

AS LEVEL

FACT FILE

Sports Science

Subject content link:

AS Unit 2: Health, Fitness and Lifestyle

- The Active Leisure Industry

FACT FILE

sports
science
and the active leisure industry

AS Unit 2: Health, Fitness and Lifestyle



Learning Outcomes

Students should be able to:

- Define the Leisure Industry
- Demonstrate knowledge and understanding of the Key Components of the Leisure Industry
- Demonstrate knowledge and understanding of the Active Leisure Industry
- Understand how the Active Leisure Industry is funded both publically and commercially.

for most of the year and for 3 weeks of the year stages competitions which are World Events and highly profitable.

Public Sector – the government fund the money spent on sport. This money is generated by taxing the general public.

Voluntary Sector – This is generally a non-profit organisation, where people just want to play sport and participate. Volunteers play a major role in these types of organisations.

Private Sector – Business orientated, profit-making organisations where sport is run and organised to optimise profit. Investments are made by private individuals to provide sports facilities.

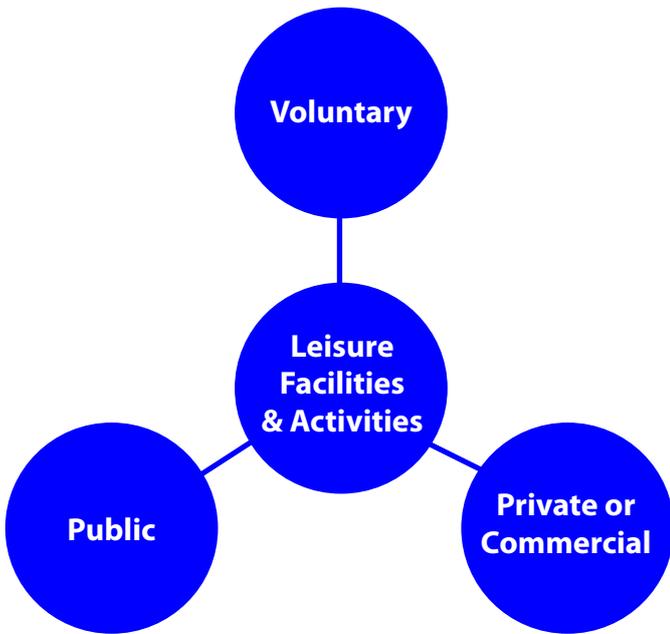


Course Content

Leisure facilities and activities have been provided by three sectors, private or commercial, public and voluntary. At times there can be an overlap, for example, Wimbledon Lawn Tennis Club would be categorised as voluntary

Attribute	Voluntary	Public	Private
Income	- Membership Fees - Donations - Trading - Loans - Grants	- Taxes - Grant - Sales - Government Funding	- Share issues - Owners Capital - Sales - Loans - Government incentives
Expenditure	Kept low (voluntary work)	Kept low (wages)	Higher (if justified by results)
Budgets	Income driven	Expenditure driven	Income driven
Market Control	Recipients & Customers	Electorate customers	Customers
Policy & Financial Control	Board of Trustees Committee	Elected representatives Central Government	Board of Directors Financiers (banks, shareholders)
Overall objective	To provide for specific needs	To serve the common good	To make profits
Staffing	High voluntary component	Occasional voluntary component	Minimal Voluntary Component
Operational Area	Can extend	Restricted (QUANGOS, nationally, local authorities, locally)	Can extend
Trading	Charities and trusts can trade through a trading co.	Trade restricted to normal services.	Trade essential

The Structure of the Active Leisure Industry



Private Sector	Public Sector	Voluntary
- LA Fitness - Pure Gym - David Lloyd / Whitebread	- Newtownabbey Borough Council - Belfast City Council - Lisburn City Council	- YMCA - Football Clubs - Gaelic Clubs - Cricket Clubs - Rugby clubs - Athletics Clubs

Leisure in the UK

The Leisure Industry is one of the largest and fastest growing sectors in the UK and the world. The Leisure Industry is constantly changing and developing as new and exciting activities are introduced. Leisure is defined as 'time free from the demands of work or duty when you rest or enjoy hobbies or sports'.

The local population

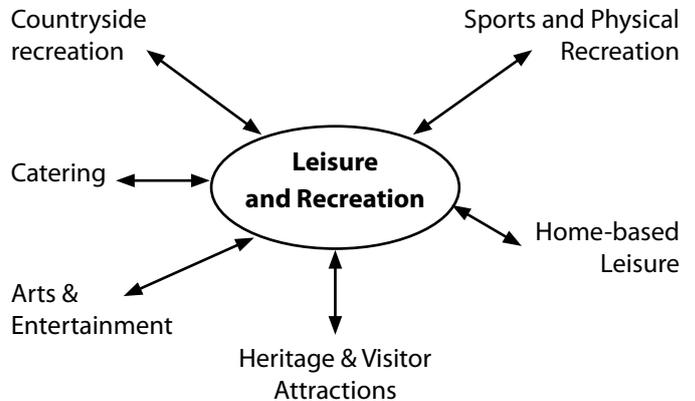
The local population will have an impact on the kinds of leisure facilities provided. Factors that might affect this include the age range, amount of disposable income and family groups. For example, a family with young children might like to visit a theme park or zoo, whereas an older couple may wish to visit the museum or theatre.

Fashions and trends

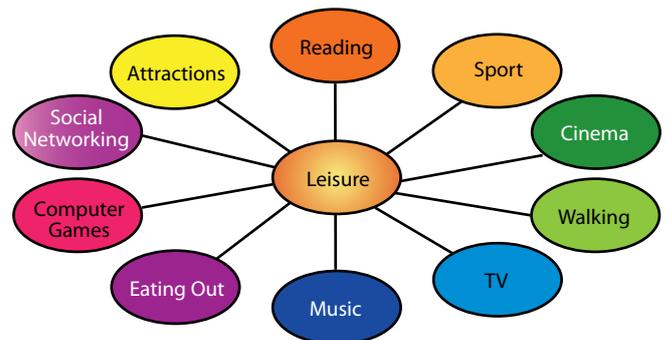
This factor particularly affects the leisure facilities found in cities and is one that the Leisure Industry needs to be aware of. Different activities become popular at different times. For example, there is a much greater emphasis on a healthy lifestyle today, therefore, there has been an increase in the number of sports and leisure centres. Fashions change over the years and often an activity will become popular again. An example of this is skateboarding, which was very popular in the 1980s. This has become fashionable once more, with local councils installing skate parks, like those in Carrickfergus and Belfast which are now open.

Technological developments alongside changing consumer needs over the past forty years has led to today's huge demand for leisure and recreation products and services.

Key Components in the Leisure and Recreation Industry fall into six categories, which in turn are divided into sectors. Some activities will fit into more than one category and other activities are hard to put into any category.



Leisure Activities



Where Leisure Takes Place



Sport and Physical recreation

These activities can be grouped as follows:

- Informal recreation (play, walking, gardening)
- Competitive Sport (football, rugby, tennis, golf)
- Outdoor activities (orienteeing, climbing, gliding, sailing)
- Health and Fitness (gym-based activities, jogging, yoga, swimming)



Activities

As with other areas of the industry, activities can be put into more than one category.

Sport is a form of physical activity that usually has some element of competition and is usually governed by a set of rules. Physical recreation is participating in any physical activity that refreshes the body and mind. Some sports can be physical recreation when the competition is not present, e.g. swimming, sailing and cycling. Both sport and physical recreation may be aimed at improving health and fitness.

Sport can be:

- Active – playing football, rugby, cycling, swimming
- Passive - watching a football match

Sport and physical recreation can take place indoors, outdoors, on land or on water. However, some sports e.g. athletics, cycling, can be indoor and outdoor.

The role of the sectors in various sports and recreational activities

Component	Private	Public	Voluntary
Informal Recreation	Equipment Magazines Clothing & merchandise	Provision and upkeep of Public facilities e.g. Parks and footpaths Occasional development projects	Support Organisations
Amateur Competitive Sport	Equipment Magazines Clothing & merchandise Profitable facility Service provision	Facility provision support development (inc. Instruction) Funding	Facility provision Instruction Coaching Administration and regulation
Professional Competitive Sport	Owned and managed Equipment Magazines Clothing & merchandise Broadcasting	Some funding Regulation Some broadcasting	Sports Clubs Rules of the Game Sells events (e.g. Olympics)
Outdoor Activities	Equipment Magazines Clothing & merchandise Profitable facility Service provision	Provision and upkeep of Public facilities funding Regulations Instruction	Facility provision Instruction Coaching Administration and regulation
Health and Fitness	Equipment Magazines Clothing & merchandise Facility and service provision when profitable	Facility and service provision (pools, gym) Funding Development	Little involvement – although some youth clubs provide gyms & instructors

Additional Work:

- 1) What are the key components of the Leisure and Recreation Industry? Discuss and give examples of the different key components in Northern Ireland.
- 2) What are the four categories of activities that make up sport and physical recreation? Draw a table showing what activities your class participate in and divide them into the four categories.
- 3) What is home-based leisure? Provide examples with your answer. Find out which home-based activities different members in your class participate in and ask why?
- 4) Draw a diagram categorising the various sports and recreational activities available in your local area, into

private, public and voluntary sectors.

Resources

Leisure and Recreation

Gibson, J. Wood, I

Leisure and Recreation Management

Torkildsen, G

Physical Education and the Study of Sport

Davis, B. Roscoe, J. Roscoe, D. Bull, R.

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