1.1 — Healthy, active lifestyles

1.1.2b Influences on your healthy, active lifestyle: opportunities, pathways and initiatives for involvement in physical activity

What you will learn about in this topic:

1 — Opportunities to be involved in physical activities in a variety of roles
2 — The sports participation pyramid
3 — Initiatives providing opportunities for involvement in physical activity
4 — Agencies involved in providing opportunities for involvement in physical activity

1 — Opportunities to be involved in physical activities in a variety of roles

Many opportunities exist for becoming and remaining involved in physical activities. Being a sports performer is the obvious way, but there are also other roles too. For most sports in England there is information on how to get involved in a sport in all roles on specific sports websites.

Roles in sport include:

- Performer
- Sports leader
- Coaching
- Volunteer
- Official
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Performer

The pathways a young performer learns and progresses by can have a clear structure and can include the following:

- their school provides teaching of fundamental sports skills
- their school develops skills by providing opportunities to join clubs and teams
- a club provides training to compete and enter local and district events
- a club provides opportunities to gain regional and local participation status
- a club provides opportunities for selection for international representation.

**Active challenge**

With a partner, choose a sport and look on the Internet to find the sport’s official website. Look at the pathways a player goes through to reach international honours.

Sports leader

Sports Leaders UK is a registered charity. It provides the opportunity to gain qualifications and develop core skills and competencies in sporting activities. Groups are run in the local area, using schools, community halls or wherever is suitable for running practical and theory sessions. The nationally recognized awards help develop essential personal skills such as confidence, motivation, communication and teamwork. The practical aspect of the awards can equip the candidate with lifelong skills of self-management and leadership.

The qualifications can act as a stepping-stone for employment as well as helping individuals to develop character and personality.

**Active challenge**

Look on the website [www.sportsleaders.org](http://www.sportsleaders.org) to find out about the organization’s core values and the different qualifications available.

Volunteer

For sports clubs to continue to run they need to be organized efficiently. The jobs associated with running a club are wide and varied. In most cases players double their contribution to the club by taking on another role. Volunteers such as these are often vital to keep the club in existence. When a person takes on a job they can draw on their life skills to help with the role. For example, a banker or accounts clerk may well be comfortable taking on the role of club treasurer.
Official

In 2007/08 the Youth Sport Trust funded training for young people aged 16 to 19 to officiate at sports such as athletics, volleyball, swimming, gymnastics, badminton, table tennis, fencing, judo and disability sports.

The aim of this training was to give young people skills to help at local events, national events, such as the UK School Games, and major events alongside top officials.

The following partners are involved:

• National Governing Bodies of Sport
• School Sport Partnerships
• Competition Managers.

The national governing bodies of sport design courses for people interested in becoming officials in their chosen sport. Each pathway is different according to the nature of the sport.

Officials should have a comprehensive knowledge of their sport and have the ability to interpret and apply the rules accordingly. Quick and logical thinking can be called for and an authoritative, but not overbearing, manner can be necessary to deal with situations that arise.

Active challenge

Look on the Internet and find the pathway a person needs to follow to become a football referee.

Coaching

Sports coach UK is a charitable organization concerned with coaching. They have set up the UK Coaching Framework, a structure for planning and implementing a comprehensive system to support children, adults and players and athletes with skilled coaches. Players at all stages will be supported so that by 2016 the framework becomes a world-leading example.
The framework links:

- the governing bodies of each sport
- UK Sport
- Skills Active
- Youth Sport Trust

The objectives are to help sports improve their coaching, see coaches play a key role in increasing sport participation and improving sporting performances, and help build a clear career structure for coaches. This will give a lasting legacy, with coaching being recognized as a professional career.

“Implementation will create world class coaching expertise from grassroots to elite…the vital role coaches play in introducing people to sport, helping them to realise their potential, and spotting and nurturing our stars of the future.”

(Sport England, UK Coaching Framework)

Coaches need to inspire and motivate the performer. They need to be analytical and think logically. They should be able to set goals, plan sessions and adapt their plans when necessary.

2 — The sports participation pyramid

The sports participation pyramid shows the structure of progression in sport. It clearly identifies the different groups of performers involved at each level and the pathways for them to progress to a higher level, working from the bottom upwards.
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For example:

- **Foundation** — students at school taking part in sport
- **Participation** — people taking part in sport in their free time, such as extra curricular activities
- **Performance** — performer receiving local and regional coaching and training, and enters local competitions and leagues
- **Elite** — top-class, elite performers taking part in international competitions.

To make sport development succeed, so that the performance and elite stages are achieved, The Sports Council for Wales identified the following as areas to be addressed:

- Increasing club and governing body membership.
- Increasing numbers of volunteers.
- Increasing numbers and improving standards of coaches.
- Increasing numbers of trained officials (such as referees).
- Increasing numbers of administrators at all levels of sport.
- Better access to better facilities.
- Appropriate competition.
- Talent is identified and developed.
- Better access to support services (such as sports science).

Each sport has its own pathways planned. The Football Association (FA) has created a player pathway using the participation pyramid. They want everyone, whatever their age, background, culture, ability or gender, to have a chance to find a way to play the game. They have data on 38,000 clubs in every area of England, helping people to find a club in which to play. The FA have identified what is needed at the foundation level, the elements needed for participation and performance all the way through to elite at the top of the pyramid pathway. They have put in place links for players to progress in this chosen sport. The FA has also created pathways for different roles within the game: if a person wants to be a volunteer, coach or referee the Association shows them how.

### Task 1

1. Look on the Football Association website [www.thefa.com](http://www.thefa.com) and find ‘Links for players’.  
2. Find information about your nearest club.  
3. Identify football academies and centres of excellence for boys and girls.

#### 3 — Initiatives providing opportunities for involvement in physical activity

The common purposes of initiatives

National initiatives are directed from the Government’s Department of Culture, Media and Sport (DCMS), which works closely with Sport England, the Youth Sport Trust, the National Governing Bodies of each sport and local councils. Initiatives generally aim to increase the popularity and participation in a particular sport or activity. They can involve support for players, officials and coaches, helping to provide facilities, equipment and/or technical, organizational or financial support.
Increasing participation in sport to improve health

The Department of Culture, Media and Sport (DCMS) wants to increase participation in sport to improve everyone’s health, with a focus on priority groups. The following groups are considered priority groups:

- Lower social-economic groups
- Adults with a limiting disability or illness
- Women and girls
- Black and minority ethnic groups.

Some people also consider the elderly and beginners as priority groups too.
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Sport centres aim to provide and encourage the community to take part in an active lifestyle. They can make their facility more accessible by arranging their sessions and pricing structure in different ways according to the priority groups they are targeting. These changes can be made in a variety of ways:

- special users – sessions for a certain type of user, such as women, juniors and pensioners
- discounts – for pensioners, the unemployed and under 16s
- crèche facilities – so parents can take part
- starting a club – increasing interest by having clubs based at the centre.

Private clubs can also encourage more people to play by:

- holding open days – events encouraging people to ‘have a go’ at the activity
- school visits – going into schools to show the sport off
- organizing trips to events – to show the sport at its best, which can lead to more people taking part
- advertising – letting people know they are there.

Sustaining involvement in sport

An effective network of clubs, sports facilities, coaches, volunteers and competitions supports the structure of encouraging involvement, progression and a lifelong active lifestyle. Following a particular sport in a local area often begins in school. A school’s facilities are increasingly available for use by the public after school hours, making the most of the amenities for the community.

Schools often have links with local organizations. Either students already have a connection with a local club or a teacher can recommend a promising player to join the local team to further their talents. For some, less competitive and more leisure participation is desired; here the local sport centre provides a wide range of activities. Some facilities may be specialized. For example, the Manchester Velodrome is primarily for cycling, but it also caters for basketball, badminton, netball and has a futsal pitch to widen its appeal.

Local clubs play an important role in keeping people involved in sport and physical exercise, linking with schools and the local community. National Governing Bodies for sports provide guidelines for clubs to follow to help them run safely, to carry on existing and, hopefully, to develop and increase their membership. The pathway, training and support required by people who want to begin and then develop their skills as coaches are also clearly set out by the National Governing Bodies. Volunteers enable clubs and local events to take place and the National Governing Bodies provide guidelines and support for the full range of volunteer roles.

In 2010, the DCMS launched two initiatives aimed at ensuring a long-term legacy from the London 2012 Olympic and Paralympic Games. School Games and Project Ability are both run by the Youth Sport Trust. They aim to motivate and inspire able and disabled young people to take up more competitive sport. School Games is aimed at pupils of all abilities between 3 and 13 in primary and secondary schools. It involves intra-school, inter-school, regional and national competitions. Project Ability provides opportunities for disabled pupils to take part in competitive sport, helping to provide specialized training and guidance for schools taking part.
Some sports lend themselves particularly well to sustained involvement. Tennis and golf have competitions aimed at veteran and senior players, and older athletes can still compete in the Masters Athletics events of track and field, road running and cross-country running. There are five age-graded tables for these older athletes, who can start to compete in these events at 35 and some continue competing until they are over 100!

**Task 2**

Look on the Internet and find out about the Youth Sports Trust’s Matalan yoUR Activity programme.

**Opportunities for talented performers**

Talented performers often rise through the ranks of school sport and club sport and, with the help of the National Governing Body for their sport, can make a career from sport. The National Lottery works with UK Sport to help grassroots (foundation) level and elite performers to succeed and excel in their chosen activity. In 2006, UK Sport took on the responsibility of helping talented athletes to train and compete at the highest level with their World Class Success initiative.

**Centres of Excellence**

There are **Centres of Excellence** all around the country, catering for various activities and skill levels. By developing Centres in different parts of the UK more people are given the chance to participate, use top-class facilities and potentially have the opportunity to show off their talents. By developing top-class facilities, potentially catering for the best performers, better quality coaches and volunteers can often be recruited.

Strong links are in place between local communities and Centres of Excellence. The MCC (Marylebone Cricket Club) is the controlling body for cricket. In 2005, it announced that it would be supporting six University Centres of Cricket Excellence:

- Cambridge
- Durham
- Loughborough
- Cardiff/Glamorgan
- Leeds/Bradford
- Oxford.

These universities have close links with their communities. They offer a chance to participate in many sports and invite all levels to take advantage of their facilities including young and disabled players. Many sports will be available including swimming, bowling and hockey.

**Active challenge**

With a partner, look on the Internet for other Centres of Excellence in the UK. Find out how both the community and top-class performers will be catered for.
The National Sports Centres

The National Sports Centres are available for local communities as well as elite athletes. Collectively the centres offer participation in different ways:

- Clubs can be based at these centres.
- The public are able to pay and play.
- Courses are available and organized.
- Facilities are available to hire.

The diagram on the right highlights National Sports Centres in the UK.

Active challenge

Choose a sport and work out, using the Internet, the pathways a player might take to move from novice to elite athlete.

Use the following headings to guide you:

- School
- Area
- National
- Club
- County
- International

Say what part Sport England plays in this process.

Promoting initiatives

People at the top of their sport can become role models. Their positive, successful and inspiring image can be used to promote a healthy lifestyle to others. The number of people participating in national initiatives, encouraging them to have a go at a sport with a taster session, can be boosted if a current star of that sport heads the campaign.

In 2011, Olympic diver Tom Daly promoted GET SET, GO FREE, an initiative sponsored by Nestlé. Collecting points from packs of Nestlé provided people with the opportunity to take part in over 25 different activities, including swimming, horse riding, golf, diving and snowboarding, at over 5000 venues.

Also in 2011, Olympic track cyclist, Chris Hoy launched the Bank of Scotland National Sport Week, which aimed to promote the idea that there is a sport for everyone. Seven hundred schools in Scotland took part in the initiative, which gave pupils the chance to try out a new sport.

Olympic Diver Tom Daly promoted the GET SET, GO FREE initiative in 2011.
4 — Agencies involved in providing opportunities for involvement in physical activity

Sport England

Sport England is a Government agency and is therefore accountable to Parliament. Its main responsibility is to deliver a world-class community sport infrastructure for England, based on a foundation of successful clubs, coaches, volunteers and facilities.

Sport England is funded by The National Lottery and the Government and works in partnership with UK Sport (which is focused on elite success) and the Youth Sport Trust (which focuses on PE and school sport). It sets targets for success with the aim that the organizations and projects it supports will grow so that participation can be sustained at grassroots (foundation) level and opportunities will be created so that those with ability can excel in their chosen sport.

Places People Play is an initiative run by Sport England, which aims to use the legacy of the London 2012 Olympic and Paralympic Games to enable more people in London to participate in sport by investing in community sports projects to improve facilities. It helps groups who want to modernize buildings, increase outdoor sports lighting, increase the number of all-weather playing surfaces, use pre-fabricated modular buildings as changing rooms and increase the amount of sports equipment available for use.

Task 3

Search the Internet to find out what the five targets Sport England has set itself are. Record them for future reference.
The Youth Sport Trust

The Youth Sport Trust (YST) is an independent charity, which was launched in 1994. It receives funding from corporate partners and from the Government. It deals with school sport and aims to increase participation in physical activity in schools and increase competitive sporting opportunities. The Youth Sport Trust claims that one million more children participated in physical activity between 2007 and 2010 because of its activities.

The YST has identified five key areas for development:

- Improve PE for all young people
- Inspire learning and achievement through PE and sport.
- Help young people to compete and support the most talented
- Develop coaching and volunteering
- Connect school and club sport.

The YST develops programmes for young people of all abilities in the belief that sport improves people’s lives. These programmes are divided into four areas:

1. Participation
2. Competitive school sport
3. Leadership and volunteering

Task 4

Find out about all the programmes supported by the Youth Sport Trust using the Internet. Then copy and complete the following table.

<table>
<thead>
<tr>
<th>Area programme supports</th>
<th>Name of programme</th>
<th>Who the programme targets</th>
<th>Aim of the programme</th>
<th>Programme partners</th>
</tr>
</thead>
</table>

National Governing Bodies

Sport England funds National Government Bodies (NGBs) to deliver the Grow Sustain Excel initiative.

Each professional sport in Britain is run by a National Governing Body. NGBs have created, and continue to support, a network of clubs, coaches and volunteers that make sport happen. They provide financial support and advice to help more young people play sport. They also facilitate the opening up of schools sports facilities to the public. Their work involves:

- Providing a national structure and direction for a sport
- Formulating rules and regulations
- Providing support and insurance for affiliated clubs to ensure participants can take part in sport safely
- Increasing the quantity and quality of coaches, officials and volunteers and providing clear pathways for success in these roles
• Organising or providing information for all levels of competition
• Helping to develop facilities
• Sharing information and advice on funding
• Providing clear objectives and action plans for developing both individuals and clubs
• Assisting teachers
• Creating awards.

Task 5

Search the Internet to find the names of the National Governing Bodies in the UK and which sports they look after. Which NGBs are solely responsible for one sport? Which NGBs are responsible for more than one sport?

Hint: Take a careful look at Swimming’s NGB.

Key terms

Sport England – non-departmental public body, operating under Royal Charter, responsible for sport in England

Sport centres – providing sport facilities for the community

Centres of Excellence – centres offering use of facilities to all levels in a variety of sports, but also concentrating on one sport taking it to the highest level

National Governing Body – each professional sport in Britain is run by a National Governing Body (NGB)

National Sports Centers – headquarters for particular sports, providing facilities for the public, aiming to provide the best facilities for the success of the elite athletes

Youth Sport Trust – an independent charity involved with school sport which launched in 1994

Summary

A person often becomes involved in sport by becoming a player, but there are many other roles that can involve people in an activity. Clubs require volunteers at all levels and with different skills to keep them functioning effectively. Sport England, in association with other bodies, has created a framework to help people of all ages and backgrounds in their various roles in sport. Training, advice and guidelines exist to keep people positively involved, improve their health and encourage development of skills and give opportunities to talented athletes to excel.

The government leads the way by creating legislation for increased participation and a healthy and active life for the population. Their decisions influence schools, local sporting facilities and Centres of Excellence both in a local area and nationally.

Government-backed agencies, such as Sport England and the Youth Sport Trust, and National Governing Bodies play a key role in providing opportunities for people to become and remain involved in physical activity.

Opening the doors of schools, local facilities and large centres for sport creates many pathways for participation. By opening the Centres of Excellence and the National Sports Centres to all users, more people have the chance to use the best facilities and follow in the footsteps of elite athletes.
Exam questions

Multiple-choice questions

1. (a) There are many roles a person can take up directly associated with sport. Which of the following best describes these range of roles?
   - A Coach, volunteer, official, grounds person, treasurer
   - B Player, fixtures secretary, manager, coach, painter, official
   - C Leader, coach, administrator, spectator, farmer
   - D Volunteer, official, coach, lawyer, player

(b) Volunteers are often essential for the day-to-day running of a sports club. Which of the following includes all volunteer types?
   - A Caterer, officiator, administrator, coach, gardener
   - B Fundraiser, sales advisor, officiator, administrator, coach
   - C Fundraiser, caterer, officiator, administrator, coach
   - D Officiator, administrator, shop keeper, coach

2. Read the following statements on the sports participation pyramid and decide which option is correct.

(a) Statement 1: Stage 3 is the performance stage.
   - Statement 2: Stage 3 is where people regularly take fitness classes.

   - A Both statements are true
   - B Statement 1 is true, Statement 2 is false
   - C Statement 1 is false, Statement 2 is true
   - D Both statements are false

Short-answer questions

3. What is the name of the scheme initiated by the Youth Sport Trust aiming to increase lifelong enjoyment and participation in sport?

4. How does Sport England help local authorities with their sports planning?

Longer-answer questions

5. Sport England set up an initiative called Start, Stay, Succeed. What did it aim to do?

6. How does Sport England cater for top-class facilities but also ensure a healthy and active lifestyle for the public?