



Social inclusion and
community cohesion in sport

What is social inclusion and community cohesion in sport?



- Social inclusion has been defined as a process to ensure that everyone, regardless of their life experiences or circumstances, can achieve their potential in life (Social Exclusion Unit 2006).
- “A cohesive community is one where there is a common vision and a sense of belonging for all communities and the diversity of people’s different backgrounds and circumstances is appreciated and positively valued, and those from different backgrounds have similar life opportunities for strong and positive relationships to be developed between people from different backgrounds and circumstances in the workplace, in schools and within neighbourhoods” (LGA, 2004).

Case Study 1



- Watch this short video talking about what sport can do for social inclusion and community cohesion.
- <https://www.youtube.com/watch?v=UnANbbVLDS8>

Sport and society



- Activity 1
 - Scan the QR Code
 - Does Sport add any value to society?



Sport's role in society



- SPORT CAN HELP PEOPLE TO BECOME MORE SOCIAL
- SPORT CAN CREATE HAPPIER PEOPLE
- SPORT CAN HELP PEOPLE TO CREATE FRIENDSHIPS



- SPORT CAN HELP TO REDUCE OBESITY
- SPORT CAN HELP TO REDUCE RISK OF CARDIOVASCULAR DISEASE
- SPORT CAN HELP CHILDREN TO BECOME MORE ACTIVE



- SPORT CAN HELP TO REDUCE DEPRESSION
- SPORT CAN HELP TO REDUCE ANXIETY
- SPORT CAN HELP TO IMPROVE PEOPLE'S MENTAL HEALTH



- SPORT CAN HELP TEACH US LIFE LESSONS
- SPORT CAN CHALLENGE US
- SPORT CAN HELP US TO REDUCE STRESS



- SPORT CAN MAKE PEOPLE FEEL MORE CONFIDENT
- SPORT CAN IMPROVE OUR LEARNING
- SPORT CAN HELP TO BOOST OUR MOOD



- SPORT CAN CREATE A HEALTHIER NATION
- SPORT CAN HELP REDUCE HEALTHCARE COSTS
- SPORT CAN HELP REDUCE THE RISK OF ILLNESSES

SPORT CREATES JOBS

SPORT CAN IMPROVE OUR WELL BEING

SPORT HELPS PEOPLE TO DEVELOP RELATIONSHIPS

SPORT CAN HELP TO IMPROVE ACADEMIC PERFORMANCE

SPORT CAN HELP TO LOWER OUR SOCIAL BEHAVIOUR

SPORT CAN HELP TO IMPROVE COGNITIVE ABILITIES

Task



15 MINUTES



FIND OUT WHAT THE 7 PILLARS OF
SOCIAL INCLUSION ARE



FIND AN EXAMPLE OF WHERE THESE
HAVE BEEN APPLIED IN YOUR LOCAL
AREA



The 7 Pillars of Social Inclusion



Let's look at the stats



- Less than 3 in 10 disabled people feel encouraged to return to physical activity post pandemic.
- Only 4 in 10 disabled people feel they can be as active as they would like to be, in contrast to non-disabled people, who are more likely to be as active as they want post pandemic.
- Only 47% of disabled people think that physical activity and exercise is for 'someone like them'.
- 8 in 10 disabled people want to be encouraged into physical activity and exercise.

What's being done about it?





Case Study 2: Sport Scotland

- **School Leaver Recreation Awareness Project:**
- Aims to provide a programme for pupils with a disability in their final year to encourage continuing postschool involvement in recreational activities.
- Pupils are given the tools and training to make their own decisions
- Provides a link between pupils and local recreation officers
- Funding provided for production of resource materials
- Pupils gain valuable leadership experience





Case Study 3: Sport Wales

- **Becoming an Inclusive Leader Programme:**
- Aimed at senior leaders and managers of NGBs, Local Authorities and Local Leisure Trusts. It is also aimed at anybody already leading diversity and inclusion Programmes.
- The Programme runs over a period of 8 months and covers themes such as; Leading and challenging yourself, Leading others who may not feel like they belong there, Leading Strategy, and leading and enabling positive change.
- 15 new participants are chosen at the end of every 8-month cycle.





The Benefits of Green Exercise



How do you feel when you go outside for a walk? If it is a green place, whether in the city or countryside, the chances are high that you will feel better. Even when it is bitterly cold, fiendishly hot, or lashing with rain, being close to nature and the elements seems to improve our sense of well-being.

Participating in physical activity in greenspaces – ‘green exercise’ – brings additional mental and physical health benefits, which could form part of a solution to a number of growing health and environmental problems.



Evidence now shows that there is a positive relationship between exposure to nature and mental and physical health. At the same time, social interactions can be fostered and memories of places are created.

PHYSICAL ACTIVITY

Known to have positive effects on physical and mental health

EXPOSURE TO NATURE

Known to have positive effects on mental health

GREEN EXERCISE

To what extent does physical activity in the presence of green space affect physical and mental well-being?

From recent research, three broad health outcomes are possible:

- **Improvement of psychological well-being** (by enhancing mood and self-esteem, whilst reducing feelings of anger, confusion, depression and tension);
- **Generation of physical health benefits** (by reducing blood pressure and burning calories);
- **Facilitation of social networking and connectivity** (by enhancing social capital).

Key quantitative findings emerging from the large amount of data available show that:

- 3 out of 4 people feel less depressed, tense and angry after participating in a form of green exercise;
- 2 out of 3 people experience an overall improvement in their level of mood;
- Almost two thirds of people report improved levels of self-esteem;
- An improvement in mean self-esteem and mood levels is always reported after participation in different green exercise activities.

What we Know and What we Suspect

Nature & Health Evidence

Know

- Nature (including parks, gardens, countryside and wildernesses) is good for you, bringing mental health benefits.
- Nature is a place where physical activity is likely and easy, bringing physical health benefits.
- All types of people (age, gender, social groups, ethnic groups) benefit, but vulnerable, ill, disaffected and disadvantaged seem to benefit more (e.g. green exercise is more effective for people who start with poorer mental health).
- All types of natures produce positive health and memory outcomes, from nearby nature to countryside's to wildlands.
- Nature can act therapeutically, making many people better, but not the severely ill or depressed.



Suspect

- Engagements with animals (pets, wild) results in the same kinds of mental health benefits as with nature and places.
- There is a hard-wired, genetic component to human engagement with green places (biophilia), resulting in different outcomes depending on the view.
- Physiological profiles can be produced to measure GE/GC interventions (eg endocrine indicators, blood pressure).
- Danger could offset mental health benefits, as could extreme weather.
- Nature or activities in nature could set the context for curing certain conditions or problems.



Task-

- Work in groups 2-3
- **Make a poster presentation with the following information:**

Define green exercise, find 10 different forms, highlight the benefits and find academic literature / evidence to support these benefits

- You can search google for images / statistics / reports
- You can search the library to support with academic literature



A1 Assignment- 50% of your grade

- See assignment brief
- Uploaded to turn it in
- Deadline- 18th November 23:59 am
- Start investigating now, use the tools / resources available to you
- Enjoy researching!



Assignment (no lecture next week for industry)

The Covid pandemic has highlighted the importance of sport, exercise, and physical activity. A number of factors influence the health of the nation, targeted activity projects and programmes have been designed to improve the health and wellbeing of the population.

Part 1:

Highlight one activity intervention project and conduct an academic discussion introducing the project / programme, explaining its aims and objectives. Conduct further research to identify if it has been successful and provide recommendations based on this evidence. (Approximately 1000 words)

Weighting = 70%

Part 2:

Green exercise is becoming increasingly popular and can play an important part in shaping the new modern world, analyse the different forms of green exercise and link these to current government priorities (Approximately 500 words)

Weighting = 30%