

Popularity of Sports

Participation—High participation in football, cycling, swimming and walking.

Emerging sports—New sports that are growing in participation for example, Handball, Ultimate Frisbee, Parkour and American Football.

Environment / Climate—Skiing needs mountains or artificial slope. Hockey has artificial surface so can be played in any weather. 3G pitches for football has increased participation.

Provision—Lots of leisure centres / sports halls and grass pitches. Few tennis courts and velodromes for indoor cycling so lower popularity.

Spectatorship / Media Coverage—The amount of media coverage affects popularity. BBC (free) shows Wimbledon. Sky Sports / BT (paid) shows Premier League football. Squash has very little media coverage.

Success—Participation increases with success in that sport. E.g Netball / Hockey / Football

Role Models—Lots of role models in high popularity sports. Lack of role models in ethnic minorities and disabled performers.

Acceptability—Boxing has the potential for serious injury. Horse racing has issues with use of a whip. Heading in Football can potentially cause brain injury

Barriers which may affect participation

User Group	Possible barriers to exercise							
Ethnic Minorities	Lack of awareness	Cultural norms	Lack of role models	Lack of coaches	Fear of racism	Language barriers	Religious Beliefs	
Retired / Over 50	Low confidence	Lack of fitness	Cost	Family commitments	Discrimination	Increased chance of injury		
Families with young children	Cost due to childcare	Family commitments	Limited childcare	Lack of time	Possible transport issues			
Single Parents	Cost due to childcare	Family commitments	Limited childcare	Lack of time	Lack of role models			
Children	Lack of role models	Lack of awareness	Lack of money	Transport issues	Negative attitude	Body image	Peer Pressure and distractions	School commitments
Teenagers	Lack of role models	Lack of awareness	Lack of money	Transport issues	Negative attitude	Body image	Peer Pressure and distractions	School commitments
Disabled	Lack of facilities	Lack of equipment	Lack of transport	Lack of role models	Cost of equipment	Lack of mobility	Lack of trained staff	Lack of confidence
Economically Disadvantaged	Lack of disposable income	Lack of transport	Lack of awareness	Cost of equipment	Other priorities			
Working singles and couples	Work commitments	Lack of time	Tired from work	Timings of activities	Transport issues	Other events		

User Groups

- Ethnic Minorities
- Retired / over 50
- Children
- Teenagers
- Disabled
- Families with young children
- Single Parents
- Working Singles and Couples
- Unemployed / economically disadvantaged

Solutions to barriers

Targetted Promotion—Campaigns targeted at specific user groups with advertising and promoting of activities.

Role Models—Promote positive role models within the specific user group e.g disabled / teenager etc.

Access—Subsidise or arrange transport. Timings of sessions at suitable times. Provide crèche / childcare in leisure centres.

Provision—Provide user group only specific sessions e.g over 50 / parent and toddler. Provide specialist equipment. Provide sports which appeal to the specific user group.

Cost—Subsidise / free sessions. Focusing on specific user group.

Team Spirit—Feeling proud and loyal to be part of a team.

Fair Play—Following rules of the game and respecting other competitors.

Citizenship—Allows performers to act as good citizens. Getting involved with local community.

Tolerance and Respect—Respect differences of others such as other cultures. Respecting national anthems.

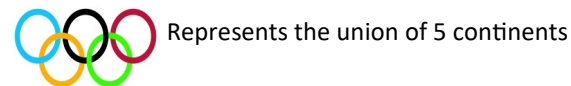
Values promoted through Sport

Inclusion—Initiatives to get under represented groups into sport.

National Pride—Supporters unite behind a country during international events. Wear countries shirt colours / have a national flag.

Excellence—Encouraging you to strive to be the best.

Olympics and Paralympics



Olympic Creed—Taking part is more important than winning.

Olympic Values

- Friendship
- Respect
- Excellence
- Determination
- Inspiration
- Courage
- Equality

Drugs in Sport

World Anti Doping Agency (WADA)

Whereabouts rule—Must tell testers where you will be for 60 mins every day.

Testing methods—Hair, Nails, Blood, Urine

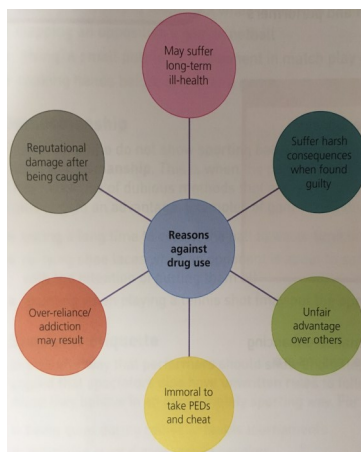
Impact on Sport

Reputation damaged

Mistrust of results

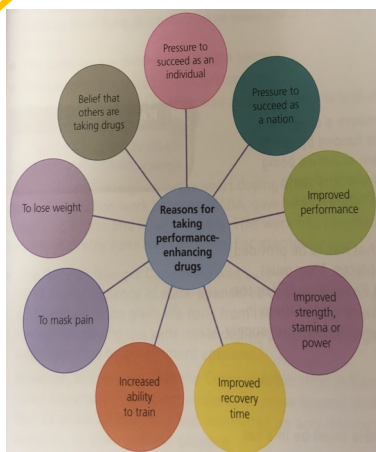
Credibility of sport

Spectators question if sport is clean and fair



Ethical Issues

1. If you get caught should you be allowed to compete again?
2. The banned drugs list does not include all drugs. Is this fair?
3. Should there be a big difference between recreational and performance enhancing drugs?



Drug Offences

Maria Sharapova—Meldonium

Rio Ferdinand—Missed Test

Lance Armstrong—Blood Doping

David Miller—EPO

Dwain Chambers—Anabolic Steroids

Ben Johnson—Anabolic Steroids

Shane Warne—Diuretics

Etiquette and Sporting behaviour

Sportsmanship—Fair and polite behaviour e.g being respectful when winning or losing.

Gamesmanship—Trying to bend the rules to gain an advantage e.g timewasting

Spectator etiquette—Expectations of spectators at events e.g. quiet during play in snooker.

Reasons for observing etiquette and sporting behaviours—Promote positive values, staying safe, being respectful, acting as a positive role model.

Initiatives to promote values



FIFA "Football for Hope"

ECB "Chance to Shine"

Sport Relief

Kick It Out

Rainbow

Laces

Feature of major sporting events

One off—Held in a certain place only once in a generation

Regular—May happen every year (Champions League Final), every 2 years (Ryder Cup) or every 4 years (Olympics / World Cup)

Regular and Recurring—Happen every year at the same venue (Wimbledon)

Level of Investment

Required to host—Can be very high.
F1 race (\$1bn), 2018 World Cup (\$11.8bn), 2012 Olympics (\$15bn)

Funding

- Sponsors
- Taxpayers

Potential Legacy

Sporting—Increased participation, increased and better quality facilities, Introduction of new sports, focus on minority sports.

Social—Improved transport for local people, Increase in national pride, health and well being benefits from physical activity.

Economic—Increased tourism, long term business benefits such as trade and investment, Employment for local people, Shop window effect

Benefits of hosting a major sporting event

- Investment used to develop transport systems
- Increase in Tourism
- Investment in city / country
- Participation may increase in some sports
- Jobs created
- Sports Facilities will be improved or new ones will be built.
- Shop window effect and raise the status of the country
- Morale of country increases



Drawbacks of hosting a major sporting event

- Expensive bidding process and no guarantees of getting event
- Event costs may be more than revenue generated therefore it loses money
- Facilities can end up not being used if legacy not properly planned
- If event is run poorly, can lead to negative impact on status of country e.g Athens 2004
- Hosting the event may only promote one or a few areas of sport
- Public may resent use of tax money to pay for it
- May only promote one area of the country



Links to legacy

- **Developing Facilities**—although this can be costly, it can allow future generations to make use of the facilities.
- **Infrastructure**—although the cost of improving transport can be high, it can be built to run environmentally friendly and allow the population to travel to take part in sport
- **Tourism**—It is costly to cater for the number of tourists, but there will be an increase in income to the city and the shop window effect will help others to appreciate the cultural value of the city.

What do Governing Bodies in Sport do?

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

Promotion

- Promoting participation
- Increasing the popularity
- Exposure in the media

Development

- Elite Training and Development
- Coaching Awards
- Training of Officials

Infrastructure

- Competitions and Tournaments
- Rule Making and Disciplinary Procedures
- Provide a national directive and vision
- Provide guidelines, support and insurance to members

Support

- Provide Technical advice
- Provide location and contact details for local clubs
- Provide advice on how to get started in the sport



Policies and Initiatives

- Anti-doping policies
- Promoting Etiquette and Fair Play
- Community Programmes
- Information and Guidance on safeguarding

Funding

- Lobby for, and receive, funding
- Distribution of funds
- ⇒ Money from grants
- ⇒ Lottery funding
- ⇒ TV rights
- ⇒ Sponsorship
- ⇒ Merchandising
- ⇒ Admissions
- ⇒ Fund Raising