

Applied Anatomy & Physiology

Functions of the skeleton:

- **Support**
- **Protection**
- **Movement**
- **Shape**
- **Mineral storage**
- **Blood cell production**

Recovery:

Cool down, manipulate diet, ice bath/ massage

Features of gaseous exchange:

- alveoli have large surface area & moist, thin walls
- Short diffusion pathway
- Lots of capillaries
- Large blood supply
- Steep concentration gradient

Joints:

- **Ball & socket** – shoulder/ hip
- **Hinge** – elbow/ knee

Inhalation:

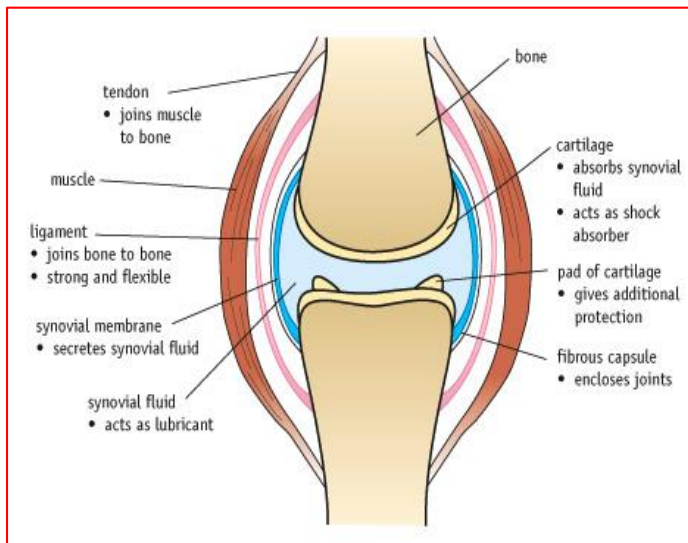
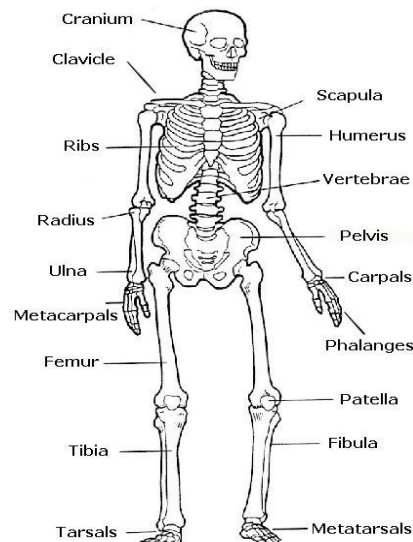
1. Diaphragm contracts
2. Intercostal muscles contract
3. Rib cage moves out
4. Chest cavity expands
5. Pressure decreases – air rushes out

Exhalation:

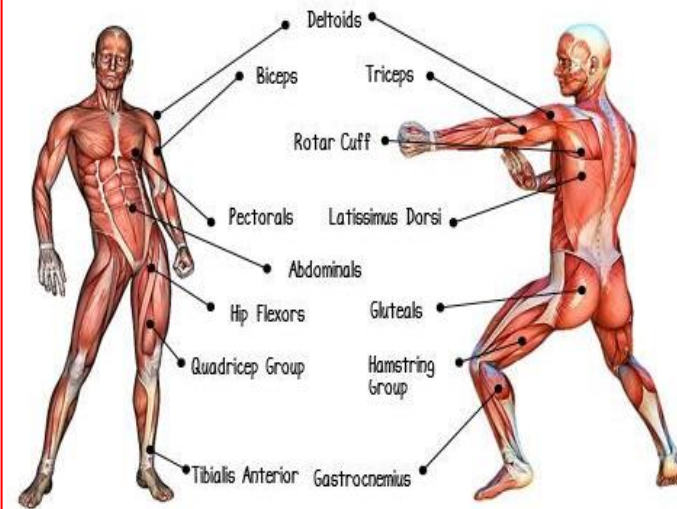
1. Diaphragm relaxes
2. Intercostal muscles relax
3. Rib cage moves down
4. Chest cavity decreases
5. Pressure increases – air rushes in

Gaseous exchange – O₂ diffused through alveoli into capillaries. O₂ turns haemoglobin into oxyhaemoglobin. CO₂ diffuses out of capillaries into alveoli.

Short - Long - Flat - Irregular

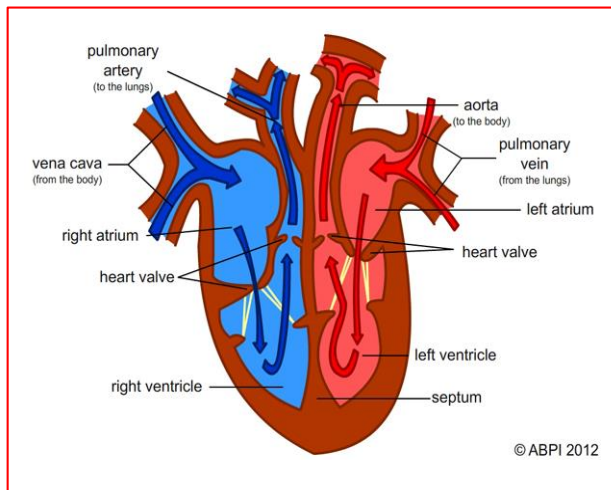


Diastole = the phase of the heartbeat when chambers relax & fill with blood
Systole = the phase of the heartbeat when chambers empty of blood



Agonist = muscle that contracts to start the movement
Antagonist = muscle that relaxes to allow movement

Isotonic contractions = muscle changes length to move limb (concentric – shortens, eccentric – lengthens)
Isometric contractions = length doesn't change – no limb movement

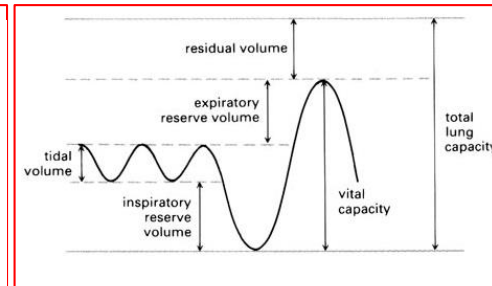


Immediate effects – temp/ HR/ breathing rate increase, sweat
Short-term effects – fatigue, nausea, light-headedness, DOMS
Long-term effects – body shape, improved CoF, built muscle strength, hypertrophy, decreased resting HR

Respiration:

Anaerobic = glucose → energy + lactic acid

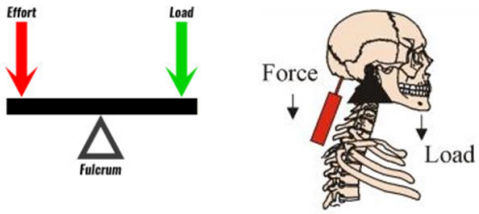
Aerobic = glucose + oxygen → carbon dioxide + water + energy



EPOC (Excess Post-exercise Oxygen Consumption) – amount of oxygen needed to recover after anaerobic respiration.

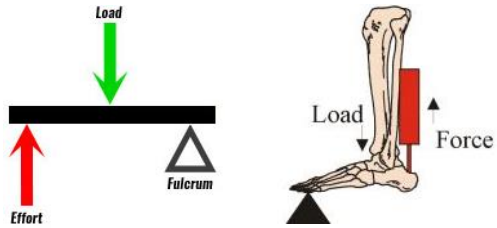
Movement Analysis

1st class lever: LFE/ EFL



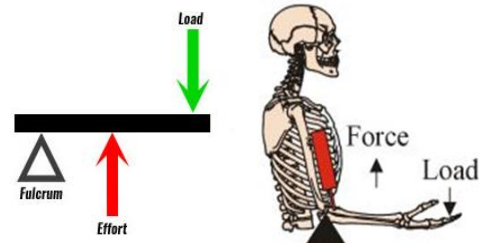
e.g. header in football

2nd class lever: FLE/ ELF



e.g. pushing against the block in a sprint start

3rd class lever: LEF/ FEL



e.g. bicep curl

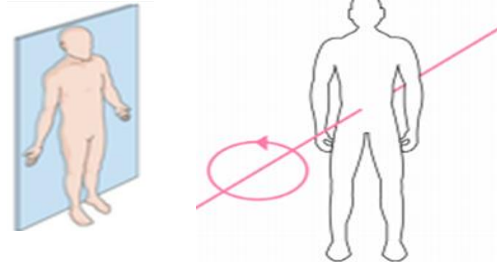
Fulcrum or 'axis' = the fixed point where the lever turns/ is supported
Load or 'resistance' = the weight that the lever must move
Effort or 'force' = the force required to move the load

Mechanical advantage measures the efficiency of a lever. It can be calculated by doing **effort arm ÷ load arm**

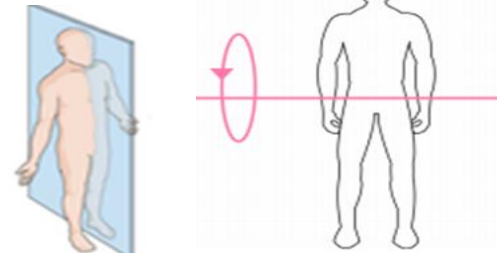
Effort arm = distance from effort to fulcrum
Load arm = distance from load to fulcrum

Planes of movement & axis of rotation:

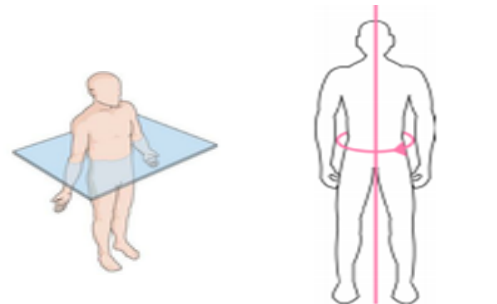
1) **Frontal plane & Sagittal axis** – adduction/ abduction occur e.g. cartwheel



2) **Sagittal plane & Transverse axis** – flexion/ extension occur e.g. walking



3) **Transverse plane & Longitudinal axis** – rotation occurs e.g. spinning in skating



Flexion: decrease in angle of bones at a joint e.g. knee before kicking a ball
Extension: increase in angle of bones at a joint e.g. knee after kicking a ball

Abduction: movement of a bone or limb away from the midline of the body e.g. arms & legs - outward star jump
Adduction: movement of a bone or limb towards the midline of the body e.g. arms & legs – inward star jump

Dorsiflexion: movement at the ankle joint that flexes the foot upwards and decreases the angle e.g. squat
Plantar flexion: movement at the ankle joint that points the toes and increases the angle e.g. vertical jump

Circumduction: a circular movement around a joint/axis e.g. shoulder – bowling in cricket

Rotation:

Physical Training

Principles of training

S.P.O.R.T

Specificity – making it specific to the sport/ movements/ muscles/ energy

Progressive Overload – gradual increase of overload so that fitness gains occur

Reversibility – losing fitness levels when exercise is stopped or reduced

Tedium – boredom that can occur from training the same way constantly

F.I.T.T (used to achieve overload)

Frequency – how often

Intensity – how hard

Time - duration

Type – method

Preventing injury

- Make goals achievable
- Don't over train
- Wear appropriate clothing/ footwear
- Don't stretch cold muscles or bounce stretches
- Use taping/ bracing where appropriate
- Use correct techniques
- Keep hydrated
- Make time for rest & recovery
- Always warm up & cool down

Qualitative data – involves opinions e.g. judges scoring gymnastics routine

Quantitative data – based on facts e.g. time in seconds or goals achieved

Fitness testing

- Identify strengths/ weaknesses
- Monitor improvement
- Motivation/ set realistic targets

Limitations:

- Too general/ not sport specific
- May not replicate movements of actual activity
- Don't replicate competitive conditions
- Don't use direct measuring – inaccurate
- Need to be carried out with correct conditions

Aerobic training zone = 60-80% of MHR
Anaerobic training zone = 80-90% of MHR

Training seasons

1. Pre-season

General aerobic fitness
Train essential components of fitness
practice skills & techniques

2. Competitive/ peak

Maintain fitness levels
Avoid overtraining
Optimise skills
Take on strength + weaknesses from each match

3. Post-season

Rest & recovery
Light aerobic exercise to maintain general fitness

Types of training

- **Circuit** – series of different exercises (stations), brief rest between, longer rest after each circuit
- **Continuous** – sustained exercise at a constant rate
- **Interval/ HIIT** – periods of work with periods of rest/ periods of high-intensity work with periods of low-intensity exercise (active recovery)
- **Fartlek** – periods of fast and slow work
- Static stretching – hold an isometric contraction for up to 30s
- **Weight** – free weights: core has to work to keep them stable, resistance machines: promote good technique, provide stability
- **Plyometric** – high impact exercise to increase power, eccentric contraction followed by concentric contraction
- **High altitude** – aerobic training at 2000m above sea level to increase red blood cell count

Warm up – gradual pulse raiser then stretch

- Raise temperature
- Increase flexibility
- Mental prep
- Increase blood flow to working muscles
- Reduces chance of injury

Cool down – gradual reduce intensity then stretch

- Removes waste products in blood
- Prevents DOMS

Agility	Ability to change direction quickly whilst maintaining control	Illinois agility test
Balance	Maintaining the centre of mass over the base of support	Stork test
Cardiovascular endurance (aerobic power)	ability of the heart & lungs to supply oxygen to the working muscles	Multi-stage fitness test
Co-ordination	Ability to use two or more body parts together	Wall toss test
Flexibility	Range of movements possible at a joint	Sit and reach test
Muscular endurance (dynamic strength)	Ability of the muscles/ muscle group to undergo repeated contractions, avoiding fatigue	Sit up bleep test
Power (explosive strength/ aerobic power)	Product of strength and speed	Vertical jump test
Reaction time	Time taken to react to a stimulus	Ruler drop test
Speed	Maximum rate an individual is able to perform a movement or cover a distance in a period of time, putting body parts into action as quickly as possible	30m sprint
Strength	Maximal – maximum force that a muscle can exert in a single voluntary contraction	One rep max
	Explosive – muscular strength used in one short sharp movement	Vertical jump test
	Static – ability to hold a body part in a static position, isometric contraction	Handgrip dynamometer
	Dynamic – ability of the muscles/ muscle group to undergo repeated contractions, avoiding fatigue	Sit up bleep test

Sports Psychology

Information processing:

Input: senses tell you what's happening

Decision making: brain decides what to do

Output: body carries out the action

Feedback: find out if you've been successful

Types of feedback:

- **Positive/ negative**
- **Knowledge of results**
- **Knowledge of performance**
- **Intrinsic** – from themselves
- **Extrinsic** – from others

Skill = a learned action or behaviour

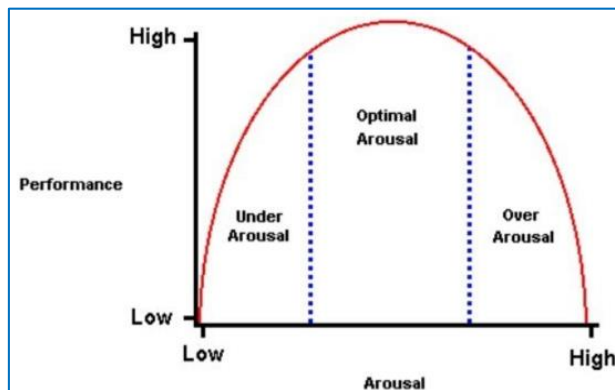
Ability = an inherited trait that determines someone's potential to learn a skill

Aggression = a deliberate intent to physically or mentally harm someone

- **Direct** – involves physical contact e.g. contact in netball
- **Indirect** – taken out on an object to gain advantage e.g. hitting a tennis ball harder

Guidance:

- **Visual** – performer can see it e.g. demonstration/ video
- **Verbal** – performer can hear it e.g. listening to instructions
- **Manual** – performer assisted in physical movement e.g. support doing a gymnastics vault
- **Mechanical** – using objects or aids e.g. a harness for beginner divers removes the risk of injury



SMART targets:

- **Specific** to the demands of the sport, muscles & movements
- **Measurable**
- **Accepted** by the performer & others involved such as coach
- **Realistic** – possible to complete or achieve
- **Time-bound** – over a set period of time so its clear if it's been achieved

Arousal = physical & mental state of alertness

Stress management

- **Deep breathing** – returns breathing to normal & increases oxygen supply to brain
- **Mental rehearsal, visualisation & imagery** – controlling thoughts & imagining positive outcomes
- **Positive self talk** – replacing negative thoughts with positive

Basic – simple, not much concentration needed (e.g. walking)

Complex – requires a lot of concentration & coordination (e.g. pole vault)

Open – has to be performed in a certain way to deal with affect of the environment (e.g. rugby drop kick)

Closed – not affected by the environment (e.g. diving)

Self-paced – performer controls how it starts (e.g. serving in tennis)

Externally-paced – started by an external factor (e.g. receiving a ball)

Gross movement – uses large muscle groups to do big strong movements (e.g. jumping)

Fine movement – involves small muscle groups (e.g. archery)

Motivation = desire to succeed

- **Intrinsic:** comes from within
- **Extrinsic:** to gain external rewards (can be tangible/ physical e.g. medal or intangible e.g. praise)

Personality types:

- **Introverts** – shy, quiet, prefer individual sports e.g. darts
- **Extroverts** – sociable, enthusiastic, prefer team sports e.g. rugby

Performance goals = personal standards to be achieved, comparing with previous achievements

Outcome goals = focus on end result (e.g. winning)

Socio-Cultural Influences

Etiquette = unwritten rule
Sportsmanship = conforming to rules, spirit & etiquette
Gamesmanship = stretching the rules to gain an advantage e.g. time wasting
Contract to compete = unwritten agreement between players to abide by all rules

Preventing hooliganism:

- Early kick-offs
- Improved security
- All-seater stadiums
- Segregation of fans
- Alcohol restrictions
- Travel restrictions

Effects of spectator behaviour:

- ✓ Atmosphere
- ✓ Revenue
- ✓ Home-field advantage
- ✓ Support
- × Pressure
- × Hooliganism
- × Costly to manage

Impact of technology:

- On **performers** – improves performance, can question decisions / expensive, disrupt play
- On **officials** – help, communication/ undermines poor decisions, too reliant
- On **sport** - fair competitions, correct decisions/ disrupts play
- On **spectators** – see how decisions are made/ unrest
- On **sponsor** – good image/ not available at all levels of sport

Sponsor = an individual/ group (usually a company) that provides support

Sponsorship = provision of funds/ support in return for advertisement (e.g. financial, clothing/ equipment/ footwear, facilities)

Media:

- Broadcast – TV, Radio
- Internet – social media, search engines, websites
- Print/ press – newspapers, magazines, books
- Outdoor – billboards

Age & participation:

- Skills improve with age & experience
- Older people have longer recovery time & are more prone to injury & disease
- Tidal volume & stroke volume decrease (harder to get oxygen to working muscles)
- Flexibility & reaction time decrease with age
- Strength increases with age

Commercialisation =

management or exploitation of a person or activity in a way designed to make profit

Technology

- **Hawkeye**
- **Performance analysis aids/ dartfish**
- **TV match officials (VAR)**

Gender & participation:

- Women have more body fat
- Women are more flexible
- Men tend to be taller, heavier and stronger

Race/ religion/ culture & participation:

- Dress codes e.g. Sikh men wear turbans
- Ramadan fasting – low energy levels
- Cultural attitudes e.g. against women boxing

Disability & participation:

- Adapted activities e.g. wheelchair basketball
- Adapted equipment
- Disability classifications
- Provision for disabled people e.g. parking

Factors affecting participation:

- Attitudes
- Role models
- Accessibility
- Media coverage
- Sexism/ stereotyping
- Family commitments
- Available leisure time
- Familiarity
- Education
- Socio-economic factors/ disposable income

Family/ friends & participation:

- Positive – encouragement from peers. Equipment, training & transport costs covered by family
- Negative – peers/ family don't encourage e.g. peer pressure

PED	Effect on performance	Side effects
Anabolic agents	Muscle & bone growth Reduces recovery time	Liver/ kidney damage & heart disease
Beta blockers	Reduced heart rate Steady nerves Improves fine motor control	Heart problems, nausea, tiredness/ weakness
Blood doping	Improves aerobic capacity Increases performance time Reduces recovery time	Kidney/ heart failure, viscous blood
Diuretics	Reduce weight quickly Reduce concentration of other substances	Severe dehydration, muscle cramps
Narcotic analgesics	Reduces pain Performer can over train	Addictive
Peptide hormones	EPO - Increase red blood cell count HGH – Muscle growth	EPO – stroke, heart problems HGH – heart disease, diabetes, arthritis
Stimulants	Increase arousal Reduce fatigue	Addictive, anxiety, heart failure

Impact or sponsorship/ media:

- ✓ Money
- ✓ Creates role models
- ✓ Develops careers
- ✓ Increases participation
- ✓ Fixtures/ ranking info
- ✓ Links to sponsors
- × Pressure – less enjoyment
- × Mistakes made public
- × Over-exposure
- × Overtraining
- × Spectators watch at home
- × Changed event timings
- × Distraction
- × Scandal damage reputations

Health, Fitness & Well-Being

Health = a state of physical, mental & social well-being, and not merely the absence of disease or infirmity
Fitness = the ability to meet or cope with the demands of the environment

Health/ well-being

Physical: all body systems working well, free of illness/ injury & able to carry out everyday tasks (benefits – improves efficiency of body systems, avoiding obesity etc...)

Mental: realising potential, coping with normal stresses of life & being productive (benefits – reducing stress, releasing hormones like serotonin, controlling emotions)

Social: basic human needs are being met (food, clothing, shelter), socially active, have support of others & little stress (benefits – opportunity to make new friends, be involved in teamwork etc...)

Factors affecting energy required:

- **Age** – young need more to grow & more muscle replaced with fat as you age (burning fewer calories)
- **Height** – taller have bigger skeletons so need more
- **Gender** – men 2500Kcal/day, women 2000Kcal/day
- **Energy expenditure** – more exercise, more energy needed

Fitness

General – suitable for a beginner

Specific – required for elite performer

Benefits:

- Improved fitness levels & helps maintain health
- Reduced chances of injury
- Ensures that you're physically able to work

Balanced diet consists of:

- **Carbohydrates** (55-60%) – main energy source, simple provide immediate energy e.g. sugar, complex releases slowly e.g. pasta
- **Proteins** (15-20%) – repair & grow muscle e.g. chicken
- **Fats** (25-30%) – energy source, insulate body, saturated are bad e.g. butter, unsaturated are good e.g. nuts
- **Vitamins** – maintain good health e.g. vitamin A from oily fish for healthy skin
- **Minerals** – essential for health & for bone & tissue formation e.g. calcium from milk for strong bones

Sedentary lifestyle = a routine with irregular or no physical activity

Consequences:

- Weight gain/ obesity
- Risk of heart disease
- Hypertension (high blood pressure)
- Risk of diabetes
- Poor sleep patterns
- Poor self-esteem
- Lethargy (laziness)

Water balance:

Hydration = having enough water for the body to function normally

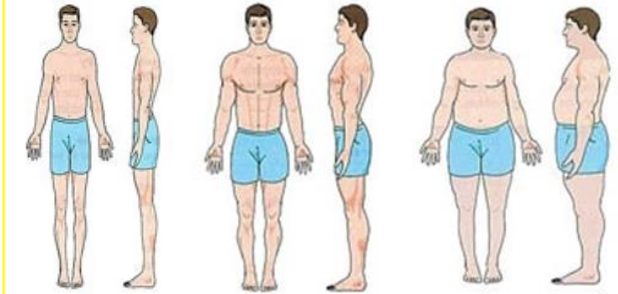
Dehydration = excessive water loss, interrupting normal bodily functions (can be quickened by exercise intensity, duration & temperature)

Rehydration = consuming water to restore hydration

Effects of dehydration:

- Viscous blood, slowing flow
- Increased HR
- Increased body temperature
- Increased reaction time
- Muscle cramps/ fatigue
- Dizziness, nausea, blurred vision & headaches

Somatotypes



Ectomorph - endurance events
Mesomorph - speed/ strength/ power events
Endomorph - low speed/ mobility events

Obesity – BMI over 30, caused by imbalance of calories consumed to energy expenditure

Effects:

- Components of fitness – limits cardiovascular endurance, flexibility, agility, speed, power
- Physical factors – risk of cancer, heart disease, heart attacks, diabetes, high cholesterol
- Mental factors – risk of depression, loss of confidence, poor self-esteem, laziness
- Social factors – inability to socialise or leave home

Sports Studies

R184 - Topic Area 1

Understand the issues which affect participation in sport

Further support



User groups



The different groups of people who face barriers to participation in sport and physical activity

- Ethnic minorities
- Retired people
- Families with young children
- Single parents
- Children
- Teenagers
- Disabled
- Unemployed
- Working singles and couple

Barriers



Factors that may make participation particularly difficult. Many of the possible barriers to participation are common to all user groups

- Lack of time
- Work commitments
- Lack of facilities
- Cost of equipment
- Lack of role models
- Lack of transport
- Lack of motivation
- Lack of awareness of activities
- Lack of disposable income
- Lack of childcare

Solutions



Solutions to barriers faced by the various user groups are often very similar and be solutions for many of the user groups

- Free or subsidised sessions
- Promote role models
- Free or subsidised transport
- Provide childcare (crèche)
- Provide equipment
- Promotion of activities
- Arrange sessions during the day

Popularity of sport



Sport is a popular part of the culture in the UK. There are many factors which can impact upon the popularity of sport in the UK

Spectatorship



The more people are viewing sports will increase participation rates of those sports

Media coverage



Some sports channels show sport 24/7, this increases participation in the sports that the media show

Participation



More people participate in sports that have widespread mass participation

Provision



Provision varies in the UK. People cannot participate with little or no provision or access to facilities

Environment



Weather in the UK can impact upon participation rates. There is a lack of snow in the UK for skiing

Roles models



Positive Roles models increase participation in the sport. A lack of role models has a negative impact

Acceptability



Many people believe boxing should be banned as it's dangerous

Success for teams










Sporting success inspires people to take part in the sports such as GB cycling

Know about the role of sport in promoting values

Further support



Values which can be promoted through sport

	Team spirit	You can gain the feeling of pride and loyalty from being a member of a team which makes you want your team to do well or be the best.
	Fair play	Allows you to show polite behaviour which involves respect for fellow competitors and playing by the rules.
	Citizenship	Allows performers to act in a way that citizens of a country should. This can involve getting involved in the local community through sport
	Tolerance and Respect	Helps you to tolerate and understand others and show respect to opponents. This could be respecting different cultures and countries through respecting the national anthem
	Inclusion	Sport allows people to be included within teams and competitions. This can be to encourage under-represented social groups to get involved in sport
	National Pride	Sport develops a sense of pride in the name, culture and practices of a country. National pride is shown when supporters and performers unite behind their country when singing the national anthem or wearing country colours
	Excellence	Sport helps to encourage and develop excellence. Performers strive to be the best that they can.

Olympic and Paralympics



The Paralympics are games for people with a disability which run in parallel with the Olympic games. They are both held once every four years in the same host city. Both Olympic and Paralympic movements aim to represent similar core values

The Creed



Baron Pierre de Coubertin -
Founder of the modern olympics

“The most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not the triumph, but the struggle. The essential thing is not to have conquered, but to have fought well.”

The Symbol



Five interlocking rings to represent the union of the five continents of the world which take part

The symbol is closely linked with all aspects of the Olympics and Paralympics and reminds everyone that the brand logo for the sporting event involves all areas of the world

The Values



3 Olympic values

- Friendship
- Respect
- Excellence

4 Paralympic values

- Determination
- Inspiration
- Courage
- Equality

Know about the role of sport in promoting values

Further support



It is very difficult to control spectator behaviour and many spectators do not follow sporting etiquette

It is common for NBA basketball spectators to deliberately put the opposition players off when shooting free throws

Some sports such as Golf can be very respectful and quiet when players are taking their shots

The importance of etiquette and sporting behaviour



Etiquette

Etiquette includes the unwritten rules concerning player behaviour. Examples include kicking the ball out of play when someone is injured. Not walking across someone else's putt in golf



Sporting behaviour

Behaving in a way that shows sportsmanship. Involves polite and fair behaviour while playing in a sporting event.

Reasons for observing etiquette and sporting behaviour

- Performing in a fair way
- Promoting positive values
- Keeping yourself and other performers safe
- Respecting performers in your own team and on the opposition
- Being a positive role model for young children

Sportsmanship



Fair and polite behaviour is also known as sportsmanship

- Being gracious and respectful when winning or losing
- Clapping an opposition goal
- Shaking hands before and after a game

Gamesmanship



When a performer bends the rules.

- Taking a long time to collect the ball to waste time
- Re-tying shoe laces when an opponent is about to serve in tennis
- Grunting loudly when playing a tennis shot to put off the opponent

Spectator etiquette



Spectators also have unwritten rules to follow

- Being quiet during rallies at tennis games
- Respecting an opponents national anthem
- Staying quiet at the start of an athletics race
- Staying quiet when a rugby player kicks a conversion

Other initiatives and events which promote values through sport

Know about the role of sport in promoting values



FIFAs 'Football for Hope'

- Started in 2005 as a collaboration between FIFA and 'street football world'
- Funds 'not for profit' organisations to encourage social projects for disadvantaged people



ECB's 'Chance to shine'

- Since 2005, has aimed to ensure that cricket is played in states schools.
- Aims to bring cricket to thousands of inner city children
- Help develops social cohesion, teamwork and respect and reduce anti-social behaviour



Sport relief

- Annual campaign encourages people to get active and raise money for vulnerable people
- Intended to help those people live happier, healthier, safer lives



Premier leagues 'Creating chances'

- Education - including the Premier league reading stars
- International initiatives - including Sport relief and premier skills
- Health - including Premier League health initiative
- Community cohesion - Premier league into Work initiative
- Participation - Premier league schools tournament



£10 Sport England scheme to increase participation in sport

- Increase the participation rates of women
- 'This Girl Can' programme is funded by the National lottery and is developed by Sport England
- Aims to allow women to overcome the fear of being judged and make the choice to take part in physical activity



Initiative and campaigns can be used to instil certain values for those taking part. Often the campaigns try to show the good that can be gained by taking part

Sports initiatives to break down barriers

Kick it out



Barrier to be broken: Racism

Respect campaign



Barrier to be broken: Abuse to referees in football

Transforming British tennis together



Barrier to be broken: Cost and accessibility of tennis

Back to Netball



Barrier to be broken: Age

Know about the role of sport in promoting values

Further support



Performance enhancing drugs

-  Anabolic steroids
-  EPO / Blood doping
-  Stimulants
-  Diuretics
-  Beta Blockers

The Use of performance enhancing drugs (PEDs) in sport

Reasons why PEDs are used



- To lose weight
- To mask pain
- Increased ability to train
- Improved recovery
- Improved performance
- Improve strength
- Pressure to win
- Belief that others are taking them

Reasons against using PEDs



- Unfair advantage
- Suffer long term ill-health
- Become addicted
- Damage reputation
- Harsh consequences when caught
- Immoral to take PEDs and cheat

Testing methods



Urine



Blood



Hair



Nail

Drug offences by elite performers



Ben Johnson



Anabolic steroids



Lance Armstrong



EPO / Blood doping



Dwain Chambers



Anabolic steroids



Dwain Millar



EPO



Justin Gatlin



Stimulants

Impact of drug taking on the reputation of sport

- Reputation of the sport can be damaged
- Spectators may question whether the sport is clean and fair
- People will mistrust the results of the sport
- Spectators think all performers involved in the sport are cheating

The whereabouts rule



Is for out of competition testing



Performers must inform the authorities of their location to allow drug testing to take place



Must notify of a one hour period in every 24 hours so that they can be tested



Notification is via national organisation/ NGB for the sport who inform WADA



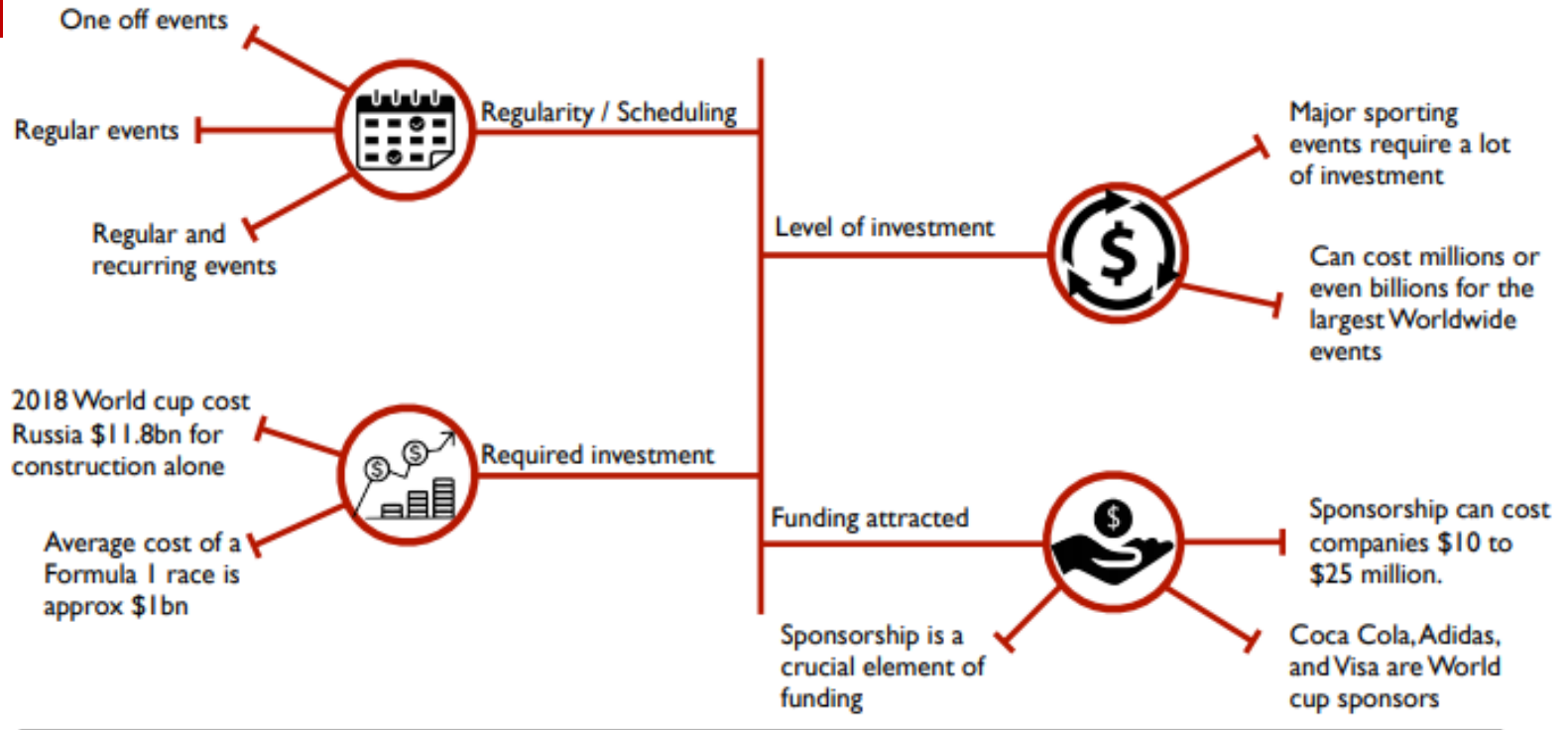
Must notify of any change to normal location/routine

Understand the importance of hosting major sporting events

Further support



The features of major sporting events



Regular and recurring events	One off events	Sporting legacy	Social legacy	Economic legacy
<ul style="list-style-type: none"> Wimbledon FA cup final F1 British Grand prix Masters golf tournament 	<ul style="list-style-type: none"> Olympics Football World Cup Commonwealth games World swimming championships 	<ul style="list-style-type: none"> New facilities built Facilities can be used by local population after the event Participation may increase in sport Role models created by the event Raise awareness of the activity Increased media coverage Attracts increased funding 	<ul style="list-style-type: none"> Improved status of the country Feeling of well-being. Morale is improved. Increases national pride Improved transport infrastructure Improved housing Facilities can be used by local communities after the event Understanding of other cultures & improves friendship between nations. 	<ul style="list-style-type: none"> Increase in tourism Shop window effect means increased status of country may generate additional business links Brings in money for commercial benefits Jobs are created Better developed transport system. Productivity increases.

Potential benefits and drawbacks of hosting major sporting events

Understand the importance of hosting major sporting events

Further support



Improve **transport** system within the city. Tourist and spectators will visit before, during and after the major event



Increase in **tourism**. Direct tourism when people visit the host city. Indirect tourism when people visit the city after the event



Increase in **participation** in some sports because the population is inspired by athletes



Jobs will be created to build and manage new buildings, stadia and improved infrastructure



Shop windows effect - Event will raise the status of the country as people will hear and see images of the city and country



Morale of the country is raised as the population show national pride in their country, city and athletes



Bidding process can be very **expensive** and there are no guarantees that the event will be awarded



Event hosting costs can be more than the event raises, thus the city makes a **loss**.



Facilities can end up **not being used** after the event if the legacy is not planned properly



Can have a **negative impact** on the status of the country if the event runs poorly. Terrorist attacks in Munich 1972



Hosting the event may only help to **promote one** or a few areas of sport.



Can cause **arguments** on how the funding should be spent.

Know about the role of national governing bodies in sport

Further support



What national governing bodies in sport do

National governing bodies (NGBs) are independent bodies that have responsibility to govern and manage their sport within a country.

Promotion



Promotion involves any kind of marketing used to persuade a targeted audience

Promoting participation

- To increase participation
- NGBs must try and persuade people to play a particular sport
- Increase popularity through provision of further media attention
- Increase exposure in the media (TV, radio, newspaper)

Development



NGBs enable performers to develop. They also to develop coaches and officials

Training and development for elite performers, coaches and officials

- Has to be a programme for performers to follow
- This includes national performance squads and national teams
- Provide coaching awards
- Training of officials at all levels

Infrastructure



NGBs are responsible for the infrastructure of their sport

Competitions and rules

- Organise leagues for different levels of competitions.
- Decision making being rule changes
- Administer any breaches of discipline or rule breaking
- NGBs give advice as to what insurance is required for clubs, coaches and officials
- NGBs have a part in facility developments

What NGBs do

- Providing elite coaching
- Providing national performance squads
- Provides coaching awards at all levels/provides a framework for coaching awards
- Training of officials at all levels
- Makes rules
- Makes disciplinary procedures/organises drugs testing
- Creates/organises (national) competitions/tournaments
- Provides a national directive and vision
- Provides guidelines/support to clubs/members

Examples of National governing bodies

The Football Association



www.thefa.com/

The Rugby Football Union



www.englandrugby.com/

England Netball



www.englandnetball.co.uk/

England Hockey



www.englandhockey.co.uk/

British Gymnastics



www.british-gymnastics.org/

Know about the role of national governing bodies in sport

Further support



Google Classroom



What national governing bodies in sport do

National governing bodies (NGBs) are independent bodies that have responsibility to govern and manage their sport within a country.

Policies and initiatives



NGBs set many policies and procedures which set the direction and vision of that sport in the country

- NGBs will have anti-doping policies and guidance.
- Anti-doping refers to procedures taken to prevent sportspeople from taking PEDs
- The British Gymnastics website has a section which details banned drugs, doping procedures for testing
- NGBs promote appropriate etiquette, sporting behaviour and fair play
- Improve behaviour of coaches and parents to act as positive role models
- NGBs involve themselves and promote community engagement
- NGBs have a large role in ensuring advice is given on safeguarding children

Support



NGBs provide other forms of support via their websites and administration teams

- Technical advice refers to advice on equipment, venues and surfaces
- Advice on playing equipment, any banned equipment, advice on playing surfaces
- NGBs provide location and contact details for local clubs
- NGBs play a large role in encouraging participation
- Provide information on how to get started
 - Where your local club is
 - What age ranges are catered for
 - When starter events are being held

Funding



NGBs decide on how to spend the income that is generated

- NGBs lobby for funding from the Department of Digital, Culture, Media and Sport
- NGBs present to government of the need for funding and how it will be spent
- NGBs are also funded through different sources
 - Money from grants
 - NGB membership fees
 - Money from TV rights
 - Money from sponsorship
 - Money from merchandise sold
- NGBs decide how to distribute the money
- NGBs provide support to performers on how to apply for funding

What to do next



Review exam questions



Identify topics of strength and improvement



Practice exam questions based on topics for improvement



Check answers and get feedback