

**Different user groups** – A range of people participate in sport, many face **barriers** that restrict usage.

User group	Details
Ethnic minorities	A group within a community with a different culture, religion or nationality. <i>i.e. Black, Asian or Arabic.</i>
Retired people/ people over 50	You can retire from work at any age. Most retired people received a state pension.
Families with young children	Raising young children requires a great deal of care often 24/7.
Single parents	This is any adult bringing up a child on their own.
Children/teenagers	A child is anyone under the age of 18. Teenagers are classified by the ages of 13 to 19.
Disabled	Physical or mental conditions that affect their ability to carry out movement. <i>i.e. Visual, hearing, autism or a physical disability.</i>
Unemployed/ economically disadvantaged	Unemployed = no job. Economically disadvantaged = not enough income to meet basic needs.
Working singles and couples	Individuals who work and struggle to find the time to participate in sport.

**Barriers to participation**


- **Lack of disposable income:** The amount of money people have available.
- **Lack of time:** Some jobs leave very little free time to take part in sport.
- **Commitments:** Family or job related leaves very little time for sport.
- **Accessibility:** Good public transport links, disabled access and parking means more people can access.
- **Provision of activities:** Local areas will offer different activities depending on location and surroundings.
- **Awareness:** Advertising and promotion is how we are made aware of the offering in an area.
- **Lack of role models:** Known people that others aspire to be like.
- **Stereotyping:** Viewpoints about an idea or a particular type of person.

**Solutions to the barriers faced**


- Promotion of positive role models.
- Increased media coverage.
- Improved accessibility.
- Increased provision of suitable activities.
- Subsidised costs (reduced rate covered by government)
- Targeted campaigns to engage users.



**Popularity of sport in the UK can be impacted by:**




**1. Participation:**  
Sports with widespread mass participation remain popular. Walking for leisure, football due to strong infrastructure and upcoming activities such as cycling.




**2. Success for individuals and teams:**  
Positive outcomes during high profile events causes an increase in popularity. Gymnastics after Rio 2016.




**3. Spectatorship/media coverage:**  
Some sport channels are available 24/7. Spectators viewing sports can be inspired to participate.



**4. Role Models:**  
Sports with limited role models suffer from a lack of interest. Positive role models inspire future generations. *i.e. Netball*



**5. Provision/Environment:**  
Access to the necessary facility, specialist equipment or coaching is required. Specific natural environments not found in the UK are often man made. *i.e. skiing.*



**6. Acceptability:**  
Some sports are seen as less acceptable especially if they involve violence or cruelty to animals. *i.e. boxing.*

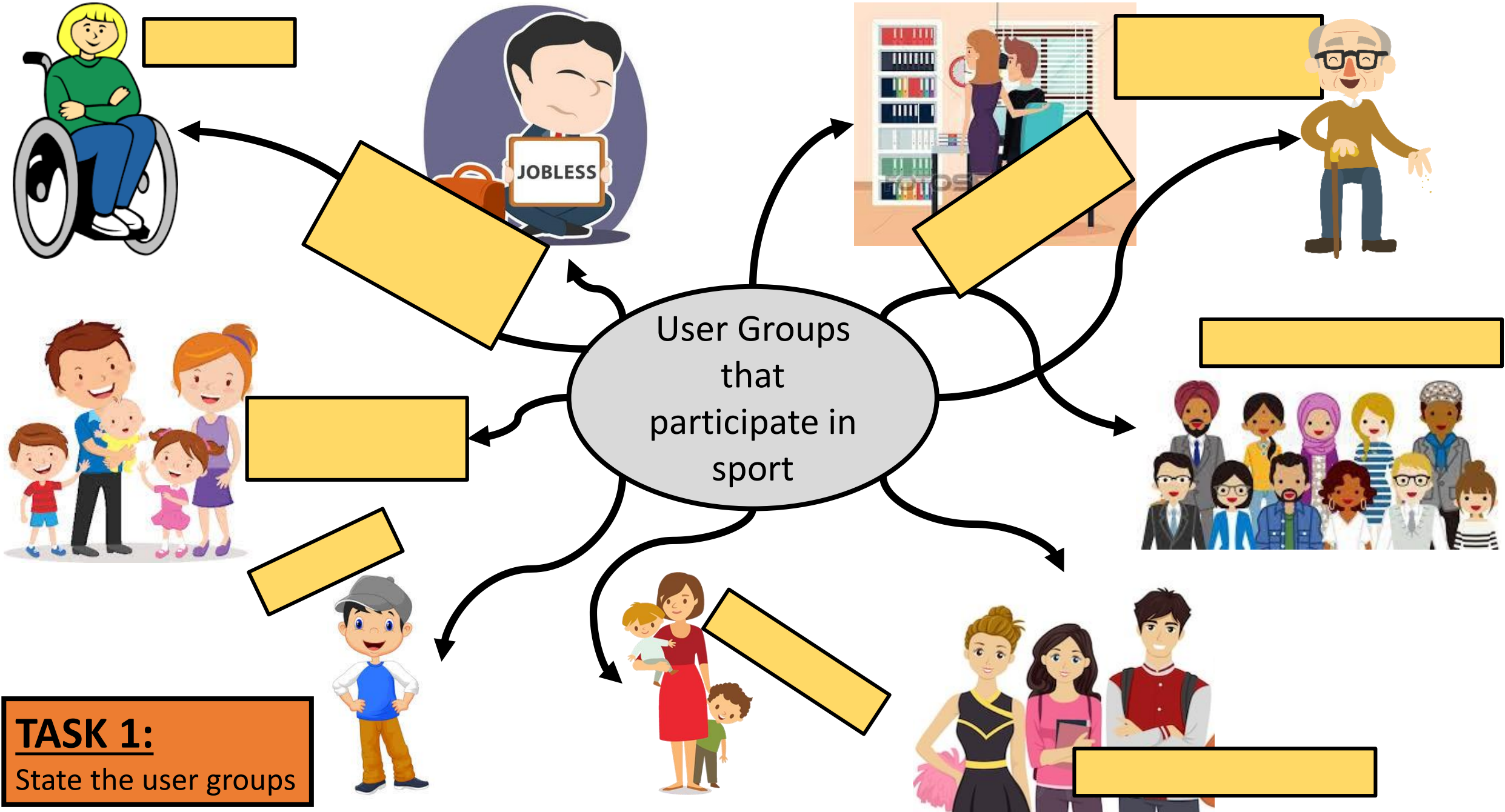
R051

Learning Outcome 1

Revision Booklet

Name

---



**TASK 1:**  
State the user groups

# Task 2: Name the Barrier Affecting Participation

## Barriers to Participation

<p>_____</p> <p>Not much time available due to having to work long hours</p>	<p>_____</p> <p>Lack of transport to different venues and lack of access to facilities for disabled students</p>	<p>_____</p> <p>People unaware of what is available in their area and of new ad upcoming sports/ participation opportunities</p>	<p>_____</p> <p>Less role models from ethnic backgrounds and less female role models to look up to</p>
<p>_____</p> <p>Women often seen as stay home care givers so are not allowed to participate in sports</p>	<p>_____</p> <p>Cannot afford the cost of participation due to lack of spare money</p>	<p>_____</p> <p>Media makes some sports look a certain way – e.g. rugby and football seen as “male” sports</p> <p>Also male dominated on TV – sports are mainly male and presenters are male</p>	<p>_____</p> <p>Lack of activities suitable for certain user groups</p>

Task 3: Identify a user group, and state how it would help them participate in sports for each bulletin point

# APP

```
graph TD; APP[APP] --> Access[Access: to make it available]; APP --> Provision[Provision: to provide/supply]; APP --> Promotion[Promotion: to encourage];
```

## Access: to make it available

- Improved access to facilities
- Access to equipment
- Sensible pricing/concessions

## Provision: to provide/supply

- Programming sessions for different groups of users.
- Providing different options for the different ages of user groups.
- Planning the times to suit the different groups.

## Promotion: to encourage

- Targeted promotion: advertising in the best places to reach each of the user groups
- Promoting role models to encourage participation
- Initiatives aimed at promoting participation and inclusion

# Task 4: User Groups, Barriers and Solutions to Participation

**Task 2:** What does the acronym APP stand for?

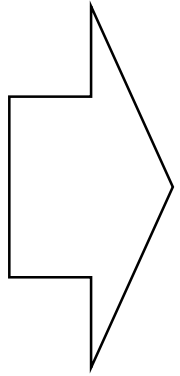
Solutions to Participation	
A =	
P =	
P =	



**Task 1:** Using the pictures above, identify which user groups are most affected by the barriers to participation given below









Barriers to Participation	User Groups Affected
Lack of free time	<i>Family with children, working couples/singles</i>
Accessibility of facilities/equipment	
Awareness of activity provision	
Lack of role models	
Provision of activities	
Portrayal of gender issues by media	
Disposable income	
Work/family commitments	

Name at least 2 user groups



**Task 3:** Identify the user group, barrier to participation or solution based on the information provided

User Group	Barriers to Participation	Solution
Ethnic minorities	Lack of role models	<i>More exposure in the media</i>
Retired		Free swimming for over 60s
	Family commitments	Family memberships
Single parents	Lack of free time	
Children		External club coaches to deliver school sessions
	Disposable income	Provide discounted memberships
Teenagers	Accessibility to facilities	
Disabilities		Hoist at the side of the swimming pool
	Work commitments	Online classes to complete in own time

<u>Popularity of Sports</u>	<u>Image</u>	<u>Notes</u>
<b>P</b>		
<b>A</b>		
<b>M</b>		
<b>P</b>		
<b>E</b>		
<b>R</b>		
<b>S</b>		
<b>S</b>		

Task 5: Identify the key words associated with the acronym PAMPERSS and write down the notes highlighted in **YELLOW**

# Task 6: Trending and Emerging Sports



Trending OR Emerging	Tick the correct answer
Trending	
Emerging	

Definition of a trending sport

---

---

---

---

---

Definition of an emerging sport

---

---

---

---

---



Trending OR Emerging	Tick the correct answer
Trending	
Emerging	

# LO1: Understand the issues which affect participation in sport

Different user groups who may participate in sport:

Possible barriers which affect participation in sport:

Solution	Give an example of for each solution and the barrier it would deter, stating the user group affected
A	
P	
P	

Factors which impact on popularity of sport in the UK:

P:

A:

M:

P:

E:

R:

S:

Give three sporting examples of how factors impact participation:

**Name 3 trending sports in the UK**

**Name 3 emerging sports in the UK**




# LO1: Understand the issues which affect participation in sport

Identify two reasons why single parents may not be able to participate in sport (2)

- 1.
- 2.

Give three reasons why more children might be taking an interest in swimming (3)

Give four reasons why outdoor and adventurous activities such as skiing and snowboarding have fewer participants than sports such as football or netball in the UK (4)

- 1.
- 2.
- 3.
- 4.

Identify two barriers that could prevent people with physical disabilities from participating in sport. Suggest a strategy to overcome each barrier.

Barrier 1:  
Strategy 1:

Barrier 2:  
Strategy 2:

A local sports centre would like to encourage more teenagers to use its sports facilities. Identify one potential barrier that might be preventing teenagers from participating in sport (1)

- 1.

State three ways in which the sports centre could use to encourage teenagers to participate in sport (3)

- 1.
- 2.
- 3.

Identify three potential barriers that might prevent children from participating in swimming (3)

- 1.
- 2.
- 3.

Give two ways of encouraging regular participation in sport by women (2)

- 1.
- 2.

Describe how each of the following could have a negative impact on the popularity of sport (6)

Media Coverage

Acceptability

Role Models

**CQ**

Discuss the influence of the media on the popularity of sport (8)

Level	Description	Marks Awarded
Level 3	A comprehensive response	7-8
Level 2	A competent response	4-6
Level 1	A basic response	1-3
0	No response/not attempted	0

**TIPS:**

**Discuss:** Give arguments for and against not just one sided

**Link** to the key words in the question **MEDIA** and **POPULARITY**

**Examples:** Give lots of them to back up what you are trying to say

**CQ**

# Discuss the influence of the media on the popularity of sport (8)

What are your thoughts on this question, using the key words from the PowerPoint?

Level	Description	Marks Awarded
Level 3	At least 3 positives and 3 negatives	7-8
Level 2	At least 2 positives and 2 negatives	4-6
Level 1	At least 1 positive or negative	1-3
0	No response/not attempted	0

