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