

Community Sports Development



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The aims of today's lecture:

To understand more into defining sports development

The birth of the Sports Council

Early Sporting Strategy / Sport For All

Explore Grant funding



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Defining Sports Development:

What do we know?





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Defining Sports Development:

Fischer (2003: 51) argues that 'To accurately explain social phenomena, the investigator must first of all attempt to understand the meaning of the social phenomenon from the actor's perspective ... the actor's own motives and values'. **(What does that mean?)**

There are a number of possible starting points for definition. One might take the statements of policy-makers as a logical starting point for specifying the objectives and activities that constitute the core aspects of sports development given that in many countries 'sport development', however we might eventually define it, **is usually publicly funded**



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Defining Sports Development:

An alternative starting point is to examine the activities of those who self-define their work as 'sport development'. Many of these practitioners are employed by public sector organisations or by national sports organisations although a significant number are employed by non-sport organisations that use sport to attract young people so that personal or community development objectives can be addressed.

Taking practitioners as the starting point soon highlights the difficulties of this approach as a series of boundary problems rapidly emerge. There are many examples of practitioners who seek to achieve non-sports objectives through attracting people, young people in particular, into sport. The youth worker who uses sport to engage young people so that she can undertake personal development activity; the member of a religious body who uses sport as the basis for missionary work; and the political activist who uses sport as a way of attracting and retaining members.



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Defining Sports Development:

One, perhaps wishfully **simple**, **view of sport development** is that it is about '**getting more people to play more sport**'. However, this definition **over-emphasises the role of sport in 'sport development'** and underplays the instrumental attitude of most governments to sport (i.e. the non-sport objectives that sport is thought to be able to achieve).

Collins (1995: 21) expands on this definition and suggests that **sport development** is '**a process whereby effective opportunities, processes, systems and structures are set up to enable and encourage people in all or particular groups and areas to take part in sport and recreation or to improve their performance to whatever level they desire**'



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Defining Sports Development:

Since the 1990s a new dimension to the definition of sport development has emerged and is normative and moralistic - **it is less 'sport for sports sake' and more 'sport for good'.**

Hylton and Bramham (2008: 2) argue that 'sport development is more accurately a term used to describe policies, processes and practices that form an integral feature of the work involved in **providing sporting opportunities and *positive* sporting experiences'**

2006 by the then Minister for Sport, Richard Caborn who argued that 'if we are to prove that the [sport] sector can address government's agendas across the UK, and ... what it can do for others, be **it tackling the obesity crisis in health, greater social inclusion in our communities and of course producing world class talent for our 2012 athletes** and beyond - then it needs to be fit for purpose'



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Defining Sports Development:

The ambiguity, uncertainty and tensions surrounding sport development policy and practice are, in part, a consequence of the adaptability of sport and its capacity to attract young people, but also a consequence of its attraction to government as a relatively low cost, high visibility and malleable response to a wide range of social policy issues.



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Wolfenden Report what we learnt:

What were the recommendations?





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The Birth Of the sports council:

Formed in 1972- Motto- 'Sport For All'

Sports councils set up in- England, Wales, Scotland, Ireland

Sport For All – Review Document of a first sporting strategy from a Sports Council

15 minutes- read slowly and think about it



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Sport For All

What stood out to you?

What was good in the strategy?

What points are you not agreeing totally with?



**Review of visit to
OAA provider**

**1- What did you
take away from the
visit?**

**2- What is the
benefit of being
active in the
outdoors?**

**3- What are the
barriers?**

<https://www.facebook.com/mark.napieralla/videos/10157889437458701/>



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WHY ARE WE INVOLVED IN SPORTS DEVELOPMENT??

<https://www.youtube.com/watch?v=iC76The-FMU>



Grant Funding

- Important as money, resources and staffing are needed to create new opportunities.
- Thinking outside the box can create new funds to expand the offer or improve it.
- There are certain activities that need very little money to start.
- 2 models to running sessions- volunteer or small enterprise





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Grant Funding available to sports clubs in this area- Competition-

**What grant is available from Sport Wales for the development of small community teams?
How much is available? What are the two main aims?**

**Community Chest Grant
£1500**

**Increasing participation
Improving standards**



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Sport England Small Grants Scheme- How much will it fund? Who can apply? What is the target age group?

Small Grants Scheme £300-£10000

**Any non for profit organisation can apply
14-24 year olds**



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Joanna Brown Trust Grant –

How much on offer and to who?

£100-£1000 to help young athletes excel in their sports



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Task:

You have been asked to set up a sports session in town hall to help reduce anti social behaviour. Research what grant funding you may be able to access in this particular area. Explain what you will use this funding for.

Explain what grant you have chosen, why, who will be involved in the application and what will you use it for?

Verbal feedback to the group via written paper / summary



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**Next week- Planning in Sports Development
this will help you when presenting for your
assignment**





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Dates:

Week 5- 8th November- The Planning process / SWOT Analysis information (1000 words)

Week 6- 15th November- No lecture - industry week

Week 7- 22nd November - Lecture – Additional time for support -Hand in date- 1000 words

Presentation to be delivered in January- 29th November, 6th / 13th December will prepare you for this presentation.