

SPORT STUDIES



Contemporary Issues in Sport

(R184)

Cambridge National Sports Studies Revision Guide

Version 2 (First teaching September 2022)

Topic area 1: Issues which affect participation in sport

1.1 User groups

1.1.1 Different user groups who participate in sport:

- Gender
- People from different ethnic groups
- Retired people/people over 60
- Families with children
- Carers
- People with family commitments
- Young children/Teenagers
- People with disabilities
- Parents (singles or couples)
- People who work, the Unemployed/economically disadvantaged people

To Include:

Know the user groups that participate in the physical activity or sport. The user group categories are as follows in this qualification:

- Gender - sometimes different genders have different needs, goals and requirements for sport
- Carers - adults or children, caring for relatives, elderly, parents or siblings
- Young children - from birth to the end of primary school
- Teenagers - compulsory secondary school age

People with disabilities - an awareness of a range of disabilities should be included, not just physical disabilities or wheelchair users

1.2 Possible barriers

1.2.1 Possible barriers which affect participation in sport:

- Employment and unemployment
- Family commitments
- Lack of disposable income
- Lack of transport
- Lack of positive sporting role models
- Lack of positive family role models or family support
- Lack of appropriate activity provision
- Lack of awareness of appropriate activity provision
- The lack of equal coverage in media in terms of gender and ethnicity by the media

To Include:

An appreciation that not everyone in society has an unlimited choice of when and where they might participate in physical activity and sport

The barriers impacting user group participation. This may include:

- Lack of awareness of appropriate activity provision -not knowing the local area or the activity provision available
- Negative portrayal by the media - for example stereotypical gender or ethnicity images, the volume of specific sports coverage/reporting and the gender/ethnicity imbalance in sport punditry may adversely affect both

1.3 Possible barrier solutions

1.3.1 Possible solutions to the barriers which affect participation in sport:

Provision of:

- Appropriate programmes
- Sessions
- Activities
- Times for the different user groups

Promotion strategies:

- The use of targeted promotion
- Role models
- Initiatives

Increased and appropriate transport availability

Availability of appropriate user group facilities and equipment

Improved access to facilities for all user groups

Appropriate pricing for all user groups

To include:

consideration of increased sport participation due to barrier solutions, providing specific examples, solutions and their impact as illustrated below:

- Promotion strategies - range of promotional activities, for example advertisements, initiatives and incentives, such as taster sessions
- Transport availability - examples to show how having transport available affects participation for different user groups
- Access to facilities and equipment - for specific facility/equipment needs, such as hoists for less able swimming pool users, hearing loops for deaf users or braille signage for partially sighted users

Appropriate pricing - concessions, taster sessions, free or reduced-price equipment

1.4 Factors which can positively and negatively impact upon the popularity of sport in the UK

1.4.1 Positive and negative impacts on the popularity of sport in the UK includes:

- The number of people participating
- The provision of facilities
- Environment/climate activity influences
- Live spectator opportunities
- The amount and range of media coverage
- The high-level success of both individuals and teams
- The number and range of positive role models available in a sport
- Social acceptability

To Include:

To include applied examples of positive and negative factors, illustrating how those factors impact the popularity of the sport, for example:

- Number of people participating - importance of being able to cite specific examples, with statistics and trends of popular and less popular sports
- Provision of facilities - in relation to locality or types of sports activities available for both watching and participating in sporting activities

- Environmental or climatic conditions - Reference could be made to activities requiring specific environmental conditions, for example skiing requiring, cold, snowy, mountainous terrain or sailing requiring access to coastal areas or large bodies of water
- Range of media coverage for example, live, catch up sport views, how coverage changes for different sports
- High level sporting success and role models - appropriate sporting examples of performers whose success has increased the popularity for their sport
- Social acceptability of a sport - illustrations of sports where cruelty or violence is in evidence may be used to support this

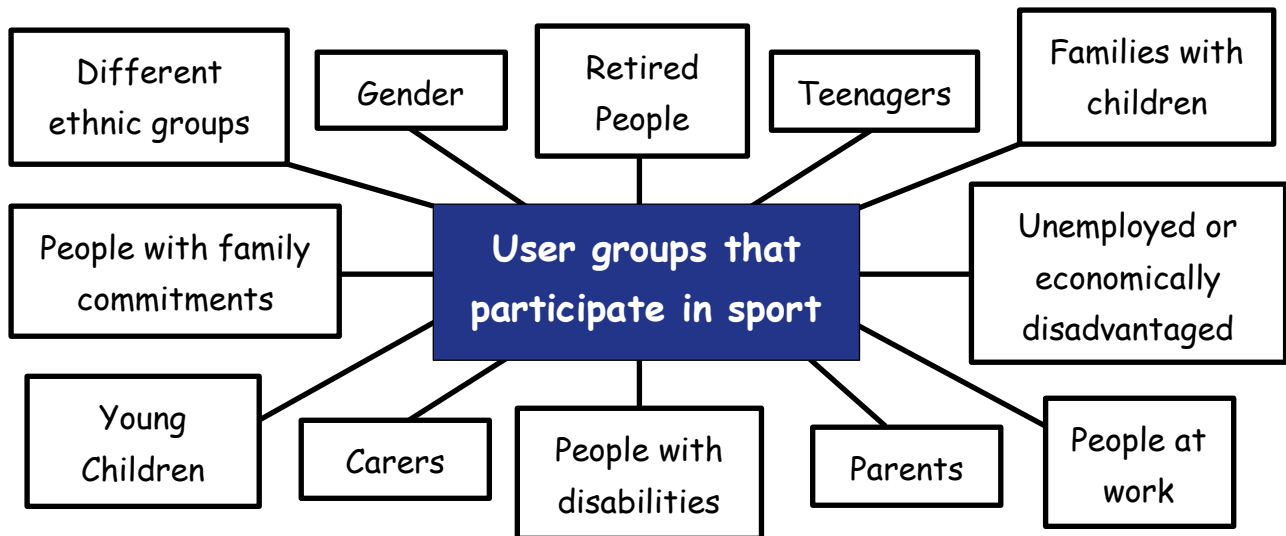
1.5 Emerging/new sports in the UK

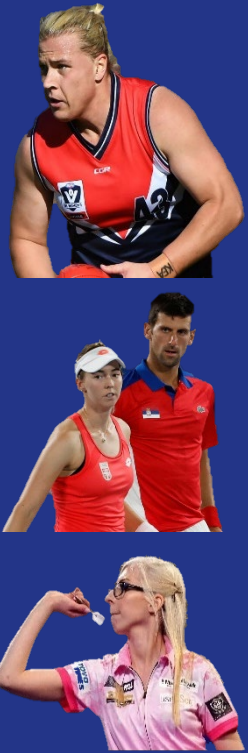
1.5.1 The growth of emerging/new sports in the UK:

- Examples of current emerging sports
- The development and opportunities to participate in emerging sports

1.1 User groups

Different user groups that participate in sport:

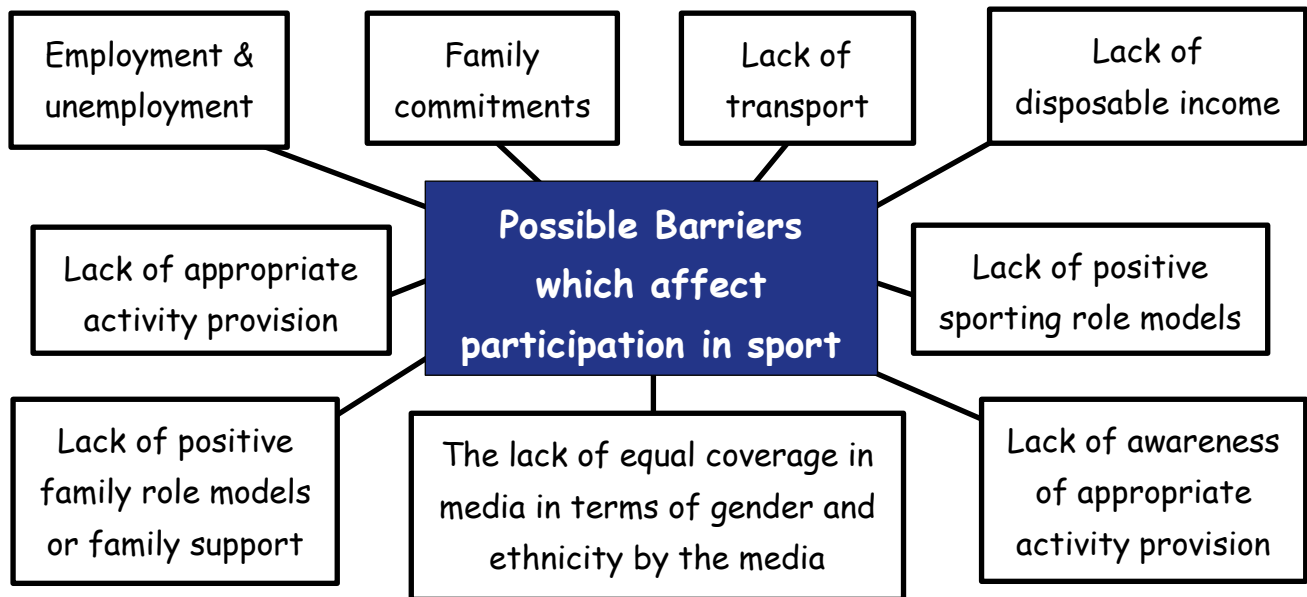


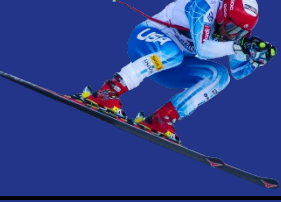
User Group	Explanation	
Gender	sometimes different genders have different needs, goals and requirements for sport. Gender broadly means being male or female although there are other possible examples including transgender or gender neutral. In sports such as football, rugby, and boxing, at adult level it is not allowed for males to play against females, although there are sports that allow mixed teams such as badminton and tennis. Some sports allow females to participate in the same competitions such as darts. On 17 December 2019, Fallon Sherrock became the first woman to beat a man at the PDC World Championships. In 2004 the IOC (international Olympic committee) allowed trans gender athletes to compete in the Olympics. However, some sports have disallowed this such as rugby league and swimming which have banned trans women from competing.	
Carers	Adults or children, caring for relatives, elderly, parents or siblings Being a carer can be very stressful and time consuming. It is important that carers get a chance to participate in sport. This may give the carer an opportunity to relax and give them a break from their responsibilities. There may be opportunities to participate with the person you are caring for. E.g. being a guide runner for a person who is visually impaired.	

Young Children & Teenagers	Legally anyone under the age of 18 is a child Younger children are up to the age of leaving primary school (11 years old) Teenagers are someone over the age of thirteen. Young children take part in sport at school and in their free time. They will often rely on their parents to take them to training and to matches. This will limit the sports they can take part in. Often it will depend on how much time, money and the distance a parent has to travel take their children to sports clubs.	
People with disabilities	If you have a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on your ability to do normal daily activities Physical disabilities can be easily identified if a person has a prosthetic limb or is in a wheelchair. Other disabilities may be hard to identify for example if a person is deaf, has learning difficulties or has mental health issues, People with disabilities find it harder to participate in sport as there are fewer opportunities due to the limited access to sports clubs.	
Different ethnic groups	The sport you participate in can be influenced by your culture or ethnicity The sport or activity you take part in can be influenced by your family and peers. People from different ethnicities may be steered towards or away certain activities. E.g. a person of African origin may be encouraged to take part in athletics rather than swimming.	
Retired People	Retired people may have time and money to participate in sport Retired people are generally older people in society. The type of sports suitable may be limited. It would be unlikely a retired person would take up sports such as boxing or rugby. Older people may take part in sport for social or health reasons.	
Unemployed or economically disadvantaged	Unemployed or economically disadvantaged people may struggle to afford to play sport Sport can be expensive such as gym memberships, equipment such as golf clubs, it may be expensive to travel to venues. Some activities run by local councils are much cheaper such as holiday clubs and council run gyms. Some sports are inexpensive such as walking or jogging.	
People at work	People who work may have more money available to take part in sport but find it hard to find time Some companies have sports facilities on site so workers can take part in sport. People may also exercise around work such as cycling to work or exercising in their lunch hour.	

1.2 Possible barriers

Possible barriers which affect participation in sport:



Barrier	Explanation	
Employment & unemployment	If you work you may find it hard to find the time to take part in sport. Some people work shifts and weekends which may clash with training or matches. If you unemployed you may find it difficult to take part in sport due to financial constraints. Gym memberships and sports such as golf are expensive to play.	
Family commitments	Family commitments may not leave you enough time to take part in sport. If you have to pick up your younger brother/sister from school it may prevent you from taking part in after school clubs.	
Lack of transport	A lack of transport will prevent you travelling to where sport takes place. This will limit your opportunities and your choice of sport which must be within walking or cycling distance.	
Lack of disposable income	Disposable income is the money you have left after paying bills and essential things like food and accommodation. Some sports are expensive such as skiing, some people will not be able to afford the equipment or the cost of travel to the snow slopes	
Lack of positive sporting role models	A role model can be a famous athlete, coach or family member. These people can influence you into participating in sport. In football Girls have many more role models as there is increase in the profile and the coverage the sport. This has led to an increase in participation	

Lack of awareness of activity provision	In order to participate in a sport, you must be aware of what provision is available. Provision means what is provided. If you do not know what sports clubs are available in your area you will not know where or when you can take part.	
The lack of equal coverage in media in terms of gender and ethnicity by the media	Media coverage is important to promote individual sports and to provide positive role models. It can be argued that the media accentuates stereotypes. Gender and ethnicity are not often promoted in the media, this can demotivate and lower the self esteem of individuals. Recently, media coverage has improved with female sports gaining more coverage, ethnic females competing wearing headscarves helps provides positive role models for Muslim girls.	
Lack of positive family role models or family support	A lack of family role models and support will have an impact on taking part in sport. Family is needed to provide support when taking part in sport especially if you are a child. Children are often introduced to sports clubs through their parents or family members. Support is needed to travel to training/matches. Financial support is needed to buy kit/equipment and pay for membership fees.	
Lack of appropriate activity provision	Activity provision is the sports that are available in your area. If a sport is not available you will not be able to take part. This is especially a problem for individuals with a disability or have no transport.	

Individual groups with possible barriers

Gender	Ethnicity	Retired People	Families
• Stereotyping • Gender imbalance • Lack of role models • Sexist attitudes • Media coverage	• Lack of awareness • Lack of provision • Lack of role models • Discrimination • Language barriers • Stereotyping • Media coverage	• Confidence • Lack of fitness • Illness • Transport • Cost • Discrimination • Self esteem	• Family commitments • Childcare costs • Transport • Time • Disposable income
Carers	Young Children	Disabilities	Work
• Commitments • Time • Disposable income • Activity provision	• Lack of Role models • Activity awareness • Activity options • Cost • Homework • Transport	• Activity provision • Activity awareness • Transport • Role models • Cost of equipment • Discrimination • Confidence/self esteem	• Work commitments • Lack of time • Fatigue/tiredness • Activity awareness • Activity options • Transport

1.3 Possible barrier solutions

Possible solutions to the barriers which affect participation in sport:

Provision of:

- Appropriate programmes
- Sessions
- Activities
- Times for the different user groups

Promotion strategies:

- The use of targeted promotion
- Role models
- Initiatives

Solutions for individual groups:

Group	Possible solutions	
Gender	• Targeted campaigns (this girl can) • Role models and pundits • Subsidised costs for sessions	• Same sex sport sessions • Clubs target certain genders • Don't Tolerate Sexism
Ethnicity	• Targeted Campaigns (sport for all) • Ethnic role models and pundits • Subsidised transport/sessions	• Sessions to appeal to many ethnicities • Encourage integration
Retired people	• Targeted campaigns (walking football) • Elderly role models • Sessions during the day (easy access)	• Sessions suitable for older people • Subsidised sessions for elderly • Positive representation of age group
Families	• Target campaigns for families (fun runs) • Role models with family commitments • Free creches	• Subsidised transport • Kids exercise free • Soft play provision
Carers	• Campaigns for carers (lottery funds) • Role models who are carers • Exercise at home	• Subsidised sessions • Timings of activities • Support network to free up time
Children	• Targeted campaigns (holiday camps) • Positive role models for children • Free subsidised sessions	• Taster sessions • Free transport • Extra-curricular school clubs
Disability	• Targeted campaigns (together we will) • Disabled role models • Subsidised sessions • Equipment such as brail and hoists	• Media coverage • Wheel chair access/disabled parking • Targeted taster sessions • Hearing loops for the deaf
Work	• Promotion of available activities • Positive role models • Work place gymnasiums	• Out of work hours sessions • Specialist membership schemes • Medical cover with fitness incentives
Unemployed	• Subsidised sports/activities • Economically disadvantaged role models • Subsidised transport	• Free activities • Link activities to job centre • Free/discounted equipment

1.4 Factors which can positively and negatively impact upon the popularity of sport in the UK

Positive and negative impacts on the popularity of sport in the UK includes:

- The number of people participating
- The provision of facilities
- Environment/climate activity influences
- Live spectator opportunities
- The amount and range of media coverage
- The high-level success of both individuals and teams
- The number and range of positive role models available in a sport
- Social acceptability

Sport England - Active Lives Study key findings



Impact	Explanation	
The number of people participating	The more people participate in sport the more it generates interest. This further drives participation. This has happened recently to women's football. The opposite is also true if people do not participate in a sport, participation decreases as there is little interest	
The provision of facilities	If there are more facilities in an area for certain sports it will allow participation and increase its popularity. On the other hand, if there are no facilities then this will have the opposite effect. How many people in the country can go surfing?	
Environment & climate activity influences	The weather and environment can have a huge impact on the popularity of sport. Although technology allows many environments to be recreated. These are not available to many people due to cost/location. Mountains are needed for skiing/snowboarding and coastal waters are needed for sailing.	
Live spectator opportunities	The more opportunities to watch live sport will increase its popularity, this can be seen for sports such as football, rugby cricket. Sports that you are unable to spectate will reduce in its popularity.	
The amount and range of media coverage	The more media coverage a sport has the more popular it will become. Many sports channels such as SKY or BT offer live coverage of many sports such as boxing, netball, football rugby etc... They also offer highlights and replays which raises their popularity.	
The high-level success of both individuals and teams	The greater success an individual or team has, the more popular the sport becomes. This can be seen from gold medal winners at the Olympics increasing popularity of sports such as cycling, boxing & athletics. The popularity of tennis increased when Andy Murray won Wimbledon.	
The number and range of positive role models available in a sport	Popular role models increase the popularity of their sport. It is important that role models from sport include both males, females, ethnic minorities and disability groups. Female footballers such as Ellen White help increase popularity of women's football.	
Social acceptability	Popular sports such as football, netball, rugby and tennis are socially accepted. People are encouraged to play these sports from all ages. Other sports may not be seen as socially acceptable such as boxing or MMA as they are deemed to be violent. This can affect their popularity.	

1.5 Emerging/new sports in the UK

The growth of emerging/new sports in the UK:

Sports that appear in the media become more popular. Although tennis is not an emerging sport it becomes more popular when Wimbledon is on the Tv the same can be said of golf when the Ryder Cup is televised.

Less popular sports become more popular if a team or individual is successful. For example, skateboarding became more popular after winning a medal in the Olympics. Cycling became more popular after Bradley Wiggins and Chris Froome won the Tour De France

Examples of current emerging sports

Foot Golf

FootGolf - a hybrid precision sports combining football and golf - is fast growing in popularity. It involves the players kicking a football into a hole, being very similar to golf. Played in over 30 countries worldwide in its original or a varied version, this sport continues to trend with the support of the American FootGolf League (AFGL), and AFGL's founder, Roberto Balestrini, predicts its overwhelming potential as an emerging sport. The true measure of its popularity lies in the fact that since 2013, the number of golf courses has risen from 22 to 240 in just 40 states in US alone!



Kabaddi

Kabaddi, a rough contact sport with its roots in ancient India, is a lot like a game of Red Rover or British Bulldog, but with an added level of endurance. The game sure is a test of your lung capacity with the incessant chant of "Kabaddi" till the player (raider) reaches back to his part of the field. Today, the sport is drawing players from all over the globe, especially gaining traction in UK thanks to the impressive performance by the team at the UK Kabaddi Cup of 2013.



Quidditch

Thanks to Harry Potter (and of course J. K. Rowling), we have the unique revolutionary game- Quidditch or Muggle Quidditch- that has come alive on sports pitches straight out of the pages of Rowling's books! A competitive wizarding game played with broomsticks on a hockey rink-sized pitch, Quidditch is a unique mix of tag, rugby and dodgeball.

With more than 170 official college teams and 4200 registered players, this game is sure becoming a rave with the crowd, especially going by the 3000-odd number of spectators that were in attendance at the US Quidditch-sponsored IQA World Cup VII event in Myrtle Beach, South Carolina.



Pickleball

Essentially a family paddle sport, Pickleball suits all ages (and skill levels!). A cross comprising elements from badminton, table tennis and tennis, this racquet sport is named after the family cocker spaniel, Pickles, of one of the co-inventors of the game.

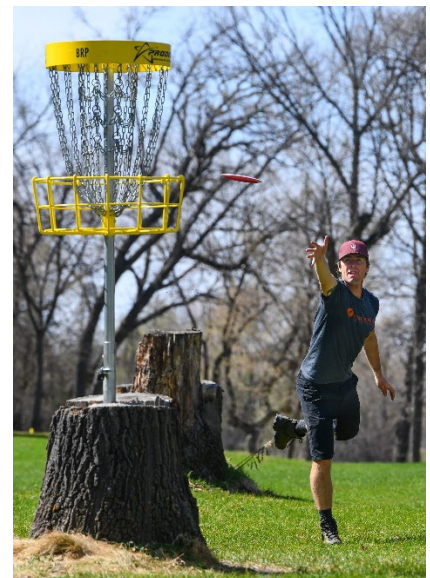
Since then, Pickleball has bagged several accolades with more than 100,000 players, and several courts across 50 states in US alone. In fact, the USA Pickleball Association (USAPA) has purported an upward trend of almost 59% in enrolments to pickleball courses.



Disc golf

Disc golf dates back to 1926, when it was first seen being played in Bladworth, Saskatchewan, Canada. Since then, and especially since its formalization in 1970, the game has been on a steady rise. In the current day, this precision and accuracy sport that involves playing golf with a Frisbee, has more than 20,000 members at the Professional Disc Golf Association (PDGA).

Much similar to the traditional game of golf, but played with a flying disc rather than the traditional clubs and balls, this game has tours, leagues and World Championships that span throughout the year across the world with quite a bit of fan following - from novice to professionals, especially since it is so easy to learn!!



Topic Area 2: The role of sport in promoting values

2.1 Sporting values

2.1.1 Values which can be promoted through sport:

- Team spirit- refers to the support given to fellow team/squad members and being able to work together to reach a collective goal
- Fair play - where performers adhere to the rules and do not cheat whilst performing
- Citizenship - relates to how people create community links and community spirit by getting involved in local sports clubs and teams
- Tolerance AND Respect - one sporting value not two separate values, and relates to how sport can generate a greater understanding of other cultures
- Inclusion - refers to the fact that in order that all social groups can participate in sport, there should be equal opportunities for all social groups in society to play sport
- National pride - support for your national team/squad in a sport creates national pride by uniting the whole population in their support of for the team/sport
- Excellence - can be evident in sport at all levels when performers strive to be the very best that they can in their activity and work with maximum effort

To Include:

- Awareness of how the values can be seen in sport
- Examples of each value in a sporting context

2.2 The Olympic and Paralympic movement

2.2.1 Olympic and Paralympic:

The Creed

The Symbol

The Olympic and Paralympic values:

- The Olympic values of Excellence, Friendship and Respect
- The Paralympic values of Courage, Determination, Inspiration and Equality

To Include:

- Know the Creed - "The most important thing is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered, but to have fought well". Pierre De Coubertin
- Know the that the five interlocking rings represent the closeness between the five continents

Know the Olympic values:

- **Excellence** - Excellence means doing the best we can, on the field of play or in our professional life. The important thing is not winning, but taking part, making progress and enjoying the healthy combination of body, will and mind
- **Respect** - This includes respect for yourself and your body, for other people, for rules and regulations, for sport and for the environment
- **Friendship** - Friendship is at the heart of the Olympic Movement. It encourages us to see sport as an instrument for mutual understanding between individuals, and between people all over the world

Know the Paralympic values:

- **Courage** - Paralympic athletes, through their performances, showcase to the world what can be achieved when testing your body to its absolute limits
- **Determination** - Paralympic athletes have a unique strength of character that combines mental toughness, physical ability, and outstanding agility to produce sporting performances that regularly redefine the boundaries of possibility
- **Inspiration** - Paralympic athletes maximise their abilities, empowering and exciting others to be active and participate in sport
- **Equality** - Paralympic athletes celebrate diversity and show that difference is a strength. As pioneers for inclusion, they challenge stereotypes, transform attitudes and break down social barriers and discrimination towards persons with disabilities

2.3 Sporting values initiative and campaigns

2.3.1 Other initiatives, campaigns and events which promote sporting values:

- Local
- Regional
- National

To include:

- An awareness and examples of current initiatives, campaigns and events which are likely to promote the sporting values identified in (2.1)

2.4 The importance of etiquette AND sporting behaviour

2.4.1 The importance of etiquette AND sporting behaviour of performers:

The reasons for observing etiquette and sporting behaviour

- Sportsmanship
- Examples from sport

2.4.2 The importance of etiquette AND sporting behaviour of spectators:

- Appropriate behaviour when spectating
- Safety

To Include:

applied examples from sport, which consider the reasons for:

- Observing etiquette and sporting behaviour - refers to factors such as fairness, the safety of fellow participants or the reinforcement of positive sporting values
- Factors such as an awareness of when there is a requirement to be quiet/silent, the appropriateness of comments
- Sportsmanship - playing within the letter and the spirit of sport should be reinforced when participating; rather than the use of gamesmanship, where performers bend the rules
- Spectators - have a responsibility to each other and the players to view the action in a manner that does not jeopardise fellow spectators or players

2.5 The use of Performance Enhancing Drugs (PEDs) in sport

2.5.1 The reasons why sports performers use PEDs

2.5.2 The reasons why performers should not use PEDs

2.5.3 The role of WADA (World Anti-Doping Agency) in eradicating the use of PEDs:

- WADA's Whereabouts Rule
- WADA testing methods

2.5.4 Sanctions to prevent the use of PEDs

2.5.5 Educational strategies to prevent the use of PEDs

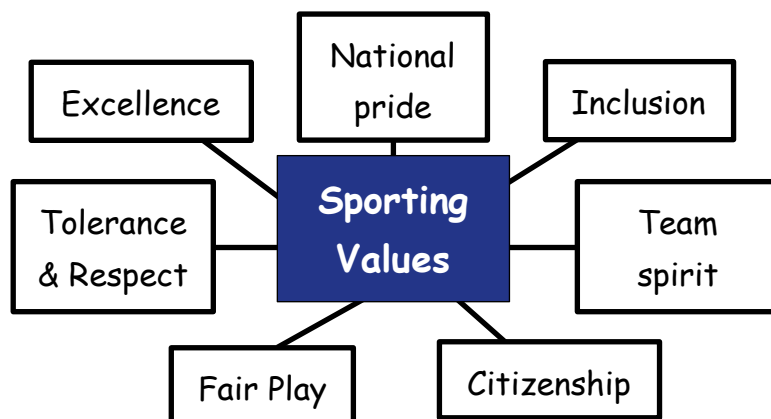
2.5.6 Impact of the use of PEDs on the sport

To include:

- Applied examples of the detrimental effects of using PEDs
- Sanctions such as bans, and fines, are applied in a range of lengths and costs to deter the use of PEDs
- Educational strategies to discourage the use of
- PEDs, usually campaigns are led by role models, peers and family

2.1 Sporting values

Values which can be promoted through sport:



Value	Explanation	
Team spirit	Refers to the support given to fellow team/squad members and being able to work together to reach a collective goal, for example the captain of the team encouraging other team mates to stay focussed and motivated.	
Fair play	Where performers adhere to the rules and do not cheat whilst performing. When playing rugby, you do not tackle around the neck or take performance enhancing drugs.	
Citizenship	Relates to how people create community links and community spirit by getting involved in local sports clubs and teams. For example, Marcus Rashford raising awareness of food poverty. Professional football clubs delivering coaching sessions and supporting local charities.	
Tolerance & Respect	One sporting value not two separate values, and relates to how sport can generate a greater understanding of other cultures. For example, respecting national anthems at sports events. Respecting team mates from a different culture or religious belief.	
Inclusion	Refers to the fact that in order that all social groups can participate in sport, there should be equal opportunities for all social groups in society to play sport. Every social group can take part in football. For example, the elderly can play walking football.	
National pride	Support for your national team/squad in a sport creates national pride by uniting the whole population in their support of for the team/sport. For example, displaying flags and posters of your national team.	
Excellence	Can be evident in sport at all levels when performers strive to be the very best that they can in their activity and work with maximum effort. For example, representing your club or country at all levels (junior - senior)	

2.2 The Olympic and Paralympic movement

Olympic and Paralympic:

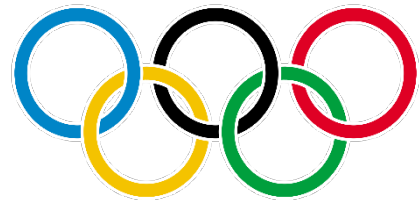
The Olympic creed:

The Olympic creed is a statement created by the founder of the modern Olympic Games; this message appears on the scoreboard at all modern Olympic Games.

'The most important thing is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered, but to have fought well.' (Baron Pierre de Coubertin)

Olympic symbol:

The Olympic symbol is made up of five interlocking rings. These rings represent the closeness (union) of the five continents of the world and the coming together of athletes from across the globe at the Olympic Games.



Olympic values:

Value	Explanation
Respect	This includes respect for yourself and your body, for other people, for rules and regulations, for sport and for the environment
Excellence	Excellence means doing the best we can, on the field of play or in our professional life. The important thing is not winning, but taking part, making progress and enjoying the healthy combination of body, will and mind
Friendship	Friendship is at the heart of the Olympic Movement. It encourages us to see sport as an instrument for mutual understanding between individuals, and between people all over the world

Paralympic values:

Value	Explanation
Determination	Paralympic athletes have a unique strength of character that combines mental toughness, physical ability, and outstanding agility to produce sporting performances that regularly redefine the boundaries of possibility
Inspiration	Paralympic athletes maximise their abilities, empowering and exciting others to be active and participate in sport
Courage	Paralympic athletes, through their performances, showcase to the world what can be achieved when testing your body to its absolute limits
Equality	Paralympic athletes celebrate diversity and show that difference is a strength. As pioneers for inclusion, they challenge stereotypes, transform attitudes and break down social barriers and discrimination towards persons with disabilities

2.3 Sporting values initiative and campaigns

Other initiatives, campaigns and events which promote sporting values:

- Local
- Regional
- National

Local and regional initiatives and campaigns

Sports clubs and the people who run them may decide to actively promote Olympic and sporting values for example,

Local and regional teams may promote **fair play** by playing by the rules and **respecting** the opposition, clubs could also fine those who get yellow or red cards in football and rugby.

Local and regional clubs could support **citizenship** by supporting local charities and create links between schools and other organisations to encourage a sense of pride in representing your local team.

Local and regional clubs should always be **tolerant and respect** all members of the club including those from different cultures and religious beliefs.

Everyone playing for a local or regional club should strive to be the best they can. Many clubs have award ceremonies at the end of the season to celebrate **excellence**.

People who play for the same sporting club often share many experiences and memories this can forge **friendships** that last for years.

National Initiatives	Explanation	
Kick it out	Kick it out is a national campaign that aims to put an end to all forms of discrimination within sport including: Racism. Sexism. Homophobia. Transphobia.	
This girl can	Launched in January 2015, This Girl Can is our nationwide campaign to get women and girls moving, regardless of shape, size and ability. This was to reduce the gap between the activity levels of males and females	
We are undefeatable	We Are Undefeatable is a national campaign to support the 15 million people who live with one or more long-term health conditions in England. It aims to help those with conditions such as diabetes, cancer, arthritis and Parkinson's to build physical activity into their lives.	
Join the movement	Welcome to Join the Movement, a National Lottery-funded campaign helping us all find ways to get active. We're all about simple, fun and free ways to get active, both indoors and outdoors, that you can enjoy safely.	
Rainbow laces	Rainbow Laces is a Stonewall campaign where participants do something active while wearing Rainbow Laces in their boots or trainers, to show their support for LGBT equality.	

2.4 The importance of etiquette AND sporting behaviour

The importance of etiquette AND sporting behaviour of performers:

Etiquette and sporting behaviour

Performers who follow the etiquette and adopt a positive sporting behaviour follow a set of written rules such as, playing fair, promoting positive values, ensuring the safety of themselves and others, and being a positive role model. People who follow these rules are known as 'sportsmanship'. Some performers do not show this type of behaviour and bend the rules this is known as 'gamesmanship'.

Sportsmanship	Gamesmanship
• Kicking the ball out of play in football when a player is injured • Admitting that the ball touched your bat in cricket • Performers at the Wimbledon Tennis Championships being expected to leave the court together at the end of the match • Shaking hands at the beginning and end of a match • Being gracious and respectful both in victory and defeat • Being respectful to officials at all times	• Time wasting by dribbling the ball into the corner of the pitch in football • Grunting when playing tennis to try and put their opponent off • Faking a foul or injury • Trying to distract or put the batsman off by sledging them • Going for excessive toilet breaks in tennis to put opponent off • Entering a weakened team

The importance of etiquette AND sporting behaviour of spectators:

Spectator etiquette

Like performers, spectators have a responsibility to each other and the players to view the action in a manner that does not jeopardise fellow spectators or players. Spectators do not always follow sporting etiquette as they often try and put the opposition off and often unpleasant to opposition fans.

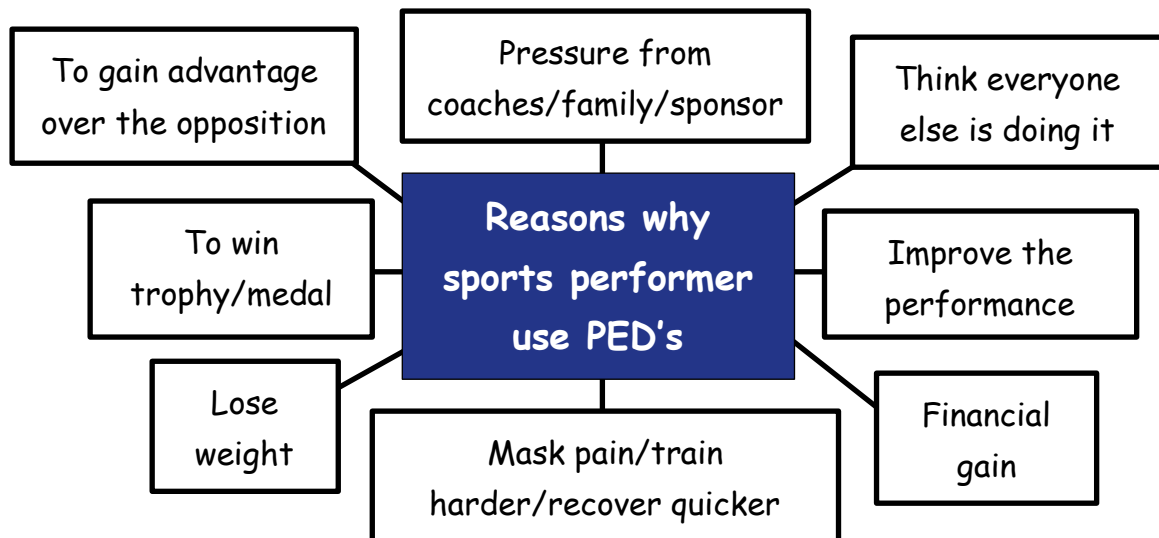
It is important that spectators act in a way that encourages a safe environment. This includes none aggressive behaviour, staying in your seat and only enter the stadium with a valid ticket. Spectators who behave in such a way are often referred to as hooligans.

Examples of spectator etiquette

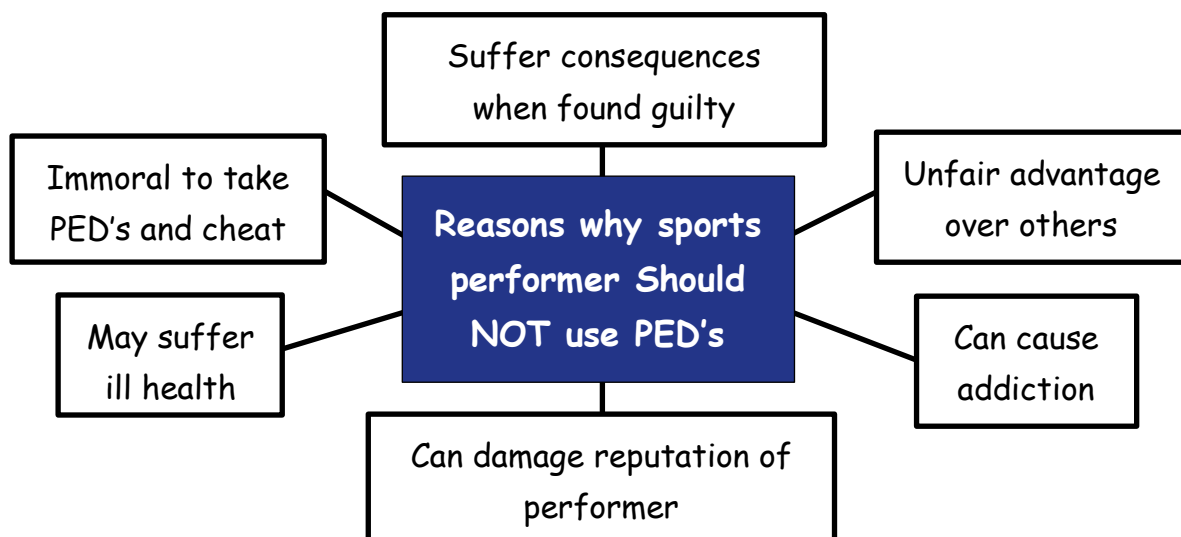
- | | |
|--|---|
| <ul style="list-style-type: none">• Be quiet during tennis rallies• Be quiet during golf shots• Respect the referees and not boo decisions the disagree with• Sing the national anthem and respect the oppositions• Enter and leave the venue safely | <ul style="list-style-type: none">• Do not entering the field of play before, during or after the game• Be respectful to opposition fans• Be respectful to opposition players and clap if they perform well• They should not chant anything that could cause offensive |
|--|---|

2.5 The use of Performance Enhancing Drugs (PED's) in sport

The reasons why sports performers use PED's



The reasons why performers should not use PED's



Examples of athletes taking PED'd

Athlete	Explanation
Dwain Chambers, (Sprinter)	Took anabolic steroids to increase his muscle size and strength. It would also allow him to recover quicker.
Lance Armstrong (Cycling)	Took EPO to increase the amount of red blood cells in the body this would allow him to get more oxygen to the working muscles
Shane Warne (Cricket)	Took diuretics to help lose body fluids this could be to mask other drugs or to lose weight quickly
Ahmed Fiaz (long Jump)	Took stimulants/amphetamines to increase alertness and to improve reaction time

The role of WADA (World Anti-Doping Agency) in eradicating the use of PEDs:

The World Anti-Doping Agency (WADA) was established in 1999 as an international independent agency composed and funded by the sport movement and governments of the world. Key activities include scientific research, education, development of anti-doping capacities, and monitoring of the World Anti-Doping Code - the document harmonizing anti-doping policies in all sports and all countries.

WADA's Whereabouts Rule:

Some athletes, usually elite performers are required to provide whereabouts information. This information is used by Anti-Doping Organizations (ADOs) to locate athletes for effective out of competition doping control. Athletes are required to provide the following whereabouts information on a quarterly basis:

- Home address, email address and phone number
- An address for overnight accommodations
- Regular activities, such as training, work, and school, the locations and the times of these activities
- Competition schedules and locations
- A 60-minute time slot for each day where they'll be available and accessible for testing and liable for a potential 'missed test'

WADA testing methods

If you are competing at the national or international level, you are subject to doping control and can be tested anytime or anywhere. Testing methods include:

- Blood sample
- Urine sample
- Hair/nail samples (less common)

Urine sample:

The athlete will choose a urine sample collection vessel from a selection made available by the doping control personnel.

A chaperone will witness the passing of the urine

The athlete will divide their urine into the A and B bottles. The B is needed in the event their 'A sample returns and adverse analytical finding (a 'positive' result)

The athlete will seal the A and B bottles.

The athlete completes Doping Control Form (DCF)

The sample is sent to the laboratory

Blood sample:

The athlete will choose a blood collection kit from a selection made available by the doping control personnel.

A blood collection officer will draw blood from the athlete using two vials (which will become the A & B sample).

The blood vials will be placed in the A and B blood sample collection bottles. Only one vial may be necessary if the blood sample is collected as part of an Athlete Biological Passport program.

The athlete completes Doping Control Form (DCF)

The sample is sent to the laboratory

Sanctions to prevent the use of PEDs

A sanction (punishment) is one of the most common methods used by sports organisations to try to stop performers from using PEDs. The most common sanctions within sport are:

- Bans
- Fines
- Removing medals, records and achievements
- Damaged reputation

Athlete	Punishment	
Dwain Chambers 100 m sprinter	Tested positive for steroids Gold medal taken away Stripped of European title Banned for 2 years	
Lance Armstrong Tour de France	Tested positive for EPO Lifetime ban, All achievements after 1998 removed, including all 7 Tour de France wins	
Maria Sharapova Tennis player	Tested positive for meldonium Banned for 15 months (from 2 years after appeal)	
Anderson Silva UFC	Tested positive for a diuretic Banned for a year Fined nearly \$400 000	
MUTU Footballer	Tested positive for cocaine banned for seven months and fined £20,000 by the Football Association.	

Educational strategies to prevent the use of PEDs

UK Anti-Doping is an active participant in the global fight against doping in sport - and is the national body responsible for creating a UK-wide environment of confidence in clean sport. UKAD's strategy is to educate current and future performers about the dangers and consequences of taking performance enhancing drugs (PED's). This involves the use of targeted strategies and campaigns to promote the importance of being a clean athlete.



Strategy	Explanation
100% Me	Provides a values-based education to help athletes make the right choices. It supports the principle of strict liability, which means that athletes are solely responsible for what is found in their system, regardless of how it got there, or whether there was any intention to cheat
Clean sports week	A national campaign to emphasise the importance of being a clean athlete
Protect your sport	A whistleblowing strategy to encourage parents, coaches, performers to report drug cheats to UKAD
Athlete Support Personnel	The UKAD website includes detailed information to support athletes to know the rules and provide informed guidance
Future performers	UKAD offers a wide range of education programmes for school aged performers such as: Spirit of sport: (7-10 year olds) To promote Olympic and paralympic values Spirit of sport in competition: (11-14 year olds) reinforces values in a competitive environment Think Real: works in partnership with Sport England, the British Olympic Foundation, the British paralympic Association and the English Institute of sport. It helps young people understand about nutrition, recovery and physical activity.

Impact of the use of PEDs on the sport

When performers are caught taking performance enhancing drugs or other prohibited substances, not only does it damage their reputation but it damages the sport itself:

- The reputation of the sport is damaged if it is connected to drug scandals
- Spectators may question if they are watching a clean and fair sport
- There may be mistrust in the results in the sport
- It can affect the credibility of the sport
- People may stop watching or taking part in the sport

Something to think about!



In 2017, Usain Bolt was stripped of his 2008 100 m relay gold medal when a sample from his teammate Nesta Carter, dating from 2008, tested positive for PEDs. This means that Usain Bolt is no longer the record-breaking athlete who won a 'triple triple' of three gold medals at each of three Olympic Games.

Topic Area 3: The implications of hosting a major sporting event for a city or country

3.1 The features of a major sporting event

3.1.1 The types and scheduling of major sporting events:

- Regular
- 'One-Off'
- Regular and recurring

3.1.2 The nature of the participants and spectators

To Include:

- The importance of the different types of event
- Applied examples of these
- Comparing and contrasting between them and the different types of sporting activities they include

For example:

- Regular events - the UEFA Champions' League Final, held in a different city each year but could return after a few years
- 'One-Off' events - the Olympic/Paralympic games, held in a host city once in a generation
- Regular and recurring events - such as a Formula One Event or Wimbledon are held each year at the same venue/city
- Nature of participants and spectators - the event is usually international: involving participants

3.2 Positive and negative pre-event aspects of hosting a major sporting event

3.2.1 Positive and negative pre-event aspects of hosting a major sporting event:

- Bidding for the event
- Infrastructure and transport systems development
- Financial/commercial investment/support
- The potential for increased employment
- Local/national objections to the bidding process

To include:

Comparing and contrasting of positive and negative pre-event aspects of hosting a major sporting event, specific examples for:

- **Bidding** - should include justifications relating to both the positive & negative aspects of bidding for a major event
- **Financial/commercial investment** - impact of the social and economic attractiveness of a host city/country in securing investment
- **Local/National Social objections** - how money is used for bidding for an event, instead of being spent on perceived greater social needs and the impacts

3.3 Potential positive and negative aspects of hosting a major sporting event

3.3.1 During the event:

Positive aspects/benefits include:

- Improved social infrastructure
- Improved national morale/social cohesion
- Increase in national status
- Greater national interest in sport
- Increased media coverage of the sport(s)
- A potential increase in direct and indirect tourism
- An increase in short-term employment during the event

Negative aspects/drawbacks include:

- An increase in transport, litter and noise
- The potential for an increase in terrorism and crime
- Poor performance by home nation/team and the impact on national pride/morale
- Perceived relegation/lack of investment in regional areas not involved in the national event
- Negative media coverage of perceived deficiencies in the organisation or infrastructure/facilities

3.3.2 Immediate and longer term post-event:

Positive aspects/benefits include:

- A legacy of improved/new sporting facilities
- An increase in the sports' participation
- An increase in the profile of sports involved
- A legacy of improved transport and social infrastructure
- Raising of the city/nation's international profile/status
- An increase in future financial investment

Negative aspects/drawbacks include:

- The event might have costed more to host than the revenue generated
- Sports facilities unused after the event
- A loss in national reputation/status if the event was badly organised, the host nation's participants performed badly, or scandals emerged

To include:

applied examples of the benefits and drawbacks relating to hosting a major sporting event, both during and longer term post- event

3.1 The features of a major sporting event

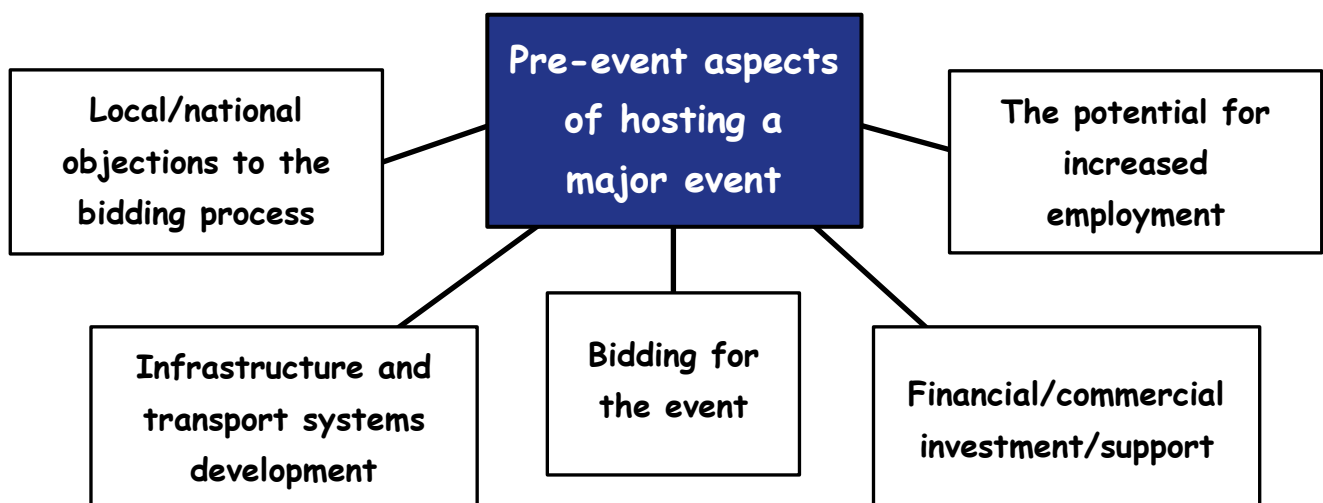
The types and scheduling of major sporting events:

Type of event	Description	Examples
Regular	A regular event is held in a different city each year (but could return after a few years). Can be annual (held at the same time each year) or biennial (held at the same time every two years)	• Champions league final • Rugby league grand final • Ryder Cup (Biennial) • British open Squash Championships
'One-Off'	A one-off event is held only once or very occasionally in a certain city or country.	• Olympic/Paralympics games • Worlds Cup Finals
Regular and recurring	Regular and recurring events that happen around the same time each year (regular) and are usually hosted at the same place each time (recurring).	• Formula 1 Grand prix • Wimbledon • Masters Golf tournament • FA Cup Final

The nature of the participants and spectators:

Most major sporting events that happen are international events, and usually involve more than 1 country. For example, the Olympics is a major sporting event and involves over 200 countries. Major sporting events are watched by millions of people all over the world. The tour de France is the highest viewed sporting event with over 3.5 billion viewers. It is important to understand that not all major sporting events are international for example the 2020 Super Bowl was watched by over 112 million people and the 2022 Cup Final was watched by over 8 million people.

3.2 Positive and negative pre-event aspects of hosting a major sporting event:



Bidding for an event

Positives	Negatives
• The city/country can bid and win the right to hold an event this holds a certain kudos and can be a major achievement • The city/country can promote positive aspects of their city/country • People can back the bid in the city can get a feeling of national pride • Cities/countries generate money and can develop infrastructure as part of the bid such as stadiums, venues	• Bidding for a sporting event is costly Tokyo spent over 100 million pounds on a failed bid to host the 2016 Olympics • May get very little in return for the money spent on the bid • Money spent on the bid may not be returned even if the bid is successful • The population may think money should be spent else wear such as social care, health care or education

Infrastructure and transport system development

Positives	Negatives
• Many cities improve their transport systems and infrastructure. London 2012 spent over 6 billion on transport and construction. This improves the lives of local residents • Some venues will have Improvements made which are available to the public, such as venues, improved roads and facilities • Planning rules may be relaxed to allow new infrastructure	• Taxes may need to be increased. The Russian World cup in 2018 infrastructure was paid through an increase in taxation • Building work causes disruption to everyday life (could last years) • Infrastructure may have to meet legacy requirements • The city/country may be shamed if seen to be exploiting workers working on the infrastructure

Financial/commercial investment/support

Positives	Negatives
• Investment is generated at government level and directed fund something related to sport • Private and commercial opportunities will help raise funds. These funds can be significant. It costs between 10-25 million dollars to sponsor the world cup. It costs 300 million to sponsor the Olympics over a 4 year cycle • Encourages different agencies to work together such as: National Governing Bodies, department of transport, culture, media and sport.	• There is a financial risk to sponsoring a bid as there is no guarantee the success of the bid • There is a huge financial cost to running a major sporting event. It took Montreal to pay off the losses of the 1976 Olympic games • Governments may find it hard to persuade people that the costs and potential tax raises are worthwhile • Commercial sponsors may only contribute if there is a successful bid

The potential for increased employment

Positives	Negatives
• Construction firms and workers will see and increase in employment building roads and stadiums • Increased employment in marketing, communications, policing, stewarding and security. People will need training prior to the event	• There is a huge organisation and logistics to fulfil all the roles required • All employees will need to be checked for security reasons

Local/national objections to the bidding process

Positives	Negatives
• Improved facilities for local people will be improved and can be used for years • Transport to and from venues are likely to improve • Tourism will improve in the local area • There will be a build-up of national pride as the event gets nearer	• There may be protests about the cost of hosting the major event. The world cup is 70% funded by public revenue • Some parts of the country will not benefit from the improvements in infrastructure and facilities

3.3 Potential positive and negative aspects of hosting a major sporting event

During the event

Positives
• Improved infrastructure and transport which improves tourism E.g. new accommodation, public transport and roads are built to cope with rising numbers. The 2016 Rio Olympics doubled the amount of public transport. • Improved national pride which gives people a feel good factor. People will be displaying flags etc... this improves the mood of the country especially if the team/individual is successful. After the 2012 London Olympics the royal mail painted post boxes gold to celebrate • Commercial gains as there are more visitors spending money on hotels, transport, merchandise, bars and restaurants. The local economy gets a boost • The event shows the city/country as a shop window promoting local landmarks and historical sites. This improves the status of the city/country • The improvements in infrastructure and venues can be used after the event, this often regenerates often deprived areas for example Sport City in Manchester • Big events generate interest. They can improve participation in sports/events and creates new role models • Improves short term employment opportunities in event venues, hotels, bars, restaurants and volunteers the 2016 Rio Olympics generated 90,000 new jobs

During the event

Negatives

- Increase in transport and visitors means more pollution, litter and noise which has an effect on the environment
- Major sporting events may increase the risk of crime and terrorism. Criminals may see an opportunity to commit crimes due to the number of visitors. Some major events have provided a stage for terrorists. The 1968 Munich Olympics resulted in a Palestinian militant group (black September) kidnapping Israeli athletes. This resulted in the death of 9 athletes
- Poor performance of a team can reduce the national pride/morale. How often has this been felt when the men's national football team get knocked out early in a competition
- Lack of investment in other cities not involved in the sporting event can lead to resentment as they feel they have been left out or forgotten. E.g., UK taxpayers were left to pay over 4 billion pounds after the London Olympics
- Some sporting events are shadowed by negative media coverage of scandals such as drugs in the 1988 Seoul Olympics or unfinished venues in Rio 2016

Immediate and longer term post-event

Positives

Sporting events can leave a legacy (Positive long term effects) one of the legacy expectations of the Olympic games is 'Social Development' this is designed to improve wellbeing and interaction of society and encourage grass roots participation. Others involve:

- **Sporting Facilities** for the community to use
- **Sport participation** through media coverage, increase in interest and role models
- **Profile of the sport** due to the media coverage
- **Transport** for the local community to travel
- **Infrastructure** such as roads, cafes, hotels, businesses and restaurants
- **Raising the profile** of city and international profile through the media and tourism
- **Future investment** through future finances due to social & economic attractiveness

Immediate and longer term post-event

Negatives

- The event might have costed more to host than the revenue generated leaving a debt for taxpayers
- Sports facilities unused after the event for example Rio's Olympic facilities have remained unused or demolished
- A loss in national reputation/status if the event was badly organised, the host nation's participants performed badly, or scandals emerged. For example, Russian president Vladimir Putin ordered a ban on reporting crime during the 2018 world cup to prevent the reputation of the country

Topic Area 4: The role National Governing Bodies (NGBs) play in the development of their sport

4.1 National Governing Bodies (NGBs)

4.1.1 What NGBs do for their sport:

- Promote participation
- Develop the sport's coaching and officiating infrastructure
- Organise tournaments and competitions
- Amend the existing rules and apply disciplinary procedures for rule breaking
- Ensure safety within their sport
- Provide support, insurance and technical guidance to members
- Develop policies and initiatives
- Lobby for funding

To Include:

Functions of the roles of any named NGB with sporting examples relating to:

- Participation - could be promoted through schemes, media coverage and equal opportunities.
- Students should be able to give named and current examples of such measures
- Coaching and officiating - Students should be able to identify and illustrate coaching and officiating qualifications that are available and the level's structure that they operate within Tournaments/competitions - examples of current tournaments/competitions organised by NGBs
- Rules and disciplinary procedures - an awareness recent/current rule changes and an awareness of disciplinary measures implemented by the NGB for rule infringement
- Policies and Funding - an awareness of how an NGB develops its policies and initiatives and generates its funding

4.1 National Governing Bodies (NGBs)

What NGBs do for their sport:

National Governing Bodies (NGB's) are independent bodies that have responsibility to govern and manage a specific sport within their country. There is a NGB for every sport. However, it is up to the organisation to apply to become the NGB for their sport. They must apply to one of the 5 sports councils

- Sport England
- Sport Scotland
- Sport Wales
- Sport Northern Ireland



Promote participation:

A major role of a NGB is to promote participation. It is only when the sport is getting publicity that knowledge of the activity and participation will increase. It can be done through the following:

- Schemes
- Media coverage
- Equal opportunities

Example of NGB Schemes:

Lawn Tennis Association (LTA) 'Youth Start Scheme'.

It is designed to help children who are new to tennis start playing, building their confidence and skills along the way. The LTA Youth Start programme is suitable for children aged between 4-11 years old who have never played tennis before. It cost £29.99 and you receive:

- Six top-class tennis sessions
- Equipment
- Branded t-shirt
- Activity cards
- Certificate upon completion from your coach



The football Association (FA) 'Survive, Revive Thrive'.

Its aim is to harness the power of football to unite communities and improve the health of the nation. It has 7 objectives to improve:

- Male participation
- Female participation
- Club network
- Facilities
- Grassroots workforce
- Digital products and services
- Positive environment



England and Wales Cricket (ECB) 'Inspiring generations'.

Inspiring Generations is the game-wide five-year strategic plan to grow cricket in England and Wales from 2020-24. The five-year plan will see the whole game united behind a clear purpose to connect communities and to inspire current and future generations through cricket. It is being delivered through six priorities:

- Grow and Nurture the Core
- Inspire through Elite Teams
- Make Cricket Accessible
- Engage Children and Young People
- Transform Women's and Girls' Cricket
- Support our communities



Media coverage:

An increase in media exposure can ensure more people are aware of the sport which generates more interest and inspire people to participate. Examples of media coverage are:

- **Social media** - you can follow most NGB's on Instagram
- **Community engagement** - Many professional footballers do community coaching/visits
- **Press release** - NGB's will publicise upcoming events in newspapers/magazines/internet
- **Media deals** - Many NGB's will sign media deals e.g. Rugby league with Sky and channel 4



Equal opportunities:

All NGB's should encourage participation from all genders, religions, cultures and ages so that everyone feels they are welcome to take part. The intention is to remove any barriers that may stop you from participating examples include:

The FA Charter Standard - Equality policy: A football club will not discriminate or in any way, treat anyone less favourably on grounds of age, gender, gender reassignment, sexual orientation, marital status, race, nationality, ethnic origin, colour, religion or belief, ability or disability. The club will ensure it treats people fairly and with respect and that it will provide access and opportunities for all members of the community.

England Hockey strives to ensure that our game is played, watched, delivered, governed and enjoyed by all. We are committed to the principles of fair treatment for everyone, embracing differences and creating a culture where everyone is welcome.

England Netball is fully committed to the principles of equality of opportunity and the elimination of unlawful and unfair discrimination. 1.2 England Netball aims to ensure that anyone participating or wishing to participate in netball can do so in a discrimination free environment.

Develop the sport's coaching and officiating infrastructure:

The role of a NGB is to help develop coaches and officials as well as performers examples of sports coaching:

Coaching - Football (FA):

- **FA Level 1** - 2 day course good for Under 7's football
- **FA Level 2** - More experienced coaches, it takes 145 hours
- **FA Level 3 (UEFA B)** - Link between a community coach and professional coach
- **FA Level 4 (UEFA A)** - Coach in the professional game 18 day course
- **FA Level 5 (UEFA Pro)** - For coaches in the Premier League. 18 months course

Officiating - Football (FA):

- **Level 1** - National List (Football League and Premier League)
- **Level 2a** - Panel Select (Conference Premier)
- **Level 2b** - Panel (Conference North and South)
- **Level 3** - Contributory (Contributory Leagues)
- **Level 4** - Supply (Supply Leagues)
- **Level 5** - Senior County (County Leagues)
- **Level 6** - County (County leagues)
- **Level 7** - Junior (Amateur leagues)
- **Level 8** - Youth (Junior Referee below age of 16)
- **Level 9** - Trainee



Organise tournaments and competitions:

NGB's organise tournaments and competitions for different levels of performance for example:

Football Association (FA) - Below is a list of some of the competitions the FA organise:

- The Emirates FA Cup.
- The Vitality Women's FA Cup.
- Barclays Women's Super League.
- Barclays Women's Championship.
- The Isuzu FA Trophy.
- The Isuzu FA Vase.
- UEFA Women's EURO England 2022.
- The FA Disability Cup
- Youth and Grassroot competitions



Rugby League (RFL) below is a list of some of the competitions the RFL organise:

- Super League (men's and women's)
- Challenge Cup (men's and women's)
- Championship
- League 1
- Wheel chair rugby
- National conference
- Community Leagues



Amend the existing rules and apply disciplinary procedures for rule breaking:

NGB's usually have some role when it comes to changing rules within the sport. In football rules are changed by the International Football Association Board which includes 8 seats. Four are held by FIFA and four are held by the FA. No rules can be changed without a majority.

In rugby union, the world Rugby Executive Committee decides any rule changes. Each country's NGB ensures the rule changes are followed.

NGB's are responsible for any rule breaking and any disciplinary procedures which can result in fines and bans. In football a player would get £55 fine and a 3 match suspension for violent conduct in the game. The FA also outlines other disciplinary and procedures.



Ensure safety within their sport:

NGB's have to ensure safety within the sport. They are responsible for the equipment used in competitions. For example, using the correct weight shot-puts in athletics or wearing boots and shin pads in football.

NGB's are responsible for safeguarding which is the action taken to protect the welfare of children and protect them from harm. NGB's promote safety by promoting anti-doping procedures and guidance. England Athletics lists the banned substances and gives advice to athletes on their website.

NGB'S also promote positive behaviour in their sport encouraging sporting etiquette, positive role models and fair play. An example of the is the FA's Respect campaign.



Provide support, insurance and technical guidance to members:

NGB's provide support for players coaches and administrative staff in a club. This is available through a website or telephone helplines. Support includes insurance guidance. They often have partnerships with insurance firms that give advice on what insurance is needed for a club. This ensures financial help is available for any breaches of insured rules. If there are any injuries legal protection is in place. Technical advice such as advice on equipment, clothing, footwear and Rules. For example, The FA will give advice on the size of the pitch and what playing surface is allowed. Other advice may include details of local clubs, training times and upcoming events



Develop policies and initiatives:

NGB's introduce many procedures campaigns and strategies that lay out the direction and vision of the sport. NGB's will have policies such as: equal opportunities or safeguarding. They may introduce campaigns to fulfil the policy. Examples of this is the FA 'Kick it out' campaign that has lasted over 25 years with the aim of equality in football.



'Tell us, we'll tackle it' was another campaign from The FA to encourage victims or witnesses of discrimination to speak up.

The Rugby Football league (RFL) has similar campaigns The 'Enjoy the game' campaign stresses the importance of behaving with Respect at all levels of the game, there is a fresh emphasis on promoting positive environments throughout all levels of Rugby League. The RFL also has 'Tackle it' which is an anti-discrimination campaign.



Lobby for funding:

NGB's have to lobby to get funding for their sport. Lobbying is providing an argument that seeks to influence another's decision. Funding for sport comes mainly from the Government. NGB's present their arguments to the government for funding and how it will be spent. Funding can often depend on the success of the sport. Examples of the Tokyo Olympics funding is:

- Athletics = £23,007,531
- Badminton = £946,779
- Boxing = £12,084,436
- Cycling = £24,559,306
- Karate = £630,000

NGB's are responsible not only to fund the international athletes but to develop grassroots sport. NGB's provide support and advice for local clubs to apply for funding to develop their facilities. This funding may not come directly for the NGB, but the bid/application will need to be endorsed by them. Funding may come from the lottery of Sport England.

Although the government provide much of the NGB's funding other sources include:

- Grants
- Lottery funding
- TV rights
- Sponsorship
- Private donations
- Merchandise
- Ticket prices
- Fundraising

NGB's also provide advice and funding for individual athletes. The Lawn tennis Association (LTA) provide information on how to apply for a 12 month funding for elite players, or to help pay for individual trips and expenses. The LTA also provides information on how to apply for funding individual scholarships.

Topic Area 5: The use of technology in sport

5.1 The role of technology in sport

5.1.1 To enhance performance

5.1.2 Increase the safety of participants

5.1.3 Increase fair play and increase the accuracy of officiating

5.1.4 To enhance spectatorship

To Include:

- Enhanced performance - an awareness of and be able to give examples of a range of methods, equipment and clothing to enhance performance in named sporting activities
- Increased safety - technology that enhances the safety of participants for named sporting activities
- Increased fair play/accuracy - technology such as video refereeing can support officials in making decisions and enhance fair play. Students should be able to give examples for named sporting activities
- Enhanced spectatorship - use of screens in stadia in order to allow spectators to view appeals made by players

5.2 Positive and negative effects of the use of technology in sport

5.2.1 Positive:

- Enhanced performance
- Lower Quicker recovery from injury
- risk of injury
- More accurate decisions
- Technical analysis

5.2.2 Negative:

- Unequal access to the same quality of technology
- Increased cost of technological advances
- Availability and affordability of technology
- Potential reduction in the flow of the game through introduction of officiating technology
- Officials' decisions influenced by technology, which does not always apply the best interpretation of the rules

5.2.3 Positive and negative effects of technology on the spectator experience

To include:

- Suitability of technology
- Named examples linked to sporting Enhanced performance

5.1 The role of technology in sport

To enhance performance:

Equipment	How it increases performance	
Tennis rackets	Tennis rackets have moved on considerably since wooden rackets, tennis rackets are now made from carbon composites such as graphite. This comes with many advantages for performance such as: • Carbon composite rackets can be easily designed to create a bigger sweet spot to hit the ball faster with greater accuracy • Rackets can be weighted to suit playing and swing styles • Carbon composite rackets are immune to changes in humidity and temperature unlike wooden rackets that can warp. Carbon composite rackets are less likely to break during a performance	
Golf clubs	Golf clubs have evolved from old fashioned wooden clubs to modern materials such as graphite and carbon. Modern clubs improve a golfer's control of the ball and can generate more distance. The new TaylorMade driver has twist face technology that promotes a straight drive regardless of where you hit the ball on the club face. This improves the performance of the golfer.	
Balls	Technology has made significant changes to the football. Many years ago, the football was made from bladder and was surrounded by a stitched leather casing, modern day footballs are made from a synthetic material that meet governing body specifications. These have many advantages to performance such as: • Balls have an accurate and fast in flight, making it easier to control and curve the ball • They are waterproof and keep their shape • Transfer all of your kicking force to the ball • Safe to head • Forms a perfect sphere	
Bikes	Subtle changes in technology have improved performance: • Tires are tubeless and have a mix of solvent and latex which will seal any small punctures. This allows the rider to continue riding without stopping to repair the tire • Frames are made of carbon fibre which is much lighter than steel or aluminium. The geometry of frames are designed to limit the jarring from uneven roads, • Brakes allow the rider to stop more quickly and have more control over the bike. Disc brakes are not affected by the rim which can wear brake pads unevenly	

Clothing	The role of the technology	
Breathable fabrics	Technology has allowed clothing to be light and breathable which allows heat and sweat to be evaporated efficiently this can help prevent dehydration and overheating. Adidas have the Clima-Cool range and Nike a Dri-Fit range.	
Compression Garments	Many sports stars wear compression garments, they have a high lycra content that clings to the skin. Compression garments can help oxygen delivery to the muscles and the removal of lactic acid. This can help reduce swelling in the muscles, preventing the delayed onset of muscle soreness and aiding recovery of soft tissue injuries.	
Swimsuits	Swimsuits and swim caps are designed to reduce drag in the water. This will allow the body to travel through the water more easily allowing the performer to get a faster time. However, some full-length hi-tech swimsuits have been banned from competition as they were made of water-repellent polyurethane fabrics that compressed the swimmer's body to make it more streamlined, buoyant and less fatigue-able.	
Trainers	Technology has allowed trainers to improve performance. Trainers are now lighter and have soles that absorb shock and can return the energy so the performer can run quicker. The new Nike alpha-fly have carbon plates and airbags in the sole which reduces the amount of energy lost when running. Although they are currently banned, they allowed Kipchoge to run a marathon in under 2 hours	

Recovery and rehabilitation

Technology can reduce the time it takes for athletes to recover from training or injury, preventing a loss of fitness.

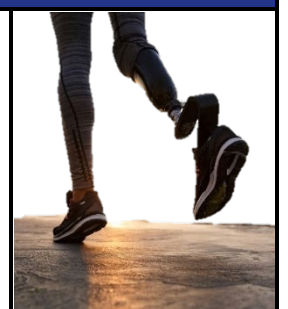
- **Cryosauna:** is a very cold sauna that reaches very low temperatures (-200°C) this allows the muscles to recover quicker and avoid inflammation.
- **Hypoxic Chambers:** is a chamber that contains a higher level of oxygen than normal allowing injuries to heal more quickly
- **Foam Rollers:** help release the tension of muscles and relieve muscle soreness and improve flexibility and range of motion



Accessibility

Sport is now accessible to a wide range of performers, as a result performance has increased. The more people who take part in a sport the more chance of performer reaching elite level.

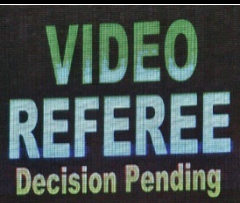
For disabled athletes, wheelchairs and now lighter and more agile which improves performance in sports such as rugby and basketball, technology has also allowed prosthetics to replace missing limbs, Blades have allowed athletes to run much quicker



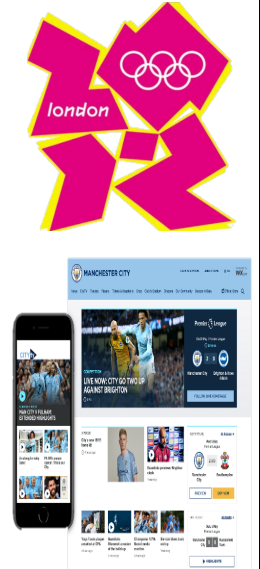
Increase the safety of participants

Safety	The role of the technology	
Helmets	Helmets are worn by performers in sports such as horse riding, ice hockey, cycling and skiing. Helmets are designed to prevent injuries such as concussion. Technology has provided shock absorbing material that help prevent damage to the brain.	
Gloves	Gloves are worn by performers in sports such as Cricket, golf, ice hockey, boxing and cycling they have various functions such as protection in cycling and boxing and to prevent injuries such as blisters in golf and provide grip for a goalkeeper in football.	
Head guard & Shinpads	Head guards are worn in sports such as boxing, they help prevent injuries to the brain such as concussion. Head guards are not used in professional fights. Shinpads are also used to prevent injury to the lower leg they are used in sports such as football and hockey	
Gum Shield	A gumshield prevents injury to the teeth, they are used in many contact sports such as rugby and boxing, Gum shields can be fitted professionally by a dentist to ensure they are fitted correctly and provide maximum protection	
Formula 1	Formula one cars travel at very fast speeds if they are in an accident there is a increased chance of being seriously injured. Technology has been used to ensure the drivers are as safe as possible. Technology such as the halo has made the sport safer by protecting the driver.	

Increase fair play and increase the accuracy of officiating

Technology	The role of the technology	
Video referee	Video referees are used in the sports such as football and rugby of rugby. If the match referee is unsure of the decision, they can ask the video referee to look at the incident. They will then radio to the referee the correct decision.	
Hawkeye	Hawk-Eye is a computer system used in numerous sports such as cricket, tennis, and football, to visually track the trajectory of the ball. It is used in tennis and football to correctly identify if the ball is in or out.	
Hot spot	Hot Spot is an infrared imaging system used in cricket to determine whether the ball has struck the batsman, bat or pad. This allows umpires to make correct and confident decisions	
Technology is also used to get accurate times and distances in athletics. It is also used for post-event disciplinary for incidents the referee has not seen		

To enhance spectatorship

Enhancement	The role of the technology
See all the action	Video replay's: Video cameras at games have allowed spectators to watch replays from various different angles. Referee/player cam: Some sports such as rugby even allow you to watch the game from the referee perspective. Player cam also allows you to follow and track individual players movements. Modern Tv's: allow you to pause and rewind so you do not miss any part of the match or game. Multiscreen: allows spectators to watch more than one game at the same time. Stadiums: Technology has allowed spectators to see the whole game without any structural obstructions 
Decision making	Technology can allow the spectator to feel more part of the decision making aspect of the game. Officials usually have microphones. In some sports such as rugby you can hear the communication between the various match officials. You can also so the decision being made on the big screen 
Scores and information	Technology has improved fan base such as: • Statistics • Post-match analysis • Graphics • Internet/mobile apps • Easier purchasing of tickets Olympics: the London 2012 Olympics was the most watched TV event in history with over 90% of the population watching at least 10 minutes. This was due to technology such as the red button which allowed you tom watch different events at the same time. Graphics made it appealing to all and there was a fair and easy system for purchasing tickets Even in spectators are at a game technology has allowed them to track other games at the same time. 

5.2 Positive and negative effects of the use of technology in sport

Positive effects of sports technology in sport

Enhanced performance:

Technology through training aids, equipment and clothing enhances performance, this makes the spectators get an improved performance to watch. Over the years athletes have run thrown and jumped further than ever before.

Lower risk of injury:

Technology is used to make performers safe and therefore reduce the risk of injury. This can be seen in many sports such as gum shields, shin pads, helmets and formula 1 cars. One study suggests you are sixty times more likely to injury your teeth if you do not wear a gum shield.

Quicker recovery from injury:

Technology can reduce the time it takes for athletes to recover from training or injury, preventing a loss of fitness.

- **Cryosauna** is a very cold sauna that reaches very low temperatures (-200°C) this allows the muscles to recover quicker and avoid inflammation.
- **Hydrotherapy** is being immersed in water this can reduce inflammation, immune function and muscle soreness. It Allows the body to work at a reduced intensity.
- **Physiotherapy** can use equipment such as exercise bikes, resistance bands, kettle bells, massage, acupuncture and electromagnetic therapy to help aid recovery after injury.

More accurate decisions:

If decisions are more accurate in games there is less controversy and performers/teams win on merit. There have been many football matches in the past that goals would have been disallowed using technology. For example, Diego Maradona's goal in the 1986 world cup.

Technical analysis:

Technical analysis can improve performance by using technology to highlight any errors in performance such as video analysis of a golf swing. Technical analysis can also monitor technique to improve performance and reduce the chance of injury

Negatives

Unequal access:

Not all performers have access to technology this allows some performers to gain an advantage over others.

Increased cost and availability:

Technology can be very expensive or may not be available. Not all performers can afford the latest technology, this leaves them at a disadvantage. For example, a cryosauna chamber that aids recovery can costs £180 000.

Potential reduction in the flow of the game:

Technology can alter the flow the game is played. The introduction of VAR in football has delayed and disrupted the flow of the game as it can take minutes to make a decision.

Decisions influenced by technology:

Referees may rely on technology too much. Instead of making an easy decision they may go technology instead. Technology may not interpret the rules correctly. This has been seen in VAR who changed the way offside was determined.

Positive effects of sports technology on the spectator experience

Increased understanding:

Technology can help spectators understand the sport better. The different camera angles and statistics available allows spectators appreciate the performance level of the athletes.

Fairness:

Technology has allowed spectators to understand the sport is fair. Technology such as VAR, Hot-spot, Hawkeye allows the correct decision to be made. Before technology they may think that performers or officials have acted unfairly.

Action replays:

Large screens at home and the venue allows spectators watch replays from different angles. This enhances their viewing experience, even if they missed a goal, they get to see the replay.

Referee/player cam:

Some sports such as rugby even allow you to watch the game from the referee perspective. Player cam also allows you to follow and track individual players movements.

Modern TV's:

allow you to pause and rewind so you do not miss any part of the match or game. Multiscreen allows spectators to watch more than one game at the same time.

Stadiums:

Technology has allowed spectators to see the whole game without any structural obstructions

24/7 coverage:

Spectators can now watch, listen or learn about the sport or athletes at any time through apps, internet and social media. Advances in punditry have also improved the spectators experience

Negative effects of sports technology on the spectator experience

Changing the nature of the sport:

Technology has changed the nature of sport. Some people think technology such as VAR and Hot-spot has spoilt the tradition of the sport and think the referee should make decisions without the use of technology.

Holds up play:

Although technology gets the correct decision it can take a long time. The video referee in football and rugby delays the flow of the game. It can take several minutes to make a decision. If it is used several times in a game spectators could get frustrated or bored.

Deteriorate skills:

Skills may deteriorate due to an over reliance on technology. Spectators would rather watch performers with natural talent rather than them relying on technology. The performer relies on the technology to make up for their lack of skill. As technology makes sporting equipment more accurate, effective and forgiving this may affect the skill level of the performer. Could a modern day tennis player compete at the same level with equipment from 30 years ago?

Lessens the excitement:

Before technology when a goal was score in a football match the spectators would celebrate. Now they may feel less excited as the goal may be disallowed through technology. This can take excitement away from the game. Excitement may be replaced with hope or apprehension.