3. MASS PARTICIPATION IN SPORT (*Relating to a country of your choice*)

*The continuum from mass participation to sporting excellence*

Increase/decrease in level of:

I. Skill
II. Commitment
III. Organisation
IV. Knowledge
V. Competitiveness

a) Benefits of regular participation in sport

- Enlarges the ‘pool’ in which talent can be picked from (talent can be trawled and supported to ‘the top’)
- Supports the idea that everyone should get involved in an activity of their choosing, irrespective of where they live, the school they attend, their ability, wealth, age, gender, race or religion etc.
b) Widening the base of the performance pyramid

The sports development pyramid

- Excellence
  - highly skilled/elite performers at national or international level
  - high levels of coaching
  - sport science support
  - fully committed performers who may be professional/get paid
- Performance
  - more formal school or club participation
  - emphasis on competition or winning
  - for skilled, committed performers who train regularly, are keen to improve, and receive coaching
  - district or county or regional involvement
- Participation
  - school or club participation
  - non-competitive, extra-curricular involvement
  - emphasis on enjoyment, health, fitness or friendships
  - recreational
- Foundation
  - children being introduced to sport
  - learning basic skills and doing a variety of activities
  - learning positive attitudes towards physical activity
b) Widening the base of the performance pyramid:

- provision of facilities/equipment
- provision of organisation/leagues/schemes
- provision of funding/sponsorship
- talent identification at foundation level
- support for clubs
- advertising/educating
- school club links
- coaching (courses)
- target all sectors of society
- role models/media
- make access safe
- education/PE

c) Initiatives to encourage mass participation

- Encouragement through schemes/active sport or eq./campaigns.
- Support through funding i.e., lottery or e.g. government.
- Target groups such as ethnic minorities, elderly.
- Provision of facilities by private, voluntary, public sector or eq.
- Making facilities accessible to all/local facilities/transport/disabled.
- Give people opportunities to take part/provision of free activity/crèche/cheap membership.
- Provision of organisers/helpers/coaches/volunteers.
- Breaking down of stereotyping.
- Breaking down of stacking/dominant groups in society/discrimination.
- Teach/educate/raise awareness/advertise/role models.
d) Provision of facilities, for mass participation by private, public or voluntary bodies

- **Private Sector** – funding from businesses, companies, investors. One aim – to make money!!!
- **Voluntary Sector** – funding from donations or charities, local clubs that exist for their members.
- **Public Sector** – funding from the Government & Local Authorities, National Lottery

The National Lottery

Department of Culture, Media & Sport (DCMS) is the Government department responsible for sport – decides/organises how lottery grants are distributed.

- Every £1 spent on a lottery ticket 28p goes towards ‘**Good Causes**’ such as sport.
- Lottery Sports Fund provides grants of £200 million annually.
- UK Sport and 4 home countries distribute funds for mass participation & sporting excellence.

e) Funding for mass participation

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f) Provision at grass roots level by National Governing Bodies and other agencies

- The UK’s Sports administration system is Decentralised.
- Decentralised basically means self governing and not centrally held by one body.
- Grass roots clubs and local associations are self governing.
- Although this gives power to small groups and clubs- negatively there is little towards overall governing sports policy.
Since the successful 2012 bid for the Olympics some changes have been attempted – Including…

- UK Sport is particularly keen to minimise organisational inefficiency in the system as a whole.
- NGB’s are also making improvements to their management and systems
- Small private clubs depend on volunteers – larger clubs are now becoming more business-like and professional approach.

The structure of sport in the UK, although complex, caters for all levels from grass roots recreational activity to elite sportsmen and women who represent the UK on the world stage.

g) Attitudes to participation

Mass Participation:

- Taking part is more important than winning
- Physical activity pursued for health/fitness/enjoyment
- Associated with lifelong physical activity (therefore lifelong participation)
Task 1

*How can a country widen the participation level of the pyramid?*[5]

Task 2

*Mass participation in sport and physical activity is often promoted by countries around the world. Using a country of your choice as an example, explain how mass participation in sport and physical activity is promoted.* [6]