

Factors affecting access and participation in physical activities



UNTAMED
EDUCATION

4.1 Social, cultural and ethical influences

Youth Sports Trust

People

Centres of Excellence

PESSCL

Age

Fashion

Resources

Media

Factors affecting access and participation in physical activity

Health and Well-being

Cultural Differences

Sport England

Socio-Economic

Roles

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1. Factors that affect participation

1. People

- ▶ Family
- ▶ Peers
- ▶ Role models

2. Media coverage

3. Cultural differences

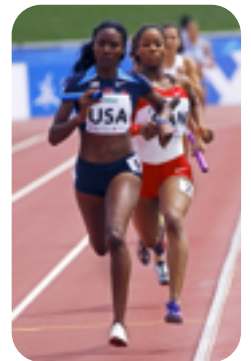
- ▶ Age
- ▶ Disability
- ▶ Gender
- ▶ Social and cultural differences

4. Resources

- ▶ Facilities
- ▶ Access
- ▶ Environment
- ▶ Time

5. Socio-economic

- ▶ Status
- ▶ Cost



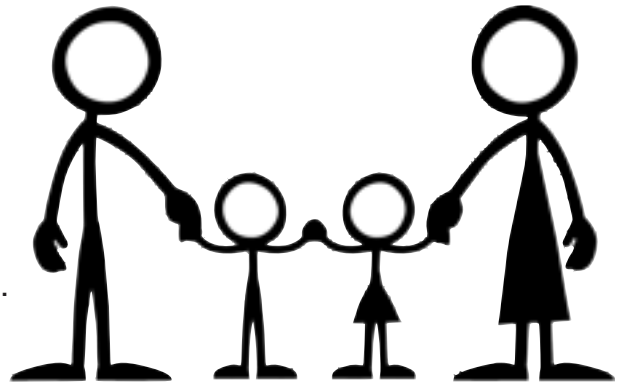
2. Family

Parents and family interests in sport can greatly influence the choices of the younger family members. Reasons for this are;

- ▶ Sporting traditions in a family.
- ▶ Membership of family members to sports clubs.
- ▶ The family atmosphere of a club where families come together and socialise through sport and shared interests.

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- ▶ Young people watch their family members participate and see them as a role-model to aspire to.
- ▶ Parents often have to fund and transport children to and from the sports event so they may have input into which ones they do.
- ▶ Family members may be the first people to introduce the young people in the family to sport. First impressions can be lasting.



3. Peers

People who are a similar age can greatly influence our choices.

- ▶ If a close peer who takes part in an activity can encourage you to also take part. This is called “peer pressure”.
- ▶ Starting an activity with a friend can often be easier.
- ▶ You may feel more confident if there is someone there who you know.

4. Role Models

Increased media coverage has introduced fame into sport with many athletes being idolised.

- ▶ Their actions and behaviour are reported on regularly and this can often influence the attitude and behaviour of their fans.
- ▶ Top-class athletes can encourage those who aspire to be like them to take part in sport.
- ▶ Many are involved in campaigns to raise the level of participation in their sport i.e. David Beckham Football Academies.



5. Media

In our day to day lives we are surrounded by media and this is what makes it so influential.



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There are many different types:

- ▶ Television
- ▶ Film
- ▶ Radio
- ▶ Magazines
- ▶ Newspapers
- ▶ Books



6. Positive effects of the media

Media has had a large role in raising participation in sport. This phenomenon is due a number of factors;

- ▶ Edited highlights and high profile presenters inspire others to get involved.
- ▶ Pundits can educate people about different sports.
- ▶ Provides news and updates in that sport.
- ▶ Motivational music is often combined with exciting clips of sports performances.
- ▶ Programmes are frequent and timed so large audiences can watch it.
- ▶ Greater public awareness of disability and minority sports if they receive exposure on the television.
- ▶ Attracts more sponsorship and funding into sport, which improves standards of performance, equipment and facilities.
- ▶ The technology of television is used in decision making in the games.
- ▶ Enhances development in sport.
- ▶ Helps attract sponsors to the sport as well as the money from broadcasting rights.
- ▶ The increase in sports channels has increased the coverage of minority sports.
- ▶ More sports are available to all.
- ▶ Increased depth of coverage. Some football clubs have their own channels.
- ▶ More live sport can be viewed by more people.





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7. Negative effects of the media

If the media does not promote the sport people are less likely to understand it and therefore take part.

- ▶ Less media coverage can mean less sponsorship, funding and other financial support.
- ▶ The situation is a vicious circle. People don't watch sports that are not popular so the media doesn't show less popular sports. An example is American Football, which is very rarely shown on UK channels.
- ▶ Can discourage watching sport live.
- ▶ Replays can undermine sports officials.
- ▶ Sport coverage can suffer from over-exposure and people lose interest.



The media has influenced some changes to rules in sport.

- ▶ Squash - To make the scoring more exciting competitors score on every point rather than scoring only on their serve.
- ▶ Athletics - Grand Prix events allow for the whole meet to be completed in one evening.
- ▶ Rugby and Tennis - Introduction of video referees to make decisions on tries and balls called out.
- ▶ Tennis - Tie breaks at the end of a set so matches finish more quickly.
- ▶ Football - New off-side rule to prevent stoppages. Also names have been added to shirts so viewers can easily recognise players.
- ▶ Rugby - 5 points for a try has been introduced to increase the score.
- ▶ Skiing - To make winter sport competitions more exciting to watch they have introduced extreme snowboarding and skiing where competitors perform acrobatics.

The impact of media and television on the sports performers, managers and coaching staff can also be very negative.

- ▶ The media can often intrude on sports stars and managers' personal lives trying to find a sensational story. This makes it difficult for them to concentrate on training.



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- ▶ If the media smears negativity about a team or performer this can cause them to lose confidence. It can also stir crowds and spectators to be negative also. The media has sometimes been blamed for the England football team's poor performance.
- ▶ As well as playing, sports stars and managers are often asked to give interviews and make appearances. This can disrupt training and recovery time.
- ▶ The major television corporations make high physical demands on players by insisting on teams competing in many competitions. The Premiership teams for example play more games than the Bundesliga and La Liga. Some England players often feel more tired and exhausted come the World Cup or European Football Championship.
- ▶ Some players receive huge amounts of publicity and it is often reported that they lose interest in performing and start to become more interested in fame and media exposure.
- ▶ The start time and day of matches have had to fit in with the wishes of broadcasting companies rather than in the interest of the players.
- ▶ The media is often speculating about the transfer market and who will be bought and sold, this can cause performers to feel stressed and under perform.



8. Age

Due to medical care people are living longer. This means our population is getting older.

- ▶ Age limits in some sports can restrict participation i.e. Netball, Rugby, Golf.
- ▶ A sports club size depends on the number of age groups.
- ▶ Each age group usually has its own section with separate competitions.
- ▶ Older people now recognise the importance of physical activity to their health.
- ▶ The public and private sector caters more to older people with specialised sessions and activities.



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- ▶ Concessions for activities for the elderly and off-peak times are increasing in local leisure facilities.

9. Disability

- ▶ Sport for All has encouraged disabled athletes to take part in disability sport as well as other activities.
- ▶ Leisure centres and clubs have made their facilities more accessible to disabled athletes by installing ramps and electronic doors.
- ▶ There have been adaptations to mainstream popular sports so athletes with disabilities can access them.
- ▶ Make disability sports such as Goalball and Wheelchair Basketball available.
- ▶ Other initiatives such as Disability Sport Cymru are focusing on sporting opportunities for disabled participants.



10. Gender

Although both men and women are encouraged to take part in sport they usually compete separately.

- ▶ Physical differences in size and strength could result in mixed participation being unsafe or unfair.
- ▶ Recently there have been movements towards traditional sports being less stereotyped towards one gender, women play Football and men play Netball.

Men in Sport

- ▶ Sport offers an outlet for energy, enthusiasm and aggression.
- ▶ Sports such as Rugby and Boxing are physically demanding contact sports and these are popular with men.
- ▶ The success and popularity of a club attracts new members





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resulting in the continuation and tradition of this sport.

- ▶ Males will often join a club to feel part of a team working towards a common goal.
- ▶ Clubs often have social events where people can eat, drink and socialise together.

Women in Sport

- ▶ Women may be more attracted to sports that have less physical contact such as Dance, Netball and Tennis.
- ▶ There is a high participation of women in non-competitive activities such as Aerobics and fitness.
- ▶ Women, like men, are attracted to joining clubs for social reasons.
- ▶ Sports that require an increase in muscle mass are less popular with women as most wish to maintain their feminine shape.
- ▶ Trends in women's sport are still evolving and the interests of younger girls are changing. Women's Football is currently one of the fastest growing sports.



The involvement of women in top-level sport is increasing due to a number of factors.

- ▶ The sports council and governing bodies have increased the opportunities for women in sport.
- ▶ An increase in media exposure to women competing at the highest level has created role models for the youth and encouraged other women to become involved.
- ▶ Women's sport is now attracting more sponsorship and prize money. This has resulted in more female athletes being able to compete professionally.
- ▶ More high-profile women are being asked by companies to advertise their products as they want to be associated with their wholesome image.

11. Social and cultural barriers

- ▶ Many individuals from minority ethnic groups enjoy participation in physical activity. However, they can face a number of unique barriers.
- ▶ Some areas that are highly populated by ethnic minorities don't have a large amount of

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sports facilities.

- ▶ A large number of individuals from ethnic minorities face socio-economic barriers.
- ▶ Sporting prejudices such as African-Caribbeans being poor swimmers, may discourage individuals from certain sports.
- ▶ Family and home commitments are valued far higher than sports participation. Child care provision at sports facilities may offer some solution.

Strategies that can be used to raise participation in minority groups.

- ▶ Identify the needs of this particular minority group.
- ▶ Appoint a community officer to work with minority groups.
- ▶ Make links with schools and promote activities for this group.
- ▶ Targeted advertising to minority groups.
- ▶ Run specialist classes at local sports centres i.e. women only classes.
- ▶ Provide dual use facilities with schools in areas with a high population of minority groups.
- ▶ Relax the rules i.e. women don't have to wear traditional swimming costumes if this conflicts with their cultural views.



12. Facilities

There have been a growth in facilities and availability in the 21st century. The facilities on offer to you may influence the sports you take part in.

- ▶ Schools have opened up their facilities for dual use on an evening.
- ▶ Some leisure centres and fitness gyms open up at unsociable hours so people can go before and after work.
- ▶ Some swimming pools and leisure centres have women only sessions.
- ▶ Government and lottery funding has been used to improve the quantity and quality of





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facilities.

For participation to increase in sport people must be able to access it.

- ▶ Many initiatives provide additional facilities such as creches and transport to help those who have children and are less independent.
- ▶ Lowering the cost of using facilities or taking part in events and competitions makes them more accessible to those who have low incomes or are unemployed.

13. Environment

The location of a person to sports facilities can determine what sport they take up. Things they need to consider:

- ▶ The proximity of the facilities to where someone lives. Someone who lives in an urban area may have more choice.
- ▶ The climate you live in may limit your choice. Someone who lives in a hot country may find it difficult to go snowboarding.
- ▶ If you live near the sea you may be more inclined to take part in water sports than someone who lives inland.
- ▶ In places where there is a high demand for an activity but the environment isn't suited it is created artificially. Examples of this are indoor rock climbing centres and indoor ski centres.



14. Time

- ▶ The amount of free time people have can greatly influence if a person will participate in physical activity or not.
- ▶ Individuals who have regular blocks of time off work can take part in sports that require overnight stays such as mountaineering expeditions.
- ▶ Individuals with shorter blocks of time off may be more likely to join a local club.





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15. Cost

A large amount of research indicates that your socio-economic status may influence the amount of physical activity you undertake.

- ▶ Activities that are considered more upper or middle class are played by those who are wealthier. These include Golf and Tennis.
- ▶ In general those who are regularly in employment and work in middle or upper management are more likely to take part in physical activity.

What activities you take part in may largely be determined by what you can afford. Some activities cost more than others.

- ▶ Activities like sailing, golfing and skiing can be very expensive, so only those who have a larger disposable income can afford.
- ▶ Others such as jogging, playing football in the park and swimming are cheaper and more can take part.
- ▶ A number of leisure facilities offer discounts to those who are on benefits due to unemployment and other social circumstances.



16. Strategies to raise participation

Increasing participation in sports has been high on the agenda of the UK government for some time. To achieve this they have invested millions of pounds and set up a number of initiatives.

1. The National Sports Centres

- ▶ These centres are offered to the local community as well as elite athletes.
- ▶ There are many of these centres across the UK.
- ▶ Clubs can be based at these centres.
- ▶ Courses are organised and available to all.
- ▶ Facilities are available to hire.

2. School Sport Partnerships.





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Aim

- ▶ These organisations are involved in bringing schools, clubs and coaches together to offer more opportunities in community sport.

Strategy

- ▶ Organising sports festivals for local schools.
- ▶ Increase coaching availability to schoolchildren.
- ▶ Generating young leaders in sport and offering opportunities to gain coaching qualifications.
- ▶ Coordinating resource sharing within the community including coaching expertise.

3. Sport England

- ▶ This organisation was created by the government to deliver its sporting objectives.



Aims

- ▶ Create active communities leading to independent active individuals.
- ▶ Create healthy communities.
- ▶ Create sustainable communities.

Strategy

- ▶ Start - improving the health of the nation through the participation in sport.
- ▶ Stay - creating a network of clubs, facilities, competitions, coaches and volunteers so people continue to be involved in sport.
- ▶ Succeed - create pathways for the most talented to be successful.
- ▶ After the success of this strategy in 2008 Sport England released a follow up initiative called "Grow, Sustain, Excel".

4. Centres of Excellence

- ▶ A number of top class facilities are located all over the UK catering to individual sports.
- ▶ In addition to this a number of Universities have been categorised as centres of



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excellence. These include Loughborough and Leeds.

- ▶ These facilities tend to have state of the art equipment and coaches to support our most talented athletes.
- ▶ Many of these centres offer their facilities to the local community to come and try.

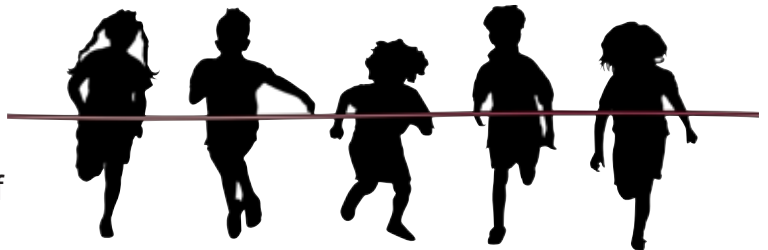
5. Physical Education, School Sport and Club Links (PESSCL)

Aim

- ▶ To increase the opportunities and participation of 5-16 year olds so they remain involved throughout their lives.

Strategy

- ▶ To provide links to clubs, organisations and community schemes so schoolchildren are participating in two hours of high quality sport each week. Some of the links include;
- ▶ Sports colleges - Promotes excellence in PE through sharing facilities and expertise.
- ▶ Step into Sport - Youth Sport Trust, Sport England and Sports Leaders UK which aim to increase the opportunities in leadership awards.
- ▶ Club Links - Creating opportunities for schoolchildren to become a member of a local sports club.



6. Youth Sport Trust

This organisation is focused on developing opportunities in sport for young people to experience and develop. They do this through a number of initiatives.

TOP programme includes;

- ▶ TOP Link - develops a pathway for 11-16 year olds to experience leadership in sport and dance. This includes taking on a number of roles such as administrator, young ambassador, official or coach.
- ▶ Top Active Kids Programme - This is a joint initiative with major sponsor Sainsbury's. Individuals or families collect vouchers and give them a sports group of their choice to exchange for equipment.



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- ▶ Others include; TOP Tots (1.5-3 yrs), TOP Start (3-5 yrs), Top Play (4-9 yrs), Top Sports (all ages), TOP Sports Ability and TOP Resources.

Local authorities

- ▶ These facilities may include public parks, playing fields, swimming pools, sports centres, facilities in schools and youth centres.
- ▶ Dual-use facilities are usually located in schools. Students use the facilities in the day and local leagues and clubs hire them in the evening.
- ▶ These facilities in particular have a large responsibility for raising participation in sport.
- ▶ Facilities are generally affordable offering discounts to pensioners, the unemployed and students.
- ▶ Clubs can be based at the sports centre.



Schools play a fundamental role in encouraging young people to take part in sport. They do this in a number of ways.

- ▶ PE lessons are compulsory which provides an opportunity to promote physical activity.
- ▶ They offer extra-curricular activities.
- ▶ School based sports clubs.
- ▶ Examination courses such as GCSE PE.
- ▶ Links with local clubs and School Sports Partnerships.
- ▶ Offer facilities for dual use by local clubs and leagues.
- ▶ Use local facilities in the community i.e. water sports centres and rock climbing walls.
- ▶ School sports bulletins and newsletters.

