

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)**
- 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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1. 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.

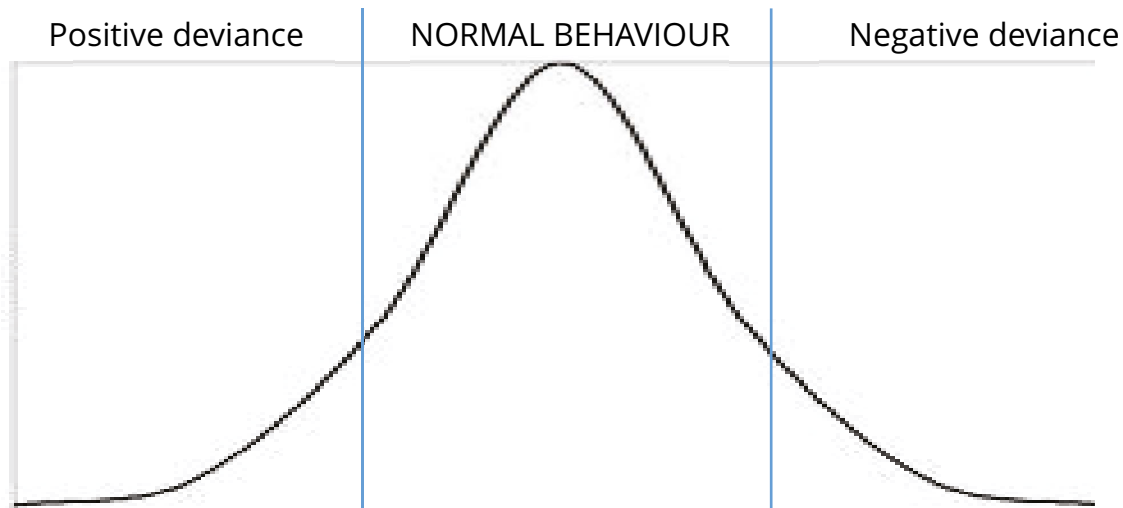
There are four dimensions of sport ethic:

- 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 increases 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.

2. 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 – sensationalisation
Improvements in facilities	Risk of injury – contracts/finance
Improvements in technology	Conflict of views or values
Increased participation– globalisation	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.



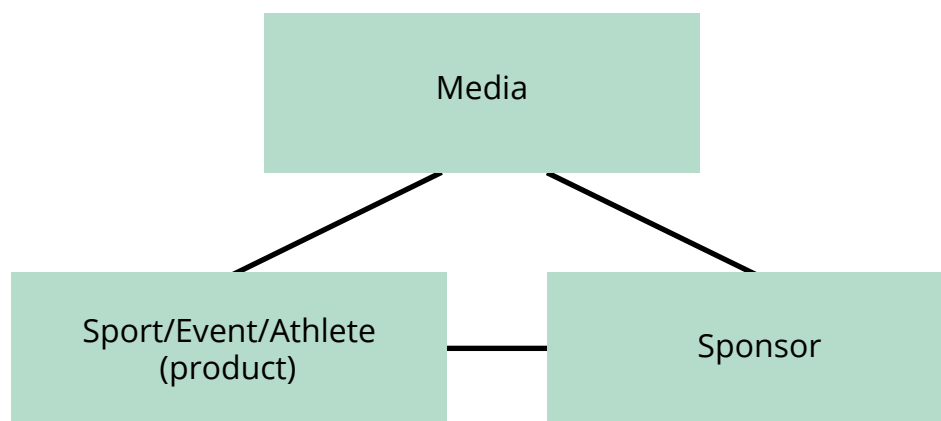
Elite female performers

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,



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.

3. 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:

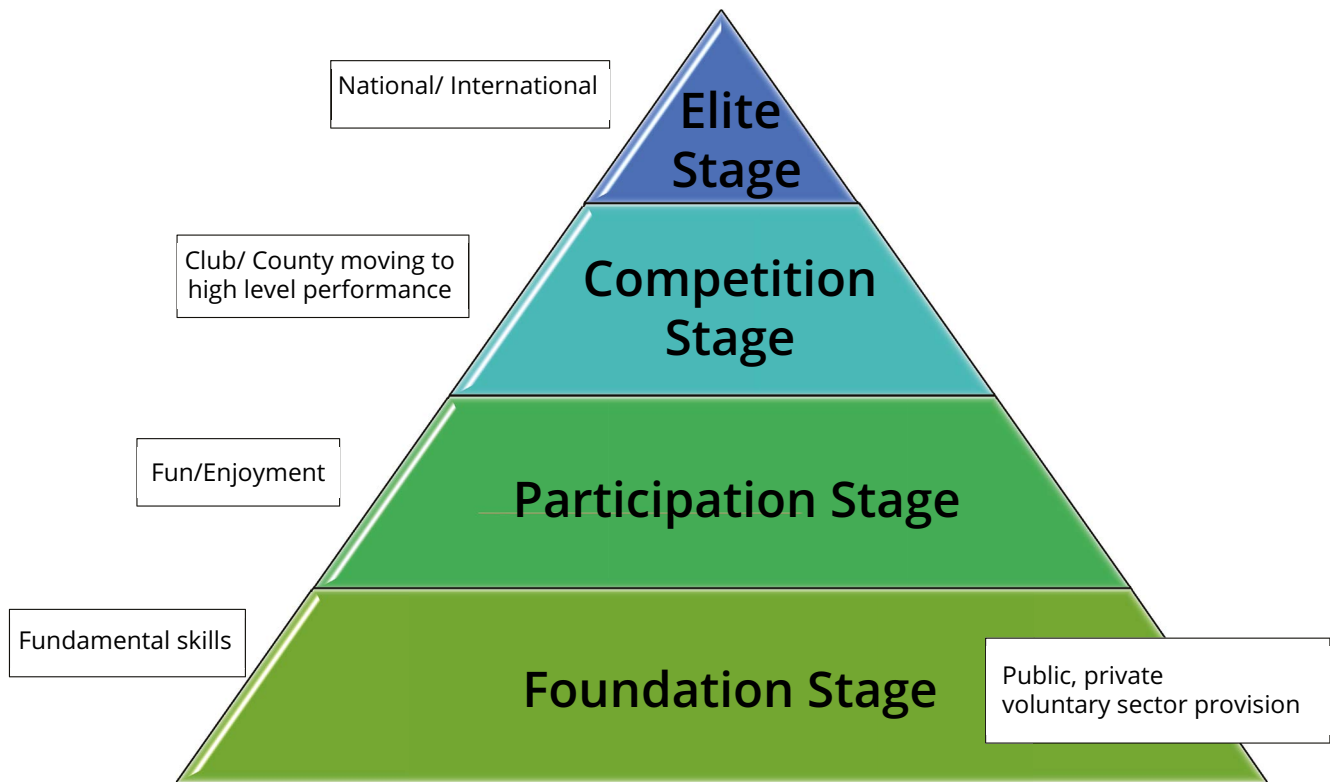
- Teamwork.
- Cooperation.
- Leadership.
- Respect of others.
- Conforming to rules and regulations.
- Discipline.

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 Sport

<http://www.uksport.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-mediasport>

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 organisation 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.

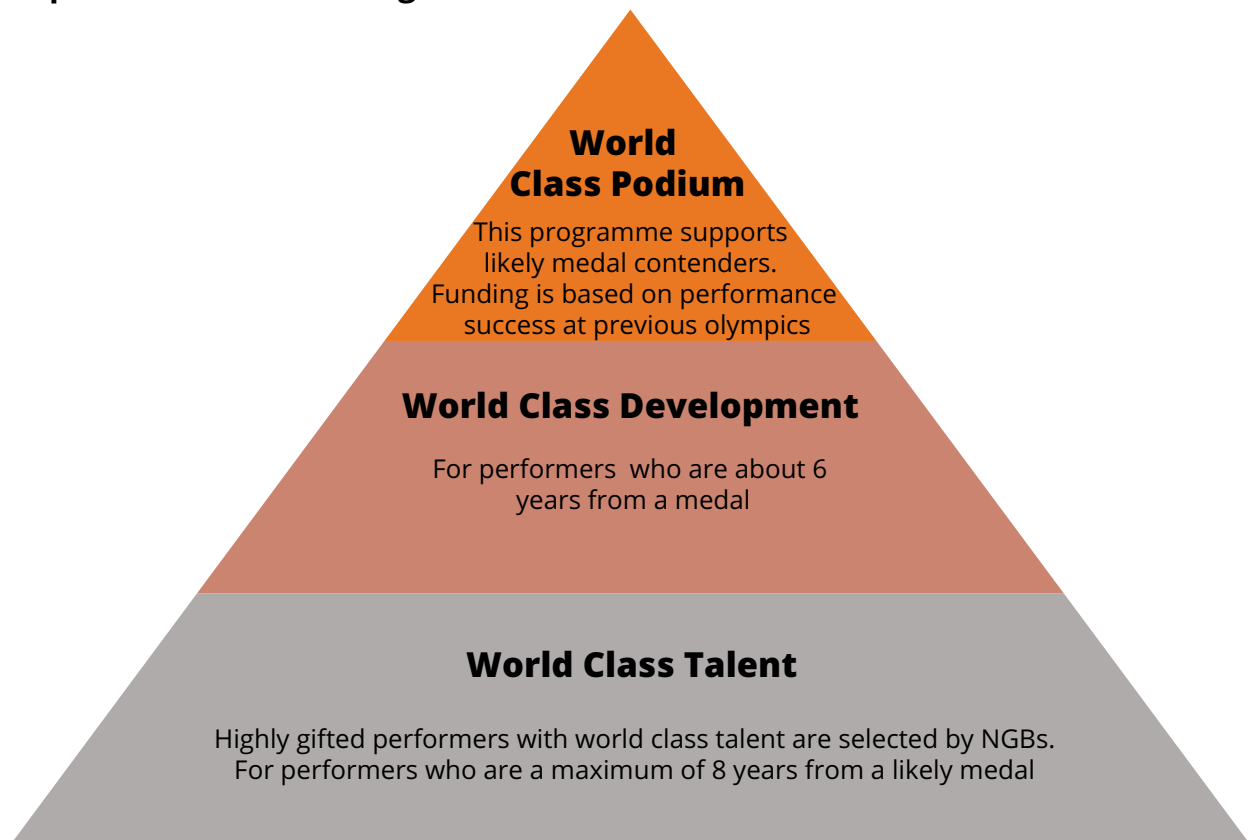
Talent Identification and Development Initiatives

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 you physical, psychological and social wellbeing.
- 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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