to their local cricket club, the satellite clubs give young people a sense of ownership and help them develop important life skills such as leadership, teamwork and cooperation. These skills will help them become role models in their local community to inspire younger children to take up the game

SKY SPORT: LIVING FOR SPORT



We send Athlete Mentors to schools to teach students about the Six Keys to Success. These are the top six life-skills athletes identified as enabling them to achieve success in sport.

HOW CAN WE SHOW EXCELLENCE SPORT AS A PLAYER AND A NGB?

Strive to be
the best
you can

Try to
represent
your
country

Become a
positive role
model

High
performance
centres e.g. St
Georges Park
in football

Achieving as
a team/
winning
competitions

GAMESMANSHIP V SPORTSMANSHIP

Gamesmanship, what is it and why do people do it?

- To get an advantage over an opponent
 - To get even
- To increase the chances of winning
 - To copy role models
- When athletes are feeling the pressure
 - Coach tells them to do it

Examples:

Timewasting, fouling on purpose, pretending to be injured, diving to win a free kick, sledging or calling the opponent, pressurising the referee.

Positives and negatives

Stops the flow of the game, young people copying their role models, spectators stop watching, distract the players

Sportsmanship

This is how positively that you behave in sport.

Examples could be:

- Shaking hands before and after games, being honest with sport decisions, respect campaign

Positives

Promotes the sport positively
Good for young sports people
Respect campaign
Encourages positive values through sport e.g. respect, friendship etc.

ETIQUETTE IN SPORT (ALSO SPORTSMANSHIP)

Etiquette is polite, well mannered socially respected behaviour (this is similar to sportmanship)

Examples in sport include

1. Minutes silences
2. Silence in some sports (snooker and golf when shots are taken)
3. Respecting national anthems
4. Acknowledging a 'lucky shot or skill often apologising e.g. hitting the net in tennis)

DRUGS IN SPORT

Performance enhancing Drugs
examples:

Blood Doping
Steroids

Testing for Drugs

Athletes are testing by using 4 different methods:

1. Testing Blood Samples
2. Urine test
3. Hair test
4. Nails test

Negatives of Drugs in sport

- Tarnish and give the sport a bad name.
 - Results are not valid
 - The best athlete doesn't always win.
- People think that all the athletes in the sport are taking drugs.
 - Not trusting drug cheats in the future.
- Should it be a temporary ban or a life time ban

Example: Lance Armstrong

Cyclist who won the Tour De France. Was caught blood doping and having extra blood cells that contain more Oxygen in his body and his ability to use O₂ efficiently. This tarnished the views of cycling.

SAKHO: LIVERPOOL: positive test for prohibitive substance

Did not send off his sample second sample therefore putting his reputation at risk and as a result not being picked for the team and suspended.

WHY ELSE ARE DRUGS ILLEGAL IN SPORT?

Ill
Health

Unfair
advantage

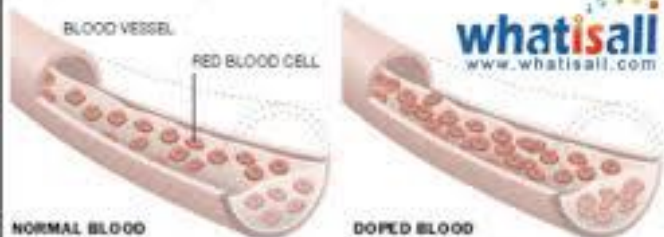
Not fair
play

Negative
role
models

Breaking
the law

How Blood Doping Works

Elevated levels of red blood cells found in an athlete's bloodstream can be a sign of blood doping.



NORMAL BLOOD

The blood of a typical adult male is made up of 40 to 50 percent red blood cells, which carry oxygen to tissues. Typical levels for women are 35 to 45 percent.

DOPED BLOOD

Red blood cells (from a donor or previously removed from the athlete) or the hormone erythropoietin (EPO) are injected. The increase in red cells allows muscles to work longer and harder without cramping.

