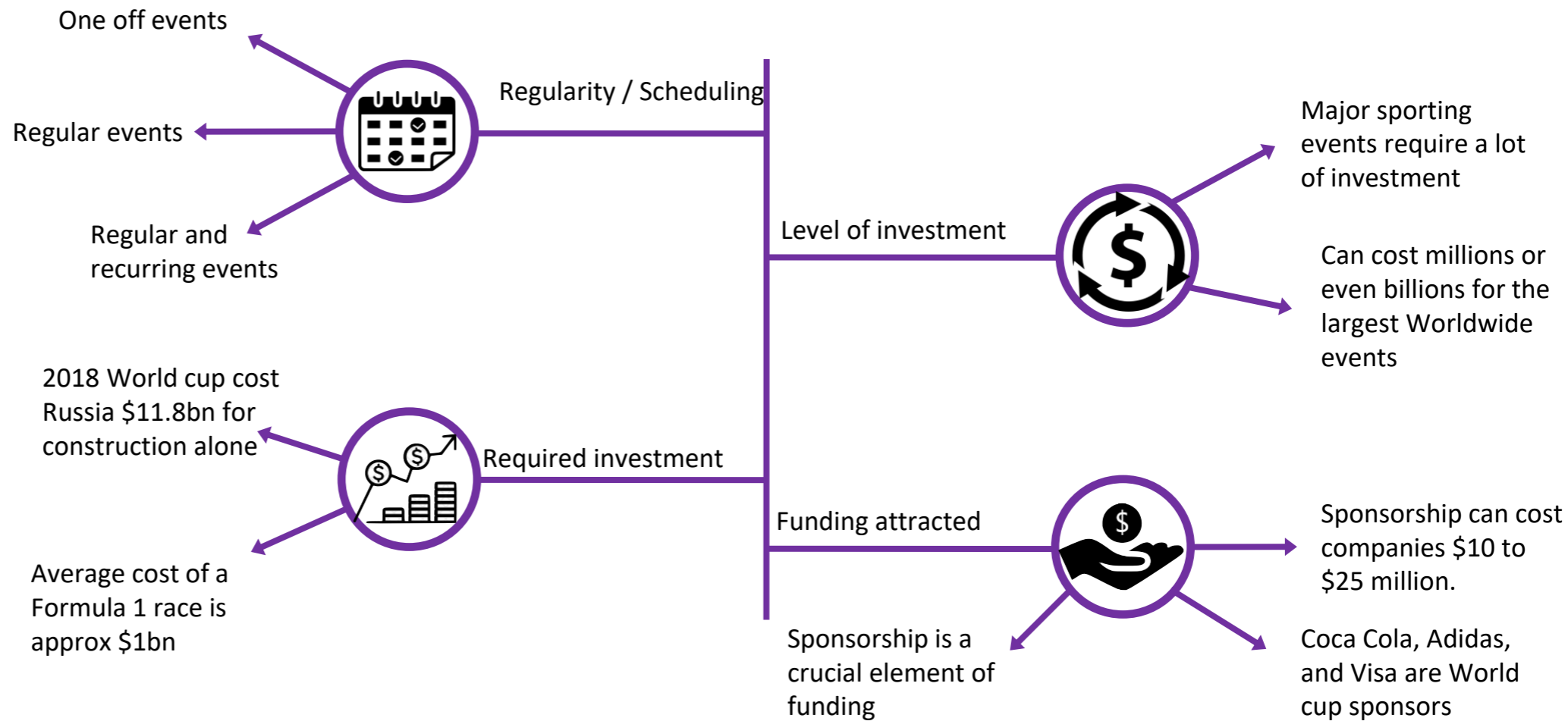


The features of major sporting events



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Regular and recurring events

One off events



Wimbledon



Olympics



FA cup final



Football World Cup



F1 British Grand Prix



Commonwealth games



Masters golf tournament



World swimming championships

Sporting legacy

- New facilities built
- Facilities can be used by local population after the event
- Participation may increase in sport
- Role models created by the event
- Raise awareness of the activity
- Increased media coverage
- Attracts increased funding

Social legacy

- Improved status of the country
- Feeling of well-being. Morale is improved. Increases national pride
- Improved transport infrastructure
- Improved housing
- Facilities can be used by local communities after the event
- Understanding of other cultures & improves friendship between nations.

Economic legacy

- Increase in tourism
- Shop window effect means increased status of country
- may generate additional business links
- Brings in money for commercial benefits
- Jobs are created
- Better developed transport system.
- Productivity increases.

Potential benefits and drawbacks of hosting major sporting events

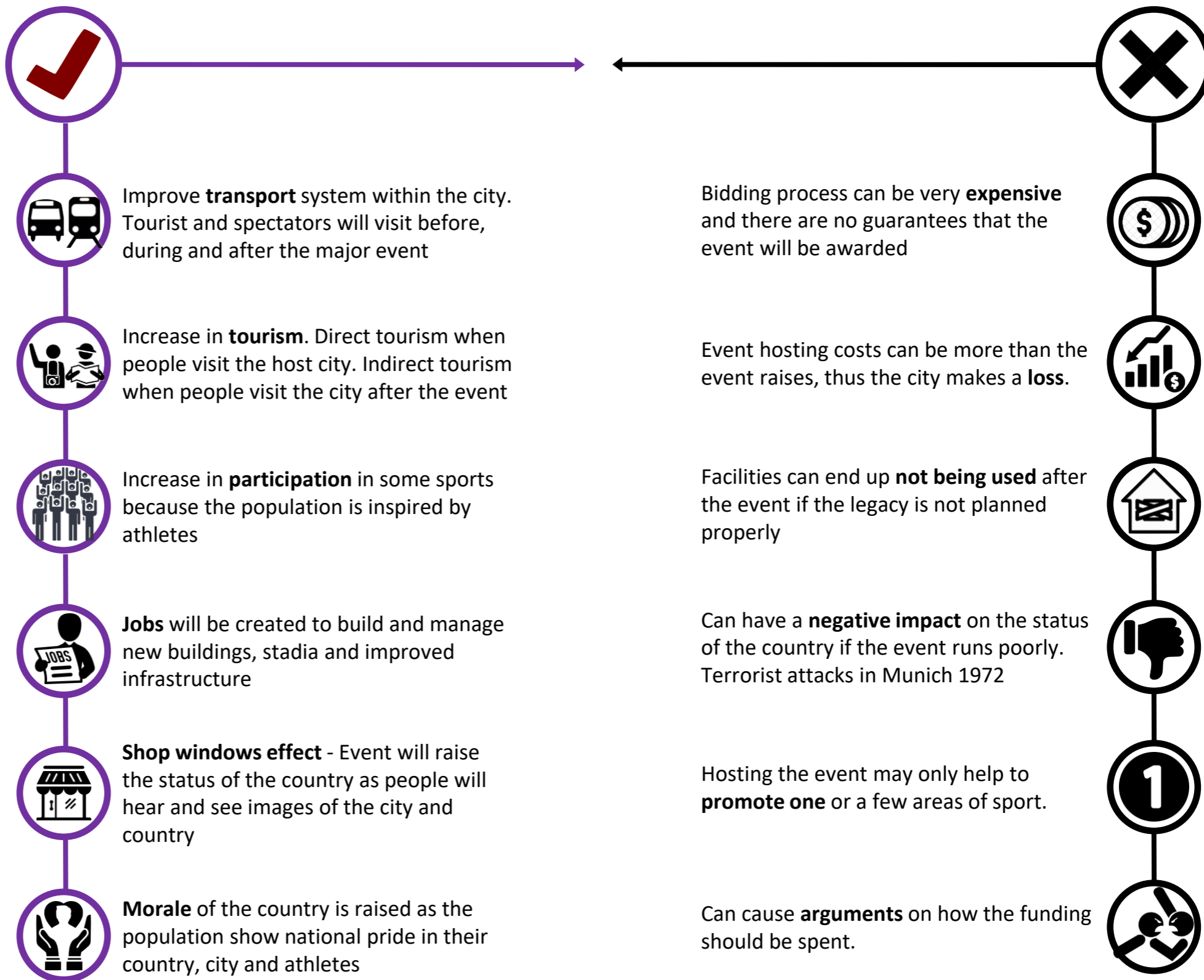
The implications of hosting major sporting events for a city or country

Further support

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What national governing bodies in sport do

National governing bodies (NGBs) are independent bodies that have responsibility to govern and manage their sport within a country.

The role of NGBs play in the development of their sport

Further support

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Promotion



Promotion involves any kind of marketing used to persuade a targeted audience

Promoting participation

- To increase participation
- NGBs must try and persuade people to play a particular sport
- Increase popularity through provision of further media attention
- Increase exposure in the media (TV, radio, newspaper)

Development



NGBs enable performers to develop. They also to develop coaches and officials

Training and development for elite performers, coaches and officials

- Has to be a programme for performers to follow
- This includes national performance squads and national teams
- Provide coaching awards
- Training of officials at all levels

Infrastructure



NGBs are responsible for the infrastructure of their sport

Competitions and rules

- Organise leagues for different levels of competitions.
- Decision making being rule changes
- Administer any breaches of discipline or rule breaking
- NGBs give advice as to what insurance is required for clubs, coaches and officials
- NGBs have a part in facility developments

What NGBs do

- Providing elite coaching
- Providing national performance squads
- Provides coaching awards at all levels/provides a framework for coaching awards
- Training of officials at all levels
- Makes rules
- Makes disciplinary procedures/organises drugs testing
- Creates/organises (national) competitions/tournaments
- Provides a national directive and vision
- Provides guidelines/support to clubs/members

Examples of National governing bodies

The Football Association



www.thefa.com/

The Rugby Football Union



www.englandrugby.com/

England Netball



www.englandnetball.co.uk/

England Hockey



www.englandhockey.co.uk/

British Gymnastics



www.british-gymnastics.org/

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Progress Vocabulary: *Identify, Define, Describe, explain, compare and contrast, sporting links, analyse, evaluate*

Policies and initiatives



NGBs set many policies and procedures which set the direction and vision of that sport in the country

- NGBs will have anti-doping policies and guidance.
- Anti-doping refers to procedures taken to prevent sportspeople from taking PEDs
- The British Gymnastics website has a section which details banned drugs, doping procedures for testing
- NGBs promote appropriate etiquette, sporting behaviour and fair play
- Improve behaviour of coaches and parents to act as positive role models
- NGBs involve themselves and promote community engagement
- NGBs have a large role in ensuring advice is given on safeguarding children

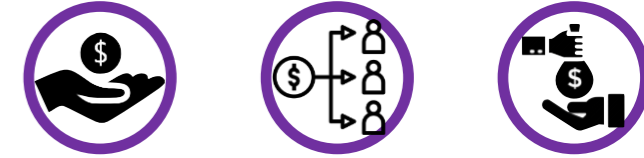
Support



NGBs provide other forms of support via their websites and administration teams

- Technical advice refers to advice on equipment, venues and surfaces
- Advice on playing equipment, any banned equipment, advice on playing surfaces
- NGBs provide location and contact details for local clubs
- NGBs play a large role in encouraging participation
- Provide information on how to get started
 - Where your local club is
 - What age ranges are catered for
 - When starter events are being held

Funding



NGBs decide on how to spend the income that is generated

- NGBs lobby for funding from the Department of Digital, Culture, Media and Sport
- NGBs present to government of the need for funding and how it will be spent
- NGBs are also funded through different sources
 - Money from grants
 - NGB membership fees
 - Money from TV rights
 - Money from sponsorship
 - Money from merchandise sold
- NGBs decide how to distribute the money
- NGBs provide support to performers on how to apply for funding

What to do next



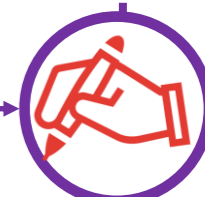
Review exam questions



Identify topics of strength and improvement



Practice exam questions based on topics for improvement



Check answers and get feedback