

FLASH CARDS

Ta 1.1.-1.5

User Groups
Barriers & solutions
Factors which effect the popularity of sport
Emerging sports in the UK

FLASH CARDS

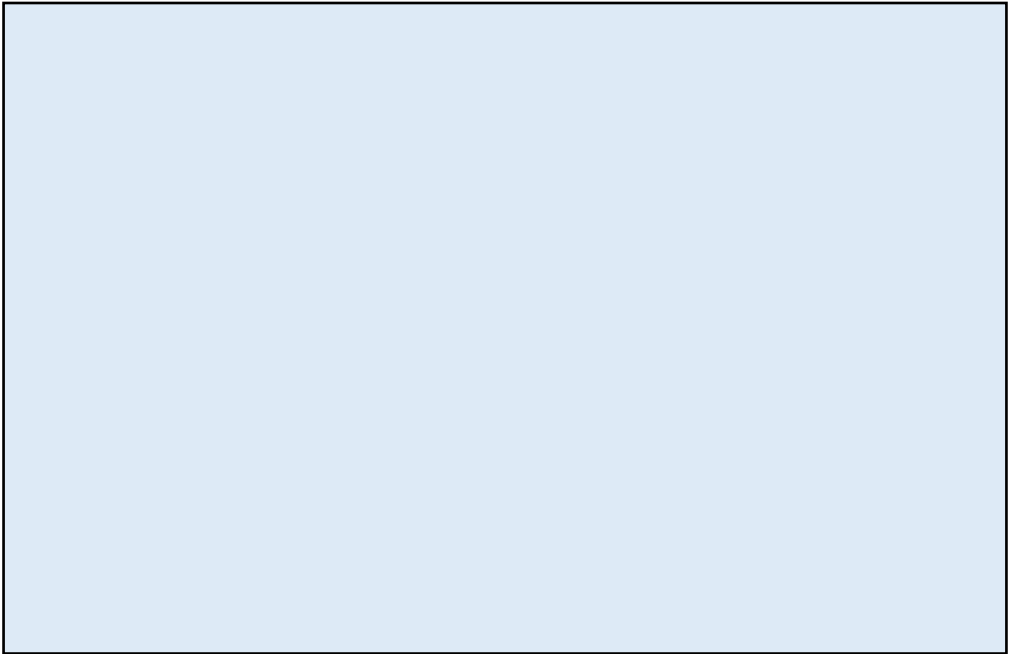
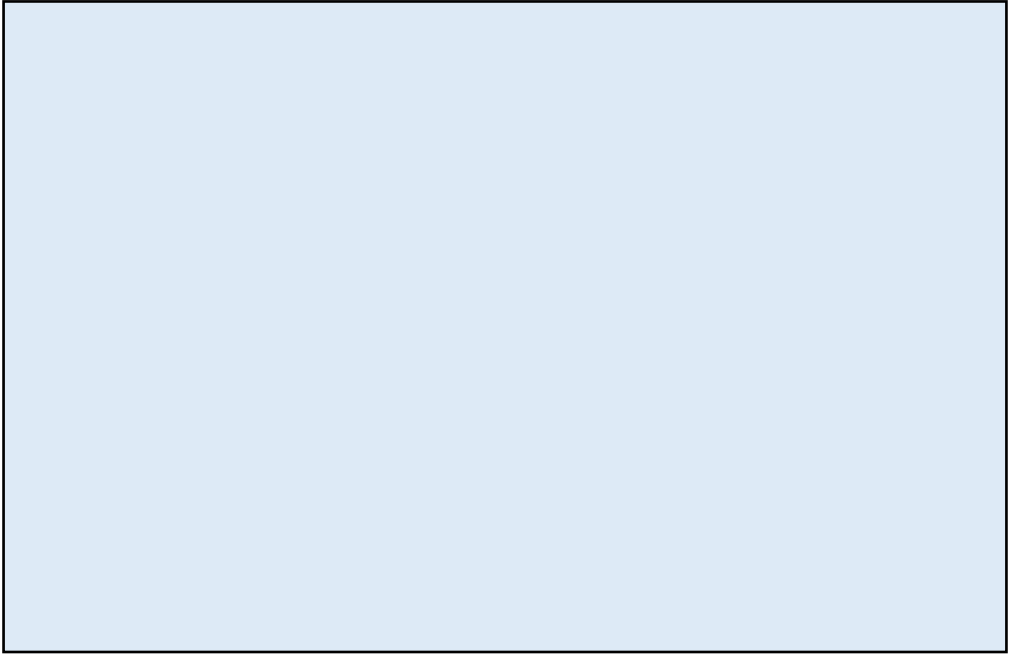
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User Groups
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**Identify the 12 user
groups that
participate in sport**

**Identify general barriers
for people from different
ethnic groups**

**Identify general barriers
retired people/people
over 60**

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

Lack of awareness
Lack of provision
Lack of role models
Language barriers
Religious beliefs
Fear of racism

Lack of fitness level
No transport
Lack of disposable income/cannot afford
Family commitments
Lack of self esteem
Discrimination from others

Identify general barriers for families with children

Identify general barriers for single parents

Identify general barriers for young children

Family commitments
Limited childcare
Transport issues
Lack of time
Childcare costs – lack of money
No creche at a sports centre

Lack of time
Childcare costs - lack of money
Lack of role models
Parenting commitments
Limited childcare

Lack of role models
Lack of awareness
Lack of money
Lack of transport
Negative attitude towards participation
Poor body image

Identify general barriers for teenagers

Identify general barriers for people with disabilities

Identify general barriers for unemployed

Lack of role models
Lack of awareness
Lack of money
Lack of time due to school commitments
Lack of transport
Negative attitude towards participation
Poor body image

Lack of access to (specialist) facilities
Lack of access to (specialist)
equipment
Lack of transport
Few role models
Discrimination from others
Low self-esteem

Lack of money
Lack of transport
Cost of equipment
Lack of awareness
Low self-esteem
Using spare time to find a job

Identify general barriers for people who work

Sam is 15 years old and is a carer for his mother, who is a single parent. Identify three barriers that might prevent Kai from regularly participating in sport.

Exam specific questions

A local sports centre would like to encourage more teenagers to use its sports facilities.

Identify **one** potential barrier that might be preventing teenagers from participating in sport.

Exam specific questions

Work commitments
Lack of time
Too tired
Unsuitable timing of activity
Lack of provision
Transport issues

1. Family commitments
2. Lack of positive sporting role models
3. Lack of positive family role models / lack of family support
4. Lack of time
5. Lack of transport
6. Possible lack of disposable income

1. Lack of role models.
2. Lack of money.
3. Lack of access to facilities / transport.
4. Lack of appropriate activity options.
5. Negative attitude towards participation.
6. Poor body image.
7. Peer pressure to undertake alternative more sedentary activities.
8. Activities not provided at suitable times
9. School / work commitments

Mark is single and has been unemployed for one year. He does not own a car.

Give **three** barriers that could make it harder for him to participate in sport.

Exam specific questions

Give **three** reasons why a person over the age of 50 may not be able to participate in sport.

Exam specific questions

Identify **three** potential barriers that might prevent children from participating in swimming.

Exam specific questions

- 1.Lack** of money / disposable income / cost of participation / cost of transport
- 2.Lack** of motivation / confidence/self esteem
- 3.Spending time trying to find a job
- 4.Lack** of transport
- 5.Lack** of awareness of facilities / activities

- 1.If done no exercise for a long time might not be able to participate / lack of fitness
- 2.Increased likelihood of illness
- 3.Do not have easy access to transport
- 4.Cannot afford the cost of participation (if not working or retired)
- 5.Discrimination from others
- 6.If still working – work commitments
- 7.Family commitments (mean lack of time)
- 8.Lack of self-esteem
- 9.Lack the confidence to participate

- 1.Lack of interest/other interests (e.g. computer games)/**lack of motivation**
- 2.Lack of or limited provision or awareness of activities/facilities/opening times/restricted times for children
- 3.Requires supervision by an adult or parent/guardian not available.
- 4.Lack of transport/can't get there**
- 5.Fear of water/swimming/**drowning/lack of Confidence**
- 6.Parents/role models/**peers** unable to/do not swim or do not encourage
- 7.Cost of swimming lessons/cost of going swimming/**cannot afford the lessons/cost of transport to venue**
- 8.Embarrassment/body image
- 9.Lack of or limited provision through school
- 10.Limited provision of beginners swimming sessions\limited availability of coaches
- 11.Religious beliefs may constrain participation.**

A local gym introduces a new exercise class at 11am on weekdays.

Name **two** user groups that are likely to be able to take part in the class.

Exam specific questions

Luke is a wealthy single parent who works full time and owns a car. He wants to participate regularly in football.

Identify **two** barriers to his regular participation in football.

Exam specific questions

Teenagers and people over the age of 50 are both types of user groups that may participate in sport.

Identify **three** other user groups that may participate in sport.

Exam specific questions

- 1.Retired people / OAP / over 50's
- 2.Unemployed
- 3.Self-employed
- 4.(Night) shift workers / part-time worker
- 5.Teenagers if they have left school
- 6.Stay at home parents

- 1.Lack of time / work restrictions / work commitments
- 1.Family commitments / child care

- 1.Ethnic minorities
- 2.Families with young children
- 3.Single parents
- 4.Children
- 5.Disabled
- 6.Unemployed/ economically disadvantaged
- 7.Working singles or couple

What are the three possible strategies to overcome barriers?

What is meant by provision?

Identify 4 types of provision to overcome barriers

P.P.A

Provision, Promotion and Access

Something which is provided to overcome barriers in sport.

1. Appropriate programmes
2. Specific sessions
3. Suitable activities
4. Sessions at appropriate times

What is meant by
promotion?

What is meant by
targeted promotion?

Identify 3 types of
promotion strategy

Involves any type of marketing
used to persuade a targeted
audience.

A form of advertising that
is directed towards a
specific audience or user
group.

The use of targeted promotions
Role models
Initiatives

Identify ways you can increase access to sport

What is meant by targeted promotion?

Identify 3 types of promotion strategy

1. Increased and appropriate transport availability
2. Availability of appropriate facilities and equipment
3. Improved access to facilities for all user groups
4. Appropriate pricing for all user groups.

A form of advertising that is directed towards a specific audience or user group.

The use of targeted promotions
Role models
Initiatives

Kai is 15 years old and is a carer for his mother, who is a single parent.

Identify **three** solutions that could help Kai participate in sport more often

Exam specific questions

Sarah is single and has been unemployed for one year. She does not own a car.

Suggest **two** ways a sports centre could help Sarah to participate in sport

Exam specific questions

Suggest **four** ways to raise participation in sport by people over the age of 50.

Exam specific questions

1. Targeted promotion role models / initiatives to encourage him to participate
2. Organisations to provide respite care
3. Support groups for young carers for example Young Minds/The Children's Society
4. Increase / appropriate transport availability – local buses
5. Subsidised activities/sessions

1. Offer free / subsidised activities
2. Offer free / discounted equipment
3. Increased media coverage / advertising / promotion / using role models
4. Offer schemes / activities specifically aimed at the unemployed
5. Provide transport / link up with local transport subsidise

1. Promote health and fitness benefits
2. Give medical advice (related to being active)
3. Arrange sessions during the day when public transport is more readily available
4. Have senior-only sessions at a subsidised rate
5. Positive representation of this group (in promotion and advertising of events / courses)
6. Use role models from this age group in promotion
7. Provide appropriate activities for this age group (e.g. more likely to take part in recreational walking or golf than football or hockey)

Salma is a disabled person who works full time and wants to take up wheelchair athletics.

Describe **three** ways an athletics club could make the sport more accessible for disabled performers.

Exam specific questions

Sarah is single and has been unemployed for one year. She does not own a car.

Suggest **two** ways a sports centre could help Sarah to participate in sport

Exam specific questions

Give **two** ways of encouraging regular participation in sport by women.

Exam specific questions

1. Provide suitable programmed activities / adapt sessions for disabled athletes
2. Education programmes / initiatives / schemes about opportunities to participate
3. Provide ramps / access doors / lifts
4. Provide (adapted) equipment e.g. wheelchairs
5. Provide (adapted) transport
6. Provide assistance / specialist staff / coaches

1. Offer free / subsidised activities
2. Offer free / discounted equipment
3. Increased media coverage / advertising / promotion / using role models
4. Offer schemes / activities specifically aimed at the unemployed
5. Provide transport / link up with local transport subsidise

1. Active promotion in the media.
2. Childcare provided / affordable childcare.
3. Planning of times suitable to women / Programming of sessions appropriate to group.
4. Suitable activity sessions that meet needs.
5. Providing women-only sessions.
6. Providing female coaches.
7. Concessions / subsidised costs
8. Role models (Provide / promote activity through using female role models)

Describe **three** methods which the sports centre could use to encourage teenagers to participate in sport.

Exam specific questions

Identify **three** barriers that might prevent a family with two young children from regular participation in sport.

Exam specific questions

Describe **three** ways that a leisure centre could increase the number of people over 50 using their sports facilities.

Exam specific questions

1. Initiatives aimed at promoting participation / taster sessions.
2. Concessionary prices / sensible pricing / subsidised equipment.
3. Subsidised transport / free transport / specialist transport.
4. Provision of wide range of activities
5. Adapted activities that meet the needs of teenagers
6. Use role models to encourage participation.
7. Appropriate programming of sessions / times of sessions to suit teenagers
8. Target marketing / advertising (e.g. social media)

1. Family commitments.
2. Not much free time available.
3. Work restrictions.
4. Activities not available at time they want to participate
5. Awareness of what is available.
6. Time taken providing support / transport for children's activities. (e.g. ferrying children to activities constrains time available)
7. Too tired after childcare / domestic responsibilities.
8. Shortage of money
9. Lack of childcare

1. Subsidise pricing / concessions / free introductory session
2. Provide subsidised / free transport
3. Promotion or advertising to increase awareness / (increase) media coverage
4. Use sporting role models or celebrities to promote the session
5. Providing appropriate activity options / provide age appropriate sessions

What factors effect the popularity of sport

Using sporting examples,
how can the **amount of participants** increase participation?

P.A.M.P.E.R.S.S

Using sporting examples,
how can **acceptability** increase participation?

P.A.M.P.E.R.S.S

Participants
Aceptability
Media coverage
Provision of facilities
Environment/climate
Role models
Spectatorship
Success

If there are more participants then there will be an increase in popularity, **for example** more people go running when the **London Marathon** is on.

Sports perceived as **violent** may effect their popularity. e.g. **boxing**.

Sports perceived as **cruel to animals** may effect their popularity e.g. **use of the whip in horse racing / height of the fences**.

Using sporting examples,
how can **media coverage**
increase participation?

P.A.**M**.P.E.R.S.S

Using sporting examples,
how can the **provision of
facilities** increase
participation?

P.A.M.**P**.E.R.S.S

Using sporting examples,
how can the
environment/climate
increase participation?

P.A.M.P.**E**.R.S.S

The more a sport is the media or in the news, the more likely it is that people will want to play it. For example, **men's football gets more coverage** than other sports, whereas some sports, such as **lacrosse get little or no TV coverage.**

If there are more facilities for people to use, like **4G pitches for football and hockey**, then the popularity of the sport will increase as it is **easier to find somewhere to participate.**

The **UK has a lot of coastline** and access to rivers and lakes, so **water sports like canoeing and sailing** are more popular.

Using sporting examples,
how can the **role models**
increase participation?

P.A.M.P.E.**R**.S.S

Using sporting examples,
how can **high levels of**
success increase
participation?

P.A.M.P.E.**R**.**S**.S

Using sporting examples,
how can **spectatorship**
increase participation?

P.A.M.P.E.**R**.S.**S**

When Team GB won a gold medal in **women's hockey** at **Rio 2016**, the players became role models overnight.

The number of people **playing Hockey in the UK** increased.

When a **team does well in a competition** like the **GB Cycling Team in the Olympics**, then more people are inspired to take part, so it means the sport is more popular.

Some sports have a **large spectator base** which makes the sport more popular (in terms of participation) e.g. **association football**.

Low levels of spectatorship may contribute to low level of popularity (and participation rates) e.g. **volleyball**