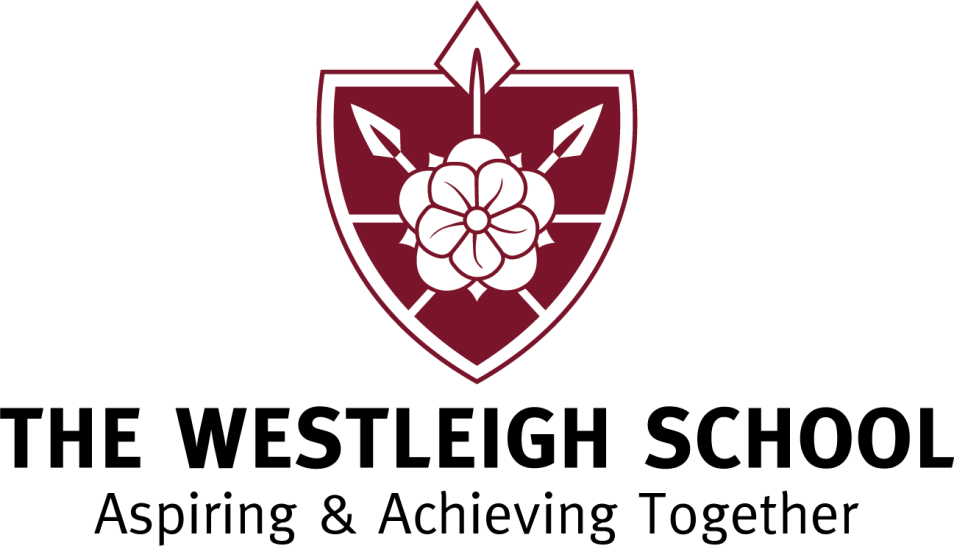
**Cambridge Nationals Sports Studies**

***R051 – Contemporary Issues***

|  |  |
| --- | --- |
| Student Name: |  |
| Class: |  |
| Teacher: |  |
| Target: |  |

**LO3**  
**Understand the importance of hosting major sporting events**



**LO3**  
Understand the importance of hosting major sporting events

|  |  |  |
| --- | --- | --- |
| Topic | Covered? | Confident? |
| The features of major sporting events |  |  |
| Potential legacy of major sporting events |  |  |
| Benefits of hosting major sporting events |  |  |
| Drawbacks of hosting major sporting events |  |  |

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Features of major sporting events

Key Learning:

* **Identify** the features of major sporting events
* **Describe** the potential legacy of major sporting events.

Silent Starter

How many major sporting events can you identify?

1.  Olympics

Types of major sporting events

One Off events – \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Regular events -

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Regular and recurring events -

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Task:

For each event, decide if it is a one off, regular or regular recurring event and explain why you have chosen this type of event.

|  |  |  |
| --- | --- | --- |
| Event | Type of Event | Reason |
|  | **Regular and Recurring** | **The Wimbledon Tennis championship are held every July at Wimbledon.** |
|  |  |  |
|  |  |  |
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|  |  |  |

The International Element

An event can involve participation from different countries. The features of international events are:

1. Involves competitors from different countries
2. Involves spectators from more than one country
3. High levels of investment required
4. Generates lots of media coverage
5. Can be a one-off or recurring event

Circle the examples of international events

Champions league final

British F1 Grand Prix Wimbledon

FA Cup Final Super League Grand Final

Level of Investment

Major Sporting events require a significant amount of investments to be a success. The investment is split into two categories: **Required investment** and **Funding attracted** for the event.

**Required Investment**

Major Sporting events can cost millions and evening billions of dollars and millions, even billions, of dollars are needed to put on a major sporting event.

**Funding Attracted**

Sponsors play a huge role in supporting a major sports event. Sponsorship can be shown through the act of supporting an event, activity, person or organisation through the provision of finance.

Task: Can you match the official partners to the correct event:

|  |  |  |
| --- | --- | --- |
| **FIFA World Cup** | **Wimbledon** | **Formula One** |
|  |  |  |

**STRETCH**: Why would major companies choose to sponsor these types of events?

|  |
| --- |
|  |

Potential legacy of events

Legacy of London 2012

Regeneration of homes around the Olympic park

Types of legacies of major sporting events

Legacy - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

There are 3 types of legacies that are left after a major sporting event:

* Sporting – inspires a generation to participate in the sport.
* Social – improves the well-being in society.
* Economic – encourages economic growth after the event has finished.

Task:

Read each of the statements that give different potential legacies from a major sporting event. Work out which type of legacy each statement is.

|  |  |  |
| --- | --- | --- |
| **Sporting Legacy** | **Social Legacy** | **Economic Legacy** |
|  |  |  |

Apply your learning – Exam Question

**Identify whether the following long term benefits of hosting a major sports event leave an economic or sporting legacy. Tick the relevant column to indicate your answer.**

|  |  |  |
| --- | --- | --- |
| **Benefit** | **Economic** | **Sporting** |
| Income for local businesses |  |  |
| ‘Shop Window’ effect for the country |  |  |
| New sporting facilities that can be used by the local population after the event. |  |  |
| Increase participation in some sports |  |  |
| Development of community sport |  |  |
| Increase in tourist spending |  |  |

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

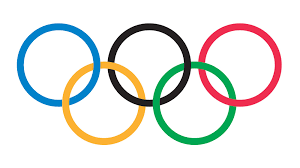
Benefits and drawbacks of hosting major sporting events

Key Learning:

* **Identify** the benefits and drawbacks of hosting major sporting events
* **Describe** the reasons why they are benefits or drawbacks.
* **Evaluate** the impact of benefits and drawbacks.

Silent Starter

What are the features of these events?



Event:

Features:

Event:

Features:

Event:

Features:





Event:

Features:

Event:

Features:

Event:

Features:

Benefits of hosting major sporting events

|  |  |  |
| --- | --- | --- |
| **Benefit of hosting a major sporting event** | **Reason why this is a benefit** | **Social/ Sporting or Economic legacy benefit** |
| **Investment in developing and improving transport system** | Improving train lines could help commuters have a better journey to work and improve the general transport links to other cities. | Economic / Social |
| **Increased tourism** |  |  |
| **Commercial benefits (e.g money from sponsors)** |  |  |
| **Participation in sports may increase** |  |  |
| **Sports facilities will be improved or new facilities built** |  |  |
| **Raise the status of the country/‘shop window effect’** |  |  |
| **Morale of the country is raised (National pride)** |  |  |
| **Provides employment for local people** |  |  |

Drawbacks of hosting major sporting events

|  |  |  |
| --- | --- | --- |
| **Drawbacks of hosting a major sporting event** | **Reason why this is a benefit** | **Social/ Sporting or Economic legacy benefit** |
| **Expenses when bidding for event** | Bidding to host can be expensive and you may not be awarded the event | Economic |
| **Costs of event** |  |  |
| **Facilities not used** |  |  |
| **Status of the country impacted** |  |  |
| **Sport popularity may suffer** |  |  |
| **Negatively impacts the status of country** |  |  |

Apply your learning – Essay Style Exam Question

**‘Evaluate the social, sporting and economic impact of hosting the Olympic Games’ (8 marks).**

To do this we need to know and understand:

* What are social, sporting and economic legacies?
* The advantages and disadvantages of hosting a major sporting event
* Sporting examples of places that have hosted the Olympic Games and the impact of this

**Evaluate the social, sporting and economic impact of hosting the Olympic Games**

**(8 marks)**

**Key:**

**Paragraph 1 Paragraph 2**

**Paragraph 3**

**Point:**

**Advantages:**

**-** Improved **transport** system

**-** Increased direct and indirect **tourism**

* Commercial benefits e.g. **money** from sponsors, external investment which would not otherwise have been attracted
* Increased **participation** in some sports
* New **facilities** can be used again by people in local area
* Improved sports facilities
* Raise the **status** of the country / shop window effect
* **Morale** of the country is raised
* Provides **employment** for local people

**Disadvantages:**

* Bidding to host the event is **expensive** and you might not win the bid
* The event can **cost more** to host than the amount of money it actually raises
* Facilities can end up **not being used**
* Negatively impacts **status** of country if the event is run poorly or is disorganised
* **Other sports** that are not the focus may **suffer as a consequence**
* Can cause **divisions in the country** if only one city is perceived to be benefitting from it

**Evidence:**

**London 2012 – Advantages**

“The Games inspired people to take up coaching and volunteering roles in their local communities”

“The Olympic Stadium is now home to West Ham United and numerous athletics competitions.”

“46,000 jobs were created and 10% of these were previously unemployed”

“The UK economy has seen a £9.9 billion trade and investment boost from hosting the Games

“1.4 million more people are now taking part in sport every week.”

**Rio 2016:**

**Disadvantages**

“Rio is $31 billion dollars in debt”

“3,600 empty apartments in the boarded up Olympic village”

“Half a dozen empty sports arenas and most are vandalised”

“The improvements only benefit the wealthy people in Rio”

“Public sector workers wages and pensions have been cut”

“Crowding on the new express buses and a lack of security”

**Model paragraph:**

**One social advantage of hosting the Olympic Games is** it provides employment for local people.  **An example of this was at the London 2012 Olympics where** 46,000 jobs were created where 10% of these people were previously unemployed. **This created a positive social legacy in London because** jobs provide people with skills and makes them feel happier.

**On the other hand one social disadvantage of hosting the Olympic Games is** it can cause divisions in the country if only one city is perceived to be benefitting from it. **An example of this was at the Rio 2016 Olympics** where the improvements that were made were seen as only benefitting the wealthy people. **This created a negative social legacy in Rio because** the poor people in Brazil felt that they were being treated unfairly as they could not afford to access or use the new facilities.

**Explain the impact:**

This created a **positive social legacy** in **London** because….

This created a **negative social legacy** in **Rio** because….

This created a **positive sporting legacy** in **London** because….

This created a negative **sporting legacy** in **Rio** because….

This created a **positive economic legacy** in **London** because….

This created a **negative economic legacy** in **Rio** because…

**‘Evaluate the social, sporting and economic impact of hosting the Olympic Games’ (8 marks).**

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MR GLOVER’S PERSONALISED FEEDBACK

LO3 – Hosting Major Sporting Events



**What Went Well (WWW)**

If highlighted well done, if not rectify it.

* All work is readable.
* All work is completed in black pen.
* All work has a date.
* All work is finished.
* Identified the features of major sporting events
* Described the potential legacies of major sporting events.
* Identified and described the benefits of hosting major sporting events
* Identified and described the drawbacks of hosting major sporting events
* Applied knowledge to exam questions

**Even Better If (EBI)**

To improve your work you need to add more detail to the following areas of your work

* Identifying the features of major sporting events
* Describing the potential legacies of major sporting events.
* Describing the benefits of hosting major sporting events
* Describing the drawbacks of hosting major sporting events
* Applying knowledge to exam questions

**Identify Questions (Bronze)**

* Identify, with examples, the different types of major sporting events.
* Identify the three types of legacies of a major sporting event.
* Identify three benefits of hosting a major sporting event
* Identify three drawbacks of hosting a major sporting event

**Describe Questions (Silver)**

* Define the three types of major sporting events. Give an example for each.
* Describe three aspects of the legacy requirements when hosting a major sporting event.
* Describe three benefits of hosting a major sporting event.
* Describe three drawbacks of hosting a major sporting event

**Explain Questions (Gold)**

* Explain the possible economic benefits and economic drawbacks for a country before, during and after hosting an Olympic Games.

MAKE IT BETTER

REMEMBER TO USE YOUR GREEN PEN, BEST WORK FIRST TIME

Make it Better

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