

**GCSE (9–1)**

# ***PHYSICAL EDUCATION***

**J587**

For first teaching in 2016

## **Socio-cultural influences**

## 2.1.a. Engagement patterns of different social groups in physical activities and sports

# LEARNING OUTCOMES

BY THE END OF THIS TOPIC YOU SHOULD ...

**Be familiar with current trends in participation in physical activity and sport:**

- **Using different sources (such as Sport England, NGB's and Department of Culture Media and Sport)**
- **Of different social groups**
- **In different physical activities and sports.**

# Current trends in participation

## Priority/target groups

**Priority/target groups** are groups of people who have been identified as either not, or in danger of not, participating in sport or physical activity as much as they should.

### *‘Creating sporting habits for life’*

#### **Sport England Priority/Target Group (14-16 year olds)**

30 minutes sustained exercise per week.

#### **Sport England Priority/Target Group (16-25 year olds)**

Since 2005/06 the number of 16-25 year olds participating in sport has increased (3.64 million to 3.83 million).

55.5% of 16-25 year olds participate in sport once a week for 30 minutes or more.

#### **Sport England Priority/Target Group (26 year olds plus)**

32.4% of adults 26 years or older participate in sport once a week for 30 minutes or more.

40.1% of men and 30.5% of women participate in moderate intensity level sport at least once a week.

Source: Sport England – Active People Survey 10 2015/16

# Current trends in participation

## Priority/target groups

### Other important data

In 2013 42% of 5-16 year olds main method of getting to school was walking.  
34% were driven to school.  
2% cycled.

Source: Public Health England - child physical activity data factsheet 2014

In 2013 81.6% of 5-15 year olds reported that they had done some form of competitive sport in the last 12 months.  
78% had taken part in a competitive sport in school, 38% outside of school.

Source: Department for Education – Evidence on physical education in schools 2013

# Current trends in participation

## Strategies to improve participation in sport

**Task: What does this graph tell you about sporting trends in the UK?**

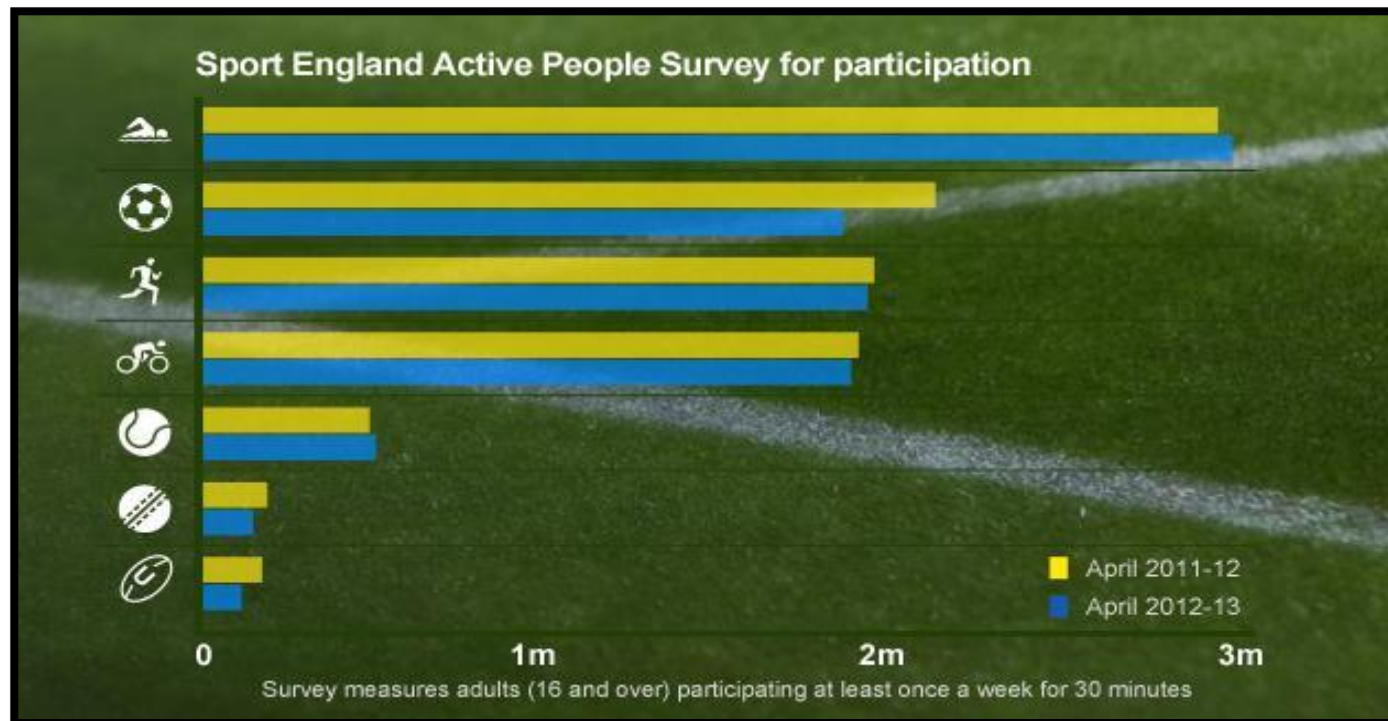
What are the three most popular sports in the UK?

Has this changed at any point?

Which sports have grown in popularity?

Which Sports have seen the largest drop in participation?

Why might this be?



Source: Sport England – Active People Survey 2013

# Current trends in participation

## Popular sports/activities

### Most popular adult activities in the UK in 2017

Walking	19.2 million
Keep fit/yoga (including aerobics and dance exercises)	13.4 million
Swimming	4.5 million
Cycling	6.2 million
Racket sports (tennis, badminton, and squash)	2.2 million

Source: Sport England – Active Lives Adult Survey 2017/18



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# Current trends in participation

## Socio-economic groups

The rate of participation among people aged 16 and over is greater in those from higher socio-economic groups (more money) than those from lower socio-economic groups( less money).

Proportion of adults who take part in at least one sport or physical activity	
Higher socio-economic groups	Manual and unemployed socio-economic
71%	54%

Source: Sport England – Active Lives Adult Survey 2017/18



# Current trends in participation

## Participation by gender

### Participate in sport activities

Men	Women
65%	60%

### Participate in organised competition

Men	Women
40%	14%

Source: Sport England – Active Lives Adult Survey 2017/18



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# Current trends in participation

## Participation by age

- The proportion of adults taking part in at least one sport or physical activity **decreases with age (except for walking)**

Proportion of adults who take part in at least one sport or physical activity  
(including walking)

16-24 year olds

84%

65-74 years

83%

Proportion of adults who take part in at least one sport or physical activity  
(excluding walking)

16-19 year olds

55%

70+ years

19%

Source: Sport England – Active Lives Adult Survey 2015/16

# Current trends in participation

## Gender

Data, analysis and evaluation

The table below shows the difference between **female and male** football clubs and registered players.

2012		
Gender	Plays football as a member of a sports club	Takes part in organised competition
Female	13.4%	14.7%
Male	19.5%	27.9%

Source: Women's football fact sheet October 2012

# Current trends in participation

## Disability

Proportion of adults with a long term limiting illness or disability that played sport once a week

2015/16	2017/18
60.9%	61.8% *

\* compared to 81.6% without a disability.

Source: Sport England – Active Lives Adult Survey 2015/16 and 2017/18



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# Current trends in participation

## Ethnicity

Proportion of adults who play sports once a week	
	2017/2018
Black and other minority ethnic groups	57%
White British groups	63%

Among women, those from white backgrounds are more likely to take part in sport compared to those from Chinese, black and other ethnic backgrounds.

Source: Sport England – Active Lives Adult Survey 2017/18



# Current trends in participation

## In sport in general

Activity levels are highest for people from mixed ethnicity - 71%

White British background is at 63%.

The lowest are for people from South Asian – 55%.

In basketball and cricket, more than a third are from a non-white background.

Badminton and football also have a higher than average proportion of players from a non-white background.

Non-white players make up a comparatively small share of cyclists and golfers.

Source: Sport England – Active Lives Adult Survey 2017/18

## 2.1.a. Engagement patterns of different social groups in physical activities and sports

# LEARNING OUTCOMES

### BY THE END OF THIS TOPIC YOU SHOULD...

- **Understand how different factors can affect participation, including:**
  - Age
  - Gender
  - Ethnicity
  - Religion
  - Culture
  - Family
  - Education
  - Time
  - Work Commitments
  - Cost
  - Disposable income
  - Disability
  - Opportunity
  - Access
  - Discrimination
  - Environment / climate, media coverage, role models
- **Understand Strategies which can be used to improve participation:**
  - Promotion
  - Provision
  - access
- **Be able to apply examples from physical activity / sport to participation issues.**

# Factors affecting participation in physical activity and sport

## Age

Percentage of participants taking part at least twice a month by age

16-34 years old	35-54 years old
81.5%	78.4%

Source: Sport England – Active Lives Adult Survey 2017/18

**TASK: In pairs discuss what conclusions can we draw from this?**



# Factors affecting participation in physical activity and sport

## Age

Average life expectancy has risen, so more and more people could participate. There is an increase in the number of teams for older people (veterans teams). Sport is often perceived as a 'young person's activity'. Some older people lack confidence to participate. Some older people's participation may be affected by medical conditions or illness.

Some activities have age restrictions

- minimum age for London Marathon is 18 years
- minimum age for Olympic snowboarding is 15 years
- Some fitness gyms have a minimum age restriction.

Some NGBs have regulations that restrict the age gap between players (2 years etc.)

- In rugby players Under 12 years of age cannot 'play up'.

Many NGBs have developed adaptations of their sport that are suitable for older people

- Walking netball, walking basketball and walking football are examples.

# Factors affecting participation in physical activity and sport

## Gender

Let's look at some statistics for females and male football players

Gender	Member of a registered team/club
Female	13.4%
Male	19.5%

Gender	Plays at least once a week
Female	0.6%
Male	9.8%

Gender	Receives coaching/tuition in football
Female	13.8%
Male	11.8%

Source: Women's football fact sheet October 2012

**TASK: What patterns do you notice in the data tables above?**

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# Factors affecting participation in physical activity and sport

## Gender

Barriers to women playing sport are...

**TASK: Make a list of barriers to women participating in sport**

**How many of these did you get?**

Lack of time and childcare

Lack of self confidence

Personal safety

Parental and adult influence

Male dominated culture of sport

Funding

Body image

Lack of media exposure

Lack of role models

Sexism

# Factors affecting participation in physical activity and sport

## Gender

Women's opportunities at elite level are growing all the time. With an increase in the women's sport profile, sponsorship and financial gain is becoming more readily available.



Many female sports have seen a rise in media coverage and ultimately popularity.

Opportunities for female officials and management roles within teams have grown too and there are a great deal more female presenters on TV.

**TASK: Which women's sports have seen an increase in coverage?**

# Factors affecting participation in physical activity and sport

## Gender

### Applying examples from physical activity / sport to participation issues

The tables below show a summary of girls and boys who play sport in or outside school

5 to 10 year olds				
Gender	2012	2013	2014	2015
Girls	76.4%	80.1%	77.2%	78.6%
Boys	85.1%	87.8%	84.8%	88.3%

11 to 15 year olds				
Gender	2012	2013	2014	2015
Girls	92.5%	94.9%	93.1%	95.5%
Boys	97.2%	98.5%	96.7%	96.0%

Source: Taking part 2015/16 Annual Child Report

**TASK: What patterns do you notice in the data table above?**

# Factors affecting participation in physical activity and sport

## Ethnicity, culture and religion

The number of both black and minority ethnic and white British adults playing sport is increasing. Taking up a sport or activity may be influenced by ethnic background e.g. cricket is very popular within Asian countries.

**TASK: Which country, culture and/or religion would you associate with the following sports?**

Hockey

Cricket

Kabaddi

Basketball

Volleyball

Aussie rules football

Hurling

Curling



**TASK: Explain why you think there are less black tennis players/golfers than footballers?**

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# Factors affecting participation in physical activity and sport

## Ethnicity, culture and religion

### Applying examples from physical activity / sport to participation issues

The tables below show a summary of ethnicity participation over 3 years

Black and ethnic minority groups		
2015/16	2016/17	2017/18
71.6%	70.4%	71.4%

White British groups		
2015/16	2016/17	2017/18
78.4%	78.5%	78.9%

Source: Sport England – Active Lives Adult Survey 2017/18

**TASK: What patterns do you notice in the data table above?**



# Factors affecting participation in physical activity and sport

## Family

You are more likely to participate in sport if your parents do.

You are less likely to participate if there is little interest shown by your family.

Family support is crucial:

- Transport
- Equipment/kit costs
- Membership/match fees
- Teaching sporting etiquette/sportsmanship

Negative influences might include:

- Poor sportsmanship/deviance
- Unrealistic expectations
- Placing undue pressures on children
- Keeping children away from peers to gain higher levels of competitions.



*Harry Redknapp  
Jamie Redknapp  
Frank Lampard snr  
Frank Lampard jnr  
All one family!*



*Andy Farrell  
Owen Farrell*



*Tracey Neville  
Gary Neville  
Phil Neville*

## TASKS

Are there any 'sporting families' at your school?

Explain how your family may have affected your involvement in your chosen sport...

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# Factors affecting participation in physical activity and sport

## Friends/Peers

Friends and peers can greatly influence you.

They can influence whether you participate or reject physical activity, instead persuading you to go to the cinema, smoke, drink, alcohol, take drugs, etc.

They can influence what sport or physical activity you take up, asking you to attend a pilates class with them.

They can influence whether you continue participating in later life, giving you a lift to a swimming pool or booking a health spa weekend for you both.

Falling out with a friend or the peer group can make you change your interests in sport or stop altogether.

**Peer pressure** makes you want to do what others do or don't do.

It is very powerful in relation to children's attitudes.



**When you participate in sport or physical activity who do you participate with?**

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# Factors affecting participation in physical activity and sport

## Disability

Sport is encouraged to all regardless of disability. Performers with disabilities often compete against similar groups or can be mixed with able-bodied performers.

More disabled people are taking part in sport – 17% in 2015 are playing sport regularly, up from around 15% in 2005/06.

Participation rates have increased since 2012 London Paralympic Games, but overall those with a disability show a comparatively low percentage in participation.

This may be due to the lack of adapted equipment, access, clubs, discrimination and/or a lack of confidence.



# Factors affecting participation in physical activity and sport

## Disability

**Exam question (3 marks)**

**Assess the trends in participation in sport from 2005/2006 until 2011/2012.**

	Participants with disabilities	Able bodied participants
2005/2006	15.1%	37.8%
2006/2007	16.7%	39.3%
2007/2008	16.2%	39.2%
2008/2009	16.3%	38.9%
2009/2010	17.7%	37.7%
2010/2011	18.3%	39.4%
2011/2012	18.5%	39.2%

# Factors affecting participation in physical activity and sport

## Reasons for participation in sport and physical activity

### TASK: Identify 3 reasons for taking part in sport

There are 5 reasons for participation in physical activity and sport:

1. **M**edia coverage
2. **E**nvironment and climate
3. **T**ime
4. **R**esources
5. **R**ole models

Can you create an acronym to remember these?

Example:

**M** - My  
**E** - Elephant  
**T** - Trains  
**R** - Racing  
**R** - Rabbits





# Reasons people get involved in sport

## Media coverage

**TASK: Discuss the importance/influence of media on sport today and come up with an example of how media coverage affects participation rates in a certain sport**

Other possible reasons people do not get involved in sport (barriers to participation)

- Media coverage – some sports get a great deal more media coverage than others which makes them more popular e.g. football vs hockey
- Male sport still dominates although there is much more interest in women's sport in recent years due to increased success e.g. GB women's football reaching the quarter final of the 2012 Olympic Games
- The media can stimulate participation in sports e.g. huge increase in tennis participation during Wimbledon as people watch it on TV and want to participate themselves
- Our interest is especially increased when the media highlights the success of UK sports people e.g. lots of interest in cycling after the success in the 2012 Olympic Games when 6 world track records were achieved.

# Reasons people get involved in sport

## Media coverage

### In the News

In the year that Andy Murray won Wimbledon (2013) there was a FALL in the number of people who played tennis at least once a week.

Sport England's Active People Survey found that 406,000 people played in the year 2013 – a fall of 39,000 on the previous 12 month period.

(PE second edition by J. Honeybourne)

**Tennis example – why did this happen?**



# Reasons people get involved in sport

## Media coverage

**Extension task:** to be prepared for the exam it's helpful if you learn a summary of how the media can affect participation in sport.

Create a list of both the positive and negative affects of the media on participation in sport.

Positive affects of media on sport	Negative affects of media on sport

# Reasons people get involved in sport

## POSITIVE aspects of the Media

- promotes or encourages sport and exercise, and increases interest through sports coverage
- promotes healthy living
- can motivate through role models
- promotional campaigns or public service broadcasting or through advertising
- provide a wide variety of sports, including minority and novel sports
- will create funds and sponsorship that can be used to encourage activity
- gives information about healthy lifestyles and fitness, e.g. via the internet or new training methods.

# Reasons people get involved in sport

## NEGATIVE aspects of the Media

- may encourage or reinforce unhealthy or inactive lifestyle
- may show negative role models
- too much passive watching and listening to media
- discourages activity, causing the 'couch potato' syndrome
- minority sports (those in which few people participate) are often under-represented
- women's sports are under-represented or misrepresented
- disability sport is under-represented or misrepresented
- older performers are often under-represented
- can make people feel inadequate by not having the ability or skill or the 'sporty' body image
- might show the dangers of participation or (high) risk of injury that might put people off participation.

# Reasons people get involved in sport

## Environment and climate

**Environment and climate** – this can dictate which sports/activities people take part in e.g. if you live in an area that receives regular snow and has hills, then you are more likely to ski than someone who doesn't.



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# Reasons people get involved in sport

## Cost / disposable income

### Cost

Some activities/equipment/kit are too costly for everyone to be able to participate.

### Examples

You need access to horses for:

- polo
- show jumping
- point to point.



Kit can be expensive for:

- ice hockey
- golf
- Archery.



Memberships can be expensive for

- private golf clubs.

# Reasons people get involved in sport

## Discrimination

**Discrimination** may prevent certain people from participating in a sports activity, due to:

Race/colour:

- in some countries certain ethnic minorities are prevented from joining clubs.

Gender:

- golf clubs not allowing women to participate at certain times or not at all
- leisure centres having female only fitness classes.

Disability:

- people with disabilities not being allowed to join certain clubs.

Age:

- clubs making an upper age limit for membership to prevent older people joining.





# Reasons people get involved in sport

## TIME

Work commitments can get in the way of finding enough time for sport.

Travel time to and from work may reduce time available for participating.

Family commitments may reduce the time available for parents to participate.





# Reasons people get involved in sport

## Opportunity / Access

You may not have appropriate sports clubs or facilities near you which may prevent you from participating.

Some local authorities provide transport to help increase participation e.g. buses to leisure centres for elderly people.



# Reasons people get involved in sport

## Role models

Like parents, other significant others can influence whether you participate in sport.

These may include:

- High level performers you have seen or read about in the media
- Players in an older team at your club
- PE teachers
- Sports coaches who visit your school to coach specific sports activities.

The behaviour/actions of some role models might be negative, which can cause problems if their followers copy their negative behaviours when they participate.

**TASK: Make a list of sporting role models. Indicate if they are positive or negative. Explain the reasons for your choices.**



# Strategies to get people involved in sport

## Promotion, provision and access

The **three** important factors that can deliver successful strategies for improving participation are:

1. **Promotion** or convincing people they should take up sport
2. **Provision** of facilities, equipment, coaching etc.
3. **Access** or giving people opportunity to participate by making it easier for them to engage in sport.

# Strategies to get people involved in sport

## Information, opportunities, facilities and availability

More **information/education** on the benefits of regular sports participation  
e.g. TV advertising to show benefits of regular exercise or e.g. This Girl Can/advertising local clubs on the radio or Change 4 Life.

**Regular opportunities** for coaching/instructing to enable more frequent participation  
e.g. fitness instructors available across the working day and evening.

**More facilities** available for regular participation e.g. ensuring that each community is served by a leisure centre.

**Facilities available for longer** during the day to enable regular participation e.g. local swimming baths open early morning and close late evening.

# Strategies to get people involved in sport

## Facilities, adaption and childcare

More **accessible facilities** or more **localised** facilities or **better transport** arrangements to access facilities e.g. facilities have wheelchair ramps or a (free) local bus service is provided.

**Cheaper facilities** for sport or concessions for more adults to be involved e.g. the local leisure centres give concessions for the elderly or give cut price admission for regular users.

Introduction of **adapted games** e.g. walking football, walking basketball, touch rugby for adults.

Activities/sessions for **adults only** or age-group sessions e.g. adult/40 plus/50 plus fitness classes.

Provision for childcare e.g. gyms that **provide childcare/nursery/playgroup/youth group** so that parents can exercise.

# Participation rates

## Extension task

Name and describe 2 social groups that might engage in physical activity.

Explain how role models and media coverage might affect girls and boys taking part in physical activity?

Engagement patterns of different social groups

How might the cost or amount of disposable income affect the type of activity an individual could choose to do?

Why might disability affect participation rates in sport?

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