

New College Pontefract

Unit 19 – Development and Provision of Sport

4 Hour Introduction SIL Task

How to Complete This SIL

- Total time: approximately 4 hours
- Work independently through each step
- Use real examples where possible
- Write clearly and explain your answers

Step 1: What is Sports Development?

- Define sports development
- Explain why it is important
- Give one real-life example
- Explain: 'This is important because...'

Quick Check

- What is sports development?
- Why is it important?
- Give an example

Step 2: The Sports Development Continuum

- Foundation, Participation, Performance, Elite
- Describe each stage
- Give an example for each stage
- Explain how participants progress

Model Answer Example

At the participation level, individuals regularly take part in sport for enjoyment. This helps build skills and confidence. This means that more people may progress to the performance level.

Step 3: Barriers to Participation

- Identify barriers (cost, access, confidence, time)
- Explain how they stop participation

- Link to different groups
- Give real examples

Model Answers

Pass: Cost can stop people taking part.

Merit: Cost can prevent low-income families from joining sports clubs.

Distinction: Cost can prevent low-income families participating, leading to lower activity levels and increased health inequalities.

Step 4: Organisations Involved

- National Governing Bodies (NGBs)
- Sport England
- Local clubs and schools
- Explain how they increase participation

Step 5: Initiatives and Strategies

- Research campaigns (e.g. This Girl Can)
- Explain the aim of the initiative
- Explain the impact
- Link to increasing participation

Step 6: Target Groups

- Young people
- Women and girls
- Disabled participants
- Explain why participation may be lower

Step 7: Benefits of Participation

- Physical health
- Mental wellbeing
- Social benefits
- Explain why each benefit is important

Step 8: Apply Your Knowledge

- Choose a sport
- Explain how it is developed
- Link to the continuum

- Identify barriers and initiatives

Final Task (Extended Writing)

Explain how participation in sport can be improved. Use examples and link to barriers, target groups and initiatives.

Top Tips for Success

- Use specific examples
- Explain your answers fully
- Avoid just listing points
- Link ideas together clearly

Y12–13 Applied General Sport SIL (Unit 22)

4 Hour Introduction SIL Task

How to Research - Guidance

You will research businesses independently.

- Type, size and scope (local, national, international)
- Provision (what the business offers)
- Customers (age, gender, lifestyle)
- Aims and objectives
- Marketing strategies
- Finance (pricing, profit if available)
- Trends and industry influences
- Staffing and roles

Use prompts like: 'Who are the customers?', 'How does the business make money?', 'What does this mean for success?'

Task 1: Analysis Task

Research a sport or active leisure business and analyse why it is successful.

You must research:

- Type, size and scope of the business
- Products, services and facilities
- Customers and target audience

- Marketing strategies (social media, sponsorships)
- Aims and objectives (profit, growth, customer satisfaction)
- Evidence of innovation or growth

Exam tip: Always explain – ‘This means that...’ to show analysis.

Task 2: Research, Description & Explanation

Research the following business types and key concepts.

- Private limited companies, sole traders, partnerships
- Public and voluntary sector organisations
- Cost control, value for money, service quality
- Break-even, market leadership, diversification, customer satisfaction

Task 3: Creative Task

Create your own sport or fitness business.

Include:

- Business idea and concept
- Target market
- Problem and solution
- SMART targets

Task 4: Evaluation Task

Analyse a case study business.

Focus on:

- Business operations
- Growth and performance
- Customer satisfaction
- Recommendations for improvement

Top Tips for Success

- Use real examples and evidence
- Always link back to business aims
- Compare businesses where possible
- Avoid copying – interpret information

