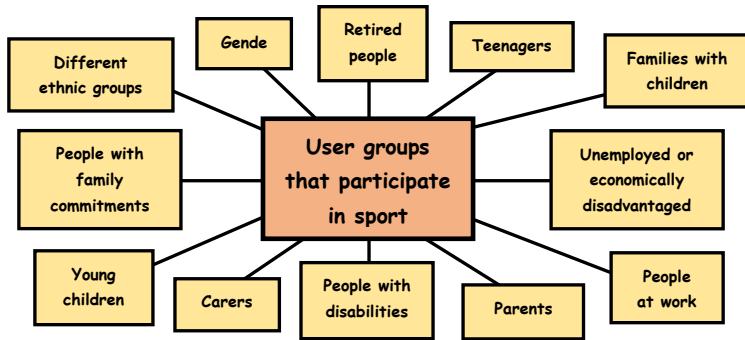
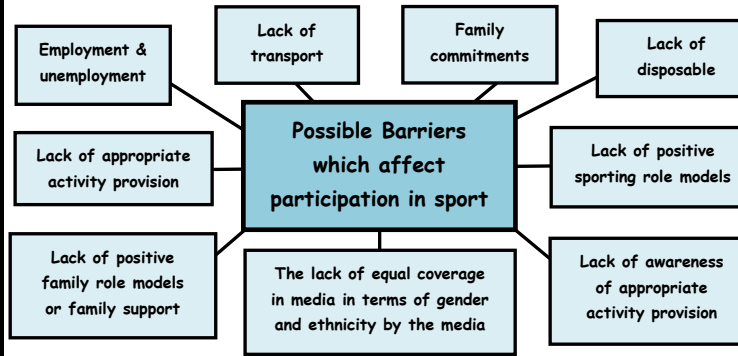


Topic area 1: Issues which affect participation in sport

1.1 User groups











1.2 Possible barriers



Individual groups with possible barriers

Gender	Ethnicity	Retired People	Families
Stereotyping Gender Imbalance Lack of role models Sexist attitudes Media coverage	Lack of awareness Lack of provision Lack of role models Discrimination Language barriers Stereotyping Media coverage	Confidence Lack of fitness Illness Transport Cost Discrimination Self esteem	Family commitments Childcare costs Transport Time Disposable income
Carers	Young Children	Disabilities	Work
Commitments Time Disposable income Activity provision	Lack of role models Activity Awareness Activity options Cost Homework Transport	Activity Provision Activity awareness Transport Role models Cost of equipment Discrimination Confidence	Work commitments Lack of time Fatigue/tiredness Activity awareness Activity options Transport









	Gender broadly means being male or female although there are other possible examples including transgender or gender neutral. In sports such as football, rugby, and boxing, at adult level it is not allowed for males to play against females. Some sports that allow mixed teams such as badminton and tennis.
	Being a carer can be very stressful and time consuming. It is important that carers get a chance to participate in sport. This may give the carer an opportunity to relax and give them a break from their responsibilities.
	Younger children are up to the age of leaving primary school (11 years old) Teenagers are someone over the age of thirteen. Young children take part in sport at school and in their free time. They will often rely on their parents to take them to training and to matches. This will limit the sports they can take part in.
	Physical disabilities can be easily identified if a person has a prosthetic limb or is in a wheelchair. Other disabilities may be hard to identify for example if a person is deaf or has learning difficulties. People with disabilities find it harder to participate in sport as there are fewer opportunities due to the limited access to sports clubs.
	Retired people are generally older people in society. The type of sports suitable may be limited. It would be unlikely a retired person would take up sports such as boxing or rugby. Older people may take part in sport for social or health reasons.
	Unemployed or economically disadvantaged people may struggle to afford to play sport, Gym memberships, equipment such as golf clubs and travelling to venues are expensive. Some activities run by local councils are much cheaper such as holiday clubs and council run gyms. Some sports are inexpensive such as walking or jogging.
	The sport you participate in can be influenced by your culture or ethnicity The sport or activity you take part in can be influenced by your family and peers. People from different ethnicities may be steered towards or away certain activities. E.g., a person of African origin may be encouraged to take part in athletics rather than swimming.
	People who work have money available to play sport but find it hard to find time. Some companies provide sports facilities so workers can take part in sport. People may also exercise around work such as cycling to work or exercising at lunch time.

	Employment & Unemployment. If you work you may find it hard to find the time to take part in sport. Work shifts may clash with training or matches. If you are out of work, you may find it difficult to take part in sport due to financial constraints.
	Family commitments may not leave you enough time to take part in sport. If you have to pick up your younger brother/sister from school it may prevent you from taking part in after school clubs.
	A lack of transport will prevent you travelling to where sport takes place. This will limit your opportunities and your choice of sport.
	Disposable income is the money you have left after paying bills and essential things like food and accommodation. Some sports are expensive such as skiing, some people will not be able to afford the equipment or the cost of travel to the snow slopes.
	A role model can influence you into participating in sport. In football Girls have many more role models as there is increase in the profile and the coverage the sport. This has led to an increase in Participation.
	You must be aware of what provision is available to take part in sport. Provision means what is provided. If you do not know what sports clubs are available in your area you will not know where or when you can take part.
	Media coverage is important to promote individual sports and to provide positive role models. Gender and ethnicity are not often promoted in the media, this can demotivate and lower the self-esteem of individuals.
	A lack of family role models and support will have an impact on taking part in sport. Family is needed especially if you are a child. Children often rely on family members for travel and equipment and fees.
	Activity provision is the sports that are available in your area. If a sport is not available you will not be able to take part. This is especially a problem for individuals with a disability or have no transport.

1.3 Possible barrier solutions

Gender	Targeted campaigns Role models and pundits Subsidised costs for sessions	Same sex sport sessions Clubs target certain genders Don't Tolerate Sexism
Ethnicity	Targeted Campaigns Ethnic role models and pundits Subsidised transport/sessions	Sessions to appeal to many ethnicities Encourage integration
Retired People	Targeted campaigns Elderly role models Sessions during the day	Sessions suitable for older people Subsidised sessions for elderly Positive representation of age group
Families	Target campaigns for families Role models Free creches	Subsidised transport Kids exercise free Soft play provision
Carers	Campaigns for carers Role models who are carers Exercise at home	Subsidised sessions Timings of activities Support network to free up time
Children	Targeted campaigns Positive role models Free subsidised sessions	Taster sessions Free transport Extra-curricular school clubs
Disability	Targeted campaigns Disabled role models Subsidised sessions Equipment such as brail & hoists	Media coverage Wheel chair access/disabled parking Targeted taster sessions Hearing loops for the deaf
Work	Promotion of available activities Positive role models Work place gymnasiums	Out of work hours sessions Specialist membership schemes Medical cover with fitness incentives
Unemployed	Subsidised sports/activities role models Subsidised transport	Free activities Link activities to job centre Free/discounted equipment

1.4 Factors which can positively and negatively impact upon the popularity of sport in the UK

	The more people participate in sport the more it generates interest. These further drives participation. This has happened recently to women's football. The opposite is also true if people do not participate in a sport, participation decreases as there is little interest.		If there are more facilities in an area for certain sports it will allow participation and increase its popularity. On the other hand, if there are no facilities then this will have the opposite effect. How many people in the country can go surfing?
	The weather and environment can have a huge impact on the popularity of sport. Technology allows many environments to be recreated. These are not available to many people due to cost/location. Mountains are needed for skiing/snowboarding.		The more media coverage a sport has the more popular it will become. Many sports channels such as SKY or BT offer live coverage of many sports such as boxing, netball, football rugby etc... They also offer highlights and replays which raises their popularity.
	The more live spectator opportunities to watch sport will increase its popularity, this can be seen for sports such as football, rugby cricket. Sports that you are unable to spectate will reduce in its popularity.		Popular role models increase the popularity of their sport. It is important that role models form sport include; males, females, ethnic minorities and disability groups. Female footballers such as Ellen White (England's record goal scorer) increased popularity of women's football.
	The greater success an individual or team has , the more popular the sport becomes. This can be seen from gold medal winners at the Olympics increasing popularity of successful sports. The popularity of tennis increased when Andy Murray won Wimbledon.		Socially accepted sports include: football, netball. People are generally encouraged to play these sports from all ages. Other sports may not be seen as socially acceptable such as boxing or MMA as they are deemed to be violent. This can affect their popularity.

1.5 Emerging/new sports in the UK

Sports that appear in the media become more popular. Although tennis is not an emerging sport it becomes more popular when Wimbledon is on the Tv the same can be said of golf when the Ryder Cup is televised.

Less popular sports become more popular if a team or individual is successful. For example, skateboarding became more popular after winning a medal in the Olympics. Cycling became more popular after Bradley Wiggins and Chris Froome won the Tour De France.

	Footgolf is a hybrid precision sports combining football and golf -It the players kicking a football into a hole, being very similar to golf.		Quidditch is competitive wizarding game played with broomsticks on a hockey rink-sized pitch, Quidditch is a unique mix of tag, rugby and dodgeball
	Kabaddi is a rough contact sport with its roots in ancient India, is a lot like a game of Red Rover or British Bulldog, but with an added level of endurance.		Pickleball is essentially a family paddle sport, Pickleball suits all ages (and skill levels!). A cross comprising elements from badminton, table tennis and tennis,