

CHAPTER 20 - Barriers to participation, and mass participation

Questions - text book page 207

1) Outline the issues faced by top female sportspeople as they strive to obtain sponsorship from a top sporting sponsor.

Answer:

- The **social status** of women in sport is less than that of men – which affects exposure in the media and therefore the possibilities for **sponsorship** are less than those for the men.
- The fact that the **media** tend to focus on women's appearance more than their sporting excellence tends to trivialise people's perception of women as sportspeople, and hence reduce their chances of sponsorship.

2) What is meant by inclusiveness in sport?

Answer:

- Letting people in and making them feel **welcome**.

3) With reference to figures 20.3 and 20.5 on pages 206 and 207 respectively, explain how social class may affect a person's choice of sport.

Answer:

- Social class is often a factor on a person's choice of sport due to **tradition, family background and wealth**.
- The remnants of **class divides** means that sports involving horses (figure 20.3) have an **upper class** association and are mainly out of reach of the **working class** due to cultural background and **lack of finance** to support participation.
- Whereas, **working class sports**, such as track and field athletics, are **accessible** to all, due to the amateur nature of the sport and the relatively **low costs** required for participation.

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1) Sport for all is not yet a reality in the UK. How can a person's opportunity to participate in sport be affected by socio-cultural factors? 5 marks

Answer:

5 marks for 5 of:

- **Economic status** - cost of taking part or low income, since people with less money cannot afford to participate in sport.
- **Lack of or cost of transport/limited public services** - particularly rural areas where public transport services have been cut back.
- **Ability, physique, stamina, fitness** – in the UK obesity is one of the biggest health issues. Obese people may be self-conscious.
- **Disability** – not all leisure centres can accommodate disabled people. For example lack of ramps or disabled changing facilities.
- **Social pressures, stereotypes or social constraints** - this could be ethnic background, race or religion. For example, muslim girls may not be able to take part in sports such as swimming or gymnastics.
- **Age** – as the population gets older, it is harder to get to leisure facilities and so old people become isolated.
- **Ethnic background, race or religion** - For example, Muslim girls may not be able to take part in sports such as swimming or gymnastics.
- **Gender** – women find it more difficult to access sport because of lack of time, stereotyping.
- **Geographical factors** from inner city to rural areas - generally there are more sporting opportunities in and close to large cities. In rural areas activities are often restricted to outdoor adventure sports such as walking, climbing and water sports.

- 2) **A Level.** People from ethnic minorities, low socio-economic groups and women face more barriers in their struggle to reach elite levels in sport than those from dominant groups. Discuss. 15 marks

Answer:

- People from ethnic minorities, low-economic groups and women in the population, as a whole, face **discrimination** and barriers to progress in all aspects of life, not just sport.
- But the consequences for people with the talent to be elite sportspeople are even greater, since the demands of most sports are that they are **expensive** (cost more than general everyday living costs in terms of travel, food, facilities access – cost of entry to sports facilities – and equipment), demand use of **time** (every day time for training and time for travel to training), which would be on top of work time for most people.
- This means that people with low **socio-economic status** tend to drop out of sport quite quickly after the age of 16 if no sponsorship or government support can be found.
- In terms of **equipment**, the cost of this (particularly horses, bikes, and boats) would be an insurmountable obstacle to those people of the lowest socio-economic status. Such an obstacle would be insurmountable without grants and free provision of such equipment by National Governing Bodies or Local Authorities.
- Most people operating at just below elite level would need to support themselves via **employment** of some sort, and again this would affect groups most with lower socio-economic status.
- In general, people from **ethnic minorities** face the same socio-economic issues but more so, since such groups in general have to face the institutional racism embedded in the lives of the bulk of the population – particularly those over 50 years of age.
- This **attitude** by people to the excellence of black people at sport can affect the attitude of sponsors to those black people. For example, Serena Williams has 22 tennis slam tournament wins compared to Maria Sharapova's 5 wins, but Serena earned less than half of that earned by Maria in 2015.
- **Women**, as 51% of the population, and whose age of possible elite sport participation coincides with the best years for childbirth, have also their **stereotyping** as homebuilders rather than strivers, seekers and careerists to contend with.
- The **opportunities** for women are also less than for men (only 45% of participants in Beijing Olympics were women).
- There is a glass ceiling for women – there are fewer women in the top positions of power (members of the IOC, presidents of governing bodies) in sport, and this must affect some women as they strive for excellence.
- The **social status of women in sport** is less than that of men – which affects exposure in the media and therefore the possibilities for sponsorship are less than those for the men.
- The fact that the **media** tend to focus on women's **appearance** more than their sporting excellence tends to **trivialise** people's perception of women as sportspeople, and hence reduce their chances of sponsorship.

3) Discuss the impact of wearable technology on sports participation.

12 marks

Answer:

- The **fashion** industry for sport is a **multi-million pound industry** worn by the sports superstars as adverts for the product on behalf of the manufacturer - for **sponsorship**.
- The technology around this clothing is based on the production of a range of stretchable, breathable, wicking or waterproof **fabrics** suitable for rainproof, windproof, cold weather, or sun or hot temperatures.
- Lycra sports clothing **reduces air resistance**, and special **shark suits** (which simulate shark skin) **reduces drag** for the swimmers. 130 world records were set in the 2008 and 2009 seasons, which led to FINA banning the use of these shark suits in official competition from 2010.
- Hence provided that basic decency is maintained within the rules of a sport, **fashion** can dictate the shape, colour, and dimensions of kit worn.
- The notion of showing off your purchase of the latest kit during your Park Run on Saturday mornings - this must stimulate **participation**.
- The wearing of **rubber belts or strapping** to increase hydrostatic pressure within body part is an apparently compulsory element of gym use, with the one shoulder javelin suit and bench press or squatting suits in which force from the belt supports the tissue enclosed from the inside.
- This is in addition to the latest **trainers** with foot support (including **podiatric** sole inserts) enable the performer to achieve improved traction on playing surfaces.
- Loughborough University have a Sports Technology Institute (LUSTI), examples of whose tasks include reassessing how **footwear** can be made to match the shape and mechanics of feet on an individual basis.
- The foot is scanned to capture its shape, then footfall is analysed (using **force plate** technology).
- This indicates exactly how the foot lands and moves, and leads to the construction of **personalised footwear**, whose aim is to make movement more efficient and improve performance.
- A **GPS transponder** can now be worn during training and some game situations (giving speeds and distances run to the pitchside computer).
- Garmin have produced such a wrist worn unit, which includes Heart Rate monitoring. This sort of **feedback information** helps a sport participant plan and monitor training which will increase the motive for participation.

4) Why have opportunities to participate in recreational and sporting activities improved for people with disabilities in recent decades?

4 marks

Answer:

4 marks from 4 of:

- Improved **social awareness** of potential of disabled/higher expectations.
- **Role models** have inspired individuals.
- More **clubs** available.
- **Adaptations** have increased range of sports.
- Better **access** to sporting facilities.
- More **coaching** opportunities.
- **Campaigns** e.g. Sport England, Disability Sport England, Government e.g. Disability Acts.
- **NGBs** have to have equity plans as directed by government policies.
- More **media** coverage of disability sport.

5) What are the potential barriers to participation in active recreation for individuals from ethnic minority groups? 4 marks

Answer:

4 marks for 4 of:

- **Background** can affect values. For example lower value given to sport and more emphasis on academic subjects;
- Can be affected by **parental** preferences.
- **Female participation** lower in ethnic minority groups (patriarchal societies).
- **Discrimination** may prevent access to clubs, hence racism.
- **Lack of information** getting to these groups who do not already participate.
- Preferred traditional **cultural** activities may not be offered.
- Lack of **media** coverage and hence lack of role models.

- 6) Today, some groups in society are less involved in sport and physical activity than others. Give three reasons for the lower participation rates among some ethnic minority groups. 3 marks

Answer:

3 marks from 3 of:

- **Racial discrimination.**
- **Not encouraged** and actively discouraged by parents and peers.
- Low **status** priority given to sport.
- **Conflict with religious customs**, religious observance and dress code.
- Lack of **role models** and fewer coaches.

- 7) Today, social and economic conditions can restrict opportunities to participate in sport. How and why is Sport England supporting participation projects in deprived areas? 6 marks

Answer:

3 marks for 3 of:

How?

- Community action **initiatives** such as the 'Active Communities' programme.
- **Funding** such as the allocation of Lottery money to help provide, develop and improve facilities.
- Paying salaries of development officers and coaches.
- **Training** of sports leaders and coaches.
- Setting up of **clubs**, NGB schemes, local initiatives.

3 marks for 3 of:

Why?

- Because it can be much more difficult for **organisations** in these areas to raise funds for capital project than it is in relatively prosperous areas.
- To help achieve **regeneration**.
- To help achieve **social inclusion**.
- Contribute to closing the gap in the **provision** of sports facilities between deprived areas and other areas.
- Help raise levels of **participation**.
- Value to **health** to promote active lifestyles.
- **Educational outcomes** and development of personal and social skills.
- **Community safety**, cohesion and crime reduction.
- Sport England making its contribution to the Government's social agenda.
- Discover and develop **potential elite performers** linked to specific sport schemes.

- 8) How have NGBs and IGBs addressed discrimination issues? Support your answer with relevant examples. 8 marks

Answer:

- Governing bodies are responsible for ensuring **compliance** by with equality **laws**.
- Governing bodies aim to promote **equality of opportunity** and good relations between different races, and between men and women.
- Here NGBs have increased sporting opportunities for minority groups. For example, in track and field athletics females have the same competitive programme as males.
- Governing bodies are monitoring and measuring **participation levels**.
- For example, The Sport England '**Active People survey**' showed how participation levels varied from place to place, gender, ethnicity, social class, age and disability.
- This statistical data can be used when developing action plans to address **discrimination** issues and lead to cohesive, integrated policies and procedures.
- Governing bodies have used campaigns and the media to **publicise** discrimination issues.
- For example, 'Let's Kick Racism Out of Football' campaign was established within educational and community sectors to challenge discrimination, encourage inclusive practices and work for positive change.
- Governing bodies have created **initiatives** to create positive images for discriminating minorities.
- For example, Sport England's 2016 'This Girl Can' is a nationwide campaign to get women and girls moving, regardless of shape, size and ability.
- NGBs and IGBs **coordinate** their efforts with individual's NGBs in a given sport.

9) What social and economic barriers to sport and leisure participation do women still face today? 4 marks

Answer:

2 marks for 2 of:

Social barriers:

- Sport **not included** under sex discrimination act.
- Gender role/psycho-social needs/**stereotyping**.
- Appropriate/**inappropriate activity** due to physiological stereotyping myths such as females should not do weight training.
- Sport is seen as a **male preserve** and so women are kept out.
- For example, some golf courses will not let females access to member's lounge.

2 marks for 2 of:

Economic barriers:

- Lower **income**.
- Less **time** which could be due to family commitments and work.
- Less **resources**, lower funding and fewer facilities.
- Effects of lack of **media** coverage which does not portray female role models to the same extent as male role models.

10) In the UK, a person's participation in sport and physical activity may be influenced by a variety of social factors. How might a person's ethnic background influence his or her participation in physical activity? 4 marks

Answer:

4 marks for four of:

- Ethnic **stereotyping** may discourage away from some sports and encourage towards others'. (Suitable examples accepted)
- Some ethnic groups are **dominant** in areas that lack sports facilities.
- Some values and practices associated with sports may conflict with **religious** observances.
- Racial **discrimination**, abuse, threats may deter **participation**.
- Development of sporting ability is not seen as important as **development of other aspects of life**, such as education, career, work, family and religious duties.
- **Few role models** in some sports and role models only exist in a limited number of sports.
- **Perception or belief of cultural aspects**, traditions, peer pressure, low self esteem, inferiority, fear of being rejected and not accepted.
- Ethnic groups set up and start their own **different clubs** and leagues.

11) Justify why governments are keen to promote a culture of mass participation in sport and physical activity. 6 marks

Answer:

- Physically **healthier population** means less money spent on the National Health Service (NHS).
- Mentally healthy population means less cost to the NHS, and improvement in mental and social wellbeing.
- Healthier population reduces sick benefit numbers.
- Healthier population means a healthy workforce and so employers do not lose money from days off.
- A **larger base to the sporting pyramid**, so more opportunities for talent identification.
- People busier so **less free time** for anti-social behaviour.
- Reduction in crime and **increase in social control** due to the cathartic nature of sport.
- Breaking down of social and racial barriers means a more **integrated society**.
- **Consumer spending/VAT** on leisure activities/equipment gives money back to the government.

12) Identify and explain the factors that can influence an individual's participation in sporting and recreational activities.

4 marks

Answer:

4 marks from 4 of:

- **Resources** - access to money, facilities, effective coaching, transport, clubs and disposable income.
- **Social status** - middle classes more likely to participate. Lower classes less likely due to unemployment issues.
- **Peers**, friends and family - positive or negative influences.
- **Cultural**, religious, race issues, holy days, dress codes or equivalent.
- **Centrality** – being in or away from sporting opportunities and stacking i.e.placing individuals in certain positions based on stereotypes.
- **Leisure time** - amount of available to the individual will allow or restrict sporting opportunities.
- **Previous experience** - past enjoyment or not of PE previous success in sport and access to Public school education. For example, most of the UK's elite rowers are from Public schools.
- **Age** – young and old are less likely to get involved in physical activity.
- **Gender** - e.g. women may have less access to resources and men more likely to participate.
- **Disability** - less access or increasing opportunities.
- **Discrimination** - as unequal and unfair treatment of individuals on the basis of race, ethnicity, religion, sex or age which results in denial of opportunities, selection or promotion.
- **Media** coverage – society's image is of a male dominated sport reinforced by the media coverage and male role models.

13) National sports organisations, such as Sport England, have devised schemes to introduce children to sport and to develop their talents. Using examples, explain how such schemes help to achieve these aims.

5 marks

Answer:

Note there are many examples of schemes (initiatives) such as Sporting Champions, Sportivate, School Games, County Sports Partnerships, Towards and Active Nation, Active Lives, Tops programmes, Sporting start, Step into Sport and so on that can be used to answer this question.

5 marks for 5 of:

- The **Top Programme** is aimed at Primary schools by providing equipment, training and support for teachers aimed at key stage 1 and 2 of the National curriculum.
- Organising competitions, tournaments and events such as **The School Games** (Youth Sport Trust) offers secondary school pupils an opportunity to compete in a wide variety of sports from local heats to national finals.
- **Taster sessions** and promotions such as **Sportivate** (Sport England initiative) offers free and subsidised coaching in a variety of sports aimed at 14-25 year olds.
- There are many examples of **adapted sports** to suit children's ability and physique. Any named scheme or adapted version of sport e.g. Wheelchair rugby and tennis initiatives.
- Devised **award schemes** such as Cricket's 'Chance to Shine' award is aimed at increasing participation levels particularly in state schools, and Step into Sport (Sportsleaders UK) which provides opportunities for young people to obtain a qualification recognised by governing bodies.
- **Talent identification** programmes. For example, the English Institute of Sport (EIS) and British Cycling, is the first in a series of Talent ID campaigns to be launched in 2016 searching for future Olympic and Paralympic champions. Each campaign will be looking for athletes with different attributes related to targeted groups of sports.

14) a) Identify the theory behind the Sports Development Pyramid as illustrated in figure 20.17 and explain the intentions behind each section. 6 marks

figure 20.17 – sports development pyramid



Answer:

- A policy with the intention of having a place for all would-be participants recognising the different levels they might achieve.
- This becomes a pyramid because fewer competitors can reach the highest level.
- The bottom level is called the **Foundation** level.
- It involves low ability performers learning basic skills or knowledge and understanding, and is often delivered as part of school PE programmes.
- The 2nd level is called the **Participation** level.
- It involves the individual participating in an increased number of recreational or leisure options, and awareness of health-related fitness issues often promoted in extra-curricular sport.
- The 3rd level is for high performance athletes and is called the **Performance** level.
- This involves specialist coaching or development at club or regional or national levels.
- The top of the pyramid, **Elite** (or excellence) level, involves performers reaching national standards, often with public recognition.

b) Outline the roles of various agencies or bodies in the UK which have an effect on participation at the foundation level in sport. 6 marks

Answer:

Note there are many possible agencies/bodies in the UK which have an effect on participation at the foundation level in sport.

6 marks for 6 of:

- **Public sector agencies** provide funded facilities such as sports/leisure centres, swimming pools and outdoor pitches which are paid for by national and local government using tax payers' money and National Lottery funding.
- Some **schools** share facilities with the local authority for lessons and extra-curricular activities and thus provide additional support to increase participation at the foundation level in sport.
- **Local authorities** encourage participation in sport by employing sport development teams including School Sports Coordinators who arrange events, assist with coaching and develop links with clubs in the area of schools.
- **Private sector agencies**, such as the David Lloyd leisure centres, are funded facilities set up by private companies that try to make a profit. These agencies offer sports/fitness clubs, golf and tennis clubs.
- The **Government** is responsible for several initiatives in an attempt to increase participation at the foundation level in sport:
- **A new Youth Sports strategy**
- The present government (2016) and former coalition government (2010 to 2015) moved the organisation and structure involved in Sport Colleges and the Youth Sport Trust to identify the role of **School Games Organiser (SGO)** government funded 3 days per week posts, to organise intra and extra school competitions.
- **Youth Sport Trust Strategic Plan.**
- The plan outlines the core purpose, values and the impact it aims to achieve over the next 5 years.
- Every child needs the best possible **sporting start** in life.
- All young people deserve a **sporting chance**.
- All young people should be supported to achieve their **sporting best** in school and in life.
- **Change4Life Sports Clubs** for less active youngsters helping them adopt healthy lifestyles, in an attempt to increase participation of the Nation's youth after the age of 16 – when at present two thirds of girls and one third of boys cease to undertake any meaningful sporting activity.

14) b) (continued)

- **Sportivate**
- Sportivate is an inclusive Sport England, London2012 and Lottery funded initiative programme aimed at 11-25 year-olds, offering access to free and subsidised coaching in a variety of sports and activities in order to give young people a taste of just how fun, enjoyable and social sport can be.
- **TOP programme** - TOP play and TOP sport – A Youth Sport Trust initiative.
- The TOP Programme (National Lottery funded), is a national initiative developed and coordinated by the Youth Sports Trust aimed at Primary aged children.
- It is a joint curriculum (school) and community programme that is designed to encourage sports participation and develop skills associated with this.
- **TOP Play** is designed to support 4 to 9 year olds as they develop core skills.
- **TOP Sport** provides 7 to 12 year olds with opportunities to develop skills in a range of specific sports.
- **NGBs** have created their own schemes to increase participation at the foundation level in sport.
- For example, a 'Chance to Shine' aims to spread the power of cricket in schools and communities, inspiring one million more young people by 2020.
- **Parkrun**, organised by British athletics, offers a free, weekly, 5km timed runs throughout the UK and attracts over 60,000 runners of all ages each Saturday at 9.00 am throughout the UK.
- **Sponsors** include commercial agencies that provide a great opportunity to get more young people playing competitive sports, as proven by the success of the **Sainsbury School Games** structured in to four unique levels of activity: intra-school, inter-school, festivals, and the School Games themselves.
- **Media coverage** of sport is widespread and stimulates interest in sports participation. For example, the media coverage of the 2012 London Olympics help to produce a surge in young people to get involved in a chosen sport.

15) From table 20.2 above compute the percentage change in participation at one session of at least 30min per week between 2006 and 2013 for swimming and athletics. What are the implications for the building of facilities for sport of these results?
6 marks

Answer:

- Percentage change swimming = $\frac{2892200 - 3273800}{3273800} \times 100 = -11.66\%$
- Percentage change athletics = $\frac{1958000 - 1353800}{1353800} \times 100 = +44.63\%$
- These figures mean that athletics increased its participation levels by about half, whereas swimming reduced its participation levels by about 10%.
- The implications for provision of facilities are that since the reduced figures for swimming are less in 2013, perhaps there should be a reduction in provision of swimming baths.
- But the figures for 2006 were at the end of a period in which swimming was promoted by the then government as a health and fitness priority, whereas this was cancelled in 2010 on cost grounds by the coalition government of that day.
- In athletics, however, the provision of new athletics facilities – indoor or out – would be indicated.

16) From table 20.3 above compute the difference for 3 sessions per week of at least 30min duration between the improvement in males and females between 2005 and 2015. Are the policies for gender equality in the UK working?

4 marks

Answer:

- *Males improvement from 2005 to 2015 = 21.1 – 19.1 = 2.0 %*
- *Females improvement from 2005 to 2015 = 14.3 – 12.4 = 1.9 %*

- *Although males and females' participation improvements were similar, females still lag behind males by approximately the same in 2015 compared with 2005.*
- *Hence the conclusion must be that policies for gender equality in sport are not working.*

17) From table 20.3 above compute the percentage trend for participation at 3 sessions per week as between black minority and white groups in the UK. How would you amend public policy to improve participation of both groups? 6 marks

Answer:

- *Black group improvement in participation from 2005 to 2015 = 19.3 – 17.4 = 1.9 %*
- *White group improvement in participation from 2005 to 2015 = 17.3 – 15.4 = 1.9 %*

- *Although the improvement in participation rates as between the two groups are the same, the white group is a much bigger group than the black group in the UK.*
- *Hence the actual numbers participating of whites are much greater, even though white rates of participation are smaller than the black population.*

- *Sports policy makers need to understand the needs, interest and motivation of both groups and structure delivery around these needs.*
- *This may require increased funding, provision of better facilities and more qualified coaches.*

- *Provide a strategy that emphasises the importance of partnerships to improve links for both groups.*
- *Coordinate and open up provision and delivery of sporting opportunities at a local level.*
- *Collect and coordinate data (via surveys) such as physical activity levels across the population.*

- 18) From Chapter four of this book, identify the health risks for someone not participating in any sport whatsoever. From a sport of your choice, explain how the London Olympics 2012 may have influenced participation in sport, and hence the health of the Nation. 12 marks

Answer:

6 marks for 6 of:

Health risks of zero exercise:

- **Obesity** – fat people have reduced fitness, get out of breath easily and are at greater risk of heart diseases.
- **Stress** – people feel more stressed if they don't take exercise.
- **CHD** – the risk of coronary heart disease – heart attack is much higher.
- **Diabetes** – is a risk for non exercisers (who are probably obese).
- **High blood pressure** – this condition gradually evolves with lack of exercise – leading to strokes.
- **High cholesterol** – this factor is increased with lack of exercise, leading to strokes and heart attacks.

Choice of sport - Athletics:

6 marks for 6 of:

- Team GB Track and field athletics produced very good results in London 2012, with 4 gold medals including a double gold for Mo Farah over the 5000 and 10000 metres, Jess Ennis in heptathlon and Greg Rutherford in the long jump, plus many finalists.
- These **role models** inspired a viewing sporting nation.
- Individuals were **inspired**.
- For example, as a box carrier in the athletics stadium at London 2012, Dina Asher-Smith witnessed and was inspired by these gold medallist performances, and in 2015 Dina broke UK records for the 100 and 200 metres, and in July 2016 became European 200 metres champion.
- Many people were **inspired** to participate after viewing the Olympics as evident by the growing weekly success of the 5 km 'Park Runs' staged throughout the UK. As a result there has been a general increase in regular athletics participation since 2012.
- **Volunteers** have been inspired. There were 70,000 Olympic volunteers during the games and oversubscription and enthusiasm continued into the Glasgow 2014 Commonwealth Games. The volunteer sector continues to thrive despite volunteers having to pay their own expenses.
- The **legacy** of the London 2012 Olympic Games is continuing elite success as athletes prepare for future global events. Development of more sports facilities and encouraging participation in schools sports has been part of the 2012 legacy. For example, the School Games aims to boost schools sport from grass roots to elite participation level.
- Despite all these **positive influences** there has been little or no impact on the health risks listed above. For example, more children in the UK are being diagnosed with type 2 diabetes linked to obesity, with children from minority ethnic groups at higher risk than white children.