

Sport and society

Discuss the statement: 'It is not the game that has changed but the players'.

To answer the big question you will need to be able to complete the following tasks:

- 1. Explain why some athletes play outside of rules and conventions of the game in order to achieve personal goals? (AO2)**

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- 2. Analyse the factors that have an impact on sports participation. (AO1)**

Page 24

- 3. Analyse the impact of Americanisation on global sport. (AO3)**

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- 4. Describe how sport is organised in the UK. (AO1)**

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- 5. Describe how sport has influenced modern day society. (AO1)**

Pages 1 & 15

1. Sport, culture and the emergence of sport

Question

Describe how sport has influenced modern day society (AO1).

A. Content

- Culture, society and social institution.
- Important role that sport plays in contemporary British culture.
- The different avenues of society that sport transcends; health, leisure, business and entertainment.
- Vehicle for the promotion of societal and cultural values such as (but not limited to) respect for authority, conforming to rules and regulations and importance of competition.
- The use that governments make of sport: to promote their political ideologies, for health promotion, for economic purposes including boosting tourism, for social integration and for the promotion of feelings of national pride.
- The role of the nineteenth century English public school and university system (three stages of development) in the codification and rationalisation of modern sport.
- Influence of Thomas Arnold Rugby School; social control, character building, moral integrity and the notions of athleticism, the games ethic and muscular Christianity.
- The importance of the so-called Oxbridge melting pot and the part it played in the codification of many modern sports, such as rugby and football.
- How sports were spread throughout the world through the clergy and missionaries, the civil service and the military.
- The role that the British Empire played in the export of sport.
- The movement from amateurism to professionalism to commercialisation of modern sport; advent of spectatorism.

- Amateurism and Olympism; issues of shamateurism – state sponsored athletes.
- Amateur ethos of modern Olympic Games – eroded overtime.
- Use of sport as a political tool; boycotts, protests, diplomacy and promotion of national identity.

B. Knowledge and Understanding

Introduction

Sport has a significant impact on leisure, business and entertainment. Modern day sport has an important part in contemporary culture, boosting tourism, developing core values and creating a feeling of national pride.

Sport can be seen as a sign of the quality of our society, our identity within that society or possibly an escape from society and life. Sport offers a national identity, uniting countries nationally and internationally, it can be used to shape values and morals within society. Sports can also break down social barriers, stereotypes and prejudices. Sport and physical activity also:



- Enhance quality of life
- Reduce medical costs
- Increase productivity.

The role of sport in socialisation

Socialisation is the way humans adjust to their culture (values, beliefs, heritage), the process by which they become participating members of society. Sport and physical education in schools is an important vehicle for transmitting the values of wider society.

School and Sport

With physical education on the national curriculum and is a statutory requirement, the society can foster the values of physical education and sport:

- Respect
- Competitiveness
- Team work

- Tolerance
- Cooperation
- Personal effectiveness
- Problem solving
- Critical thinking
- Decision making
- Fair play and sportsmanship.

Sport has the ability to create social mobility and escalate sports stars to the 'Hollywood A list'. The commercialisation of sport allows sport people to be bought and sold as a commodity, with figures soaring over £100 million per player.

Politics and Sport

At a political level, sport has also been used to promote political ideologies; the promotion of health, economic purposes – the Olympics and social integration.

Sport is also considered a propaganda tool. In some countries sport is used as a way of social control, leaving aside the real problems. It generates citizenship and national identity, associating the politics of the country to sporting success. While sporting successes can offer politicians good PR and a valuable 'photo op', there are often serious repercussions when the worlds of sport and politics collide.

Whilst the athlete tends to compete for the intrinsic rewards associated with sport it is clear that athletes and sport have been littered with high profile incidents in which politics have played a major part.

Berlin Olympics 1936



At the Berlin 1936 Olympics, Hitler planned to show the world that the Aryan people were the dominant race; Jesse Owens proved him wrong and sealed his place in Olympic history by becoming the most successful athlete of the 1936 Games. Owens also became the first American to win four track and field gold medals at a

single Olympics (100m, 200m, 4x100m relay and long jump). Hitler refused to present the medals.

South Africa- Apartheid

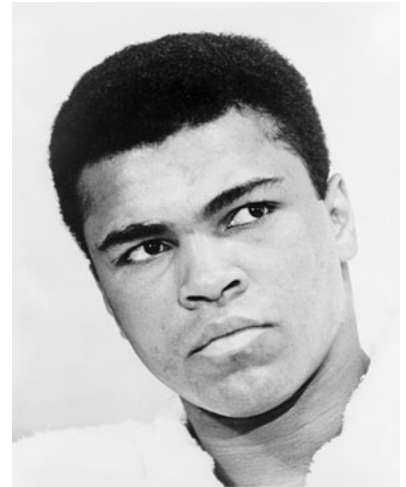
Many athletes chose not to compete in South Africa, during apartheid, where athletes were picked based upon their ethnicity and not ability. Then in 1995 Rugby World Cup Final Nelson Mandela appears in a Springbok shirt, that one gesture helping to reunite a nation.



Tommie Smith and John Carlos risked their careers as athletes over the 'black power salute' in the 1968 Olympics, bringing the world's attention to the turbulent time in the USA for black citizens.

Muhammad Ali risked his career for refusing to fight in Vietnam on religious beliefs and was exiled from the ring for three and half years.

Governments are fully aware of the economic contribution sport makes, from employment, manufacture, infrastructure, facility development, tourism to entertainment, media, commercialisation and sponsorship, this is a billion pound industry.



The pressures on sports and sports stars is not just physiological and psychological but also sociological, with pressures from governments and society. As society evolves and society itself becomes less violent, this is replicated in our lack tolerance for violence. Games such as football and rugby have become more technical and less physical.

Sport provides a means for facilitating non-violent conflict but when political tensions are augmented there is always a chance that events in the stadium will mirror those in the political arena.

Athleticism in public schools

| | |
|---|---|
| A | A holistic approach to learning |
| T | Teamwork |
| H | Healthy mind and body |
| L | Leadership, the next generation of leaders, teachers and managers |
| E | Endeavour, the empire, colonialization, world-wide development |
| T | Teaching others about sports and codification |
| I | Integrity, sportsmanship, honour |
| C | Competition, cohesion, elitism |
| I | Institutional control and sporting characteristics |
| S | Sportsmanship, values |
| M | Muscular Christianity |

The cornerstone of Public Schools was the link between a healthy mind and body where muscular Christianity developed manliness, physical endeavour and moral integrity. This is closely linked to athleticism, a term widely used when discussing Public Schools. The public schools were built upon Tudor values, where sporting pastimes made men stronger and more valiant. In the nineteenth century these schools created codes of conduct, rules and were the founders of the development of Governing Bodies and modern sport. These founders were the gentry, as there were no middle classes until the industrial revolution.

There were three stages to the development of athleticism.

Stage 1

- With improved facilities a large part of a boy's life in the school was playing games. These pastimes were organised entirely by the boys. Cricket in the late eighteenth century already had rules, but the boys brought in mob games which had different versions from different villages.
- These mob games were played throughout the country and schools had different versions with no rules. The 'origination of Rugby' in 1893 William Webb Ellis with a disregard for the loose rules of football picked up the ball and ran it into the goal.
- These games tended to be unruly and included gambling, poaching and drinking.

Stage 2

- In the early nineteenth century, Thomas Arnold took over as headmaster at Rugby School. He was a progressive head and was responsible for many public school reforms including gambling and poaching. Activities were kept to the ground of the school and were organised as 'house' games.
- The sixth form students were still responsible and Arnold encouraged the fagging system and prefects.
- Arnold's moral compass lay with Christianity, developing integrity and physical activity.

Stage 3

- Heading toward the later part of the nineteenth century, Christian values were inherent in Public School games. Sport was starting to be seen as an institution with a reliance on discipline, teamwork and sportsmanship.
- These values prepared young men for leaders in the military were they could demonstrate, discipline, loyalty and leadership.
- With the industrial revolution and the work in cities and towns workers began to play for their 'masters'. Workers could earn money and the employer realised

that healthy workers were more profitable.

- Workers were given time off and teams begun to form in society. Urbanisation and population expansion was a catalyst for the teams and time for recreational activities, space and facilities.
- With the development of travel, competition, spectatorism and escapism were formed.



There are several key areas which need to be considered in the development of sport in pre-industrial Britain.

Transport – the railways: This allowed sports teams to travel greater distances, increasing the range and appeal of the sport, leading to leagues and competitions. This also generated an interest in spectating and supporting. With the aid of reporting, spectators also were made aware of the timings of matches.

The British Empire: With colonisation and the export of British customs, through public school boys joining the military and missionaries, sport was able to spread its ideas and concepts across the world.

Churches and local authorities: Encouraged rational recreation into society. Former public school boys worked at the churches as ministers, and helped to spread the notion of muscular Christianity.



Oxbridge Melting pot: Public school boys coming from a variety of schools with different rules to university. This allowed a consensus of rules and conventions until there was codification of many modern sports and the formation of Governing bodies.

The amateur ethos of the Olympics has been gradually eroded over time due to internal and external pressures. With the development of commercialisation it has been difficult to truly embrace an amateur ethos.

Origins of the modern Olympic games

Pierre de Coubertin is the founder of the International Olympic Committee. He came to England from France to visit the Much Wenlock Olympics, and Cotswold Games at the end of nineteenth century. He also visited English Public Schools as he was fascinated by the discipline in the sporting activities and the values of fair play and sportsmanship. Basing the modern Olympics on these ancient games and values the first modern day Olympics was held in 1894 in Athens (home of the ancient Olympics).

The principles and philosophy of the games:

- Citius, Altius, Fortius – Swifter, Higher, Stronger
- Fair play and sportsmanship
- Amateurism
- Friendship/unity

- Education.

“The most important thing in the Olympic Games is not winning but taking part; the essential thing in life is not conquering but fighting well.” Coubertin.

The one firm rule that always governed the Olympic games was that amateur athletes were permitted to compete. Professional athletes were not.

That’s what made the Olympics the Olympics.

In 1912 Jim Thorpe USA had his gold medals stripped and achievements nullified as he had once accepted money for playing semi-pro baseball during his college summers. The medals were reinstated in 1983 – 30 years after his death.

It may be hard to imagine, but all the sponsorships, advertisements and marketing hoopla that are a standard part of contemporary Olympic Games were thought to be an insult to the Olympic spirit not so long ago. The Olympics were supposed to be about love of sport, not love of money. The “amateur code” was an unbendable subject and was fighting against television coverage.

Shamateurism

By the early 1970s there was a desire to see the world’s very best performers and these performers needed to train full time. The USA introduced a scholarship system in universities, which overcame such pressures, and Soviet Union and Russia, former communist bloc countries, provided state funding of sport (Shamateurism). So after the 1980 Moscow Olympics the move towards professionalism gained momentum.

By 1992 in Barcelona the American basketball Dream team was allowed to compete, winning by an average of 44 points per game. The impact was massive; showcasing NBA but also focusing other countries, sponsors and commercial interest to see the marketing

potential of global sport.

Professionalism and 'Lombardian ethic'

Sporting excellence has become a marketable commodity in its own right. America is the front-runner in this field, hence the term "Americanisation" (commercialisation).

It has been alleged that the American College System with its sports scholarships was an early form of professionalism. The huge popularisation of sport in the USA via a vast TV network, meant that professional sport was born into an ideal environment.

This bred an unusual attitude to winning. "Vince Lombardi", an American football coach in the 1950's has been hailed as the father of this initially unwanted attitude. But it grew and through the medium of modern communications it now has an offspring all over the world, including EUROPE.

Vince Lombardi was an American Football coach in the 1950s. His attitude to winning was ruthless and at the time controversial.

"Win at all costs" attitude is often cited as the point at which a decline in sportsmanship occurred. This ethic went against the previous amateur ideals of "not the winning but the taking part".

C. Overview sport culture and emergence of sport

- Sport offers a national identity, uniting countries nationally and internationally, it can be used to shape values and morals within society.
- Physical Education in schools can support the development of social values of respect, tolerance, critical thinking, decision making and problem solving.
- Sport generates citizenship and national identity, sometimes associating the politics of the country to sporting success.
- In some countries sport is used as a way of social control, leaving aside the real problems.
- Governments are aware that sport is a billion pound industry, contributing to employment, manufacture, infrastructure, tourism and entertainment.
- Nineteenth century English public school and university system (three stages of development) in the codification and rationalisation of modern sport.
- Thomas Arnold Rugby School; social control, character building, moral integrity and the notions of athleticism, the games ethic and muscular Christianity.
- Oxbridge melting pot and the part it played in the codification of many modern sports, such as rugby and football.
- Globalisation of sport through the clergy and missionaries, the civil service and the military.
- British Empire role in the export of sport.
- The modern day Olympics was developed from the public school ethos of fair competition and was purely amateur.
- It was the American Collegiate system and state funded Russian programme that created a state of 'Shamateurism'.
- The development of commercialisation and television coverage (globalisation) brought about change and professionalism.
- The 'Lombardian' ethic of a 'win at all costs' seemed to replace the Olympic ethic of 'it was not the winning but the taking part'.

1.1 The emergence of sport

Question

Describe how sport has influenced modern day society (AO1)

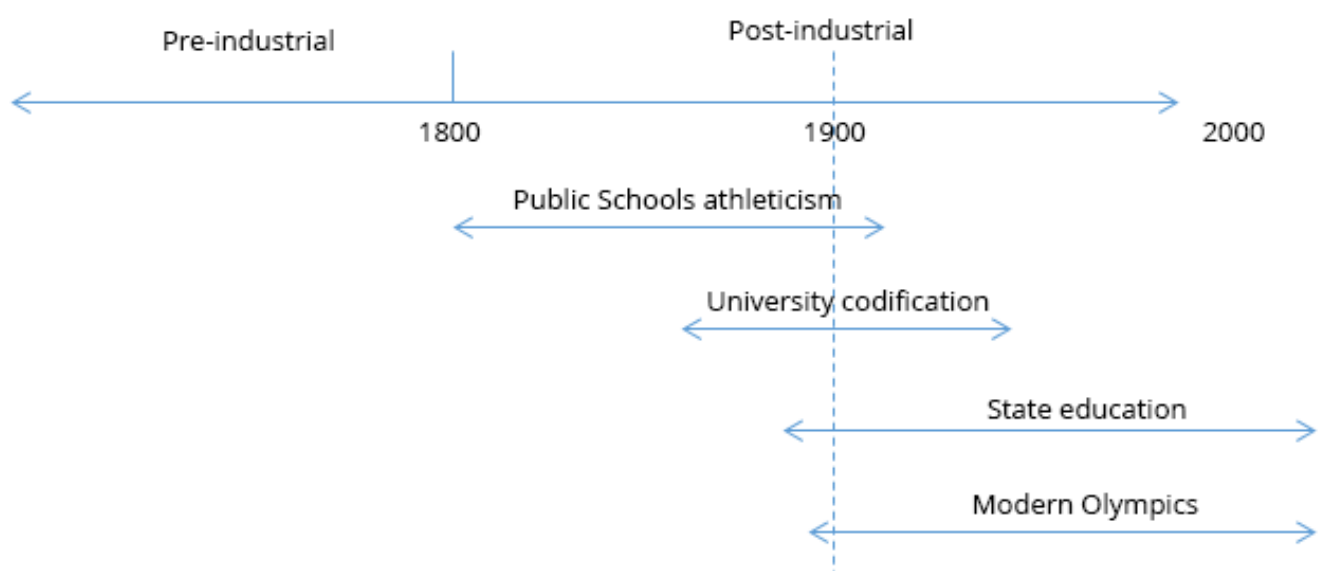
A. Content

- Influence of Thomas Arnold Rugby School; social control, character building, moral integrity and the notions of athleticism, the games ethic and muscular Christianity.

B. Knowledge and Understanding

Introduction

Modern day sport has been shaped by the past. Looking back into history it is clear to see the origins of our most popular sports and leisure activities



Background:

Pre industrial revolution recreational activities were split between the peasants and gentry. The peasants took part in recreational activities at annual festivals, fairs and holidays (Christmas). The church at the time was opposed to many sports and pastimes. The gentlemen needed to be both sporting and cultural in gentry circles. These sporting activities included: hunting, real tennis and dancing.



By the seventeenth century mob games and baiting had become pastime activities (as long as church attendance continued).

In the eighteenth century the church provided feast days and spaces for gatherings. Cricket, horse racing and bare-fist fighting (Broughton rules in 1743) were popular and became attractions for SPECTATORS and the early beginning of COMMERCIALISATION.

During the nineteenth century, society, education, sports and games dramatically changed. Society was founded on Christianity and a Protestant work ethic. Work standards and hours began to improve for the working classes, and with the industrial

revolution came the improvement in transport links and the further development of sport. Also with the creation of the British Empire came the development of sport across the world.

Characteristics of popular recreation



Case Study: Mob ball

Mob ball was a popular recreation game, variations in this game involved kicking and throwing a ball in English pre-industrial society. Mob football was little more than massive brawls involving brute force between hordes of young men.

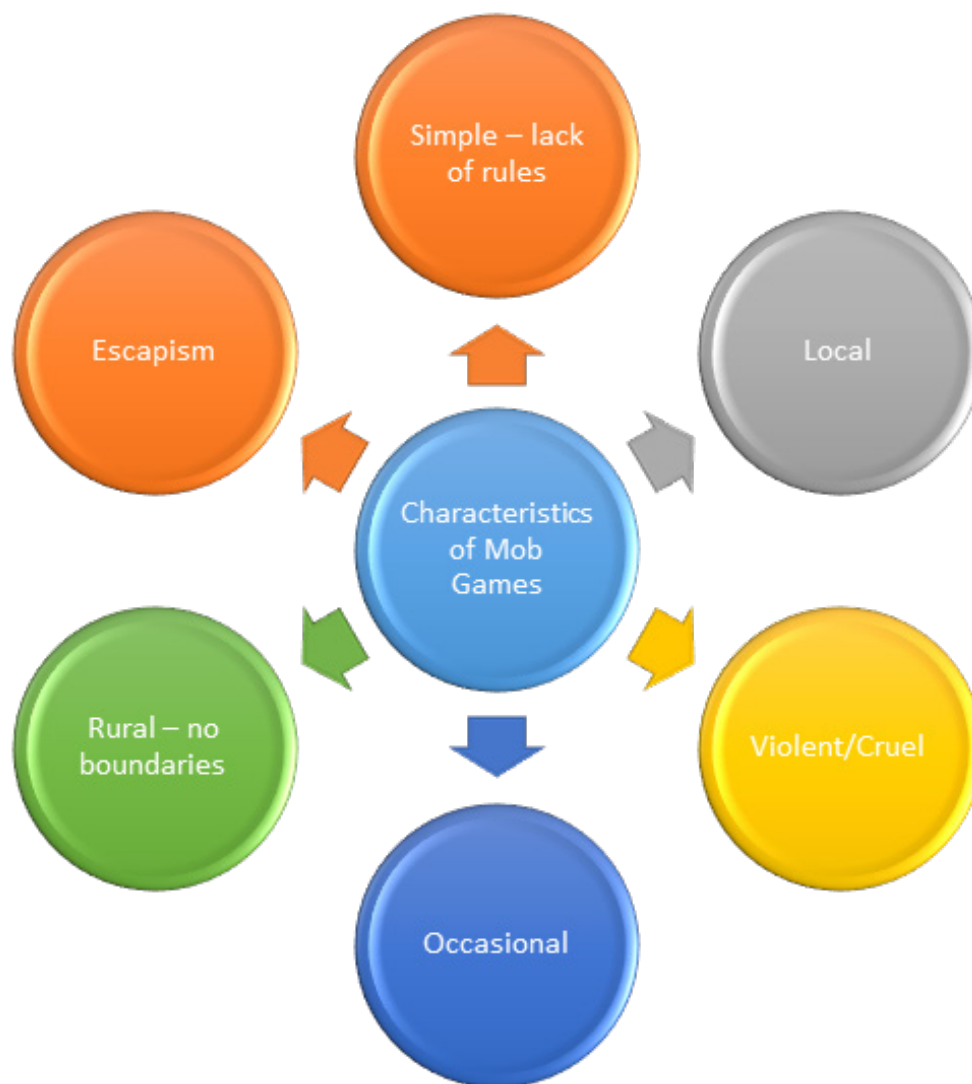
Gentry, government and local authorities have frowned on mob games because they caused:

- Damage to property
- Injury to young men/making them unfit for work/army training

- Disrespect for to Sabbath
- Social unrest (riots).

Shrove Tuesday became a traditional day for mob games, seen as an opportunity for fun and excitement before the seriousness of Lent.

Characteristics of Mob Games



Emergence of modern sport: Nineteenth Century Public Schools

These schools were controlled by a group of trustees and were not privately owned. The main characteristics of these schools were:

- They were boarding schools allowing more time for recreational activities
- They brought boys from a variety of regions and therefore regionalised games
- The harsh treatment and living conditions prepared boys for rigorous competition (Spartan).

Dr Thomas Arnold (Head of Rugby School 1828-1842)

Dr Thomas Arnold is regarded as the man who reformed the English public school system. Dr Arnold's aim was to preach good moral behaviour. This was part of Muscular Christianity movement, with the belief in a healthy mind, soul and fit body.

Arnold reformed public schools by changing the behaviour of the boys, developing the role of sixth formers and creating the importance of healthy minds and bodies. The use of games organised by the sixth formers established social control, it created positive role models and leadership opportunities.

House system

This is the predecessor of the creation of leagues and codification of games. Arnold's house system became the focus of boys' personal, social, recreational and sporting existence. The house system allowed healthy competition, a sense of belonging and cohesive attitudes.

As Public Schools developed in popularity so did the funding and the development of magnificent games fields, uniforms and rules. Interschool competitions brought about the symbols of athleticism. Athleticism reached cult proportions with schools having compulsory games for the development of character.

Athleticism – the combination of physical effort and moral integrity (sportsmanship)

These students then went on to University taking the 'games ethic' with them: well-rounded character, impeccable manners and enviable personal qualities. Having led a team on the games field, it was assumed that he could lead a regiment on the battlefield. These students would also bring the rules and conventions from a variety of schools to begin to formalise agreed rules more centrally.

The speed of athleticism development was much slower in girl's public schools due to:

- Traditional role of women (education – seen as a threat to the behavioural norms of society).
- Anxiety – over wearing of slightly revealing clothing for physical exercise.
- It was not considered necessary to give girls the same opportunities as boys.
- Unladylike – it was thought inappropriate for women to be competitive or lively.
- Medical concerns – strenuous physical activity would complicate/prohibit child bearing.

Technical developments: Amateurism to professional

By the late nineteenth century, sports days had become a major social occasion and a symbol of a more modern age. Sports days represented a more technical era and a developing interest in skilfulness over brute force. These sports days were highly organised with elaborate programmes.

Football became more codified and central part of not just public schools but also society. The upper classes saw it as a respectable activity that showed courage and determination.

Association Football

- Following the formation of the Football Association (FA), soccer became both an amateur game for gentlemen and a professional game for the 'people' (working class).
- It soon became clear, that football was a regular spectator attraction rather than an annual festival occasion.
- Therefore, due to players becoming unable to agree time off work, the FA reluctantly accepted professionalism.

Similarly cricket In the 1870s developed from touring XIs to county cricket as a spectator attraction – while county communities needed and respected professionals, they kept them firmly in their social place e.g. the Players v Gentlemen or Pros v Amateurs. They even had different eating arrangements and did not even travel to matches together or share a changing room.

The cornerstone of Public Schools was the link between a healthy mind and body where muscular Christianity developed manliness, physical endeavour and moral integrity. This is closely linked to athleticism, a term widely used when discussing Public Schools.

Athleticism in public schools

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C. Overview The emergence of sport

- Pre-industrial revolution recreational activities were split between peasants and gentry. Peasants took part in recreational activities at annual festivals and fairs. The gentry participated in rural activities such as hunting and real tennis.
- Mob games and baiting were the past times of the peasants.
- By the nineteenth century work standards improved, transport links were developed and the creation of the British Empire brought about the development of sport worldwide.
- Dr Thomas Arnold is regarded as the head teacher at Rugby School that reformed the English Public School System. The system was based on the belief of a healthy mind, soul and body.
- The Muscular Christianity movement changed the boys' behaviour and developed the role of the sixth formers. The use of games organised by sixth formers established social control, positive role models and leadership opportunities.
- With the spread of sport across the country and world, came highly organised events and codification.

2. Social differentiation

Question

Analyse the factors that have an impact on sports participation (AO1).

A. Content

- Definition of social stratification; the development of unequal layers based on factors such as income, education, status and power.
- The view that sport transcends issues of money, power and economic inequalities (Coakley).
- Discrimination in society, prejudice, stereotyping, discrimination towards ethnic minorities, women, disabled and socially deprived.
- The historical perspective that sport has always been for ... ideologies.
- The portrayal of ... in the media and the associated problems e.g. sexploitation.
- Economic and social factors impact on participation in sport.
- The three main constraints to their access to participation: opportunity, provision and esteem.
- Self-fulfilling prophecy.
- Centrality and racial stacking and their relationship with lack of black, Asian and minority ethnic (BAME) managers and coaches.
- Sport as an avenue for social mobility.
- Influence of the media and the importance of role models.
- Reformatory policies such as anti-racism campaigns such as Kick It Out, adapted sports for disabled; the effect on the sports.
- Strategies for improving participation among disadvantaged groups; discuss the success of reformatory policies e.g. anti-racism campaigns 'kick it out'.

B. Knowledge and Understanding

Introduction

Social differentiation is the way in which groups separate themselves from each other – through appearance or behaviour. The opportunities to participate actively in sport are STRATIFIED according to socio-cultural characteristics such as race, gender or class.

E.g. golf for white, suburban middle class whilst boxing multiracial – urban working class males. Positions in rugby white coaches, scrumhalf.

Sport is often described as a microcosm of society, reflecting miniature facts of society, being played out in front of global audiences.

Dominant groups in society can exercise power and control over minority groups, discrimination occurs when opportunities are not available to all. This can be overt-restricted membership or covert-relating to a deep seated belief e.g. racism in South Africa's rugby team during Apartheid.

Barriers to participation

This can be split into two areas:

- Discrimination minority groups (class, gender, race, age, disability)
- Socio-cultural and economic factors.

Socio-cultural and economic factors that affect opportunity, participation, provision, attitude and values:

- Time
- Finance

- Education
- Facilities/location.

Studies show two of the most important factors in becoming an elite athlete are: family involvement in sport, and development of friendships through sport.

Discrimination

Sport also acts as a form of social control. Social control is the method in which individual attitudes and behaviours are regulated via society's values, and influences how an individual behaves within the society. This can result in developing stereotypical views and act as barriers to participation in sport and physical activity.

Gender – culturally determined roles that men and women play in a particular society. Women's progression to elite level is affected by issues of sexism – usually stereotypical views of the strengths and qualities of women in sport. The view of a housewife, mother, physical weakness or a question over sexuality for elite athletes only perpetuates these views.

Race – refers to the physical characteristics of an individual, whereas ethnicity refers to cultural heritage – language, religion (the media use these terms interchangeable).

Racism – is a set of beliefs and ideas based on the assumption races have distinct cultural characteristics and that some races are intrinsically superior.

Stereotype – a fixed, over generalised belief about a particular group or class of people (Cardwell 1996).

In sports where achievement is based on objective measurements e.g. athletics, it is harder to discriminate.

In team games there are still issues with centrality (close to the central position, where interaction is frequent). The key of centrality is leadership and a degree of responsibility. These positions still tend to be predominantly white, with black players more commonly found in non-central positions – this is known as Racial Stacking.

Rooney Rule – due to the lack of opportunities in coaching and management for black coaches. This rule in American Football allows minority coaches access to interviews within the sport.

Social mobility – sport is seen as a route to social mobility (rags to riches). Success leads to the creation of more role models and the breakdown of barriers.

Disability – someone with a form of impairment, which affects their ability to engage in an activity. There is a significant difference in participation in sport between disabled people (9%) and people with no disability (23%).

The pressure on sportswomen to increase levels of sponsorship and media coverage has seen many sportswomen resort to taking their clothes off just to receive some publicity.

Females in Sport

With the need for funding, sponsorship and media coverage an increased focus has been placed on the physical attributes of female athletes, detracting from the sporting performances and abilities of the athletes.

This is achieved by sexualising the female athletes at the expense of their sporting achievements. This also stereotypes female athletes by their physical attributes.

Sexploitation:

The pressure on sportswomen to increase levels of sponsorship and media coverage has seen many sportswomen resort to taking their clothes off just to receive some publicity.

Jan Borrie, Shaping up to the image makers, Panorama, The Canberra Times, 27 May 2000

Sport also acts as a form of social control. Social control is the method in which an individual's attitudes and behaviours are regulated via society's values, and influences how an individual behaves within the society. This can result in developing stereotypical views and act as barriers to participation in sport and physical activity.

The barriers to participation include; stereotyping, lack of specialists, lack of media coverage and role models.

Where there are no obvious role models and discriminatory attitudes. This can lead to feelings of alienation, reduced sporting participation and reduced levels of confidence. The groups mentioned often suffer from terms such as discrimination, stereotyping and prejudice.

Discrimination: the use of a negative perception to make a distinction between individuals or a group.

Stereotyping: a preconceived, oversimplified, perception of an individual or a group.

Prejudice: a previously formed biased opinion which has no evidence to back it up.

Equal opportunity can be defined as an individual being treated fairly without any form of discrimination preventing them from participation.

Impact on society from participation in sport:

- Improvement in the overall health of individuals and nation resulting in, fewer health costs throughout the nation.

- Less days lost from illness therefore a more productive workforce.
- Society benefits: feelings of nation pride and identity when national teams do well.
- Improved social skills by participating in sports, interaction, teamwork, communication and tolerance.
- The creation of a sense of community and therefore may impact upon local crime.

Participation can only happen if there is provision. The provision of sport is dependent on several factors, such as public and private sector facilities, opportunities in schools and local clubs, location and coaching availability.



Physical activity and sport are multi-billion-pound businesses. The encouragement of participation at all levels increases popularity, coverage and funding of sports.

There is a significant number of factors that contribute to participation in sport and physical activity. To increase participation in sport and physical activities, various organisations run campaigns to promote their sports and encourage further participation.

Campaigns run by governing bodies address social inequalities and inclusion within sport and exercise.

For example: Football will be a sport where people flourish in a supportive community, and where fairness is openly and transparently practiced, as for all equality and inclusion programmes, its main aims are to:

- Promote the benefits of equality, inclusion and diversity
- Expose and challenge all aspects of discrimination and unfair practices.

Governments tend to run campaigns to increase physical exercise hopefully causing a reduction in the financial weight on the NHS from health issues associated with sedentary lifestyles.

C. Overview social differentiation

- Social stratification is the separation of different groups in society.
- Social differentiation is the opportunities available to those groups.
Discrimination occurs when the same opportunities is not available to all the groups.
- Discrimination can take a variety of forms, from socio-economic, race, gender, and disability.
- Due to discrimination and opportunities, the Rooney rule was created to allow more black coaches into American Football.
- Athletes see sport as a route to social mobility overcoming barriers in society, such as stereotyping. This leads to the creation of role models and therefore encourages further participation.
- Within society there is actual and a perception of inequalities. These social inequalities restrict accessibility for particular groups and can be seen as a form of discrimination.
- Potential causes of social inequality include; economic status, gender, religion, ethnicity, disability.
- Discrimination: the use of a negative perception to make a distinction between individuals or a group.
- Stereotyping: a preconceived, oversimplified, perception of an individual or a group.
- Prejudice: a previously formed biased opinion which has no evidence to back it up.
- The three main constraints to their access to participation: opportunity, provision and esteem.
- Self-fulfilling prophecy – as we continue to fuel prejudices and stereotypes athletes will continue to follow these social expectations.
- Centrality and racial stacking and their relationship with lack of black, Asian and

minority ethnic (BAME) managers and coaches will continue without campaigns and legislation such as the Rooney Rule.

- Sport and physical activity can have an impact on both the individual and the society. It helps to create a feeling of national pride, a collective sense of belonging and encourages participation.
- Equal opportunity can be defined as an individual being treated fairly without any form of discrimination preventing them from participation.
- The provision of sport is dependent on several factors, such as public and private sector facilities, opportunities in schools and local clubs, location and coaching availability.
- To increase participation in sport and physical activities, various organisations run campaigns to promote their sports and encourage further participation.

3. Ethics and deviance within sport

Question

Explain why some athletes play outside the rules and conventions of the game in order to achieve personal goals? (AO2)

A. Content

- Ethics within sport including sportsmanship and gamesmanship.
- Four dimensions of sport ethics (sacrifices; striving for excellence; playing through pain; no limits of possibility).
- The decline of fair play with the development of professionalism.
- Deviance within sport: relative and absolute deviance.
- Reasons for deviant behaviour; commercialisation, pressure.
- Lombardian Ethic – ‘win at all costs’.
- Types of deviance within sport; under conformity, over conformity and Coakley’s sports ethic.
- Violence; links to aggression, social facilitation, learned behaviour.
- Doping within sport: the use, and reasons for the use, of illegal performance enhancing drugs and other illegal methods.

B. Knowledge and Understanding

Introduction

As the pressures of success in terms of careers, finances and rewards are becoming disproportionate to sporting performance athletes are having to find different solutions to achieve ‘marginal gains’. When physical, psychological and biomechanical analysis are equal and there seems to be a fine line between successful and failure, athletes perform close to the rules and conventions of the activity.

Sports ethic

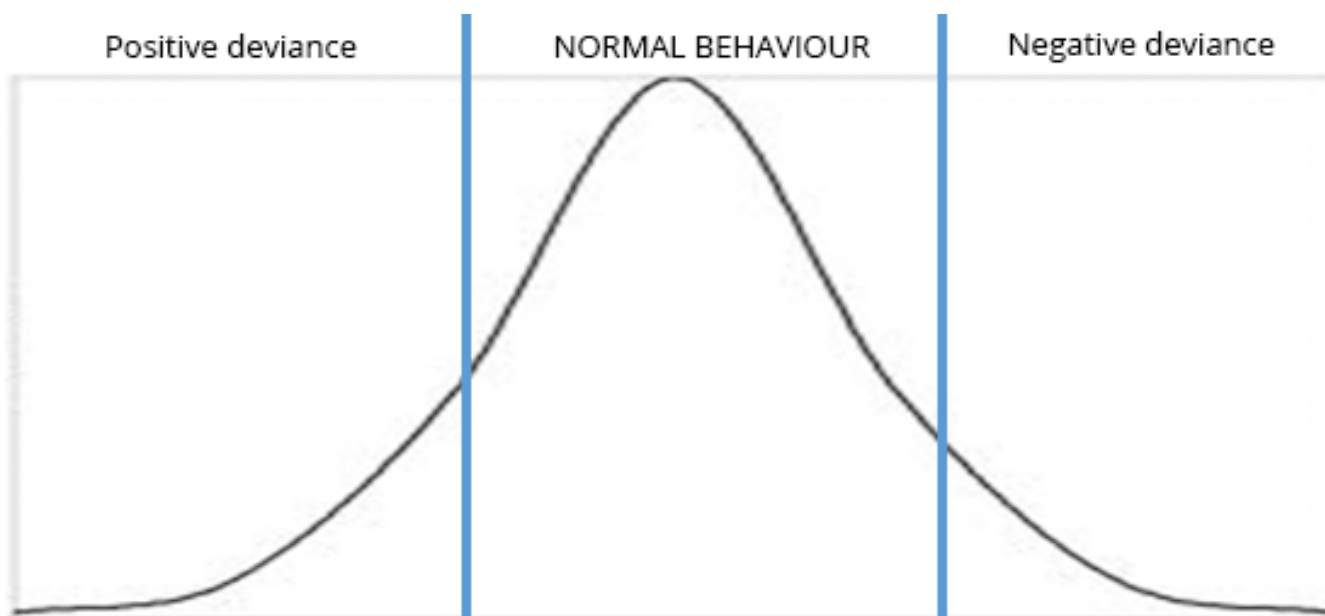
The sports ethic is about the athlete's sacrifice for 'the game', seeking distinction, taking risks and challenging themselves, creating an environment where the athlete's behaviour and participation become vulnerable to corruption. Although the sports ethic emphasizes the positive and normative behaviours, the ethic itself becomes the vehicle itself for deviant behaviour.

There are four dimensions of sport ethic:

- Sacrifices.
- Striving for excellence.
- Playing through pain.
- No limits of possibility.

Deviance

Deviance is any behaviour, which differs from the perceived social, legal or sporting norm. It is possible to find examples of behaviour within sport which are considered acceptable but would be unacceptable in wider society.



Jay Coakley (1992) suggests that there are three types of behaviour:

Positive deviance

Positive deviance is moving away from the norm without an intention to do harm or break the rules, actions are within the rules of the game and are simply in an attempt to win, and their deviance from the norm is seen in a positive light, i.e. :

- Someone who trains or plays so hard they injure themselves.
- Someone who plays when injured (often praised by media).

It could also be argued that someone who accidentally injures another player within the rules of the game is displaying a positive deviance.

Negative deviance occurs when a player, manager, spectator or anyone involved behaves in a way that knowingly breaks the rules or ethics of the sport.

This includes:

- Using performance enhancing drugs
- Illegal influence – bribes
- Violence and hooliganism
- Financial irregularities.

Deviant behaviour can be more than individual; it can be group specific e.g. Lance Armstrong and his cycling team taking performance enhancing drugs or institutional, where a country is involved at a higher level than just the sport. The USSR and their state sponsored athletes in the amateur era are an example of this or more recently the Russian athletes in the 2016 Rio Olympics, where all Russian Paralympians have been

banned.



Seven-times Tour de France winner Lance Armstrong 2004.
He was stripped of all his Tour titles in 2012 after a doping investigation.

Causes of deviance:

- Individuals lack the moral restraint to resist.
- Individuals value winning ahead of prospect of punishment.
- Rewards for winning are so great that people are prepared to risk it.
- Deviant behaviour is more common so less socially unacceptable.
- Governing bodies feel less able to punish, owing to commercial interests or fear of being taken to court.

Sportsmanship and gamesmanship

Since the Olympics moved from amateurism to professionalism in the 1980s and since commercialisation, Americanisation and the Lombardian ethic have become part of competitive sport, there seems to be a shift in emphasis from sportsmanship to

gamesmanship.

Professionalism and 'Lombardian ethic'

Sporting excellence has become a marketable commodity in its own right. America is the front-runner in this field, hence the term 'Americanisation' (commercialisation).

It has been alleged that the American College System with its sports scholarships was an early form of professionalism. This bred an unusual attitude to winning. Vince Lombardi was an American football coach in the 1950s, and his 'win at all costs' attitude is often cited as the point at which a decline in sportsmanship occurred. Lombardi has been hailed as the father of this attitude to winning, his ruthless approach to winning was controversial at the time. This ethic went against the previous amateur ideals of 'not the winning but the taking part'.

1. Sportsmanship – conforming to the written and unwritten rules of the sport. The unwritten rules tend to be the spirit of the game e.g. kicking the ball out if a player is injured.



2. Gamesmanship – where you use whatever means you can to overcome your opponent, which includes playing outside of the rules e.g. shirt pulling in football.

Some coaches and athletes often believe that they have no ethical or sportsmanship obligation to abide by rules because it is the official's job to catch violations and impose penalties. The operational standard of gamesmanship is: 'if it works – it's right', and 'it's only cheating if you get caught'.

Deviant behaviour seems to be a consequence of the modern approach to sporting performance. Wilf Parish (GB Olympic Coach) was reported saying:

'Current rules on drugs aren't working and it would be fairer to make drugs available to everyone'.

Some coaches and athletes, however, often believe that they have no ethical or sporting obligation to abide by rules because it is the official's job to enforce the rules. They would claim, *'it's only cheating if you get caught.'*

Doping

Doping means athletes taking illegal substances to improve their performances, the most common of which are stimulants and hormones. There are health risks involved in taking them and they're banned by sports' governing bodies.

According to the UK Anti-Doping Agency, substances and methods are banned when they meet at least two of the three following criteria:

- Enhance performance.
- Threat to athlete health.
- Violate the spirit of sport.

Below is a timeline of the use and combat of Doping:

1966: The governing bodies of football and cycling introduce doping tests

1968: Olympics first introduce testing, winter games in Grenoble and summer in Mexico

1970's most international federations had adopted drug testing

1998: Tour de France hit by drug scandal

1998: World Anti-Doping Agency (WADA) established

2013: Lance Armstrong (Tour de France seven times winner) admitted doping on TV – he is banned for life.

2015 German TV allege 99% of Russian athletes are doping (institutionalised doping).

What drugs are people using?

The most common substances are androgenic agents such as anabolic steroids, allowing athletes to train longer, harder and recover quicker. They can lead to increased muscle mass with training but also kidney damage and increased aggression. Other side effects include; baldness, low sperm count, increased facial hair and deepening of voices in women.

Stimulants make athletes more alert and speed up recovery and reduce fatigue by increasing heart rate and blood flow. This however places an excessive amount of strain on the heart.

Diuretics and masking agents are used to remove fluid from the body and can hide other drug used. Diuretics have been used to allow boxers to 'make the weight'.

Narcotic analgesics and cannabinoids are used to mask the pain caused by injury or fatigue. However in practice this can make injuries worse.

Peptide hormones, these are substances such as EPO (erythropoietin), they increase bulk, strength and red blood cell count giving athletes more energy. This hormone

supplementation also uses HGH (human growth hormone), which builds muscle.

Blood doping is where blood is removed from the body and injected back in later to boost red blood cells and the ability to transport more oxygen. This can lead to kidney and heart failure.

Beta blockers are used to reduce heart rate, in the prevention of heart attacks and high blood pressure. Sports such as archery and shooting use Beta blockers to keep the heart-rate low and reduce trembling in the hands.

Combating the use of performance enhancing drugs:

Testing

Most doping products can be tested using mass spectrometry; this is where a urine sample is subjected to a beam of electrons. Each substance the sample contains has a unique “fingerprint”. However there are difficulties with the system, some by-products of doping substances are so small they may not produce a strong enough signal for detection.

Biological passport

In 2009 WADA brought in the biological passport. This is an electronic document that contains biological information on the athlete. It is the monitoring of change to important biological markers that will alert officials. There is a significant amount of doubt regarding the effects of training such as altitude and the micro-dosing approach of little and often.

It is believed that for every test developed to detect doping the latest performance enhancing drugs are 10 years ahead of the test.

<http://www.bbc.co.uk/sport/athletics/33997246>

Future

Lord Coe head of IAAF is determined to remove drug cheats from sport. He believes there need to be an independent anti-doping agency as in house testing creates conflicts and loopholes.

“There is a zero tolerance to the abuse of doping in my sport and I will maintain that to the very highest level of vigilance.” Lord Coe

Individuals have to take personal responsibility for every substance that enters their body. Ultimately, anti-doping depends on good sportsmanship and being able to resist unsporting pressures.

The UK Anti-Doping Agency promotes performance through hard work, determination and talent where sporting performance is based on the values of:

- Determination.
- Respect.
- Passion.
- Hard work.
- Integrity.

C. Overview Ethics and Deviance

- There are four dimensions of sport ethic; sacrifices; striving for excellence; playing through pain; no limits of possibility.
- In the ethics of sport, the athlete's sacrifice is for 'the game'. Performers challenge themselves to the ultimate physical and mental limits. It is at this point that their behaviour and participation become vulnerable to corruption.
- Deviance is any behaviour, which differs from the perceived social, legal or sporting norm.
- Since the Olympics moved from amateurism to professionalism in the 1980s and commercialisation, Americanisation and the 'Lombardian' ethic is part of competitive sport, there seems to be a shift in emphasis from sportsmanship to gamesmanship.
- Doping means athletes take illegal substances to improve their performances, the most common of which are stimulants and hormones.
- Sport is also used to promote positive values in society generally. By demonstrating these values on and off the field, sportspeople become positive role models, particularly for young people.
- The International Olympic Committee (IOC) defines the core Olympic values; determination, respect, passion, hard work, integrity.

4. Sport, media, commercialisation and globalisation

Question

Analyse the impact of Americanisation on global sport (AO3)

A. Content

- Functions of the media: inform, educate, interpret, entertain, advertise.
- Relationship between the media and sport.
- The golden triangle; media, sport and sponsorship.
- Impact of commercialisation on sport.
- Americanisation of sport.
- The impact of globalisation on sport. Giddens' definition of globalization: the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring miles away.
- Stereotyping.
- Social media.
- Dramatization of sport: sensationalising sporting contests, sexploitation of female.
- Three levels of globalisation: creation of global sporting competitions, the development of satellite communications and growth of the sporting goods market (Cashmore).
- Consequences of globalisation; global migration of players, coaches and expertise; creation and celebrity nature of global superstars and teams, finance.

B. Knowledge and Understanding

Introduction

Historically, sport has been used as forms of entertainment, however it has never been more commercialised than today. Commercial sports are organised and played to make money as entertainment events. The media functions to: inform, educate, interpret, entertain, and advertise.

Commercialisation

Sport has become big business; society has more leisure time, money, transportation and availability to media outlets. The modern world has allowed commercialisation to flourish in cultures where lifestyles involve high rates of consumption and emphasise material status symbols (therefore everything associated with sports can be marketed and sold - i.e. autographs, merchandise, even team names).

Sport and sports performers are seen as commodities that can be bought and sold and it is the market that is the driving force in sports development. It was sports realisation that there was vast amounts of money to be made through the sale of viewing rights to matches, competitions, sporting events, and the sportsperson. Even as far back as the nineteenth century, at American baseball matches, score cards and programmes were being sold with advertising on them.

Class relations

Sports tend to attract society groups that relate to the origins of that sport. Football is the sport of the masses and was played by working classes in its early form. Rugby tends to split countries, having origins as a working class sport in Wales but a middle class

sport in England. Golf – the sport does not lend itself to a sporting ‘spectacle’ in terms of high spectator numbers yet TV coverage is immense. A lot of money involved- those who play golf are wealthy powerful people and are important in terms of sponsorships and advertising. When wealthy and powerful people are interested in a sport, it will be covered, promoted and presented as if it has a cultural significance in society.



Business of sport

Corporations understand the importance of sport as a marketing and branding tool for their product, athletes and sporting teams have a global marketing capacity (Nike, McDonald's) and even sports stadiums have been branded.

Hosting the Olympics is not about prestige, it is about money. Politicians know what hosting the Olympics will mean to the economy (and votes). It means increased tourism, global exposure, more jobs-building venues-roads, infrastructure money for public amenities, jubilant voters. A successful national or global sporting team can mean important revenue for the city e.g. Manchester United, or country. Big sport also creates huge revenue for media outlets – locally, nationally and globally.

Media coverage

The media promote the commercialisation of sports, they provide needed publicity and create and spectator interest among large numbers of people. The continued improved service offers a more interactive involvement in the coverage than ever before. This has created a culture of spectators that will have never been to watch sport live.

Radio was the first form, now television and moving to internet and social media.

However, TV is the biggest single form of spectator access for sports and events all over the world (but for how long?). This 24/7 media coverage has globalised sport. The 2016 Rio Olympics had an estimated 3 billion viewers for the opening ceremony.

With the use of social media fans are able to have perceived contact with their sporting heroes. This does however move towards the sensationalisation of the sport and sportsperson.

The media provides:

- Information.
- Interpretation.
- Entertainment.

Sports can and do exist without the media for the intrinsic rewards of participation. This tends to be at grass roots and minority sports.

The majority of major sports are now commercial entertainment, requiring the media to generate interest, and provide information. The media has been a key factor in the growth and development of commercial sports. It is also a significant factor in large lucrative sponsorship deals. There is a relationship between success and media coverage, which in turn generates a bigger sponsor.

Sponsorship is an agreement between a company and an event/sport/athlete where the company gives money, or the equivalent in kind, in exchange for rights to associate

the company name with the product (see Tiger Woods). This association can include the company name on team shirts, on advertising banners, in press advertisements or whatever is agreed in order to improve the awareness or image of the company.

| Advantages | Disadvantages |
|---------------------------------------|---|
| More money | Increased pressure on athlete |
| More competitions | Lack of control of self and team |
| Improvements in performance, coaching | Lack of privacy |
| Improvements in facilities | Risk of injury |
| Improvements in technology | Conflict of views or values |
| Increased participation | Personal appearances – impact on life & sport |

Corporate sponsorship

Many executives of large media corporations (predominantly male) love sports and the notion of being linked to sports. This masculine culture is deeply embedded in these corporations. When sport emphasises competition, domination, and achievement, executives feel that these are crucial factors in their companies.



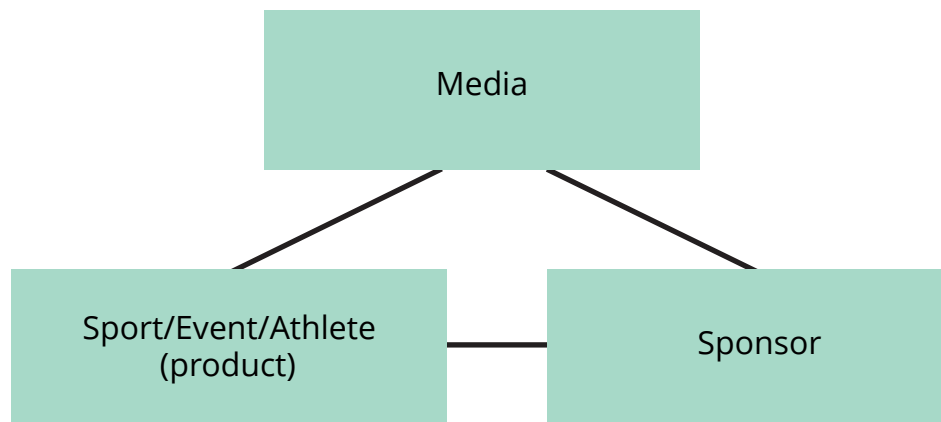
Elite female performers

In the early twentieth century, during the First World War with women working in the manufacturing and production industry as well as running the house, a wider range of sports were made available and acceptable. Women's sport still lags behind men's in terms of status, finance, coverage and sponsorship, however there is growing trends of development, expansion and professionalism. The success of women's football is a good example, with professional clubs and England performing successfully at the highest level. This however still does not bring the same rewards as the men's game. This is also a shadow of prejudice, with the differences between the players and the male coach.

Unfortunately gender stereotypes do still exist in the world of sport, the equality of female and male sport has been demonstrated in tennis, where the prize money at Wimbledon is equal. Tennis has been inclusive of women since the eighteenth century, with women's participation in real tennis allowed.



The golden triangle of commercialisation of sport



Each of these partners make an equal contribution to the effectiveness of the others. It seems impossible for elite sport to survive without the reliance on the other two partners. Together they allow sports to evolve, develop, and grow enhancing the experience for the performer, coach and spectator.

The increased revenue from commercialisation allows sports to fund into grass roots initiatives, improve training, facilities and coaching at elite levels as well as the further use and development of technology for the performance, coaching, the spectator and official.

The sponsor benefits from the relationship and link to elite performance and success, with sport seen more as a business than entertainment. High profile sports and sports stars develop fan bases and help attract audiences; these audiences are supported by the variety of media streams. Increases in audiences allow more marketing.

Effects of media coverage on sport

The media can increase or decrease popularity by the extent of coverage, some sports lose popularity due to a lack of media coverage, whereas others gain popularity from an increased coverage. Coverage also can have an impact on the development of the sport, such as 20/20 Cricket in bright shirts, a white ball under floodlights, the coverage and rebranding of cricket increased its popularity.

It is sometimes suggested that the media corrupts sports, however this view is not likely, as sport is not shaped by the media but it does listen to it. Within American sport it is clear the close relationship sport has with the media, with the amount of breaks and advertising. In the UK the media is regulated by the government and usually operates in a political and economic vacuum.

Audience demands a high level of service that provides interactivity, allowing the consumer to control their own viewing and level of engagement in the event.

Sport has impacted on the media, demanding vast amounts of money for viewing right, changing the programming scheduling and creating a flexible programming format for delays in live sporting performances. The media companies now use sporting events as the catalyst for the promotion of their other products or programmes.

Globalisation of Sport

The globalisation of sport is another important factor which has shaped the characteristics and participation in sport, with tournaments such as the Olympics and the FIFA World Cup becoming global events with billions of views and competitors from all over the world. There are three underpinning factors which have led to this globalisation:

1. Media coverage. An increase in media coverage has increased the interest in sport and provides financial support. The wide range of available media platforms has made sport very accessible for the majority of the world's population.
2. Freedom of movement for performers. This has allowed performers to participate in international tournaments outside their country of birth. This however also uses performers as a commodity that can be bought and sold all over the world.
3. Greater exposure of sport. This has increased the popularity, which in turn has increased the number of elite performers. Sports governing bodies have developed

sporting foundations for talent identification all over the world. This can be viewed as a positive expanding or a negative exploitation.

Globalisation is not a new concept, it started with industrialisation and urbanization with the large movement of the population from rural areas into towns and cities, seeking jobs from the newly built factories. There are several factors that speeded up globalisation pre media:

1. Transport - the railways allowed sports teams to travel greater distance, allowing them to play against a wider range of opponents, leading to national and international tournaments and leagues. Transport was also affordable, ensuring that sport participation and spectatorship were not limited to the upper class.
2. The British Empire helped to promote sport due to the colonising of other cultures, and the exporting of British customs.
3. Churches helped to spread the notion of Muscular Christianity (improving one's character by displaying physical fitness).
4. National and internal governing bodies have led to conformity and global development across continents.

C. Overview Media, commercialisation and globalisation

- Commercial sports are organised and played to make money as entertainment events. The media functions to; inform, educate, interpret, entertain, advertise.
- Sport and sports performers are seen as commodities that can be bought and sold and it is the market that is the driving force in sports development.
- Corporations understand the importance of sport as a marketing and branding tool for their product. Athletes and sporting teams have a global marketing capacity.
- The media (including social) offers a more interactive involvement in the coverage than ever before. This has created a culture of spectators that will have never been to watch sport live.
- Sponsorship is an agreement between a company and an event/sport/athlete where the company gives money or the equivalent in kind – in exchange for rights to associate the company name with the product.
- Golden triangle: media, sponsor and sport. Each of these partners make an equal contribution to the effectiveness of the others. It seems impossible for elite sport to survive without the reliance on the other two partners.
- With vast money and exposure of sport there has been an increased dramatization of sport; sensationalising sporting contests, sexploitation of female athletes to gain funding and exposure (beach volley ball).
- Three levels of globalisation; creation of global sporting competitions, the development of satellite communications and growth of the sporting goods market (Cashmore).
- Consequences of globalisation; global migration of players, coaches and expertise; creation and celebrity nature of global superstars and teams, finance.
- Often those sports followed and watched by people who possess or control economic forces in society.

5. Mass participation to excellence

Question

Describe how sport is organised in the UK (AO1)

A. Content

- Sports development pyramid.
- Mass participation v excellence.
- The main benefits of participating in sport from an individual and governmental perspective; social integration, propaganda, tourism, national pride, health promotion, economic regeneration and military preparedness/defence.
- The different factors affecting participation and lifestyle choice including individual difference, family, friends, education, tradition, age, provision, media, finance, body image and disability.
- Methods of identifying talent and development initiatives.
- The structure of the World Class Performance Pathway.
- Talent identification processes.
- The organisation structures and network of sport within the United Kingdom: national and local provision; the difference between the public, private and voluntary sectors.
- Recreational pathways: lifelong involvement, local and national government initiatives, involvement of health agencies.
- The strategic role of UK Sport in striving for excellence.
- The role of Sport Wales in the promotion of sport for all.
- Government in the development of physical education and sport in schools.
- The role of the national governing bodies (NGBs) in both grassroots and elite sport.

B. Knowledge and Understanding

Introduction

Sports participation and physical activity can have positive effects on the individual's physical, social and psychological well-being. The engagement in participation at an early age can have a positive impact on the wider community, economy and the country in general, but also begin the journey from participation to elite performance.

Participation

Benefits of participation in physical activities to the Individual:

- Stress reduction.
- Improved health and fitness.
- Social skills developed.
- Challenge.
- Development of self confidence.
- Development of skills and techniques.

Physical Health and well-being

There is a clear link between physical activity and health. Exercise is a key factor in potentially reducing the threat of obesity. However the levels of activity are decreasing in the UK despite many initiatives to promote health and well-being. UK Sport have run many projects to increase participation from an early age in schools, these have included 5x60 and Dragon sport in Wales, and in England the Youth Sports Trust run the Schools Games and Sporting Chance projects. Another scheme has been free swimming children

under 16 and adults over 60. Many of these programmes have focused on the evidence showing that regular exercise can reduce:

- Obesity. Obesity is recognised as a medical condition and as a major contributor to a number of serious chronic illnesses such as heart disease, diabetes, high blood pressure, stroke and cancer. 25% of the Welsh adult population is regarded as obese while 58% of adults are considered overweight. In children, 11% are regarded as obese with 26% being classified having an unhealthy weight.
- Cardiovascular Disease. Improved cardiovascular fitness can also reduce the risk of stroke.
- Diabetes. There is a strong link between type II diabetes and sedentary lifestyles.
- Cancer. Evidence linking a sedentary lifestyle and the increased chance of cancer has grown over the last decade.
- Osteoporosis. There is some evidence to suggest that load-bearing/resistance-based physical activity throughout childhood and early adolescence can contribute to the reduction in the incidence of osteoporosis (Shaw and Snow, 1995; Puntilla et al, 1997; Kemper et al, 2000).

Exercise has an impact on these diseases by:

- Burning more calories.
- A combination with a balanced diet.
- Increasing basal metabolic rate.
- Increase levels of HDL or 'good' cholesterol, which is responsible for reducing the bad LDL cholesterol.
- Lowers the risk of high blood pressure (hypertension) by increased vasomotor control.
- Exercise helps control high blood sugar levels.
- Boosts the immune system.
- Promotes bone density to protect against osteoporosis.

Social well-being

Sport and physical activity is generally accepted as being social in nature, creating opportunities to meet new people in healthy competition and engagement. The social elements of participation are believed to be an important aspect of adherence to a sport or physical activity. Research also suggests people with good social networks live longer, have a reduced risk of physical and mental problems.

Psychological well-being

Sport and physical activity can have a positive impact on reducing anxiety, depression, and increases self-confidence and self-esteem by releasing the hormones endorphins and the chemical serotonin in the brain which make you feel good about yourself.

Participation in physical activities wider benefits to society:

- Prevents anti-social behaviour.
- Healthier nation.
- Economic benefits.
- Brings the country together.

Sport can also be used as a political tool where politicians try to introduce or reinforce social harmony. In recent years Governments including the British Government have increased control over sport and physical activity as they have realised the valuable national contribution it makes not only in improving health and well-being, but also:

- Reducing crime.
- Community spirit.
- Improved qualifications.
- Character building and self confidence.

- National productivity – reduced sick days.
- Being a source of national pride.

Sport and physical activity can have a positive impact on individual's lives with benefits including:

- Positive role models.
- Improved self-confidence and self-esteem.
- Self-discipline, organisation and interaction.
- Engagement and therefore preventing boredom, which can lead to anti-social behaviour.
- Interaction between ages, genders, race, culture and disabilities.

It has been suggested that by developing and promoting sport in the community, it may also:

- Establish local interest in sports, and engage the community in both planning and playing.
- Generate projects can build community participation and integration.

Sport and physical activity within the context of education

There is a relationship between engagement in learning and focus and levels of activity. It is believed that exercise will lead to:

- Increased energy.
- Calm learners and increased focus.
- Reduced disruptive behaviour.
- Increased cerebral blood flow and improve cognitive functioning.
- Increased self-esteem.

There are many of the core values associated with sport that can also be viewed as beneficial within society including:

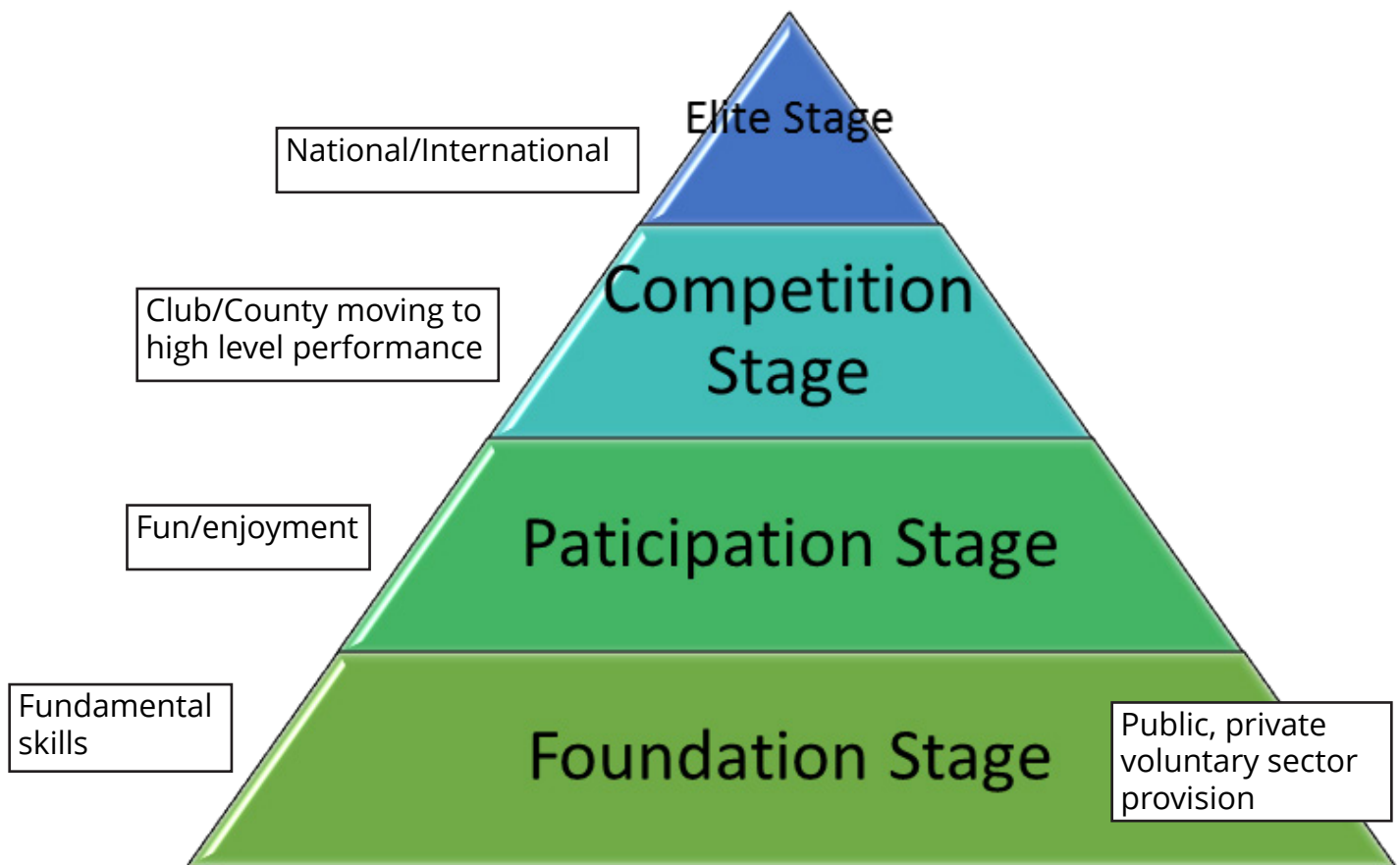
- Teamwork.
- Cooperation.
- Leadership.
- Respect of others.
- Conforming to rules and regulations.
- Discipline.

The Sports Development Pyramid and Continuum

The Sports Development Continuum, or performance pyramid, is a model that represents a person's involvement in sport by what stage they are at in terms levels of ability and participation, ranging from engagement to elite.

It is believed that encouraging more people to participate in sport (widening the base of the pyramid) will result in more people achieving excellence. This would mean that a country would have an increased chance of success at an international level as we would have more elite athletes.

The Sport Performance Pyramid



The **Foundation Stage** also commonly known as the grass roots. This stage will generally contain younger children who will not understand all the rules of the game but will be developing basic fundamental skills and movements. This is generally the first contact with sport and physical activity.

The **Participation Stage** consists of anyone who participates in sport regularly. It is important that these people gain something positive from participating. Some reasons for participation in sport could be socialising, health or fitness or enjoyment.

The **Performance Stage** consists of anyone involved in sport who aims to improve their skills. This could be playing for a sports team where you receive coaching. At performance

level the performance demonstrate skills and attributes associated the Elite stage, and as they move through this stage they become more autonomous.

The **Elite Stage** consists of highly skilled performers who aim to achieve set standards that are measurable usually through competition. This has both professional athletes and high level amateurs.

Grassroots to Elite Sport

Within the United Kingdom there a number of bodies and agencies that have an impact on sport. Aims and objectives of the bodies can vary but generally the goals are based on:

- Increasing participation.
- Equal opportunities for all member of society.
- Winning medals and top level competitions and pursuing excellence.
- Increasing national sporting status.

How is Sport Organised and Structured in the UK?

There are a number of external organisations that have a role in providing support and progression to performers moving from grass roots to elite level.

UK Sports

<http://www.uk sport.gov.uk/> - Main Focus – Elite performers

To develop elite sport in the UK including Ethics, major events, administrative efficiency, works with home countries, helps elite sports development, supports world class performers/coaches etc.

English institute of Sport

<http://www.eis2win.co.uk/> - Main Focus – Elite performers

To provide the best performers with the practical support needed to win and compete at the highest level with: sports science and medicine, physiology and biomechanics, performance analysis, massage, physiotherapy, strength and conditioning, career and education advice etc.

Sport England

<https://www.sportengland.org/> - Main Focus – is mass participation.

To get people more active and involved. Invests advises and promotes community sport. Promotes voluntary work such as coaching leadership and officiating. Focus on priority groups (minority groups). Supports school sport. Works closely with local, national and regional bodies in line with NGBs.

Sport Wales

<http://sport.wales/> - Responsible for: both mass participation and elite level Sport.

To get more people more active more often. Active young people (AYP), active communities. There is also a focus on high level performance and excellence focusing on talented performers, particularly in Sports for the Commonwealth Games.

The Youth Sport Trust is a registered charity, established in 1994. Their Mission to build a brighter future for young people by enhancing the quality of their physical education (PE) and sporting opportunities and to increase young people's participation and enjoyment of PE and school sport.

Department of Culture and Media

<https://www.gov.uk/government/organisations/department-for-digital-culture-media-sport>

The DCMS is the government department that is responsible for sport. It decides and organises the funding and distribution of lottery money. It also has an influence on the Department for Education and Skills (DFES) and the Youth Sports Trust. They are also

responsible for attracting major sporting events such London 2012 Olympic Games.

The Welsh Government

<http://gov.wales/topics/culture-tourism-sport/?lang=en>

The Welsh Government aims to:

- Widen participation in sport.
- Increase the number of sport coaches.
- Increase the number of elite athletes in Wales.
- Look at feasibility of bidding to host the 2026 Commonwealth Games
- Address the Health of the Nation

National Governing Bodies

<http://www.wru.co.uk/eng/development/index.php> / <http://www.thefa.com> / <http://www.welshnetball.com>

National Governing Bodies (NGBs) of Sport are typically independent, self-appointed organisations that govern their sports through the common consent of their teams and individuals within the sport. They typically manage the running of that sport. Responsibilities include, enforcing rules, laws and regulations. Developing policies for improving participation and developing elite athletes within that sport. Within the UK there is a wide range in terms of financial power within different governing bodies. For example the Football Association (FA) and the Welsh Rugby Union (WRU) are self-funding, while other NGBs rely on grants from Sport Wales or Sport England E.G. Welsh Netball.

Schemes aimed to improve provision and promote mass participation within the UK:

1. Dragon Sport. Dragon Sport is a Sports Council for Wales initiative funded by the National Lottery, designed to offer primary school children aged 7-11 fun and enjoyable sporting opportunities. The scheme intends to broaden the sporting interests of children who already take part in sport and to involve children who

currently lack such opportunities outside of their school PE lessons.

2. 5 x 60 Programme for Schools. The 5x60 programme aims to increase the number of Secondary age pupils taking part in sport or physical activity for 60 minutes, at least five times a week. It specifically targets those children who do not regularly participate in physical activity by offering activities different the traditional curriculum activities E.G. Dodgeball. The 5x60 programme builds on the Dragon Sport scheme.
3. TOP Sport. TOP Sport supports the delivery of PE and Sport in 10,000 primary schools and it supports the new National Curriculum.
4. County Sport Partnerships (CSPs). There are 45 county sports partnerships (CSPs) covering England. They are networks of local agencies committed to working together to increase the number of people taking part in sport and physical activity. CSPs deliver Sport England programmes such as Sportivate on a local level.
5. Sportivate . This is a £56 million Lottery funded London 2012 legacy project that gives more young people the chance to discover a sport that they love, from April 2011 – March 2017. The programme gives 11 to 25 year olds who are inactive access to six to eight weeks of free or subsidised coaching in a range of sports & physical activity opportunities with Sportivate able to fund the costs associated with activity – whether that is facility hire, coaching costs, equipment (although limited), marketing etc.
6. Specialist Sports Colleges. Sports Colleges were introduced in 1997 as part of the Specialist Schools Programme in the United Kingdom. The programme enabled secondary schools to specialise in certain fields, in this case, PE, sports and dance. Schools that successfully applied to the Specialist Schools Trust and became Sports Colleges received extra funding from this joint private sector and government scheme.
7. Physical Education, School Sport & Club Links is School-Club Links will build on and enhance existing PE and sport opportunities available to young people in schools, thereby increasing the proportion of children guided into clubs from School Sport Coordinator partnerships. Young people will be guided from schools to NGB affiliated and accredited clubs linked to those partnerships.

The Role of Local Authorities in the Provision of Leisure Facilities

Councils provide a wide range of leisure and cultural facilities and services in the community including:

- Indoor and outdoor leisure facilities.
- Sports pitches, playing fields and playgrounds.
- Public parks and open spaces.
- Sports development schemes.

Funded from:

- Taxation – local or national.
- Or through other forms of government or public support – e.g. lottery.

All local authorities operate differently, with their own structures, policies, grant-in-aid criteria and schemes. In most councils, there is typically one department that has primary responsibility for the support and funding of leisure and cultural services.

Private Sector Provision

Characteristics of the Private Sector:

- Commercial companies that are run to make a profit e.g. David Lloyd Tennis and Health Clubs.
- Growing sector – many employment opportunities through coaching, personal training and service sector e.g. Coffee and snack bars.
- Rapid expansion in last 20 years due to increased focus on health and well-being and more leisure time for adults.
- High quality provision with state of the art equipment and training techniques

and classes.

- Higher cost for membership which can often be anywhere between £50 and £120 a month.
- Exclusive in nature, targeted at the middle class members of society with disposable income.

Voluntary Sector (Third Sector)

Characteristics of Voluntary Sector:

- Owned by members (possibly on trust/charity basis).
- Managed by member's committees and may employ staff.
- Financed by members' fees, fundraising and sponsorship.
- Provides for grass roots of sport.
- Tries to increase participation in their sport.
- No guarantee of financial support.
- Can still be socially exclusive.



The Organisation of Sport in the UK

There is clear evidence that UK Sport is fragmented and generally ineffective with too many organisations all competing for the same participants. There seem to be inconsistencies with governing bodies, councils, private and voluntary sectors. Here are some of the issues:

- Some NGBs are focused on participation.
- Others focus on elite performance.
- Some NGBs have few members and are grouped in quite distinct geographical areas of the UK e.g. London or Cardiff.
- Some NGBs have a turnover of <£50,000 per annum.
- Some £10,000,000+ per annum.
- Recruit high quality staff and have difficulty in retaining and recruiting volunteers.
- Poor corporate governance and financial mismanagement.

Within Sport Wales and Sport England

- Overly bureaucratic and complex, especially in relation to sporting bodies, teams etc. accessing funds.
- Overlapping responsibilities with other bodies e.g. NGBs.
- The lack of strategic planning and the generation of too many short term initiatives that have little impact.

Criticisms of sport organisation in the UK include:

- Too many organisations and governing bodies with no clear structure
- Disjointed organisation with little communication between organisations

- Different organisations have similar roles and responsibilities
- So many organisations means money is wasted.

‘Sport for All’

Within the last twenty years’ respective governments and sport organisations have attempted to increase participation rates to try to achieve ‘Sport for All’. The main reasons for this are generally divided into three areas:

- Opportunities. People may not be able to play sport because of a lack of money or time or because of the attitudes of friends and families.
- Provision. This includes the presence or absence of appropriate activities in the area you live, the required space, transport, equipment and specialist coaching and facilities.
- Esteem. Levels of self-confidence and low esteem and the perception that others have of an individual will affect the likelihood of their participation.

Discrimination and Inequality in Sport

It is accepted that at times, certain groups within society suffer from discrimination and do not have the same opportunities as those members of society at the top of the ‘stack’.

These groups include:

- Women.
- Ethnic minorities.
- Disabled.
- Elderly and Older People.

Elite Sport



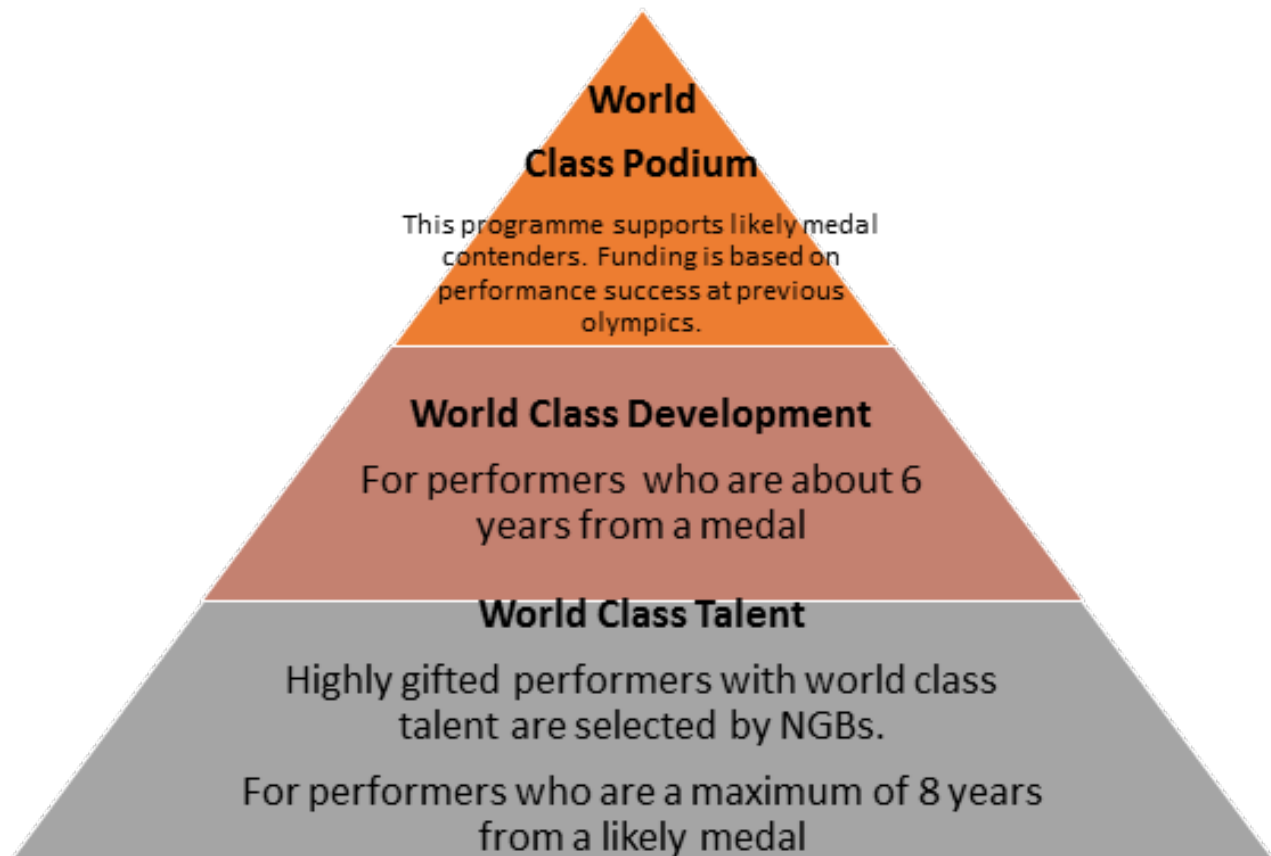
A link exists from base of the Sports pyramid to elite level as success creates role models who inspire others and provide motivation to progress up the pyramid.

Talent Identification and Development Initiatives

All sporting organisations demonstrate varying degrees of success identifying potential sports talent in young people. If this happens effectively sports organisations can provide supportive pathways to allow athletes achieve their potential.

There are various schemes and agencies which deal with talent Identification in the UK. The National Framework for Sport is a partnership between UK Sport, UK Sport Institutes and National Governing Bodies. It was developed to facilitate identification of talent as well as fast track development programmes in targeted sports for the 2012 and 2016 Olympics.

UK Sport – World Class Programme



This programme is funded through the National Lottery. The aims of the World Class Programme include:

- Winning medals on the international sporting stage.
- The Programme covers all summer Olympic and Paralympic sports, together with the high-performing winter Olympic sports and operates at three distinct levels:
- Has 3 Levels:
 1. World Class Talent
 2. World Class Development
 3. World Class Podium.

World Class Talent is designed to support the identification and confirmation of athletes who have the potential to progress through the World Class pathway. Its aims are to:

- Identify athletes who have the potential to progress through the World Class Programme.
- Provide funding to allow sports to identify the athletes.
- Raise the level of sophistication by which sports identify new athletes.

World Class Development comprises of athletes and sports whose performances have suggested that they have realistic medal winning capabilities for the Olympics. Its aims are to support:

- Sports that have demonstrated that they have realistic Olympic medal winning capabilities.
- Olympic athletes at this level are typically **six years away** from the podium.
- The consideration for funding other sports that demonstrate potential.

World Class Podium supports athletes with realistic medal winning capabilities at the next Olympic/Paralympic Games (i.e. a maximum of four years away from the podium):

- This Programme will support athletes with realistic medal capabilities at the next Olympic/Paralympic Games.
- Athlete places will be distributed to a sport based on a combination of the sports.
- Support is provided through a performance programme with the governing body and an athlete personal award.

Some 1,200 of the nation's leading athletes are currently at the Podium and Development levels alone, benefit from an annual investment of around £100 million, with many more involved at the Talent level.

Talent Transfer Programmes

As well as talent identification programmes, UK Sport also recognises the potential of

talent transfer between sports.

- Talent transfer occurs, either through an athlete seeking out opportunities for themselves or through a coach that 'releases' an athlete with sufficient time to try an alternative sport.
- The alternate sport will have similar movement skills, physiological requirements, and/or tactical components to their earlier sport.
- The switch is prompted by an injury, a plateau in performance, a reduction in motivation, or retirement.
- Talent transfer can also occur through formalised talent identification and development programs that are coordinated by sporting organisations and/or institutes of sport.

C. Overview Mass participation to elite sport

- Benefits of physical activity include improving your physical, psychological and social well-being.
- Governments have also stated the wider benefits of physical activity, they include; reducing crime; improved social integration, community spirit, qualifications; character building and increasing individual pride; national pride; political propaganda (USSR in the 70s).
- The sports participation pyramid is made up of the foundation, participation, performance and elite stages. The different phases of talent identification including the use of fitness testing, skill-based testing, functional movement screening, medical screening, behaviour and psychological assessment and performance lifestyle (to assess suitability within a competitive sports environment).
- There are a number of organisations that oversee sport in the UK.
- National governing bodies organise rules, competitions and structure for the sport e.g. WRU and FA.
- Sport Wales/England/Scotland – are responsible for developing sport or funding less wealthy Olympic or Commonwealth Games sports e.g. Judo.
- Youth Sports Trust – Charity set up to promote mass participation within a variety of sports.
- UK Sport – Responsible for Elite Sport Olympic sport and anti-doping).
- Factors affecting individuals' participation include: Opportunity e.g. money or time available; Provision e.g. facilities; Esteem e.g. confidence to take part in an activity.
- Inequality and discrimination in sport is often linked to certain members of society, these include: Ethnic minorities, women, the elderly, the disabled.
- Talent Identification is used to attempt to identify future elite performers. Testers look for both physical and psychological attributes in a performer.

- UK Sport has set up a number of talent identification schemes, attempting to find future Olympians.
- UK Sport has set up a scheme to develop talent called the World Class Programme. It has 3 stages: World Class Talent; World Class Development; World Class Podium.
- Criticisms of sport organisation in the UK include; too many organisations and governing bodies with no clear structure; little communication between organisations; different organisation have similar roles and responsibilities; so many organisations means money is wasted.

Acknowledgements

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