

# Principles of Sports Development

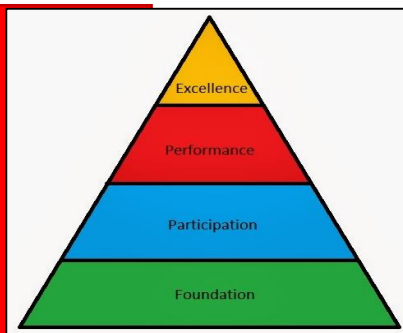
Sports Development aims to increase participation at all these levels. These could be athletes, coaches, officials, administrators, or volunteers.

**THIS GIRL CAN**



## Target Groups

- Gender
- Age
- Ethnicity
- Socio-Economic Status
- Disability



## Barriers

- Gender: Sport traditionally done by males takes priority. Greater funding, prize money and media attention.
- Age: Young people struggle as they may need parental consent for activities. Old people struggle due to health restrictions.
- Ethnicity: Under representation in some sports
- Socio-Economic status: Cost of sport can put people off (memberships, equipment. People that work more hours struggle to find time to do sport.
- Disability: Physical, psychological and logistical barriers stop them from taking part.

## Solutions

- Concessionary rates
- Promotions
- Accessibility
- Facilities
- Clothing and Equipment
- Transport
- Staffing
- Training Staff
- Education

## Impact of Sports Development

### Community Cohesion

#### Benefits:

- Safe ground where people (especially young) can engage with each other
- Opportunity to engage with each other - everyone is accepted
- Reduction of power dynamics affecting cohesion - different people come together and work towards a common goal.

### Health and Well-Being

#### Benefits:

- Physical benefits (increased cardiovascular health, reduced obesity and/or diabetes)
- Psychological (reduced risk of mental health)
- Social (social integration)
- Technical (increased sporting ability)

Success can also inspire others to be more active and take up sport.

### Reduction in Crime

#### Benefits

- Target 'at risk' groups reducing the likelihood of committing crimes
- Initiative run in the school holidays when young people are more likely to get bored, leading to increased crime
- Work with people identified as offenders to reduce the risk of them re-offending
- Supervised activities means that people are less likely to commit crime

### Regeneration

#### Benefits

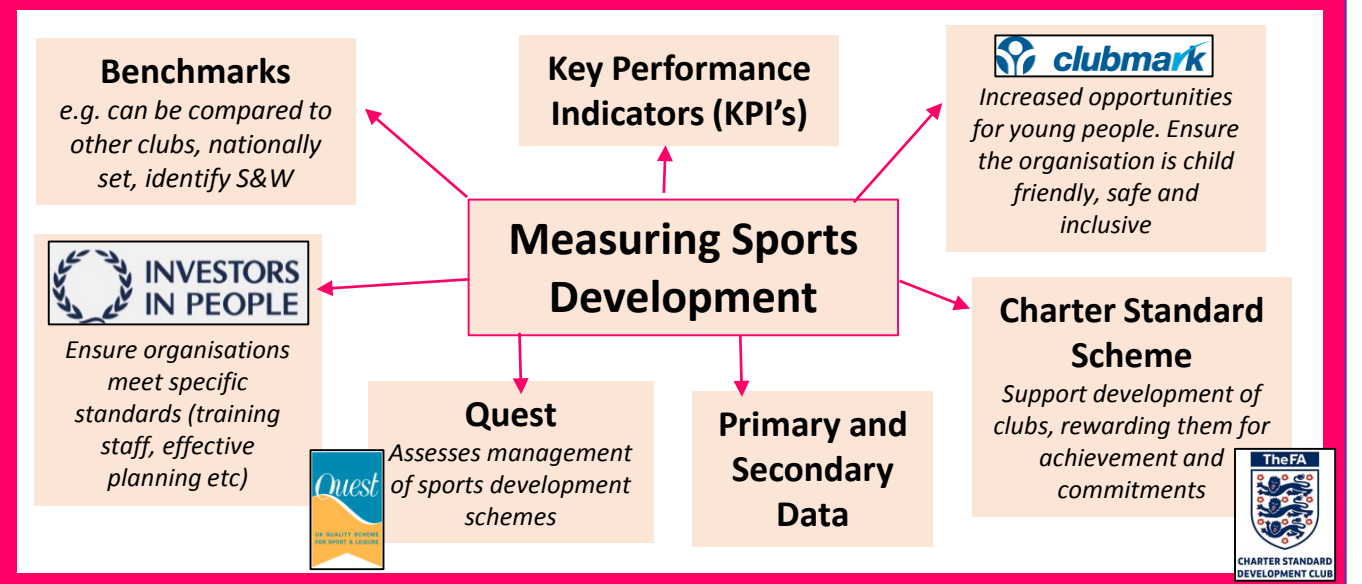
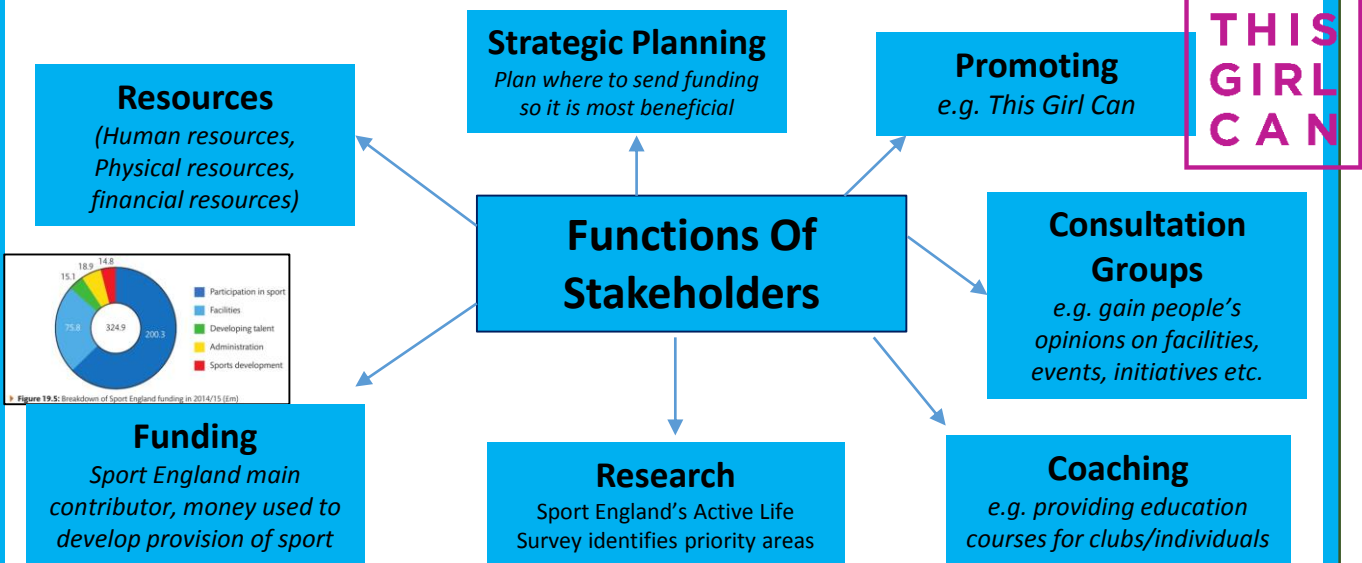
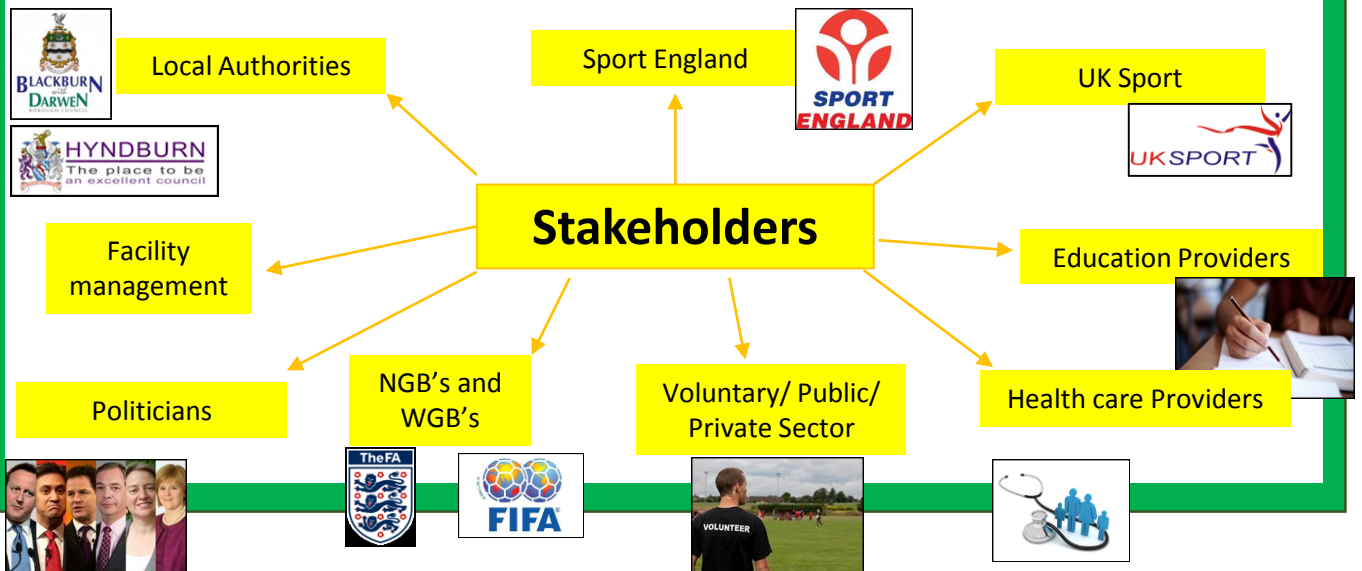
- Social - reducing antisocial behaviour and making people feel safer
- Economic - increased employment, investment in the area, additional training/education
- Physical - regenerating buildings and facilities in the area
- Environmental - reduced pollution, creating footpaths/cycle routes

### Education

#### Benefits

- Young people taking part in physical activity are more likely to be able to select, organise and initiate goal-directed behaviours
- These people are also more likely to achieve higher grades in education
- Lower levels of absenteeism and drop-out from education
- Greater progression into higher education

# Principles of Sports Development



# Wider Sports Development

## Infrastructure

Sports development impacts infrastructure as it requires the development of facilities etc to ensure a legacy is left.

For example: The London 2012 Olympics infrastructure legacy was that they produced 3000 new homes, 10 railways lines, 30 new bridges and £10 million investment to improve London's pedestrian and cycle routes.



### Key terms

**Infrastructure** – physical and organisational structures and facilities required to run an event, such as buildings, roads, power supply, communication networks.

**Legacy** – the lasting impact of the sports event at local, regional and national levels.

### LONDON 2012 OLYMPICS ENVIRONMENTAL IMPACT

The well being of the environment played a vital part in the planning of the 2012 Olympics. Dubbed the 'greenest ever' Olympics, let's take a look at the environmental impact it had:



More than  
**98%**  
of demolition  
waste was  
RECYCLED



300,000 plants  
were planted in the  
Olympic Parks's  
Wetlands area



**1,000**  
new trees were planted  
in East London



The London Olympic Athletes  
Village is the LARGEST  
Sustainable project in the UK



The Basketball Arena was  
wrapped in 20,000 sq-m2 of  
recycles PV FABRIC



The BMX Track incorporated  
14,000 cubic metre of  
recycled soil



The energy centre used Biomass  
Boilers and other sustainable fuel  
supply heating and cooling to  
building throughout Olympic Park



A fleet of 200 electric vehicle  
transported Olympics

## Environmental

The United Nations Environmental Programme (UNEP) must consider the environmental benefits of sports development events (i.e. FIFA world Cup, Olympics, etc). The following are environmental considerations:

- ▶ loss of fragile ecosystems or scarce land for sport development
- ▶ noise and light pollution from sport
- ▶ consumption of non-renewable resources (fuel, metals, etc.)
- ▶ consumption of natural resources (water, wood, paper, etc.)
- ▶ emission of greenhouse gases by consuming electricity and fuel
- ▶ ozone layer depletion (from refrigerants)
- ▶ soil and water pollution from pesticide use
- ▶ soil erosion during construction and from spectators
- ▶ waste generation from construction of facilities and from spectators.

Other benefits have a more direct impact such as increasing the cycle and pedestrian routes for the area, reducing car pollution.

# Media and Commercialisation

## Media in Sport

### TV and Satellite

- Promoting a sport on a global scale (e.g. Women's football)
- Generating global interest in sport and generating income
- Increasing viewing figures (generate interest leading up to an event - i.e. Olympics)



### Social Networks

- Provide an opportunity for marketing and promoting new events, initiatives, clubs and facilities.
- Free to set up, use and post = cost effective
- Reach a global audience



### Press and Newspapers

- Increase interest at a local level
- Increase awareness of local events and initiatives
- Promote 'feel good' stories about achievements of local clubs, etc.
- This can increase likelihood of funding (sponsorship or crowd funding) which can support events and initiatives



### Specialist Press

- Good to advertise events and initiatives
- More captive/interested audience
- Links to raising participation levels as they increase interest in specific sporting events and initiatives



### Online Media

- Reach a global audience
- Generate online traffic (include videos and pictures to increase conversion rates)



## Commercialisation

Success of the club/organisation determines whether commercialisation can be maintained.

**The more success = enhanced commercial interests**

**Important for the long-term health of an initiative, event, club or facility.**

**The aim is not to make as much money as possible, but seek to generate some income (e.g. charging participation fees, sponsorship etc) in order to help the project survive.**

Funding can be gained through Sport England, National lottery, local authorities, sponsorship, social investors (e.g. crowd funding).

**Budgeting** is vital so investors are clear where the money is being spent (e.g. qualifications, facilities, equipment, staffing, etc!)

## Impact of Media and Commercialisation

The media and commercialisation have an impact on the wider Sports Development context. They can affect participation, inclusion and progression.

**e.g. When Wimbledon is on, tennis participation increases**

**e.g. During the Olympics, participation levels rose in various forms of different sport**

Media coverage of disputed decisions in football has often drawn on commercial aspects of the game

**e.g. amount of money gained/lost through promotion or relegation**

**e.g. justification of using goal line technology**

## Ethics

- Appropriate Sponsorship (i.e. Coca-Cola, McDonalds, Alcohol, etc)
- Fairtrade Resourcing (promote fairtrade, rights for farmers/workers)



# Exam Structure

## Rational – A reason for a decision

## Key Points

### Aims

These should be:

- based on your research
- linked to increasing participation
- inclusive and encouraging participation from diverse target groups
- linked to the development of an event, initiative, facility or club.

**Increasing Participation**  
**Facilities (regeneration)**  
**Target groups**  
**Advertising**  
**Funding (Sport England)**  
**Reduce crime**  
**Increase community cohesion**

### Performance Indicators

These are the criteria you will use to determine the success of your plan. They might include:

- total participation rates
- participation rates from different target groups
- a reduction in antisocial behaviour and crime rates
- the successful development of a new facility or club.

There should be a clear link between these, the aims and your research. Performance criteria would benefit from some justification, for example linking increased participation rates with health benefits.

**Benchmark**  
**KPI's**  
**Clubmark**  
**Reviews using data**  
**Primary/secondary data**

### Proposed Activities

Again, based on research, these should have been identified as fulfilling a particular need and be supported by evidence showing they will be beneficial to achieving the programme aims.

Types of activities could include participation events, spectator events, promotional events, social events, charity events, or events focused on health and well-being.

Many events 'tick a number of different boxes'. For example, a charity cycle ride for a large group of people would cover participation, social, charity, focus on health and well-being, and promoting cycling as a method of physical activity.

You should ensure you have an appropriate timeframe to achieve the aims of the planned activity. For example, if your aim is to increase long-term swimming participation in 50+ females, you are not likely to achieve this within two months. What you might do in that timeframe is review initial participation levels.

The proposed costs in your plan should be realistic. If your cost projections are too low, funding providers are unlikely to believe you will be able to achieve them and less likely to fund your work. If you over-estimate costs, they may not believe they are getting value for money. Again, this would affect your chance of funding.

Conduct detailed research into costs, exploring different options, and negotiating costs and rates to provide a balance between realistic costs and value for money. Factors affecting cost include logistics and the need for any technical competence (e.g. appropriate levels of coaching and appropriate ICT support).

**Increasing Participation**  
**Facilities (regeneration) – what /how improve?**  
**Advertising – social media**  
**Funding – realistic costs (regenerating facilities, training staff, new equipment, etc)**  
**Timescales – complete by when?**  
**Fundraising – taster days etc.**

### Resources

The resources required fall under three headings. For each, budgeting should be realistic.

- Human resources – the people required to deliver the project. This may include: coaches, administrators, officials and staff to look after security, medical support, reception and promotion.
- Financial resources – the investment needed to deliver the plan.
- Physical resources – the facilities and equipment needed to deliver the plan.

**Human resources – Staff, volunteers, coaches**  
**Physical resources – Leaflets, tickets, pitches, 'fun day' activities (chairs/benches, inflatables, etc), prizes, first aid kits, food/ drinks**  
**Financial resources – funding, costings, budget, where is money going?**

# Link to Wider Sports Development

How does your plan influence the sport development context?	How does the wider sport development context influence your plan?
<ul style="list-style-type: none"><li>• How does your plan fit with the aims of sport development organisations?</li><li>• How will your plan contribute to the development of participation, inclusivity or the progression of the sport?</li><li>• How will your plan influence infrastructure, environmental considerations, political considerations, ethical and cultural considerations, or the economy?</li><li>• What impact will your plan have on media and commercialisation?</li></ul>	<ul style="list-style-type: none"><li>• How will the aims of sport development organisations influence your plan?</li><li>• How will the development of participation, inclusivity or the progression of the sport influence your plan?</li><li>• How will infrastructure, environmental considerations, political considerations, ethical and cultural considerations, or the economy influence your plan?</li><li>• What impact will media and commercialisation have on your plan?</li></ul>

## Sports Development continuum

Increasing participation

Infrastructure

Environmental

Funding

Link to national competitions

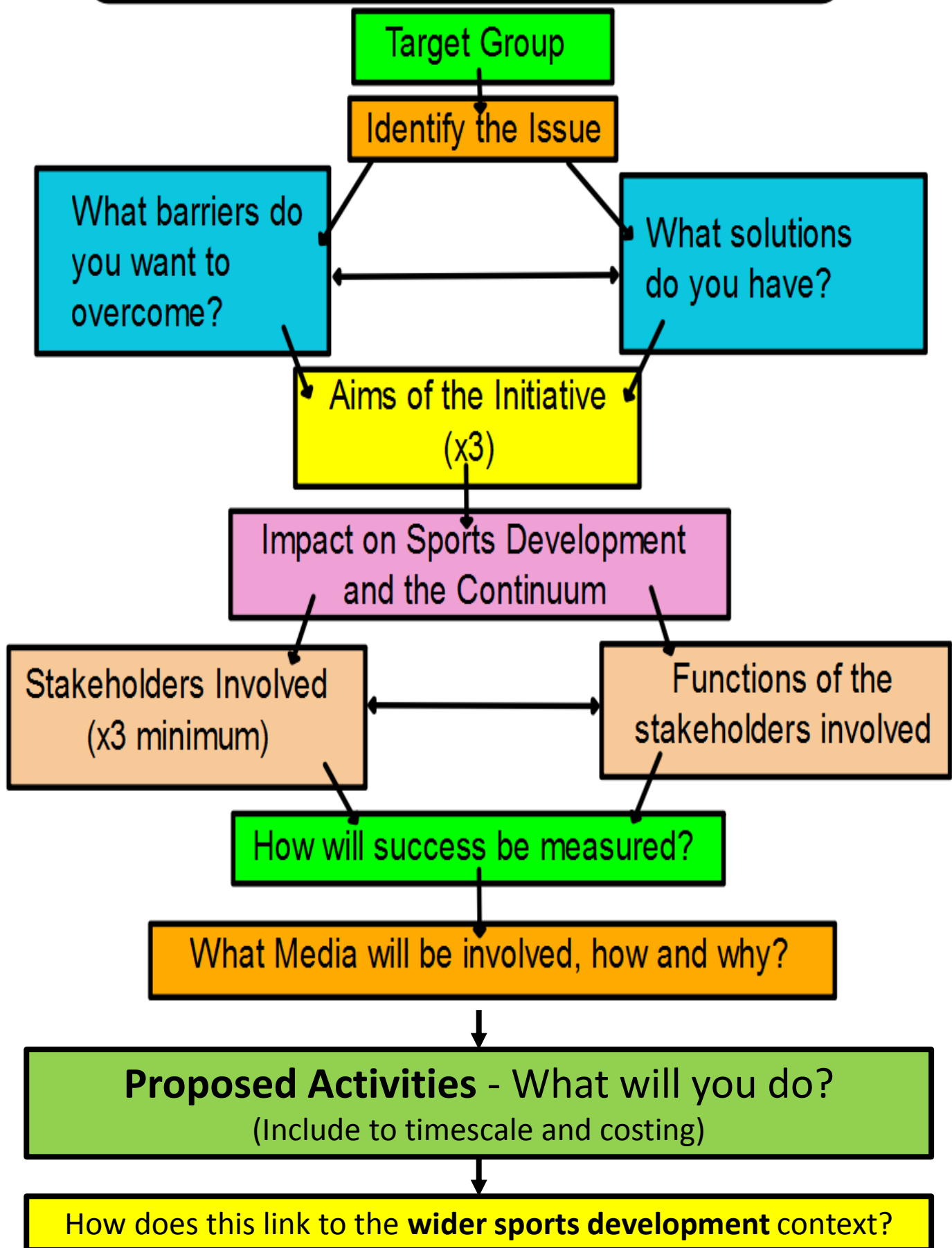
Commercialisation

Regeneration

Requirements at local/global events

Research into current stats

# Creation of an Initiative



### Preparatory research for proposal writing

Before you start writing your proposal, you should conduct research. During your preparatory stage, you should consider the different sources of research that reflect current trends (for example Sport England Active Lives Survey, published papers and reports that investigate participation levels). When viewing this information, consider how you interpret the data presented. For example, national-level trends demonstrate an overall picture, but a specific locality may fall above or below these national trends, meaning that there may be a different need in different areas of the country.

Your research should focus on other events, initiatives or facilities that are available within your area, any that are already planned or under development, and what the potential benefits of your planned sports development activity would be. You should also think about some of the guidance documents that are available to support you in writing sports development proposals, such as the funding guidance documents from Sports Coach UK and Sport England.

#### Research

Go to [www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/](http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/)

Why is this resource useful to support the preparatory research for your proposal writing?

#### Discussion

Go to [www.sportengland.org/media/3733/planning-for-sport-supporting-advice-guide-july-2014.pdf](http://www.sportengland.org/media/3733/planning-for-sport-supporting-advice-guide-july-2014.pdf) and in a group discuss how the Sport England Planning for Sport Guide can support you when preparing a sport development proposal.

#### Websites

[www.lotterygoodcauses.org.uk/funding](http://www.lotterygoodcauses.org.uk/funding) – information about how National Lottery money is distributed and which organisations make the decisions

[www.theguardian.com/teacher-network/series/pe-and-school-sport](http://www.theguardian.com/teacher-network/series/pe-and-school-sport) – articles from *The Guardian* on PE and school sport

[www.sportanddev.org/en](http://www.sportanddev.org/en) – a resource and communication tool dedicated to sport and development

[www.sportengland.org](http://www.sportengland.org) – the website for Sport England, which works to get more people doing sport and activity and increase participation across all groups in society

[www.uksport.gov.uk](http://www.uksport.gov.uk) – the website for UK Sport, the nation's high-performance sport agency