Do **Now** Activity

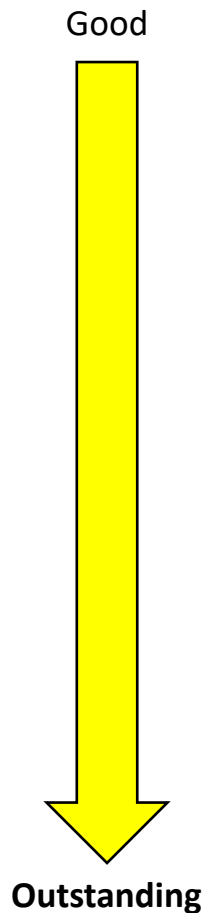## Guess the names of the following 'user groups'

RO51 Contemporary Issues in Sport

<u>Lesson Objectives</u>

o LO1: understand the issues which affect participation in sport

Progress Indicators

	Group 1	Group 2	Group 3
Good → **Outstanding**	Recall the different groups that participate in sport	Describe the different needs of each of the different groups participating in sports	Explain the types of activities different user groups may be taking part in our and suited best to
	Describe the different needs of each of the different groups participating in sports	Explain the types of activities different user groups may be taking part in our and suited best to	Analyse the impact of the socio-economic group, or other social/physical factors in selecting the types of activities they take part in

Why do we do sport?

We all do sport for different reasons;

We get classified into different user groups as different people tend to do different physical activities because of the circumstances they find themselves in.

User Group = A key group of people in the community

E.g.

There are different reasons why you and I do sport/physical activity but there are also different barriers for us both!

So to increase the health and fitness of our nation we need to target different groups in different ways!

Children

Unemployed / economically disadvantaged

Disabled

Single parents

Retired people / Over 50's

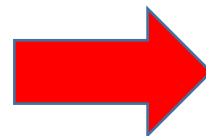# Families with young children

Ethnic minorities

Working single/ couple adults

Teenagers

Levels of Participation
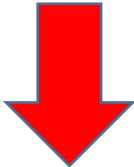
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Participation

Make notes on the following:

- Age and gender of participants
- Minority groups
- What are most popular participation sports
- Gender 'gap' in participation
- Competitive sport 'gender gap'
- Age and participation levels

Carousel Activity: One person stays at your table to your user group. You go around room and make notes on the other eight.

Complete the worksheet

Differences of groups

More than 50% participation

- Families with young children

- Working single/couple adults

- Children

- Teenagers

Less than 50% participation

- Disabled

- Unemployed/low income

- Retired/over 50

- Ethnic minorities

Questions????

What groups are more active in sport?

What sports or activities may be more suited to each group?

Apply to Demonstrate

LO1 User Groups

User Groups
Single Parents
Working Singles/Couples
Unemployed/Economically
Disadvantaged
Ethnic Minorities
Children
Teenagers
Families with young Children
Retired/Over 50
Disabled individuals

Barriers
Lack of disposable income
Lack of childcare
Lack of awareness of activities
Work/School/Family commitments
Lack of provision of activities
Lack of time
Lack of ethnic minority coaches
Lack of specialist equipment
Peer pressure
Risk of injury
Fear of discrimination
Anxiety over ability to participate
Lack of interest due to social media
Lack of specialist facilities
Lack of transport
Gender bias

Solutions
Sensible pricing/concessions
Planning of appropriate activities
Provide childcare/a crèche
Targeted promotion
Planning of times around the working day
Provide specialist equipment
Provide ethnic minority coaches
Educational initiatives
Promote/advertise on social media
Adapted sports/activities
Provide free transport/car share
Inclusive schemes to get into sport
Programming of sessions
Provide appropriate role models
Mixed gender activities provided

Different user groups and how they are affected?

Possible barriers for different user groups – Any suggestions?		
User groups affected by this barrier	Barrier:	Possible suggestions for the named barriers:
	Employment & Spare time	
	Work restrictions & family commitments	
	Disposable income	
	Accessibility of equipment or facilities	
	Lack of role models	
	Provision of activities	
	Portrayal of gender issues (mainly by media)	
	Awareness of activity provision	

Can you name some different user groups that are affected by the different barriers named on your sheet

Unemployed/economically disadvantaged

Lack of income,

Lack awareness of suitable sessions,

May not be motivated to play sport.

Retired people/people over 50

May be too expensive due to low incomes/pensions,

Child care of grandchildren,

Physical problems such as lack of mobility,

Fear of injury.

Ethnic Minorities

Religious and cultural differences. For example, traditional views of the roles of women as the primary child carer and family commitments may prevent participation in sport.

Religious differences, such as the requirement of the Muslim faith for women to be covered at all times and avoid free mixing with men when they are not married may prevent participation in mixed sessions.

Lack of disposable income.

Teenagers

Lack the motivation to engage in sports activities on a regular basis.

Prioritise other choices for use of their leisure time e.g. music and entertainment.

Peers are not involved in sport.

Lack of time.

Studying and working part-time.

Children 0-13

Lack of suitable sessions.

Dependent on parental supervision.

Transport to access.

Children are heavily influenced by their peers.

Gender stereotyping. E.g. football and rugby for boys/dancing for girls.

Barriers to Participation

The People	The Barriers
Ethnic Minorities	Lack of time due to looking after children
Retired people/over 50s	Lack of role models Religious issues- (Muslim faith for women to be covered at all times and avoid free mixing)
Families with young children	Work restrictions or family commitments Lack of money
Single parents	Accessibility of facilities/equipment Too expensive on low income/pensions
Teenagers & Children	Lack of disposable income Lack of motivation
The Disabled	Lack of time due to school/part time work. Gender stereotyping (boys dance/girls rugby)
Unemployed/financially challenged	Lack of free time due to working long hours Lack of motivation/energy
Working long hours	Limited activities Issues with transport.

Task:

Match the 'Group' to the 'Barrier' using your notes from the carousel activity

Correct Answers
Lack of role models Religious issues- (Muslim faith for women to be covered at all times and avoid free mixing)
Accessibility of facilities/equipment Too expensive on low income/pensions
Lack of time due to looking after children
Work restrictions or family commitments Lack of money
Lack of time due to school/part time work. Gender stereotyping (boys dance/girls rugby)
Limited activities Issues with transport.
Lack of disposable income Lack of motivation
Lack of free time due to working long hours Lack of motivation/energy

Construct Meaning

Solutions to Barriers to Participation

Provision

Sessions catered for the needs of individuals- Sessions for wheelchair sports, Blind football,

Appropriate activities for age groups and abilities- over 50's swimming sessions, Table tennis for beginners, walking Football

Specific Times of sessions for various groups of people – parents, children- after school, evenings

Access

Access to facilities- Transport from rural areas and ramps for wheelchairs

Access to equipment- Hoist for swimming pool access

Sensible pricing/concessions- Reduction of prices for the unemployed or young people

Present New Information

Concession prices: OAP juniors, unemployed

Programming and times of sessions: Midnight football

Suitable sports/activity sessions

More facilities and improved facilities
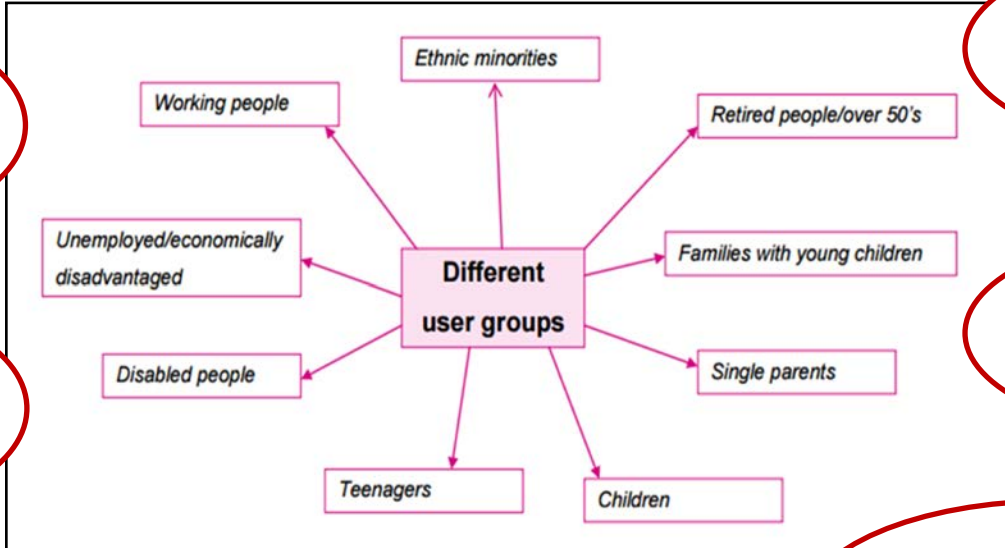
Hoists for disabled and wheelchair access

Targeted advertising

Walking football Wheel chair basketball/rugby

Variety of sports facilities to cater for more choice

Different user groups

Ethnic minorities

Working people

Retired people/over 50's

Unemployed/economically disadvantaged

Families with young children

Disabled people

Single parents

Teenagers

Children

TASK:

On your worksheet, can you match the user groups to a possible solution to the barrier to participation

Construct Meaning

Solutions

Not much free time/being in employment

Change timings of activities to meet user group needs e.g

- Mid-morning for parents who do the school run

- Late evenings for working people

- Creating lunchtime sessions (shortburst activity like Metafit) for children in school or working adults who have school hours/lunch breaks.

Family commitments/lack of childcare

- Affordable crèche facilities on site to allow drop offs for parents.
- Children's sports sessions timed to coincide with adult ('mum friendly') classes.

Disposable income

- Concessions for unemployed people

- Concessions also for young people and retired people making the clubs cheaper and therefore more accessible.

- Pay as you go so flexibility is possible rather than lump sums up front for direct debit for regular sessions.

Lack of transport

- Advertising local transport that stops at the club/facility.

- Arranging travel concessions for those attending club/facility.

- Suggesting and then facilitating 'car pooling' amongst attendees.

- Running of clubs or activities at local venues to allow walking to and from venue.

Access to facilities/provision for disabled people

- Disabled access to get to and into the facilities.

- Appropriate equipment (hoist for example for swimming)

- Specific activities for those with disabilities and ensure that these activities are fully supported by the venue and staff are suitably trained.

- Liaise with EFDS or similar to ensure appropriate provision is provided during the session and guidelines are followed.

Lack of role models

- Use of age and gender appropriate role models on promotional materials.

- Have guests and role models come and visit clubs/physical activity to showcase what is done.

- Opportunity for trips to see role models in action to raise profile of the activity with this user group.

Jane is a single parent with two young children. She is currently unemployed. Jane is keen to try a new sport.

(a) Identify three barriers that might prevent Jane from taking part regularly in sport.

....

....

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....

....

.... [3]

(b) Suggest an emerging sport that Jane could participate in.

....

(c) Describe two ways to make it easier for physically disabled people to take part in swimming and give an example for each.

....

....

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.... [4]

c)Describe two ways to make it easier for physically disabled people to take part in swimming and give an example for each.

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.... [4]

Solutions
Sensible pricing/concessions
Planning of appropriate activities
Provide childcare/a crèche
Targeted promotion
Planning of times around the working day
Provide specialist equipment
Provide ethnic minority coaches
Educational initiatives
Promote/advertise on social media
Adapted sports/activities
Provide free transport/car share
Inclusive schemes to get into sport
Programming of sessions
Provide appropriate role models
Mixed gender activities provided

1 mark for each of 1 from:
1.Provide specialist equipment
2.E.g. hoists in swimming pools
3.Provide disabled changing facilities
4. E.g. disabled showers/wider cubicles
5. Improve access to the building
6. E.g. ramps for participants in wheelchairs
7. Adapting sports activities
8. E.g. such as size of playing area, time and/or rules to meet
 the needs of people with physical disabilities
9. Provide transport
10. E.g. run a minibus service using adapted transport
11. Providing assistance
12. E.g. specialist coaches/ support workers
13. User specific sessions/times/areas
14. Disabled participant only swimming session/areas

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

(a) Identify **four** barriers that may make it harder for her to participate in wheelchair athletics.

1 .... [1]

2 .... [1]

3 .... [1]

4 .... [1]

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

1 ....

.... [1]

2 ....

.... [1]

3 ....

.... [1]

What is the most popular activity in the UK?

R
Cycling
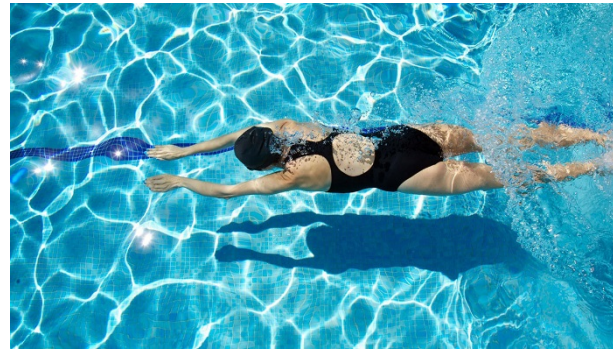
A
Swimming

G
Walking

Why are these sports popular?

Which sport has an annual attendance of about 6 million people?

R
Boxing

A
Formula 1

G
Horse Racing

What barriers might impact these sports?

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Name each of the user groups from the hints below...

Lack of opportunities to all participate together

Very little disposable income

Lack of role models especially in top class sport e.g. football

Risk of injury from over exertion

Gender stereotyping of which sports they can play and access

Lack of suitable equipment / facilities

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Limited provision of activities

- Ensure that the scheduling of a wide range of different activities is done.

- Ask members and public what activities they want to participate in and try to match up where possible or put taster sessions on if this is a new club for example.

- Employ a range of coaching staff to ensure variety of activities is offered by the centre.

Lack of awareness/information

- Promoting in variety of places using different media to ensure wide cross section is made aware.

- Targeted marketing when appropriate to advertise for selected groups.

- Increase the use of modern marketing tools like social media to ensure you keep up with the trends and get messages across to as many people as possible.

Perception of gender specific sports

- Use of role models to change perceptions.

- Introduce taster sessions to encourage people to 'have a go' at different sport.

- Amend rules and guidelines of sport to ensure it is fully accessible for all learners irrespective of gender.

- Use additional male or female coaching staff to change perceptions of both youngsters and their parents.

RO51 Contemporary Issues in Sport 6th lesson

Lesson Objectives

o LO1: understand the issues which affect participation in sport

Reducing the barriers to participation

There are 3 key solutions – use your books to make the required notes.

Provision

Keyword:

Provision: The sporting activities on offer to different user groups.

- Programming sessions for use by different user groups (e.g. Sessions for wheelchair sports)

- Providing appropriate activity options for the demands of specific user groups (e.g. Different age groups want different options)

- Planning of times to suit different user groups (e.g. For parents with young children, mid-morning after the school run)

Reducing the barriers to participation

Promotion

Keyword:
Promotion: To highlight or make user groups more aware of what sporting activities are available.

➢ Targeted promotion (e.g. by advertising in appropriate places to increase visibility to different user groups)

➢ Using role models to encourage participation among different user groups

➢ Initiatives aimed at promoting participation and inclusion (e.g. free swimming for under-16s and over-60s)

Reducing the barriers to participation

Access

Keyword:
Access: To provide users with the ability to get to and use the required facilities.
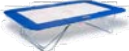
➢ Access to facilities (e.g. provision of transport in rural areas, ramps for wheelchair access to buildings)

➢ Access to equipment (e.g. a hoist for swimming pool access)

➢ Sensible pricing/concessions (e.g. reduction of charges for unemployed people or young children)

Progress Indicators

Good

Outstanding
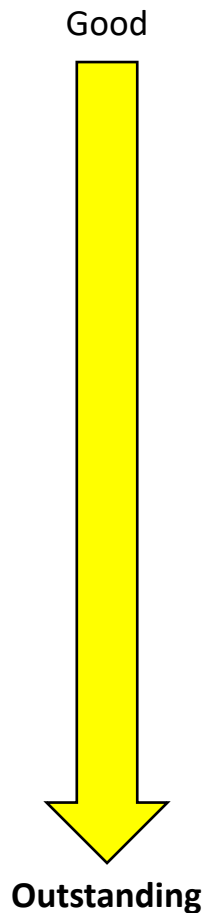
	Group 1	Group 2	Group 3
	identify the different factors which impact on the popularity of a sport in the UK	Describe how different factors impact on the popularity of sports in the UK.	Discuss how different factors can impact on the popularity of sports in the UK using recent rends and sport/activity examples.
	Give an example of a sport whose popularity is affected by selected factors	Explain how different sports have increased or decreased in popularity and the reasons why.	Evaluate the most important factor in increasing popularity with selected sports using trends to support your answers.

LO1 Popularity of Sport in the UK

		Increase in Popularity	Decrease in Popularity
P	**articipation**	Football has mass participation as there are lots of clubs. Therefore causing an **increase** in the popularity of football in the UK.	Frisbee has little participation as there are lots of clubs. Therefore causing a **decrease** in the popularity of frisbee in the UK.
A	**cceptability**	Tennis is seen as a socially acceptable sport as it is not violent. Therefore causing an **increase** in the popularity of tennis in the UK.	Boxing is seen as a socially unacceptable sport as it is violent. Therefore, causing a **decrease** in the popularity of boxing in the UK.
M	**edia Coverage**	Football has lots of media coverage as its shown on lots of channels. Therefore causing an **increase** in the popularity of football in the UK.	Netball has little media coverage as its shown on SkySports which you pay for. Therefore causing a **decrease** in the popularity of netball in the UK.
P	**rovision**	Swimming has lots provision in the UK as there are lots of swimming pools. Therefore causing an **increase** in the popularity of swimming in the UK.	American football has little provision in the UK as there aren't may clubs. Therefore causing a **decrease** in the popularity of American football in the UK.
E	**nvionment/climate**	Hockey can be played in a dry or rainy environment/climate. Therefore causing an **increase** in the popularity of hockey in the UK.	Skiing requires a cold snowy environment/ climate which we don't have. Therefore causing a **decrease** in the popularity of skiing in the UK.
R	**ole Models**	Athletics has lots of different role models such as Mo Farrah. Therefore causing an **increase** in the popularity of athletics in the UK.	Trampolining has not got many role models. Therefore causing a **decrease** in the popularity of t trampolining in the UK.
S	**pectatorship**	Rugby games are easily accessible to watch and tickets are cheap. Therefore causing an **increase** in the popularity of rugby in the UK.	Basketball games aren't that accessible to watch. Therefore causing an **decrease** in the popularity of basketball in the UK.
S	**uccess**	Gymnastics has been very successful especially at the Olympics. Therefore causing an **increase** in the popularity of gymnastics in the UK.	Weightlifting hasn't been very successful at the Olympics. Therefore causing an **decrease** in the popularity of weightlifting in the UK.

American football is an emerging sport in the UK. There are plans to start a professional team in London but the sport must become more popular first.

Suggest 4 ways that American Football could be made more popular.

_____
_____

_____
_____

_____
_____

_____
_____

1. 4 marks from: 1.Encourage more people to participate.

2.Provision of more facilities / American Football pitches

3.Provision of more competitions

4.Train more coaches and officials

5.Increase number of clubs / sessions

6.Use role models to encourage participation

7.Advertising / promotion

8.Spectatorship – make more matches available

9.Increased media coverage

10. Provide free / subsidised / coaching sessions / taster sessions

11. Provide (specialist) equipment

12. Adapt sport for different user groups e.g. non-contact version for schoolchildren

13. Encourage schools to add to curriculum / extracurricular activity programme

14. Sport development / grass roots initiatives / schemes

Can you match up the key words and examples?

Promotion	The sporting activities on offer to different user groups.	Sensible pricing/concessions, provision of transport in rural areas,
Provision	To highlight or make user groups more aware of what sporting activities are available.	Using role models to encourage participation among different user groups
Access	To provide users with the ability to get to and use the required facilities.	Planning of times to suit different user groups

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How did you do?

Promotion	The sporting activities on offer to different user groups.	Sensible pricing/concessions, provision of transport in rural areas,
Provision	To highlight or make user groups more aware of what sporting activities are available.	Using role models to encourage participation among different user groups
Access	To provide users with the ability to get to and use the required facilities.	Planning of times to suit different user groups

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Reducing the barriers to participation

Case Study 1

Melanie is a single parent. She works full-time and spends a lot of her income on childcare and running the home. She has some time available in the evenings and occasionally she could get a family relation to look after her two children if required, although they could not do this on a regular basis.

Potential barriers:

- Money

- Regular childcare

Solutions to reduce the impact of these barriers:

- Sensible pricing by local sports activity providers (access)

- Identifying clubs/ activities where children can also participate i.e. walking or mom and child classes (promotion)

  - Or that provide free child care with adult membership (some gyms do this now)

Case Study 2

Waqar lives with his partner and works in an office in the city. He travels to work by train every day, leaving the house at 7.00 a.m. and not returning until 7.00 p.m. His partner complains that she rarely sees him these days. For the last few years he has played five-a-side football with his friends two nights a week. However he has recently given this up as he is too tired after work. He has noticed that he has gained weight recently.

Potential barriers:

➡ Time

➡ Transport

➡ Awareness/ provision of activities

Solutions to reduce the impact of these barriers:

➡ Find activities which he can do with partner – (provision)

➡ Find an activities which is on weekends (if he works Monday- Friday) (promotion)

Reducing the barriers to participation

Case Study 3

John is a wheelchair user. He works during the day from 9:00 till 3:00. He has time available after work and lives in a small village. He is interested in wheelchair basketball but is not sure how to get involved. He has access to public transport.

Potential barriers:

- Access – if facilities are outside of his village

- Awareness of activity provision

  - Potentially accessibility of equipment if his wheelchair isn't suitable

Solutions to reduce the impact of these barriers:

- Promotion – needs advertisement of the activities which are available to him

- Potentially needs to ensure that he can access all transport and the facilities where the activity will be.

What are the factors that can impact on the popularity to sport in the UK

P   Participation

A   Acceptability

M   Media coverage

P   Provision

E   Environment

R   Role models

S   Spectatorship

       Success

How do you think PARTICIPATION can impact sport in the UK?

Think about
- Amount of sports clubs
- Infrastructure of grass roots
- Access to transport
- Timing of sessions/activities
- Specialist equipment/activities
- Range of activities
- Cost

For example: Football has wide-spread mass participation due to strong infrastructure being in place.

Use two sporting examples:
A sport which has an increase in popularity because of participation?
A sport which has a decrease in popularity because of participation?

Football has wide-spread mass participation. Why?

How do you think ACCEPTABILITY can impact sport in the UK?

Think about
- Opposition to sports perceived as violent
- Opposition to sports perceived as cruel to animals
- Effect of race/gender/age/disability stereotyping
- Peers acceptability
- Social acceptability

For example: Boxing still has vocal opposition who feel that it is violent and the aim of the sport is to hurt opponent and that it is therefore not appropriate, especially for younger people.

Use two sporting examples:
A sport which has an increase in popularity because of acceptability?

A sport which has a decrease in popularity because of acceptability?

Why do you think people struggle to accept sports such as Boxing and Horse racing?

How do you think MEDIA COVERAGE can impact sport in the UK?

Think about

- Spectators have a wider choice of sport to watch on television
- Dedicated sports channels
- Media coverage of major sporting events
- Lesser known sports are televised and raises profile of performers
- Access to sporting information on the internet, T.V, Radio etc.
- Sale of media rights allows sports organisations to improve
- Advertise /promote different sports
- Educate the public on the benefits of participation in sport

For example: Wimbledon is shown on the BBC which means more viewers and the World cup netball shown on sky sports which means less viewers as not everyone has Sky.

Use two sporting examples:

A sport which has an increase in popularity because of Media Coverage?

A sport which has a decrease in popularity because of Media Coverage?

How do you think commentators could affect viewing?

How do you think PROVISION can impact sport in the UK?

Think about
- Access to sports clubs
- Access to transport
- Timing of sessions/activities
- Specialist equipment/activities
- Range of activities
- Cost

For example: Tennis lacks easily accessible courts impacting on base level participation.

Use two sporting examples:
A sport which has an increase in popularity because of provision?
A sport which has a decrease in popularity because of provision?

What other sports lack accessible provision?

How do you think ENVIRONMENT/CLIMATE can impact sport in the UK?

Think about

- Weather
- Climate conditions
- Sports that require access to natural environment
- Man made sporting environments
- Amount of provision for certain sports.
- Effects of the environment on the popularity of sport

For example: Regular involvement in snow sports as participant or spectator either requires frequent trips abroad or the use of artificial slopes as most parts of UK do not have appropriate terrain/weather.

Use two sporting examples:

A sport which has an increase in popularity because of environment/climate?

A sport which has a decrease in popularity because of environment/climate?

What other sports are affected by the climate or environment we live in?

How do you think ROLE MODELS can impact sport in the UK?

Think about
- Gender bias in some sports
- No One to look up/aspire to
- Sports with no role models=lack of interest
- Some sports lack role models for certain user groups.
- Positive role models
- Negative role models

For example: Football lacks British Asian footballers as role models which can decrease the popularity of sport for that particular user group.

Athletics has role models such as Jessica Ennis whom is on adverts which encourages people to participate in athletics.

Use two sporting examples:
A sport which has an increase in popularity because of role models?

A sport which has a decrease in popularity because of role models?

Lack of role models in sports for certain genders/ethnic minorities/ disabled individuals.

How do you think SPECTATORSHIP can impact sport in the UK?

Think about
- Easily accessible games
- T.V, live games.
- Selling tickets = More kit/better facilities/better equipment
- National lottery funding
- Football hooligans V Wimbledon crowd

For example: Rugby the live professional rugby matches are readily accessible.

Use two sporting examples:
A sport which has an increase in popularity because of spectatorship?
A sport which has a decrease in popularity because of spectatorship?

What does mass spectatorship mean for sport?

How do you think SUCCESS can impact sport in the UK?

Think about
- Rewards (Trophies/Medals =more money & players)
- Builds confidence to become more advanced in sport
- New facilities built in athletes name (Sir Chris Hoy Veledrome)

For example: Cycling has increased in popularity since Sir Chris Hoy's success at the London 2012 Olympics.

Use two sporting examples:

A sport which has an increase in popularity because of national/local success?

A sport which has a decrease in popularity because of national/local success?

What other sports have grown more popular due to success?

3   Give **three** factors **other than media coverage**, and describe how each can have an impact upon the popularity of sport in the UK.

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.... **[3]**

Question			Answer	Marks	Guidance
3			**Three marks from:** 1. participation (eg football has wide-spread mass participation due to strong infrastructure being in place) 2. provision (eg tennis lacks easily accessible courts impacting on base level participation) 3. environment/climate (eg regular involvement in snow sports as participant or spectator either requires frequent trips abroad or the use of artificial slopes as most parts of UK do not have appropriate terrain/weather) 4. spectatorship (eg live professional rugby matches readily accessible) 5. success for both teams and individuals (eg Chris Hoy's success at the Olympics has increased participation in cycling) 6. role models (eg lack of role models for particular groups in particular sports, such as British Asian footballers) 7. acceptability (eg boxing still has vocal opposition who feel that the aim of the sport is to hurt opponent and that it is therefore not appropriate, especially for younger people; opposition to horse racing due to perceived animal cruelty by use of whip). 8. Cultural preferences for selected sports (eg certain ethnic groups have preferred sports) 9. Social/cultural/racist/attitudes (eg perception that a sport is very racist will influence popularity) 10. Nature of the sport (eg cage fighting seen as very violent and may influence popularity)	3	1 mark for each correct answer Mark first three responses only Must have factor and description to gain mark

Home Learning

Learners must be taught:

- the different user groups who may participate in sport, i.e.
  - ethnic minorities
  - retired people/people over 50
  - families with young children
  - single parents
  - children
  - teenagers
  - disabled
  - unemployed/economically disadvantaged
  - working singles and couples

- the possible barriers which affect participation in sport (with reference to the different user groups), i.e.
  - employment/time (e.g. not much free time available)
  - work restrictions and family commitments (e.g. women still seen as bringing up the family and not being involved in sport)
  - disposable income (e.g. cannot afford cost of participation)
  - accessibility of facilities/equipment (e.g. transport not available, no disabled access)
  - lack of role models (e.g. few ethnic role models, few female role models)
  - provision of activities (e.g. limited activities on offer which do not meet the requirements of the prospective participant)
  - awareness of activity provision (e.g. what is currently available)
  - portrayal of gender issues by the media (e.g. mainly male sports shown on TV, mainly male presenters of sport programmes)

the solutions to barriers which affect participation in sport, i.e.

- provision, i.e.
  - programming sessions for use by different user groups (e.g. sessions for wheelchair sports)
  - providing appropriate activity options for the demands of specific user groups (e.g. different age groups want different options)
  - planning of times to suit different user groups (e.g. for parents with young children, mid-morning after the school run)

- promotion, i.e.
  - targeted promotion (e.g. by advertising in appropriate places to increase visibility to different user groups)
  - using role models to encourage participation among different user groups
  - initiatives aimed at promoting participation and inclusion (e.g. free swimming for under-16s and over-60s)

- access, i.e.
  - access to facilities (e.g. provision of transport in rural areas, ramps for wheelchair access to buildings)
  - access to equipment (e.g. a hoist for swimming pool access)
  - sensible pricing/concessions (e.g. reduction of charges for unemployed people or young children)

the factors which can impact upon the popularity of sport in the UK, i.e.

- participation (e.g. football has wide-spread mass participation due to strong infrastructure being in place)
- provision (e.g. tennis lacks easily accessible courts impacting on base level participation)
- environment/climate (e.g. regular involvement in snow sports as participant or spectator either requires frequent trips abroad or the use of artificial slopes as most parts of UK do not have appropriate terrain/weather)
- spectatorship (e.g. live professional rugby matches readily accessible)
- media coverage (e.g. BBC1 has sole coverage of Wimbledon, therefore, avid tennis fans will watch this, The Ashes not on free to air TV)
- success for both teams and individuals (e.g. Sir Chris Hoy's success at the Olympics has increased participation in cycling)
- role models (e.g. lack of role models for particular groups in particular sports, such as British Asian footballers)
- acceptability (e.g. boxing still has vocal opposition who feel that the aim of the sport is to 'hurt the opponent' and that it is, therefore, not appropriate, especially for younger people, opposition to horse racing due to perceived animal cruelty by use of whip)

how the factors which can impact upon the popularity of sport in the UK relate to specific sporting examples

current trends in the popularity of different sports in the UK (e.g. studies and statistics in recent years have suggested that recreational walking, fishing/angling, cycling and swimming are the most popular sports in the UK in terms of numbers participating)

growth of new/emerging sports and activities in the UK (e.g. Ultimate Frisbee now increasing in popularity very quickly in UK).

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