

Textbook



The Exam

Written exam - 1 hour, based on the following topics:

<p>Factors which affect participation in sport</p> <ul style="list-style-type: none"> • User groups • Barriers • Solutions • Factors which affect the popularity of sports <p><i>Pages 1 - 15</i></p>	<p>The role of sport in promoting values</p> <ul style="list-style-type: none"> • Values • The Olympic and Paralympic movement • Other initiatives and events which promote values through sport • The importance of etiquette and sporting behaviour • The use of performance-enhancing drugs <p><i>Pages 16 - 30</i></p>
<p>The importance of hosting major sporting events</p> <ul style="list-style-type: none"> • Features of a major sporting event • Potential benefits and drawbacks of cities/countries hosting major sporting events <p><i>Pages 31 - 34</i></p>	<p>Know about the role of national governing bodies in sport</p> <ul style="list-style-type: none"> • What national governing bodies do <p><i>Pages 35 - 37</i></p>

The different user groups who may participate in sport

Society is made up of individuals of different ages, gender, race and social backgrounds. We can categorise people according to the characteristics they have in common. These categories or 'user groups' each have particular needs that will have to be met if they are to take part in sport.

- Ethnic minorities
- Single parents
- Disabled
- Retired people/people over 50
- Children
- Unemployed/economically disadvantaged
- Families with young children
- Teenagers
- Working singles and couples

Ethnic Minorities

Ethnic minorities include any group within a community which has different national or cultural traditions from the main population. In the UK this includes anyone who does not consider themselves to be White.

Ethnic minorities often have customs or traditions that differ from the population as a whole. These include things such as:

- Eating at only certain times of the day.
- Different languages.
- Rituals or routines associated with their religion.
- Customs concerning dress and clothing.

Opportunities to take part in sport may be limited if such things are not taken into consideration by sports providers.

Stereotyping (a opinion of a group of people based on poor information) may also effect participation. For example - if the manager at a sports centre stereotypes, there may be a lack of appropriate provision for certain groups.

Ethnic Group	Population	%
White	55,010,359	87.1
Gypsy/Traveller	63,193	0.1
Asian: Indian or British/Indian	1,412,958	2.3
Asian: Pakistani or British/Pakistani	1,174,983	1.9
Asian: Bangladeshi or British/Bangladeshi	451,529	0.7
Asian: Chinese or British Chinese	433,150	0.7
Other Asian	861,815	1.4
Black or Black British	1,904,684	3.0
Mixed	1,250,229	2.0
Other Ethnic Group	580,374	0.9
Total	63,182,178	100

Statistics from 2011 UK Census

CASE STUDY



Sporting Equals

Promote greater involvement by all communities that do not take part in sport, especially the black and minority ethnic population.

Work with providers of sporting opportunities such as national governing bodies, local authorities and sports organisations to target groups and create opportunities to take part in sport.

Retired people/People over 50

The number of retired people is increasing in the UK. Many retired people take part in sport during their free time using money from their pensions and savings. However many retired people also find it difficult to take part for a variety of reasons, such as:

- Lack of money due to small pension and savings.
- Health problems that prevent them taking part e.g. osteoporosis, heart disease, lack of mobility.
- Feel they are too old to take part in sport.
- Fear of injury.
- Family commitments such as child care of grandchildren.

CASE STUDY



Age UK - Get Going Together

Scheme to encourage older people to lead a more active life.

Activities are offered in care homes and leisure centres such as chair based exercise, zumba and nordic walking.

Families with young children

Parents and their young children have different needs. Parents, for example, will need childcare facilities if they are to leave their children for a while to play a sport.

Young children, on the other hand, are unlikely to have developed sufficient ability to take part in sport on their own, but they may be able to join in specially devised, adult-led sessions such as the example below.



Some fitness clubs offer crèche facilities to members

CASE STUDY



Virgin Active - Active Crew

Health and fitness programme for 8-15 year-olds, it is available to children of Virgin Active members.

Classes are run by coaches who support children to improve basic skills like running, catching and throwing, as well as increasing their strength, agility and core fitness.

Membership starts from £60 per month.

Single parents

For single parents, childcare facilities may be more of a problem as they are unable to rely on a partner to look after the children, and some may not have enough money to pay for such facilities.

Cost and the provision of childcare are therefore major considerations for single-parent families.

CASE STUDY



Cannock Chase Council offer a 50% discount to anyone receiving working family tax credit.

Most single parents would be eligible for this making exercise more affordable for both them and their children.

Children

Children often rely on their parents to transport and pay for them to take part in sports. Some parents are unable to afford to pay for this or do not have the time to transport their children.

When competing they must compete against children of their own age and often need specialist sessions to be provided with facilities and equipment adapted to their size, physique and ability.

Research shows there is a lack of fitness and increasing obesity among children. Children often need persuading to take part in sport rather than inactive activities, such as computer games.

CASE STUDY



The FA Skills Programme

Football programme run by the Football Association using funding from Sport England. Gives 5-11s of all abilities the opportunity to get active, learn new football skills and enjoy the game.


Coaching is provided free of charge and takes place after-school and during holidays.

The programme aims to develop better and more technically gifted football players but also to give every child the opportunity to be the best that they can be, helping children to gain confidence, build self-esteem, learn to work as a team and improve their decision making.

Teenagers

Between the ages of 13 and 19 there is a decline in sports participation, particularly among girls. Sport needs to be made both appealing and accessible to this group. A concern of many teenagers is to build up a network of friends. Sport can help to address this need.

As their bodies change and develop, teenagers often become concerned about their physical appearance. This can prevent their participation in sport, as they may be self-conscious about showing their body in public.

CASE		<p>A free secondary schools initiative that uses sport stars and sport skills to:</p> <ul style="list-style-type: none"> ▪ Boost confidence ▪ Increase attainment ▪ Improve life skills ▪ Develop self esteem and self worth ▪ Improve health and well being ▪ Encourage pupils to reach their potential <p>Schools receive free t-shirts and a visit from a world-class athlete.</p>
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Disabled people


People with disabilities may find it difficult to participate in sport for a variety of reasons. Those with restricted mobility will need help getting in and out of sports facilities. Visually impaired people will need specially adapted equipment, and those who are hearing impaired will need to be given information in writing or by a signer.

Disabled people must be treated in a manner that is not condescending, patronising or dismissive. Sometimes it is the fear of being treated differently that prevents such people from participating in the first place.

CASE STUDY	 <p>Sportability is a charity that provides sport and challenging pursuits for disabled people.</p> <p>A range of sports are offered for free, such as sailing, archery, abseiling, quad-biking, canoeing, go-karting, wheelchair tennis and many more.</p> <p>It aims not to creating elite sportsmen and women but to allow disabled people to try something new.</p>
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Unemployed people/Economically disadvantaged

This group of people may have the time to join in sport but are unlikely to have the money. They may also lack of confidence, which will affect their motivation to get involved in sport.

CASE STUDY		<p>A charity which runs courses nationwide using sport to help unemployed people.</p> <p>The courses use sport to:</p> <ul style="list-style-type: none"> ▪ Develop confidence, motivation and discipline ▪ Take responsibility for their lives and actions ▪ Experience the value of team work and diversity ▪ Respect for others and themselves ▪ Find employment
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Working singles and couples

There is an increasing number of people who are single or who are in a relationship but chosen not to have children. These people often have money to spend on sports and leisure but lack the time due work commitments. The time they do have available is usually late in the evening or at weekends.

Socialising is important to this group, sport can help with this but is often replaced by unhealthy activities such as drinking with friends.

CASE STUDY	 <p>A nationwide chain of fitness clubs that are open 24 hours a day 365 days a year.</p> <p>The long opening hours allow many people who would otherwise not have time due to work to take part in exercise.</p>
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EXAM QUESTIONS - The different user groups who may participate in sport

1. Suggest **two** ways to increase the level of participation in sport by retired people.

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2. Give **three** examples of how sport can be made more accessible to children.

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3. Give **three** reasons why families with young children may not be able to participant in sport.

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4. Suggest **four** ways to raise participation in sport by ethnic minorities.

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The possible barriers which affect participation in sport

Each of the different user groups have specific needs that must be addressed if they are to participate in sport on a regular basis. These needs are referred to as barriers, to get them to participate these barriers must be removed.

The barriers are:

- Employment
- Accessibility of facilities/equipment
- Awareness of activity provision
- Lack of role models
- Lack of role models
- Portrayal of gender issues by the media
- Disposable income
- Provision of activities

Employment

People in employment face many potential barriers which prevent them participating in sport and exercise, such as:

- Lack of available time during the day.
- Lack of motivation/tiredness.
- Weight gain/fitness levels.
- Pressure to spend time with partner.

Possible solutions:

- Sessions in the evening or weekends.
- Suitable sports for couples such as mixed badminton.
- Targeted advertising e.g. in local supermarkets.
- Highlight the health benefits in advertising.



Many jobs now involve working long hours

Family commitments

People with families have many commitments which may prevent them participating in sport and exercise, such as:

- Childcare commitments.
- Lack of disposable income.
- Lack of available time during the day.

Possible solutions:

- Provide childcare or a crèche.
- Family sessions at weekends.
- Reduced pricing.
- Targeted advertising e.g. in schools.



Fun family swimming sessions allow parents and children to enjoy time together.

Disposable income

After paying for food, housing or other expenses, many people do not have money to participate in sport and exercise. This would be the case for many of the user groups, such as:

- Retired people with small pensions and savings.
- Families who pay for child care while at work.
- Disabled people who cannot work.
- Unemployed people.

Possible solutions:

- Reduced pricing for unemployed and pensioners.
- Family tickets at a reduced rate.
- Free taster sessions to allow people to see what activities are like before.
- Targeted advertising e.g. job centres.



Offering discounted family tickets will make activities more accessible.

Accessibility of facilities/equipment

For some groups, improving access is very important. Buildings and equipment must be suitable if disabled people are to gain access.

Possible solutions:

- Ramps and lifts to allow them to move around the building.
- Wider car parking spaces near the entrance.
- Adapted changing rooms and toilets.
- Low-level light and other fittings (wheelchair height).
- Lifts into pools.
- Adapted weight-training equipment.



Lifts can be purchased to make pools accessible.

Facilities need to be easily accessible. If they cannot be reached by foot or bike, easy access by public transport (bus or train) is important. Some groups such as the retired, children or the unemployed will rely on public transport to get to facilities particularly in rural areas.

Possible solutions:

- Bus stops outside facilities.
- Regular bus services during opening hours.
- Working with local charities to provide transport to certain groups such as pensioners and the disabled.



Transport will be important to some user groups.

Lack of role models

A role model is an individual with whom another individual can identify because he or she has similar physical characteristics or a similar social background.

Females often lack role models in sport, this is because:

- Women's sports are not shown on TV.
- Some sports are viewed as men only sports.
- Women worry about becoming too masculine due to exercise.

Possible solutions:

- Increase TV coverage of women's sport on TV.
- Use sports women to promote women's sport.
- Provide women coaches.
- Have sports women and coaches visit schools.



Jessica Ennis is an example of a female role model used to promote sport.

Ethnic minorities often lack role models as many sports are not seen as being accessible, for example:

- There are few black or Asian tennis or golf players.
- There are few professional British Asian footballers.
- Ethnic minorities often play sports that have strong links with their race e.g. many Asians play cricket.

Possible solutions:

- Use sports people from ethnic minorities to promote sports.
- Provide coaches from ethnic minorities.
- Have sports people and coaches from ethnic minorities visit schools.



Provision of activities

The provision of activities need to meet the needs of the participants if they are to take part. Potential barriers include:

- Facilities not being available e.g. indoor tennis courts.
- Sports not provided e.g. those played by ethnic minorities.
- Mixed gender sessions.
- Mixed age sessions.
- Specialist equipment e.g. for the disabled or children.
- Sessions to meet ability of participants



Indoor facilities allow sport to take place all year.

Possible solutions:

- Build facilities that allow sports to be played all year e.g. indoor facilities or artificial pitches.
- Offer a range of activities including those played by ethnic minorities e.g. Kabbadi.
- Offer women only sessions, making women comfortable and people of certain religions to take part.
- Offer age group sessions e.g. children and over 50's.
- Provide equipment that is appropriate for the age and ability those taking part.
- Provide beginners and advanced sessions using specialist coaches.

Awareness of activity provision

One of the reasons why people do not participate in sport is that they are often unaware that particular sessions exist which meet their needs.

Organisations need to advertise such sessions in a way that 'targets' these groups and persuades them to take advantage of the opportunities available

Possible solutions:

- Activities need to be promoted in places where the target group will see them e.g.
 - Children and teenagers in schools.
 - Retired people in doctors surgeries.
 - Unemployed in job centres.
- Promotion should take different formats such as posters, leaflets or social media.



Activities need to be promoted in places the target group go, e.g. in schools for teenagers.

Portrayal of gender issues by the media

The media influences many people's choice of physical activity and their attitude towards sport and exercise. Media coverage increases the popularity of some sports.

The media are often accused of gender inequality in their coverage of sport. Women's sport has a much lower profile than men's and is often used as a reason for low participation by women. Issues include:

- Women's sports receiving less coverage on TV.
- Companies sponsoring men as they get more attention.
- A lack of female sporting role models.
- Women receiving smaller amounts of prize money.

Possible solutions:

- More female sport on TV (e.g. women's football)
- Show female sport during prime time TV.
- More female sports presenters and commentators.
- Promote positive body image for women.
- Show female performers being successful to create positive role models.
- Advertise female sport and sports events.
- Promote gender equality e.g. equal prize money.



Women's football is not shown often on TV.

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EXAM QUESTIONS - The possible barriers which affect participation in sport

1. Which one of the following is a barrier to people over the age of 50 participating in football on a regular basis? (Circle your chosen option to indicate your answer).
- a) Lack of Suitable facilities.

b) Limited specialist equipment.

c) Not a suitable climate in the UK.

d) Risk of injury.

2. Give **three** possible barriers to participation in sport.

[3 marks]

3. Explain why a lack of role models can be a barrier to participation in sport.

[3 marks]

4. Give **three** ways in which the media might help to increase participation in sport for females.

[3 marks]

The solutions to barriers which affect participation in sport

In order to get people more active it is important to find solutions to the different barriers faced by each group.

The solutions come from three areas:

- Provision
- Promotion
- Access

Provision

Provision can be improved in three ways:

1. Activities for different user groups
2. Activities for different ages
3. Activities at different times

Activities for different user groups could include:

- Ethnic minorities e.g. kabaddi or women only swimming for religious reasons.
- Disabled e.g. wheelchair basketball.
- Families with young children e.g. family swimming.

Activities for different sports could include:

- Children e.g. swimming lessons or soccertots.
- Retired people e.g. chair exercise.
- Teenagers e.g. bmx or skateboarding.

Activities at different times could include:

- Parents with young children e.g. mid-morning after the school run.
- Children e.g. straight after school.
- Working singles e.g. straight after work.
- Retired e.g. during the day when they feel safe to be out.



Wheelchair basketball for disabled users.



Soccer tots for young children.

Promotion

Promotion can be improved in three ways:

1. Targeted promotion.
2. Using role models.
3. Initiatives

Targeted promotion involves advertising in appropriate places to increase visibility to different user groups, such as:

- Children and teenagers in schools.
- Retired people in doctors surgeries.
- Unemployed in job centres.
- Ethnic minorities at mosques, temples and churches.

Using role models to encourage participation may involve:

- Using celebrities e.g. sports people.
- Using people from similar backgrounds e.g. Asian footballers and coaches to promote football in schools to Asian children.

Initiatives aimed at promoting participation and inclusion may involve:

- Free sessions e.g. swimming for under-16s.
- Rewards for attending e.g. gift vouchers.



Adverts need to grab people's attention and be in places they will see them.



Role models need to be people who the target group can relate to.

Access

Access can be improved in three ways:

1. Access to facilities.
2. Access to equipment.
3. Sensible pricing or concessions.

Improving access to facilities may include:

- Ramps and lifts.
- Disabled parking spaces near the entrance.
- Having a bus service to the facility.

Improving access to equipment may include:

- Hoist for swimming pool access.
- Adapted weight and exercise machines.
- Special equipment such as blind football balls and goals.

Sensible pricing/concessions may include reduced charges for:

- Unemployed.
- Children.
- Retired.
- Families.



Disabled parking will make it easy to access buildings.



1. Suggest **four** ways to raise participation in sport by families with young children.

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2. Describe **three** potential barriers to participation in sport for ethnic minorities and **three** strategies for overcoming these barriers.

1. Barrier [1]

Strategy [1]

2. Barrier [1]

Strategy [1]

3. Barrier [1]

Strategy [1]

Factors which effect the popularity of sport in the UK

Many factors affect participation in physical activity. These factors may influence both choice the of activity and the extent to which someone takes part. Factors include:

▪ Participation

Some sports have better infrastructures than others such as facilities, leagues or competitions and associations. Football for example has a good infrastructure in the UK. It has lots of facilities, local and national leagues and cups along with local and national associations.

▪ Provision

Provision is linked to infrastructure. Many sports are not able to offer lots of provision due to a lack of facilities. This also causes there to be a shortage of coaches to improve individuals and teams. Tennis for example lacks easily accessible courts, this impacts on base level participation. Because fewer people are able to take part fewer people train to be a coach.

▪ Environment/climate

The environment and climate of a country has a impact on the popularity of different sports. Regular involvement in skiing or snowboarding requires frequent trips abroad or the use of artificial slopes as most parts of UK do not have appropriate terrain or weather (mountains and snow).

▪ Spectatorship

The number of opportunities to watch a sport live can also effect the popularity of a sport. Professional rugby and football matches are freely available compared to badminton matches.

▪ Media coverage

Media coverage can have a positive or negative effect on the popularity of certain sports. Participation in tennis for example increases around the time of Wimbledon as the BBC has sole coverage. Some sports however are not shown on TV and some are only shown on satellite such as volleyball.

▪ Success of teams and individuals

The success of sports people and teams can increase the popularity of sport. The success of the British cycling team at the Olympics has increased participation in cycling as people often feel inspired by the success of others.

▪ Role models

Having role models can increase the popularity of sports for example Bradley Wiggins and Victoria Pendleton and cycling or Andy Murray and tennis. They can however also have a negative effect on popularity such as a lack of role models for women.

▪ Social acceptability

The popularity of some sports is affected by public opinions. Boxing for example still has vocal opposition who feel that the aim of the sport is to 'hurt the opponent' and that it is, therefore, not appropriate, especially for younger people.

Sport	People taking part
Swimming	2.89 million
Athletics	1.96 million
Football	1.94 million
Cycling	1.87 million
Golf	772,800
Badminton	499,000
Tennis	424,300
Equestrian	300,800
Squash and racketball	257,700
Bowls	223,900
Cricket	189,400
Basketball	172,300
Rugby Union	166,400
Netball	150,900
Boxing	150,100
Angling	131,500
Table Tennis	112,200
Weightlifting	106,600
Snowsport	106,400
Hockey	92,100
Mountaineering	87,800
Sailing	61,400
Gymnastics	49,100
Rugby League	48,700
Canoeing	38,500
Rowing	35,800
Volleyball	34,900
Taekwondo	23,100
Judo	19,900
Rounders	16,400
Fencing	13,600
Archery	10,900
Softball	9,300
Waterskiing	3,600

Statistics from Sport England 2013



Cycling

Cycling is a popular sport in the UK.

It has a good infrastructure both for elite performers with mountain biking, bmx and track facilities. There is also a good network of cycle lanes for ordinary people to use along with bike storage in public places.

The UK environment provides different levels of challenge such as hills and mountains and the weather allows people to cycle all year round.

There are lots of cycling events for people to go along to watch for example the Tour de France started in the UK this year. Media coverage is also good with events shown such as the Olympics on the BBC and the Tour de France on ITV.

The British cycling team has had lots of success in recent years winning 7 gold medals at the London 2012 Olympics as well as Bradley Wiggins and Chris Froome winning the Tour de France. This has created lots of male and female role models for people to be inspired by.

Cycling is considered a acceptable sport to take part in and is used by many children and adults as a form of transport. Many companies try to encourage their employees to cycle to work by offering changing facilities and secure bike storage.

Fencing



Cycling is not a very popular sport in the UK.

It does not have a good infrastructure. Only 91 clubs are listed on the governing body website.

The UK environment and climate does not affect fencing as it is a indoor sport, however due to low participation number people may struggle to find a venue to use.

Regional and national competitions take place however due to the low media coverage people may not be aware of where or when these are.

Media coverage is poor with events only shown as part of bigger competitions such as the Olympics every four years.

The British Fencing team has not had any success in recent years and did not win any medals at the London 2012 Olympics. As a result there are no role models for people to be inspired by.

Fencing is considered a acceptable sport to take part in, however many people may view it as a posh or upper class sport and will not take part in it for this reasons.

Current trends in the popularity of sports

The popularity of some sports has changed in recent years. The figures in the table below show that during recent years swimming, athletics and cycling are some of the most popular sports in the UK.

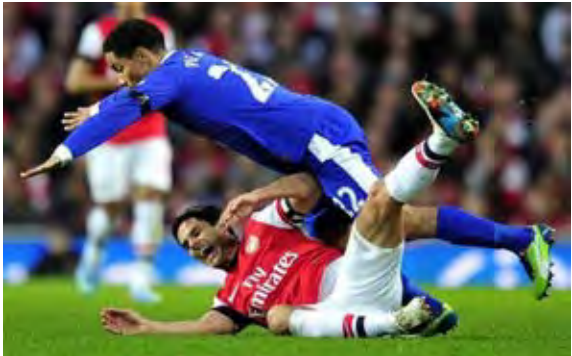
Some sports which traditionally have been popular have such as football, tennis and rugby have become less popular.

This may be because people are looking for more ways to include sport into their life such as cycling to travel and also because of the success of certain sports at the London 2012 Olympics.



Boxing has increased in popularity

Sport	2005	2013	Change
Swimming	3.27 million	2.89 million	Decrease
Athletics	1.35 million	1.96 million	Increase
Football	2 million	1.94 million	Decrease
Cycling	1.63 million	1.87 million	Increase
Golf	889,000	772,800	Decrease
Badminton	516,000	499,000	Decrease
Tennis	457,300	424,300	Decrease
Squash	299,800	257,700	Decrease
Cricket	195,200	189,400	Decrease
Basketball	158,600	172,300	Increase
Rugby Union	185,600	166,400	Decrease
Boxing	115,500	150,100	Increase



Football has become less popular

New and emerging sports and activities in the UK

During recent years many new sports have emerged which are growing quickly in popularity. These include:

- Ultimate Frisbee
- Parkour/Free running
- Triathlon
- Lacrosse
- Mixed Martial Arts
- American Football

Many people choose to take part in these sports as they are looking for something new and exciting, rather than traditional sports such as football, rugby or tennis.



Ultimate Frisbee is growing in popularity

CASE STUDY

Mixed martial arts

Mixed martial arts are becoming more popular in the UK. It has a increasing infrastructure and provision, the number of clubs is increasing and more competitions are available for people to take part in.

Media coverage is increasing and fights are shown live on TV and promoted using adverts.

Fighters are becoming more well known such as Connor McGregor and Ronda Rowsey, this has created male and female role models for people to be inspired by.

Mixed martial arts is considered to be socially unacceptable by some people due to it being violent but many people take part in it as part of a fitness programme because of its health benefits.

- a) Squash
- b) Cycling
- c) Lacrosse
- d) Handball

[1]

2. Infrastructure is an area of sport in which national governing bodies (NGBs) are involved. Identify aspects of infrastructure in sport and give examples of each.

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[6 marks]

3. Using a practical example for each, explain how each of the following factors can impact on the popularity of sport in the UK.

Environment [2]

[2]

Spectatorship

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[2]

Social acceptability

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[2]

Values in sport

A Value in sport is "Something held to deserve; the importance, worth, or usefulness of something."

The 7 main sporting values are:-

Team spirit = Learning how to work together as a team.	Citizenship = Being involved in your local community through sport.	Tolerance and Respect = Developing understanding of different countries and cultures through sport.	Fair play = Learning the importance of adhering to rules and being fair to others through playing sport.	Inclusion = Initiatives to get under-represented social groups involved in sport.	National Pride = Supporters and performers unite behind country in international events.	Excellence = Striving to be the best that you can in your favourite sport.
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Team spirit

Team spirit can make or break a team. Teammates who have team spirit are better able to work together and achieve team goals. They are also more satisfied with their team activities.

John Wooden, a former basketball coach at UCLA, said, "Team spirit means you are willing to sacrifice personal considerations for the welfare of all. That defines a team player." There are certain skills team members develop that serve as good examples of team spirit.

Examples of team spirit include:

- Learning how to work together.
- Supporting other team mates.
- Playing as part of a team.



Citizenship



Sport can be used to encourage and promote the ideals of good sportsmanship and good citizenship.

For example volunteering to coach a sporting activities in your community.

Tolerance and respect

Developing understanding of different countries and cultures through sport.

The Olympic movement for example aims to connect in individuals with different ethnical backgrounds, nationalities, religions, cultures or political views.

Many sports run campaigns to promote tolerance and respect such footballs Kick it out campaign aimed at tackling racism.



Fair play



Learning the importance of adhering to rules and being fair to others through playing sport.

For example:

- Playing by the rules.
- Respecting the ref.
- Respecting your opponent.
- Helping a injured opponent.

Inclusion

Initiatives to get under-represented social groups involved in sport.

Such as giving elite disabled athletes the chance to represent their country at the Paralympics. This helps others understand their disability and that they are still able to participate in sport and achieve.



National pride



Supporters being proud of the athletes that are representing their particular country and uniting as a country to get behind and encourage performers.

Supporters tend to show their pride by:

- Wearing their countries colours
- Wearing flags
- Painting their face's.
- Singing the national anthem.

This can bring together people from different walks of life, different religious beliefs and different social backgrounds to unite behind country in international events.

National pride can also bring athletes together as a nation. When competing in the Olympic Games they stay together in a Olympic village where they will support and watch others.

Athlete's that win events also show national pride during events or when they win an event by:

- Thanking supporters.
- Drape themselves in their countries flag.
- Singing the national anthem.



1. Identify **THREE** values which can be promoted through sport and give examples of each

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2. (a) Give **TWO** examples of national pride being promoted through sport

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- b) Give **TWO** examples of excellence being promoted through sport

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..... [6 marks]

3. Identify **THREE** values associated with the Olympic movement and give an example for each

a) Value..... [1 mark]

Example..... [1 mark]

b) Value..... [1 mark]

Example..... [1 mark]

c) Value..... [1 mark]

Example..... [1 mark]

The Olympic and Paralympic Movement

"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."

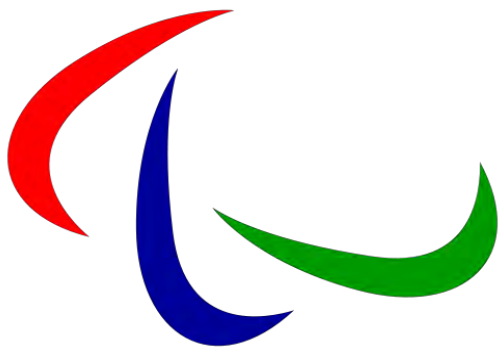
Pierre De Coubertin (Founder of the modern Olympics)

The Olympics

- Founded by Baron Pierre de Coubertin (1863-1937).
- It is the leading international sporting event, which takes place every 4 years.
- There are summer and winter games, which alternate by occurring every four years but two years apart.
- First Olympics was held in Athens during 1896.
- First winter Olympics was held in Chamonix during 1924.
- Athletes representing more than 200 countries compete for gold, silver, and bronze medals.



Paralympics



The **Paralympic Games** is a major international multi-sport event.

Involves athletes with a range of physical disabilities, including:

- Impaired muscle power
- Impaired passive range of movement
- Limb deficiency (e.g. amputation or dysmelia),
- Vision impairment.
- Intellectual impairment.

It takes place a few weeks after the Olympic games.

There are winter and summer games.

Tolerance and respect

The flag has five interlocking rings (blue, yellow, black, green, and red) on a white background.

The rings represent the five parts of the world joined together in the Olympic movement: Africa, the Americas, Asia, Australia and Europe.



The motto of the Olympic Games is "Citius, altius, fortius" ("Faster, higher, stronger")

The Olympic and Paralympic values

There are a number of values which are shown through the Olympic and Paralympics games:

RESPECT



Being fair, knowing your limits, taking care of yourself and others around you.

Respecting people from different nations or religion.

EXCELLENCE



Giving your best, not only in sport but in life, and achieving your goals.

EXCELLENCE



Understanding each other although there may be differences. Values that are found in friendships:

- Sympathy
- Empathy
- Honesty
- Mutual understanding
- Compassion
- Trust

DETERMINATION



Believing in yourself to continue to do the best you can even if things are difficult. Making or arriving at a decision with purpose.

COURAGE



Having the self-belief and confidence to overcome adversity and face difficulty.

EQUALITY



Showing respect and humility towards all those around you in the spirit of fair play.

INSPIRATION



To be motivated by the achievements and actions of others and to be a positive example to others/

1. Identify **THREE** values associated with the Olympic movement and give an example for each

Value..... [1]

Example.....
..... [1]

Value..... [1]

Example.....
..... [1]

Value..... [1]

Example.....
..... [1]

2. In the Olympics, what represents the union of the five continents?

.....
..... [1]

3. Which **one** of the following is not a value that is promoted by the Olympics?

(Circle your chosen option to identify your answer.) [1]

- (a) It is the taking part that counts
- (b) It is important to gain success and world recognition
- (c) It is important to represent your nation
- (d) All nations compete on an equal basis

4. What is the colour of the background and the Olympic rings on the official Olympic flag?

.....
.....
..... [2 marks]

5. Where were the first Olympics and what year?

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..... [2 marks]

Initiatives and events which promote values through sport

There are a number of initiatives and events all over the world that help to promote values through sport. Many of these help to educate people from all different walks of life, through the use of sport.

The values which sport promotes

- Self esteem
- Confidence
- Discipline
- Respect
- Team work
- Leadership



- Sporting etiquette - Behaving in a respectful and appropriate manner at all times.
- *Example: Providing 3 cheers/shaking hands with your own team members, opposition and other game officials at the completion of the event.*

Sporting initiatives

Football for Hope

Football for hope helps educate people about different things that can and do affect them in and around their country.

- Poverty
- Homeless
- Landmines
- HIV/AIDS
- Drugs
- Violence
- Abuse



FIFA's 'Football for Hope' campaign, introduced in 2005 uses the power of football for social development it is run by private and community-based organisation around the world.

These programmes are providing children and young people with valuable tools that make a difference to their lives, while contributing to positive social development on a global scale by addressing the most pressing issues in each community.



Chance to Shine

- Chance to Shine links cricket clubs to primary and secondary schools.
- It pays qualified cricket coaches to deliver cricket sessions and matches in schools,
- It encourages children to come and play at cricket clubs.
- Chance to Shine, is running beyond 2015, until they have reached the remaining schools and given every child in every school the opportunity to play competitive cricket.

- Less than 10 per cent of state schools provided regular organised cricket coaching or competition, the Cricket Foundation charity launched its £50million campaign in 2005 set out to bring competitive cricket - and its educational benefits back to at least a third of the country's state schools initially over a ten year period.
- Since then Chance to Shine is one of the biggest grassroots sports development programme in the UK.
- The campaign does not aim to develop the cricketing stars of the future and although it's possible, their main aim is development through cricket.

Other initiatives

Sport Relief

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.

At the heart of the campaign is the "Sport Relief Mile", which involves members of the public doing their bit for charity.



Premier League's 'Creating Chances'

Creating Chances is the work that the Premier League delivers at the heart of its communities in which the clubs operate. Through the power of football we empower our clubs to create opportunities that bring people together and change lives for the better.

Over the last three years Creating Chances has invested £111.6m into the heart of local communities, benefitting 14m people.

Every £1 invested by the Premier League has seen £3 of matched funding.

Our work is tightly defined across five key areas and initiatives with the Premier League running a central initiative under each theme:

- Community Cohesion - Kicks, Premier League Into Work, The Prince's Trust
- Education - Premier League Enterprise Academy, Premier League Reading Stars
- Health - Premier League Health, Imagine Your Goals
- Sports Participation - Premier League 4 Sport, Premier League Schools Tournament
- International - Premier Skills, Magic Bus, Sport Relief



This Girl Can

Nationwide campaign to get women and girls moving, regardless of shape, size and ability.

Research reveals a huge difference in the number of men and women playing sport. And it's not because females don't want to get active. Millions of women and girls are afraid to exercise because of fear of judgement.

It is the first campaign of its kind to feature women who sweat and jiggle as they exercise. It seeks to tell the real story of women who play sport by using images that are the complete opposite of the idealised and stylised images of women we are now used to seeing.



THIS
GIRL
CAN

The campaign doesn't hold back in trying to encourage women to beat their barriers. "Sweating like a pig, feeling like a fox" and "I kick balls, deal with it" are among the hard-hitting lines used in the campaign to prompt a change in attitudes and help boost women's confidence.



EXAM QUESTIONS - Initiatives and events which promote values through sport.

1. Identify and describe a sports initiative

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..... [2 marks]

2. Explain what the FIFA's 'Football for Hope' campaign is

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..... [4 marks]

3. Which sports initiative is promoting more cricket in state schools (**circle one**)

- a. Chance to Shine
- b. Football for Hope
- c. Sports England
- d. Sport Relief

[1 mark]

4. Sport does many things not just promoting health and fitness can you identify **four** other skills that are promoted through sport and an example for each.

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..... [4 marks]

Etiquette and sporting behaviour

Our behaviour at sports events when playing or spectating can affect the outcome of the match. 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**.

Spectators and players observing a minutes silence when:

- A famous sportsperson has died.
- On Remembrance Sunday.
- After tragic events.



Spectators being silent to allow players to concentrate when:

- Taking a shot in golf.
- Serving in tennis.
- Taking a kick in rugby.



Players shaking hands before and after a game.



Applauding the winners off the pitch at the end of a game.



Spectators and performers being quiet during other countries national anthems.



Other examples

- Spectators applauding good or skilled play.
- Putting the ball out of play when a player is injured.
- Giving the ball back to the opposition after a injury stoppage.
- Acknowledging a lucky shot in racquet sports e.g. When the ball hits the net but goes over.

Sportsmanship

Behaving in appropriate, polite and fair way while participating in sport. Playing by the rules, being fair to opponents and losing graciously.

Examples include:

- Giving the ball back to the opposition after a injury stoppage.
- Helping an injured player.
- Shaking hands before and after the game.
- Applauding the winners of a game.

Gamesmanship

Psychological intimidation or disruption of concentration while still playing within the rules. It is used to gain an advantage and increase the chances of winning.

Examples include:

- Time wasting by taking longer to take set pieces.
- Not adhering to time rules by taking longer between serves in tennis.
- Pretending to be injured to waste time or get opponent in trouble.
- Appealing to officials for a foul or decision when you know it should be given to the other team.
- Pressurising officials by gathering around them as a team and being aggressive.
- Sledging an opponent by saying things to put someone off.



1. Give two examples of sporting behaviour by spectators at sports events.

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..... [2 marks]

2. Give three examples in which gamesmanship is used by sports performers.

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..... [3 marks]

3. Give three reasons why sports performers should demonstrate good sporting behaviour.

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..... [3 marks]

4. Give two examples of etiquette in sport and identify two reasons why etiquette is important to performers or spectators.

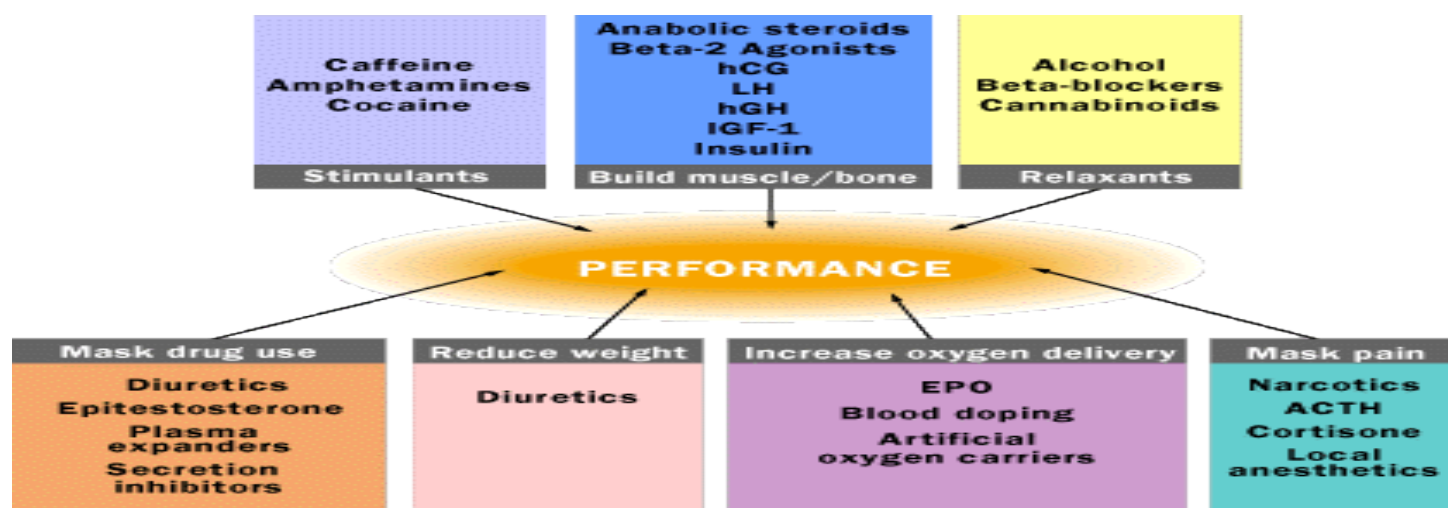
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..... [4 marks]

5. Describe three possible negative effects of gamesmanship in sport.

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.....
..... [3 marks]

The use of performance-enhancing drugs

Performance-enhancing drugs (also known as PEDs) are substances used to improve sporting performance.



Reasons for using drugs and the side effects

Reasons for use	Reasons against use
<ul style="list-style-type: none"> Pressure to succeed as an individual Pressure to succeed as a nation Fame 	<ul style="list-style-type: none"> Long term ill health Consequences when found guilty Unfair advantage

Performance Enhancing Drugs (SAD BEN)



Narcotics

Key Reason for Use

- Mask Pain

Key Side Effect

- Low Blood Pressure

Diuretics

Key Reason for Use

- Rapid Weight Loss

Key Side Effect

- Kidney Damage



Stimulants

Key Reason for Use

- More Alert

Key Side Effect

- Wears off leaving you "down"

Anabolic Agents

Key Reason for Use

- Increase in muscle mass

Key Side Effect

- High Blood Pressure



Beta Blockers

Key Reason for Use

- Calm Nerves

Key Side Effect

- Cause headaches and dizziness

EPO

Key Reason for Use

- Increase Red Blood Cells

Key Side Effect

- Thicker Blood Clots



World Anti-Doping Agency known as (WADA)

The World Anti-Doping Agency (WADA) is the international independent organization responsible for promoting, coordinating, and monitoring the global fight against doping in sport.

WADA is composed and funded equally by the sport movement and governments of the world.

Key activities include:

- Scientific research
- Education
- Development of anti-doping tests
- Monitoring of the World Anti-Doping Code (list of banned substances in all sports)



How WADA tests for drugs

Blood sample



Urine sample



Hair sample



Nail sample



Consequences of using drugs in sport

- If a positive result is found, the athlete will be suspended and further tests will be carried out.
- The athlete will have a chance to explain why the drugs were found in their system.
- The type of banned substance found in the athletes body, will impact upon the decision made.



CASE STUDY - Dwayne Chambers

- Tested positive for banned substances in August 2003.
- Received two-year ban from athletics.
- Banned for life from the Olympics and stripped of the medals he had won since mid-2002.
- 2002 relay gold medal performance was erased, costing teammates their medals in the process.
- Ordered to pay back his earnings from the period of his athletics career that was affected by his drug abuse.



CASE STUDY - Lance Armstrong

- Accused and has admitted to taking Erythropoietin (EPO) , testosterone, cortisone, human growth hormone and having blood transfusions.
- Received a lifetime ban from all competitive sport.
- Stripped of his seven Tour de France titles.
- Ordered to pay back prize money and sponsorship from winning titles totalling \$10 million.



CASE STUDY - Andreas Krieger

- East German shot putter who was unknowingly given steroids by her coach.
- Began to develop male characteristics.
- Caused body chemistry issues and underwent gender reassignment surgery and became a trans man.

































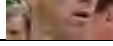
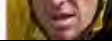

CASE STUDY - Rio Ferdinand

- England footballer.
- Missed a drugs test and was banned from competition for eight months from January until September 2004
- Missed half a Premier League season, Manchester United's FA Cup triumph, and the Euro 2004 international competition.

Impact on a sports reputation

During the 1990's and 2000's the Tour de France had a number of drug scandals:

- 1998 - Drugs were found in a number of team vehicles resulting in police arrests with several teams withdrawing from the race.
- 2006 - 9 riders were banned from competing before the race began.
- 2007 - 10 riders tested positive during the race with several teams withdrawing as a result.

 1980 Joop Zoetemelk	 1990 Greg LeMond	 2000 Lance Armstrong	 2010 Alberto Contador
 1981 Bernard Hinault	 1991 Miguel Indurain	 2001 Lance Armstrong	 2011 Cadel Evans
 1982 Bernard Hinault	 1992 Miguel Indurain	 2002 Lance Armstrong	 2012 Bradley Wiggins
 1983 Laurent Fignon	 1993 Miguel Indurain	 2003 Lance Armstrong	
 1984 Laurent Fignon	 1994 Miguel Indurain	 2004 Lance Armstrong	
 1985 Bernard Hinault	 1995 Miguel Indurain	 2005 Lance Armstrong	
 1986 Greg LeMond	 1996 Bjarne Riis	 2006 Floyd Landis	
 1987 Stephen Roche	 1997 Jan Ullrich	 2007 Alberto Contador	
 1988 Pedro Delgado	 1998 Marco Pantani	 2008 Carlos Sastre	
 1989 Greg LeMond	 1999 Lance Armstrong	 2009 Alberto Contador	

Of the
33
Tour wins
since 1980,
17
are tainted
by doping

Source: United States Anti-Doping Agency, International Cycling Union, news agencies

- As a result of this the reputation of cycling was damaged.
- People began to mistrust the results of the race and did not know if athletes were clean or not.
- This damaged the reputation of the tour and cycling.
- This continues to this day with winners such as Bradley Wiggins and Chris Froome accused of cheating.

1. Identify four testing methods used in detecting the use of performance-enhancing drugs in sport.

[4 marks]

2. In what ways does drug taking impact upon the reputation of sport?

[4 marks]

3. Why should sports performers not use performance-enhancing drugs?

[4 marks]

Features of a major sporting event

Major sporting events are celebrations of excellence and a cause for national pride. There are numerous sporting events which take place throughout the year. The key features of a major sporting event are:

- Regularity/scheduling
- International element
- Level of investment
- Potential 'legacy'

Regularity/scheduling

Depending upon how often a sports event takes place it can fit into one of three categories:

Regular and reoccurring

An annual event that happens in the same place each year.



Regular

A regular event that happens in a different place each time.



One off

Will only happen in a country or city once in a generation.



International element

- Involves competitors from different countries e.g. 203 countries competed in the 2012 Olympics.
- People will visit from different countries to support athletes and teams e.g. Over a million supporters visited Brazil for the 2014 FIFA World Cup.
- Interest from different countries e.g. the 2014 FA Cup final was shown in over 100 countries and watched by more than half a billion people.

Level of investment

- Hosting a major event will involve a large amount of money being spent e.g. The Brazil World Cup cost \$15 Billion to host. Most of this was spent on creating and developing sporting facilities and transportation links.
- Events can also attract investment to a country e.g. FIFA contributed \$2 billion and tourists spent a further \$7.5 billion on food, accommodation etc.

Potential 'legacy' (What happens after the event)

Sporting legacy: <ul style="list-style-type: none">▪ Increase in participation levels in certain sports.▪ New sports introduced/more focus on minority sports.▪ Sports facilities are improved/ are of a better standard.	Social legacy: <ul style="list-style-type: none">▪ Improvements to infrastructure such as transport.▪ New social facilities are improved and can be used by local people.▪ Increase in national pride/morale.
Economic legacy: <ul style="list-style-type: none">▪ Employment for local people.▪ Raise the status of the country.▪ Shop window effect/increase in trade and tourism.	

London 2012**International element**

- 203 countries competed in the London 2012 Olympics with 10,500 athletes.
- 8.8 million spectators watched the events live.
- 4 billion people watched the events around the world on TV.

Level of investment

- Cost £9.3 billion.
- £1 billion was spent on venues.
- UK economy benefited from £13 billion boost.

Potential 'legacy' (What happens after the event)**■ Sporting:**

- 2.4 million people taking part in sport each week in London.
- Creation of role models.
- 8 world class sports facilities have been created and remain in use.

■ Social:

- Regeneration of East London.
- 11,000 new homes created in Olympic village.
- New social facilities are improved and can be used by local people.
- Better disabled transport/access.

■ Economic:

- 8,000 jobs created after the Olympics at Olympic park.
- Investment in transport.
- 27.7 million tourists in 2012



Benefits and drawbacks of hosting major sports events

Benefits

- Investment to improve transport system.
- Increased tourism.
- Commercial benefits (e.g. money from sponsors, external investment which would not have been attracted)
- Participation increase in some sports.
- Infrastructure and social facilities built can be used by people who live in the area after the event.
- Sports facilities will be improved or new facilities built.
- Increased status of the country.
- 'shop window effect'
- Increased morale of the country.

Drawbacks

- Bidding to host can be expensive and you may not be awarded the event.
- Can cost more than it raises in revenue.
- Facilities can end up not being used after the event if there is poor planning.
- Can have negative impact on the status of the country if event runs poorly or is disorganised.
- While hosting the event it will help to promote one area of sport, others may suffer as a consequence.
- Can cause divisions in the country if the specific area which hosted (e.g. one city) is perceived to have been the only one to benefit.

Links between potential benefits and drawbacks and legacy

- Many of the benefits and drawbacks are relevant to more than one of the legacy areas (sporting, social, economic).
- Sports facilities for example could have both sporting and social legacy).



1. Identify 4 features of a major sporting event

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..... [4 marks]

2. Identify 3 major sporting events

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..... [3 marks]

3. How many times (per generation) could a country host The Olympics?

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..... [1 marks]

4. What does the term 'Level of Investment' mean?

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..... [2 marks]

1. Name **two** major sporting events.

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..... [2 marks]

2. Identify **three** features of a major sporting event.

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..... [3 marks]

3. In 2012 Britain hosted The Olympics. Explain **four** benefits to hosting a major sporting event.

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..... [4 marks]

4. Explain **three** drawbacks to hosting a major sporting event

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..... [3 marks]

Know about the role of national governing bodies in sport

'Governing bodies are independent organisations who lead the development and delivery of their sport nationally and locally'.



Examples of national governing bodies

- Across England there are many different national governing bodies of sport (NGBs) who have responsibility for managing their specific sport.



Promotion

- Promoting participation (e.g. equal opportunities policies)
- Increasing the popularity of the sport (e.g. schemes for schools)
- Exposure in the media (e.g. press releases, public relations)



Sport England

'We believe sporting opportunities should be open to all and we are committed to:

- Developing a culture that enables and values everyone's full involvement.*
- Overcoming potential barriers for those wishing to play sport, particularly if they are from groups who are currently under-represented in sport.*

Developing athletes, coaches and officials

- Elite training and development (e.g. national performance squads and national teams in many sports)
- Coaching awards (e.g. England Netball UK Coaching Certificate coaching awards from Level 1 upwards)
- Training of officials (e.g. the Rugby Football Union has a young officials award which can be used as a starting point to becoming an official)



England Netball

- As the game progresses, the role of the coach in helping to develop players and teams cannot be underestimated.
- That's why at England Netball we recognize the need to provide coaches with a portfolio of courses and workshops that are packed with expert knowledge, covering all areas of player and game development'.

Infrastructure of a sport

An 'infrastructure' is the framework/setup of an organisation. Such as:

- Competitions and tournaments (e.g. England Basketball organise national competitions for over 500 teams from senior to under- 13 level)
- Rule-making and disciplinary procedures (e.g. the Football Association has a disciplinary procedure for any individual or team connected with the sport)
- Providing a national directive and vision E.G. England Basketball has a vision *"For everyone in England to have the opportunity to discover, enjoy and experience the game."*
- Providing guidelines, support and insurance to members. E.G. All football clubs affiliated to the FA receive insurance from them.
- Assist with facility developments E.G. Sport England offers advice and support to help organisations access funding to develop facilities.
- Fund development for infrastructure such as new facilities. E.G St Georges park - national football facility provided by FA.
- Policies and initiatives, i.e. - anti-doping policies (e.g. the England and Wales Cricket Board has an anti-doping policy and has a list of all substances which are permitted and those that are banned)
- Promoting etiquette and fair play (e.g. The Football Association's 'Respect' campaign)
- Community programmes (e.g. Amateur Swimming Association's 'Swimfit')
- Information and guidance on safeguarding E.G. FA coaching courses involve a child protection workshop.
- Responsible for rule-making and disciplinary procedures. E.G. FA introduced no back pass to goalkeeper rule.
- Provide framework for coach education in their sport. E.G. Coaching awards from level 1 upwards provided the FA.
- Provide framework for training officials E.G. RFU offers a young officials award



Funding

- Lobby for, and receive funding
- Distribution of funds
- Grants - government, non-government
- Membership - subscriptions/match fees
- Lottery funding
- Income from media/ sponsorship/advertising
- Private investment and donations
- Admission charges



Provide members with advice about funding such as:

- Fundraising events.
- Capital build costs and sources of funding.
- Advice on merchandising that clubs can sell to members. E.G. The RFU distributes tickets for England games to local clubs to sell.
- Setting of membership fees/admission charges.



Support

- Providing technical advice (e.g. England Hockey provide information about playing surfaces)
- Providing location and contact details for local clubs, how to get started in the sport etc.



1. Identify 3 sources of funding available to a national governing body in sport.

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..... [3 marks]

2. Other than through funding, identify and describe two ways that a national body promotes participation in sport.

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..... [4 marks]

3. Identify three ways that a national governing body ensures that the risk of injury from participation in sport is kept to a minimum.

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..... [3 marks]