### **ENCOURAGING PARTICIPATION**

# VIII)

### ORGANISATIONS A

## **DCMS** Department for Culture, Media and Sport



Government department that distributes money to the National Sports Councils.

Sport England, Sport Scotland, Sport Wales, Sport Northern Ireland



Distributes National Lottery funds. Their role is to get more people active and to support the goal of making the country successful at sport. One strategy in England is called 'Grow, Sustain, Excel'.

### **UK Sport**



They support elite athletes and promote the international status of the UK. In addition they oversee drug testing and sports science.

# NGB's National Governing Bodies



Responsible for the administration and development of particular sports, e.g. FA, British Swimming.

### STRATEGIES

B

### **PROMOTION**

Participation can be **promoted** through **advertising campaigns** – like Sport England's This Girl Can Campaign (2015), which **challenges stereotypes** about women in sport

Big sporting events like the London 2012 Olympics help to create role models and promote active lifestyles. Media coverage of events like the Women's World Cup and the Paralympics help inspire higher participation rates and challenge stereotypes

More locally, **clubs** and **facilities** can be promoted to local residents through **local advertising**, so they know what's **available** to them

#### **PROVISION**

Providing facilities and well-trained staff can help to encourage more people to take-up sports and activities

It is important that facilities cater to a wide range of people by offering plenty of variety – including offering a range of activities for disabled and elderly folk

Leisure centres provide a wide range of classes and activities, and have trained staff and coaches to help all kinds of people be healthy and active

**PE classes** and **clubs** after **school** help provide students with opportunities to participate in sport and exercise

#### **ACCESS**

Having access to facilities can be a problem, especially in rural areas. Also, sometimes it can be difficult for families without a car to get involved in lots of sporting activities

The government can help by providing good public transport links. Organisations like Sport England help clubs buy minibuses and other methods of transportation. Some disabled people may also require specialist equipment, like ramps, to be able to use these methods of transport

Access can be improved by clubs and facilities being **reasonably priced**, so people can **afford** to use them



