

# B234 Develop and maintain opportunities for participation and progression in sport

## Introduction

### Summary

Having clear plans and frameworks for how your sport will increase participation and the progression of its athletes will be key to the successful development of the sport and its profile. This unit is about taking a planned approach to attempting to raise participation and enhance progression possibilities for your athletes.

The unit is divided into two parts. The first part describes the four things you have to do. These are:

- B234.1 Plan a framework for participation and progression**
- B234.2 Define targets for participation and progression**
- B234.3 Co-ordinate the implementation of the framework**
- B234.4 Review the strategy for participation and progression**

The second part describes the knowledge and understanding you must have.

### Target Group

The unit is recommended for national governing body or other sports organisation officers with responsibility for developing the sport and sporting achievement.

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## B234.1

### Plan a framework for participation and progression

#### The National Standard

##### What you must do

To meet the national standard, you must:

- 1 collect, analyse and take account of information on the views and needs of all **those affected by the framework**
- 2 ensure the **framework** is consistent with the rules and regulations of the sport
- 3 research and analyse existing and emerging **frameworks** in your own and in other organisations
- 4 ensure the **framework** will encourage and enable participation and progression according to the policies of your organisation and external agencies
- 5 ensure the **framework** provides for equality, fair play and an ethical approach
- 6 ensure the **framework** optimises opportunities to achieve overall organisational aims

##### What you must cover

This element covers the following:

- a framework** covering
  - 1 representative teams
  - 2 competitions
  - 3 award schemes
  - 4 coaching schemes
  - 5 other sporting challenges
- b those affected by the framework**
  - 1 athletes
  - 2 coaches
  - 3 administrators

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## B234.2

### Define targets for participation and progression

#### The National Standard

##### What you must do

To meet the national standard, you must:

- 1 take account of the aspirations and limitations of those affected by targets for progression
- 2 estimate the current situation and potential for participation and progression
- 3 set **targets** that are realistic but challenging
- 4 ensure that **targets** are reasonably precise and objective
- 5 regularly review **targets** and update them after discussion with key stakeholders

##### What you must cover

This element covers the following

- a targets**, covering
  - 1 numbers
  - 2 levels of performance
  - 3 qualifications
  - 4 media interest
  - 5 financial return
- b those affected by the targets**
  - 1 spectators
  - 2 athletes
  - 3 coaches
  - 4 administrators
  - 5 sponsors

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## B234.3

### Co-ordinate the implementation of the framework

#### The National Standard

##### What you must do

To meet the national standard, you must:

- 1 identify the competences and attributes of **people involved in the framework** and make sure they are effectively deployed
- 2 ensure that personnel requirements take account of work objectives, known constraints and requirements
- 3 obtain the physical and financial resources you need for the framework
- 4 take account of the views and advice of **people involved in the framework**
- 5 establish the framework within required timescales and costs
- 6 identify significant changes in resources as early as possible and make proposals to modify structures and targets accordingly
- 7 provide the necessary information to **people involved in the framework** and make sure this information is clear, accurate, up-to-date and in an appropriate form and style

##### What you must cover

This element covers the following

- a **people involved in the framework**
  - 1 spectators
  - 2 athletes
  - 3 coaches
  - 4 administrators
  - 5 sponsors

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## B234.4

### Review the strategy for participation and progression

#### The National Standard

##### What you must do

To meet the national standard, you must:

- 1 collect and analyse feedback from **people involved in the framework** and other relevant data and information
- 2 present the evaluation in a form and style which will assist decision making
- 3 develop and present conclusions and recommendations to decision makers
- 4 negotiate and agree next actions arising from the evaluation
- 5 ensure decisions resulting from the evaluation are acted upon promptly
- 6 feedback the results of evaluation and review to **people involved in the framework** as quickly as possible

##### What you must cover

This element covers the following

- a people involved in the framework**
- 1 spectators
  - 2 athletes
  - 3 coaches
  - 4 administrators
  - 5 sponsors

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## What you must know and understand

*To be competent in this unit, you must know and understand the following*

- K1 the underlying principles of sport, equality and ethical conduct
- K2 the motivations of people participating in sport and how to capitalise on their aspirations
- K3 the importance of providing opportunities for participation and progression in sport
- K4 how to collect and evaluate information about needs of those involved in your sport
- K5 how to select and appoint people to assist in the development and implementation of frameworks
- K6 how to generate income to support sporting activities and organisation
- K7 the rules and regulations of your sport
- K8 other organisations with similar frameworks for participation and progression
- K9 roles of national governing bodies and international federations of sport
- K10 the policies and wider aims and objectives of your organisation in relation to frameworks for participation and progression
- K11 how to carry out 'stock-takes' of your organisation's current position and environment
- K12 how to match targets for participation and progression to the aspirations and limitations of the people involved in your sport
- K13 how to ensure that targets are both realistic and challenging
- K14 how to measure the success of your aims and objectives for participation and progression
- K15 how to identify and define the competences and attributes of the people you need to help you implement your framework for participation and progression
- K16 how to identify and define personnel requirements
- K17 how to canvass the views and gather advice from those involved in delivering your framework

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- K18 how to identify the resource requirements to implement your framework and match these against what is available and what might be gained from new sources of income
- K19 how to disseminate information about your framework
- K20 the work objectives, constraints and requirements within your organisation
- K21 work schedules for your organisation and allocated budgets
- K22 how to collect and analyse feedback
- K23 other types of information and data you can use to evaluate your framework for participation and progression and how to collect and analyse this
- K24 how to write reports, drawing conclusions and making recommendations
- K25 the importance of sharing results of reviews with colleagues and disseminating decisions taken to all those involved