

## **R186 – TA2-Possible Effects of The Media**

### **Introduction**

For TA2 I will be finding out the positive relationship and effects of the media coverage on sport as they rely on one another to make an income and interest in the sports. These main four positive effects I will be evaluating include participation and increase awareness, raising profile of the sport to share positive messages, education for more exposure of the sport and revenue to increase the income. When I have finished with my research, I will then evaluate how my club can use the £10,000 lottery grant to improve the coverage and promotion of my club, Newham Essex Beagles.

### **Participation**

#### **Increase awareness and participation**

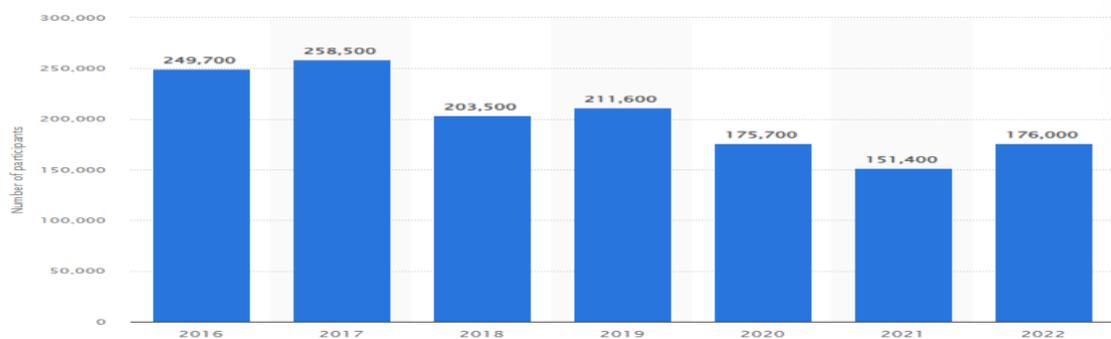
An increase in media coverage can increase awareness of the sport and increase the participation rates within the club Newham Essex Beagles. Showing these sports in the media this can increase the awareness, and spectators will be able to talk about the smaller events that few people are aware of. There are many places that you can see and find information to increase the participation rates like Digital and social media where they have Instagram, Facebook and twitter accounts that tells you about the things and people will know more about the event. Also showing the events on TV and on their websites, radios, podcasts, and many other forms of media.

The media helped increase the awareness and participation of athletics in 2022 as shown on the graph the numbers increased massively from 151,100 in 2021 to 176,000 2022 because of the 2020 Tokyo Olympics which had loads of media coverage showing the athletes compete in the events so people all over the UK could watch and be inspired to take part in athletics and the some of the athletes would be role models for the younger generation who watch the Olympics so then they have joined an athletics club. Also, people wanting to get out of their houses after covid and would want to get more active and take part in more sports.

The media helped increase the awareness and participation of athletics in 2016 because of the coverage of the Rio Olympics when the numbers rose up to 249,700 through the media covering all the different events so then people could watch it from their home and then would want to join an athletics club and they would have been inspired to follow in the footsteps of the Olympians who competed in it. Also, in 2017 the number of people participating in athletics went up to 285,500 which was a record high in the past 6 years in England due to the 2016 Rio Olympics.

Another way the media has helped with the increase of awareness and participation of athletics is when covid hit in 2019 the participation rates dropped drastically from 211,600 to 175,700 in 2020 because the first lockdown hit and people couldn't go outside and join any clubs or participate in any of their sports they were playing in before it happened then

the numbers dropped even more in 2021 to 151,400 because then the second lockdown hit so again were not allowed to gather outside in groups and then when lockdown lifted some people were scared to go outside and just stayed home. Then in 2020 the Tokyo Olympics happened and the showing of this on TV and other media sites would have inspired people watching it to go out and participate in athletics seeing all the athletes compete and then the numbers increased in 2022 to 176,000 the highest it had been in the last 3 years.



## Role models

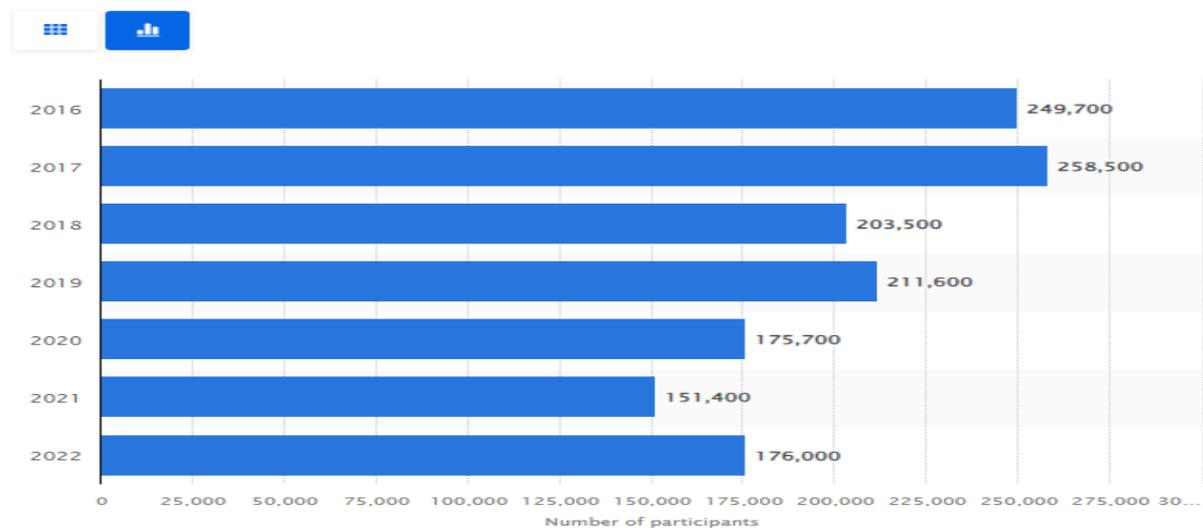
Victoria Ohuruogu is a Newham Essex Beagles athlete and an Olympian for Team GB. Over the years she has become a role model for so many people because of her success in the 400m in Newham Essex Beagles and for England she qualified for the 2024 Paris Olympics in the 4x400 relay team winning a bronze medal. As the Olympics were televised by the media and a large number of people would watch her in the event and be inspired by her and she is a huge role model for the females especially the younger generation of girls and the black community who look up to her and want to be more like her. This has increased the participation rates of females taking part in athletics. (Reference 1)



Johnathan Broom-Edwards is a Newham Essex Beagles athlete and a Paralympian for Team GB and a world Athletics athlete as well. He has become a role model for many people for his success in his career taking part in the high jump. In the 2024 Paralympics he placed third after going against the odds to return from a broken ankle. As the Paralympics were on TV many people could watch him achieve this after having to try harder to get to where he is today because he is disabled. In 2022 he received an MBE from the king for his services in athletics and this would inspire people especially the disabled community to follow him in his footsteps and this would make them feel more confident and want to try out athletics for themselves. This increased the participation of more disabled people taking part in athletics. (Reference 2)

Jade O'Dowda is a Newham Essex Beagles athlete and an England Athletics athlete. After winning the long jump gold medal at the 2024 British Athletics C championships she then was named in the Great Britain team for the 2024 Paris Olympics. In 2018 she entered the world's top 40 heptathletes and finished 7<sup>th</sup> at the U20 Championships which then led to her taking part in events like the Commonwealth games and represented Britain at the European Championships and in the Olympics. As these are all televised anyone could watch her achieve great places in the heptathlons and then this would inspire people especially the younger generation watching her compete and would want to join an athletics club taking part in an event they would want to do. This has increased the number of children and teenagers participating in athletics. (Reference 3)

**Number of people participating in track and field athletics in England from 2016 to 2022**



## Influencers

An influencer is someone who inspires other people in sport through their actions. This can be shown through the direct promotion from a sport when it is shown for example on TV or indirectly discussed or displayed on many different media platforms. For example, social media pages like on Instagram, Facebook, YouTube, and other forms of social media. From this people are now able to get closer to the role models via social media. As a result of this more people may want to take part in a sport, play a certain position, act a certain way, wear the same clothes and more.

Mo Farah a retired runner in the Olympics where he won many medals for team GB and a former Newham Essex Beagles athlete and has gained a massive influence on people. After his retirement of athletics, he wants to help the younger generation to get more active possibly fund them with facilities so they could join an athletics group (Reference 5). He joined in a PE lesson in 2021 at a school and helped them with the lesson and took part in it (Reference 4). On social media he has influenced people like on his YouTube where he has a

following of 176k subscribers and on there he has videos on how to train like him and how to win like him also tips to help you in the race and become better (Reference 6). As a result, he has influenced people on social media and through his actions.



Denise Lewis is a former heptathlete and has gained a considerable number of followings on social media. She was the UK athletics president but stepped down and she commentates on events and a television presenter telling you about the things that are going on. She was awarded a Damehood in recognition of her role as president of the Commonwealth games England for her services to sport. Also, she is the ambassador for the Youth Sports Trust and spoke about how she wants to get more young girls and in particular black girls into sports since black women only take up 11% in sports and she's trying to influence them and want them to have a role model like she did when she was younger by trying them into a sport (Reference 7). On her Instagram page she has a massive following of 74k. As a result, she influences more people on social media and the TV in a positive way to take up a sport.

Tanni Grey-Thompson is a former Paralympian in wheelchair racing. She is a massive influence on people especially the disabled community through launching her a sports wheelchair business to help people with disabilities into sport for all ages and abilities. (Reference 8). After her career she went on to be a television presenter and she was on the BBC commentary team for the Paralympics. She was the chair of the Women's Sports and Fitness Foundation Commission on the future of women's sport and try and increase the number of women playing in sport. Later on, she was introduced into the house of lords and received an honorary doctorate of science in recognition of her outstanding service to disability and to disadvantaged people, and to her influence and promotion of sport and the Paralympics because 76% of disabled people would like to be in a sport so she is trying to influence them to join and spread awareness of disabled sports and she also got an MBE, OBE, DBE for had services to disabled sport (Reference 9). As a result of this she has influenced disabled people to be confident and that they can take part in a sport and do not let their disability get in the way.



## **Barriers**

The media has helped to break down barriers in sport such as race, women, faith/ethnicity, and disabled barriers and increase the participation rates from these specific categories of people. The media helps by showing these people on TV and from them taking part in the events and making people want to take part in a sport too. The media's role in highlighting these stories of these people is important in breaking down barriers and encouraging participation from all parts of society.

Christiana and Victoria Ohuruogu who are apart of Newham Essex Beagles and were athletes in the Olympics where they won many medals between themselves. They have helped to break down racial barriers and so more people are inspired to be like her and encouraging more people from diverse backgrounds to participate. Now Christiana is the head of Newham Essex Beagles and Victoria Ohuruogu is still apart of Newham Essex Beagles so she will get less hate towards her because of her black sister and that breaks down barriers of the race group and inspired her to keep going with her sport and increased the number of the black community in sports.



Johnathan Broom-Edwards is a former Newham Essex Beagles athlete and a Paralympian for team GB. He has broken down barriers for disabled people because most of them are inactive and feel like they cannot join in with physical activity as much as non-disabled people do, so he is making them more encouraged to do a sport. He has won gold at the 2020 Tokyo Paralympic games with the season's best clearance of 2.10m and got a silver medal at the 2016 Paralympic games these were both televised. He has a remarkable record at the Para Athletics Championships, winning multiple medals and is one of the world's best para-athletics high jumpers showing resilience and determination making him a huge inspiration to many aspiring disabled athletes and he shows that disabled people can achieve anything (Reference 13). This has made 28% of disabled people to feel more encouraged to return to physical activity. (Reference 14)

Jade O'Dowda was a Newham Essex Beagles athlete and now is an Olympian for team GB. She has recently competed in the 2024 Paris Olympics, and she competed in the commonwealth games in 2022 and won a bronze these were both televised and promoted her and helped break down barriers for gender equality in athletics. Women watching her across England can have an enormous influence on girls and helps get more of them to participate in athletics and makes them feel like they can go into a sport without being put down for it and discriminated. There are many women who have faced sexism within their sport and not treating them the same way has the men, so her achievements have been

significant to gender equality in athletics, inspiring many young girls to participate in sports and help break down the barriers to women's sport a little bit.

## Raising the profile of the sport

### Initiatives

Initiatives change all the time but, initiatives aim to achieve a specific goal such as to increase participation but also to create a positive impact on promoting sport. Sports initiatives often focus on inclusivity, ensuring that people of all abilities, genders, and backgrounds have the opportunity to participate. These initiatives can be a variety of things live having a new plan or idea for a new thing and advertise the sport to raise the profile of the sport they are promoting.

This girl can run is an initiative from England Athletics. This is a national campaign created with sport England and a wide range of partnership organisations and encourage women of all shapes to exercise to join in sport. It is a celebration of women in the country who are running, jogging, walking their way to a more active lifestyle. If women want to try it, then This girl can will be with them every step of the way. This has helped the raising of the profile and promoted sport amongst women in running especially for women (Reference 10) and inspired over 7.2 million women to play sport and do regular activity. The gender gap has narrowed from over two million to 1.55 million and just in one year 2.8 million women have started to increase exercise levels.



In Newham Essex Beagles they have launched an initiative for school years 4 to 11+ to come and try out a new eight weekly sessions and this will introduce the younger generation to the track and field events, and they will be able to try out the different events. They will be in a friendly and inclusive environment, and they will be taught and supervised by qualified Newham Essex Beagles coaches. Having qualified coaches and athletes from Newham Essex Beagles as mentors can inspire young participants to pursue their goals and dreams in sport. This will significantly boost their physical and mental well-being. This has raised the profile of the sport by having young children competing in sports and making them more active and increased the participation in athletics in the younger generation. (Reference 11)



England Athletics launched another initiative called Run Together and with this initiative they hope to help more people to start, continue and increase how much they run. They also want to help people to enjoy the range of physical and emotional well-being benefits this brings to them and want them to feel more confident about joining a running club who might have been hesitant before. This is led by qualified group leaders and since it started more than 2,000 Run Together groups have been set up around the country. This has raised the profile of the sport by them making a welcoming environment to people in that caused over 80,000 runners to participate and enjoy the sessions. (Reference 12)



### **Health and Fitness industry**

The health and fitness industry has helped and played a significant role in raising the profile of athletics in a positive way. By playing more sport can have a huge benefit on your physical and mental well-being by promoting and attracting new audiences and having sponsorships with athletics. Examples of these are:

- Online workouts from sports stars
- Specific sports workout
- Sports fitness apps
- Sponsoring sports

The health and fitness industry has helped raise the profile of my sport; athletics. There is a fitness app called Strava which has many sports on it and one of them include athletics and it helps you track your progress and will be able to join challenges and motivate them to do better and beat their scores (Reference 15). This will bring in a new audience and increase the participation numbers and profile of the sport because it will help them improve in their physical activity and help them to get a better understanding certain aspects they need to improve on.



Another way the health and fitness industry help raise the profile of athletics is through the Peloton treadmill the prices of these are normally £2,600 to buy. The peloton treadmill offers classes, streaming, and workouts for everyone to help reach your goals and features

to keep you motivated on your run, for all of this you must pay £39 a month (Reference 16). This will increase the profile of the sport by people went to buy the treadmill which might have encouraged people to run outside or join a team and it helped more people get into running and getting fit.



Another way the health and fitness industry has helped to raise the profile of athletics is through learning how to train like athletes on videos. These videos are on a YouTube channel called Momentum Sports which are led by many different experienced athletes and teach you how to improve their athletics skills and teaches you drills and tips to get faster, fitter, and stronger. There are many contents on this channel, and it is easily accessible to watch and then do yourself (Reference 31). This is a good way to increase the profile of my sport because of the videos are free and accessible for all. As people are watching and enjoying it then it makes them more aware of the sport so they might want to actually do athletics.



## Education

### Minority and emerging sports

A minority sport is a sport where not a lot of people know about it and does not get a lot of publicity so then it does not get many people participating in the sport such as curling, badminton. An emerging sport is a sport that is getting more publicity from the success of the sport so that makes more people know about it and want to participate in the sport such as pickle ball, paddle ball. The media has increased the exposure of the sport from its coverage, and it has helped educate people which then has raised the profile, and the sport is turned from a minority sport to an emerging sport.

The media has helped increases the popularity of my sport by showing athletics in the 2024 Paris Olympics. This was televised on BBC one, BBC iPlayer and BBC two due to their success in the Olympics many people watched them from all around the country and then more people got to know more about the sport and that increased the popularity of athletics. As many people watched the Olympics people then became more educated on the sport. So, they would have learnt how the races and the field events work and how the Team GB athletics win their events.

Another way the media has increased the popularity of the sport is by showing the World Athletics Championships 2023 which Newham Essex Beagles compete in. The media covers this event televising them live on the BBC one, BBC two, BBC three, BBC four and BBC red button and online (Reference 17). With their success in the events people watched it and got to see all the athletes compete in the track and field events and that increased the popularity of the sport and as it was on TV people could watch and see what the athletes do to win and how all of it works so then they would become more educated on the sport.

One other way the media has increased the popularity of the sport is the 2022 Birmingham Commonwealth Games. This was televised live on BBC TV, BBC sport website and BBC sport mobile app (Reference 19). England's men 4x100m metre relay men's relay team won a gold medal and one of the teammates was Nathaneel Mitchell-Blake who is an athlete at Newham Essex Beagles ran a fast third leg helping them win (Reference 20). The England team won a record 176 medals, including 57 golds, this was the most medals ever won by England at the Commonwealth Games (Reference 21). Due to their success in the events people all around the country wanted to watch athletics and got to see all the athletes compete and see how they prepare for the game and win it and by the media showing it on TV it increased the popularity of athletics and people got to see how athletics works and so it educated people on the sport.

### **How are you educated?**

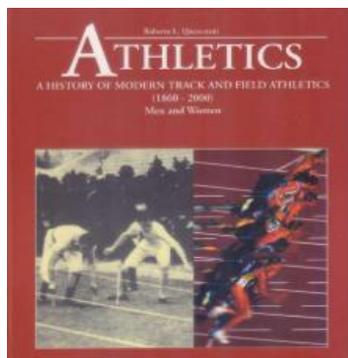
The media can help educate people on athletics by sharing new skills on media platforms like YouTube and sports websites that show training videos that can help athletes learn new techniques and improve their skills. For example, many professional athletes share their tips and tricks online. Also, by sharing videos and articles that explain the rules of the sport and helps them understand the rules better. Also learn about the history of the sport and how it has changed over time and tactics on how to win often found in sports magazines and videos and get an insight on the strategies and tactics used by top athletes. All these examples can be found online, books, magazines, and newspapers. Accessing these can improve your knowledge on the sport and can lead to significant improvements on your performance.

One example of this is on YouTube there is a video on relay race rules telling you all about how to run the race and not get disqualified and on how to pass the baton correctly and in the correct section and teaches you how to set up before racing and not going out your section or you will be disqualified (Reference 18). This can educate people on relay races and so then it can improve on their Performance's and expand their knowledge on the rules and how to properly run the race.



Another example of this is there is a YouTube video on training tips and techniques. This will explore the key training methods and techniques used by professional athletes. From strength and conditioning exercises to speed and agility drills. It will provide insights and tips to help you improve your athletic performance. They talk about secrets behind achieving peak physical fitness and educating you on the art of athletics (Reference 22). This educates people on athletics and get a better insight on how things work in athletics. Also, it can improve your performance and help you to expand your knowledge on training techniques.

One other example is the Athletics: World history of modern track and field athletics book which tells you about the history of modern athletics and how it has changed over time. It also tells you how the sport became even more popular over the decades and how more people wanted to be a part of athletics. It looks how the world of women's athletics began to expand and tells you all about the aspects of the events (Reference 23). This can educate people on the past of athletics and how it has changed and added women into athletics over the years and expand their knowledge on the history of athletics.



### **Who educates you?**

Celebrities, pundits, and experts can help educate people on more about a sport. This is because more people will listen to the experienced and well-known people in interviews or their opinions on the sport or them writing about their views over the sport and people would not take less known people's opinions or views because they do not have the knowledge as the celebrities do when giving to information.

One example of this is Steve Cram he is a retired track and field athlete for team GB. He was a middle-distance runner and set world records in the 1,500m and the 2,000m and won over 8 medals. He now is a television presenter for BBC sport. He has commentated on the world athletics events which he was a former athlete for, and he was the lead commentator for the 2012 London Olympics (Reference 27). This can educate people on the sport by him commentating and sharing his opinions on the events and explaining how they have won the race and analysing the race.



Another example is Steve Backley who is a retired Team GB track and field athlete who competed in the javelin event. He held the world record for his 91.46 metre throw and competed in the Olympics and the world championships and he won loads of medals from them. He has commentated on the Paris 2024 Olympics (Reference 28) on all the different track and field events analysing and giving his opinions on how they did and talking about what is happening in the event. This has helped educate people who are watching it on the sport and help people have a greater understanding on the events and they will listen to him because of his experienced career in athletics.



Another example is Jessica Ennis-hill who is a retired Team GB track and field athlete who competed in the events heptathlon, pentathlon and 100m hurdles. Over her career she held a British record for the heptathlon and competed in the Olympics winning 1 gold and 2 silver medals and has competed in many other athletic events getting over 15 medals in her events (Reference 30). After her retirement in 2016 she became a pundit for the 2022 Tokyo Olympics, and she gives her opinions on the events and shares her expert knowledge and opinions while analysing the athletes' performances (Reference 29). This has helped educate people who were watching the Olympics have a better understanding on the athletics events and by giving her opinions people will listen to her and take them in.



## **New Variations and rule changes**

The media has helped educate people on the new variations of sport. New variations are when a sport has changed their rules or a different way to play the game to make the event less boring and become more exciting so then people will be more interested in watching the sport. For example, football has changed to a new variation of where they play inside, and it is called futsal. The media can help educate more people on the new variation through social media, showing it on TV and videos and this will get people's attention on the sport and will want to find out what is it about and learn about it.

One example of this is the 4x400m mixed relay race where two women and two men race. It was first introduced in the 2017 World Athletics Championships in Qatar then it made its Olympic debut at the Tokyo 2020, and this will make it more exciting for the fans to watch

and will take more of an interest in it (Reference 24). The media has helped the new variation of this sport by showing it on Tv and through social media exposing it to the world so that more people know about the sport and want to watch and learn what is it about.



Another example is the repechage rounds which is where they changed the qualification system for semi-finals for all the individual track events. This was first introduced at the 2024 Paris Olympics and this new variation will cover six different distances which will include four rounds instead of the usual three rounds this will give the athlete a second chance in qualifying for the race and so the athlete will take part in at least two rounds (Reference 25). This will make the fans more excited for the qualifying heats and want to watch and learn what this new rule is. The media has helped this new variation of this sport by them showing it at the Olympics and videos of how the rule works and how it has changed and then people can know what it is about and can educate them on the new rules.

One last example of this is the false start rule this is where they have a zero-tolerance rule on the false starts. They changed this rule on January 1<sup>st</sup>, 2010, and this was to serve television because the TV executives discussed how the delays of false starts created for the fans who were watching so they introduced it so the fans will keep interest in the race and not turn it off (Reference 26). The media has helped this new variation by them showing it on TV and websites telling you how this rule has changed to inform people on why and how they have introduced this rule.

## **Technology**

Technology can help educate people on a sport. Sport uses technology to help people see what place they have come and analyse the events and see what is going on within the sport. Some technology used in sport is photo finish cameras, VAR, and wearable technology for the athletes. It can help people have a better understanding on skills, tactics that the athletes use and so they feel more engaged with the sport, and the athletes can see what they have done and how well they did and improve on their performance by using things to track their movement and speed.

One example of technology helping in athletics is the photo finish. This is when the racers are close to each other when they cross the finish line so the camera takes a picture of the race and then they see whose chest goes past the line first and so this helps educate people watching to see who won because they would not be able to identify who won. One example of the photo finish is the omega camera, and this is a vital piece of technology for judges to make sure they get the right person who won. This camera was used in the 100m

final in the 2024 Paris Olympics because the runners were close to each other on the finish line and so it helped with the race by capturing Noah Lyles crossing the finish line first and decide the results of the race (Reference 32).



Another example of technology in athletics is the Garmin Forerunner 265. This is a watch that helps runners track their heart rates while they are running and can help you track your runs providing statistics and distance, gain feedback on key metrics like your pace, stride length and running dynamics and can even monitor your stress and sleep these watches normally are sold for £360 and help you achieve your fitness goals. This can help educate runners on their performances and see how well they are doing so they can improve on their running skills and identify areas for improvement. (Reference 33)



Another example of this is Nike Vaporfly shoes. These shoes have ZoomX foam which is lightweight and provides energy return. This foam helps runners maintain their speed. Also, they have carbon- fiber plate and this is embedded in the midsole making the runners push the pace. This plate acts like a spring, enhancing the run. The Vaporfly shoes have helped athletes achieve remarkable performances for example Eliud Kipchoge wore these and became the first person to run the marathon in under two hours. This helps runners improve on their running and so they can become faster.



## Revenue

Revenue is money and how clubs and brands make money through the sale of its products and services for the sport. Different clubs can do this through selling tickets for matches and events, merchandise of teams like hats, tops and other things, advertising of other businesses in stadiums and kits, broadcasting the events on the TV and sponsorship from

companies so their logo and products are associated with sports teams and events. These sources of revenue are crucial for the financial health of sports clubs and brands. For example, Katrina Johnson-Thompson did a muller advert for the yogurt company (Reference 36) and this provides revenue for her because they paid her to do this advert, and they did this because she is a big athlete and inspires people so they will do the things she does and have this product. Another example is Team GB have an online shop, and you can shop for their merch and get tops, mugs, badges, and other things and this will provide revenue for Team GB so they can use it for their team (Reference 37). Also, Mo Farah did a Quorn advert and provides him with more revenue and then people may want to eat this because people know him and is an inspiration so it will make them more money. (Reference 38)

Clubs could spend this money they get from different things by upgrading their facilities, stadiums and equipment so this is helpful to the athletes and fans so they can get a better experience. By the athletes getting more equipment from the revenue can get better and they will get more up to date equipment and that can improve their skills and performance. Also, with the extra money they can get better coaches which could help the athletes become better and so they could win more events and with the athletes winning more brands will want to use them so they will keep having more money coming in. Another way they could spend their money is getting coaches to coach people who are less fortunate. They could also go into schools to teach and inspire young people, and this will create a positive light on the club so then more people will want to pay and join the club which will create a lot of revenue for the club.

## **Commodity**

Commodity is something of value that can be bought or sold. But in sport a commodity refers to any product or service that can be sold, bought, or traded. Athletes are often seen as commodities because they can be traded in between teams and their performance can impact the team's revenue.

## **Clubs and Players as commodities**

One example for commodity is Carl Lewis who was a track and field athlete who was an athlete for team USA but before he retired, he became a coach. In his career he won 9 gold medals in the Olympics and 10 World Champion medals. He was a good athlete who matched the record of Jessie Owens and Carl Lewis was named the sportsman of the century (Reference 40). His performance in track and field made him very popular in the media and this helped raise the profile of team USA, bringing in more viewers watching them and sponsors which increased revenue for the team.



Another example is my club Newham Essex Beagles is a community hub. In 2001-2011 Mo Farah was an athlete for them and then became a successful Olympian and became one of the best long-distance runners. Through his success more people knew about Newham Essex Beagles, and he made the club more popular. People still talk about him and how great of an athlete he was, and Newham Essex Beagles still promote his name. Because of his major success he has talked on radios and been on TV shows. This helps Newham Essex Beagles have more money and it raises the profile of the club.

Another example is Jessica Ennis-Hill was a heptathlon athlete for Team GB and won a gold medal at the 2012 London Olympics and won multiple world championship titles. She has become one of the greatest female athletes of her generation and inspires many people. Since retiring she has commentated on some events and creating fitness apps still maintaining her influence in sports. Her performance in the heptathlon attracted significant media attention which then led onto her securing numerous brand deals that provided financial benefits for the team and helped raise the profile for team GB. (Reference 41)



## **Agents/promoters**

Agents are people who look after and supports another person's finances and other things. Many famous athletes have agents that sort out athletes with interviews that increases their profile and makes them have a good reputation. They use them to look after their money because they get busy. Agents can increase their profile, and they will get a better view of them in the media. Promoters are people who promote the athlete and help with their profile in the sport and help them be better known in the sport so they could get asked to be the face for a brand and will get revenue from that.

One example of this is Ricky Simms he is a former Irish middle-distance runner and a licensed agent for World Athletics and FIFA. He is now one of the board members of the Association of Athletics Managers. He manages many athletes and has helped them increase their profile in the sport and has helped them with managing things. For example, he was an agent for Usain Bolt when he was younger, and he organised his races and helps him with sponsorship deals which made him money and helped with his athletic career. (Reference 34)



Another example of this is the Champion Speaker Agency. This is a website where you can book athletes to speak to people or come into schools and can teach them and inspire them about their sport. This website can help promote athletics because they can talk to groups

and talk about their career in the sport, and they have strategies for personal and professional development. This can help the athletes be more known through inspiring others. (Reference 35)



Another example of this is the Elite Sports Agency this is an agency where athletes get provided a personal service and it provides an environment to grow and develop, this allows the clients to achieve their professional goals and get their career to new heights. They also get sponsors for their clients and create marketing opportunities so then their profile will increase and can get money from their sponsors and the brands they work with. (Reference 39)



### **The Golden Triangle**

The golden triangle is representing sport, media, and sponsorships. They all need each other to work, and they get financial support from the sponsors, media companies get content to broadcast, and sponsors get exposure to a wide audience. Major sporting events generate billions of pounds which mostly comes from the media rights and sponsorship deals. Fans often develop a positive association with brands that support their favourite teams or athletes.

One example of the golden triangle is the partnership between Team GB and Aldi for the Olympics. Aldi has invested millions in both Team GB and the athletes (Reference 42) and this helps them get new equipment and other essentials so then they can do their best in the Olympics. This encourages the nation to get behind the Olympics and support Team GB. This increased engagement benefits the media companies broadcasting the events, as they get more viewers which then leads to more advertising revenue. Also, they use the athletes for their adverts and so they get paid for it too. By Aldi sponsoring team GB their brand is broadcasted during the Olympics, and it helps them reach a wide audience and increase its brand recognition.



Another example of the golden triangle is the UK sport funding. This is where they invest in the athletes and the sports, providing them with resources to train and go on to pursue medal success in the Olympic and Paralympic games (Reference 43). This funding is important for the development of athletes and the success of Team GB. The success of athletes in events generates more media coverage and exposes the achievements of the athletes and promotes the sport they compete in, attracting new viewers. Then the success

creates opportunities for sponsors to associate themselves with the successful athletes and teams and this benefits them because they get money through these deals.

Sport	Sydney	Athens	Beijing	London	Rio	Tokyo
Archery	-	£405,093	£2,420,480	£3,479,900	£2,473,437	£1,122,879
Artistic Swimming	-	-	£1,514,339	£2,686,800	£1,011,290	£251,000
Athletics	£6,248,571	£8,326,888	£23,460,643	£20,613,100	£21,820,808	£22,416,808

Another example of the golden triangle is the Olympics and Coca-Cola. This has been a long-time sponsor of the Olympic games, providing financial support to the International Olympic committee (Reference 44). This funding helps cover the cost of organizing the games and supporting athletes. They both benefit from this from Coca-Cola getting more recognition and it makes more people tune in to watch the Olympics. The sponsorship campaigns often have Olympic athletes and themes showing that they support the games.



## Criteria 2: lottery grant

I am going to be spending £10,000 for my club Newham Essex Beagles to help increase the awareness of the club and participation rates. This will help my club massively because I

could spend money on things to help my club to make it more popular, have possible sponsors and events so that the club will be introduced to a wider audience.

One way I could spend some of the money is making an advert for my club to be put on the radio. A simple advertisement for a small station could cost £200 to £300 to be put on the radio 2-3 times a day. For the full week it could cost up to £2,000 for my club (Reference 45). This advertisement for my club could reach a wider audience making them aware of it so they might want to come and join the club which will increase participants. Most people have cars nowadays and they listen to the radio and the advert could be aired during peak times like 8am in the morning rush or at 5pm where everyone is coming home so they will become aware of the club. The information on the advert could include contact details, opening times and e-mail so if people are interested, they can call in and find out about the club. This is good for the club because a wider audience will know about the club which could attract new sponsors and they can get more publicity for the club and gain more participants.

Another way I could spend some of the money is to improve the Newham Essex Beagles website to make it better and more appealing to people. For someone to improve the website it could cost £3,000 for the week. This could be worth it for the club as more people can be able to access to it. They could add past athletes on the website who are inspiring and put the current athletes on it and what they have achieved in their events so then that could make people more aware of the club by the famous athletes. They could update people on the fixtures making them aware of the events so then it people can come and watch it. This could bring in new sponsors for the club if they know about the events they are competing in and see how well they are doing and want to sponsor it. This is good if it gets improved, they could be more interested in the team and it would be a good way to promote themselves to the community. (Reference 46)

A third way I could spend some of the money is making a promotional video for my club. A simple promotional video can cost up to £3,000 (Reference 47). This could include what events are at the club and their goals to win and their success over the years and their training techniques and how you can sign up to the club with their contact details and where their training ground is. Also, it can include how good their facilities are and the athletes that have come out of Newham Essex Beagles and people will be inspired by them and they will promote themselves by doing this. This could be posted on YouTube and other social media sites or their website and because most people have phones, they can watch it and want to come to the club, they will also find out more about the club. This is good because it will promote the club and the athletes and they will watch it and want to find out about the club and be inspired to join the club from all over the place promoting themselves to a wider audience.

A fourth way I could spend the money is a billboard for my club. This would cost around £2,000 to put a small billboard up in London on the roadside for a week (Reference 48). This would be worth it because it makes people aware of the club by adding there contact details and their location, opening times and the events they will be competing in. People driving and walking to places will be able to see this and find out the information of the club and

might then want to participate in one of the events and try it out. They will try to engage more people and increase the participation in the club. This is a good way to promote themselves and can get people to come in all over the community. This will make more people aware and could bring in sponsors if this is successful.

Overall, I have spent all my £10,00 on 4 different media ways. I think this will be helpful to my club by increasing the participation rates and make a wider audience aware of the club and could bring in possible sponsors promoting the club.

### **Reference 1**

<https://www.bing.com/ck/a?!&&p=4ef94d8096bf81e761500952864bb648032605253e901f704b222523c475e1c6JmltdHM9MTczMDc2NDgwMA&ptn=3&ver=2&hsh=4&fclid=34b54b8d-480f-6046-072a-5ea549576161&psq=victoria+ohuruogu&u=a1aHR0cHM6Ly9lbi53aWtpcGVkaWEub3JnL3dp a2kvVmljdG9yaWFfT2h1cnVvZ3U&ntb=1>

### **Reference 2 & 12**

<https://www.bing.com/ck/a?!&&p=3602b17751685fdd331e6d9dca29d359a06c5f170083b3ee92b4aed4c95c19b4JmltdHM9MTczMDc2NDgwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c48-22c5-661c-1ccd-995b23dc6771&psq=why+did+johnathan+broom+edwards+get+an+mbe&u=a1aHR0cHM6 Ly9lbi53aWtpcGVkaWEub3JnL3dp a2kvSm9uYXRoYW5fQnJvb20tRWR3YXJkcw&ntb=1>

### **Reference 3**

<https://www.bing.com/ck/a?!&&p=500e31fd9800bae3dd8950c4410f9081f0c62d272c8d2e16a00ac9d593d07617JmltdHM9MTczMDc2NDgwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c48-22c5-661c-1ccd-995b23dc6771&psq=jade+o%27dowda&u=a1aHR0cHM6Ly9lbi53aWtpcGVkaWEub3JnL3d pa2kvSmFkZV9PJTI3RG93ZGE&ntb=1>

### **Reference 4**

[https://www.bing.com/ck/a?!&&p=dfc4390bff598bbb5db2d97c005a1058ac5692ac3450e8ba79035b51d36a09e9JmltdHM9MTczMDg1MTIwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c48-22c5-661c-1ccd-995b23dc6771&psq=mo+farah+and+pe+lessons&u=a1aHR0cHM6Ly93d3cueW91dHViZS5j b20vd2F0Y2g\\_dj1lblDsRmlmdm8ycw&ntb=1](https://www.bing.com/ck/a?!&&p=dfc4390bff598bbb5db2d97c005a1058ac5692ac3450e8ba79035b51d36a09e9JmltdHM9MTczMDg1MTIwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c48-22c5-661c-1ccd-995b23dc6771&psq=mo+farah+and+pe+lessons&u=a1aHR0cHM6Ly93d3cueW91dHViZS5j b20vd2F0Y2g_dj1lblDsRmlmdm8ycw&ntb=1)

### **Reference 5**

<https://www.bing.com/ck/a?!&&p=ab7ea58f383a38bdd272d23839542d53c5a07ef89f64b8106dd7203ccb73560aJmltdHM9MTczMDg1MTIwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c48-22c5-661c-1ccd-995b23dc6771&psq=how+has+mo+farah+hepled+the+younger+generation+with+athlrtics &u=a1aHR0cHM6Ly93d3cuaW5kZXBlbmRlbnQuY28udWsv3BvcnQvZ2VuZXJhbC9hdGhsZ XRpY3MvbW8tZmFyYWgtb24tYS1taXNzaW9uLXRvLWluc3BpcmUtYS1nZW5lcmF0aW9uLX RvLWdlc1vZmYtdGhllWNvdWN0LTgxOTMxMTUuaHRtbA&ntb=1>

### **Reference 6**

<https://www.bing.com/ck/a?!&&p=ec638f946a9f86b24562e207e43e482af9a66ba7b5f50879e566b528bad6fd14JmltdHM9MTczMDg1MTIwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c4>

[8-22c5-661c-1ccd-995b23dc6771&psq=mo+farah+youtube+channel&u=a1aHR0cHM6Ly93d3cueW91dHVlZS5jb20vYy9Nb0ZhcmlFo&ntb=1](https://www.bing.com/ck/a?!&&p=8-22c5-661c-1ccd-995b23dc6771&psq=mo+farah+youtube+channel&u=a1aHR0cHM6Ly93d3cueW91dHVlZS5jb20vYy9Nb0ZhcmlFo&ntb=1)

#### **Reference 7**

<https://www.bing.com/ck/a?!&&p=f6b9f350e9478da94d30725059481a80e036421c05b42530a5cadb4b970949a3JmltdHM9MTczMDg1MTlwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c48-22c5-661c-1ccd-995b23dc6771&psq=denise+lewis+influence+on+people+in+athletics&u=a1aHR0cHM6Ly93d3cubWlycm9yLmNvLnVrL25ld3MvdWstbmV3cy9wb3dlcmxpc3QtMjAyNS1vbHltcGlhbi1kZW5pc2UtbGV3aXMtMzY2Mzg&ntb=1>

#### **Reference 8**

<https://www.gazettelive.co.uk/news/teesside-news/baroness-grey-thompson-launches-new-sports-8637406>

#### **Reference 9**

<https://www.bing.com/ck/a?!&&p=65575170b8326fba18454f9f46dda4c19d6a4495963148aac76c2fdb8e74c82JmltdHM9MTczMDkzNzYwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c48-22c5-661c-1ccd-995b23dc6771&psq=bareness+tanni+influence+in+sport&u=a1aHR0cHM6Ly9lbi53aWtpcGVkaWEub3JnL3dpa2kvVGFubmlfR3JleS1UaG9tcHNvbG&ntb=1>

#### **Reference 10**

<https://www.englandathletics.org/take-part/programmes/thisgirlcanrun/>

#### **Reference 11**

<https://www.bing.com/ck/a?!&&p=e79aa3bd47c55e22c4e4866f4afdd8f5db244a9de0302b201968434c82e57368JmltdHM9MTczMTAyNDAAwMA&ptn=3&ver=2&hsh=4&fclid=2bae06ba-f330-68a3-37a0-138bf24a6910&psq=newham+essex+beagles+beagles+academy&u=a1aHR0cHM6Ly93d3cubmV3aGFtYW5kZXNzZXhiZWFnbnV3cy9wb3dlcmxpc3QtMjAyNS1vbHltcGlhbi1kZW5pc2UtbGV3aXMtMzY2Mzg&ntb=1>

#### **Reference 12**

<https://www.bing.com/ck/a?!&&p=d0704d8c9c9d812ae980878bcff6f01b1da2c909f1ddd39285fc6fb8b9496602JmltdHM9MTczMTAyNDAAwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c48-22c5-661c-1ccd-995b23dc6771&psq=statistics+of+participation+for+the+run+together+initiative&u=a1aHR0cHM6Ly93d3cuZW5nbGFuZGF0aGxldGlicy5vcmcvdGFrcz51wYXJ0L3Byb2dyYW1tZXMvcnVudG9nZXRoZXIv&ntb=1>

#### **Reference 13**

<https://www.bing.com/ck/a?!&&p=4c35e86c808cf31182cc016d4638ed71ac4bbf5806fa24229807f85c269bcb84JmltdHM9MTczMTI4MzlwMA&ptn=3&ver=2&hsh=4&fclid=14cf8c48->





<https://www.bing.com/ck/a?!&&p=1fe7fdee817161c69ab1890d7bd3c5db01834ce5e47e4aa0411f6881b17137c1JmltdHM9MTczMjIzMzYwMA&ptn=3&ver=2&hsh=4&fclid=34b54b8d-480f-6046-072a-5ea549576161&psq=steve+cram+commentary+world+athletics&u=a1aHR0cHM6Ly9lbi53aWtpcGVkaWEub3JnL3dpa2kvU3RldmVfQ3JhbQ&ntb=1>

**Reference 28**

<https://www.bing.com/ck/a?!&&p=1fe7fdee817161c69ab1890d7bd3c5db01834ce5e47e4aa0411f6881b17137c1JmltdHM9MTczMjIzMzYwMA&ptn=3&ver=2&hsh=4&fclid=34b54b8d-480f-6046-072a-5ea549576161&psq=steve+cram+commentary+world+athletics&u=a1aHR0cHM6Ly9lbi53aWtpcGVkaWEub3JnL3dpa2kvU3RldmVfQ3JhbQ&ntb=1>

**Reference 29**

<https://www.heraldscotland.com/news/19478226.jeanette-kwakye-michael-johnson-colin-jackson-bbc-olympic-athletics-pundits/>

**Reference 30**

[https://en.wikipedia.org/wiki/Jessica\\_Ennis-Hill](https://en.wikipedia.org/wiki/Jessica_Ennis-Hill)

**Reference 31**

<https://www.youtube.com/MomentumSports>

**Reference 32**

<https://www.bing.com/ck/a?!&&p=822e1c739b1003641ac2ae63c5fb45e68caedab6bbe3b62c73075bdd74e57e6aJmltdHM9MTczMjY2NTYwMA&ptn=3&ver=2&hsh=4&fclid=29ddf1ef-cf25-6fd7-0c5a-e4abceed6e38&psq=omega+sprint+finish&u=a1aHR0cHM6Ly93d3cuc3BvcnRzYnVzaW5lc3Nqb3VybmFsLmNvbS9BcnRpY2xlcy8yMDI0LzA4LzA2L29seW1waWNzLW9tZWdhLXRpbWluZy1jYW1lcmFzLTEwMG0&ntb=1>

**Reference 33**

<https://www.bing.com/ck/a?!&&p=6e1c28288268a37067253caf39e9cef72afe270133e1c95cebe02695323cf72dJmltdHM9MTczMjY2NTYwMA&ptn=3&ver=2&hsh=4&fclid=29ddf1ef-cf25-6fd7-0c5a-e4abceed6e38&psq=+what+does+theGarmin+Forerunner+265&u=a1aHR0cHM6Ly93d3cucnVubmVyc3dvcmxkLmNvbS91ay9nZWZyL3RlY2gvYTQ2MzI1MDU5L2dhcm1pbi1mb3JlcnVubmVyLTI2NS1yZXZpZXcv&ntb=1>

**Reference 34**

<https://www.bing.com/ck/a?!&&p=a007da865c55f95a83fcb6779c82e3708cb6c979f197f93e3f4b3d831143c2c5JmltdHM9MTczMzc4ODgwMA&ptn=3&ver=2&hsh=4&fclid=35576219-55e6-6017-016b-774854d661d6&psq=+who+does+ricky+simms+manage&u=a1aHR0cHM6Ly93d3cuYmJlLm>

[NvLnVrL3Nwb3J0L2F0aGxldGljcy8yMTAzNjM5OCM6fjp0ZXh0PUV2ZXIIMjBzaW5jZSUyMFVzYWluJTlwQm9sdCUyMHdhcyUyMGEIMjB0ZVVuYWdlciUyQyUyMGhILGFuZCUyMEJvbHQIMjB3ZXJlJTlwYm90aCUyMHdlbGwta25vd24IMjBpbUyMGF0aGxldGljcyUyMGNpcmNsZXMu&ntb=1](https://www.bing.com/ck/a?!&&p=df678f5941a383335ed8131f3b49679f85dbb32897a1ad878ea438e22a2b7902JmltdHM9MTczNDQ4MDAwMA&ptn=3&ver=2&hsh=4&fclid=35576219-55e6-6017-016b-774854d661d6&psq=katrina+johnson+thompson+muller+advert&u=a1aHR0cHM6Ly93d3cuZm90ZWluLWltYWdlLzEyMjU3MjY&ntb=1)

**Reference 35**

<https://champions-speakers.co.uk/sports-speakers>

**Reference 36**

[https://www.bing.com/ck/a?!&&p=df678f5941a383335ed8131f3b49679f85dbb32897a1ad878ea438e22a2b7902JmltdHM9MTczNDQ4MDAwMA&ptn=3&ver=2&hsh=4&fclid=35576219-55e6-6017-016b-774854d661d6&psq=katrina+johnson+thompson+muller+advert&u=a1aHR0cHM6Ly93d3cuZm90ZWluLWltYWdlLzEyMjU3MjY&ntb=1](https://www.bing.com/ck/a?!&&p=29508b27f12acceceea9470ed9c447f5f4596ebd79b79325b2006e775ca3e1e0JmltdHM9MTczNDQ4MDAwMA&ptn=3&ver=2&hsh=4&fclid=35576219-55e6-6017-016b-774854d661d6&psq=team+gb+club+shop&u=a1aHR0cHM6Ly9zaG9wLnRIYW1nYi5jb20v&ntb=1)

**Reference 37**

[https://www.bing.com/ck/a?!&&p=29508b27f12acceceea9470ed9c447f5f4596ebd79b79325b2006e775ca3e1e0JmltdHM9MTczNDQ4MDAwMA&ptn=3&ver=2&hsh=4&fclid=35576219-55e6-6017-016b-774854d661d6&psq=team+gb+club+shop&u=a1aHR0cHM6Ly9zaG9wLnRIYW1nYi5jb20v&ntb=1](https://www.bing.com/ck/a?!&&p=965655b9280deef12a8f2dc8239c8315cc340b414e2087413eb28e7eab02e1f1JmltdHM9MTczNDQ4MDAwMA&ptn=3&ver=2&hsh=4&fclid=35576219-55e6-6017-016b-774854d661d6&psq=mo+farah+quorn+advert&u=a1aHR0cHM6Ly93d3cuY2FtcGFpZ25saXZlLmNvLnVrL2FydGljbGUvcXVvcn4tcnVjcnVpdHMtbW8tZmFyYWgtZHIpdmUtaGVhbHRoeS1wcm90ZWluLWltYWdlLzEyMjU3MjY&ntb=1)

**Reference 38**

<https://www.bing.com/ck/a?!&&p=965655b9280deef12a8f2dc8239c8315cc340b414e2087413eb28e7eab02e1f1JmltdHM9MTczNDQ4MDAwMA&ptn=3&ver=2&hsh=4&fclid=35576219-55e6-6017-016b-774854d661d6&psq=mo+farah+quorn+advert&u=a1aHR0cHM6Ly93d3cuY2FtcGFpZ25saXZlLmNvLnVrL2FydGljbGUvcXVvcn4tcnVjcnVpdHMtbW8tZmFyYWgtZHIpdmUtaGVhbHRoeS1wcm90ZWluLWltYWdlLzEyMjU3MjY&ntb=1>

**Reference 39**

<https://elitesportsagency.co.uk/>

**Reference 40**

[https://en.wikipedia.org/wiki/Carl\\_Lewis](https://en.wikipedia.org/wiki/Carl_Lewis)

**Reference 41**

[https://en.wikipedia.org/wiki/Jessica\\_Ennis-Hill](https://en.wikipedia.org/wiki/Jessica_Ennis-Hill)

**Reference 42**

<https://sponsorship.sportbusiness.com/news/aldi-extends-with-team-gb/#:~:text=The%20agreement%20will%20see%20Aldi%20support%20Team%20GB,Team>



<https://www.bing.com/ck/a?!&&p=db40f7b753d44a33bc42e9e80c3795b0a5b25a30e2f643d4059173342d81953aJmItdHM9MTczNDU2NjQwMA&ptn=3&ver=2&hsh=4&fclid=03b10bb4-1327-6fe7-02da-1eee12176ef7&psq=HOW+MUCH+WILL+IT+COST+TO+PUT+UP+A+BILLBOARD+IN+LONDON+on+the+rodside&u=a1aHR0cHM6Ly83NW1lZGlhLmNvLnVrL2Jsbn2cvYmlsbGJvYXJkLWNvc3RzLw&ntb=1>