

ENCOURAGING PARTICIPATION



ORGANISATIONS A



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

