# Community Sports Development



## M5X02089

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# Community Sports Development



**The aims of todays lecture:**

To look at the Olympics

The Olympics and how it is related to sports development

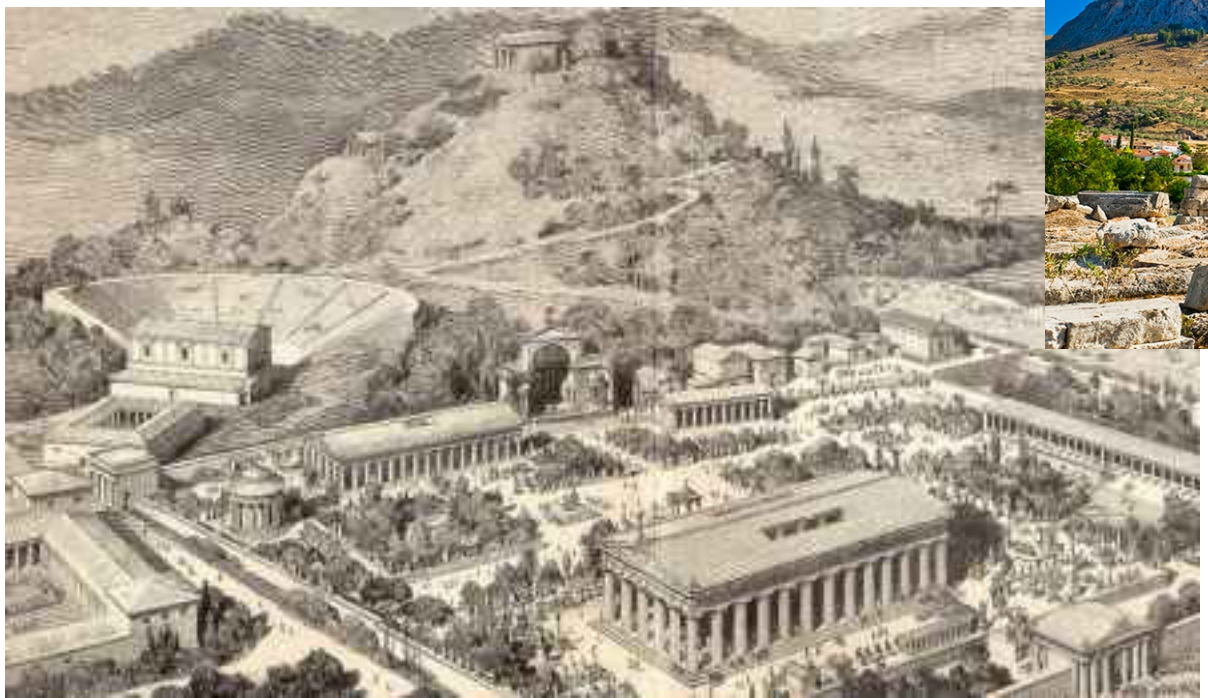
London 2012, Rio 2016 success / failure?

Assignment support

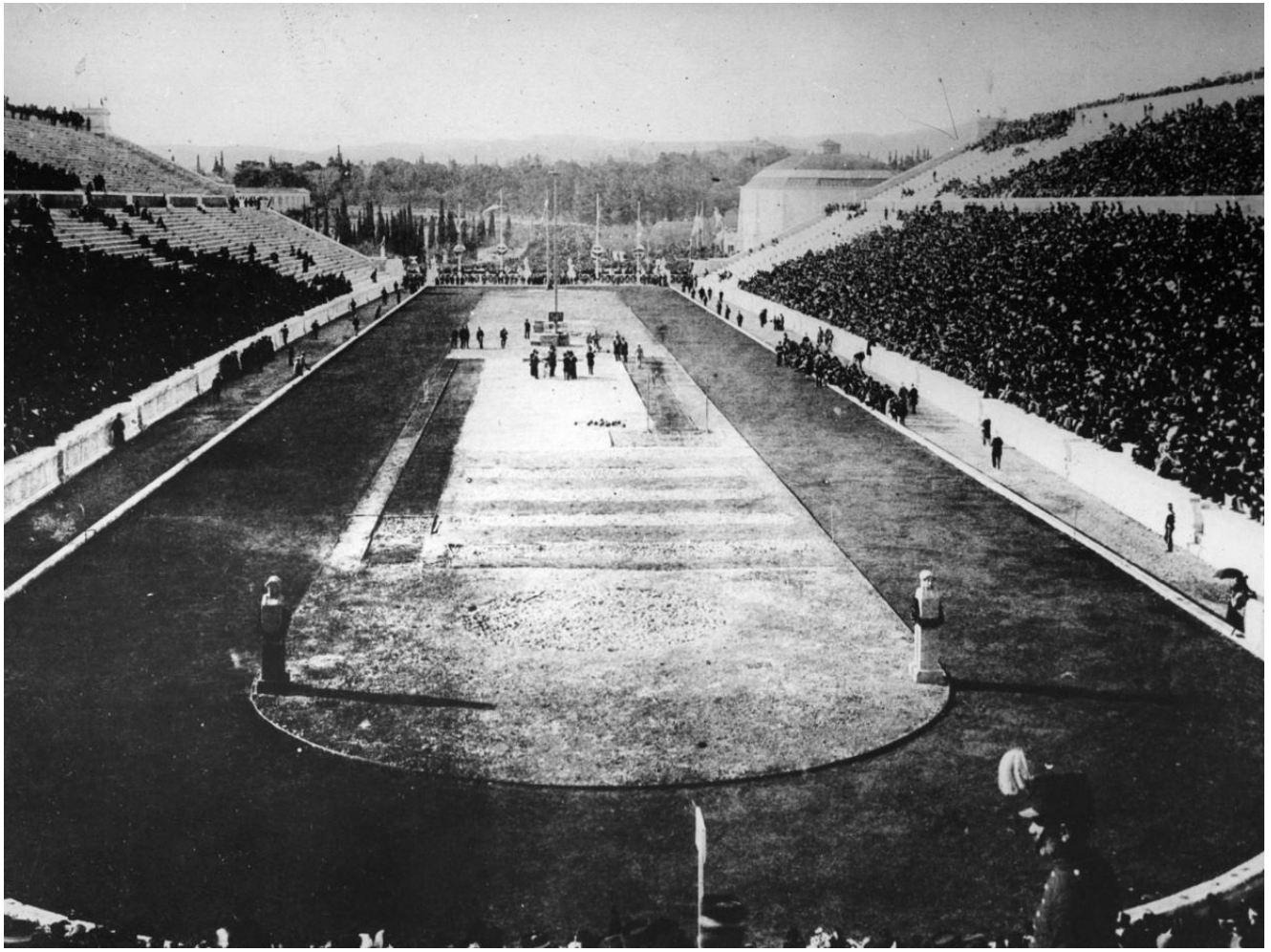
**The History behind the Olympics:**

The Greeks started the Olympic Games almost 3000 years ago in 776 BC. They were dedicated to the Olympian gods and were staged on the ancient plains of Olympia. (pictured below) They continued for nearly 12 centuries, until Emperor Theodosius decreed in 393 A.D. that all such "pagan cults" be banned.



The modern incarnation of the ancient Olympic Games took place in Athens Greece in 1896. Only 14 countries participated in the original tournament and there were only 43 events, but over the next century it grew in prestige to the international sporting festival it is today.

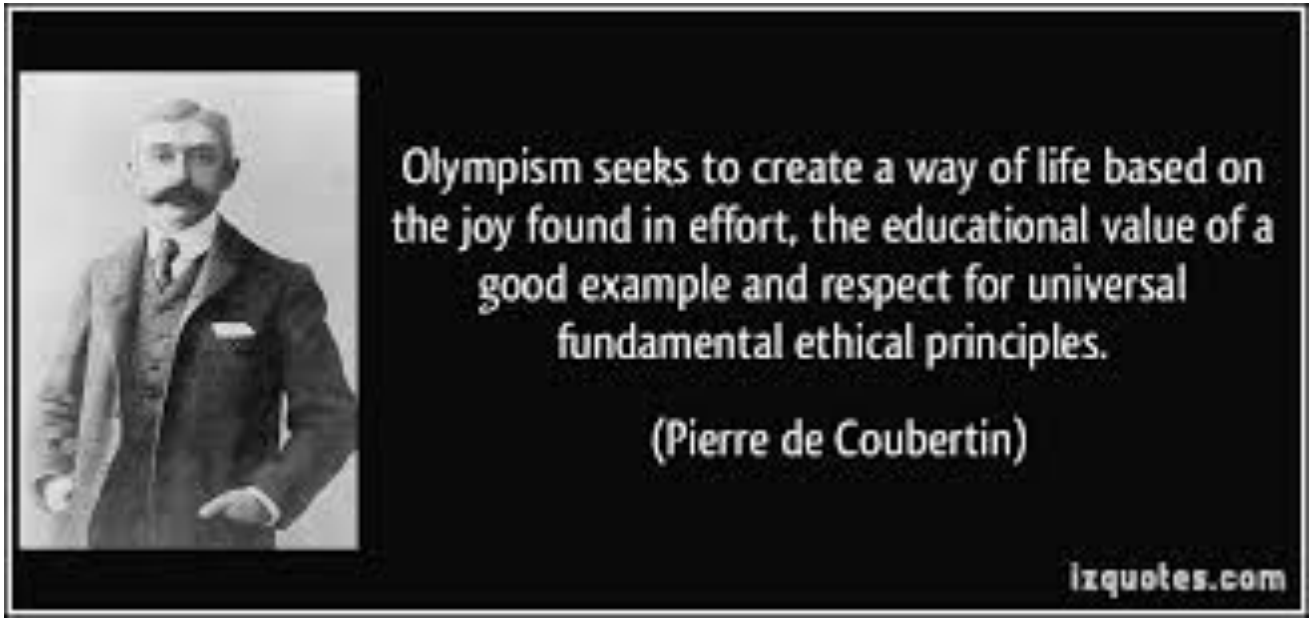


**Olympism:**

The Olympic Games represent a practical manifestation of Olympism, which is a philosophy of social reforms underpinned by a philosophical anthropology advocating an idealised vision of the human being and a just society.

**Olympism**:

OLYMPISM IS A PHILOSOPHY OF LIFE, EXALTING AND COMBINING IN A BALANCED WHOLE THE QUALITIES OF BODY, WILL AND MIND. BLENDING SPORT WITH CULTURE AND EDUCATION, OLYMPISM SEEKS TO CREATE A WAY OF LIFE BASED ON THE JOY FOUND IN EFFORT, THE EDUCATIONAL VALUE OF GOOD EXAMPLE AND RESPECT FOR UNIVERSAL FUNDAMENTAL ETHICAL PRINCIPLES ( WWW.OLYMPIC.ORG )



Pierre de Coubertin was a French educator and historian who played a major role in the founding of the International Olympic Committee because of which he is considered the father of the modern Olympic Games.

After the 1912 Stockholm Games—the first Games featuring athletes from all five inhabited parts of the world—a design of five interlocked rings, drawn and colored by hand, appeared at the top of a letter Coubertin sent to a colleague.

*"A white background, with five interlaced rings in the centre: blue, yellow, black, green and red ... is symbolic; it represents the five inhabited continents of the world, united by Olympism, while the six colors are those that appear on all the national flags of the world at the present time.*(Coubertin, 1932)

# What are the Olympic (3)/ Paralympic Values (4)



# What Are The Olympic and Paralympic Values?

**Olympic Values**

- friendship
- respect
- excellence

**Paralympic Values**

- determination
- courage
- equality
- inspiration








https://www.youtube.com/watch?v=JTVZA_GwdSs






The ‘Singapore promise’ - leaving behind a legacy of a fitter, healthier nation and transforming the lives of young people



# Task

Was investing £9.3bn in a major sporting event the most effective way to transform the fabric of grassroots sport in the UK?

The yes / no debate

1 team argues for

1 team argues against

As a team come up with discussion points to support your argument and to respond to the other teams views.






2013

https://www.youtube.com/watch?v=IUFWRRqsmpM

theguardian

# Sunday 5th July 2015

Only three of the 26 Olympic sports have seen significant increases in participation since London 2012 as the lack of a cohesive strategy and failures of some governing bodies mean much of the £1bn in funding has gone to waste ( athletics, cycling and gymnastics)

Since 2010, over 1.5m more people are not taking part in any sport

for almost £1bn given to 46 national sports governing bodies since 2009, just five – athletics, boxing, cycling, mountaineering and table tennis – have managed to achieve a statistically significant increase in the number of people playing every month since the bid was won

And since the Olympics, once-a-month participation figures show nearly 700,000 fewer adults are playing nationally funded sports

"We understand that the legacy seems to be judged by the Active People survey but it's short-sighted to judge it like that ( Sally Munday, 2015)



East Village, the former London Olympic Athletes' Village. It was converted with 49% affordable housing, but targets for the Olympic Park have been reduced to 31%


WEST HAM UNITED
COYI


© Matthew Impey/REX/Shutterstock



Some of the other, small arena assets are also being reused. The Copper Box Arena which hosted handball, parts of the modern pentathlon and goalball in 2012 has attracted more than 60,000 visitors since it reopened in July 2013 as home to the London Lions basketball team and others. The London Aquatics Centre has received more than 1m visitors since it opened in April 2014 with more than 2,000 local schoolchildren accessing it through school swimming sessions every week

https://www.youtube.com/watch?v=jMgPEz29abI

Rio2016™







Flagship giant swimming pool that held the canoe slalom course closed.

Maracanã Stadium, where the Rio Games's opening and closing ceremonies were held, is now in shambles, with seats torn out and bare patches adorning the pitch





Strikingly, less than 10% thought the government's primary school sports premium, the £150m scheme that was the eventual replacement for the schools partnerships axed by Michael Gove was effective (guardian, 2015)

Primary school sport premium doubled in 2017 /18 from £160 million to £320 million? (sport England 2016)

**How is the Sport Premium spent at Ashburton Primary School?**

Ashburton Primary School is part of the South Dartmoor Learning Community; a partnership of schools who work together to share practice for the benefit of the children and plan a range of events for schools and children to take part in. We subscribe to the School Sport Partnership (SSP) and are therefore able to participate in sporting festivals and competitions as well as receive support from other teachers and PE specialists to developing learning and teaching in PE.

**The funding is used to**:

Support our teachers to deliver high quality PE lessons
Increase pupil participation at events
Encourage children to be more active throughout the school day, particularly at lunchtimes
Increase the range of sports and opportunities offered to children
Provide extra-curricular clubs
Purchase resources for PE.



StreetGames is pleased to announce that Sport England have confirmed an award of £3.5m for our work in 2017-18. This investment in Doorstep Sport and young people from lower socio-economic backgrounds builds upon the great success of the Doorstep Sport Club Programme over the past 4 years, the largest ever investment in sport for disadvantaged youth. Funding will be used to:

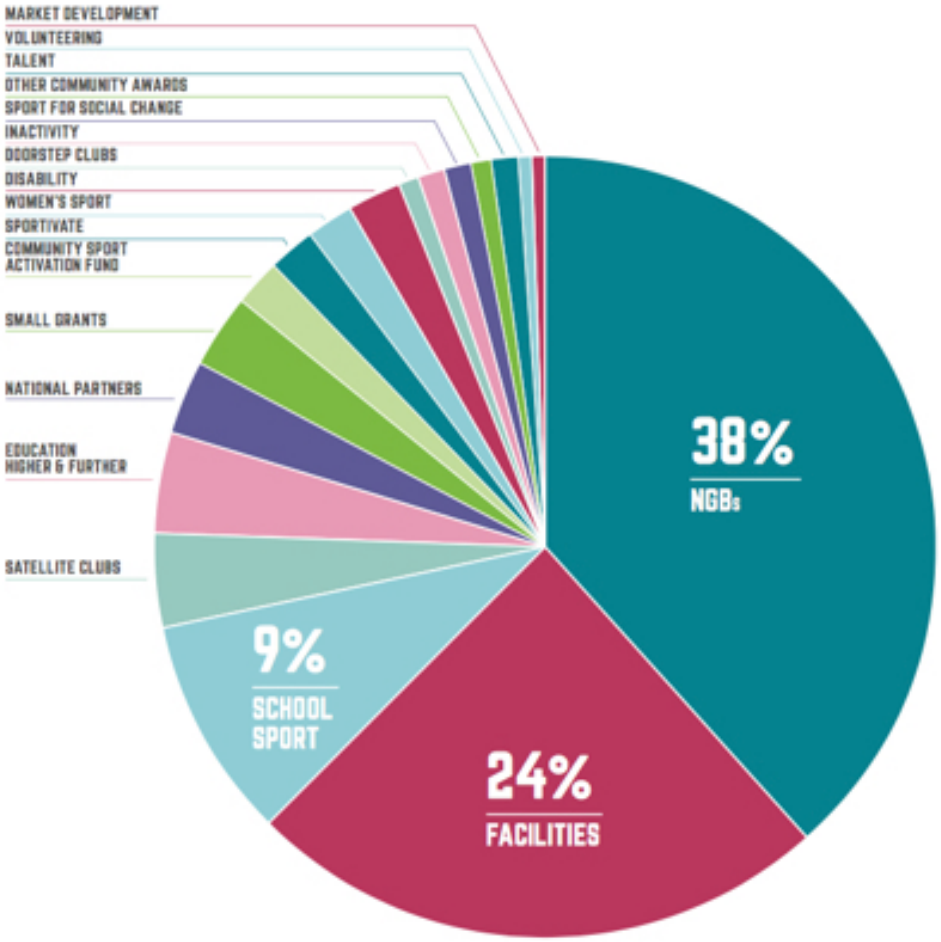
- To sustain Doorstep Sport Clubs with strong attendance where there is a clear risk of them coming to an end
- To develop approaches to supporting young people to make the transition into mainstream sport through an extension of our CLUB1 programme
- To maintain and develop work with disadvantaged girls and young women
- To understand the factors that impact on the participation patterns of disadvantaged young people



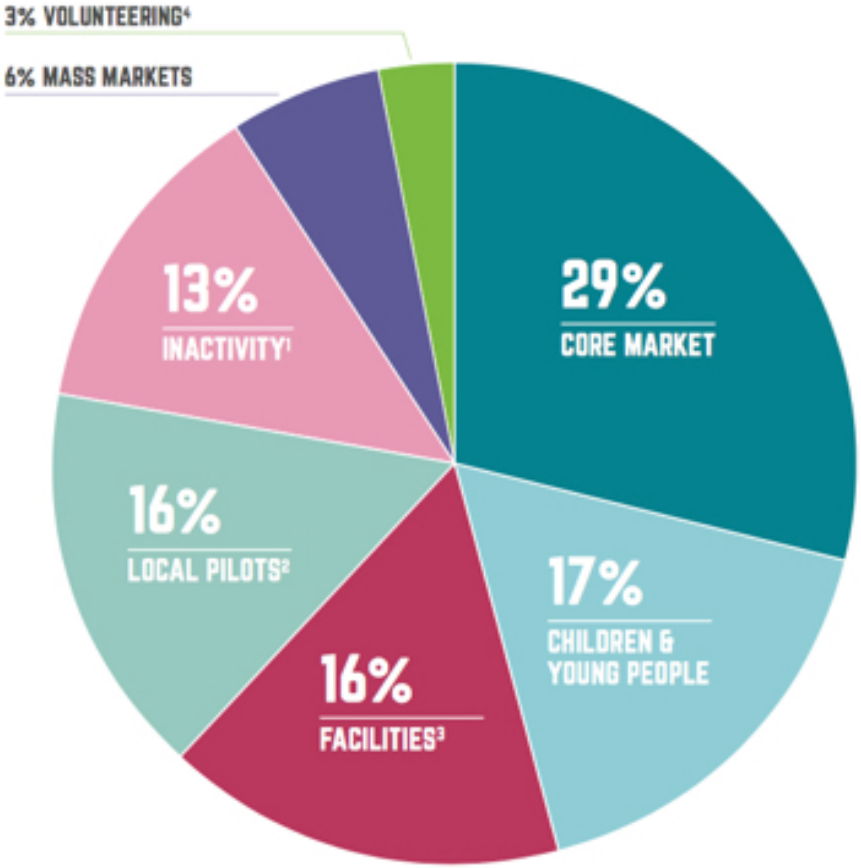

**Sport England is investing £6.65 million of National Lottery funding into a new three-year partnership with StreetGames that will tackle inactivity amongst young people in 50 of England's most disadvantaged areas**

This Sport England investment will be used to create new opportunities for young people to get active in the 50 disadvantaged areas, targeting those who are currently inactive or struggle to maintain their exercise habits. StreetGames will work with its network of locally trusted organisations to develop the opportunities alongside the young people. Some will be based at satellite clubs – typically extensions of community sports clubs that are established in a new venue where young people already meet – where there will be opportunities to get active and volunteer.

# 2012-16




# 2017-21




**Core market**

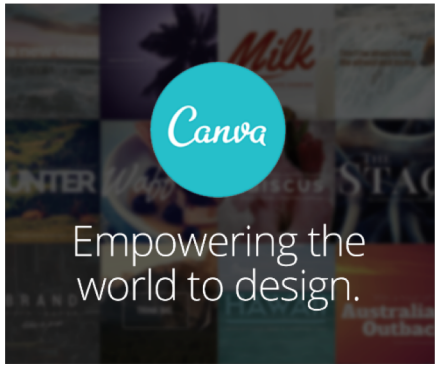
People who are regularly active already have the habit we are trying to promote and share. But they can't be taken for granted. We want to help everyone in this core market to stay there and feel the benefits of their active life



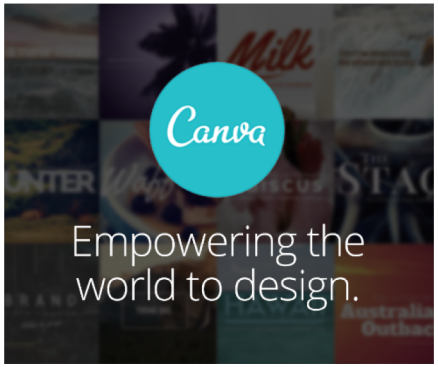

**IT ROOM- Creating a poster for netball / pool party- CANVA**

**Next week-** **Future for sport / Last lecture before hand in date**

**22nd March-** **Hand in date / assignment support**




# Canva Poster




## Pool Party

- Tuesday 23d April
- 2:30pm-4pm
- Llangatwg School
- £4
- 30 spaces available
- Fun / inflatables
- SIGN UP- EVENTBRITE
- Contact 01639 861143

BOTH MUST HAVE NPTPASS LOGO

## Netball

- Friday 29th March
- Pontardawe / Neath schools only
- 10am-2:30pm
- Cwrt Herbert
- 1 team of 10 players
- Winner plays tata steel winner for place at national
- Sign up- contact m.Napieralla@npt.gov.uk

50%

# THE TASK

Half of 65%

**Students are required to devise an operational plan to increase sports participation in the area of Townhill in Swansea. Students should use the Street Games template provided in order to plan different projects. Students should demonstrate an understanding of the key underlying issues in the national, regional and local sporting landscape and the external drivers that can be utilized to implement a successful development program. (22nd March)**

50%

# THE TASK

**1000 words**

**Students are required to carry out a research task and highlight the current barriers to sports participation in deprived communities. Students should consider what the internal and external issues are affecting sports development organisations when planning to deliver sports development projects in deprived communities. (22nd March)**