

Chapter 3.1

Emergence of the globalisation of sport in the twenty-first century

Chapter objectives

After reading this chapter you should be able to:

- Understand sporting recreation in the pre-industrial society (pre-1780); its characteristics (e.g. rural, local, two-tier class system) and its impact on sporting recreation, particularly in relation to mob football, real tennis, athletics and the Much Wenlock Olympic Games.
- Understand sport and industrial and post-industrial society (1780–1900); its characteristics and impact on sporting recreation (i.e. rational recreation), particularly in relation to association football, lawn tennis, and track and field athletics.
- Understand the impact on sport of the following socio-cultural factors in industrial and post-industrial Britain: the Industrial Revolution; urbanisation; transport and communication; the British Empire; provision through factories; churches; local authorities; the three-tier class system (and the emphasis on the middle class and their impact on working-class sporting opportunities); the development of National Governing Bodies; the status of amateur and professional performers from the late eighteenth century through to present day; a consideration of the changing role of women in sport.
- Understand the characteristics and impact of sport on post-World War II society through to the present day, particularly in relation to association football, tennis and athletics (e.g. via a consideration of the 'golden triangle' and factors affecting the emergence of elite female performers in football (players and officials), tennis and athletics in the late twentieth century to the early twenty-first century).

Pre-industrial Britain: Popular recreation (pre-1870)

Sport is often said to reflect the society of the time. The purpose of this first section linked to the historical development of sport is to try to show how sport was indeed a reflection of features of society in pre-industrial Britain.

Life in pre-industrial Britain

Pre-industrial society (i.e. pre-1780) had a number of features/characteristics (sometimes referred to as 'socio-cultural' factors) including the following:

- Communications and transport were limited.
- There was widespread illiteracy: the lower classes were uneducated, with little ability to read or write.

- Cruel or violent existences were the norm for the lower class; the upper class lived in comfort and luxury.
- There was very limited free time as work was based on the land; free time was dictated by the agricultural calendar/seasons; the lower class worked very long hours.
- Class divisions clearly existed; there was a two-tier clearly divided society in existence (upper class and lower class) based on a **feudal system**.
- People lived in the countryside/rural areas.

Characteristics of popular recreation

There are a number of characteristics of **popular recreation** which can be identified during pre-industrial times. Long hours of work for the lower class meant popular recreation activities were occasional and therefore restricted to annual events when breaks in the agricultural calendar allowed their participation (e.g. on Festival or Holy Days). With limited transport available, popular recreation activities were local and specific to each community and the area they lived in the countryside. Activities used the natural resources available to them, e.g. open land for mob games. Literacy was very low among the lower classes in society so any rules were very basic and applied to a particular community, i.e. locally set and applied (unlimited number of players, no time limits and no officials were the 'norm' in mob games). Activities were aggressive and male dominated, reflecting a harsh society – lots of damage to property and injuries to the participants themselves were evident when participation in mob games occurred. Wagers were placed by the upper classes as part of sporting contests. On occasions, the activities participated in by the lower class were 'functional' as they were linked to their work requirements. (e.g. when employed as footmen which led to race walking as an athletic activity).

ACTIVITY

The characteristics of pre-industrial Britain were very much reflected in most of the popular recreational activities participated in by the lower class in particular (e.g. mob games). Complete Table 1 to illustrate your understanding of the linkage between socio-cultural factors in pre-industrial Britain and popular recreation activities of the time.

Table 1

SOCIO-CULTURAL FACTOR IN PRE-INDUSTRIAL BRITAIN	POPULAR RECREATION CHARACTERISTIC TO REFLECT THIS
Limited transport/communications	
Illiteracy/uneducated	
Harsh society	
Seasonal time/long working hours	
Pre-industrial/pre-urban revolutions	
Two-tier society/feudal system	

KEY TERMS

Feudal system: Broadly defined, it was a way of structuring society around a relationship derived from the holding of land in exchange for service or labour.

Popular recreation: The sport and pastimes of people in pre-industrial Britain.

STUDY HINT

You can remember lots of key characteristics of pre-industrial Britain via the letter 'C' (i.e. cruel; clear class divisions; countryside living was the norm).

ACTIVITY

Research the early mob football game of Haxey Hood (e.g. via watching it on *YouTube*) and identify three ways in which it reflects the characteristics of pre-industrial Britain. For example, who participated? The vigorous young men of the village. When? 'Old' Christmas Day, 6 January. Where? Haxey, North Lincolnshire.

Having identified the general features of pre-industrial Britain and how popular recreation activities of the time reflected such features, the next section will cover in more detail how pre-industrial society influenced certain popular sporting pastimes of the time.

CHECK YOUR UNDERSTANDING

Explain three characteristics of pre-industrial football.

STUDY HINT

You should think about direct links between socio-cultural factors and characteristics of an activity, e.g. mob football. For example, you could say that mob football was violent and **reflected** a harsh and cruel society where **violence** was common.

Mob football is an example of an activity played in pre-industrial Britain which very much reflected the characteristics of popular recreation and socio-cultural factors evident at the time. It was played by the lower class in society, reflecting the clear division of society into two tiers, with certain sports for the lower classes, e.g. mob football.

Mob football was a localised form of activity, e.g. Ashbourne mob football, due to limited transport being available, as well as very little development in the way of communications such as newspapers. It was very rural in nature as the population of the time was spread out in the countryside and lived in small villages. Society was very simple and mob games made use of what was readily available. Mob football was therefore played by the lower class in the fields using natural resources available to them (e.g. a pig's bladder instead of a leather football!). Long working hours meant that the lower class only played mob football occasionally, e.g. on Holy Days such as Shrove Tuesday. Mob football was male dominated and highly violent and often unruly in nature, which very much reflected living conditions in the society of the time. Illiteracy was widespread among the lower class in society so there was very little in the way of rules and regulations in the mob football they played.

Popular recreation activities such as mob football became increasingly unpopular with the local authorities as the nineteenth century progressed and were eventually banned for a variety of different reasons including the following:

- They were violent or unruly in nature.
- They led to injury or death in extreme cases.
- They led to damage of property.
- They involved gambling/wagering.
- They were linked to alcohol consumption/drunken behaviour.



Figure 1 A real tennis court.

Real tennis (also called 'Royal Tennis' or 'the sport of kings') was another activity played in pre-industrial Britain, but it did not reflect the typical popular recreation characteristics of many activities at the time.

Real tennis was an exclusive activity, courtly and royal in nature, played by the upper class males of society. For example, Henry VIII had a real tennis court at Hampton Court. The upper classes were educated and highly literate so complex rules could be written down for the sport as they could readily understand and apply them. The upper class played real tennis to a high moral code so it lacked violence and was instead played in a civilised manner, with opponents mutually respectful of one another. With plenty of leisure time, the upper class were able to play real tennis on a regular basis in expensive, purpose-built facilities using expensive specialist equipment,

e.g. racquets. The upper class also had the ability to travel to play real tennis so it was non-local in nature. Real tennis was a skilful game with difficult technical demands, which enabled the upper class to show their 'superiority' over the lower class.

Athletics as a popular recreation activity in pre-industrial Britain

Athletics in pre-industrial Britain took the form of an activity known as **foot racing**/'pedestrianism' which basically consisted of footmen (i.e. hired servants) competing as messengers by the upper class/gentry for their speed of movement across open land. The foot racers/pedestrians were allowed to compete against one another, with the gentry wagering on how many miles they could cover in a specified time period. Racing developed with running/walking allowed and some 'challenge rules' introduced. Success in athletics meant increased social status for a 'gentleman' so the upper class were happy to act as **patrons** to the working-class performers. The gentry acted as 'patrons' of the lower-class runners by setting up races and providing prize money for success. An early example of a famous pedestrian was Captain Robert Barclay Allardice. His most impressive feat was to earn 1000 guineas by walking one mile every hour for 1000 hours in July 1809 at Newmarket racecourse.

Early athletics in pre-industrial Britain also took the form of a 'festival occasion', with individuals organising rural, community festivals containing 'athletic events'. The 'Much Wenlock Olympian Games' is an example of such an early rural sporting festival, with athletic events participated in such as running, hurdles, football and cycling. Prizes were awarded by upper-class patrons for successful participants who were mainly from the lower class.

Characteristics of popular recreation linked to Much Wenlock included:

- Rules were simple/unwritten.
- Events were local with people from neighbouring villages joining in with the festivities and competitions which occurred annually, i.e. once a year!
- It was set in a rural location.
- Betting occurred, with wagers placed on the outcomes of races, etc.

The Wenlock Olympian Games date from 1850 and were a forerunner to the modern Olympic Games.

The Wenlock Olympian Games

In 1850, the Wenlock Agricultural Reading Society (WARS) resolved to form a class called the Olympian Class which was set up to promote moral, physical and intellectual improvements, especially in the lower-class people of Wenlock. Participation in outdoor recreation challenges was an important means of promoting such improvement, with prizes offered for successful participants to encourage taking part.

The secretary of the 'class' and the driving force behind the Wenlock Olympian Games was **Dr William Penny Brookes**, who was inspired to create such an event because of his work as a doctor and surgeon in the borough town of Much Wenlock in Shropshire.

In the first games held in October 1850, there was a mixture of athletics and traditional country sports including quoits, football, cricket, running, the hurdles and cycling on penny farthings. In the early games, there were also some fun events, including the blindfolded wheelbarrow race and an 'Old woman's race', with a pound of tea for the winner! Pageantry and celebration

ACTIVITY

Summarise five characteristics of real tennis.

CHECK YOUR UNDERSTANDING

In what ways was real tennis different from most other popular recreation activities, e.g. mob football?

KEY TERMS

Foot racing: A form of competitive running/walking in the seventeenth and eighteenth centuries involving feats of endurance. As time progressed, it evolved into pedestrianism/race walking.

Patron: A member of the gentry who looked after a lower-class performer, e.g. by arranging competitions for them to participate in, putting up prize money and generally looking after the welfare of the performer.

KEY TERM

Dr William Penny Brookes: The founder of the Wenlock Olympian Games in 1850.

ACTIVITY

The Wenlock Olympian Games are still held annually in July at the Gaskell Recreation Ground. Visit www.wenlock-olympian-society.org.uk/ to research how the early forms of activities participated in at the Games reflected society of the time.

were important parts of the Games from the start. For example, a band led the procession of flag bearers, officials and competitors as they marched to the event.

Following a dispute with WARS, in November 1860, the Wenlock Olympian Class separated from WARS and changed its name to the Wenlock Olympian Society, with rifle shooting added to the Games programme the following year. Baron Pierre de Coubertin visited the Olympian Society in 1890, which held a special festival in his honour. De Coubertin was inspired by Dr Brookes and went on to establish the International Olympic Committee (IOC) and reform the modern Olympic Games in Athens (1896).

Industrial and post-industrial development of sport

In this next section linked to the historical development of sport, the main focus will be on how sport reflected a rapidly changing society as it moved from being an agriculturally/rurally based society to one which was very much dominated by factory life in a machine-based/urban environment.

The development of rational recreation

In pre-industrial Britain, the sports pastimes for the masses (i.e. lower class) were termed as 'popular recreation' activities, some of which have been described in the previous section of this chapter (e.g. mob football). As Britain changed into an industrially based society, sports and pastimes developed in a number of different ways, reflecting such societal changes. The activities participated in were termed as '**rational recreation**'. Rational suggests that a level of order, logic and structure began to be applied to sports such as football, reflecting a more ordered industrially based society. The purpose of this next section is therefore to identify and explain a number of the socio-cultural factors which led to 'mass sport' in such a society.

Social and cultural influences on the development of rational recreation (1780–1900)

The Industrial Revolution

The **Industrial Revolution** was a key period in British history which witnessed massive changes in the way people lived their lives. For example, it led to more of the population being concentrated in towns and cities working in factories, as opposed to living in the countryside and working off the land.

The influence of the Industrial Revolution on the development of rationalised sports and pastimes changed over the nineteenth century. During the first half of the nineteenth century, the initial effects were often negative, as outlined below:

- **Migration of the lower classes into urban areas** looking for work in the new factories being built – led to a loss of space to play traditional mob games and overcrowding; no room for traditional mob games.
- **Lack of leisure time** – the shift from 'seasonal' to '**machine**' time, leading to long 12-hour working days, six days a week; the Sabbath (i.e. Sunday) was a religious observance 'day of rest'.

KEY TERM

Rational recreation: In the nineteenth century, these were sports pastimes for the lower classes which were designed by the middle classes to be well ordered, organised and controlled.

KEY TERM

Industrial Revolution: Deemed to have occurred during the mid-eighteenth to the mid-nineteenth centuries. This period marked a change in Britain from a feudal, rural society into an industrialised, machine-based, capitalist society, controlled by a powerful urban middle class.

- **Lack of income** – low wages and poverty were evident, with little spare income for leisure pursuits.
- **Poor health** – along with poor working and living conditions that led to pollution, and a lack of hygiene, also meant little energy to play sport.
- **Loss of rights** – restrictions were placed on mob games and blood sports by changes in criminal laws.
- **A lack of public provision** – no access to private facilities or no personal equipment for the lower classes.

Memory tools

You can remember the initial negative effects of industrialisation via the 'HITFOR' acronym!

- **H** = poor **health and hygiene**
- **I** = lack of **income**
- **T** = lack of **time**
- **F** = **facility** provision was lacking
- **O** = **overcrowding** and lack of space
- **R** = loss of **rights**

In the second half of the nineteenth century, some improvements had a positive effect, as outlined below:

- **Health and hygiene improved** as a result of gradual improvements in living conditions and local council provision of public baths to improve cleanliness and help stop the spread of disease, enabling more energy/willingness to participate in sport.
- There was a **gradual increase in wages and more time for sport** due to the Factory Acts and Saturday half-days being provided to the workers (i.e. a gradual decrease in working hours).
- Development of **the new middle class** (i.e. self-made men who took advantage of the new business opportunities available in the newly industrialised Britain). This changed ways of behaving and playing sport. It became more acceptable and respectable and was played to a high moral code; they developed strict rules, leagues and competitions; they provided facilities/public parks via their involvement in the local council; they gave more time off work, broken time payments, etc.
- The influence of **ex-public schoolboys** via industry, the Church, etc.
- **The values of athleticism** (i.e. physical endeavour with moral integrity, i.e. always trying hard and working to the best of your ability but taking part in the spirit of fair play) spread to the lower classes.
- **Industrial patronage** (i.e. kind factory owners becoming 'patrons of sport' for the working class by providing support for them to participate in various ways) led to provision for recreation and sport – factory teams were set up, sporting facilities were provided and excursions to the seaside were organised.
- Improvements in **transport and communications** via the development of roads and steam trains influenced the **distances** spectators and players could travel, and leagues were established. Fixtures and results could be published in the papers of the time.
- It **became cheaper to travel** so participation in sport and the spectating of sport became more accessible.

KEY TERM

Industrial patronage: Factory teams were set up by factory owners as a way of decreasing absenteeism and encouraging loyalty in the workforce.

CHECK YOUR UNDERSTANDING

Identify four ways in which the leisure opportunities for the working classes improved as a result of industrialisation.

KEY TERM

Urbanisation: Large numbers of people migrating/moving from rural areas into towns and cities, seeking regular work in the factories.

Many of the developments identified above (e.g. transport/communications) will be explored in greater detail later in the chapter as they played a crucial role in the move to structured/organised sport for the masses.

Urbanisation

Urbanisation in the industrial period had a huge impact on the development of many of the sports we play today. As many violent sports such as mob games were banned as society became more civilised, new forms of entertainment emerged. A large working class population created a demand for mass entertainment, while a lack of space created the need for the development of purpose-built facilities. Gradual improvements in working conditions through government legislation resulted in more free time for workers to spend engaged in entertainment, and as a consequence, attendance at football matches and other activities increased, as football grounds and other purpose-built facilities were constructed to meet the rising demand.

The following is a summary of the key features of urbanisation that contributed to the development of sport in this period.

- **Lack of space:** In cities, unlike the countryside, space was at a premium. This led to the development of purpose-built facilities (e.g. football grounds).
- **Large working-class populations:** Urbanisation meant a large working-class population that needed entertaining, resulting in mass spectator numbers at football and rugby matches for the first time.
- **Loss of traditional sports:** Many traditional working-class sports such as mob games were banned in a civilised urban society, so there was a need for new sports to emerge.
- **Change in working conditions:** Initially, the working classes worked long hours in the factories, and had limited free time, incomes or energy to devote to sport. As this situation improved, sports attendance and participation went up.

The transport revolution

The development of steam trains and railways increased spectator and participation opportunities and spread interest in sport. Faster trains enabled people to travel further and more easily, giving more time for sports matches. Spectators could follow their teams to away matches and regular national fixtures, leagues and cup competitions developed, creating a need for unified rules or codification. Field sports, climbing and walking all became more accessible via improved access into the countryside. Although trains were expensive and used mostly by the middle and upper classes, they gradually became more affordable. Excursions, often sponsored by employers, also allowed working people to travel to the countryside and seaside.

The following is a summary of the key ways in which the development of the railways contributed to the development of sport in this period.

- **Movement of teams/spectators:** The development of the railways and steam trains enabled faster and further travel, leading to nationwide fixtures developing on a regular basis.
- **Improved access to different parts of the country:** Nationwide train travel enabled sport to develop from local to regional to national, with leagues forming, involving clubs from across the country (e.g. Football League).

STUDY HINT

Make sure you can identify how the development in the railway system positively impacted on the development of structured/organised sport in late nineteenth-century Britain.

- **Cheaper train travel:** Train travel became relatively cheap and affordable which led to working classes following their teams and sporting heroes home and away.
- **Improved access to the countryside:** Activities such as rambling became popular as rural areas were reachable and affordable via train travel.

Communications

Urban industrial society was associated with a gradual improvement in educational provision for the working class in the second half of the nineteenth century, which led to improvements in their reading and writing abilities.

'Communications' (e.g. via newspapers) improved as society became more literate. Such developments in the printed media increased the knowledge and awareness of sport in a number of different ways (e.g. when fixtures were taking place involving their local team; increased knowledge of results of matches involving the team they supported).

It led to the emergence of sporting heroes and role models as people could read match reports and relate to their favourite players scoring goals and/or helping to win matches due to their high levels of skill.

The influence of the Church

Changing views of the Church during Victorian times (i.e. late nineteenth century) also helped to promote sport and recreation among their local communities.

Reasons why the Church promoted sport included the fact that it encouraged social control (i.e. improved behaviour) through 'civilised' activities diverting people away from 'less socially acceptable activities' such as drinking and gambling. Church facilities such as halls provided venues for 'improving the morality' of the working classes. Sport was viewed as a good way of promoting Christian values. The development of the YMCA promoted the healthy body/healthy mind link. The clergy viewed sport as a good way to increase church attendance and help swell their congregations!

In terms of how they helped provide more opportunities for sporting involvement, the approval and active involvement of the clergy gave encouragement for the working classes to participate in rationalised sporting activities such as association football. The Church organised teams, set up clubs and organised competitions. Many modern-day football clubs have their origins traceable to church organisations (e.g. Aston Villa via Villa Cross Methodist Church). The Church provided facilities to play sport in their church halls and on their playing fields. A number of church groups formed, with sporting involvement a key part of their programmes of activities, e.g. the Boys' Brigade, Scouts, the YMCA, etc.

The emergence of the middle classes in a three-tier society

The newly formed middle class emerged as a result of urbanisation and industrialisation and played a key role in sporting developments during the nineteenth century. Unlike their social superiors in the upper class, many of the middle class were self-made individuals who had some empathy and concern for the working classes. One way they could help improve the lives of the working classes was via an improvement in sporting provision.

CHECK YOUR UNDERSTANDING

Identify the impact of developments in transport on sporting opportunities for the working classes.

ACTIVITY

Identify three ways in which improved literacy positively influenced the development of rational recreation.

CHECK YOUR UNDERSTANDING

Identify how the Church encouraged the post-industrial game of football.

KEY TERM

Codification: The gradual organisation and defining of the rules (e.g. for the actual playing of a sport, as well as the conduct and behaviour of participants).

KEY TERM

Philanthropists: Kind, generous, middle-class individuals who had a social conscience and were keen to try to provide for a better life among the working class.

STUDY HINT

When questions are set on historical **aspects** of sport that use the command word 'Explain', you should use link words, e.g. 'led to'; 'via'.

The following is a summary of the key ways in which members of the middle class supported such developments.

- **Codification:** The development of strict rules as public school and university old boys played a key role in the formation of many national governing bodies (NGBs) of sport. They controlled sport and became key organisers via their administration experience which enabled them to form and run clubs and NGBs (e.g. the Football Association set up in 1863; the Rugby Football Union in 1871; the Lawn Tennis Association in 1888). The middle class took prominent leadership roles in such organisations.
- **Competitions:** The development of leagues and competitions via middle-class involvement in public schools/universities/clubs/NGBs/factory teams/church teams.
- **Public provision:** The development of public facilities (e.g. parks and public baths) via middle-class '**philanthropists**', factory owners, the Church, the passing of government Acts in their role as local politicians.
- **Increased leisure time:** As middle-class factory owners, they gradually gave their workers more leisure time (e.g. a Saturday half day) which allowed more time to watch sport or to participate in sport.
- **Move to 'professionalism':** The middle class helped in the development of early commercial/professional sport (e.g. acting as agents, promoters in athletics; as factory owners setting up factory teams and paying broken time payments in football).

ACTIVITY

Copy and complete Table 2 comparing pre-industrial socio-cultural factors relating to popular recreation with post-industrial factors relating to rational recreation.

Table 2

PRE-INDUSTRIAL FACTORS	POST-INDUSTRIAL FACTORS
Seasonal time/Agricultural time	
Limited transport/communications	
	Increased literacy
	Civilised lifestyle; increased law and order
Feudal society; two-tier society	
	More advanced technology

The British Empire

English public schools played an important role in the export of the 'games ethic' around the globe.

Sport was seen as a very good and powerful way of instilling moral values into people across the world and of binding the various people of the Empire together. Young men educated to become leaders of the British Empire spread the playing of games in a number of different ways as identified below.

Development of sport in Britain and its spread through the British Empire

The ways in which nineteenth-century public school boys and university old boys influenced the development of sport in Britain and its spread through the British Empire are listed below:

- As **teachers**: They developed teams and taught traditional sporting values in schools throughout the Empire.
- As **industrialists/factory owners**: They set up teams and gave workers time off to play competitive sport nationally and internationally.
- As **clergy**: They developed church teams or became missionaries and took sport abroad (good for social control/morality, etc.).
- As **officers in the British army**: They used sport with the armed services and spread sport throughout the Empire.
- As **diplomats**: They travelled the world and took sport with them (e.g. rugby and cricket).
- They formed the **national governing bodies** of sport (e.g. RFU) which codified sports and established leagues and competitions which eventually spread internationally as well as nationally.

Public provision and its influence on the development and spread of rational recreation

The development of public baths in urban and industrial areas positively influenced the opportunities for working-class rational recreation. Poor living conditions, disease and pollution were the harsh side-effects of industrialisation. To try to combat this, and improve the health and hygiene of the working classes, local authorities felt a civic responsibility to apply for grants to provide public washing facilities and improve their status as a town (e.g. via the Wash Houses Act of 1846). Increased provision was made in the second half of the nineteenth century for public bath houses, with first- and second-class facilities to reflect the social class an individual came from. Plunge baths developed for swimming/recreational use. Such involvement in positive physical activity was seen as a means of social control of the working classes, keeping them away from drinking and violence as much as possible. It also helped improve productivity at work as workers became healthier and less prone to serious diseases and infection.

The development of national governing bodies (NGBs)

During the mid-to-late nineteenth century, lots of NGBs began to develop in England (e.g. the Football Association in 1863) for the following reasons:

- Sport was becoming increasingly popular with more widespread playing of sport.
- More teams and clubs were forming.
- More national and international fixtures were being organised.
- Leagues and competitions were required for these teams to compete in.
- Nationally agreed rules and codification for different sports were required (e.g. association football); a single set of rules to play to was required in order to enable 'fair competition'.
- Maintenance of the 'amateur ideal' to deal with professionalism and early commercialisation of sport and the desire to maintain control of sport

KEY TERM

Public provision: Local council provision of facilities (e.g. sport/recreational) for the masses to participate.

STUDY HINT

It is important to be aware of the Municipal Reform Act and government provision which provided funding for public facilities such as baths and parks and eventually led to swimming as a sport for the working classes.

CHECK YOUR UNDERSTANDING

Why did local authorities in the nineteenth century start to provide recreational and sporting activities for their local communities?

CHECK YOUR UNDERSTANDING

Why did some NGBs try to prevent professionals from competing in their sport?

ACTIVITY

Ex-public-school and university old boys saw the need for more structure in sport and were very important in the formation of many NGBs in the late nineteenth century. Research how the FA was formed by visiting its website and exploring its history and origins.

KEY TERM

Rational recreation: Involves the post-industrial development of sport. It was characterised by a number of features including respectability, regularity, strict administration and codification.

among the middle/upper classes, e.g. 'exclusivity' via occupation, where the middle and upper classes were able to set rules of eligibility to effectively exclude the working classes from joining in (and potentially beating them!).

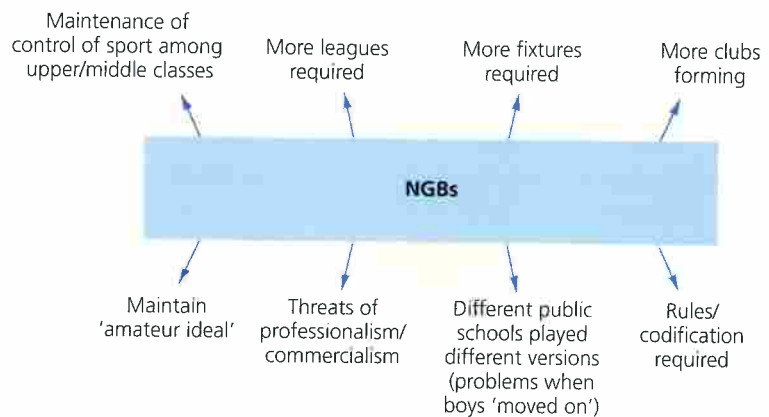


Figure 2 Factors affecting the formation of NGBs

Characteristics of rational recreation

Rational recreation involves the post-industrial development of sport for the masses.

This was characterised by features such as:

- **Respectability:** It was non-violent in nature and the emphasis was on fair play.
- **Regionally/nationally/regularly played:** Competitions were played regionally, nationally and internationally. Watching Saturday-afternoon football for the masses was particularly popular in their time off work.
- **Stringent administration and codification:** Strict and complex written rules were set down by national governing bodies (NGBs) for the conduct of a sport.
- **Referees/officials:** They were present to enforce the newly developed rules in sporting contests.
- **Purpose-built facilities:** Sport took place in specially constructed grounds, pitches or tracks, often set around urban areas with large populations to draw on for spectators (as there was less space available in urban areas).
- **Skills/tactics based:** Players had positional roles they became 'specialist' in; performers trained to improve their techniques and fitness levels to increase their chances of winning.

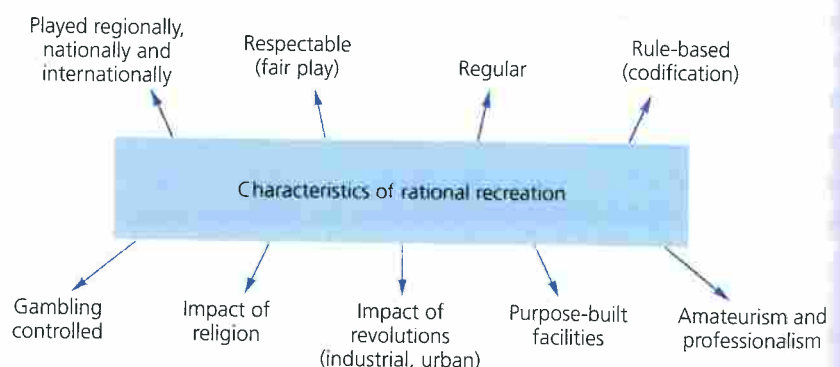


Figure 3 Characteristics of rational recreation

Memory tools

Many of the characteristics of rational recreation begin with the letter 'R' (e.g. **R**ules/codification; **R**egular; **R**egional; **R**eferees/officials; **R**espectable).

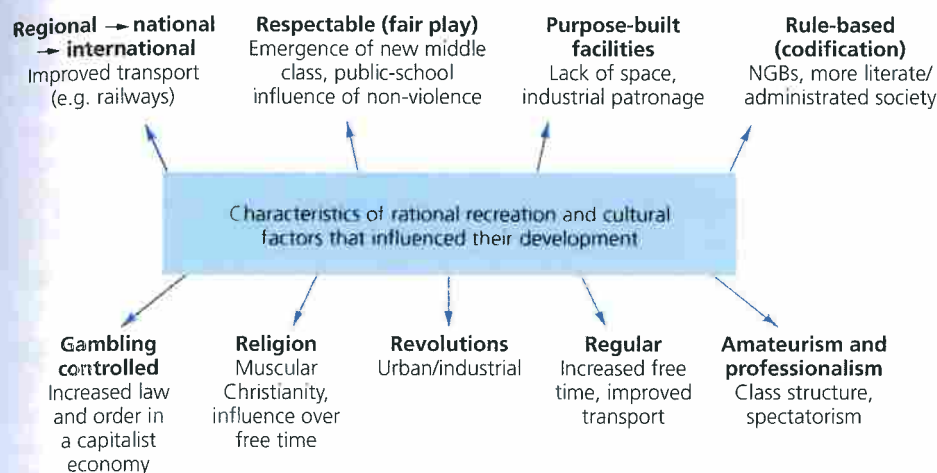


Figure 4 Characteristics of rational recreation and cultural factors that influenced their development

Amateurism and professionalism

Participation in sport over time has been viewed as being played according to two very different codes. Firstly, there is the **amateur** code which stresses sport purely for the sake of it; secondly, there is the **professional** code which places far more of an emphasis on winning.

Amateurism was associated with sport during the late nineteenth century. Its values included:

- 'Manliness', robustness, striving and physical endeavour.
- Appreciating the value of health and fitness.
- Appreciating the value of rule-regulated activity.
- High moral integrity.

The characteristics of a 'gentleman amateur' included:

- Being a respected member of society with a public school background; high status in sport reflected by high status in society.
- Belonging to the social elite, having wealth and plenty of free time for sport.
- Participation in sport was viewed as a character-building exercise; training was frowned upon as this would constitute professionalism.
- Playing a 'range of sports' using their natural talents.
- Playing sport to a high moral code, e.g. immediate acceptance of rules of the game/refereeing decisions; showed restraint in victory, good humour in defeat; indeed, a 'referee' was deemed as largely unnecessary to proceedings as amateurs believed they could govern themselves.

Positive impacts of amateurism

The positive impacts of a nineteenth-century 'gentleman amateur' (i.e. amateurism) included:

- Elite sport was run by and dominated by the upper and middle classes who had high status in sport as well as in society (i.e. **amateurs held a higher status than professionals** at the time!).

KEY TERMS

Amateur: A person who plays sport for the love of it and receives no financial gain.

Professional: a person who plays sport for financial gain.

STUDY HINT

The word 'amateur' comes from the Latin word, meaning 'for the love of'. Certainly the gentleman amateur in Victorian times played sport with an emphasis on taking part and **enjoyment**.

ACTIVITY

A **prime example** of the 'gentleman amateur' was found at the Corinthian Football Club (1882) which was formed to bring together England's best amateur footballers. Research the Corinthian Casual Football Club and see how its values adhere to the code of amateurism.

ACTIVITY

Read the following information about amateurism and professionalism in eighteenth- and nineteenth-century Britain and identify three key differences between the gentleman amateur and the professional.

*The gentleman amateur from the upper class was so **wealthy** that he could afford not to work and had the time to play sport **whenever** he wanted. He did not train and played sport for the love of it, with **winning** unimportant and **sportsmanship** part of a high moral code.*

*The professional was generally from a **poor** background and worked long hours for poor pay. When playing sport the need and desire to win was very important to live and survive so they trained hard to improve. The working-class professional was thought to be corruptible as he was controlled by money.'*

- The **code of amateurism** was based on playing sport to clearly set rules which were put in place by the middle and upper classes that formed many NGBs, e.g. the FA in 1863.
- Amateurism adhered to a **code of ethics** (dominant at the time), playing sport to a high set of moral values (i.e. fair play and sportsmanship; immediate acceptance of the rules/refereeing decisions).
- **Belonging to the social elite**, i.e. having wealth and plenty of free time for sport, meant they could afford to play sport for the love of it rather than for monetary gain (it's not the winning but the taking part).
- **Participation in sport** was seen as more important than winning and taking part was viewed as a character-building exercise. They played according to their God-given abilities and training was frowned upon as this would constitute professionalism!
- The **all-rounder** was viewed with high regard by the amateurs, i.e. playing a variety of sports and developing competency in a number of them.
- Amateurs were the '**elite performers**' of the nineteenth century.
- The '**new middle classes**' admired the cultural values of the upper-class gentleman amateur. They played sport in their free time according to similar principles of amateurism.

As sports such as football became increasingly popular and the working class had increased time and wages, the demand for spectator sports increased.

The working classes had low status and were the poorest members of society who had to make money from sport or they could not afford to play. The working-class professional came from a poor background and was perceived to be corruptible as he was controlled by money – for instance, he would take a bribe to 'throw' a fight or lose a game on purpose. Early professions in walking and running races, for example, were paid according to result. Hence training was specialised and winning became the most important thing. Foul play and gamesmanship (i.e. stretching the rules to their absolute limit) were used to try to gain an advantage and increase the chances of winning. Challenges to refereeing decisions became increasingly common as 'professionalism' set in.

Table 3 uses Rugby Union and Rugby League to directly compare key features of the gentleman amateur with the working-class professional.

Table 3 Comparing key features of the gentleman amateur with the working-class professional

Gentleman amateur (e.g. Rugby Union)	Working-class professional (e.g. Rugby League)
Upper class/Middle class	Working class
Wealthy	Poor
Lots of free time	Very little free time due to long work hours
No desire to train to improve performance	Committed to train and perform as well as possible
High morality: emphasis on taking part/fair play/sportsmanship	Low morality: winning was all important; open to bribes/would cheat to win

Positive impacts of nineteenth-century professionalism on sport development

As the poorest members of society, the working class had to be paid a wage for time off work when representing their factory team, i.e. broken time payments emerged, which meant working classes could eventually play sport and receive payments for doing so. Early professionals in walking and running races were paid according to results so standards of performance improved as a result of dedicated training. The working class played sport for financial gain (professional sports performers' wages were limited compared to today, but earnings were still greater than the normal working-class wage of the time).

Professionalism slowly developed at the end of the nineteenth century (e.g. employment in a factory was sometimes based on a talent to play a particular sport), with the full onset coinciding with the commercialisation and media coverage of sport in the late twentieth century. Earning money from sport was seen as an avenue of social mobility. This created a determination to succeed, i.e. high rewards at stake and the pressure to succeed to maintain a certain lifestyle.

Key features of early twentieth-century amateurs

At the start of the twentieth century, amateurs maintained their prominence in sport in a number of ways, including their positions at the top of national governing bodies, which influenced access to sports for the working classes into amateur sports such as Rugby Union. The amateurs were therefore still the best performers, playing with high morality, emphasising sportsmanship in their participation.

- **High status:** They held high status in sport and society.
- **Controllers of sport:** The middle and upper classes controlled sport, excluding (e.g. financially) working classes from 'amateur sports'.
- **Top performers:** It was more likely that top performers would come from middle or upper classes.
- **Highly moral:** They had sufficient income and leisure time to play sport for the love of it, receiving no payment. They emphasised fair play and sportsmanship.

Key features of modern-day 'amateurs'

As the twentieth century progressed, the amateurs began to lose some of their status and power in sport. Society slowly began to be based more on equality of opportunity, with achievements based more on merit and personal performance standards.

Modern-day 'amateurs' of the late twentieth/early twenty-first centuries:

- These tend to be of lower status (professionals now are of higher status).
- Some high-level performers are still not professional (e.g. gymnasts).
- There has been a blurring of amateur and professional distinctions, with less likelihood of exclusions as society has become more egalitarian, i.e. equal and achievement based on merit.
- Performance at the top level in most sports is now open to all.
- Some amateurs receive finance to pay for training expenses etc. (e.g. National Lottery/Sports Aid money). It could be argued that this enables them to train as full-time athletes in modern-day sport and they do not gain financially from Lottery funding. Does this mean they are still amateurs?

The 'positives' of modern-day 'amateurism'

The amateur code has still continued in British sport in a number of ways such as:

- Codes of amateurism are still evident in British sport, e.g. via fair play and sportsmanship.
- It is still viewed positively and promoted in a number of ways, e.g. Fair Play awards in football; shaking of hands prior to and at the end of sporting contests; through the Olympics with the Olympic Ideal based on principles of amateurism.
- Sports like Rugby Union maintained their amateurism until late into the twentieth century and still have codes of conduct based on such principles, e.g. calling the referee 'Sir'.

Modern-day professionalism

Many factors are responsible for the growth of professional sport and the increased status of professional performers from the twentieth century through to the modern day, such as:

- All classes can compete; social class is no longer a barrier to participation. Social mobility is far more possible now than it was in nineteenth-century Britain. Social class is no longer a barrier to success.
- People are now respected for their talents and efforts in reaching the top.
- There are high rewards for professionals through media and sponsorship (e.g. footballers, tennis players).
- Professionals have more time to train (i.e. many are full-time sports professionals), leading to higher standards of performance than amateurs in the same sport.
- Celebrity status, more media coverage and investment in sport have all led to vast increases in financial rewards available for sportsmen and women as large numbers of sports have become able to support professional performers, e.g. in golf, tennis and football. Many professionals are very wealthy and are able to afford big houses, expensive cars, etc. Such materialism is highly valued by many in modern-day society.
- Positive role models act as motivators for others to achieve in professional sport.
- Money invested into sports enables events and the sports themselves to operate and survive commercially; there has been a general increase in commercial sport and the sponsorship of sport.
- More spectators attend matches, with easier, more affordable travel enabling increased spectator numbers at professional sport events.

The rationalisation and modern-day development of Association Football

A variety of reasons can be given to explain the growth and development of Association Football, from the mid-nineteenth century through to the present day. In terms of industrialisation and post-industrialisation there was:

- **Urbanisation:** Large numbers of people living in one place gave a large captive audience for football. The lack of space in urban areas led to purpose-built, specialist facilities for playing football, with terraces to house the high spectator demand.

- **More free time/increased leisure time:** As workers spent less time in the factories, more time was available to them to watch and play sport. Saturday afternoon at 3pm became the traditional time for Association Football matches.
- **More disposable income:** Improved standards of living via higher wages gave the 'working class' enough money to pay entrance/gate money and pay for transport to matches, as national fixtures began and spread football nationwide.
- **Improved transport:** The development of trains, in particular, enabled fans to travel to watch 'away' fixtures and increased the regularity of matches, with the resultant need for organised leagues/cup competitions to be set up. The FA Cup was first played for in the 1871–72 season.
- **Increased professionalism:** The opportunities to play football professionally as a job gradually increased, e.g. via broken time payments which enabled workers to get time off work to play football but still be paid their wage. Professional football, first recognised by the FA in 1885, was looked upon as a 'good job' as it was a chance for some to escape the factory system of work and urban deprivation that accompanied it.
- **Social class links:** Middle-class influence and approval gave Association Football more 'respectability', with its emphasis on high morality and sporting etiquette. This was challenged relatively quickly by the working class who made it 'the people's game', with larger numbers both playing and watching Association Football, as the Football League commenced from 1888 onwards.
- **Increased organisation:** Football quickly became highly structured and standardised when in 1863 ex-public schoolboys set up the FA. National rules and codification meant the game was far more controlled with less violence, which reflected an increasingly civilised society. Referees controlled the games to further improve the behaviour of the players. Football quickly expanded, with lots of teams being set up via factories and churches.

In the first half of the twentieth century, sport alongside the radio and the cinema became part of a commercialised mass entertainment industry. For example, the BBC began its live coverage of sports events in 1927. Football became Britain's major sporting activity as the twentieth century progressed, with attendances and gate receipts soaring. However, the wages of the players did not reflect this increased income until later in the second half of the twentieth century, due to the setting of a 'maximum wage' which constrained earnings. In 1900 the maximum wage was set at £4 a week but it was slow to increase as illustrated by the timeline in *footballers' wages* shown in Figure 5 (see page 98).

The key time period for professional footballers was the mid-twentieth century when the maximum wage was abolished as a result of threatened strike action by the Professional Footballers' Association (PFA).

More recently in the late twentieth and twenty-first centuries, football has undergone a massive increase in commercialisation linked to far more media coverage, e.g. via TV and the internet. Top players such as Messi and Ronaldo are known the world over with pop star/role model status. Their salary scales have massively increased, with the **Bosman Ruling** giving 'freedom of contract' to players and massive transfer fees being paid, particularly to a player who is 'out of contract'.

Transport has continued to develop, meaning international travel is far quicker and more available to all than it was in the past.

ACTIVITY

Consider how 'improved transport' aided the development of Association Football as a 'rational game' from the mid-nineteenth century onwards.

KEY TERM

Bosman Ruling: A European Court of Justice decision made on 15 December 1995 concerning freedom of movement for workers. An important decision as it allowed the free movement of labour in the European Union. It effectively allowed footballers within the EU to move at the end of their contract to another club without a transfer fee being paid.

Technologically there is more use of additional officials linked to referees, as well as innovations such as Hawkeye and the Goal Decision System (GDS) to help ensure the decisions reached are the correct ones.

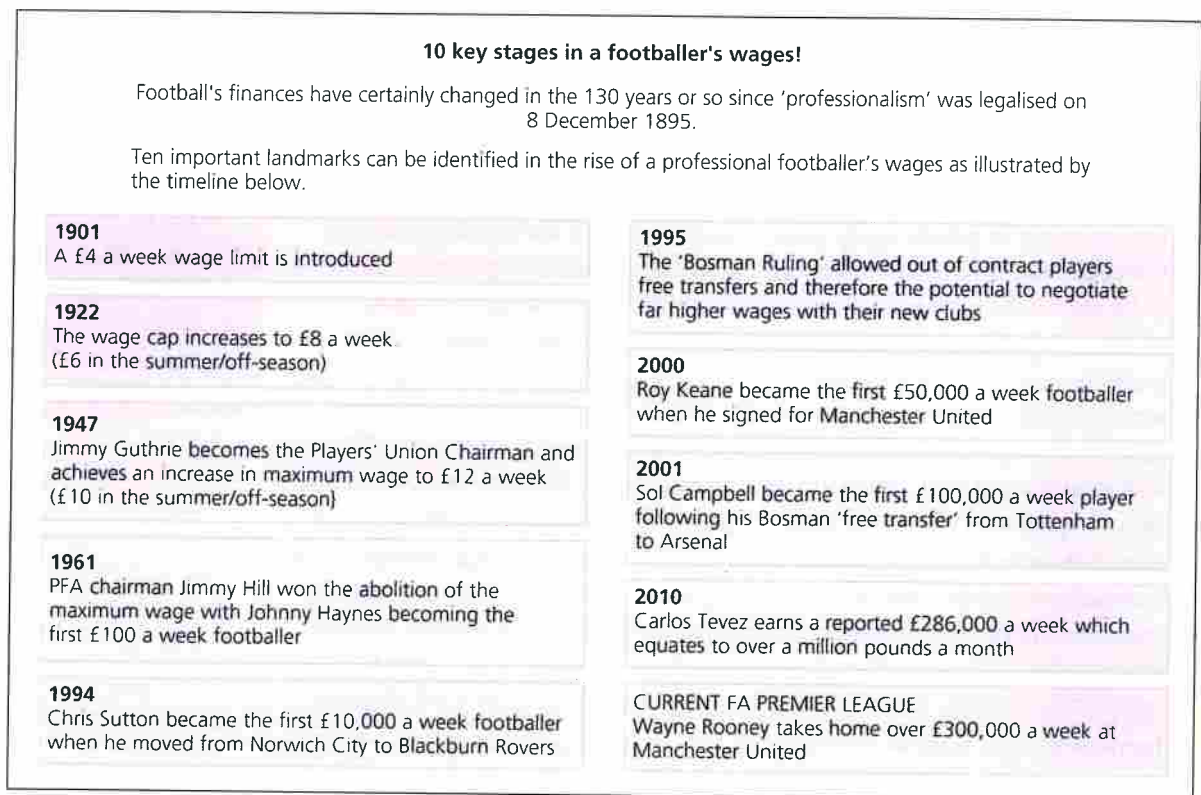


Figure 5 Timeline of a professional footballer's wages

The emergence of elite female footballers in modern-day sport

In the UK, football has become increasingly available to women. A number of socio-cultural factors can be identified which have led to an increase in opportunities for women to participate and progress through to elite level in activities such as football in modern-day society. These include:

- **Equal opportunities:** More sports are generally available and socially acceptable, including football. Legally, the Sex Discrimination Act has been passed, leading to less sexual discrimination in sport on the basis of gender. The War effort from women also led to the breaking down of myths and stereotypes about the physical capabilities of women.
- **Increased media coverage of women's football:** BT Sport provides live coverage of the Women's Super League (WSL); women's football is part of EA Sports FIFA 16 Game.
- **More female roles models in football:** as performers, coaches and officials.
- **More provision via school PE programmes:** in National Curriculum PE lessons as well as via extra-curricular opportunities.
- **Increased approval/encouragement via the FA:** e.g. the women's national team are fully supported by the FA; the FA Cup Final was held at Wembley for the first time in 2015.

- **More clubs are forming:** at local, as well as 'professional' levels.
- **Increased participation via more funding into the game:** at grass roots level as well as elite level.
- **More free time:** as the traditional domestic responsibility role has decreased.

As the twenty-first century has progressed, women's football has become increasingly prominent across the world. UEFA have set up competitions such as the Women's EURO and the UEFA Champions League, which have gained in media exposure. Top women footballers have emerged as personalities and role models for young girls to admire and aspire to. Some statistics to illustrate the growth in women's football within Europe were published by UEFA for the 2014–15 season and included the following key facts:

- Total number of registered female players: 1,208,550.
- Total number of European countries with a women's national football league: 51.

ACTIVITY

Visit www.uefa.org/football-development/womens-football or look at Figure 6 and identify three other statistical facts about the women's game from UEFA's infographics for 2014–15.

WOMEN'S FOOTBALL IN EUROPE STATISTICS

There are 1,208,558 registered players, or 0.3% of the female population
There are 7,641 qualified females referees and 21,164 qualified female coaches

Between 1985 and 2014 the number of female players grew five times

51 countries in Europe have a women's national league

53 associations have a national team

The following countries have more than 60,000 female players:

NORWAY

ENGLAND

SWEDEN

FRANCE

DENMARK

GERMANY

NETHERLANDS

Figure 6 UEFA women's football infographics

Source: UEFA document: Women's Football in Europe

In England, women's football enjoyed a post-World Cup boom following the success of the team in finishing third overall in Canada. The 2015 World Cup itself was an expanded tournament with 24 teams competing and all of England's matches televised live on the BBC. The success can be traced in part to the setting up of the 'Women's Super League' which has provided women with more opportunities to play professionally and earn up to £50,000 a year when combining club wages with FA central contracts of £23,000 at this time.

Elite female officials in football

The story of the emergence of elite female officials in football is not quite so encouraging. At the end of the twentieth century, a very limited number of female officials were progressing through to the Football League. The first female ever to officiate in the Football League and then Premier League, both as an assistant referee, was Wendy Toms. Progress following on from this breakthrough has been slow. In more recent years, a lot has been done to

CHECK YOUR UNDERSTANDING

Suggest three reasons why women's participation in football has increased during the twentieth century through to the current day.

develop opportunities for female referees in England. For example, the creation of the 'Women's Referee Development Pathway' has been viewed as a significant step forward in creating a more **focused** and **professional** organisational structure for female referees to progress through.

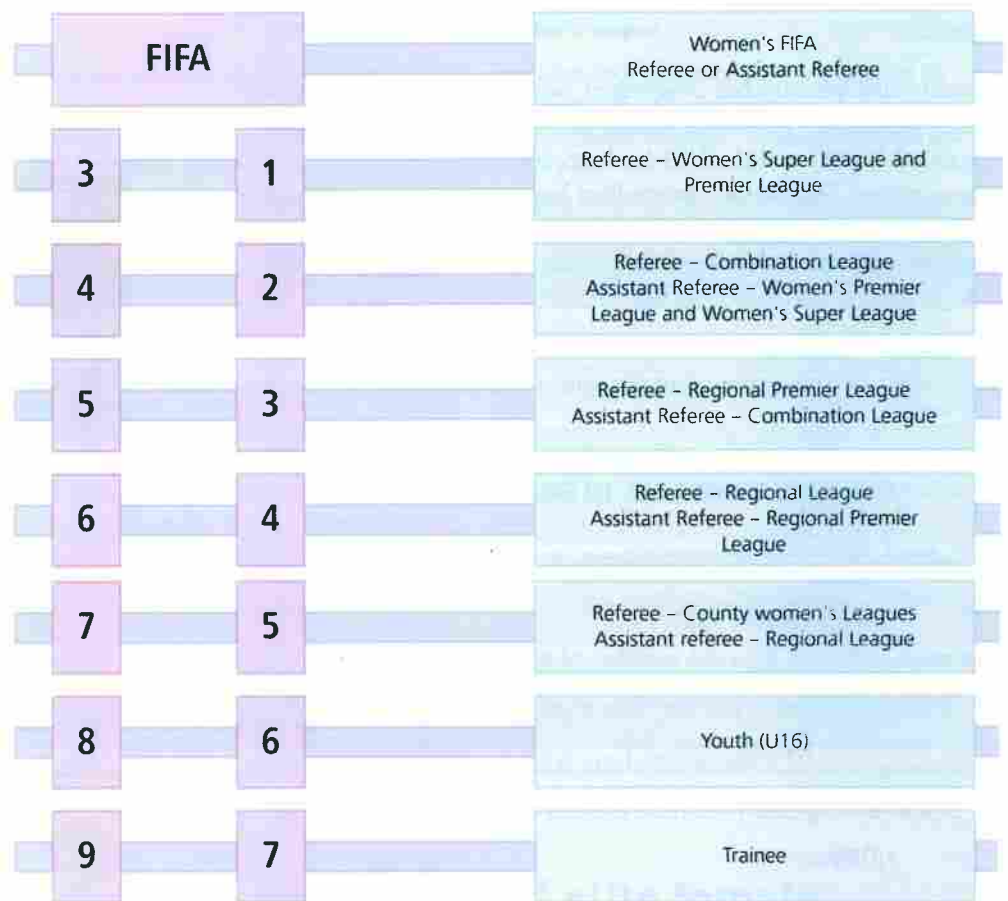


Figure 7 Women's Referee Development Pathway (levels 7–1) and their male equivalents.

Source: The Football Association

In terms of female officials at Levels 1–8 currently operating in England, the FA has put the number at over 850 and climbing. While relatively small in number in relation to their male counterparts, the fact that the FA reports an increasing number of female referees at different levels of the game provides optimism with ambassadors and elite role models in refereeing for young girls to aspire to.

The rationalisation and modern-day development of lawn tennis

Lawn tennis was a middle-class invention as the middle classes aspired to be like the upper classes in society but were excluded from or could not play tennis. Hence, with the help of Major Walter Clopton Wingfield who patented his game of tennis on 23 February 1874, they devised their own form of tennis which suited their middle-class suburban housing with lawned gardens as appropriate venues for tennis courts. Walls and hedges ensured privacy from the lower classes who were initially excluded from participation.

The middle classes established 'private' tennis clubs where gardens were deemed unsuitable to house a tennis court.

KEY TERM

Lawn tennis: Originally called 'Sphairistike' and played on an hourglass shaped court before its name and court shape were quickly replaced.

STUDY HINT

Exclusivity in tennis was maintained for the middle class, with working class participation eventually arriving via provision in public parks.



Figure 9 Miss Maud Watson, first female Wimbledon champion in 1884

CHECK YOUR UNDERSTANDING

Identify the factors which led to tennis increasing women's participation in physical activity in the late nineteenth century



Figure 8 Lawn tennis and emancipation of men – picture of lawn tennis court, 1876

In 1877, the All England Croquet Club had been renamed the All England Croquet and Lawn Tennis Club. As a rational sporting activity mainly for the middle class, lawn tennis was first introduced at Wimbledon in 1877, winning croquet as another sport.

Lawn tennis was viewed as an important activity in the emancipation of women, with male participation first allowed in 1884, helping to overcome suppression and negative stereotypes. Positive female role models inspired participation. Lottie Dodd who won five ladies singles titles in the late nineteenth century and was an outstanding all-round sportswoman. The first female winner of Wimbledon was Miss Maud Watson. The game of lawn tennis appealed to women as it was a game which could be played in the seclusion and privacy of their own gardens. Women could play the game as a 'minimum exercise activity' dressed in a modest and reserved way, with their bodies fully covered by high-necked, long-sleeved dresses. As lawn tennis was not too vigorous, women were not expected to sweat which was seen as unladylike. They could play the game with both males and females as part of social gatherings, improving their health at the same time.

The following is a summary of the key features of lawn tennis as it developed in the industrial/post-industrial era.

Middle-class invention: It was a middle-class development/invention as an affordable alternative to real tennis, which set the middle class apart from the working class and led to private clubs developing for participation.

Played by the middle class: It was played in middle-class suburban gardens on lawns big enough to house private tennis courts.

CHECK YOUR UNDERSTANDING

State three characteristics of lawn tennis as a 'rational recreation' activity.

- **Organised by the middle class:** The middle class had the organisational experience necessary to form their own private clubs.
- **Use of specialist equipment:** The middle class had sufficient finance to purchase their own equipment. (Wingfield sold a 'kit' as a portable product necessary to play the game of tennis. It cost five guineas (21 shillings or £1.05) and included the net, balls, racquets and poles for the net.)
- **Use of standardised rules:** Wingfield's 'kit' also contained a rulebook which helped standardise the game, with lawn tennis played to the same rules no matter where it was played.
- **Played by males and females:** Tennis allowed respectable social and gender mixing; it was a good, civilised, 'social game' which both sexes could play.
- **Public provision:** It eventually spread to the working class via public parks.

Modern-day tennis spread around the world, with tournaments in the USA, France and Australia taking place alongside Wimbledon as the four 'majors'. Players soon realised they could earn considerable amounts of money from their tennis skills and professional tours and tournaments were established as early as the 1920s to enable them to do so. However, the rest of tennis, including the four 'Majors' remained strictly amateur, with professionals excluded from participation.

It was not until beyond the mid-twentieth century (in 1968) that commercial pressures and rumours of some amateurs taking money illegally (colloquially known as 'shamateurism') led to the abandonment of the distinction between amateur and professional, inaugurating the 'open era' in which all players could compete in all tournaments.

With the beginning of the 'open era', the establishment of an international professional tennis circuit and revenues from the sale of TV rights, the popularity of the game has spread worldwide and the sport has tried to shed its English middle-class image. Tennis in the UK is still perceived by many to be a middle-class preserve. This may be because it developed later than other sports or it may be due to the fact that joining a tennis club has always appeared unduly difficult or off-putting, with the requirement to stick to rigid dress codes. The image of the sport as a means to gather socially rather than as a competitive opportunity has been hard to shed.

The open era witnessed distinct inequalities in the amount of prize money offered to men and women. The 1968 Wimbledon Championship awarded £2000 to Rod Laver, the men's singles winner, with only £750 given to Billie Jean King, the women's champion. Representatives from the Women's Tennis Association (WTA), including Billie Jean King, fought for equal recognition and prize money, with equality achieved in 2007 at Wimbledon when both winners earned £700,000. By 2015 it had risen to £1,760,000 each for the respective men's and ladies' singles champions.

The emergence of elite female tennis players in modern-day sport

The work of the WTA (which is now a global leader in women's professional sport) illustrates how tennis can be viewed as one of a few sports in which female professional performers played a significant part. As part of the battle fighting pay differentials in tennis tournaments such as Wimbledon, a number of women decided to create their own tour away from the men's. The WTA therefore developed their own professional circuit in the late twentieth century, which provided ground-breaking opportunities for

KEY TERM

Open era: When professional tennis players were allowed to compete alongside amateurs and earn money.

omen to play at the top level, eventually earning millions of pounds through tournament earnings and sponsorship deals. Billie Jean King became the first female athlete to earn £100,000 in a single year, with Chris Evert generating over \$1,000,000 in career earnings by the mid-1970s. The WTA also stated that in 2015, more than 2500 elite players competed for £129 million in prize money at the 55 WTA events and four Grand Slams available in tennis. Lots of potential role models for girls, as well as large sponsorship deals, continue in the early twenty-first century via worldwide media coverage of women's elite tennis tournaments.

The rationalisation and modern-day development of track and field athletics

The industrialisation of society led to rural fairs being replaced by urban fairs, as people migrated in large numbers to towns and cities looking for work. Athletics events became popular in such towns and cities, with purpose-built tracks and facilities in most major cities by the mid-nineteenth century. Walking and running races took place over set distances on race courses. Large numbers of people attended athletics events, with up to 25,000 spectators at meetings as the nineteenth century progressed. Wagering was still common in athletics. Class divisions were also still evident as it became a 'rationalised' activity. Upper- and middle-class amateurs ran for enjoyment or to test themselves, while the lower classes ran to make money and were deemed 'professionals'.

An 'exclusion clause' (excluding the working class/manual workers) attempted to separate modern athletics from the old professional/corrupt form. In 1866, the Amateur Athletic Club (AAC) was formed by public school and ex-university men who were gentleman amateurs and did not allow mechanics, artisans or labourers to join (i.e. they excluded the working classes, or those earning money from running, from membership of the AAC). They brought respectability to athletics, emphasising endeavour, fair play, courage and no wagering.

The Amateur Athletic Association (AAA), established on 24 April 1880, withdrew the exclusion clause and 'opened up' the sport to everyone. A professional became somebody who ran for money as opposed to someone from the working class. Track and field athletics was not deemed to be an acceptable activity for women as it was thought unladylike and unable to follow an appropriate dress code. The Women's AAA was not founded until 1922 with female participants not allowed into the Olympics until Amsterdam 1928. Even then, women were not allowed to race in events above 800m as they were seen as 'too strenuous'.

As the twentieth century progressed, in the immediate post-Second World War period, interest in athletics was stimulated when the Olympics took place in London in 1948. However, while the rest of the world found ways to get round the strict amateur rules of international athletics, Britain left its athletes to manage as best they could. 'Trust funds' were eventually established which enabled athletes to safeguard their eligibility to take part in amateur competitions, but still allowed them to receive financial rewards as an athlete. The governing body for athletics kept control of the sport by insisting that all payments should be channelled or authorised by them. Payments from the fund for day-to-day living expenses were allowed and the balance became available to the athlete on retirement.



**Amateur
Athletic Association**

Figure 10 The badge of the Amateur Athletic Association

Such arrangements enabled a group of male and female athletes to go around the world and compete in a programme of championships and grand prix events, with both appearance money as well as prize money for winning. Today, there are no trust funds as payments can be made directly to athletes and/or their agents within rules which were laid down by the International Amateur Athletics Association (IAAA), which is now called the International Association of Athletics Federations (IAAF).

At the end of the twentieth century into the early twenty-first century, the IAAF established and organised a number of major international athletics competitions for male as well as female athletes to compete in and earn considerable amounts of money. For example, in 2010, a new global one-day competition structure headed by the IAAF Diamond League was unveiled. It involves 14 invitational track and field meetings in Asia, Europe, the Middle East and Asia. Large spectator numbers, both live and via global media coverage, ensure athletes can generate healthy incomes via prize money and sponsorship deals with large multinationals such as Nike and Adidas.

The emergence of elite female athletes in modern-day sport

Treatment of women in athletics remained 'indifferent' at best through to the late twentieth century. Even at this relatively late stage in the century, women were still excluded from a number of events in the Olympics. The marathon was not open to women until the Los Angeles Olympics in 1984. The triple jump and hammer were only introduced for women in Atlanta 1996 and Sydney 2000 respectively. Fortunately the negative myths and stereotypes about the capabilities of elite level female athletes are being challenged and competitions such as the Diamond League enable female as well as male athletes to earn millions as a result of their talents.

The 'golden triangle'

ACTIVITY

Think of three different ways in which the 'golden triangle' can lead to disadvantages for sport.

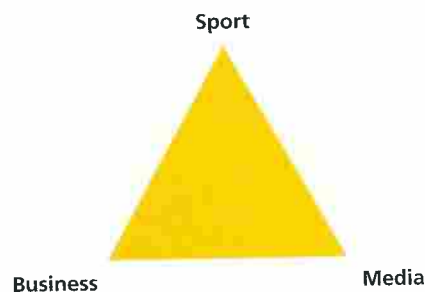


Figure 11 The 'golden triangle'

KEY TERMS

Media: An organised means of communication by which large numbers of different people can be reached quickly.

Golden triangle: The golden triangle refers to the relationship between sport, business and media.

Sport, the **media**, business and sponsorship are all strongly inter-linked and mutually dependent – the '**golden triangle**'. Each element of the 'triangle' relies on the others. For instance, without media coverage, sports are less attractive to sponsors who want their business or product to be publicised as many people as possible. The media uses sport to gain viewers, listeners and readers. In turn, businesses and sponsors use the media to advertise their products and services: organisations often pay substantial sums to sport and the media for advertisements.

Commercialism, media and sponsorship

There is massive media interest in certain 'high-profile' sports – television companies pay huge amounts of money for the right to show a sporting event, e.g. football on Sky Sports and BT Sport – as sport has a positive image. **Sponsorship** deals result from television exposure. **Merchandising** relates to media exposure – clothing and equipment companies such as Nike and Adidas have become strong rivals in sponsoring teams and individuals to aid their merchandising. Governing bodies and other organisations have become multinational companies. For example, the National Basketball Association (NBA) and National Football League (NFL) have spread their influence and products around the world in 'monstration' games.

Characteristics of commercial sport

Commercial sport has close links with:

professional sport – it is high quality; has high skill levels

sponsorship and business – they go hand-in-hand

entertainment – watching sport is part of a mass-entertainment industry; viewing needs to fit into a relatively short time scale

contracts – e.g. involving sales of merchandise and bidding for television rights

athletes as commodities – e.g. as an asset to companies through product endorsement, which brings increased sales/profits; athletes become well-known role models

wide media coverage – and interest in high-profile sports that are visually appealing and have high skill levels, well-matched competition and simple/understandable rules.

Effects of commercialisation on professional performers

As a result of commercialisation, professional sportsmen and sportswomen:

- Receive high incomes for sports participation and commercial activities promoting products, which gives financial security and allows full-time training and competition.

- Are paid for successful results, which makes winning important.

- Can be put under pressure to perform when injured.

- Must specialise in a sport in order to compete, which requires serious training, dedication and self-sacrifice.

- Are effectively entertainers who become household names, e.g. Messi and Ronaldo.

- Are controlled by the sponsor, become public commodities and suffer from a lack of privacy.

Effects of commercialisation on sport

Some sports have changed as a result of commercial and media interest, for instance:

- Rules and scoring systems have been changed or introduced to speed up the action and prevent spectator boredom – e.g. the multi-ball system at football matches cuts down on time-wasting; badminton scores on every point.

- Breaks are provided in play so that sponsors can advertise their products and services.

KEY TERMS

Commercialism: The process of attempting to gain money from an activity e.g. sport.

Sponsorship: When a company pays for their products to be publicly displayed or advertised, usually as an attempt to increase the sales of their goods.

Merchandising: The practice in which the brand or image from one 'product' is used to sell another, e.g. professional sports teams/performers promote various products.

ACTIVITY

Identify three different types of media you might use to 'follow sport'.

CHECK YOUR UNDERSTANDING

Identify the characteristics of a sport which make it attractive for TV coverage.

- Competition formats have changed – e.g. Twenty20 cricket is a major revenue-earner due to spectator, television and commercial interests.
- Sports played by women receive less coverage, which can negatively affect participation and funding – there are fewer female role models and there is less money to reinvest into sport at grassroots and professional levels.
- The increased use of technology through the media has led to a more personal experience for the viewer (e.g. the stump cam in cricket).

Reasons why companies invest large amounts of money into sport e.g. via sport sponsorship

- increased sales/commercial benefits/increased profit/increased publicity
- increases brand awareness/adds value to a brand e.g. Nike golf and Rory McIlroy
- creates an association with excellence at the highest levels of sport
- creates an association with the healthy image of sport
- gives an opportunity to link to corporate hospitality
- sponsorship can decrease the amount of tax paid by a company; tax relief
- improve company morale/employees feel linked to the success of sport.

The media

There are a number of different types of media involved in covering sport. These include newspapers, radio, the internet and social media. TV can be viewed as the most powerful aspect of the media – the buying and selling of TV broadcasting rights is a very important part of twenty-first century sport as it has 'gone global'!

Globalisation in sport is seen via:

- The sponsorship of events (e.g. Coca-Cola as a 'universal sponsor').
- The way players are recruited to play for teams in countries other than their own.
- The spreading of different sports to 'new nations' e.g. the 1994 soccer World Cup which was successfully hosted in the USA.
- Increasing pressure on athletes to perform to their best; this may lead some to use illegal substances to maintain high performance levels and the accompanying rewards that success brings in a number of high-profile sports.

English football on TV

Following the BBC starting its TV services in 1936, English football has been broadcast since 1937. The very first televised game of football was a specially arranged friendly between Arsenal and Arsenal Reserves at Highbury. This was followed by the first international match between England and Scotland on 9 April 1938. October 1946 saw the first live televised match between Barnet and Wealdstone, but in general, there was very little football coverage on TV in the mid-twentieth century apart from the FA Cup Final and the odd England vs Scotland match.

In 1964, BBC introduced *Match of the Day* with the intention of training cameramen for the forthcoming World Cup.

The rise of intercontinental communications satellites, as well as advances in videotape, led to the first widespread international coverage of the 1966 World Cup held in England. As history shows, England won the World Cup.

KEY TERM

Globalisation: The process whereby nations are increasingly being linked together and people are becoming more interdependent via improvements in communication and travel.

at year, which increased the popularity of the sport and led to more and more football viewers for *Match of the Day* as well as on ITV.

the late twentieth century and into the early twenty-first century, the relationship between sport and the media has moved to a new era. This can be linked to technological advances which produced developments such as the satellite. This has enabled the spectator to watch sports live from anywhere in the world. The increased money involved in the media rights for events has meant that the media may well be able to exercise control over the events they have effectively 'bought'. For example, in 1992 satellite television BSkyB paid £304 million for a five-year contract to cover the English Premier Football League. This amount has been vastly increased in recent years with a surge in the value of the Premier League TV contract from 2016–19 which went for a staggering £5.136 billion. Kit sponsorship deals of top Premier League clubs have also increased and give clubs an annual income of many millions of pounds, e.g. Manchester United has signed an annual deal worth £30 million through to 2025 with Adidas.

The impact of social media on sport

In the last few years, **social media** has changed the behaviour at all levels of both sports performers and fans in the sports world. The younger generation, which grew up with social media as a major means of communication, will naturally use social media in more and more ways in terms of their sporting interests/involvement. These days, more and more fans prefer getting their sports news from Twitter and Facebook rather than from TV or national news websites. Top sports performers are 'all' involved in social media in a big way and they have created lots of excitement via their social media communications as opposed to other media channels such as newspapers. Soccer has a worldwide fan base which (in 2015) boasted two of the most followed athletes on Twitter, i.e. Kaka (with 9,862,492 followers) and Ronaldo (8,491,741). In 2015 Ronaldo passed 50 million 'Likes' on his Facebook fan page and he was the first athlete on social media to do so. Ronaldo uses social media to improve his connection with his fans while at the same time promote his personal branding (see <http://socialmediacoachforathletes.com/top-athletes-and-social-media/> and <https://twitter.com/Cristiano>).

The English Premier League dominates when it comes to love for individual teams. Manchester United is the number one, with nearly 27 million fans on Facebook. Chelsea and Arsenal both boast more than 11 million fans.

There are a number of big players in the world of social media including Twitter, Facebook, Instagram, BlogSpot and WordPress. In addition, YouTube is increasingly being used by many athletes to help them achieve their goals (e.g. posting videos of edited highlights to attract university scholarships/coaches).

The power and reach provided by social media to sports performers has changed sport at all levels. It has enabled top-level sports performers to build very large and engaged fan bases in a very short space of time. Social media has empowered athletes at every level to engage with a much wider audience than was possible a few years ago. However, while this has a number of positives, a number of elite performers have got into trouble for their postings on social media. For example, regular tweeter Rio Ferdinand was suspended for three matches and fined £25,000 by the FA in October 2014 over his Twitter comments linked to a 'promiscuous girl/woman'. Lots of performers are not

ACTIVITY

Think about and list four positive effects the media can have on a sport.

KEY TERM

Social media: Online apps and websites which allow users to interact by sharing content and taking part in social networking.

trained to understand the responsibilities and liability that go with such 'global communication'. Specialist organisations are being set up to provide social media training at a variety of levels (e.g. Social Media Coach for Athletes). In 2009 the Football League launched social media accounts on Twitter to engage directly with fans. The WTA also use a variety of social media to promote women's tennis, for example, via:

- Facebook.com/WTA
- Twitter.com/WTA
- www.youtube.com/user/wta

England Athletics view social media as a great potential way for athletics clubs to share information with their members, as well as with other individuals interested in athletics. They have produced information to help clubs understand the basics of social media and hopefully avoid any embarrassing situations through its inappropriate usage!

SUMMARY

In summary, as a result of studying this section you should be able to understand a variety of historical influences on the development of sporting activities, from pre-industrial times through to the modern-day contemporary scene. The content included in this chapter will help you to:

- Identify the characteristics of pre-industrial Britain and how these influenced popular recreation activities of the time (e.g. via mob football, real tennis and athletics and the Much Wenlock Olympic Games).
- Identify the characteristics of industrial and post-industrial Britain and how these influenced the development of sporting activities such as association football, lawn tennis and track and field athletics through to the late nineteenth century.
- Understand and explain a range of socio-cultural factors in industrial and post-industrial Britain which impacted on the development of sport, e.g. the industrial, urban and transport/communications revolutions; the role of the middle classes, factory owners, Church and local authorities in supporting sporting developments at home and abroad.
- Understand the reasons for the development of national governing bodies of sport in the nineteenth century.
- Understand the changing status of the amateur and the professional sports performer from the late eighteenth century through to the modern day.
- Consider the changing role of women in sport and factors affecting their emergence in modern-day elite sport via a consideration of their involvement in football, tennis and athletics.
- Understand how the 'golden triangle' influences the development of sport in modern-day society.