



Sport Development

The Sport Development
Continuum



Sport Development

- Sport development is the promotion of sports activities for the community.
- Successful sports development depends largely on effective partnership and networking with a wide range of community groups, service providers, facility operators, National Governing bodies, local authorities and voluntary groups.



Sport Development Mission Statement

- To develop and promote sport & leisure opportunities for local residents and workforce from foundation to excellence.
- Removing barriers to participation, promoting personal, social and community development.
- The sport development movement started in the early 1980's.



Who is Involved in Sport Development?

- Teachers
- PE staff
- Coaches
- Facility managers
- Community outreach workers
- Youth workers
- Health specialists
- Policy makers
- Sport development officers (SDO's)



How Can We Define Sport Development?

- Sport – has been defined in terms of competitive, rule governed games involving some physical activity
- Development: conjures up notions of maturation, education & consolidation of competence, skills & knowledge
- The idea to put both words together suggests a new & improved outcome is possible...



Think...

- What if there is unequal emphasis in sport development?
- **SPORTS** Development
- Sports **DEVELOPMENT**



Cont...

- Those engaging in sports development must be in the business of devising better & more effective ways of promoting interest, participation & performance in sport
- An important and contentious area facing sports development has been the need to work at both grass root levels and in elite sport....
- Which is more important?



Sport Development Tools

- Sports development uses a number of tools to assist in the process of providing and promoting sports activities for the community. These include:
 - The Sports Development Continuum
 - Models of Sport Development
 - The Sport Development Strategy



The Sports Development Continuum

- Classifies participants in terms of their level of achievement in sport:
 - Foundation
 - Participation
 - Performance
 - Excellence
- Linked to the continuum are a number of models, generally in diagrammatic which illustrate how through





The Sport Development Strategy

- Provides guidance and performance measures for the SDO's to follow and plan realistic goals and objectives.



Sports Development can be target specific

- Community groups
- Older people
- Young people
- Ethnic groups
- Facilities
- Leisure centres
- Local parks
- Youth centres
- Schools
- Sport specific i.e.
development of football