Advanced GCE LEISURE STUDIES

Unit 1 (G180)

EXPLORING LEISURE

Exemplar

Candidate A

June 2007

CANDIDATE A

Leisure Studies

OCR Advanced GCE H528/Advanced Subsidiary GCE H128

Unit G180 Exploring Leisure Unit Recording Sheet

Please read the instructions printed at the end of this form. **One** of these sheets, suitably completed, should be attached to the assessed work of each candidate.

Unit Code	Session	~~July~~ / June	Year		
G180			2	0	0	7

Unit Title	1	Exploring leisure

Centre Name

Centre Number

Candidate Name

Candidate Number

Evidence: You investigate the leisure industry within the UK and Europe.

Criteria	Teacher Comment	Page No.
AO1.1: You produce a brief summary of the sectors and components within the leisure industry in the UK and Europe; each definition contains few examples of organisations; you demonstrate a simple understanding of how leisure organisations operate in terms of how they are funded or generate revenue; **[0 1 2 3 4 5]**	**AO1.2:** you produce a summary of sectors and components within the leisure industry in the UK and Europe that shows the key information and data; you show an understanding of how leisure organisations operate in terms of meeting objectives, how they are funded or generate revenue, and how they interrelate with their shareholders or stakeholders; you use appropriate examples; **[6 7 8 9 10]**	**AO1.3:** you produce a comprehensive summary of the sectors and their components within the leisure industry in the UK and Europe, providing appropriate examples; you provide a detailed description of each component with evidence and examples to confirm your understanding of the ways in which they are different but interrelate; you give examples appropriate in terms of clarity and which help to demonstrate thorough understanding. **[11 12 13 14 15]**	A really good awareness of the leisure industry is detailed. Various components discussed in good detail - plenty of links explored. Different sectors also detailed well. Interrelationships identified - you could discuss these even fuller. **Mark** 13	section 1 pages 1→25
AO2.1: You demonstrate knowledge and understanding of the importance and size of the leisure industry currently, with brief data and information on consumer spending, numbers employed, participation trends and the importance to health and well-being; your use of terminology is not always accurate and written communication lacks detail in accuracy and content; **[0 1 2 3 4 5]**	**AO2.2:** you provide evidence of the importance and size of the leisure industry explaining the range and scale of the industry; the social and economic importance of the industry is explained with relevance to current issues in the industry; data is used, but not comprehensively, with some inaccuracies/omissions; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language; **[6 7 8 9 10]**	**AO2.3:** you produce a study of the range and scale of the industry; you provide accurate data which reflect the importance of the industry, both social and economic, relevant to current issues in the industry and all its components; you present your work logically showing use of appropriate terminology and your meaning is clear and accurately conveyed. **[11 12 13 14 15]**	Eventually you provided an in-depth study of the range and scale of the leisure industry. Lots of current information on the scale, significance of the industry. Logical, well written work. Use of appropriate terminology. **Mark** 14	section 2 pages 1→23

Criteria	Teacher Comment	Page No.
AO3.1: You provide some research from a limited number of sources; you produce evidence that you can analyse the significant factors that have influenced the development of the leisure industry and participation trends, but the analysis is not always accurate; **[0 1 2 3 4]**		
AO3.2: you carry out research using a range of relevant sources; you provide appropriate analysis of the information which shows depth and demonstrates an understanding of factors influencing the development of, and participation in, leisure activities; **[5 6 7 (8)]**	Good effort put in to this section. You have obviously done some research, yet not accounted the fully. The development of leisure and the reasons for such has been discussed. Some areas lack key points but the scene is partly in place	section 3 pages 1 → 17
AO3.3: you access and use a comprehensive range of appropriate sources; you provide the reasons why the factors examined influence participation levels and you show that they have been fully analysed; your analysis is thorough and demonstrates in-depth research. **[9 10 11 12]**	**Mark** 8	
AO4.1: You provide an evaluation of the role of the media in leisure, which may be limited to simple facts, comments or statements; you provide simple conclusions as to the part the media has played in the current developments in the industry, reflecting only a basic understanding; **[0 1 2 3 4]**		
AO4.2: you include an evaluation of the role of the media in leisure, providing examples of several significant current developments in the industry; you draw valid conclusions but not all aspects may be covered fully as to the part the media has played in current developments in the industry; **[5 6]**	This is a really well covered outcome. All factors (as discussed in the task/frontsheet) are covered well. Technological advances in media and their effects are discussed. The impact and overroles of media are evaluated well incorporating plenty of examples well done!	section 4 pages 1 → 12
AO4.3: you include a comprehensive evaluation of the role of the media in leisure; you provide well-considered conclusions as to the part the media has played in the current developments in the industry. **[7 (8)]**	**Mark** (8)	

If this work is a re-sit, please tick	Session and Year of previous submission	Jan / June	2	0	0	7	Please tick to indicate this work has been standardised internally ✓

Total/50 **43**

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).
Please complete one *Centre Authentication Form* (CCS160) for each unit and forward to the moderator with your sample.

Guidance on Completion of this Form
1. One sheet should be used for each candidate.
2. Please ensure that the appropriate boxes at the top of the form are completed.
3. Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
4. Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
5. Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

URS782 Revised September 2006
Oxford Cambridge and RSA Examinations

G180/URS

Commentary – Material taken from June 2007 examination series

G180 Candidate A

The UK elements of the specification were very well covered. Weaknesses with regard to the quality and quantity of European data for AO1 and AO2 were identified however the student has provided sufficient European evidence to allow for a borderline A grade to be awarded.

AO1 13/15; AO2 13/15; AO3 9/12; AO4 7/8
Portfolio Mark = 42/50 Grade A

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I confirm the following assignments are my own work, although they may contain (references/etc) other information

Name: ███████ ████████

Signature: ████ ████████

Date: ████████████

(13)

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ASSIGNMENT BRIEF

Student Name: ▓▓▓▓ ▓▓▓▓▓	AS Subject : Leisure Studies
Lecturer Name: ▓▓▓▓▓▓▓▓	Date Set: 21/4/06
	Hand In Date: 9/11/06

Assignment Title:

Assignment 1 : What is Leisure?

Type of Assessment (e.g. course work, essay etc):

Written report
This assignment is internally assessed and is number one of four assignments set for this unit. It will contribute to your final mark.

Overview:

The leisure industry is extremely diverse. It is important you know about the variety of facilities within it and the range of products and services it offers. You will need to know in which sector organisations operate and how this affects its operation. You should also know about the most significant components of the leisure industry and have an awareness of current developments.

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What you must to do to complete this assignment:

1. Provide definitions of the "leisure" and "recreation," reviewing and making reference to the various explanations.

2. Investigate the organisation of the leisure industry, giving detail about its 3 sectors giving examples of facilities and specific organisations.
    You should explain the operation of the difference sectors, how they interrelate and how belonging to a particular sector affects operation in terms of objectives, funding/revenue and stakeholder/shareholder expectations.

3. Investigate the key components of the leisure industry.
    Describe each component, including the main types of organisation, facilities, products and services and current developments in each, with the use of relevant examples (include images).
    You should also explain how these components operate and independently and how they interrelate

GUIDANCE FOR ICT KEY SKILLS:

-   Ensure your provide an introduction to your assignment, including who the report is for and who it is written by, also discussing your methodology.

-   Use a range of information sources (IT and non-IT based), ensuring you keep copies of your research. Include a bibliograohy.

-   Include relevant images (task 3) which you have adapted/developed for the purpose of this assignment.

-   Save a draft your work, sending it via email for proof reading, before you finalise the assignment for submission.

How you will be assessed:

You will be assessed using the A/S Leisure Studies criteria A01
The depth of work and coverage of criteria will be reflected by your grade.
In addition, this assignments will form part of your ICT portfolio and will be assessed against the ICT criteria for Text and Image.

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This assignment will give you the opportunity to meet the criteria for the Text and Image activity for your ICT level 2 Key Skills portfolio:

You must ensure that you meet the following criteria:

ICT 2.1

- Search and select information to meet your needs from one ICT source and one non-ICT source. Include at least one multiple criteria search.

ICT 2.2

- Enter, develop and combine text and image information using appropriate formats. Adapt this information so that it suites your purpose.

ICT 2.3

- Ensure that your final document (presentation) is checked for accuracy and shows consistent use of formats. The layout must be appropriate for the type of information being presented.

AS LEISURE STUDIES

UNIT 1:   Exploring Leisure

A01: Assessment 1

FEEDBACK

Well presented work, good to keep tasks on separate sheets to help clarify between sections. Use Harvard method of sourcing your work.

1. Definitions of leisure and recreation are provided. You have included your own and "official" ones, and briefly discussed these. On research you may find that different sources make for varying reading – these could be compare d. However, what you have done is fine. You could also mention that ones person's leisure is not necessarily the same as another's – we all like different things. In addition, you could highlight that leisure activities can be of 4 key types: active; passive; home based and away from home.

2. A clear description of the public, private and voluntary sectors, however, you could add to it. You have mentioned objectives funding and revenue but what about stakeholder; shareholder expectations; etc? An organisation in each described – good, you could even compare some examples. There is some discussion of interrelationship between the sectors later on but you could really add to this as it will allow you to gain more marks. Develop your discussion and be specific about examples.

3. Really good coverage of all the 6 component of leisure. Good to use a standardised format and sub-headings. Clear understanding of the different components of the leisure industry demonstrated. A variety of organisations across the range of provision are described and some key organisations mentioned. However, you could really discuss the interrelationship between these components and perhaps other industries a lot further.

Overall – a really good effort. A bit more about interrelationships would enhance your .

Well done!

16 Nov 06

AFTER RESUBMISSION

In future please do not re-print all your work if adding some information (most of your original effort was fine).

However, assignment now much more logically presented.

1. Various leisure types now discussed more clearly.

2. Interrelationships between sectors are now detailed better with stakeholders/shareholders discussed too. Specific examples given of links.

3. Good attempt at discussing links between all components – much better.

Well done!

SIGNED: **DATE:**

Contents

AO1

Task 1

AO1.3

Leisure and Recreation

Leisure is the time spent doing activities of your choice, away from work and other daily commitments. Because leisure time is free from compulsory activities such as work, household chores, education, eating and sleeping, it is sometimes called free time. In some circumstances the difference between leisure and compulsory activities can be small, as some compulsory activities are done for pleasure. One's persons leisure is not necessarily the same as another's as people are interested in very different things. Leisure activities can be of 4 key types; active, passive, home based and away from home.

- Active activities are activities that are physically demanding e.g. taking part in a sport
- Passive activities are activities that don't involve much physical effort or none at all e.g. watching TV
- Home based activities are activities that take place in the home or in your garden e.g. playing on the computer.
- Away from home activities are activities that take place away from home e.g. going to the cinema.

The definition leisure in the dictionary is; Time when one is free to relax and do as one wishes.

Recreation is the time spent doing an active activity or sometimes a relaxing activity, but in a refreshing and diverting manner. As people in the world live non-stop life styles, the need for recreation has grown. People usually take part in recreation at weekends doing things like playing football or any other sport as this is usually when employees and students have time off work and school. The definition of recreation in the dictionary is; an activity that refreshes health and spirits by relaxation and enjoyment.

The main difference between leisure and recreation is that leisure is more like a form of entertainment or rest, e.g. watching TV or reading a book, while recreation is more like an active activity, e.g. taking part in sports.

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AO1

Task 2

Sectors of the leisure industry

There are three sectors within the leisure industry; these are the public, private and voluntary sectors. In the 1960's and the 70's the industry was dominated by the public sector, but in the 80's a lot more companies wanted to make a profit and decided to go private, this caused the private sector to dominate the leisure industry at the present time.

AO1. 3

Private

Meaning: Organisations within the private sector are organisations operating to make a profit, the organisation are run by sole traders, partnerships, LDC's etc.
Objectives: The main objectives are to make a profit to be able to survive and to be the market leaders. They also want to supply where there is a demand.
Funding: The private sector is funded by private investments, grants, the lottery, memberships and charges.
Stakeholder/ shareholders expectations: Stake holders and shareholders of a private organisation will expect that organisation to constantly make a profit and expect that organisation to grow and grow over time and they will expect that organisation to provide quality service and quality products.

clear!.

The private sector fits in with the leisure industry because most organisations in the leisure industry are in the private sector, especially the big organisations like McDonalds. The leisure industry relies on private organisations because private organisations are constantly making a profit. The profit these organisations make are usually put towards making their facilities better and as these organisation come under leisure, leisure as a whole is improving.

Organisations within the private sector: KFC, Leisure centres, Theme parks, Cinemas, Comet, B&Q, and Homebase etc.

One of the biggest organisations in the private sector is Comet. Comet is a private organisation which is run by a management team in a main office in the UK. The management team consists of a managing director, 2 deputy MD's and a commercial manager. Each store has its own manager and staff that are trained to help customers with their electronic knowledge. The main aim for the company is to make a profit but also to meet the needs of their customers by supplying top of the range electronic equipment. Comet are funded from the profit they make from selling their electronic products and nothing else.

Public

Meaning: Organisations that are run/ managed/ owned by the local, regional or national government.
Objectives: To provide and service to the public, isn't usually to make a profit.
Funding: The organisations which are in the public sector are funded by the government, taxes, National lottery, membership and charges.
Stakeholder/ shareholders expectations: Stake holders and shareholders of a public organisation will expect that organisation to provide a good service to the public and

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good products. They will also expect the organisation to improve over a number of years. Also shareholders will want the organisations to make a profit although that is not the objective of the organisation.

The public sector fits in with the leisure industry as many leisure facilities are run by public sectors and because one of the main objectives in the leisure industry is to meet the needs of the public and this is the exact same objective in the public sector.

Organisations within the public sector: Parks, Pools, Public halls, Libraries, Leisure centres, Playing fields and Museums etc.

One organisation within the public sector is Exeter Museum. Exeter Museum is run and owned by Exeter City Council and at the museum there is a manager to help and organise the staff. The aims for the museums are to provide exhibitions of historic objects and animals to inform and satisfy the public. The museum is funded by the city council, taxes and the national lottery.

Voluntary

Meaning: The voluntary sector is not profit driven. Organisations within the voluntary sector can be charities. The organisations are non-statutory and can be autonomous organisations.

Objectives: To help the other two sectors, to make provision where there is none, to break even (which means to make back the money that has spent, but not having to make a profit) and to promote a good cause e.g. charities

Funding: This sector is the sector most likely to struggle for money. They are funded by subscriptions, grants, the national lottery, membership, charges, legacies, fundraising and sponsorship.

Stakeholder/ shareholders expectations: Stake holders and shareholders of a voluntary organisation will expect that organisation to provide good service and good products. They will also expect the organisation to improve over a number of years. Also shareholders will want the organisations to make a profit although that is not the objective of the organisation. — why then?

many

Although this sector doesn't provide as much leisure facilities as the other two — evidence? components, it still fits in with the leisure industry as it provides the public with things the other two sectors do not.

Organisations within the voluntary sector: YHA, Ramblers association, National trust, Local sports, Clubs/societies and Dramatic societies etc.

An organisation within the voluntary sector would be a local football team. The team would be run by a manager who doesn't get paid and any other volunteers who wish to help out for free. The main aim of the organisation would be to give people and opportunity to take part in a team sport for fun or for the competitive nature involved within football. The funding would come from sponsors, the subs played by the players each week and fundraising events.

Sport and Physical Recreation

AO1.3

Sport and physical recreation is one of the biggest sectors within the leisure industry. Millions of people world wide take part in sports and physical recreation mainly for fun or for health and fitness. There are two different levels in sports, one being amateur and the other being professional. People who participate in amateur sport usually just play for fun or just to gain fitness; an example of this is someone who plays for a pub team. But on the other hand people who take part in professional sports play it because they have great ability in a certain sport and do it as a fulltime job; an example of this is someone like Steven Gerrard who plays for a professional team called Liverpool in the F.A premiership. There many different types of sports, some are team sports like football and rugby and some are individual sports such as tennis and snooker. People who participate in team sports like working in groups however people who participate in individual sports like working as an individual and are more tactical than team participates. Although most sports take place on land, some take part on water such as water polo, water skiing and surfing. Finally there are also motor sports and extreme sports. Motor sport is a sport that involves some kind of motor, such as formula 1. Extreme sports are sports involving activities which provide high levels of adrenalin usually because of the danger involved. Health and fitness is a major concern within the government and society because recent studies have shown that more and more people are becoming obese because they are not taking part in any form of sport. In order to solve this problem the government have set up some strategies which encourage more people to take part in sport and recreation. One strategy that Exeter City Council has set up is a new scheme that allows everybody, who is under 18 living in Exeter, can swim for free in Exeter swimming pool. This will hopefully get more kids wanting to go swimming and help them to become more active during their leisure time.

Spectating within sports is ever increasing, as new technology is being created. Since new technology has been created, you don't have to go to grounds to watch sports you can watch them on the TV or even the internet. TV rights and money made at grounds create millions of pounds for sport teams and associations to use. So spectating is a key factor within the sport and recreation sector.

Another key factor within the sport and recreation sector is the money made from sport merchandise. Products such as Nike and Adidas pay top professionals thousands to wear their products, so children who look up to the top performers will buy the same products they wear, this creates

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money for the top professional and provides money for the product suppliers.

Current/Future Developments

At present there are lots of developments taking place within the sport and recreation sector. One of the main developments taking place now is The New Wembley Stadium which is set to be complete any time now. Another development which will soon be taking place in England is the creation of facilities for the 2012 Olympics in London. A local development that has just been completed is the new rugby stadium built for the Exeter Chiefs. This is a modern 10000 seater stadium. Also new sports are being created or improved all the time for example BMX-ing is becoming a new sport at the 2012 Olympics. And now in Exeter they've started up a new adult tag rugby league in Devon for anybody aged over 18. Also through new technology, lots of new equipment is being created to improve sports.

Key Sporting Events

All over the world thousands of sporting events take place locally, nationally and internationally.

Locally there is the Great West Run that takes place in Exeter every year. Over two and a half thousand people aged 17 and over take part in it to raise money for charities and to achieve there goals which is finishing the *their* race finishing the race usually for physical and mental reasons. It is a half marathon and the runners have to complete 13.5 miles to get to the finishing line.

Nationally there is the FA cup that any football team in England can compete for as long as they qualify. Teams in the Premiership start competing in the third round as they automatically qualify as they are teams of the highest quality. Last year's winners were the Premiership team Liverpool FC.

Internationally there are the Olympics. There is a summer Olympics and a winter Olympics competition held every 4 years. But they don't run in the same years there is a 2-year gap for each (e.g. Beijing summer Olympics 2008 and the Vancouver winter Olympics 2010) The Olympics has being running since 1896 and is it a competition in which any country can compete if they qualify. There are a variety of different sports in the Olympics. The Olympics was set up to provide a way for all the countries to come together and enjoy the Olympics. England is hosting the 2012 summer Olympics in London, which is a massive result for everyone involved with sports in England.

A01

A range of sport and physical recreation facilities

Riverside Leisure Centre, Exeter - Lots of Facilities are available at Riverside, they have a gym, a swimming pool, a smaller swimming pool for kids, a health spa, a sports hall, a restaurant, a bar and a studio. Anyone can use the leisure centre you don't have to be a member. There are also a number of activities/classes available such as swimming lessons, gym sessions, football, kid's parties and karate classes. It is located on Exe bridges Exeter and it is easy to get to and there is easy parking as it has a shared car park outside the centre. Its purpose is to provide activities and facilities to anybody who wants to spend their leisure time doing something that involves the centre.

Exeter Arena- The South West Premier Athletics Stadium. Located in Beacon Heath in Exeter, this is the main facility for athletics in Exeter and probably Devon. It is home to athletics clubs like the Exeter Harriers and the South West Road Runners, but the athletics track is also used by schools and clubs from all over Exeter. It's a fully equipped outdoor athletics stadium, is has changing and showering facilities and it has a fitness suite for people to use. It's managed by DC Leisure on behalf of Exeter City Council.

Twickenham stadium is the national stadium for England Rugby. Twickenham is located 6 miles from London Heathrow hosts all the big games that our England Rugby teams take part in. It has many different facilities including its own security team, shuttle buses running to and from the stadium, refreshments, and its own museum of rugby, hospitality boxes and disabled access all around the ground. The stadium its self can hold up to 82,000 spectators.

Bisham Abbey is one of the UK's National Sports Centres. It has training grounds and centres of excellence for the country's leading sportsmen and women. It is located in Buckinghamshire and is the training venue for over 20 different sports and organisations including England Hockey, UK Athletics and the British Judo Association. Its facilities include an Astro turf pitch, tennis courts, water sports, golf, outdoor pitches, a fitness centre, accommodation, meeting rooms, a sauna and a bar/café.

The Nou Camp which is the stadium for Barcelona F.C is the 3rd largest football stadium in the world and it is Europe's biggest, it can hold up 98,000 fans in the stadium and at each match practically every seat is taken. The club has many different facilities, is has another small stadium where the reserves and the youth teams play, it has a sports hall which is used by a variety of different sporting teams such as handball and basketball. It has accommodation where the young players can go to stay

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when they go to train with the club, and the club has now opened an ice skating rink. The Nou camp is an international landmark.

Another international landmark is the Olympic facilities built for the 2004 Olympics, there were loads of facilities built in preparation for the event. In Athens alone there was an Aquatic Centre to hold swimming, a Tennis Centre, the Velodrome to hold cycling and an indoor hall to hold basketball and gymnastics.

The table below shows different sport facilities, the sector they come under and examples of each:

Facility	Sector	Example
Football/rugby stadiums	Private, voluntary	Old Trafford (Manchester), St James Park (Exeter)
Sport and leisure centres	Mainly public, some private and voluntary	Local authority sports centre - Culm valley sports centre
Sports Gambling/ Turf	Private	William Hill, Land Brookes
Tennis courts	Private, public, voluntary	Wimbledon tennis courts, Heavitree tennis courts
Astro turfs	Mainly public, some private and voluntary	Exeter university

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AOI

Home Based Leisure

Home based leisure is the time you spend at home doing activities for   *AOI.3*
enjoyment or relaxation. People who work all day will spend their leisure
time relaxing at home while children will spend there leisure time having
fun at home. All age groups use home based leisure as every day people
spend lots of hours at home. Home-based leisure exists because it is very
cheap to do something in your own home, also if you have a nice house
that you take care of, the more time you'll want to spend there and the
more people you will have round for parties and meals etc. The amount of
time people spend doing home based leisure is ever increasing as new
technology is being created such as the internet used for shopping and
communicating, also gym equipment is now being created so you can use
it at home instead of going to the gym. We know home-based leisure is   *—souce?*
increasing because in 1997 the number of UK households with internet
access was 1 million, by 1999 7 million households had internet access
and in 2002 one in two households had internet access. Also the average
person now spends 3 hours and 15 minutes watching TV a day. This has
caused the annual amount of money spent on home based leisure in the
UK in a year to be £40 billion. Home based leisure is influenced by:

*) good for
assignment*

- Location- if you live far away from any town or leisure centres,
  you will spend more time at home because it is too far to travel,
  whilst people who live in a town centre will spend more time going
  out into town, to cinemas, to restaurants etc. as they don't have to
  travel far at all. ✓
- Standard of living- the people who have lots of free time will tend
  to spend their leisure time doing things away from their homes,
  while people who have less free time will spend their leisure time
  at home, simply because they don't have enough time to go out or
  because they are too tired from work all school.
- Availability of a garden- lots of leisure activities take place in the
  garden so if you don't have a garden or have a very small garden it
  will affect the amount of time you spend doing home-based
  activities especially in the summer. ✓
- Availability of things to do leisure with- If you don't have much
  things to do at home because of money or space or for any other
  reason, you are more likely to spend your leisure time away from
  home, but on the other hand if you have a lot of things u can do
  leisure with at home, your more likely to spend your leisure time at
  home. ✓

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- Family circumstances- If you family is adventurous at like to go out you will spent your leisure time away from home, but if your family have a lot of commitments and like to spend their leisure time at home relaxing you are more likely to spend you leisure time at home. Other family circumstances such as single parents and disabilities can affect the amount of leisure time you spend at home.
- Amount of money affects the amount of time spent at home doing leisure because it is becoming more and more expensive to do things away from home such as going to theme parks etc.
- Hired help allows people to have more leisure time as you won't have to spend hardly any time doing daily chores such as cleaning the house or doing cooking

Home-based Leisure activities

Below is a list of different types of home based leisure and possible participants:

- Television- all age groups
- Radio-all age groups
- Music-all age groups
- Game consoles- mainly children, teenagers and young adults
- Cooking- teenagers and adults
- Gardening- mainly older people
- Reading- all age groups
- Board games- all age groups
- DIY-adults
- Entertaining friends- teenagers and adults
- Arts and crafts- all age groups
- Health and fitness- teenagers and adults
- Musical instruments- all age groups

Any Current/New developments

Recently there has been a massive development in technology such as DVDs, Internet, Sky television, game consoles, kitchen equipment and lots of other equipment/objects. All this new technology has caused more people to spend their leisure time at home. DVD's and surround sound make watching a movie at home seem like you're in a cinema so there is no need to go to the cinema. The internet allows you to shop at home using credit cards so there is no need to go into town to shop. Sky

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television provides thousands of programmes so you can never get bored of watching the television. Game consoles are becoming so advanced it is like your actually racing a car so teenagers will play on their consoles all day long. The few examples I have just used shows exactly why technology is allowing people to spend more and more time at home.

Leisure Providers

Local: A local provider for gardening (which is a big part of home based leisure) is Lea Parks. Lea parks is an award winning nursery just outside of Exeter. They provide garden plants, hanging baskets and tubs etc. It is easy to get to as it is off a main road. This is a great local shop for people who love to do gardening.

Regional: Gemini FM is a regional radio station which broadcasts to nearly all parts of Devon. It provides music, news, weather forecasts, travel information and much more. People who like to listen to the radio in Devon will generally listen to Gemini FM.

National: GAME is a leading game console store within the UK. GAME has stores in all the major cities in the UK and even in some smaller cities. GAME sells game consoles, computer games, console accessories and magazines etc. Many teenagers play game consoles in their leisure time so it's a big activity within the home-based leisure component.

International: B&Q is Europe's leading DIY and garden retailer, it is the 3rd largest in the world. It provides home and garden equipment and tools, so people who are into DIY at home will shop here for all their tools and equipment.

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A01

Below is a table that shows examples of home based leisure, the sectors they some under and their sources:

Example of home based leisure	Sector	Sources
Radio	Private, public and voluntary	BBC, Gemini FM
TV	Private and public	ITV, Sony
Gardening	Public and private and voluntary	Bernaville Nurseries
DIY	Private	B&Q
Games console	Private	Xbox

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AO1

AO1.3

Heritage

Heritage is a property that is or can be inherited. Heritage doesn't have the biggest industry as there aren't many inherited buildings left in the modern day world. Heritage isn't the most popular component of leisure as mainly older people are only interested in heritage properties, although schools take pupils to heritage buildings for day trips as it helps to educate them in history. Below is a list of different types of heritage buildings and examples of each:

- Museums – Natural History Museum in London
- Country Houses and Stately homes- Killerton House
- Castles- Powderham Castle
- Cathedrals- Exeter Cathedral
- Old Buildings- The House that Moved in Exeter
- Ruins- Hadrian's Wall
- Historic Sites- Stonehenge
- Towns/Cities/Villages- Edinburgh is a very historic city
- Mines
- Monuments
- Bridges - Clifton
- Piers- Brighton pier
- Baths- Roman Baths
- Famous Landmarks- Lands end

Organisations

There are quite a few organisations that make provision for heritage, for example there is the English Heritage organisation, the Visit Britain organisation and the historic houses organisation. The biggest organisation out of these three is the English heritage organisation. The main aim of this organisation is to improve people's knowledge of historic buildings for now and for the future.

Recent developments

The main development in the heritage component is the introduction of interactive activities within the historic buildings. These interactive activities have made the buildings more fun for young people. Also the development of the internet has played a big part in attracting more and more people to historic buildings.

13

Below is a table that shows facilities within heritage, the sector they come under and an example of each.

Facility	Sector	Example
Bridges	public	Clifton bridge
Museums	public	National history museum
Cathedrals	Public and voluntary	Exeter cathedral

Heritage Providers

Local: Powderham Castle is a local heritage building around Exeter. It has been open to the public since 1959. The castle hasn't changed since the early days, but there are now more attractions within the castle. It is open nearly everyday of the year.

Regional: Exeter cathedral is a regional heritage building around the region of Devon. The cathedral completely relies on voluntary donations from the public for its up keep. Thousands of people visit the cathedral every year. Exeter cathedral is the landmark of Devon

National: Stone Henge (Wiltshire) is a national historic site in the UK and is fast becoming known all around Europe. Some people believe it has been there since 3100 BC. Thousands of people visit stone henge every year.

International: Louvre museum in Paris, France is an international heritage museum. It has 35,000 works of art in the museum, and it has many different exhibitions to see. It always attracts thousands of visitors each year and the museum itself has its own history.

AO1

AO1-3

Catering

Catering means to provide what is needed or wanted, mainly food and drink. The catering industry within leisure is ever increasing the main reason for this is because eating out is more popular than ever as people are now making more money and have less time so more and more people are eating out. Another reason why the catering industry is increasing is because the UK has improved its catering provision. Below is a list of different type of catering and the participants of each:

- Fast food- all age groups
- Sandwich bars- all age groups but not many children
- Sweetshops- all age groups especially children
- Fruit and veg- adults
- Wine bars- adults
- Hotels- adults
- Vending machines- all age groups
- Pubs- adults
- Restaurants- adults
- Home cooking- all age groups
- Ice cream man- all age groups
- Coffee shops- all age groups
- Bakery shops- all age groups

Current/ New developments

The main development within the catering industry is the ever increasing popularity of food and drink programmes on the television. These programmes are making people more and more aware of the different styles of food and drink, causing people to be more adventurous when cooking or making drinks and causing there to be a need for more different styles of restaurants. Another development is the use of the internet in the catering industry because catering shops can now advertise on the internet; also you can find any recipe on the internet allowing more people to try new things in the kitchen.

15

Below is a table that shows facilities within the catering industry, the sector they come under and an example/organisation of each:

Facility	Sector	Example
Fast food	Private	McDonalds, KFC
Sandwich bars	Private	Subway
Coffee shops	Private	Coffee plus, Starbucks

— are the sector examples

Catering Providers

Local: Exeter Arms is a local restaurant in Exeter. Not only does it have a restaurant it also has a bar and a hotel. It is best known for its carvery and cheap prices. It is also a family restaurant so it provides food for all age groups.

Regional: Swans Nest is a regional restaurant jus outside of Exeter, it is well known throughout Devon. It is best Known for its carvery and because it is a family restaurant. It has a children's play area to keep the children entertained.

National: Little Chef is a national road side restaurant, it is found on the main motorways in the UK. The first Little Chef opened in Reading in 1958, the same year Britain got its very first motorway. Little chef has grown to become one of the UK's favourite roadside restaurants. Their aim is to be the motorist's friend, serving up quality food and offering great value for money.

International: McDonald's is the leading fast food restaurant in the world, it opened in 1974 and now more than 2.5 million people in the UK eat in McDonald's everyday. It is know for its quick service, tasty food and value for money.

AD1

Arts and entertainment

Definitions of Art: AD1. 1

- Human creative skill or its application
- Branch of creative activity concerned with imitative sounds or ideas
- Creative activity resulting in visual representation
- Thing in which skill can be exercised

Definitions of Entertainment:

- Something that amuses, pleases, or diverts,
- The pleasure afforded by being entertained; amusement

The arts and entertainment industry is also getting bigger as more and more people are now starting to take part in arts because of organisations such as the arts council, the national trust, the British Museum and the National Gallery. Arts Council England works to get more art to more people in more places. They develop and promote the arts across England, acting as an independent body with help from government. Between 2006 and 2008, they will invest £1.1 billion of public money from government and the National Lottery in supporting the arts. The entertainment part of the industry is also getting bigger because theme parks and cinemas etc. are always improving. Also pubs which are a big part of entertainment are now allowed to open 24 hours a day which will lead to an increase in this industry. Below is a list of some of the different types of arts and entertainment and an example of each:

- Museums- British museum
- Cinema- Odeon
- Theme parks- Alton towers
- Bingo- Gala Bingo
- Pubs- Heart of Oak (Exeter)
- Television- BBC
- Movies- Fast and Furious
- Concerts- Live bands
- Festivals- Glastonbury
- Theatre- Northcott Theatre (Exeter)

17

A01

Recent/current/future developments

One of the main developments that is being planned now is the introduction of casinos to the UK. Casinos are massive in U.S.A and are a great form of entertainment. Football/Rugby grounds such as Old Trafford and Twickenham are planning to have casinos somewhere near the grounds, to make a profit and to provide entertainment to their fans and anyone else who wishes to use the casinos. Another development in the arts and entertainment industry is the law which allows pubs to open 24 hours a day.

The table below shows facilities within the arts and entertainment industry, their sector and an example of each:

Facility	Sector	Example
Museums	Public	British Museum
Pubs	Private	Heart of Oak (Exeter)
Television	Private, public	ITV, BBC

Local: The Northcott Theatre at Exeter University is a local theatre house used for all kinds of arts and entertainment including dance, plays, singing, poetry, readings, choirs, pantomimes etc.

Regional: Exeter museum is the main museum in Devon; it has exhibitions of historic animals and wild animals, Romans, coins, masks, costumes and the history of Exeter. It also has a gift shop.

National: The Natural industry museum is the main museum in Britain. The museum has exhibitions on dinosaurs, mammals, Natural power such as earthquakes and volcanoes and some of the rarest treasures in the world.

International: Disneyland, Florida is one of the biggest theme parks in the world. Thousands of people go there each year. It has some of the biggest roller coasters in the world, water rides, cinemas, water parks, Interactive journeys and much more.

18

AO1

Countryside recreation

Definition of countryside recreation: Activities in a rural/ natural area   *AO1·3*
that refresh one's mind or body after work through activity that amuses or
stimulates.

The countryside recreation component isn't the biggest component within
the leisure industry, but it is getting bigger and bigger due to recent and
current developments within this sector (as explained on the next page).
Another reason why the countryside recreation is getting bigger is
because of organisations like the National Trust, the Ramblers
Association and the YHA. The Ramblers Association is Britain's biggest
walking charity. They've been working for over 70 years to promote
walking and to improve conditions for everyone who walks in England,
Scotland and Wales. They have 143,000 members.

Below is a list of some of the different types of countryside recreation
and examples of each:
- Air based activities- sky diving, parachuting, hang gliding, kite
  flying
- Land based activities- picnics, camping, skiing, rock climbing,
  mountain biking
- Water based activities- sailing, windsurfing, surfing, swimming,
  fishing
- Forests- The black forest in Germany
- Country houses/ stately homes- Killerton house
- Outdoor adventure/ pursuit centre- Woodlands
- Country cottages- Ann Hathaway's Cottage in Stratford-upon-
  Avon
- Camping/caravanning- Ladram Bay which is just outside Exeter
- Gardens- Kew gardens in London
- Working farms- Crealy adventure Park in Exeter and Cornwall
- Wildlife parks- Longleat in Wiltshire
- National parks- Dartmoor
- Heritage coasts- white cliffs of Dover
- National trails- Torka trail
- National cycle network

AO1

Recent/ current developments

There have been many developments in the countryside recreation component of leisure. One being the recent destruction of the foot and mouth disease, this development has allowed farms to run as normal and has allowed animals in the wildlife to be free of the foot and mouth disease. Another development has been the increase of people visiting countryside sites for short breaks. This has lead to an increase in popularity of this component and a greater demand for suitable provision. A further development has been the ban on fox hunting. Banning fox hunting has saved a lot of foxes' lives, and foxes' are a big part of natural wildlife. Another development has been the increase in sustainability. This has caused erosion, congestion and pollution (factors that all damage the environment) to decrease. The final development in the countryside and recreation component is the growing popularity in countryside activities.

The table below shows facilities within the countryside recreation industry, their sector and an example of each:

Facility	Sector	Example
Gardens	Public and private	Kew Gardens in London
Working farms	Private	Crealy adventure park in Devon and Cornwall
Camping/caravanning sites	Private	Ladram Bay just outside of Exeter

Countryside recreation Providers

Local: Crealy Adventure Park is a private working farm. Crealy Adventure Park was established in 1989 by Angela Wright and her family. Crealy Adventure park is great for a family day out it has lots of farm animals, indoor play areas, log flumes, big slides and much more. The Park receives half a million visitors per year.

Regional: Woodlands is a well known private adventure park in Devon. It has indoor and outdoor playing zones, water slides, action rides, animals, camp site and much more.

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National: Kew gardens in London is well known all over the UK, it has an enjoyable mix of landscaped lawns, gardens, and greenhouses. It is a centre and has the largest plant collection in the world. The greenhouses display plants from across the world in climate controlled environments.

International: The Black Forest is one of Germany's most popular tourist destinations and is well known all over Europe. The Black Forest has great outdoor scenery and unique local buildings. It is also the heart of Germany's timber and woodworking industry that generates much of the region's economy beyond tourism.

21

AO1

Links between the 3 sectors of the leisure industry

AO3

The first link between the three sectors is the Compulsory competitive tendering (CCT). This is when a private organisation manages/controls a service in a public place. An example of this would be when a private company manages a food service in a public gym.

Another link between the three sectors is the public, private partnership (PPP). This is when a private company invests in a public facility. An example of this is the astro turf at West Exe School in Exeter. It is managed by a private company but they have invested by putting the astro turf in a public school.

A third link between the three sectors is joint provision/ dual use. An example of this would be between public schools and private leisure centres. Joint provision would be when a building is designed for schools and the leisure centre. Whilst dual use would be when the school and leisure centre are designed separately but end up working together.

A fourth link between the three sectors is partnership schemes this is when two or even all of the three sectors work together. An example of this would be when a doctor who works privately sends a patient who is overweight to a public gym to help them loose weight.

Another link between the sectors is sponsorship. This is when large private companies support smaller public and voluntary events/ facilities. An example of this is McDonalds(a big private company) sponsors small private/voluntary football events like regional 5-a-side tournaments.

The final link between the 3 sectors is Grants. This is when a public sector provides grants to establish new development from the EU.

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AO1-1

Links between the 6 components of the leisure industry

There are many links between the 6 components of leisure:

AO1-3

Links between the Sport and Physical Recreation component and other components.

- The first link is the link between the sport and physical recreation component and the countryside recreation component. The link between these two components is the sports involved in the two components, for example surfing, windsurfing, skiing, and mountain biking etc. all come under both components.
- Another link is the link between the sport and physical recreation component and the home-based leisure component. The link being that some people do physical activities such as working out on gym equipment at home.
- A third link is the link between the sport and physical recreation component and the catering component the link being that food and drink (which is the main part of catering) is very important to people who take part in sports and physical recreation, as if they eat the right food and drink the right drinks they will improve their performances.
- The final link in this section is the link between the sport and physical recreation component and the arts and entertainment component. The link being that dance is a form of entertainment and a form of physical recreation.

Links between the Arts and Entertainment component and other components.

- The first link is the link between the arts and entertainment component and the home based leisure component. The link being that television and music comes under both components.
- The second link is the link between the catering component and the arts and entertainment component. The link being that pubs/restaurants come under both components as they are a form of entertaining and catering.
- The final link in this section is the link between the sport and physical recreation component and the arts and entertainment component. The link being that dance is a form of entertainment and a form of physical recreation.

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AO1

Links between the Heritage component and other components.

- There is only really one link in this section and this link is the link between heritage component and the countryside recreation component. The link being that country houses comes under the heritage component because there are many old country houses and it comes under the countryside recreation component because country houses are mainly found in the countryside.

Links between the Catering component and other components.

- The first link is the link between the sport and physical recreation component and the catering component the link being that food and drink (which is the main part of catering) is very important to people who take part in sports and physical recreation, as if they eat the right food and drink the right drinks they will improve their performances.
- The second link is the link between the catering component and the arts and entertainment component. The link being that pubs/restaurants come under both components as they are a form of entertaining and catering.
- The final link is the link between the home-based leisure component and the catering component. The link is that cooking is a form of home-based leisure and a form of catering.

Links between the Countryside Recreation component and other components.

- The first link is the link between the sport and physical recreation component and the countryside recreation component. The link between these two components is the sports involved in the two components, for example surfing, windsurfing, skiing, and mountain biking etc. all come under both components.
- The final link is the link between heritage component and the countryside recreation component. The link being that country houses comes under the heritage component because there are many old country houses and it comes under the countryside recreation component because country houses are mainly found in the countryside.

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/101

Links between the Home-based Leisure component and other components.

- The first link is the link between the sport and physical recreation component and the home-based leisure component. The link being that some people do physical activities such as working out on gym equipment at home.
- The second link is the link between the arts and entertainment component and the home-based leisure component. The link being that television and music comes under both components.
- The final link is the link between the home-based leisure component and the catering component. The link is that cooking is a form of home-based leisure and a form of catering.

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26

The growth of the leisure industry since the 1960's

Below is a time line to show relevant developments in the leisure industry since the 1960's:

- 1960's- Introduction of the 37 hour week development of air travel
- 1964- Libraries and museums act-local authorities local authorities must provide free and efficient lending service
- 1968- First hovercraft across channel service
- 1969- Development of tourism act - establish national and regional tourist board
- 1970's- Increase sports medicine and dedicated hospital departments
- 1972- The sport council established
- 1976- Concord in service
- 1979- Sony developed the walkman
- 1980'2- Leisure technology takes off in the home (video)
- 1983- CD marketed in the UK
- 1988- CCT was introduced
- 1990's- Euro tunnel carries first passengers
- 1995- The first national lottery draw
- 2000- The millennium dome opened and closed

Facts about the leisure industry since the 1960's

- In the 1960's, 70's and 80's the leisure industry was dominated by music, fashion and dancing.
- TV took over from cinema
- Indoor leisure developed
- Pubs have family rooms
- Fast food restaurants are aimed at families
- Provision of family holiday pricing
- Growth in eating out at takeaways, also there has been a growth in cinema over last 20 years
- Over the last 30 years there has been a growth in multiplex centres
- Increase in out of town shopping/ outlet villages
- Relax of gambling laws, which has led to new casinos being opened
- Skateboarding parks were made in most big cities in the 1980's
- There has been a massive increase in fitness over the last 20 years
- Museums have became more interactive
- Countryside recreation has grown

2

AO3 ⁴⁄

Increase in leisure time available

Leisure time is the time available to each individual after everyday jobs and needs have been accomplished. Another reason why the leisure industry has increased is because of the increased amount of leisure time available to individuals.
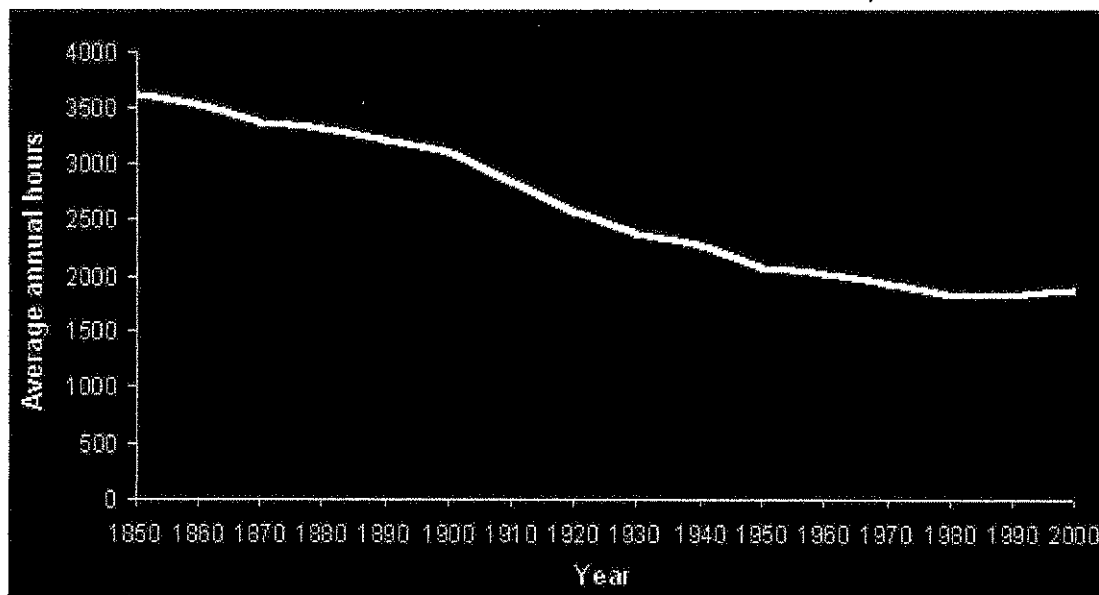
One of the main reasons for individuals leisure time increasing is because of the decreasing amount of hours individuals work per week. The graph above shows that since 1850 there has been a huge decrease in the amount of time an individual works per year. This means that people have a lot more time on their hands; this could lead to them spending more time doing leisure activities.

— why?

Another reason why individual's leisure time is increasing is because of the decreasing amount of people working over 45 hours and because of the increase of people working between 16 and 30 hours and 31 to 45 hours. This means that more people are now working shorter hours/part time rather than longer hours/full time. This is illustrated in the graph below:

———— 16 up to 30 hours ———— 31 up to 45 hours ———— Over 45 hours

3

AO3 · 4
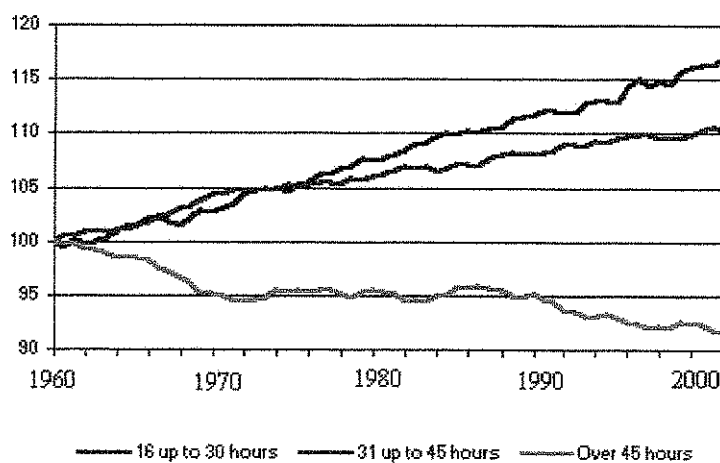
Another reason for people now having more leisure time is because some jobs allow some employees to obtain more flexible hours. Any employee with over 26 weeks service who has a child under 6 or a disabled child under 18 has the right to apply for flexible working hours.

The request can cover:
- flexitime,
- home working,
- teleworking,
- compressed hours
- job-sharing,
- term-time working,
- shift working,
- staggered hours,
- annualized hours,
- self-rostering.

Another aspect to consider for the increase in leisure time available to an individual is because there is a growing want for people to spend more time enjoying their lives by spending time with their families doing things they like; including leisure activities, rather than just working day in and day out.

A final reason why individuals now have more leisure time than in the 1960's is because of technological advance in home devices such as; dish washers, hoovers, washing machines, tumble dryers etc. This means people spend less time doing everyday jobs around the house allowing people to have more time free, which they could spend on leisure activities.

4

Disposable income

A03.3

The chart below shows the distribution of weekly household disposable income for 2003/2004:
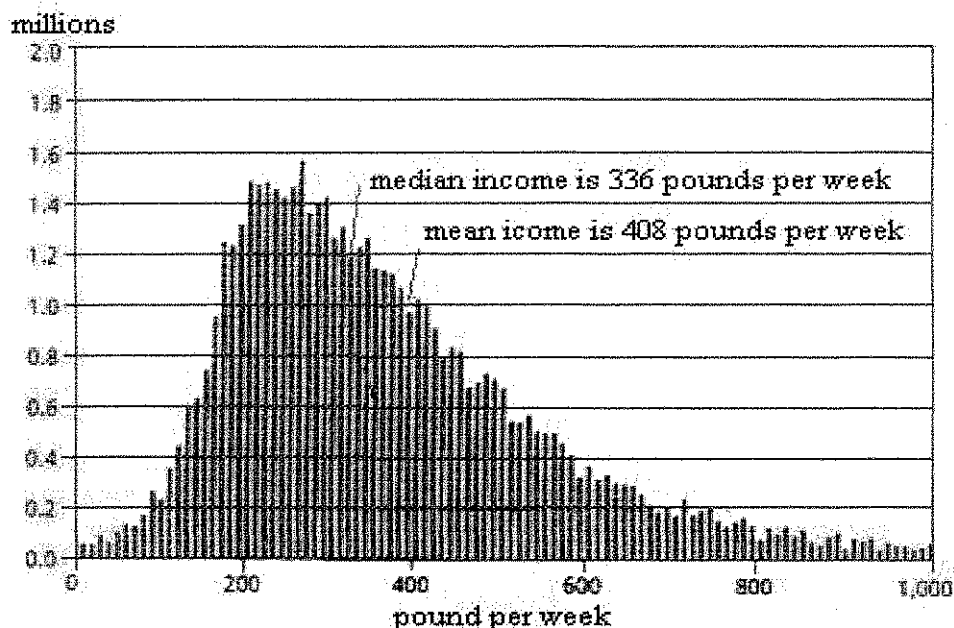
The chart above shows sizeable differences. Each bar represents the number of people living in households with the same disposable income in £10 bands. There are a lot more people at the lower levels of weekly income and the graph has a decreasing tail towards the upper end of the graph. The tail of the graph at the upper end of the graph would be much longer as around 1.8million individuals disposable income is over £1,000 per week, but this is not shown on the chart. The average disposable income for individuals in 2003/2004individuals was £408 per week. This is a big increase compared to previous years as shown in the chart below. This could be linked to why the leisure industry has grown so rapidly since 1960; as disposable income for most individuals is increasing every year, the amount of money individuals have to spend on leisure is also increasing.
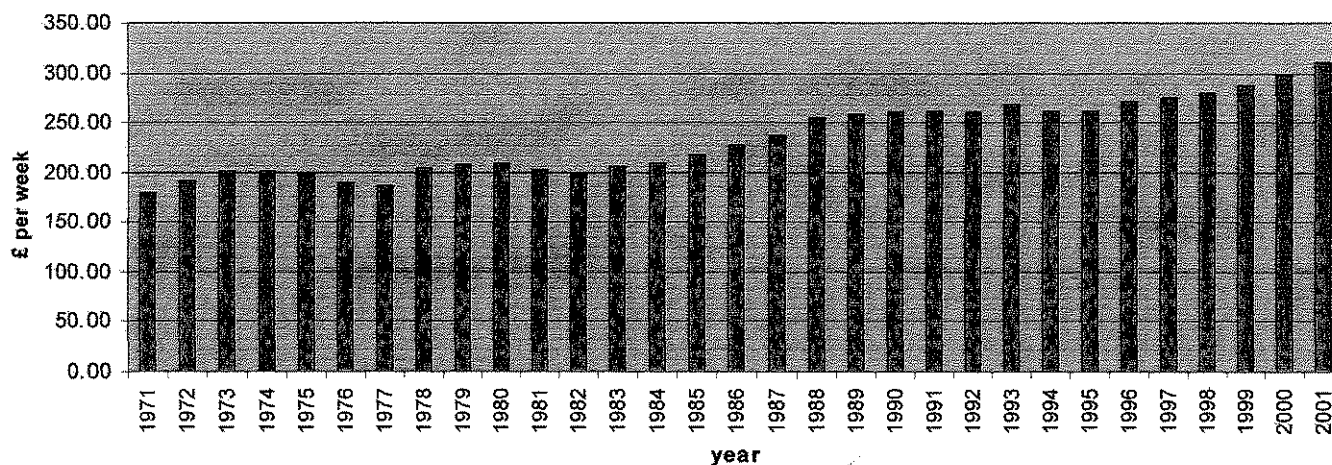
As I have already stated; the graph below shows that disposable income for individual households is increasing pretty much every year. The average disposable income for individuals in 2003 was £408 per week; this is more than double the amount of the average disposable income for 1971 where it was only £180 per week. Again this proves that on average people are earning more and more each year and this could be one of the reasons for the massive growth in the leisure industry, as people

5

The reasons why there has been a big increase in disposable income

AO3·3

During the 1970s there was little change in the distribution of disposable income among households in the UK. However, household disposable income grew over the 1980s. Between 1981 and 1989 the average income rose by 27 per cent. During the first half of the 1990s, the income distribution started to even out, but recently incomes have continued to grow fairly rapidly.

The Institute for Fiscal Studies has investigated some of the possible reasons for the changes in disposable income seen over the last two decades, and also why the trends are different over the 1980s and 1990s. They found that wage growth played a big part: disposable income tends to rise during periods of rapid wage growth because the poorest households are the most likely to contain non-working individuals. The recovery in the 1980s was because of the large increases in wages in each of the years from 1984 to 1988 matching the period when disposable income increased rapidly. On the other hand wage growth was very slow to return in the recovery of the early to mid-1990s - a time of steady or decreasing disposable income. Growth in self-employment income and in unemployment was also compared to the periods of increased disposable income. Demographic factors such as the growth in one person households make no real contribution when compared with labour market changes. However, they have found that changes in the tax and benefit system have an impact on what economic theory; because taxes were cut in the 1970s and late 1980s there was an increase in disposable income, while tax rises in the early 1980s and 1990s and increases in means-tested benefits in the late 1990s had an opposite effect to disposable income.

Demographics

N3.3

Ageing population

Another reason for the growth in leisure since the 1960's is because of the nations demographics. One of the biggest impacts in demographics that has affected the growth of the leisure industry is the increase in the amount of time in which people lives. The graphs below shows that in 1951 there weren't as many elderly people as there were recently in 2001, the reason for people now living longer is because of the massive improvement in healthcare. Also the reason people are living for longer people's desire to have a better standard of living; more people are now looking after themselves more/better hygiene, people are now eating healthier food and drinking healthier drinks, people are now exercising on a more regular basis and people are visiting healthcare centres/doctors if they are having any problems with there health or hygiene.


1951

2001

7
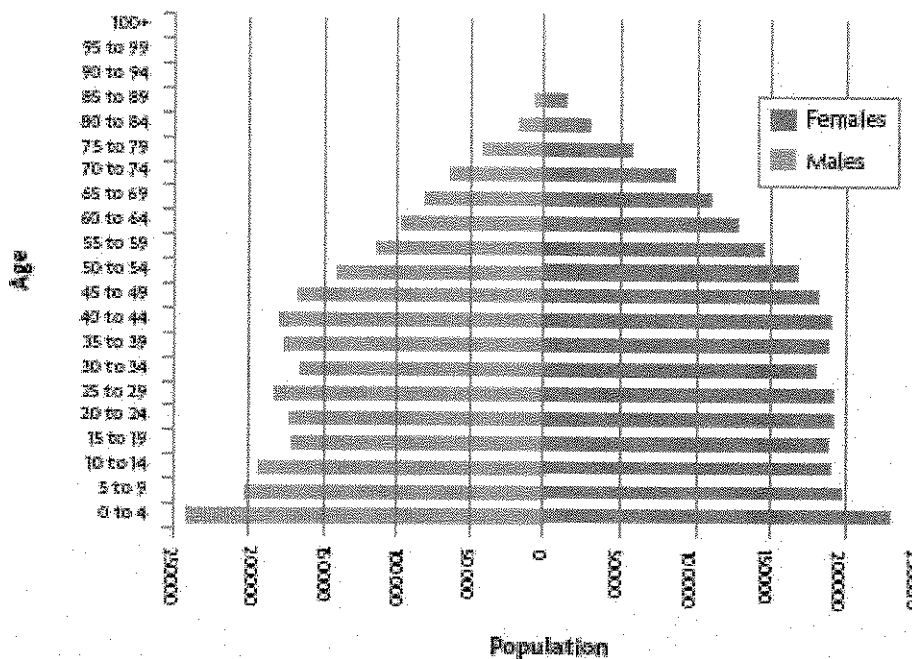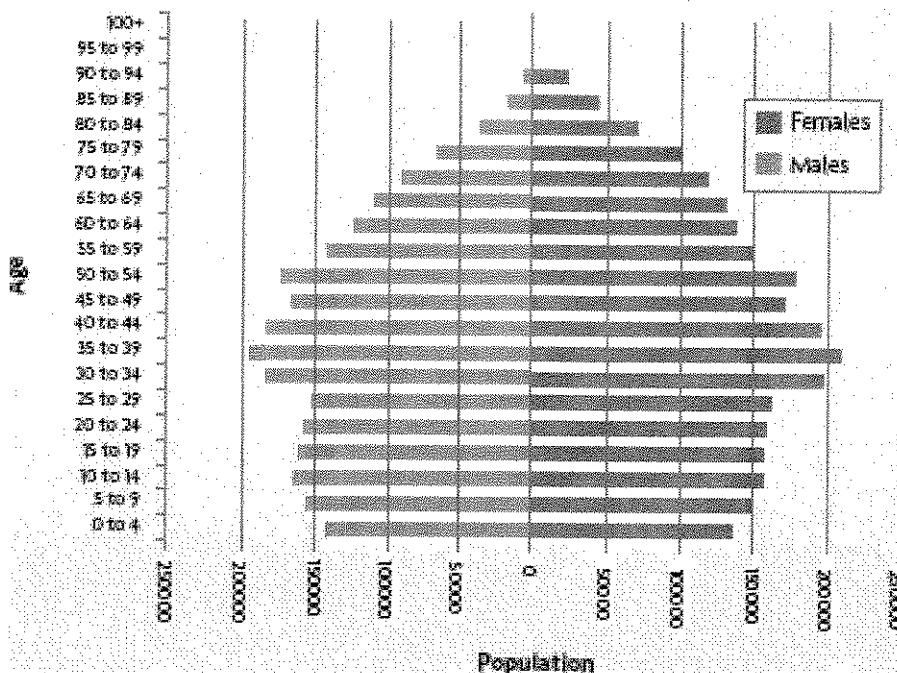
The graph below proves that people are now living longer; as you can see it shows how many years on average people live for after the age of 65. Since 1981 and 2004 females of the age of 65, on average live for two years longer. In 1981 females were on average expected to live to the age of 82, whereas now females are expected to live to the age of 84.5. Also in 1980 males of the age of 65 were on average expected to live to the age 78, however in 2004 males on average were expected to live to around 82 years of age. This is an increase of 4 years more for which males are expected to live for.

Life expectancy at age 65, UK
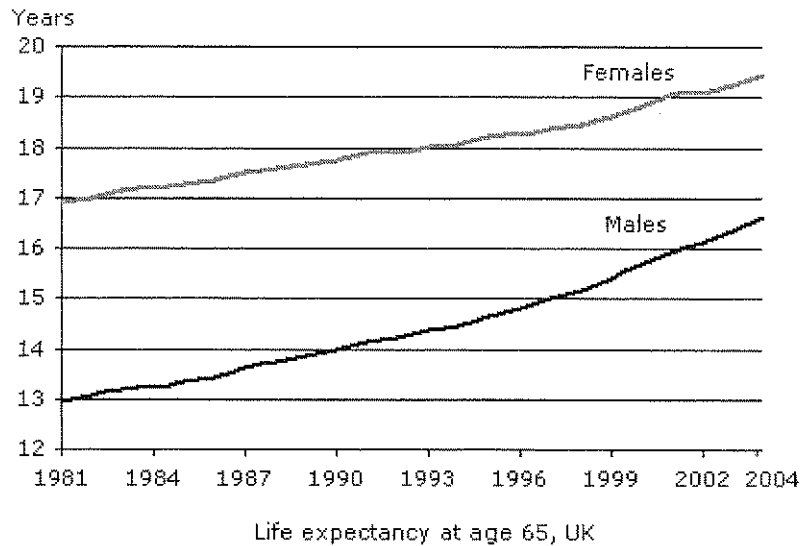
Life Expectancy at Birth in the UK

Life expectancy at birth is also at its highest level for both males and females. Males and females born now in the United Kingdom could expect on average to live to 76.6 years and 81.0 years of age. This is a massive increase from 1960 where males were expected to live to the age of around 67 and females were expected to live to the age of around 72. As I have already explained the main reasons for people living longer is because of the improvements made to health care and because of people's desire to have a good standard of living.
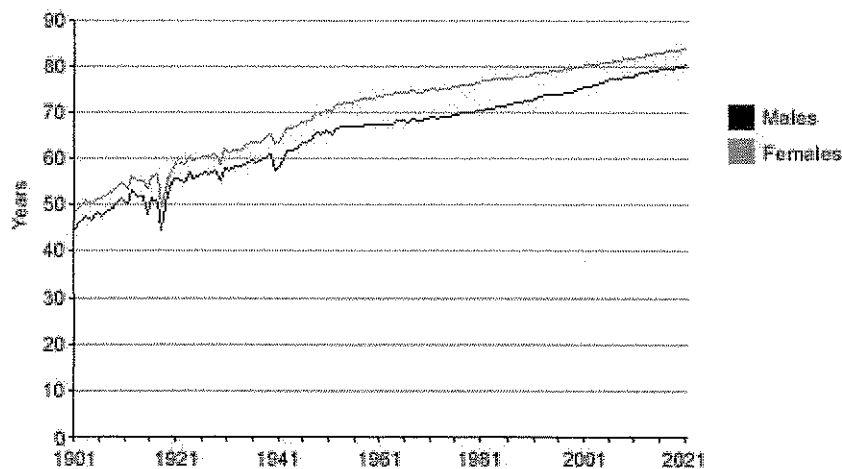
Birth rate

The birth rate in England and Wales has fallen to an all-time low as show in the graph below:
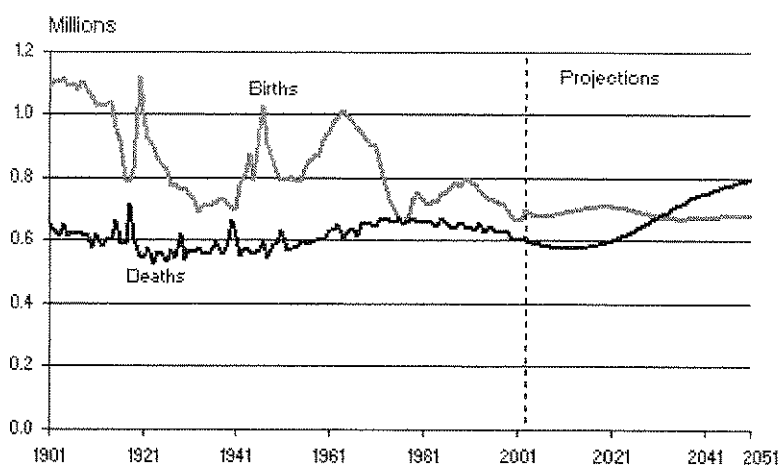
Reason for low birth rate

The falling birth rate has been linked to more women opting for a career, work pressures and the higher rate of relationship breakdown. Married women were more likely to have a multiple birth than unmarried women. Melissa Dear, of the Family Planning Association, said that the falling birth rate was partly a reflection of the failure to provide women with adequate support. "Many organisations fail to implement child-friendly policies," she said.

One reason for this is because one in five pregnancies nationwide ends in an abortion; one in three in some areas. The average number of children per woman is just 1.64 - the lowest since records began in 1924. And women are waiting on average until the age of 27 before starting a family. There was also a 2% drop in the number of live births in 2001. The figure in 2000 was 604,000, last year it was 595,000.

A final reason why birth rate is at an all time low is because people are no longer having children by accident/unexpectedly as there is now a lot more help on having protected sex and there is also a lot more protection available for free in places such as the NHS.

Effects on the leisure industry

As I have explained in all the text above death rates are at an all time low as people are now living for longer; this results in their being a lot more elderly people in the UK. Also there are fewer births than ever before; this results in their being a lot less young people in the UK. Both these factors have affected and caused growth in the leisure industry because now the leisure industry is starting to aim towards the elderly population rather than the younger population because now there are more elderly people. Also people are now having fewer children or are having children at an older age than ever before; this could lead to people having much more free time as they won't have children to look after or won't have children to look after until they are of a older age, because of them having more free time they may choose to spend it taking part in leisure activities.

AB.3

An example of the leisure industry targeting older people: Hattrick marketing created a scheme on behalf of leisure club called Fit for All Hove to attract people over the age of 55 to the facility. They placed advertisements in local newspapers asking people to take part in 10-week strength and conditioning programme. Letters were also sent to a doctor and physiotherapists, while the clubs newsletter encouraged existing gym members to get their older parents and relatives on board. The course cost £65 and included classes focusing on core strength, stability, posture and nutrition. The 18 participants were monitored every step of the way by co-ordinator from the programme, and all but one converted to membership after the 10 week trial period. The co-ordinated said 'The 55+ market is often over looked, yet these are the members who are more loyal, more likely to consistently got to they gym and refer to friends'. Now many more leisure centres are doing the same.

10

A03·2

Changing Fashions/Trends

Gambling has been around for many years; however the popularity of it hasn't always been the same and the extent has changed largely since the sixties. Nowadays gambling is becoming increasingly easier to access as a result of the internet and new chains of casinos set to be built over the UK.

Television was the most popular thing in the sixties; however in 1965 the internet started to become known and became increasingly popular. The internet is now easier than ever to gain access to and you can find anything and everything leading to an increase to the amount of gambling online.

People gamble for many reasons some of these include: just to have fun, for financial needs, for relaxation and to socialise. Internet gambling is popular all round Europe with a total of 3.5 million online gamblers logging on to internet gambling sites.

People in the UK are now spending at least £1000 a year on internet gambling sites and 1 million people in the UK are now logging on to betting sites on the internet a year. The UK makes up nearly a shocking one third of online gamblers in Europe. There are now 2,300 gambling websites across the world, Britain has 70 websites, but apparently that figure is likely to increase dramatically next year. And recent research has found that the online gambling industry had annual revenues of £5.25 billion, and it is predicted that this figure could double by 2008. From next September online firms, which currently operate offshore, will be allowed to operate from British bases under British regulations. (The Daily Mail October 2006)

Britain is soon to have its first super casino. In the 1960's there were casinos and they were open 24hours a day, but due to many problems they had to shut every night. Now the government have changed their views about casinos. They are thinking about going back to the 24-hour gambling casinos soon, and they are building a new 'Las Vegas style' casino in Manchester, where gamblers can have the chance to win £4000 prizes. There are also going to be a number of medium and small casinos open in various places around the country including Torbay.

Technological changes

One of the biggest technological changes that has led to a growth in the leisure industry is the introduction of much more technology in museums.

How is technology currently used in museums?

- As an interface for the presentation of information
- To enable visitors to select information (from a content database)
- To create thing like the Earth Lab at The Natural History Museum
- To put a museum based object into text
- For the use of virtual reality to show how the whole object looks, how the object was used, how the animal lived
- To extend the learning experience beyond the museum building via websites, software, online databases
- To allow visitors to contribute to the research focus of a museum
- To create things like the Walking with Woodlice from The Natural History Museum - an online biodiversity survey based around the public entering their own survey data
- To enable virtual examination of an object
- To offer own interpretation and opinion
- For matrix screens at the Science Museums
- To enable visitors to leave their own mark on the museum and to express their own opinion
- To provide access to the collection for people with different needs
- To extend the learning experience for all
- For Audio guides for visitors e.g. schools guide at Milestones Museum Hampshire
- For Audio guides for visually impaired (Tate Britain)
- To extend the learning experience by supporting interaction between learners E.g. Future Worlds at Science Museum
- To extend the classroom experience / home experience into the museum visit and the museum experience back into the classroom / home
- To allow people to design exhibitions in a digital form so that they can be updated to attract repeat visits

The list above shows just how much technology is now being used in museums. Overall the vast use of technology in museums has made museums a much more exciting experience for the public, as now they can experience exhibits in a more interactive way which makes exhibitions more entertaining and also makes it easier for people to learn from exhibits which they have visited. Since technology has been introduced into mueums

A13.2

Local and National government and EU strategies and legislations

The 1960's were known for its 'hippy' culture and back then smoking was huge. For a long time smoking wasn't just acceptable but it was also considered 'cool' by most people back then. You could smoke pretty much anywhere you wanted to when you went out in your free time. Almost everybody in the public eye smoked, and in the 1960's there was a boom of the popularity of televisions, so when everybody switched on the TV they were always seeing their favourite celebrities lighting up on TV. The Flinstones cartoon which was thousands of children's favourite, was even sponsored by a smoking brand from 1960-1966, so even children were familiar with smoking. But in 1965, doctors starting trying to get people to understand the health risks of smoking. And the first warning on a cigarette packet was in 1965. Since then the increase of the interest of your health, and all the adverts that show the bad effects of smoking have led the government to decide on a complete ban, and this is a massive change on the leisure industry since the 1960's. Because back then you could smoke anywhere, and now a days you can't.

However there is now a new legislation that will come into place in the UK from July the 1st 2007. The legislation is a total ban on smoking in all public enclosed places. It is certain that all pubs, private clubs, nightclubs, restaurants and cafes will be affected, along with workplaces and company cars, also airports, bus stations and train stations but the government are still finalising the regulations for other public areas. People who smoke in a non-smoking area can face a £50 fine which could lead up to a £200 fine if they carry on doing it. Businesses that ignore the law will face at least a £200 fine and that could increase up to £2000 if managers do not stop the smokers from lighting up. Managers who do not put up 'no smoking' signs can also be fined up to £1000.

A total ban was introduced in Scotland in March 2006, and Wales and Northern Wales are introducing the ban in April 2007. In the rest of Europe only two other countries have the smoking ban in enclosed public places and that is Ireland and Norway. They have the same regulations as England will have. Other European countries like Germany, Italy and Spain have all made provisions for smoking in pubs and hospitality outlets.

There was a survey taken by the Office of National Statistics in July 2006 on how the public felt about the smoking ban coming into action. The survey showed that:
- 91% of people favoured a smoking ban in restaurants
- 65% of people supported a ban in pubs
- 87% of people were for smoking bans in shopping centres
- 93% wanted a ban in leisure centres
- And 83% wanted smoking to be banned in train and bus stations

The smoking ban will affect the leisure industry a great deal, according to the Restaurant Association 45,000 jobs and £346 million could be lost if restaurants are forced to ban smoking. That is a huge loss of money for restaurants and its all down to something as small as a cigarette.

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A positive way it has affected the catering component is in New York for example, it made a smoking ban in public places in 2003. And a year later the restaurant guide Zagat surveyed 3,000 restaurant goers and discovered that 23% were actually eating out more since the introduction of the ban.

An example of a company doing well since the ban is the chain of Wetherspoon restaurants. The company started of with two non-smoking pubs and they both did surprisingly well. In total it now has about 60 pubs that do not allow smoking and their recent quarterly sales increased by 12%, this is because so many people were for the ban in pubs and restaurants so now they find it more of a pleasure to be able to go out to eat and drink with out the smokey atmosphere around them and they don't have to come home smelling of smoke.

Figures from the ONS have shown that nearly a quarter of the public who go to pubs said that they would go to the pub more often in the smoking ban took place which it now is very soon. And interestingly it also showed that 26% of women said they would go to the pub more if it didn't have the smoking, where as only 17% of men would go more with the ban. This supports the fact that the smoking ban is a potential method of attracting a wider market of women. Also Statistics from the 2006 European Hotel Guest Satisfaction Index Study showed that a massive 70% of hotel guests would prefer a smoke-free environment to stay in.

This new legislation could lead to a further growth in the leisure industry in the UK, as there are more non-smokers than smokers, so this could mean that now non-smokers will be more willing to visit public places as they will know that where ever they go it will be non-smoking zone. But on the other hand public leisure places could loose a lot of customers because people who smoke won't want to go to places here they will get fined if they smoke, or because they respects the law and don't want to smoke in public places.

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Factors which allow ease of access in leisure

Socio-economic status- your socio-economic status is categorised with your education, occupation and income. If somebody had a good education they usually get a good job and with a good job brings in good money. Having a lot of money makes it easier to do more leisure activities that some people can't do, e.g. play polo, go to horse races, stay in 5 star hotels or eat out in posh restaurants. If you have a lot of money you can afford to do the activities you want. People that are of a high socio-economic status could be stereotypically young adults with careers. Because they are young and single and have no commitments like children, so they would have more money to spend on them selves and leisure activities.

Accessibility to facilities- some leisure facilities may not be near where you live so you have to travel to them. If you have a car of your own then you can get to these facilities when ever you want, or if it is not accessible by car if you have the money to get there by other transport then you can do that with ease as well e.g. train, aeroplane.

Mobility- if you are able to move well enough you can do anything you want really. If people were reasonably fit and healthy they would be able to do more leisure activities and find them easier to do. People that may struggle with mobility could be older people, disabled people or over weight people. They would find it hard to do some leisure activities such as any thing really physically demanding, e.g. canoeing, rock climbing, extreme sports in general.

Factors that are barriers to leisure

Inabilities to afford access- some people don't have the money to splash out on many leisure activities. So therefore that acts as a barrier to what they can do in their leisure time. Somebody may be really interested in horses and horse riding, but they may not have the money to spend on having there own horse, and they might only be able to afford to ride a horse once a week.

their

Inequalities of socio-economic status- people of a lower socio-economic status are stereotypically working class people. So therefore they would work longer hours and not be paid as much as people of a higher socio-economic status. So therefore that acts as a barrier to leisure because it may prevent them from doing the leisure activities they want. They may also have commitments like a family that they have to look after so that makes less time and less money to spend on leisure as well.

Inability to secure transport to/from facility- some people may not have a way of transportation that gets them to leisure facilities, like they may not have a car of their own. So they would have to get other ways of travelling to facilities, e.g. get a lift, bus, and train. But then money becomes a bit of an issue and some people may not be able to afford to get the train or bus somewhere. So this is a big barrier for some people to get to do what they want, the kind of people that could get affected mostly are teenagers, elderly people or disable people. Because these people are likely not to have a car so therefore would rely on other types of transport but that may not be possible on some occasions, stopping them from going to the facility they want to go to. Poor access for the disabled: all over the leisure components there are elements that create barriers for disabled people to enjoy certain facilities. In the catering component, some restaurants may not have disabled car parking, or the restaurant may have stairs making it impossible for somebody in a wheel chair to over come. An

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example is the Starz Bar in Exeter. You have to go up stairs to go into the restaurant and inside you have to go downstairs to go to the toilet, and they don't have toilets suitable for a disabled person any way. So because of this disabled people will not be able to eat at this restaurant. The sports and recreation component has barriers for disabled people too. Some facilities may not have the right equipment to support a disabled person, or there may not be the right support for them.

For example at the Pyramids Leisure Centre in Exeter, there is no way a disabled person can use the gym because they haven't got the equipment to help them use the machines.

Sport not available at facility- in some small places in the UK, e.g. small towns and villages they have no access to sports facilities. So therefore if you are interested in sport and live in a place like that you have to travel to different places to play your sport. This can cause other barriers e.g. money, transport. For example in a village like Newton Poppleford, they have no sports facilities, so a person would have to travel into Sidmouth or Exeter.

How to overcome barriers to leisure

Lots more leisure facilities are starting to change certain things in order to make it easier for disabled people to access their facility. Almost all big facilities with big car parks now have disabled spaces at the nearest point to the actual leisure facility, e.g. Sainsbury's, Tesco's, big shopping malls like Cribbs Causeway and Drakes Circus, attractions such as Crealy Adventure Park and Paignton Zoo also have disabled parking.

A new swimming pool has opened in Dublin for adults and children who suffer with severe physical and intellectual disabilities. It is called the St Michael's House Swimming Pool and Leisure Centre. It cost about five million euros (£3.4million) to build and it has a multi-sensory room, a quiet room, a soft play area, a coffee shop and a cinema room. St Michaels House was founded in 1955 and provides services for more than 1,400 children and adults with severe disabilities. If more places like the St Michaels House were built then disabled people would have more opportunities to enjoy leisure facilities built for their needs and there would be fewer barriers.

More investment in local facilities could overcome some of the barriers for sport. And having a more enhanced P.E curriculum could solve some barriers as well. Because if children could play a more wide variety of sports during there school time then they wouldn't have to travel so much out of school because they would be enjoying their sport at the school. With the more variety in P.E lessons then more children would become interested is different sports and then hopefully make after school (extra-curricular) clubs so they can stay on after school and play the sport they enjoy. With more local facilities, people wouldn't have to travel as far in order to get to certain sports facilities. If a football/rugby pitch was built in an area that didn't have any sports facilities, then that would open up many different activities that people could do in their leisure time. Because when a match isn't being played on the pitch, people can use it for training or just for fun if they want to go for a kick about.

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Bibliography

www.statistics.co.uk

www.kcl.ac.uk

www.opsi.gov.uk

what about some of the articles you have referred to?

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exeter college
the right course for a bright future

What you must to do to complete this assignment:

You will need to do considerable research, including and interpreting data in order to show your knowledge and understanding of the range, scale and significance of the Leisure industry in the UK and Europe, including:

1. Consumer spending in the UK and Europe on leisure products and services;

2. The number of people employed in the industry in the UK and Europe and the type of jobs;

3. The importance to the country (and the host town or city) of hosting national and international events such as the London Marathon, the Great North Run, the Olympics;

4. Participation trends in the most popular leisure activities in the UK and Europe;

5. How participating in leisure activities can contributes to both an individual's health and well being and to the nation's health and well being;

6. Local, national and European government strategies that affect participation in leisure activities;

7. Changing fashions and consumer expectations;

It is recommended you look at different components of the leisure industry and identify trends, draw conclusions, comment on issues, in order to reflect the importance of leisure, both economic and social

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GUIDANCE

- You must ensure you adequately discuss both the UK and Europe.

- Use a range of information sources (IT and non-IT based), ensuring you keep copies of your research. Include a bibliography.

- You must consider the current importance and size of the leisure industry, making use of data that is as recent as possible.

How you will be assessed:

You will be assessed using the A/S Leisure Studies criteria A02
The depth of work and coverage of criteria will be reflected by your grade.

Sources of information
ONS - office for national statistics
Social Trends
government survey booklets in the business department
{ at Victoria hous
{ annual abstract of statistics
Government websites
Industry bodies
'eisure Industry research centre.

- Cost hos
~ economics

AS LEISURE STUDIES

UNIT 1: EXPLORING LEISURE

ASSIGNMENT 2 – THE IMPORTANCE OF LEISURE

ASSESSOR FEEDBACK

Neatly presented assignment – good to keep tasks on separate pages then it is easier to add to if need be.

1. **Consumer spending**
Is this your own work. Obvious good content but it must be written in your own words – please re-do! Also include statistics and reference to European spending too.

2. **Numbers employed.**
A general statement made about leisure employment in the UK. Refer to Europe too. Statistics included but ensure they aren't random ie. NE UK unless you justify. Also, you must try to explain/reason/interpret data.

3. **Benefits of Events**
Good attempt at this task. You focus on the sport/physical recreation component and should cover others too, however the benefits of the Olympics and World Cup have been explained. Plenty of statistics but reference them. Also stick to Europe (not America). Otherwise, good.

4. **Participation trends**
No evidence.

5. **Benefits of leisure**
No evidence.

6. **Strategies for leisure**
No evidence.

7. **Changing Fashions and Consumer Expectations**
Gambling discussed – good, as this is a key development of late. Again, figures need sourcing but you have made some reference to Europe here. You can include some tables/charts. Various components incorporated here.

What you have done is not bad – some areas need looking at again and you have outstanding tasks. Just keep analytical and try to interpret data. Cover all 6 components and refer to European leisure too. Reference all your information in a bibliography.

SIGNED: ███████   DATED: ██████

AFTER RE;SUBMISSION

Nice to see an introduction and clear contents page. In future please include original feedback sheet and work, so I can see what has been added more clearly (and easily!)

1. Consumer spending
European spending now discussed. You use a variety of data/information but really need to clarify where this was obtained. Clearly you demonstrate consumer spending to indicate size and scale of leisure industry – great task!

2. Numbers employed.
Again, a good task. You have included tables/data but should source this. However you have tried to explain this and made key conclusions.

3. Benefits of Events
Social and economic benefits of key events are discussed well with reference made to significant examples – well done. You incorporate research from a variety of sources here and refer to it – good.

4. Participation trends
Lots of data included. You discuss quite well but where you might have a contradiction in your research try to reason/justify/explain it. European reference made and a variety of sources used.

5. Benefits of leisure
If referring to a particular study in your text, please make reference to it. This said, you have clearly done plenty of research into the benefits of leisure although this is limited to physical activities really.

6. Strategies for leisure
A range of strategies/initiatives discussed, covering different components/locations of leisure. You could expand even further but a good sample range.

7. Changing Fashions and Consumer Expectations
You clearly discuss changes and fashions in leisure, some reference made to growth. Good that you discuss the significance of the gambling industry – current!

A much improved piece of work. Lots of current information used and a variety of sources. You clearly emphasise the range and scale and significance of the leisure industry. Your work is logical and well written. Great effort. Bibliography included but you should use the Harvard method and fully reference work.

SIGNED: *[signature]*   DATED: 18 Jan 07

naw(14)

ASSIGNMENT 2:

THE IMPORTANCE OF LEISURE

BY JAKE VANNELL

Contents

Introduction

In this assessment I will be explaining the importance of leisure to both the UK and to Europe. I will emphasise how important the leisure industry is to the UK and Europe by covering 7 key areas which are listed below:

- Consumer spending on leisure products and services in the UK and Europe

- Number of people employed in the leisure industry in the UK and the types of jobs they do

- Importance to the country (and host city) of hosting national and international events

- Participation tends in the most popular leisure activities in the UK and Europe

- How participating in leisure activities contributes to an individual's health and well-being and to the nation's health and well-being

- Local, National and European government strategies that affect participation in leisure activities

- Changing fashions and consumer expectations

Consumer spending on leisure products and services in the UK and Europe

UK

Since the 1970's there has been a massive rise in consumer spending. Between 1971 and 1996 total spending on leisure products increased by 98%, while leisure spending per person increased by 98%. In 2003 consumer spending in the UK on home-based leisure and away from home leisure will total £179 billion, representing 26% of all consumers spending.

The lifestyles of people living in the UK have changed a lot over the past few years, the reason for this is the change in the pattern of their leisure activities. Over the past 5 years, the total UK consumer spending has been increasing more and more and leisure activities have made more and more money from customers.

Lots of factors affect the decision to purchase the products in the leisure sector, and at the moment these are good factors. The development of technology and information has caused advertising and supply of many of the products of the leisure activities sector to increase. Technology will continue to have an impact on products in the leisure industry, with the Internet becoming increasingly important over the next 5 years.

These developments will have an impact on the number of leisure products and services on offer and on the ways in which they are marketed and advertised. The leisure activities sector is a sector that can easily take advantage of the Internet and other new technologies.

Things like electronic ticketing for things like cinema and theatre seats, the electronic delivery of music, hi-tech gaming over the Internet, and betting through interactive TV were all created by new technology and all these are already in place.

Most leisure activities that take place away from home are usually the purchase of a service or an experience, such as a theatre or cinema or the enjoyment of eating out. On the other hand, many home-based activities involves the hire of leisure equipment, such as television sets, video and CD players, CDs and DVDs, or DIY.

Overall, because of the size of the larger companies in the leisure industry, their impact to the total turnover is much higher than the small and medium-sized companies. This means that in places where the larger companies dominate the market, competition is smaller.

Below are some figures on how each of the main sectors of the leisure industry is coping and the main reasons for each of their growths:

- UK households have continued to spend the highest proportion of their income on leisure goods and services, official figures said.
- The average leisure spending reached £70 a week per household during the 12 months to April 2001, compared with £64 on housing and £62 on food and drink, the Office for National Statistics said.
- The British consumer's love affair with leisure activities, which began in the 1990s, has fuelled booming demand for holidays, audio and video equipment, DIY goods, and subscriber TV services.

- Leisure goods and services now account for 18% of all household spending, up from 11% in 1974.
- The UK leisure industry is estimated to be worth about £1.7bn a week.
- Earlier this month, UK electrical retailers saw a sharp rise in Christmas sales because of the surge in demand for DVD players.
- Hotels, guest houses and tourist attractions in the UK are estimated to have lost about £2bn in revenues last year.
- And the UK entertainment media sector - including cable and satellite TV operators, film companies, and magazine publishers - was severely squeezed by savage cutbacks in advertising budgets.
- UK TV companies Carlton and Granada - joint owners of the struggling ITV Digital service - both reported hefty losses last year, partly blaming a slump in advertising revenues.
- Of the total money spent on leisure, UK households directed an average of £50.60 a week to services, with the remainder going on leisure goods.

The table below shows consumer spending (£billion) in leisure for 1993 and 2003, also it shows the percentage change in consumer spending between 1993 and 2003.

Activity	1993	2003	Forecast % increase
Reading	5.34	6.65	25
Home entertainment	10.85	18.06	66
House and garden	7.57	13.07	73
Hobbies and pastimes	5.79	8.76	51
Total home-based leisure	29.55	46.53	57
Eating and drinking	22.25	39.54	78
Local entertainment	2.95	5.05	71
Gambling	3.45	7.45	116
Active sport	4.40	6.67	52
Holidays in the UK and sightseeing	7.34	10.88	48
Holidays overseas	13.65	29.23	114
Total away-from-home leisure	78.43	132.59	69
Total all leisure	107.99	179.12	66

The table above shows that the consumer spending on all leisure services and products has increased by 66% between 1993 and 2003. It also shows that gambling and holidays overseas had the biggest percentage increase out of all of the activities.

good.

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The table below shows consumer spending (£m) on activities within three different sectors; leisure catering, leisure activities and leisure accommodation/ tourism in 1999:

Leisure catering	36,488
Fast food/takeaways	5,060
Restaurants	4,505
Pubs and bars (catering)	4,590
Pubs and bars (beverages)	15,428
Pubs and bars (other)	3,680
Wine bars	470
Roadside catering	460
In-store catering	1,035
Other catering	1,260
Leisure activities	11,394
Cinema	798
Theatre	310
Tenpin bowling	210
Nightclubs and discotheques	2,101
Gambling	6,750
Health and fitness	1,225
Leisure accommodation/tourism	12,370
Other holidays at home	4,650
Hotels (leisure only)	3,100
Short breaks	2,900
Days out	1,720
The leisure business	60,252

The table above shows that out of the three sectors above the leisure catering sector made the most money from consumer spending with a figure of almost £36.5 million. It also shows that the leisure business in total made £60.252 million from consumer spending.

Europe

Visa figures show the growth of online shopping on leisure activities and products across Europe. Total sales for the first 3 months of 2003 were double the amount of sales made in the first 3 months of 2002. During this time, European Visa cardholders spent over €2.6 billion on the Internet, with over 31 million deals being complete.

The travel and entertainment sectors have been the main reason for such a big overall growth across Europe. The amount spent online on tourism, leisure and entertainment in the first months of 2003 was three times the amount of sales made in the first 3 months of 2002 that. Bookings for restaurants, cinemas and car rentals also made an important impact on the growth, with online bookings for airline tickets also growing in the first quarter of 2003, with total sales over six times the amount of the same period in 2002.

The total money spent in the first three months of 2003 across Europe has risen by 18% compared to the last three months of 2002 which included the Christmas shopping period. All the big European markets had a healthy growth in the first three months of the year with online purchases by Visa cardholders up by 16% in the UK,

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17% in Germany, 26% in Italy, 20% in France and 28% in Spain. Al though the UK had slowest growth in the first 3 months, it still has the strongest market in Europe with total online sales in the first three months of the year being over €1.8 billion almost 40 times that of less developed online markets in Spain (€40million) and France (€75 million). These statistics prove that shopping online for leisure activities and products is continuing to grow, despite a drop in high street sales.

/ Sauce?.

The retail sectors have suffered a short-term decline including food and drink which fell by 10% across the EU, books and music which fell by 6% and catalogue and mail purchases which also had a 6% decline. Not all retail sectors suffered online, although European online sales of electrical products are up by 10% and online spending on household goods also increased by over 20%.

—why?.

The table below show the sales in Europe between 2002 and 2003 for each sector of the leisure industry:

SECTOR	% GROWTH (between first 3 months of 2002 and first 3 months of 2003)
RETAIL: TOTAL	101%
Retail - general/high street	89%
Retail-electronics	86%
Retail - household	214%
Retail - books and music	40%
Retail - supermarkets and other food	123%
SERVICES: TOTAL	85%
Services - professional	93%
Services - recreational	118%
TOURISM AND ENTERTAINMENT: TOTAL	303%
T&E - Airlines	666%
T&E - Hotels	139%
T&E - Car Rental	586%
T&E - Entertainment	111%
T&E - Travel Agencies	182%
T&E - Rail and Coach	184%

The table above shows that all three sectors: retail, services and tourism, and entertainment have all had a massive growth in sales between the years of 2002 and 2003. The tourism and entertainment sector had the biggest growth of 303%.

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Task 2

Number of people employed in the leisure industry in the UK and the types of jobs they do.

The leisure industry is becoming more and more important for providing job oppurtunities we know this because since the 1960's the leisure industry in the UK has increased dramatically causing the number of people employed in the leisure industry to increase. The leisure industry in the UK accounts for the employment of 2.5 million people. Many of the people employed in the leisure industry are females who work part-time. The industry is a major provider of employment opportunities, with around 50,000 jobs created each year. The 2.5 million people who work in the leisure industry accounts for 10% of the working population. Below shows in a bit more detail what industry the 2.5 million people work in:

- The creative industries employ more than 1.4 million people.
- The tourism industry employs 1.75 million people
- Sport related employment is over 435,000

The table below shows the number of people employed in different areas within the leisure industry for 1998:

	Thousands (not seasonally adjusted)
Hotels and other tourist accommodation	318.7
Restaurants, cafés, etc.	356.0
Bars, pubs, clubs	364.1
Travel agents, tour operators	83.5
Libraries, museums, culture	77.0
Sport and other recreation	291.7
Estimated self-employment in leisure and tourism industry	194.0
Total employees/self-employed in leisure-related industries	**1,685.1**

The table above shows that in 1998 1.7 million people were employed within the leisure industry, this has grown a lot in the recent years to around 2.5 million. Also the table above shows that the area with the largest amount of employees in 1998 was the entertainment (bars, clubs, and pubs) industry with 364,100 employees. This again shows important the leisure industry is in terms of creating job opportunities.

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The table below shows the number of people employed (in thousands) in different areas within the leisure industry from 2000-2004:

Industry	Great Britain				
	2000	2001	2002	2003	2004
Hotels and restaurants	1 647	1 660	1 708	1 751	1 798
Hotels camp sites short-stay accommodations	375	370	365	369	379
Restaurants	493	509	547	575	594
Bars	543	525	531	540	558
Canteens and catering	237	256	265	267	267
Travel agencies and tour operators	125	132	128	124	134
Library archives museums and other cultural activities	80	79	84	92	89
Sporting activities and other recreational activities	355	377	392	405	411

The table above shows that the number of employees for each area has increased since the year 2000. This shows how the leisure industry is becoming more and more important in terms of creating new jobs.

There are a wide range of potential job opportunities within the leisure industry. Below is a list of some of the jobs that come under the leisure industry:

- Arenas
- Arts centres
- Cinemas
- Countryside
- Entertainment centres
- Environment workers
- Event management
- Galleries
- Gaming
- Gardens
- Health farms
- Health/fitness clubs
- Heritage
- Hotels/ catering
- Libraries
- Museums
- Parks and open spaces
- Playing fields
- Playgrounds
- Pubs/clubs
- Restaurants
- Play centres
- Sport and leisure centres
- Sports clubs
- Swimming pools
- Theatres
- Theme parks
- Tourism resorts

- Visitor attractions

As you can see from the list above there is a very wide range of jobs within the leisure industry. This is another reason why leisure is important, because it has so much job opportunities for people.

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Importance to the country (and host city) of hosting national and international events.

Hosting International and national events is very important to the country or city that is holding it for a number of reasons. Below are some examples of how important it is and the benefits it brings to both country and city.

The Olympics

London is hosting the 2012 Olympic Games, many people believe that hosting this big event will cost the country too much. But Olympic bid leaders hope the new research will show the doubters how much the events will benefit the country.
The new research was carried out by Sheffield Hallam University, it shows that out of the 16 major sporting events they researched nine of them generated additional expenditure of more than £1.45million.
The events they studied covered a wide range of different sports. The income came mainly from spectators, who each spend around £50 ad day watching the events, also the media outlay around £100 a day each at the events, this research alone shows the importance to the UK of staging major sports events including the Olympic and Paralympics Games.

Rsearch from VisitBritain how winning the bid to host the Olympic Games and Paralympic Games could drive tourism success.
Information from the Nation Brands Index proves that the Games are already having a positive effect on people's views towards Britain and their desire to travel. 35 countries were surveyed, almost 1 in 3 people said that they were more likely to visit because of the Games. The London Organizing Committee of the Olympic Games and Paralympic Games says: "London 2012 will be a once-in-a-lifetime opportunity for the UK to show all we offer. This research shows that the tourism benefits of hosting the Games will not just be realized in 2012; they have already started and will continue long after the final race has ended."
24% of the people surveyed also said they had been influenced to visit a country because of a sporting event, demonstrating that interest does convert into action and into money.

The chief executive of VisitBritain says: "This is further evidence that the Games could realistically generate a potential £2 billion for Britain's visitor economy. Sports visitors stay nearly twice as long (14 days compared with 8)"

The International Passenger Survey shows sporting activities are already a popular reason International visitors to go to a certain country. A total of 2.4 million visitors in 2005 watched or participated in sport. Altogether, they spent £1.6 billion during their stay. Sport is a popular option for some of Britain's most valuable visitors.

If Britain is to rival destinations around the world in the years to come, we must make use of every opportunity to accelerate improvements in the quality of experience our visitors can enjoy. The Olympic Games and Paralympic Games and sports tourism have vital roles to play in improving perceptions among our visitors of the welcome they will receive when they visit.

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The World Cup

Germany's World Cup in 2006 is also an example of the benefits a global sporting event can bring to a country.

The Nation Brands Index shows Germany's cultural, political, commercial and human assets, investment potential and tourist appeal all improved following the World Cup.
A survey by the German National Tourist Board showed that nine out of 10 people thought that Germany exceeded expectations and would recommend it as a destination. Between January and July 2006, 3.5 million bed-nights were spent in Germany with early evidence suggesting that the whole of Germany benefited, not just the host cities. The country also witnessed visitor increases from the Netherlands (+20%), the UK (+35%), Brazil (+255%) and Middle America (+405%).

Glastonbury Festival

Glastonbury Festivals Ltd spends over £3 million with local companies every year that a Festival is held and has done since 2000. Wherever possible local suppliers are used.

The Festival employs over 1100 people with a wage bill of around £500,000. 25% of that workforce comes from the local area earning £300,000 - which is over 60% of the total money spent on wages each year.

Glastonbury Festival 2003 paid £1,000,000 to charities and local groups. Major projects included completing the remaking of the Pilton Working Men's Club, the completion of the Pilton Abbey Barn and the remaking of the Pilton Parish Hall. This was a lengthy project and money from Glastonbury Festival 2004 was required to complete work on the Parish Hall.

Following Glastonbury Festival 2004, over £1m was paid to charities and local causes, including a one off donation of £100,000 to Oxfam's Sudan Crisis appeal. A major project from the money made form the 2004 Festival, which is currently in the planning stages, is building a housing scheme. This will involve buying land, building materials and an architect to build the housing scheme for locals who can't afford Pilton prices.

There are many other local benefits from the festival. Research shows that for every pound spent at the festival, there is a further £2.5 spent elsewhere in the local area. Glastonbury Festival spends £14 million, the total impact of the festival on the local area could be around £50 million.

There are over 130 stalls at the festival which come from within 25 miles of the site, this shows that people who live locally can also make money for themselves at the festival but selling their own products at stalls. Glastonbury Festival is a big part of the trading income for many small businesses.

Glastonbury has about 200 hotels and bed and breakfasts on their books. More than fifty other households are known to take in people during the festival. 2500 beds are

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used by visitors during the festival period. People usually stay between two nights and five nights, sometimes longer, spending between £50 and £400 per head, sometimes more. £250,000 is spent in the local community on accommodation as a result of the festival.

Ticket holders bring over 30,000 cars to Glastonbury Festival. Many use local garages for fuel, as the average amount spent per vehicle on fuel is about £10, the total spent on fuel each year could well be £300,000. Local shops and pubs also enjoy an increase in sales.

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Participation Trends in the most popular leisure activities in the UK and Europe

Another reason why leisure is so important is because participation in leisure activities is massive all over Europe and UK.

UK

Leisure is a growing industry according to the Business in sports and leisure, leisure has been one of the fastest growing industries so far in the twenty first century. Research from the Henley research centre highlights the fact that more people see leisure activities as s necessary part of life rather than a luxury. In the report, the role of leisure it is stated that people are approaching the point where they have the things they need, what now want is experiences. On average the UK population has experienced an increase in leisure time compared to the 1980's.

In 2002 there was a General Household Survey which showed data about adult's participation in selected leisure activities. It showed that:
- 99% watched TV
- 88% listened to the radio
- 83% listened to records/tapes
- 65% read books
- 11% sang or played a musical instrument to an audience, for rehearsal, or just for themselves.
- 11% danced
- 9% painted
- 4% wrote stories or poetry
- 2% performed in a play

Participation in sports or physical activity and the arts are usually reported separately, over two thirds of the adults that participated in the GHS 67% participated in a sport, game, physical activity (including walking) or the arts in the four weeks before the interview. But if you defined physical activity with walking excluded, then the percentage would decrease to 55%. Which shows the mass of adults who walk.
In the four weeks before the interview (excluding walking):
- 28% of adults had participated in sports only
- 15% had participated in sports and the arts
- 12% of adults had participated in the arts only; and
- The rest (45%) had not participated in either sports or arts.

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The table below shows the change in participation for a range of different sporting activities in Great Britain for the years 1987, 1990, 1993, 1996 and 2002:

Activity	Percentage participating in the 4 weeks before interview				
	1987	1990	1993	1996	2002
**At least one activity	61	65	64	64	59
**At least one activity (exc.walking)	45	48	47	46	43
Walking	38	41	41	45	35
Any swimming	13	15	15	15	14
Keep fit/yoga	9	12	12	12	12
Snooker/pool/billiards	15	14	12	11	9
Cycling	8	9	10	11	9
*Weight training				6	6
*Weight lifting	5	5	5	1	1
Soccer	5	5	4	5	5
Golf	4	5	5	5	6
Running (jogging, etc)	5	5	5	5	5
Tenpin bowls/skittles	2	4	4	3	3
Badminton	3	3	3	2	2
Tennis	2	2	2	2	2
Lawn/carpet bowls	2	2	2	2	1
Fishing	2	2	2	2	2
Table tennis	2	2	2	2	1
Squash	3	3	2	1	1
Horse riding	1	1	1	1	1
Base=100%	19,529	17,574	17,552	15,696	14,819

The table above shows that overall participation in the above sports has decreased — why do you th nu
from 1987 when it was 19,529 to 14,816 in 2002. Although the participation numbers have decreased sport is still a massive part of everyday life for thousands of people all over the UK

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The chart below shows the trends in overall participation in leisure activities for England:

Percentage participating in the 12 months before interview
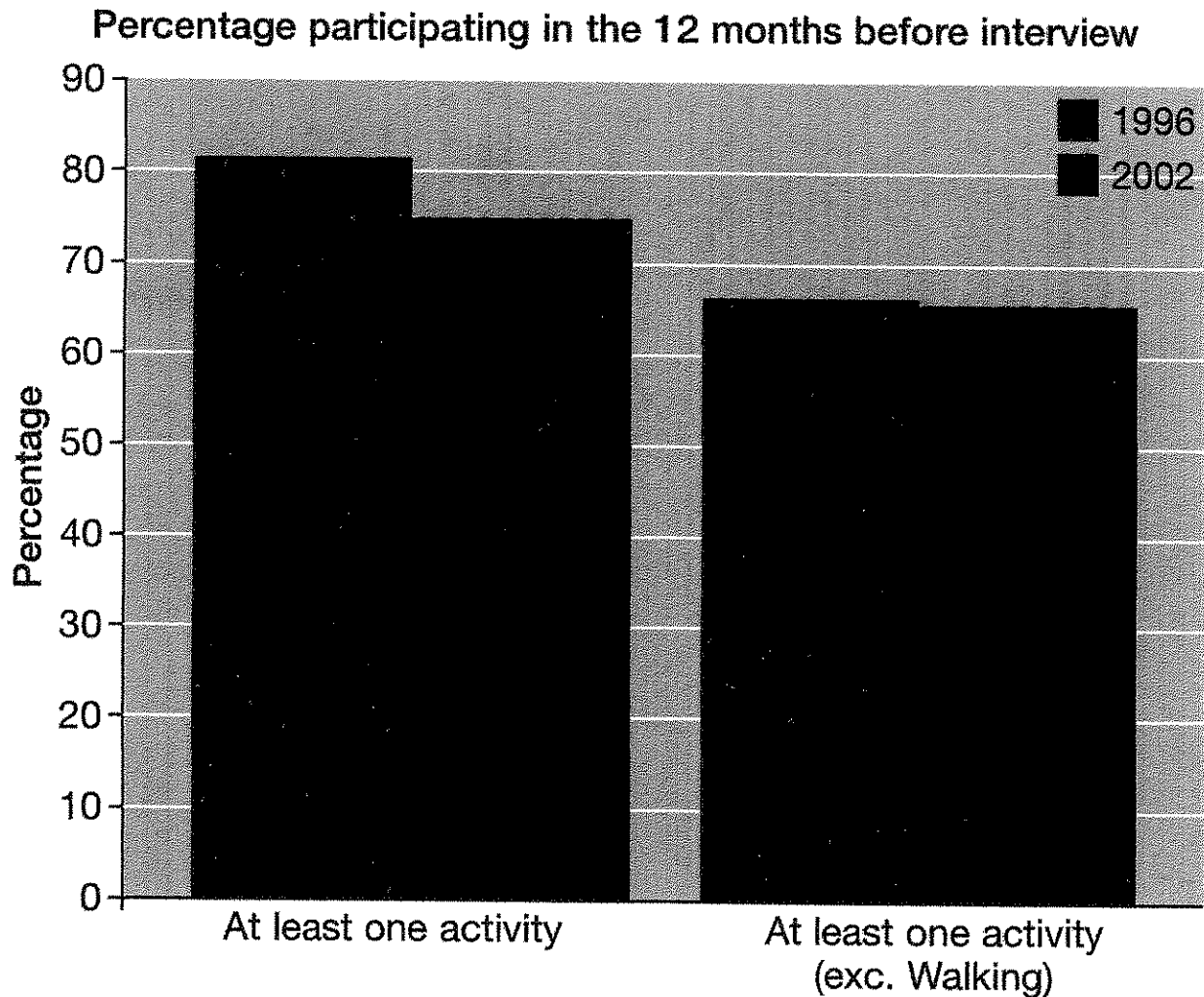
Again the chart above shows that the percentage participating in leisure activities has decreased. But the fact is that leisure activities have became bigger than ever and as I have already said leisure activities a massive part of thousands of people's lives.

you could disuss validity of reseach - in what context?

choose a blatnt contradicti

15

Europe

The table below shows the free time activities of women aged 20 to 74 for a number of countries in Europe and the average time they spend on each activity per day:

Women	BE	DE	EE	FR	HU	SI	FI	SE	UK	NO		BE	DE	EE	FR	HU	SI	FI	SE	UK	NO
	Hours and minutes per day											Percentage of total free time, %									
Television and videos	2:09	1:41	2:11	1:55	2:37	1:44	2:02	1:40	2:09	1:39		45	32	48	47	56	39	39	34	44	29
Socialising	0:50	1:09	0:37	0:44	0:40	0:57	0:54	1:07	1:00	2:04		17	22	13	18	14	21	17	23	21	34
Reading	0:26	0:38	0:38	0:23	0:22	0:23	0:47	0:35	0:25	0:39		9	12	14	9	8	9	15	11	9	11
Sports and exercise	0:15	0:28	0:17	0:23	0:13	0:26	0:28	0:25	0:11	0:28		5	9	6	9	5	10	9	8	4	8
Resting	0:28	0:20	0:18	0:06	0:22	0:30	0:20	0:25	0:23	0:12		10	6	7	2	8	11	6	8	8	4
Hobbies and games	0:14	0:25	0:06	0:11	0:08	0:07	0:13	0:19	0:15	0:15		5	8	2	5	3	3	4	6	5	4
Volunteer work and help	0:10	0:15	0:13	0:14	0:08	0:06	0:16	0:12	0:14	0:10		3	5	5	6	3	2	5	4	5	3
Entertainment and culture	0:09	0:14	0:05	0:05	0:03	0:04	0:05	0:06	0:06	0:06		3	4	2	2	1	2	2	2	2	4
Other or unspecified	0:09	0:09	0:10	0:05	0:07	0:10	0:11	0:09	0:10	0:14		3	3	4	2	3	4	4	3	3	4
Free time total	4:50	5:19	4:35	4:06	4:40	4:27	5:16	4:57	4:53	5:47		100	100	100	100	100	100	100	100	100	100

The table below shows the free time activities of men aged 20 to 74 for a number of countries in Europe and the average time they spend on each activity per day:

Men	BE	DE	EE	FR	HU	SI	FI	SE	UK	NO		BE	DE	EE	FR	HU	SI	FI	SE	UK	NO
	Hours and minutes per day											Percentage of total free time, %									
Television and videos	2:23	1:59	2:39	2:08	2:49	2:12	2:25	1:58	2:37	2:06		44	34	48	45	51	40	41	37	49	35
Socialising	0:42	1:03	0:36	0:43	0:49	0:59	0:50	0:57	0:50	1:39		13	18	11	15	15	18	14	18	16	26
Reading	0:31	0:37	0:39	0:23	0:27	0:23	0:44	0:30	0:26	0:33		10	11	12	8	8	7	12	10	8	9
Sports and exercise	0:22	0:29	0:28	0:36	0:21	0:36	0:37	0:32	0:18	0:33		7	8	9	13	6	11	10	10	6	9
Resting	0:26	0:17	0:22	0:06	0:25	0:38	0:24	0:22	0:17	0:11		8	5	7	2	8	12	7	7	5	3
Hobbies and games	0:25	0:41	0:09	0:18	0:14	0:16	0:20	0:30	0:24	0:25		8	12	3	6	4	5	6	10	8	7
Volunteer work and help	0:11	0:17	0:17	0:18	0:13	0:11	0:16	0:12	0:10	0:10		3	5	5	6	4	3	5	4	3	3
Entertainment and culture	0:11	0:14	0:06	0:05	0:04	0:05	0:06	0:05	0:07	0:07		3	4	2	2	1	2	2	2	2	4
Other or unspecified	0:12	0:09	0:13	0:07	0:08	0:12	0:13	0:11	0:11	0:15		4	3	4	3	2	4	4	3	3	4
Free time total	5:23	5:46	5:29	4:44	5:30	5:32	5:55	5:17	5:20	5:59		100	100	100	100	100	100	100	100	100	100

The tables above illustrate just how much time on average people spend on a certain activities per day. As you can see for some activities, such as watching TV, people all over Europe spend hours of their free time participating in them. This emphasises the point that people do spend a lot of time taking part in leisure activities and this is another reason why leisure is important.

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Key to show the name of the countries that are in the tables on the previous page and the charts shown further down the page:

BE   Belgium
DE   Germany
EE   Estonia
FR   France
HU   Hungary
SI   Slovenia
FI   Finland
SE   Sweden
UK   United Kingdom
NO   Norway

Differences between countries in time used for reading

There are differences among Europeans in the amount of time used for reading. The time spent on it ranges from 23 to 46 minutes per average day. The longest time used for reading is in Finland.

Women spend more time than men on reading in Norway, Sweden and Finland. The situation is the opposite in Belgium and Hungary, where men use more time for reading than women. In France, Slovenia, Germany, Estonia and the United Kingdom, there is no clear difference between men and women.

Women devote more time than men to reading books in all the countries that had recorded reading books separately. In most of the surveyed countries, men use more time than women for reading something other than books.

Persons who read books do so between about 55 minutes and about one hour and 35 minutes per day.
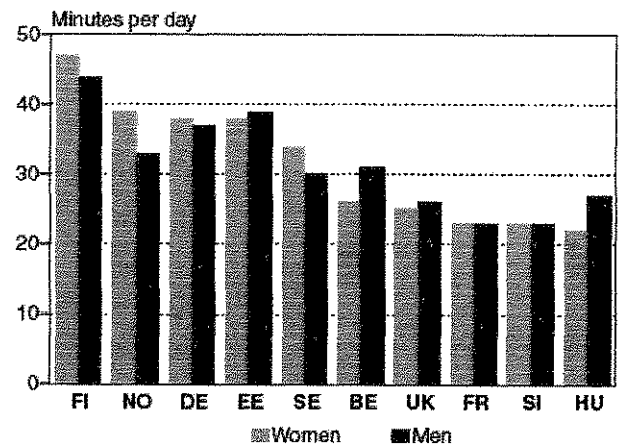
Reading is also done as a simultaneous activity, for example, while having breakfast or travelling. This has not been included here but it would increase the total time spent on reading.

7.5   Time spent on reading by persons aged 20 to 74

National differences observed in entertainment and cultural participation

The surveyed countries seem to differ in respect of participation in entertainment and culture. Germans and Belgians spend more time than the others attending sporting events and cultural institutions, such as the cinema, theatre or exhibitions. The other countries are almost equal in these activities.

No clear differences between women and men can be observed when analysing participation overall.

7.10   Time spent on entertainment and culture by persons aged 20 to 74
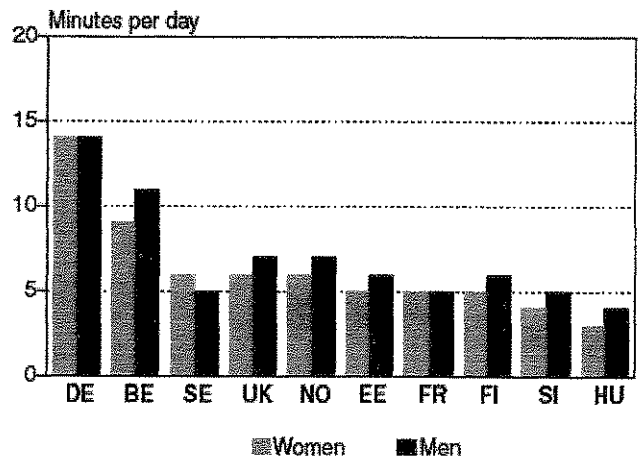
The charts above again show how much time people around Europe spend taking part in leisure activities and they also show the difference in participation trends for each country.

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How participating in leisure activities contributes to an individuals health and well-being and to the nations health and well being

About one in ten children suffer from dyslexia. Its boys that mainly suffer from it but some girls do as well. Adults also suffer from it but it is less known because most adults don't even know they have it. People who have dyslexia have problems with reading and/or writing. But they usually are really good at other things, like sports, music and problem solving. It has been proven that doing simple physical exercises and more sports that dyslexia can be cured. It's a set of simple exercises which were originally put together for astronauts, like walking down stairs backwards with your eyes closed, throwing a bean bag from one hand to another and standing on a ball. They're all designed to stimulate co-ordination skills. It's a drug free way to sort out their behaviour as well, because some people who suffer from dyslexia have attention seeking problems and hyperactivity that can be controlled by drugs, buy by doing physical exercise every day it improves their behaviour. Last year 359,100 prescriptions of the drug were given out and 80% of them were for children under 18. 269 children were tested and they did two physical activities every day and every 6 months they were reviewed. The study found that after a year the children re-took maths and literacy tests and their scores showed that they were no longer dyslexic.

According to the World Health Organisation an estimated 121 million people currently suffer from depression world wide. And 5.8 percent of men and 9.5 percent of women will experience a depressive period. The average age for a person to suffer from depression is between the ages of 20 and 40. According to a growing body of research, one of the best ways to treat depression is with exercise. "Besides improving circulation, exercise causes an array of chemical changes within the brain", says john Morley, a professor at St Louis University. Apparently it boosts the activity of neurons so help lift peoples mood, blunt pain and foster relaxation. In 1998 the South-western Medical Centre ran a study which involved 80 people aged from 20-45 years old who suffered from mild depression. Each person was assigned to take part in different exercises 3-5 times a week. And after 12 weeks, people who took part in aerobic exercises had an average of a 47 percent decline in their depressive symptoms, showing that aerobic exercise is an effective treatment for mild depression.

According to a survey done on over 10,000 people, more than half of the UK's population are not exercising enough to meet government recommendations of 150 minutes a week. According to Health of the Nation, the benefits of a fitter population would be felt through out the economy if people increased how often they exercised. A population more motivated to exercise would not only boost revenues for health club and leisure centre operators, but employers would also see improvements in individuals because there would be less illness, meaning less absences. Survey figures show that people who exercised for 150 minutes a week took an average of 1.9 visits to a GP surgery or a hospital, where as people who don't exercise for the 150 minutes recommended took an average of 2.6 visits.

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Task 6.

Local, National and European government strategies that affect participation in leisure activities

Local Strategy

Exeter City Council created a campaign for the summer of 2006. The campaign allowed all Exeter under 18s to swim for free at Riverside Leisure Centre, Pyramids Swimming and Leisure Centre and Topsham Swimming Pool, in a scheme paid for by the City Council.

It was created because the Council wanted to promote healthy activity for young people, and as a result they created a package of activities that focused on fun in the pool, but with the intention of encouraging more youngsters to take up the sport.

With fun as the focus, a variety of sessions were arranged at the three pools, including casual swimming, fun inflatable sessions, and even rookie lifeguard courses.

where? / who

A local Exeter mother said: "It was a fantastic opportunity for my children. It's rare to find a fun healthy activity that is free, and it also improved their swimming ability and fitness levels. All youngsters had to do to take part was to collect a free user card from schools or colleges. The card allowed the holder free access to either pool.

The Council is urged all city youngsters to make use of the scheme as it is was a one off and it was rare opportunity to make use of the excellent facilities at Riverside, Pyramids and Topsham for free. The campaign was a huge success as the campaign got hundreds of children to take part in swimming which is a leisure activity. In fact it was so successful the council is thinking about repeating the campaign in 2007.

National Strategy

In 2004 McDonald's UK announced the most significant change to its menu since McDonald's launched in the UK 30 years ago. Salads Plus was introduced in all of its 1,235 restaurants. The permanent menu marked the next step in McDonald's ongoing commitment to offering choice and variety to its customers and will be accompanied by new clear, accessible nutritional information in restaurants, and significant promotional support. The new menu was created by McDonald's after the government issued the company with a warning to make their food healthier.

The UK was the first of 16 European countries to launch the range. The range features two salads (ranch and Caesar) with a choice of warm grilled or crispy chicken, a fillet sandwich, a side salad with balsamic dressing, a grilled chicken sandwich, a fresh fruit & yogurt dessert, fresh apples and Evian. Full nutritional information was made

available in all restaurants, including a leaflet provided in restaurant stands and in drive thru bags.

With more than a thousand McDonald's restaurants serving between 2.5 and 3 million customers every day, Salads Plus ensures affordable salads are available to more British people than ever before. In addition, customers who eat meals from the existing menu are now available to swap their fries for a side salad, which counts for on of your five a day.

This new menu has seen McDonalds have an increase in their number of customers and because there is now a healthy option in the restaurant more people have started to take part in this certain leisure activity.

European Strategy

Kick It Out is football's anti-racism campaign. The brand name of the campaign is Let's Kick Racism out of Football. Kick It Out works throughout the football, educational and community sectors to challenge racism and work for positive change.

The campaign is supported and funded by the game's governing bodies, including the national government, the Professional Footballers Association the FA Premier League, the Football Foundation and The Football Association.

Internationally Kick It Out plays a leading role in the Football against Racism in Europe network and has been used as an example of good practice by the UK Government, The European governing body UEFA, the world governing body FIFA, the Council of Europe, the European Commission, European parliamentarians and the British Council.

The main aims of the campaign involve:

- Working with the professional game by offering advice and guidance on all aspects of race equality within professional football.
- Using the appeal of the game to address young people within schools, colleges and youth organisations, through the development and delivery of resources and educational materials.
- Working at grassroots and amateur levels to tackle racial abuse and harassment in parks football.
- Raising the issue of the exclusion of south Asians as professional footballers from the game.
- Capacity building ethnic minority communities to engage with professional clubs, the structures of the game and access funding.
- Developing partnerships to raise the debate and tackle racism in European football.

This campaign has caused a massive increase in the number of people from ethnic backgrounds whotake part in football as they feel more confident in doing so because campaigns such as this one that will help them getting miss treated when taking part in this sporting leisure activity and other sporting leisure activities.

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Changing Fashions and Consumer Expectations

Consumer needs and expectations of leisure products and services are continually changing. We are now members of a healthier and fitter society that is constantly looking for new leisure experiences and the more experiences that are provided, the greater our needs and expectations become.

The effect of changing fashions and trends since the 1960's on the UK and European leisure industry is clearly shown if we consider the development of certain leisure activities. These include the:

- Development of many city or town football stadiums into modern all seater stadiums.
- Decline of some town and city centre shopping areas and the development of huge multi-leisure parks that include different retail leisure and retail facilities.
- Development of traditional cinemas with one large screen into multiplex cinemas with several screens, a restaurant, a bar and other facilities on one site.
- Increasing popularity of health and fitness activities such as step aerobics and keep fit, as people become more aware of the health benefits of regular exercise.
- The always changing popularity of individual and teams sports such as football, cricket, snooker, darts, squash and running.
- Increasing popularity of home-based leisure activities due to home entertainment systems, digital TV, computers and the internet
- Development of new high-tech holiday centres replacing the more traditional holiday camps of the 1950's and 60's.

The leisure industry's top 20 visitor attractions were in a source by ILAM, it showed the comparison between 2002 and 2003 on the number of visits to these attractions. Out of the top 20 attractions only 6 of them had an increase in the number of visits they got, three of them charged and three of them didn't charge. The three attractions that got the biggest decrease was the UK's number 1 visitor attraction Blackpool Pleasure Beach, it had a 10% decrease in visitors but yet it still turned out to be number 1. Then it was the Tate Modern that had a huge decrease of 16% in visitors it got. But the attraction that got the biggest decrease of 19% was the Eden Project in Cornwall. The source shows how the majority of the attractions lost visitors compared to the year before, and it didn't matter if it was free or whether it charged, so it shows that the public aren't going there as much, so the figures might keep on decreasing every year.

Britain is now becoming a nation of internet gamblers, according to a study. One million people in the UK are now regularly logging on to betting sites on the internet, and each spending at least £1000 a year. Internet gambling is also popular all around Europe with a total of 3.5 million online gamblers logging on to internet gambling sites. The UK makes up for nearly a third of the online gamblers in Europe today. There are now 2,300 gambling websites across the world, Britain has 70 websites, but apparently that figure is likely to increase dramatically next year. And recent research has found that the online gambling industry had annual revenues of £5.25 billion, and

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it is predicted that this figure could double by 2008. From next September online firms, which currently operate offshore, will be allowed to operate from British bases under British regulations.

Sport and changing fashions

Participation in sport increased steadily from the 1960's to the late 1980's. Since the early 1990's most sports are either levelling off or declining in popularity. The change in the consumer sports market over the last 20 years has been the change from competitive sports or individual sports to activities whose aim is to achieve fitness and health.

This does not mean that all team or individual sports have lost out to high tech gyms or aerobic sessions. The teenagers and young adults, mainly male, who have always dominated these sports continue to play them but the social trend has been towards men and women of all ages playing more sport or keeping fit, and this has changed the both how we participate in activities.

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Use a recognised method

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ASSIGNMENT 3

FACTORS AFFECTING THE LEISURE INDUSTRY

BY JACOB WANNELL

Contents

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ASSIGNMENT BRIEF

Student Name: ~~████████~~	**AS Subject :** Leisure Studies
Lecturer Name: ~~████████~~	**Date Set:** 11/1/07
	Hand In Date: 8/3/07

Assignment Title:

Assignment 3: Factors Affecting the Leisure Industry

Type of Assessment (e.g. course work, essay etc):

Written report
This assignment is internally assessed and is number three of four assignments set for this unit. It will contribute to your final mark.

Overview:

The leisure industry has grown considerably over recent years. You will need to know and understand the reasons for this increased interest in leisure since the 1960's.

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What you must to do to complete this assignment:

Part A

For this assignment, you will have to research from various sources to enable you to analyse how different factors have led to the rapid growth of the leisure industry since the 1960's. You should include:

1. Increase in leisure time available for many individuals;

2. Increase in disposable income;

3. Demographic changes, eg. aging population;

4. Changing fashions and trends; — outdoor pursuits,

5. Technological changes;

6. Local and national government and EU strategies and legislations

NB. You may find it useful to include any graphs/table of figures you refer to in your assignment.

Part B

In addition, you also need to demonstrate your knowledge and understanding of ease of access and the barriers that restrict it and ultimately affect participation. You should include:

Ease of access:
-money;
-socio-economic status;
-accessibility to facilities;
-mobility
-individual needs

Barriers to access:
-inability to afford access;
-inequality of socio-economic status;
-inability to secure transport to the facility
-poor access for the disabled;
-sport not available at facility

GUIDANCE

You must ensure you incorporate examples of government strategies and legislation at local, national and international levels.

Use a range of information sources (IT and non-IT based), ensuring you keep copies of your research. Include a bibliography.

Use and include a variety of examples where possible.

median income
£336 per week

mean income is
£408 per week

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How you will be assessed:

You will be assessed using the A/S Leisure Studies criteria A03
The depth of work and coverage of criteria will be reflected by your grade.

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This assignment will give you the opportunity to meet the criteria for the Text and Image activity for your ICT level 2 Key Skills portfolio:
You must ensure that you meet the following criteria:

ICT 2.1

- Search and select information to meet your needs from one ICT source and one non-ICT source. Include at least one multiple criteria search.

ICT 2.2

- Enter, develop and combine text and image information using appropriate formats. Adapt this information so that it suites your purpose.

ICT 2.3

- Ensure that your final document (presentation) is checked for accuracy and shows consistent use of formats. The layout must be appropriate for the type of information being presented.

AS LEISURE STUDIES

UNIT 1: EXPLORING LEISURE

ASSIGNMENT 3 – FACTORS AFFECTING THE LEISURE INDUSTRY

ASSESSOR FEEDBACK

An extremely late submission.

PART A

Good to include a timeline to show developments in leisure since the 1960's – but you should quote your sources of information.

1. INCREASE IN LEISURE TIME AVAILABLE FOR MANY INDIVIDUALS

Some key reasons have been explained which have resulted in increased leisure time for individuals. Your data in this first graph goes back too far – yet good attempt at research.

2. INCREASE IN DISPOSABLE INCOME

The increase in disposable income has been stated and demonstrated by use of data, yet you could try to justify some of the other reasons for this – consider working patterns; changes in families; for example. Some other reasons have been given yet you could think of far simpler justification.

3. DEMONGRAPHIC CHANGES

Some really good research in here – remember to source it. You explain both ends of the scale (longer lives and less births) giving reasons for such. Also, it is good to explain the effects of demographics on the leisure industry.

4. CHANGING FASHION AND TRENDS

The importance of gambling has been discussed. The role of the Internet has also been linked to this. There are other changes in leisure though – consider the popularity of outdoor pursuits and development of traditional activities.

5. TECHNOLOGICAL CHANGES

Specific focus put on the role of technology in museums – I am assuming you have detailed this in response to the field trip. The Internet has been previously discussed, but is there anything else you could mention here.

6. LOCAL AND NATIONAL GOVERNMENT AND EU STRATEGIES AND LEGISLATION

Good focus on the new smoking ban and the effects of this on various components of the leisure industry. However, there are other things you could mention here. What about leisure strategies (local → international) and other key pieces of legislation that have affected the leisure industry?

PART B

Barriers and access to leisure have been discussed; some specific examples included. However, you have made no reference to the groups primary research and the survey you did on local leisure participation – a pity.

Overall, some good research in here which I do not believe is reflected in your bibliography. You have obvious understanding of the leisure industry and the factors that have influenced its development. However, in places, you could include other points and discuss more.

SIGNED: DATED: 05 May 2007

ASSIGNMENT BRIEF

20/4/07

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Student Name:	**AS Subject :** Leisure Studies
Lecturer Name: ▓▓▓▓▓▓ch	**Date Set:** Thu. 08. Mar. 07
	Hand In Date: 20/4/07

Assignment Title:

Assignment 4: The Role of Media in Leisure

Type of Assessment (e.g. course work, essay etc):

Written report
This assignment is internally assessed and is number four of four assignments set for this unit. It will contribute to your final mark.

Overview:

The media has had an increasing on the leisure industry over the years. Most people experience sport through media coverage, rather than participation or watching events live. The media include TV (terrestrial; cable; satellite; video). You need to evaluate the role the media plays on particular aspects of the leisure industry.

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What you must to do to complete this assignment:

Evaluate the role the media plays, focussing particular attention on:

1. Technological advances in the media and their subsequent impact on leisure patterns. Examples include: -
    -DVD and home cinema
    -satellite TV

    mobile, internet, DVD, video, phone TV
    satellite
    Digital

2. Impact on participation. Examples include:
    -increased participation in particular sports or events at certain tomes of the year due to increased media coverage, eg. Tennis around Wimbledon; ice skating/cycling after British success at Olympics.
    -raising awareness of minority sports such as mountain biking, skate boarding, surfing, triathlon

3. Impacts on particular sporting events and sports, eg. introduction of an extra official to review immediate television replays to make decision in cricket and both codes of rugby;

4. How some sports have been adapted to suit the needs of television coverage or their structure changed to attract television coverage;

5. How some sports/activities acquire massive finding through sponsorship and advertising because they can offer media coverage

6. Any other current developments

GUIDANCE

*   Use a range of information sources (IT and non-IT based), ensuring you keep copies of your research. Include a bibliography.

*   Include a variety of examples to assist in your evaluation

*   You must ensure you cover other components of the leisure industry, not being too specific about the media influences sport.

GUIDANCE FOR ICT KEY SKILLS:

*   Ensure you provide an introduction to your assignment, including who the report is for and who it is written by, also discussing your methodology.

*   Use a range of information sources (IT and non-IT based), ensuring you keep copies of your research. Include a bibliography.

*   Include relevant images which you have adapted/developed for the purpose of this assignment.

*   Save a draft your work, sending it via email for proof reading, before you finalise the assignment for submission.

How you will be assessed:

You will be assessed using the A/S Leisure Studies criteria A04
The depth of work and coverage of criteria will be reflected by your grade.
You COULD also use this assignment as evidence for your IT Key Skill qualification if the relevant IT components are included. These would be assessed against the ICT criteria for Text and Image

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This assignment will give you the opportunity to meet the criteria for the Text and Image activity for your ICT level 2 Key Skills portfolio:

You must ensure that you meet the following criteria:

ICT 2.1

- Search and select information to meet your needs from one ICT source and one non-ICT source. Include at least one multiple criteria search.

ICT 2.2

- Enter, develop and combine text and image information using appropriate formats. Adapt this information so that it suites your purpose.

ICT 2.3

- Ensure that your final document (presentation) is checked for accuracy and shows consistent use of formats. The layout must be appropriate for the type of information being presented.

AS LEISURE STUDIES

UNIT 1: EXPLORING LEISURE

ASSIGNMENT 4 –THE ROLE OF MEDIA IN LEISURE

ASSESSOR FEEDBACK

Late submission of work. Well presented though and good to see tasks on separate pages.

1. TECHNOLOGICAL ADVANCES IN LEISURE

Key technological advances in the media are discussed with regard to their influence on the leisure industry. You have really evaluated the pros and cons of these different things. Some figures included to evidence statements, yet in other areas it would be good to include other data to support your comments.

2. IMPACT OF MEDIA ON PARTICIPATION

Different components of the leisure industry mentioned here. You clearly demonstrate some of the negative media impacts on leisure participation. However, you have also balanced your comments with the other viewpoint; more coverage = more participation perhaps. Particular focus on examples – great but don't forget to reference your sources.

3. IMPACTS OF MEDIA ON SPORT/ING EVENTS

Again, plenty of examples incorporated. A very thorough task and explanation given of the impacts of media. Both positive and negative implications discussed.

4. HOW SPORTS HAVE BEEN ADAPTED TO SUIT THE NEEDS OF TV

Thorough explanation of how sport has been adapted to meet TV requirements. Lots of examples included, particular one which is extensively discussed!

5. HOW SOME SPORTS/ACTIVITIES AQUIRE FUNDING/SPONSORSHIP/ADVERTISING BECAUSE THEY CAN OFFER MEDIA

Class notes used a lot here to assist your write up – most of the points we discussed are included. Obvious research done – fine to include any relevant articles in an appendix. Good to present advantages/disadvantages in a table – clearly illustrates the points you are trying to make.

6. ANY OTHER DEVELOPMENTS

Current information/developments incorporated into above tasks. If anything, I might've expected you to discuss on-line gambling

Overall, very thorough assignment. You have relayed what you learned in class sessions and by research into an evaluative piece of work. Plenty of examples throughout and a balance achieved between positive and negative impacts of the media on leisure. Well done.

SIGNED: ██████████ **DATE:** 25th April 2007

ASSIGNMENT 4

THE ROLE OF THE MEDIA IN THE LEISURE INDUSTRY

BY JAKE WANNELL

Contents

No4·3

Technologlical advances in the media and their subsequent impact on leisure.

One of the reasons for the media having such an increasing role on the leisure industry is because of technological advances.

Probably, the biggest technological advance in the media has been the introduction of internet. The internet can be used for endless amounts of different things including; sending e-mail, finding information on almost anything in the world, watching TV, shopping, downloading music and even helping to run a business as the internet can be used for work…. The list goes on and on. As the internet is so easy to use, it isn't too expensive and because it is so useful more and more people now have the internet as show in the diagram below:

Millions of people worldwide with access to the internet, 1995-2002

Year	Millions
1995	39.57
1996	73.91
1997	117.56
1998	183.23
1999	276.2
2000	391.24
2001	496.06
2002	623.51
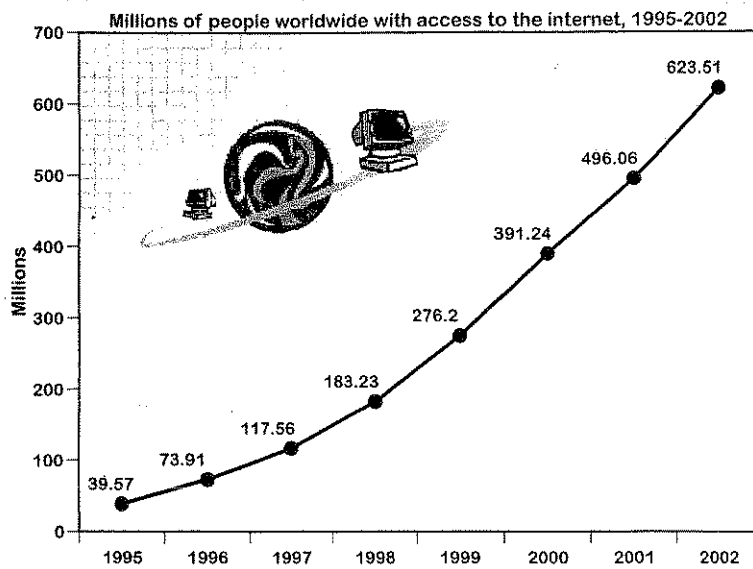
Although the internet has been a massive success in helping people of all ages with everyday life, it has been one of the main reasons for decreasing amount of people spending time on leisure activities out of home. People no longer have to go into town to shop, they can just do it at home on the internet, they don't have to travel miles to watch sporting events, they can do watch them live on the internet, people don't have to go to concerts to see their favourite bands, they can watch them and listen to them on the internet and so on. This is happening to many leisure activities, causing participation and spectating levels to decrease. Also people are becoming addicted to the internet and some people believe this could cause isolation in society as people in the future may only communicate by the internet and may cause people to stay at home everyday. However the internet hasn't been all bad news for the leisure industry as the internet does provide millions of websites with things like information on where and when sporting events are to things like selling tickets for concerts and sporting events. This has made it much easier to find out about leisure activities all over the UK and Europe and also buy tickets if they are needed to go take part in/ watch these leisure activities.

Another one of the biggest technological advances in the media has been the introduction of satellite/digital television. Not very long ago television viewers could choose from only four channels and could only watch these channels at the time they were broadcasted. Now 20 years on technology has changed dramatically, the introduction of satellite/digital TV has allowed TV viewers to choose from hundreds of TV channels worldwide, ranging from kids channels to news channels. Although

AO4 3

this has caused there to be an increase in people spending their leisure time watching TV at home, it has also caused people to spend less time taking part in leisure activities outside of the home. For example you can now watch live coverage and highlights of worldwide sports in the comfort of your own home, this is not good for the leisure industry as more and more people are now experiencing sport through TV rather than taking part in sports or watching sports at the venues at which they take part. This has caused participation levels in sports to decrease and attendances to live sporting events to decrease. Also people are now becoming addicted to television causing them too stay in and therefore making it less likely for them to go out and spend time taking part in leisure activities.

A final technological advance in the media has been the introduction of DVD's and videos for both movies and work out films. The quality of DVD's and video has become so good that now people would rather watch DVD and video movies at home rather than at the cinema, also you can now get surround sound in your home so the experience is just as good as at a cinema. The creation of DVD and video work out films have allowed people to exercise at home therefore decreasing the amount of people who need to play sport or go to the gym to get fit.

Media impact on participation in sport

The media effects the participation in sport immensely. As I have already said in the first part of this assignment, the ever increasing coverage of sporting events on the television has effected the participation in sport in a negative and positive manor.

The reason why the television effects participation in sport in a negative manor is because people can watch endless amounts of sport at home causing people to participate less in both watching sports and playing sports. Also some sports turn violent live on TV and is then all over the newspapers the day after, the same goes for players who are believed to be cheating either by diving in football or by taking drugs, all these negative incidents in the newspapers, television and many other forms of media create a bad image of sport and therefore make people think that sport is bad and may make people not want to participate in sport.

Another factor in the media that could effect participation levels in sport is because of the increasing amount of junk food advertised in the media, this is believed to be one of the reasons for the increasing amount of obesity in this country and the more people that are obese the less likely it will be for them to take part in sport as they will feel they won't be very good as they are unfit. Recently junk food adverts have been banned in order to decrease levels of obesity in this country and therefore increasing the amount of people that might want to take part in sport.

A final factor in media that could affect participation levels in sport is because of the lack of female sports shown on television and reviewed on the internet and in newspapers. As there is a lack of female sport in the media it could make females believe that sport is only for boys and therefore may reduce the number of females that want to participate in sport

However the ever increasing coverage of sporting events on the television through live coverage from programmes like 'sky sports 1', highlights from programmes like 'match of the day', quiz shows such as 'a question of sport' and analysis shows like 'the last word' have all effected the participation in sport in a positive manor as well. This is because there is now more live coverage, highlights, quiz shows and analysis programmes on sport than ever before. All these types of programmes have made sport even bigger and more in depth, also quiz shows make sports fun. This has caused more people to watch sport and sports shows and by watching sport more and more people become interested in sport and therefore making them want to take part in sports. Also when young people watch sports they usually start to have sporting heroes such as David Beckham and Andrew Flintoff, this makes them want to be like their role models and to be like them they will have to take part in the sports that they take part in.

As I have already said there is now a lot of coverage of big sporting events such as the Olympics and world cups; when England/Britain have success in these major events then participating levels usually increase in the sport that England/Britain are successful in. An example of this is when England won the rugby world cup in 2003;

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The table below shows the global attendance of 6 major sporting events:

Event	Global audience
Olympics 2000	30 billion
FIFA World cup 2002	28.8 billion
Rugby world cup 2003	**3.4 billion**
Rugby world cup 1999	3.1 billion
Winter Olympics 2002	2.5 billion
Cricket World cup 1999	2.1 billion

The 2003 RWC was estimated to have an audience of 3.4 billion viewers for the tournaments 48 matches. Based on the information in the table above, the RWC ranks third in terms of size of global audience behind the FIFA world cup and the summer Olympics.

Because there was such a high global audience of the Rugby world cup 2003 there has been a major increase in the number of people both participating in rugby union in England since England's success in the world cup.

This is a contrast to the outlook the year before the world cup, when a MORI poll made to order by the RFU showed decreasing interest and low levels of participation.

When the findings were found, the RFU introduced the 'the IMPACT strategy' designed to increase the numbers of people playing, coaching, officiating and administrating the game. RFU chief executive said: 'We intend to use the world cup success as the first step for the IMPACT strategy which will help to revitalise our game at all levels.'

There has been a 16% increase in the number of people playing Rugby union since England won the world cup. An additional 33, 098 people have started playing club rugby, taking the total number to more than 230 thousand. And 3,135 coaches have been recruited, taking the total number to 22,469, with an extra 783 referees taking the number up to 6,060.

Also participation in extreme sports are becoming increasing as new channels and shows all dedicated to new extreme sports are show on television. Every year there is even a national extreme sport week that is held in the summer. And nowadays adrenalin sports are becoming more and more popular as people want more thrilling experiences. The top five extreme sports that had increased from 2006-2007 are; wake boarding, kite surfing, wind surfing, mountain boarding and sky diving. Also it states on the national extreme sports website that thanks to movies shown on television such as 'drop zone' and 'point brake' sky diving is becoming more and more popular.

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The media's impact on particular sporting events and sports

The media has a big impact on sporting events in many different ways. One way the media has an impact on a sport is the introduction of a third official in rugby and cricket as explained below:

Instant replay in rugby has been widespread in rugby for many years, especially in rugby league. Replay calls can vary from the correct grounding of a ball at a try or to decide whether a player is onside before they catch the ball, when they score. The decision is mad by video replay referee, who takes his place in the stand of the host team. Either tells the pitch referee by radio link up or by the use of big screen during televised matches. Unlike in the NFL, a coach cannot challenge a call made by the pitch referee. The use of video replay has become more popular since the media has produced scandal about unfair games when tries were given when they shouldn't have been.

In cricket there is a new rule regarding referral of catches to the TV replay official, this is just like a third empire. If the standing empires are unable to determine whether a catch has been taking clearly, and/or whether a played catch is a 'bump ball', they have discretion to refer the decision to the third empire. Also, whilst reviewing such a catch via TV replay if it is clear to the third empire that the batsman did not hit the ball, he shall indicate that the batsman is not out.

Sense?

Another way in which the media has a big impact on sporting events and sports is because media coverage attracts big sponsors/key organisations to sport. For example football teams such as Man United who attract spectators of 75,000 to their stadium and who are on the TV week in week out, attract lots of sponsors. They have a team sponsors AIG who are a big insurance company, there kit is sponsored and made by Nike, and they have many other smaller sponsors who pay to be in the match programme and to appear on advertising boards around the pitch. Also each player who plays for Man united has boot sponsors from a range of makes including Nike and Adidas. All these sponsors pay Man United a certain amount of money per year so they can be seen in the eye of the media; both parties win. The more success a club has; the more media coverage the club will get; the more sponsors that will invest in the club; the more money the club will make.

The same goes for a sport the more popular a sport is the more TV coverage it will get, the less popular a sport is the less coverage it gets. For example football is a popular sport sop it is shown every other day on TV; however sports such as badminton are made less popular as they don't get hardly any TV coverage. Cricket has been made more popular recently as it has had a lot more TV coverage in recent years.

Another way in which the media has a big impact on sporting events and sports personnel is because of the pressure the media puts on sports professionals/managers to; perform; to win; act appropriately at any costs. For example if a sports team is underachieving the manager is the first to be blamed by the media, the media then puts pressure on the manager and the players to win future games and if the team doesn't improve then the manager will be in the media more and more and sometimes the media is so much that a manager is forced to resign or the club will sack the manager. A recent example of this is when Duncan Fletcher resigned from the position of England's cricket manager as they were under achieving in the world cup and the media pressure started to get too much for him so he decided it would be best for the team and him if he resigned. Also the media puts a lot of pressure on sport

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A04.3

professionals to act appropriate both on and off the pitch, as if all sport performers acted as they should then all spots would be seen with a good image. Recently there have been a lot of examples of sport professionals acting inappropriately, for example Andrew Flintoff who is one of England's best cricketers had to be rescued from drowning after drinking during the world cup campaign. This kind of behaviour creates a bad image of the sport and will cause there to be more pressure on him as a player to perform and to act appropriately. Another recent example of this was in the Carling cup final where Arsenal played Chelsea; the game was remembered because of the score or the performance of the players, it was remembered for the fight that took place just before the end of the match. This incident cause three players to be send off. The behaviour of the players again made the sport look bad and also increased the pressure that the media places on that sport and those sport performers.

Another way in which the media has a big impact on sporting events and sports is because of the different camera angles provided during TV coverage. This can sometime create a good image of a sport performer/team or a bad image of the sport performer/team. An example of this is when a penalty kick is given but it looks like a dodgy decision, so the television company will look at the accident from a different angle and from this angle it may show that the player who got the penalty dived, this can create a bad image of the player, his team and the sport as a whole. However the different angle could prove the player who got the penalty didn't dive and therefore could show that the player plays fairly creating a good image of himself, his team and the sport as a whole.

A final way in which the media has a big impact on sporting events and sports is because of the introduction of minority sports by certain TV channels. For example channel 4 provides coverage of wheelchair basketball and American football, these are two sports that aren't very big in the United Kingdom, but because there is now coverage of these sports they could become more popular.

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A04.3

How sports have been adapted to suit the needs of TV coverage or their structure changed to attract TV coverage

In 2000 the FA sold TV rights for English football for over 1 billion to a variety of TV companies. Some programmes like Sky paid for the right to show live game and offer pay per view screening of football matches. Also some programmes such as ITV and BBC paid for the right to show highlights on certain nights. This shows just how much it costs to show sporting events and how important it is to the success of a TV company, this shows that TV programmes need sports and shows that sport needs TV coverage for financial benefits.

Many changes have been made to the structure of sports to attract TV coverage and many changes have been made to sports to suit the needs of TV coverage. Some sports are so reliant on TV coverage for funding, that they changed the rules/games/competitions to suit TV scheduling.

Time outs were introduced into American football and basketball to allow TV adverts. Also tennis pros change ends between odd-numbered games to provide commercial breaks during live TV coverage. In live games a TV official will tell a referee/umpire when the adverts are over so they can restart procedures. These time outs are good for advertising companies as they get more time to advertise their company during the heat of games, however many players and coaches are against timeouts as it can ruin the flow of games as they are stop start all the time, but on the other hand some players and coaches believe time outs are good as the team get time to rest and rethink there tactics. In some sports where it is impossible to have commercial breaks frequently during games then commentators will read out adverts instead of them being shown this isn't as good for commercial companies as there logos aren't being seen on the television, but still there companies name is being heard during the heat of the game. This for of advertising is also good for the player and coaches because the game isn't stopped for television advertising; instead the game is non-stop until standard breaks within the game are reached.

their

Other rules have changed in sports to make them more entertaining, for example in the 1994 football world cup finals, it was the first time in which teams were awarded three points for winning and one for drawing- previously, it had been two points fro a win and one for a draw. The idea was to encourage higher scoring. Three points for a win is now standard in professional football leagues. This is an advantage for TV companies and fans because the teams were playing more attacking football, making the games more exciting. Also this new rule was good for winning teams as they were rewarded with more points, but it wasn't so good for teams who lost as they would find it harder to regain the three points which they lost.

Also penalty shoot outs were created in football matches to create more entertainment and this would allow games to end quicker if the game was level after 90 minutes and extra time. Some people this is both and advantage and disadvantage both to the media coverage and the players. For example some people believe that penalty shoot outs do provide a lot of tension therefore creating more entertainment and therefore leading to more viewers, however if penalty shooting weren't created then games would last a lot longer leading to live coverage being long, therefore leading to people watching games for a longer period of time through the media. But on the other hand some people believe penalty shoot outs are an unfair way to end football matches as sometimes the team who deserved to win do not win, also players find penalty shoot outs very nerve racking and would prefer games to be played until one of the teams scores in extra time to win the game, however some players believe that penalty shout

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outs are a chance to be a hero if they score the winning penalty and they also believe that if penalties weren't invented that games could go on for so long that players would no longer be able to play to there full potential therefore decreasing the entertainment of the game.

Also some major international games or events are started at unusual times compared to the usual kick-off/starting time, just so TV coverage can be convenient for an American television audience regardless of local time. TV demands prime time. Also on a smaller basis in England the premiership football fixtures are played on different days/times to meet the demands of television broadcasters. For example Sky sometime play important games one after another so more people will be able to watch the live coverage of different games as they are usually played at the same time. By playing important games after one another it adds to the tension therefore improving the entertainment of these fixtures, which will make more people watch these matches. However when the times of games/events are changed by TV companies they do not take into consideration the fans who have already bought tickets and this could cause fans to not make game/events and if game time are always changed by television companies then fans may not want to buy tickets as they would never know when the games were going to be played until a week before for example.

Also new forms of existing sports were created to make sports more interesting for TV coverage. An example of this was the introduction of one day cricket and twenty-twenty cricket, this made cricket games shorter and to get high scores the player would have to bat aggressively which made matches more entertaining leading to more people watching the live coverage provided by the media. Also players think that the creation of these games has made cricket are more exciting and bigger sport to play in.

104.3

How some sports/activities acquire massive funding through sponsorship and advertising because they can offer media coverage

One of the biggest ways in which sports and sports competitions (that always have media coverage) make money is through money gained through advertising company logos during live coverage. Companies pay millions upon millions for their company to be advertised during match breaks. Advertising is like paying for publicity, it is a direct and forceful communication tool; it will benefit the company itself.

An example of how big advertising is in sport, is the super bowl in America; the super bowl is one of the most popular sporting events in the world. As the super bowl is so popular there is so much competition for sponsoring; they are able to charge huge amounts of money to companies waiting to advertise in the breaks in the super bowl.

Anheuser Busch, a 20 year advertiser in the super bowl, has spent the most total money on advertising in the super bowl, spending $230.5 million. Second in the all-time super bowl advertising spending is Pepsi, which has been advertised in 19 super bowls and has spent $180 million. General motors is the third biggest super bowl advertising spender, running $55 million worth of advertising in 14 super bowls. Next is Time Warner with $53.4 million spent in 10 super bowls, and FedEx Corporation,   *Sorce ?* which has spent $38.9 million in 18 super bowls.

Each year companies re-advertise their company as they believe that the company will have a huge amount of success due to the advertising of their company during the super bowl. As you can see from the paragraph below companies pay millions for their company to be advertised during the super bowl; these fees create great funding for the competition itself and American football as a whole.

The other big way in which sports and sports competitions (that always have media coverage) make money is through money gained from sponsorship. Sponsorship is when a company pays a sport/event/team/sports person for the right to associate its name or product with a sport/event/team/sports person; by doing this the company hopes to make money through the companies' logo/ product being in the media eye. It's not only the company that benefits from a sponsorship deal; the sport/event/team/sports person who is being sponsored makes thousands and thousands through the deal. Many sponsorship deals are negotiated on the basis of guaranteed worldwide exposure in the media from the sport/event/team/sports person which they are sponsoring; so sponsors pick their target carefully and vice versa. Usually sponsors target specific sports due to the class of the sport, the number of participants and the number of supporters. In other words the bigger the sport the more sponsorship it will get.

To show just how big the sponsorship industry is in sport; the total UK sponsorship market for sport alone is worth over £350 million, with the most common sponsors being; Car companies, Clothing companies, IT companies, Mobile phone companies, Tobacco companies, Alcohol companies and financial companies

— why ?

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To prove just how much money and how many advantages sports/ sports people and sponsors make from sponsorship deals, all you have to do is look at how much Tiger Woods makes from his sponsor from Nike; Recently Tiger Woods re-signed with Nike for another 5 years, taking his estimated income from the cover over 15 years to more than a quarter of a billion dollars. Because Tiger Woods is one of the world's most visible athletes as he is number 1 in the world in golf and is therefore always in them eye of the media; Nike's association with him has helped them to become one of the leading companies in golf. When Tiger signed his first contract with Nike in 1996 it was Nike's first involvement in golf; now they rank alongside massive golfing makes such as Titlist and Callaway. Woods has earned more from endorsements than any other sports person including David Beckham.

The table below shows the advantages and disadvantages of the sponsorship to both the player (Tiger Woods) and the sponsoring organisation (Nike):

	Advantages of sponsorship	Disadvantages of sponsorship
To player (Tiger Woods)	• The sponsorship provides the player with kit, accommodation, transport, clothing, equipment etc • The player gets more publicity The player makes lot of money from the sponsorship deal	• The player can't wear or use kit or equipment of different makes/ organisations • If a player is sponsored by a alcohol or tobacco company, then this could create a bad image of a player because many people believe that drugs should not be involved in sport what so ever • Because of so much publicity the player might feel a lot of pressure
To sponsoring organisation (Nike)	• If organisations sponsor the right players who are role models to thousands of people, then when they see there role model wearing there clothes and using there equipment then there sales will increase because people want to be like their role models • As the organisation usually sponsor teams/sports/players that are always on the television then there company will get a lot of publicity as people will see there logo	• The organisation could loose a lot of money if the team/sport/player suddenly gets bad publicity for anything like taking drugs, gambling, bad performances, under achieving, becoming boring etc.

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✓

Try to use a recognised method

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