

Factors effecting engagement

The Factors affecting Participation in Sport

- ▶ Age
- ▶ Gender
- ▶ Ethnicity
- ▶ Religion/culture
- ▶ Family
- ▶ Education
- ▶ Time
- ▶ Cost/income
- ▶ Disability
- ▶ Opportunity/access
- ▶ Discrimination
- ▶ Environment/climate
- ▶ Media coverage
- ▶ Role models



Bodies to increase sporting participation

Sport England

- ▶ Sport England is an agency whose aim is to increase the number of people doing sport and physical activity no matter what their background, age or ability.
- ▶ They do this by using funding to create new facilities and put on accessible clubs for people to get involved in.
- ▶ They also create campaigns such as 'This Girl Can' which encourage minority groups to get involved.

The Department for Culture, Media and Sport (DCMS)

- ▶ This is a government department that has responsibility for the governments policies on sport.
- ▶ The department created the most recent policy 'Sporting Future: A New Strategy for an Active Nation' which details how the government plans to increase participation rates.

Strategies to promote sport

Strategies to improve Participation in Sport

These organisations look to improve participation in sport by using the following strategies:

- ▶ **Promotion** - Promoting sport and physical activity and convincing people to take part.
- ▶ **Provision** - Providing good quality provision to access whether this be facilities, equipment or coaching.
- ▶ **Access** - Giving people the opportunity to take part by making it easier to access, this could be through increasing the amount of clubs/facilities or making them affordable.

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| Making clubs free in poorer areas Access | Getting famous sporting role models in the media to talk about sport Promotion | Building public leisure centres Provision |
| Displaying posters with sporting images in public Promotion | Funding some new gym equipment Access | Ensuring clubs are inclusive for all people Provision |
| Providing local clubs with more funding to allow them to expand their club to accommodate more people Provision | Creating TV adverts showing the public participating in sport Promotion | Training youth coaches on level 1 courses so that they can deliver high quality sessions Access |

National Governing Bodies

- ▶ National Governing Bodies (NGBs) are organisations such as the Football Association and British Gymnastics. They encourage participation in their sport.
- ▶ They do this by organising competitions at all levels and offering coaching courses and qualifications to increase the quality and quantity of coaches, officials and volunteers.
- ▶ They also help clubs with funding and help to develop facilities.

Homework 1: Name all the factors affecting participation and give a sporting examples

Homework 2: Name the bodies that support sport

Homework 3: Name three governing bodies in sport

Homework 4: Name strategies to promote sport