

Values which can be promoted through sport

Know about the role of sport in promoting values

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Team spirit

You can gain the feeling of pride and loyalty from being a member of a team which makes you want your team to do well or be the best.



Fair play

Allows you to show polite behaviour which involves respect for fellow competitors and playing by the rules.



Citizenship

Allows performers to act in a way that citizens of a country should. This can involve getting involved in the local community through sport



Tolerance and Respect

Helps you to tolerate and understand others and show respect to opponents. This could be respecting different cultures and countries through respecting the national anthem



Inclusion

Sport allows people to be included within teams and competitions. This can be to encourage under-represented social groups to get involved in sport



National Pride

Sport develops a sense of pride in the name, culture and practices of a country. National pride is shown when supporters and performers unite behind their country when singing the national anthem or wearing country colours



Excellence

Sport helps to encourage and develop excellence. Performers strive to be the best that they can.

Olympic and Paralympics



The Paralympics are games for people with a disability which run in parallel with the Olympic games. They are both held once every four years in the same host city. Both Olympic and Paralympic movements aim to represent similar core values

The Creed



Baron Pierre de Coubertin -
Founder of the modern olympics

"The most important thing in the Olympic Games 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."

The Symbol



Five interlocking rings to represent the union of the five continents of the world which take part

The symbol is closely linked with all aspects of the Olympics and Paralympics and reminds everyone that the brand logo for the sporting event involves all areas of the world

The Values



3 Olympic values

- Friendship
- Respect
- Excellence

4 Paralympic values

- Determination
- Inspiration
- Courage
- Equality

Understand the issues which affect participation in sport

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User groups



The different groups of people who face barriers to participation in sport and physical activity

- Ethnic minorities
- Retired people
- Families with young children
- Single parents
- Children
- Teenagers
- Disabled
- Unemployed
- Working singles and couple

Barriers



Factors that may make participation particularly difficult. Many of the possible barriers to participation are common to all user groups

- Lack of time
- Work commitments
- Lack of facilities
- Cost of equipment
- Lack of role models
- Lack of transport
- Lack of motivation
- Lack of awareness of activities
- Lack of disposable income
- Lack of childcare

Solutions



Solutions to barriers faced by the various user groups are often very similar and be solutions for many of the user groups

- Free or subsidised sessions
- Promote role models
- Free or subsidised transport
- Provide childcare (crèche)
- Provide equipment
- Promotion of activities
- Arrange sessions during the day

Popularity of sport



Sport is a popular part of the culture in the UK. There are many factors which can impact upon the popularity of sport in the UK

Spectatorship



The more people are viewing sports will increase participation rates of those sports

Media coverage



Some sports channels show sport 24/7, this increases participation in the sports that the media show

Participation



More people participate in sports that have widespread mass participation

Provision



Provision varies in the UK. People cannot participate with little or no provision or access to facilities

Environment



Weather in the UK can impact upon participation rates. There is a lack of snow in the UK for skiing

Roles models



Positive Roles models increase participation in the sport. A lack of role models has a negative impact

Acceptability



Many people believe boxing should be banned as it's dangerous

Success for teams



Sporting success inspires people to take part in the sports such as GB cycling

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It is very difficult to control spectator behaviour and many spectators do not follow sporting etiquette

It is common for NBA basketball spectators to deliberately put the opposition players off when shooting free throws

Some sports such as Golf can be very respectful and quiet when players are taking their shots

The importance of etiquette and sporting behaviour



Etiquette

Etiquette includes the unwritten rules concerning player behaviour. Examples include kicking the ball out of play when someone is injured. Not walking across someone else's putt in golf



Sporting behaviour

Behaving in a way that shows sportsmanship. Involves polite and fair behaviour while playing in a sporting event.

Reasons for observing etiquette and sporting behaviour

- Performing in a fair way
- Promoting positive values
- Keeping yourself and other performers safe
- Respecting performers in your own team and on the opposition
- Being a positive role model for young children

Sportsmanship



Fair and polite behaviour is also known as sportsmanship

- Being gracious and respectful when winning or losing
- Clapping an opposition goal
- Shaking hands before and after a game

Gamesmanship



When a performer bends the rules.

- Taking a long time to collect the ball to waste time
- Re-tying shoe laces when an opponent is about to serve in tennis
- Grunting loudly when playing a tennis shot to put off the opponent

Spectator etiquette



Spectators also have unwritten rules to follow

- Being quiet during rallies at tennis games
- Respecting an opponents national anthem
- Staying quiet at the start of an athletics race
- Staying quiet when a rugby player kicks a conversion

Other initiatives and events which promote values through sport

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Initiative and campaigns can be used to instil certain values for those taking part. Often the campaigns try to show the good that can be gained by taking part



FIFAs 'Football for Hope'

- Started in 2005 as a collaboration between FIFA and 'street football world'
- Funds 'not for profit' organisations to encourage social projects for disadvantaged people



ECB's 'Chance to shine'

- Since 2005, has aimed to ensure that cricket is played in states schools.
- Aims to bring cricket to thousands of inner city children
- Help develops social cohesion, teamwork and respect and reduce anti-social behaviour



Sport relief

- Annual campaign encourages people to get active and raise money for vulnerable people
- Intended to help those people live happier, healthier, safer lives



Premier leagues 'Creating chances'

- Education - including the Premier league reading stars
- International initiatives - including Sport relief and premier skills
- Health - including Premier League health initiative
- Community cohesion - Premier league into Work initiative
- Participation - Premier league schools tournament



£10 Sport England scheme to increase participation in sport

- Increase the participation rates of women
- 'This Girl Can' programme is funded by the National lottery and is developed by Sport England
- Aims to allow women to overcome the fear of being judged and make the choice to take part in physical activity

Sports initiatives to break down barriers

Kick it out



Barrier to be broken:
Racism

Respect campaign



Barrier to be broken:
Abuse to referees in football

Transforming British tennis together



Barrier to be broken:
Cost and accessibility of tennis

Back to Netball



Barrier to be broken:
Age

The Use of performance enhancing drugs (PEDs) in sport

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Performance enhancing drugs

- Anabolic steroids
- EPO / Blood doping
- Stimulants
- Diuretics
- Beta Blockers

Reasons why PEDs are used



- To lose weight
- To mask pain
- Increased ability to train
- Improved recovery
- Improved performance
- Improve strength
- Pressure to win
- Belief that others are taking them

Reasons against using PEDs



- Unfair advantage
- Suffer long term ill-health
- Become addicted
- Damage reputation
- Harsh consequences when caught
- Immoral to take PEDs and cheat

Testing methods



Urine



Blood



Hair



Nail

Drug offences by elite performers



Ben Johnson



Anabolic steroids



Lance Armstrong



EPO / Blood doping



Dwain Chambers



Anabolic steroids



Dwain Millar



EPO



Justin Gatlin



Stimulants

Impact of drug taking on the reputation of sport

- Reputation of the sport can be damaged
- Spectators may question whether the sport is clean and fair
- People will mistrust the results of the sport
- Spectators think all performers involved in the sport are cheating

The whereabouts rule



Is for out of competition testing



Performers must inform the authorities of their location to allow drug testing to take place



Must notify of a one hour period in every 24 hours so that they can be tested



Notification is via national organisation/ NGB for the sport who inform WADA



Must notify of any change to normal location/routine

The features of major sporting events

Understand the importance of hosting major sporting events

Further support

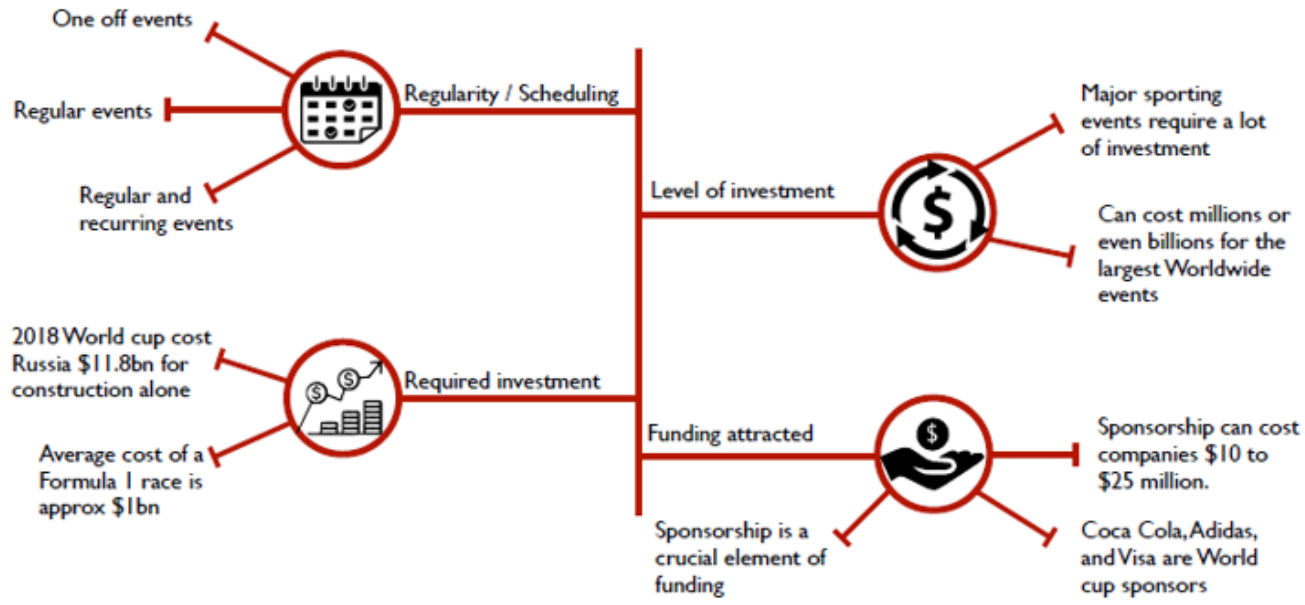
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Regular and recurring events



Wimbledon



FA cup final



F1 British Grand prix



Masters golf tournament

One off events



Olympics



Football World Cup



Commonwealth games



World swimming championships

Sporting legacy

- New facilities built
- Facilities can be used by local population after the event
- Participation may increase in sport
- Role models created by the event
- Raise awareness of the activity
- Increased media coverage
- Attracts increased funding

Social legacy

- Improved status of the country
- Feeling of well-being. Morale is improved. Increases national pride
- Improved transport infrastructure
- Improved housing
- Facilities can be used by local communities after the event
- Understanding of other cultures & improves friendship between nations.

Economic legacy

- Increase in tourism
- Shop window effect means increased status of country
- may generate additional business links
- Brings in money for commercial benefits
- Jobs are created
- Better developed transport system.
- Productivity increases.

Potential benefits and drawbacks of hosting major sporting events

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Improve **transport** system within the city. Tourist and spectators will visit before, during and after the major event



Increase in **tourism**. Direct tourism when people visit the host city. Indirect tourism when people visit the city after the event



Increase in **participation** in some sports because the population is inspired by athletes



Jobs will be created to build and manage new buildings, stadia and improved infrastructure



Shop windows effect - Event will raise the status of the country as people will hear and see images of the city and country



Morale of the country is raised as the population show national pride in their country, city and athletes



Bidding process can be very **expensive** and there are no guarantees that the event will be awarded



Event hosting costs can be more than the event raises, thus the city makes a **loss**.



Facilities can end up **not being used** after the event if the legacy is not planned properly



Can have a **negative impact** on the status of the country if the event runs poorly. Terrorist attacks in Munich 1972



Hosting the event may only help to **promote one** or a few areas of sport.



Can cause **arguments** on how the funding should be spent.

What national governing bodies in sport do

National governing bodies (NGBs) are independent bodies that have responsibility to govern and manage their sport within a country.

Know about the role of national governing bodies in sport

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Promotion



Promotion involves any kind of marketing used to persuade a targeted audience

Promoting participation

- To increase participation
- NGBs must try and persuade people to play a particular sport
- Increase popularity through provision of further media attention
- Increase exposure in the media (TV, radio, newspaper)

Development



NGBs enable performers to develop. They also to develop coaches and officials

Training and development for elite performers, coaches and officials

- Has to be a programme for performers to follow
- This includes national performance squads and national teams
- Provide coaching awards
- Training of officials at all levels

Infrastructure



NGBs are responsible for the infrastructure of their sport

Competitions and rules

- Organise leagues for different levels of competitions.
- Decision making being rule changes
- Administer any breaches of discipline or rule breaking
- NGBs give advice as to what insurance is required for clubs, coaches and officials
- NGBs have a part in facility developments

What NGBs do

- Providing elite coaching
- Providing national performance squads
- Provides coaching awards at all levels/provides a framework for coaching awards
- Training of officials at all levels
- Makes rules
- Makes disciplinary procedures/organises drugs testing
- Creates/organises (national) competitions/tournaments
- Provides a national directive and vision
- Provides guidelines/support to clubs/members

Examples of National governing bodies

The Football Association



www.thefa.com/

The Rugby Football Union



www.englandrugby.com/

England Netball



www.englandnetball.co.uk/

England Hockey



www.englandhockey.co.uk/

British Gymnastics



www.british-gymnastics.org/

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Policies and initiatives



NGBs set many policies and procedures which set the direction and vision of that sport in the country

- NGBs will have anti-doping policies and guidance.
- Anti-doping refers to procedures taken to prevent sportspeople from taking PEDs
- The British Gymnastics website has a section which details banned drugs, doping procedures for testing
- NGBs promote appropriate etiquette, sporting behaviour and fair play
- Improve behaviour of coaches and parents to act as positive role models
- NGBs involve themselves and promote community engagement
- NGBs have a large role in ensuring advice is given on safeguarding children

Support



NGBs provide other forms of support via their websites and administration teams

- Technical advice refers to advice on equipment, venues and surfaces
- Advice on playing equipment, any banned equipment, advice on playing surfaces
- NGBs provide location and contact details for local clubs
- NGBs play a large role in encouraging participation
- Provide information on how to get started
 - Where your local club is
 - What age ranges are catered for
 - When starter events are being held

Funding



NGBs decide on how to spend the income that is generated

- NGBs lobby for funding from the Department of Digital, Culture, Media and Sport
- NGBs present to government of the need for funding and how it will be spent
- NGBs are also funded through different sources
 - Money from grants
 - NGB membership fees
 - Money from TV rights
 - Money from sponsorship
 - Money from merchandise sold
- NGBs decide how to distribute the money
- NGBs provide support to performers on how to apply for funding

What to do next



Review exam questions



Identify topics of strength and improvement



Practice exam questions based on topics for improvement



Check answers and get feedback