

Community Sports Development



M5X02089

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Community Sports Development



The aims of today's lecture:

To recap sport for all / Wolfenden Report / Policy

To understand the processes in planning, implementing and monitoring sports development initiatives

Marketing- Social media

Understand what is required from the presentation next week



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Wolfenden Report:

- ✓ 1957 a team was employed to review the provision of sport
- ✓ Chaired by Sir John Wolfenden
- ✓ Key findings- School sport had increased participation, increased participation post War, team sports popular, more people doing different sports such as skiing, MTB, climbing but hard to put a figure on it
- ✓ THE GAP 13-24 year olds- drop off in participation
- ✓ More collaboration needed
- ✓ Children wont always continue doing the sports they have in school
- ✓ Wales- priceless assests- mountains/beaches/countryside-not used enough by the Welsh
- ✓ **SPORTS DEVELOPMENT COUNCIL RECOMMENDED**



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SPORT FOR ALL:

- ✓ Sporting strategy
- ✓ Sport in the 1970's was booming with increased participation and new facilities being built
- ✓ Participation in indoor sport doubled in the 1970's
- ✓ Sport for all policy – 1966-1984 What was the impact/findings?



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SPORT FOR ALL:

Most people do not rank exercise high when it comes the things that determine quality of life

One policy of the council is it encourage and assist authorities to make greater provisions for **disabled people to take part in sport**, Another policy was for organizations to **use more of their natural resources** , To **use sport as way to reduce anti-social behaviour** , To increase the opportunities to take part in sport in **densely populated low income areas**, To encourage more in **depth research** to gain greater understanding of what people want and need

More quality **school facilities** , More **quality participation all over the country** , Increase **participation of mothers** , The council also placed an emphasis on increasing the participation of **retired people specifically between 45 and 59** , Persuading **drop outs to return** to sport , To **encourage governing bodies to recruit at all levels** not just those they believe have a future in that particular sport

The main objective is to get everyone healthy as all studies show people function better and are more productive when healthy , And to **just generally improve the quality of life**
For school to open their facilities to the public so that pupils who played sport in school can continue to do so after they leave



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SPORT FOR ALL:

Wants needs- Greater focus on health needed, not just sport. Targeting certain disease. Policy makers not always the right people.

Research- most research was on those already participating. More was needed on the non participants. Gender Gap more men than women participating.

Sponsorship- More money coming into sport but most of it at the elite end.

Staffing- Numbers involved in developing sport doubled, there was a gap in training as there was lots of facilities being developed but few qualified to run them.



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SPORT FOR ALL: SUCCESS

- Participation spiked shortly after the council formed from 73 to 77
- Increase in some notable sections of participation
- More sports facilities developed
- Action Sports have shown a way to more local planning and more local initiative
- Decentralisation and the breakdown of target groups
- More professional roles in sports and sports development
- Research into drop out rates THE GAP undertaken



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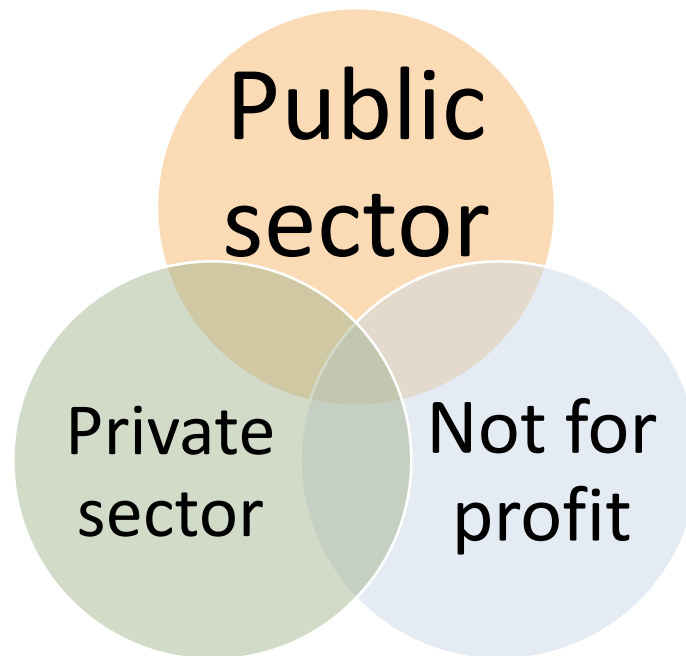


SPORT FOR ALL: Failure

- The policy seemed to only half work as the % of people taking part in sport went up but so did the amount of people who died from heart disease
- Many boys and Girls drop out of sport and physical recreation when they leave school
- More Volunteers are needed but with the success of Professionals it is unlikely as they are pushing them away
- A 10-15 year age gap provides a useful focus for sports councils strategies but a closer identification of different attitudes within each age group is necessary in order to devise policies and programmes which will now attract the non- participants
- Policies need to move from a national emphasis to a regional emphasis as different areas have different needs

Three Sector Model for Sport

(Hoye, Smith, Nicholson and Stewart, 2015)



Sport development environments



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School

- PE
- School Sport

Community

- Formal
- Informal

Elite

- High Performance
- Elite

Physical Education

“All activities that take place within the school curriculum”

Emphasis on learning

Focus on child

(Dept. of Education & Science, 1991, cited in Hylton, 2013, P. 151)

School Sport

“All activities that take place outside of the curriculum but are organised and run by the school”

Emphasis on physical competence

Focus on activity

(Hylton, 2013)



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The roles and responsibilities of a sports development officer:

1. Finding and training staff, coaches and volunteers for projects
2. Promoting and running projects and activities
3. Monitoring and evaluating projects
4. Finding funding, managing resources and budgets
5. Putting local and national policies into practice
6. Attending meetings, seminars and conferences
7. Coaching or supervising sport

[View AYP Officer Job Description](#)

Councils employ sports development staff. Where else may you find a similar position or job? [View JD/Person Spec](#)



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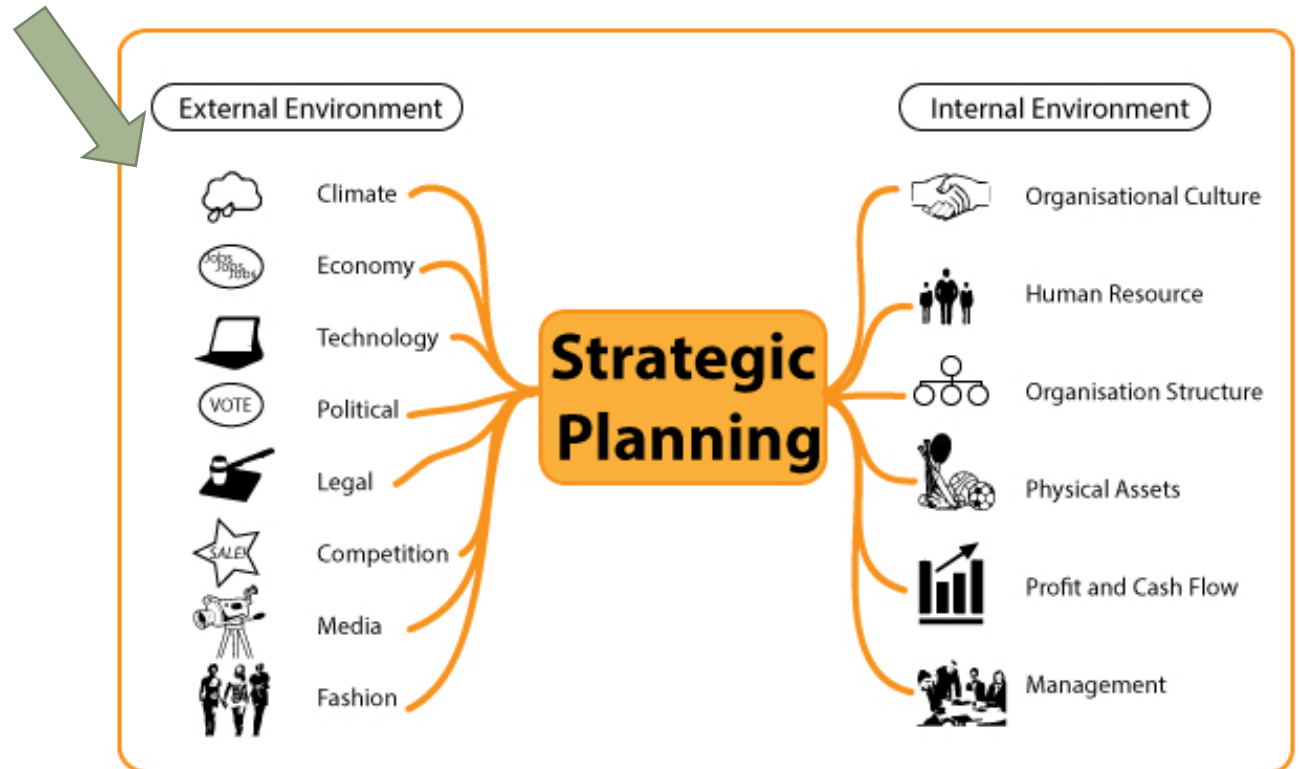


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The planning process:

Two types of plans- 1- Strategic 2- Operational





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The planning process:

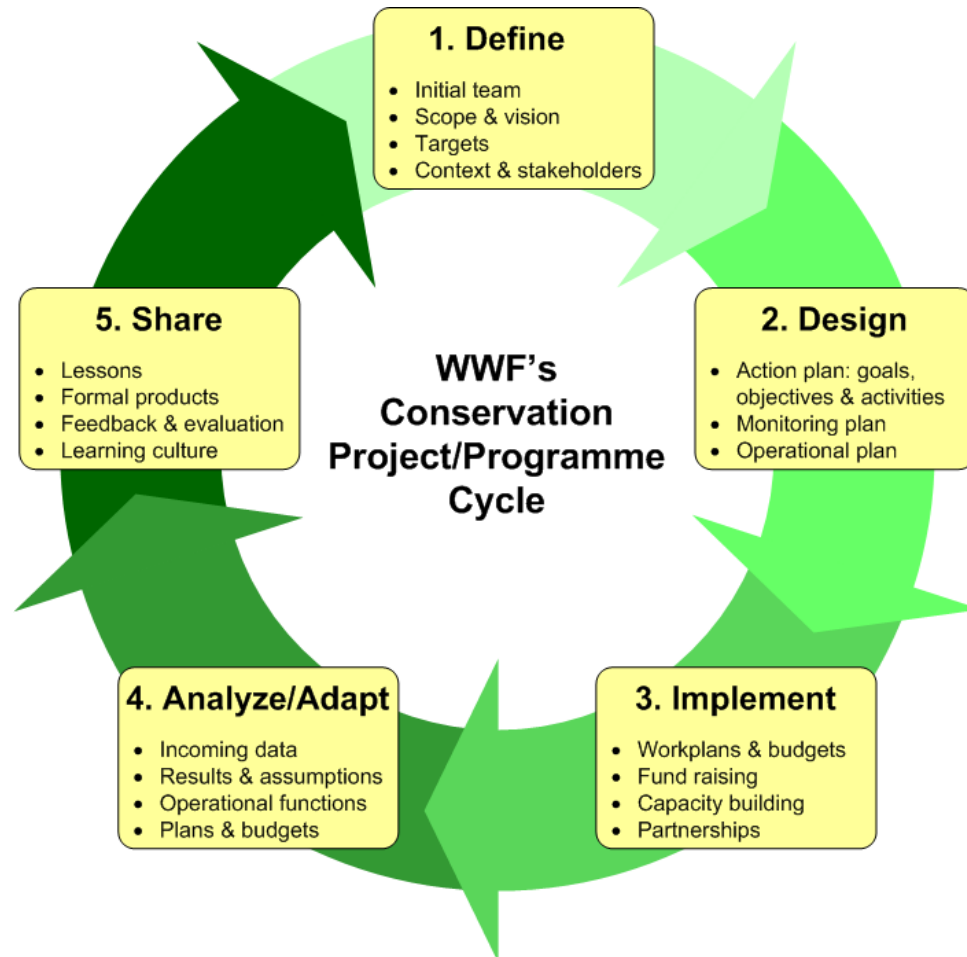




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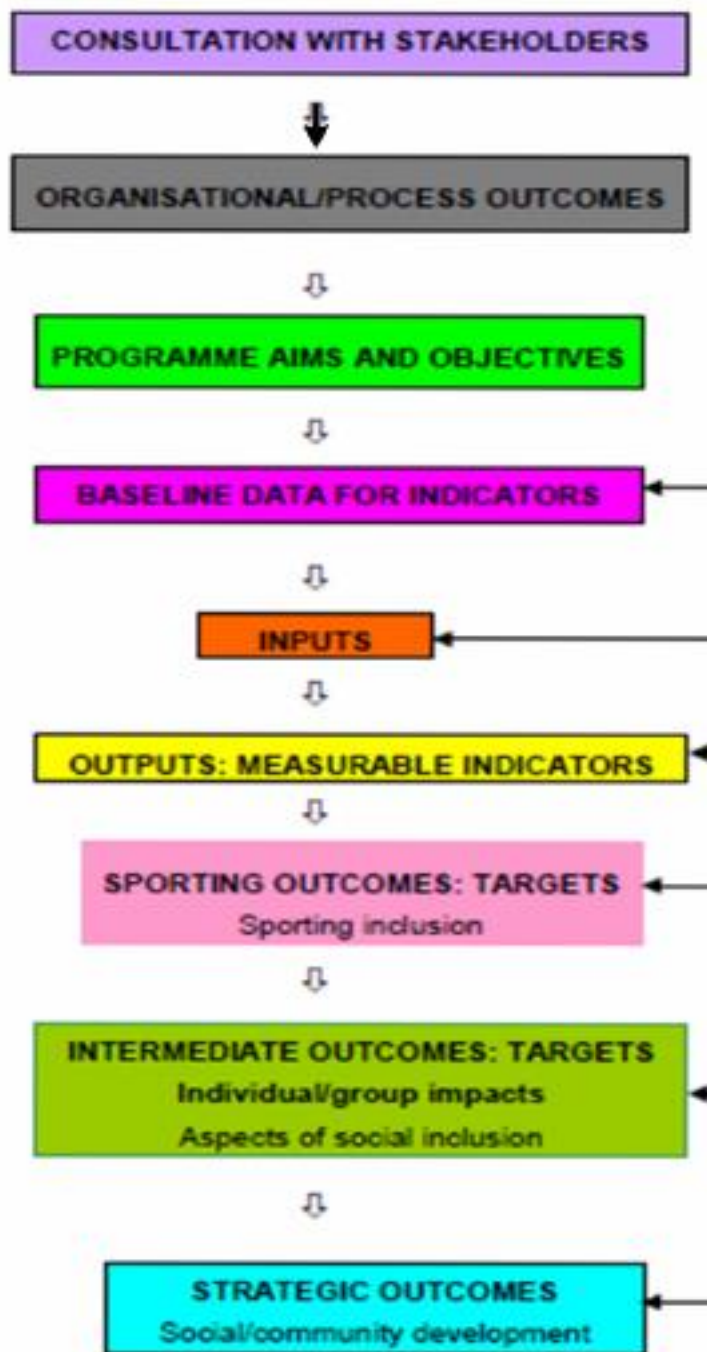


The planning process:





The planning process:





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The planning process:

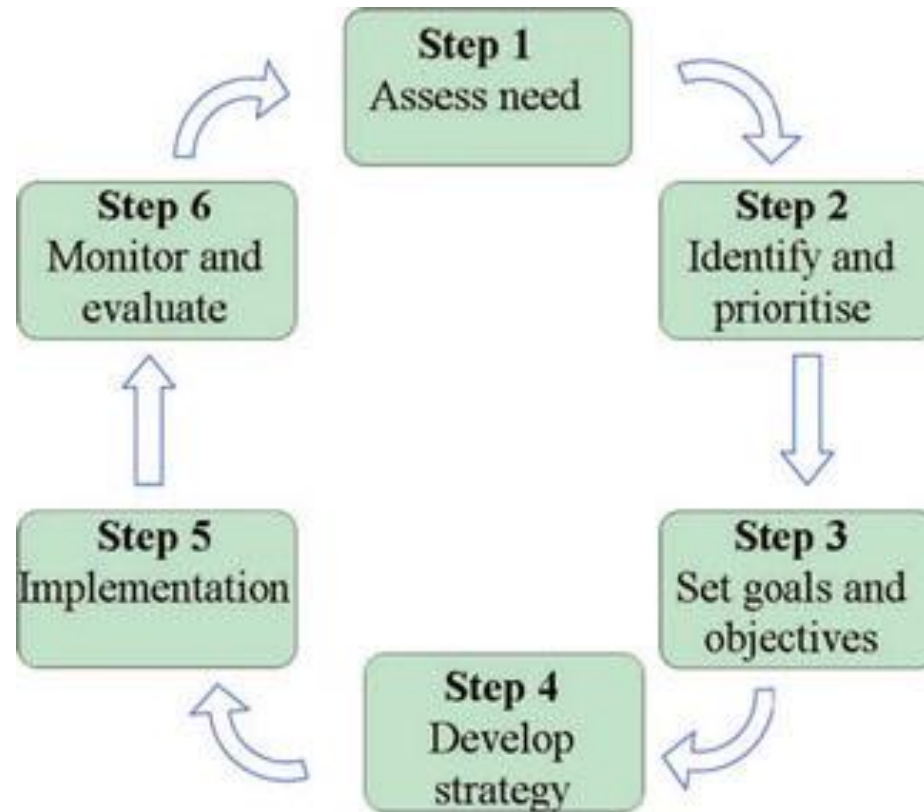


Figure 8.3 Six steps in planning health interventions.
(Diagram: Henk von Stokkom)



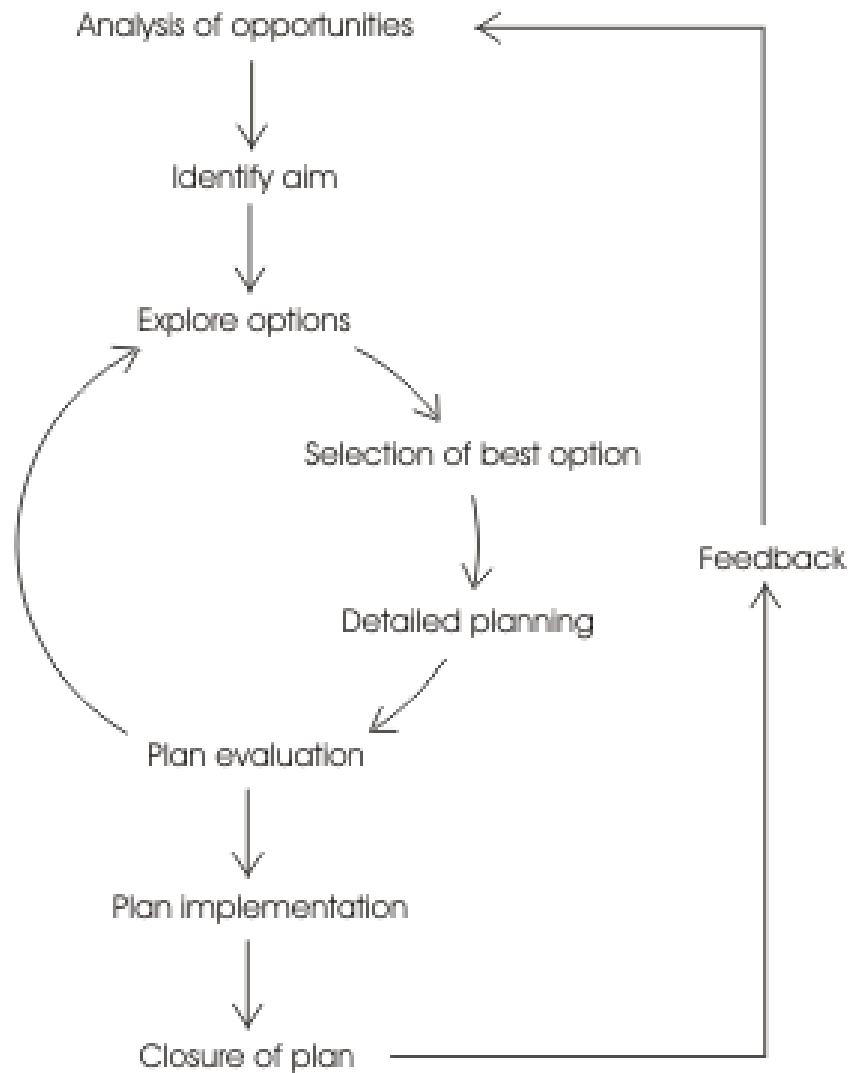
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Planning

Focus Area And Lead Dept & Officer	Proposed Approach	Baseline Information	Target <i>Outcomes & Outputs</i>	Evaluation & Monitoring	Costs / Budget / Resources
Mountain Biking In The Afan Valley And Margam					Additional LAPA Funding
Active Young People Co-Ordinators Mark Napieralla Michelle Hall AYP Officers Mountain Bike Partners- Bike Shed and Margam Activity Centre British Cycling Welsh Cycling	Our aim is to create two offers for Mountain Biking. A beginner / intermediate club ride and an advanced ride at Afan Valley and Margam Park are needed in order to cater for the demands and different abilities of riders. A series of taster sessions will be offered to schools from across NPT. A weekly beginner / intermediate evening ride will be organised at Margam Park and Afan	The Afan Valley has world class mountain bike trails which are used by people from all over the world. Local people do not utilise the trails on their doorstep. Margam Park is an ideal venue for Mountain Biking and can host all levels of ability. There is a demand for Mountain Biking, the learning from last year was that it can be very expensive to deliver	2 beginner / intermediate sessions developed with 40 new riders attending. 4 advanced blocks of rides will be organised for experienced riders to explore trails across NPT. 32 participants to be signed up. To train 8 new trail cycle leaders. Go ride to be delivered in 6 schools in NPT.	Progress reports provided on a Quarterly basis to Sport Wales. Sport survey data 2018 Case studies	20 x cycle <u>leaders</u> Total cost- £1000 (workforce) 5x Mountain bikes of different sizes and helmets to supplement current stock- £2700 2x Bike Maintenance course for instructors - £300 Taster sessions for different groups in the Afan Valley and Margam- 20 x sessions. 2 instructors= £650 Mountain bike club cost for the Afan Valley- 20



Figure 1. The Planning Cycle



Brainstorm



You are setting up a new club, session or activity

How can you promote / market this?

At what cost?

Feedback to front

Targeting age groups



What methods are best for the following ages and why?

0-11yr olds

14-18 year olds

18-24 year olds

24-50 year olds

50 +

THE MARKETING MIX

Master the 4 Ps of marketing



Business

50MINUTES.com

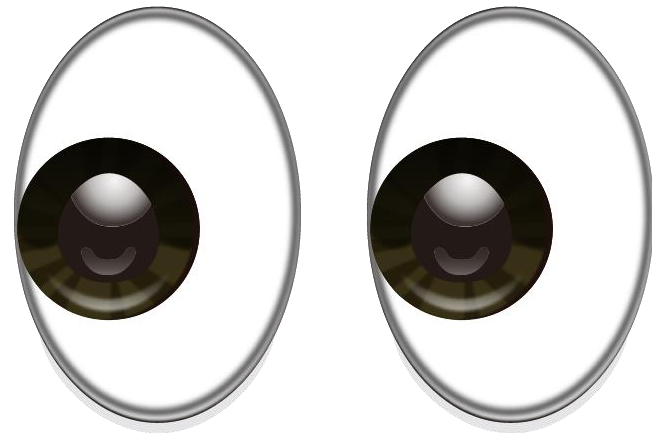




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Social Media- The bad :



YOUR
DIGITAL
FOOTPRINT



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https://www.youtube.com/watch?v=vYyUb_MI7to

17 million followers 2017

37 million followers 2021

Ronaldo- 122 million

Population of Wales- 3, 100, 000

LAD Bible is- over 5 times the population of wales

HOW DID THIS HAPPEN?

What is it about the content?

The **LADbible**



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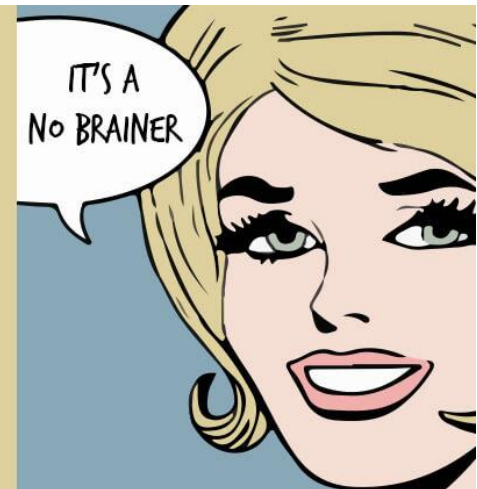
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Top tips when posting to facebook:

- 1- Ask a question
- 2- Keep it short
- 3- Give a clear call to action- tell people what to do
- 4- Offer some valuable information
- 5- Post them a link
- 6- Be positive
- 7- Post an image

**7 NO-BRAINER
TIPS
TO WRITE AN
AWESOME
FACEBOOK
POST**



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<http://www.postplanner.com/>



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Top tips when posting to facebook:

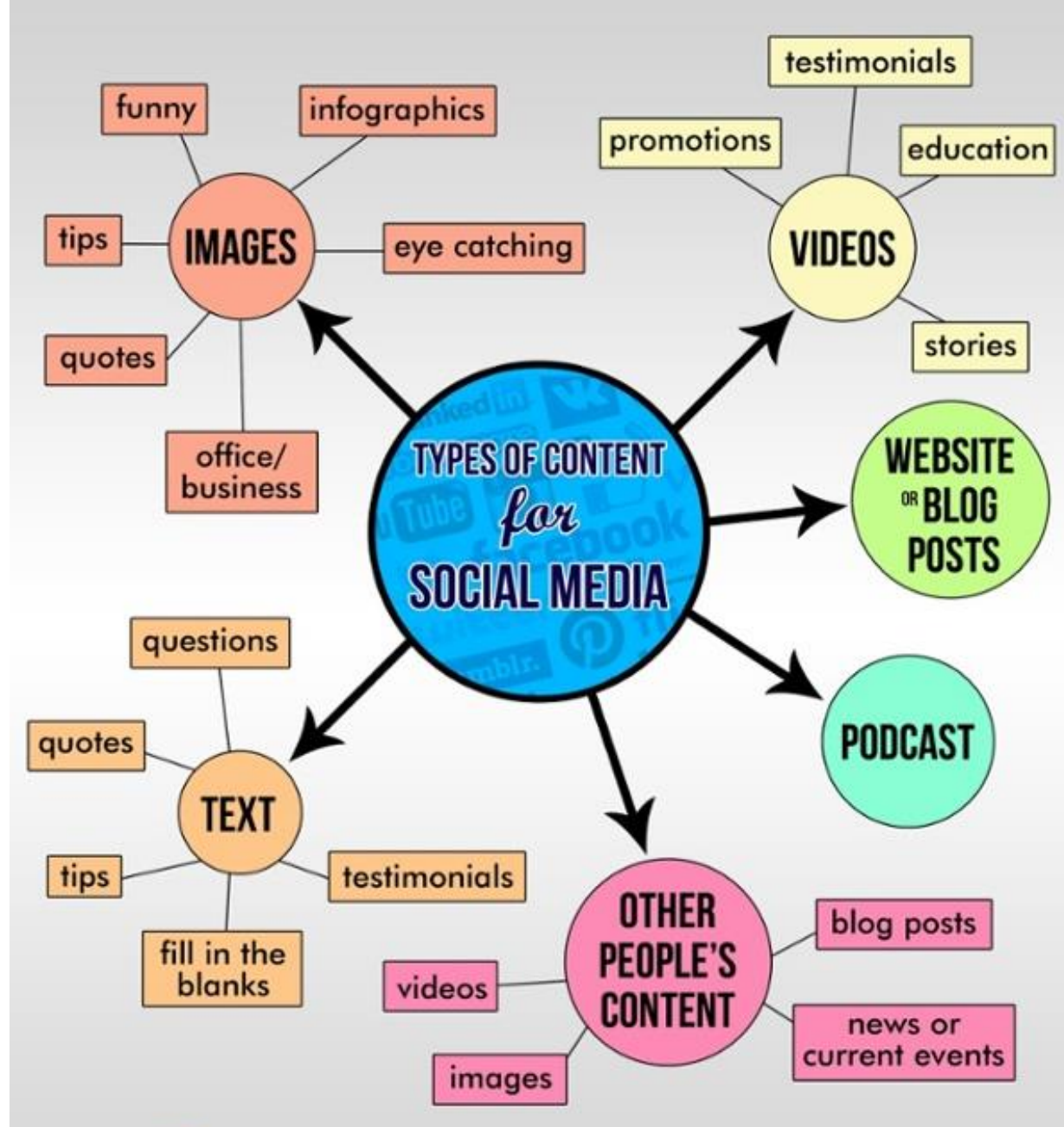
A [study by the National Center for Biotechnology Information](#) 2018 showed that people have an attention span of how many seconds when reading posts?

8 seconds

Now- 1.7 seconds with a piece of content on mobile compared to 2.5 seconds on desktop

On Facebook, there are four types of content you can post: links, images, videos and text updates. According to a [Socialbakers study](#) video is the most important engagement driver, followed by text updates, links and photos

If brand awareness is your main goal, images and videos are a better



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Creating a successful post-

Interesting **eye catching image**

Short snappy post- including:

Ask a question- Do you know someone involved in sport that could use £1500 to develop a club / community group. Ask to share- Please share this post with that person.

Publish at the right time for the post- Are there times when sports people are more likely to be on facebook?

facebook

Task- You have been asked to promote on facebook (via a post) the Be Active Wales Grant for Neath Port Talbot Sports Clubs.

Info- Sports clubs in Neath Port Talbot to apply, £300- £50,000 available (a contribution will be needed for grants over 10K), have to post the link to apply for the grant (on sport wales site) and for further information contact details – phone 01639 861100 email-

d.i.jones@npt.gov.uk

Think about the following:

What information to include in your post. What will make it get more shares / interactions.
When to start the posting.

Produce a word document with the post and any pictures



A2



Students are required to work as an individual to produce a presentation that will be presented to peers and potential funding organizations and partners. **Use audio and visual aids** to support your presentation. Students must **be persuasive** and **respond to questions** from the audience.

Your task:

You have been asked to develop a new sustainable activity session to engage 7-11 year olds in physical activity / sport at the Llangatwg Community School facility. **Highlight- your research, ideas for engaging this group, how you will develop the session, potential partners / funding and key recommendations.**



Expectations

1. Appearance



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Expectations



2. Presentation Skills



1

TO BOOST YOUR CONFIDENCE DURING YOUR PRESENTATION,
OPEN YOUR CHEST AND ARMS AND KEEP YOUR BACK STRAIGHT.
THIS POSITION WILL MAKE YOU BREATHE BETTER AND YOU'LL FEEL MORE RELAXED.



TO MAKE YOUR AUDIENCE COMFORTABLE, SIMPLY

SMILE

AT THEM.

SMILING IS OUR MOST POWERFUL WEAPON.

2



3

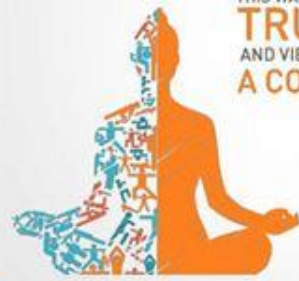
TO ENGAGE PEOPLE, GESTURE WITH YOUR ARMS AND HANDS IN A NATURAL WAY, AND LOOK YOUR AUDIENCE IN THE EYE.
PEOPLE TEND NATURALLY TO PAY ATTENTION AND TO LIKE PEOPLE WHO LOOK THEM IN THE EYE.



TO DEMONSTRATE AUTHORITY, KEEP CALM AND USE SMALL AND STIFF GESTURES.

THIS WAY PEOPLE WILL TRUST YOU AND VIEW YOU AS A CONFIDENT PERSON.

4



5



TO BRING MOVEMENT TO YOUR SPEECH, USE THE PHYSICAL SPACE YOU HAVE AVAILABLE AND

WALK IT.

FOR EXAMPLE, IF YOU'RE PRESENTING THREE POINTS, TALK ABOUT POINT A WHEN YOU'RE AT YOUR FIRST POSITION; THEN MOVE OUT 2 OR 3 STEPS AND TALK ABOUT POINT B; THIS WAY, A MOVEMENT THAT INCLUDES SPACE WILL ACCOMPANY YOUR SPEECH.



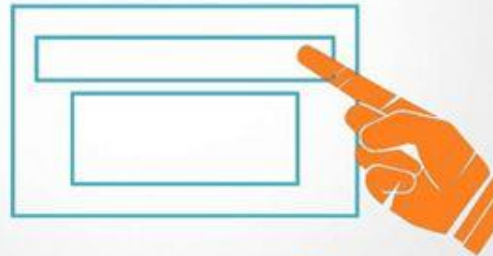
TO KEEP YOUR AUDIENCE'S ATTENTION, VARY YOUR GESTURES THROUGHOUT THE PRESENTATION. OPEN GESTURES, SMALL GESTURES, GESTURES THAT INVOLVE YOUR

HEAD, ARMS AND HANDS, GESTURES THAT INVOLVE ONLY YOUR HANDS, OR ONLY YOUR HEAD, BROAD GESTURES....

6



7 TO DRAW ATTENTION TO A CERTAIN
ELEMENT OF THE PRESENTATION,
**POINT DIRECTLY
AT IT AND LOOK
AT IT ON THE SCREEN**
AT THE SAME TIME. YOUR AUDIENCE
WILL FOLLOW YOUR EYES AND FINGER.



TO ENCOURAGE AUDIENCE PARTICIPATION,
USE OPEN GESTURES
AND IF POSSIBLE
**WALK AROUND AND
TOWARD PEOPLE.**
WE TEND TO PARTICIPATE MORE WHEN
WE HAVE PROXIMITY TO A SPEAKER.

8

9 TO MAKE A HARD QUESTION SEEM EASIER,
PAUSE, BREATHE SLOWLY
[THIS WILL GIVE YOU TIME TO THINK]
AND THEN
**ANSWER WHILE LOOKING
THE QUESTIONER IN THE EYE.**



TO MAKE YOUR
AUDIENCE BUY
YOUR STORY,

**USE POSITIVE
GESTURES**

DURING THE ENTIRE PRESENTATION:
**NODDING, OPEN GESTURES,
SMILING, MIRRORING, ETC.**

10



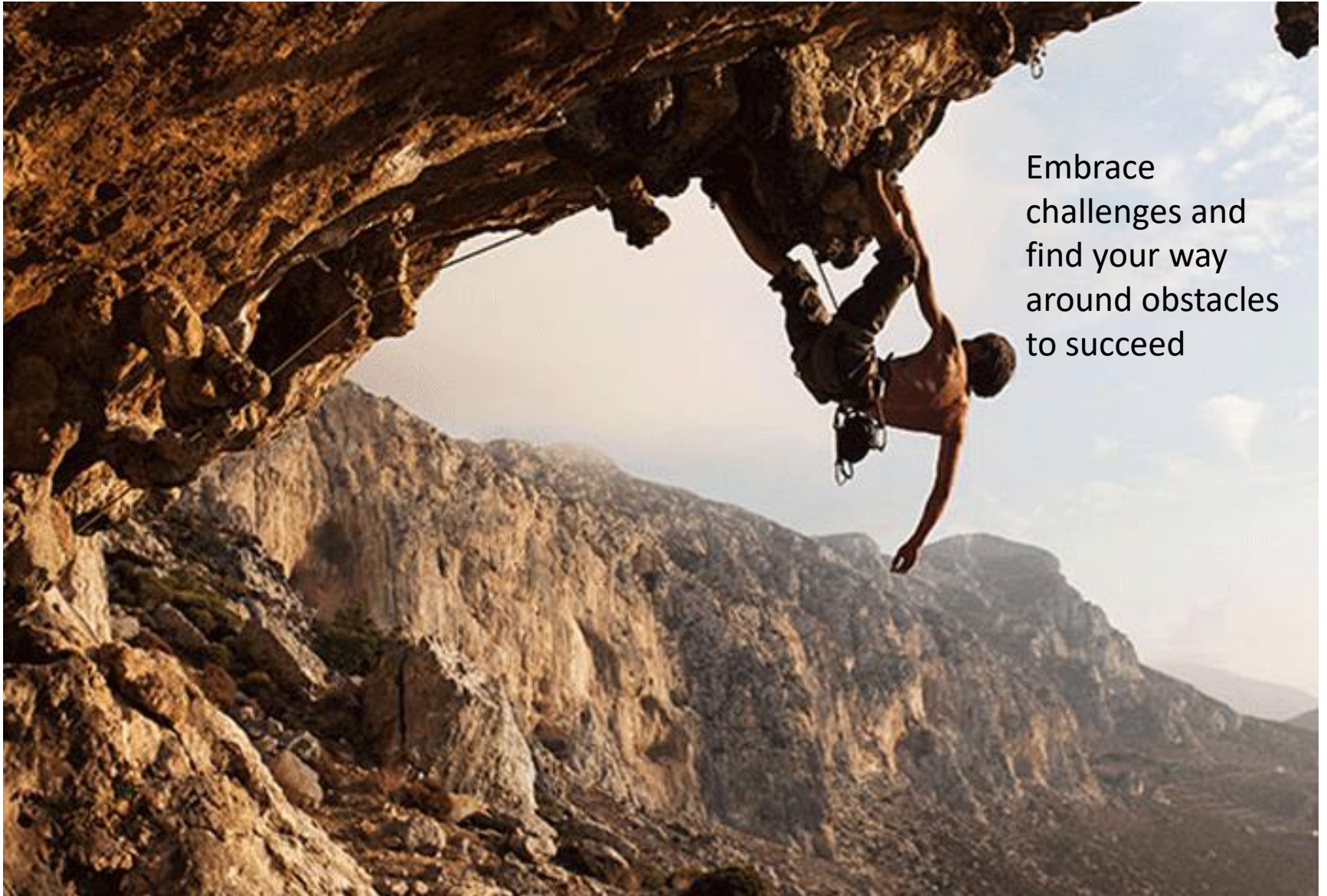
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Expectations

3. Quality of materials- Interesting Slides, Visual Aids

Embrace challenges and find your way
around obstacles to succeed



Embrace
challenges and
find your way
around obstacles
to succeed



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Dates:

March 10th- Hand in presentation to turnitin

March 17th- Deliver presentation to Mark, Evan and selected students

Groups to deliver at 9:30 am and 11 am- Random selector

Presentation Groups

***Group 1-
9:30am***

Dan

Carwyn

Jac

Piotr

Zac

***Group 2-
11am***

Naj

Albi

Luc

Oliver