Cardiff School of Sport

DISSERTATION ASSESSMENT PROFORMA:
Theoretical / Conceptual
(Including: Desk-Based, Secondary Data, Meta-Analysis) [1]

Student name:	Rhys Knapman	**Student ID:**	St08003506
Programme:	SD		

Dissertation title:	THE IMPACT OF ROLE MODELS IN COMMUNITY SPORT DEVELOPMENT – A CASE STUDY OF EXISTING LITERATURE.	
Supervisor:	Mark Lowther	

Comments	Section
	Title and Abstract Title to include: A concise indication of the research question/problem. Abstract to include: A concise summary of the theoretical study undertake.
	Extended Introduction [2] To include: outline of context for the question; clear articulation and justification of the research question; indication of research expectations.
	Research Methods/Process [2] To include: justification of a secondary data collection approach; justification of inclusion and exclusion criteria and any search parameters utilised; process/procedure adopted; clear articulation and justification for the structure and development of the study.
	Critical Review [2] To include: a synthesised academic exposition and evaluation of: - factually relevant data - conceptual understanding(s) - theoretical account(s) - established line(s) of argument in relation to the research question(s)/problem posed by the study; logical structural divisions that evidence appropriate and thorough development in critical analysis; reasoned enquiry progressing towards the formation of a justified position in relation to the research question(s)/problem posed by the study.
	Explicit Summary To include: explicit presentation of position concluded from the study; discussion of the limitations and a critical reflection of the approach/process/ procedure adopted in the study;

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	an indication of any potential improvements and future developments derived on completion of the study; an insight into any implications and a conclusion which summarises the relationship between the research question and the major findings.
	Presentation (To include: academic writing style; depth, scope and accuracy of referencing in the text and final reference list; clarity in organisation, formatting and visual presentation).

CARDIFF METROPOLITAN UNIVERSITY

Prifysgol Fetropolitan Caerdydd

CARDIFF SCHOOL OF SPORT

DEGREE OF BACHELOR OF SCIENCE (HONOURS)

SPORTS DEVELOPMENT

**THE IMPACT OF ROLE MODELS IN COMMUNITY SPORT DEVELOPMENT –
A CASE STUDY OF EXISTING LITERATURE.**

(Dissertation submitted under the discipline of Mark Lowther)

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I am satisfied that this work is the result of the student's own effort.

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Acknowledgements

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Abstract

There is a belief that successful sportsmen and women can act as powerful motivational role models for young people (Armour and Duncombe, 2012). In line with this theory there is much research to suggest the importance of sport when tackling physical inactivity and health-related issues such as obesity, diabetes, and heart disease (Foster, 2000; Pate et al., 1995; Tremblay & Williams, 2000; World Health Assembly, 2002). With this extensive research in mind, it is reasonable to explore the importance and impact of role models within a community setting. Furthermore, there is reason to suggest that a role model can take both the form of an elite sportsperson or otherwise (Bandura, 1965; MacCallum and Beltman, 2002; Payne et al. 2003 and more) as long as they have the ability to influence an audience (Lines, 2010). This study looks at the importance of role models within community sport development and begins to understand the difference between an elite sports role model or otherwise.

As a desk-based study this research looks at existing literature surrounding this field of study to find that there is sufficient evidence to suggest that role models within the community are key to motivate and influence an audience (Biskup and Pfister, 1999; Martin and Bush, 2000 and Brown et al. 2003). Furthermore, it was found that constant provision of a sustainable role model is more important than finding someone elite or subsequently with celebrity status (Payne et al, 2003 and MacCallum and Beltman, 2008).

This research would suggest that elite role models are important sport promotional tools (Green and Houlihan, 2005), although community development is largely reliant on influential, relatable and reliable (Bandura, 1965) characters elite or otherwise to combat the earlier stated physical inactivity and health-related issues.

Chapter One

Introduction

There would appear to be an enduring belief that successful sportsmen and women can act as powerful motivational role models for young people (Armour and Duncombe, 2012).

Vail (2007) highlighted the global concern surrounding declining or stagnant sport participation. Much of this concern has been focused on the links between physical inactivity and health-related issues such as obesity, diabetes, and heart disease (Foster, 2000; Pate et al., 1995; Tremblay & Williams, 2000; World Health Assembly, 2002).The government has spent excessive sums of money trying to promote the importance of sport for everyone , while figures published by the Guardian (2012) suggest UK Sport would have paid out £313 million between April 2009 to 2013 in order to support elite athletes competing in London 2012's Olympics and Paralympics. "Inspire a Generation", the tagline of the British Olympic Committee (BOC) and London Organising Committee of the Olympic and Paralympic Games (LOCOG) for London 2012, will be debated for years to come, as both supporters and cynics from both Britain and Worldwide will dispute the amount of Olympic expenditure in tough economic times, last estimated at £9.3billion (The Guardian, 2012b). In relevance to this study, the Olympics did not come alone; alongside the games there was extensive talk of a 'legacy' and constant expression of the word 'inspire'. As a platform, London 2012 handed sports (some more known than others) the ability to showcase and attract fans, athletes and importantly funds. We were for the first time introduced to Women's Olympic boxing, which resulted in a gold medal and consequently a Sports Personality of the Year nomination for Nicola Adams, as well as the more traditional sports such as Athletics, Rowing and Swimming. Typical of a major sporting event, the Olympics could be deemed as an advert – or several adverts to promote sports and importantly to the government – the economy (Kasimati and Dawson, 2008). Research has already looked at the impact potential for both the city of London and further afield with inconclusive findings to suggest that a major event that promotes the athletic ideal positively affects sporting numbers across the country (Mouncey, 2012 and Mahtani et al, 2013). Although a significant and memorable landmark in British sporting history, it was arguably only a catalyst for future development in what is already a 'legacy' of sporting Britain

Background information

Since 1972 when the GB sports council was established, the British government has actively supported recreation and sport using it much as a tool (Green and Houlihan, 2005). Often used to promote mass participation, it was not until 1982 that they recognised sport as a standalone and had specific implications for elite sport by providing 'centres of excellence' and funding to the best sportspeople, as well as the first sporting policy with implications on the elite sector – *Sport in the Community: The next 10 years* (Sports Council, 1982). This upturn in professionalism and finance can be deemed the driving force behind Team GB/NI's 37 medals in Los Angeles, 1984. The first sign of actively promoting role models was in 1988 – when a new document *Sport in the Community: Into the '90s* was released by the Sports Council (1988). Houlihan and Green (2005) amongst others (Houlihan (1991, 1997); Henry & Bramham, 1993; Roche (2000) &Henry 2001) outlined the importance of this particular document that shifted the direction of women's and young people's sport. The document outlined the importance of National Governing Bodies - and preferred that they developed and implemented their own strategies (Houlihan and Green, 2005). More recently, the games of 2012 have developed the constitution of legacy which entails the ideology of mass participation, sparking debates regarding individual sport funding and the importance of elite sport development. Cycling is one of the many sports supported by National Lottery funding, and its success is largely down to the influx of money UK Sport has provided which would have been influenced by government policy. For the last Olympic cycle alone (2009-2013) British Cycling had a budget of £26.39million or £6.5million a year in comparison to France's £18.5million and USA's £7.5million (The Guardian, 2009). Case studies by DCMS (2012) highlight the elite success in British Cycling positive effect on the number of cyclists in Britain, either as part of a daily commute or as a sport – with a 65% rise in cycling club memberships across Britain since 2009. It is argued then that through the sport of cycling, the government has attained higher physical activity levels as a result of the elite emergence and dominance of role models such as Bradley Wiggins, Chris Hoy and Victoria Pendleton to name but a few. This study will look at the importance of elite sporting role models and their effect on

participation in the community, as well as research suggesting that community role models are equally as important.

Definition of key terms

Role Model

MacCallum and Beltman (2002) propose that role models serve three key functions: 'inspiration, setting an example and providing personalised support' (p. 63). Lyle (2009, p.5) stated that 'Sporting role models are important to young people and can be influential in their behaviour and values," an argument supported by Payne et al (2003) which furthers the statement by adding that a role model has the ability to impact either positively or negatively on the way the sport is viewed – or their likelihood to partake in the sport. Martin and Bush (2000, p. 443) list 'parents, siblings, peers, teachers, entertainers, and athletes' as acceptable role models while McInerney and McInerney (1998) and Lyle (2009) theorise that a role model is a character with a number of attractive attributes which affected individual's beliefs and their characteristics. McInerney and McInerney's (1998) view was that a role model had the following characteristics: attractiveness, social power, status, competence, nurturing, interaction and similarity while Lyle (2009) went on to say that it was not wholesome, and that features were negotiable.

In review of the compiled literature (McInerney and McInerney, 1998; Payne et al, 2003; and Lyle, 2009) we can look then at a role model the face of a sport, an advertisement or an example of excellence and this is important to assert throughout this study. For example, Lines (2010) likened the female sport star to the "ideal" or a goddess; someone such as Jess Ennis who has herself been involved in a series of campaigns, such as Sky Sports "Living for Sport" (2012) "which uses professional athletes and sport skills to improve the lives of thousands of young people across the UK".

It is important to note that role models are available in other forms and not explicitly sports stars. Lines (2005) defined a role model as someone with the ability to impact an audience. This research allows the argument that role models are ambiguous in nature and given a particular circumstance can be in any form e.g. parent, school teacher or coach, which is supported by Rowe (1995) who argues that these types of role models are invaluable to the development of

individuals e.g. children or women due to their accessibility. It is important to stress that the level of accessibility can affect the impact, whether negative or positive, on an individual (Rowe, 1995).

Sport development

Sport development itself is an ambiguous topic. Determining the importance of role model intervention can be linked strongly to sport development and how sport can be utilised for health-related issues – a theory supported nationally (Health Education Authority, 1998; Department of Health, 1999) and internationally (World Health Organization [WHO], 1990; US Department of Health and Human Services [US DHHS], 1996). The most common extrinsic justification for increasing levels of participation in physical education and sport, especially for children and young people, is the association with improved health (Hendry et al., 1994, Vuori et al., 1995). Research by Schulenkorf (2008) suggests that sport development and community development are symmetrical in ambition and that they both have the ability to significantly impact positively on the lives of youth and otherwise.

Community Development and Social Inclusion

A vast amount of research has been centred around the importance of community development and its importance in tackling health problems (Kang, 1995; Schuftan, 1996; Smith, Baugh Littlejohns, & Thompson, 2001). Furthermore, research by Diamond (2004) and more (Kirk & Shutte, 2004; Simpson, Wood, & Daws, 2003) have examined the socioeconomic benefit of sport in the community.

Hylton and Bramham (2008) defined community sports development as a form of socio-cultural intervention. Hylton and Bramham (2008) furthered this by suggesting that community sports initiatives have been funded by the state as a social tool of progression. Extensive research (McIntosh and Charlton, 1985; Glyptis, 1989) supports the importance of sport in urban regeneration, stating that its benefits are of massive significance in solving community problems, most importantly social exclusion.

Social exclusion is defined by the Social Exclusion Unit (2001) as 'a shorthand label for what can happen when individuals or areas suffer from a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime environments, bad health and family breakdown'. Exclusion, according to this conception, can take different forms such as lack of access to power, knowledge, services, facilities, choice and opportunity. Policy Action Team 10 suggests that sport (and the arts) can contribute to 'neighbourhood renewal by improving communities' "performance" on four key indicators—health, crime, employment and education' (DCMS, 1999, p.22). The idea of a socially inclusive environment requires community development, and ideally community role models, to prosper and prevent the issues outlined by DCMS (1999).

Justification of chosen literature

Critically speaking, this study looks at the importance of role models and how the gap between role models and society is managed, and how it is used to motivate and involve the wider community in sport. On the back of the 2012 Olympics, there will arguably be a change of emphasis from the government and consequently national governing bodies trying to push the idea of a 'legacy' and to 'inspire a generation' (Mahtani et al, 2013). In time it will be possible to examine trends of participation to see where and if the Olympics had a sustained effect on participation numbers, not just in sport but in physical activity. Olympic legacies have been variously theoretical throughout history (Girginov and Hills, 2009; Holden et al., 2008; MacAloon, 2008; MacRury, 2008; Preuss, 2007; Roche, 2009) while much research suggests that the idea of legacy is challenged largely by sustainability (Frey et al., 2007; Furrer, 2002;Holden et al., 2008; IOC, 2009; Smith, 2007). The Department for Culture, Media and Sport (2010) outlined the UK Government's plans of their legacy, stating that the games would strive to 'harness the UK's passion for sport to increase grass roots participation, particularly by young people—and to encourage the whole population to be more physically active.' Dresner (2003) backed the importance of versatility in development off the back of major games such as the Olympics.

The negligence of primary research this soon after the games means it is impossible to measure the importance of London 2012 and importantly the impact of its role models. Mahtani et al (2013) similarly studied the importance of the Olympic and Paralympic games regarding mass sporting participation. He based his research solely on existing research through search engines such as Dare, Cochrane and SportDiscus as well as 'grey literature' on Google and Google Scholar. Evidently, their research was inconclusive and unable to determine the immediate impact on participation following the games, although they emphasised the vast depth of research suggesting it is possible.

In theory, this study is examining what has already been written about role models and the theories that have emerged from this literature. Regarding the current sporting situation in Britain and its relevance to this study, it is justifiable to base this research wholly on existing research. It is possible then that this study may be able to outline or predict what is expected from London 2012 in terms of progressive participation numbers as a result of role model exposure, or simply further the research identifying the importance of elite sportspeople and their roles as models.

Chapter Two

Literature Review

Contextually there is a lot of research around the topic of role models and their effect on communities and, with this in mind, the amount of literature must be limited. To narrow the focus of this study the relevance of literature will be important, therefore only appropriate literature – literature that has relevance to the varying levels of impact role models in the community have compared to the elite sportsperson. Furthermore, as this study is subsequent to the home Olympics, literature will be where possible up to date/recent.

Schulenkorf (2012) indicated from a Sport Management perspective that sustainable community development is a tool to combat social inclusion and that community participation should be targeted to "improve the everyday needs and social life of disadvantaged communities" (p.13) (Brown et al., 2003 and Meier and Saavedra, 2009). Schulenkorf's (2012) research looked at social togetherness and how this ideology benefits the community, a belief supported by Bloyce and Smith (2009). Schulenkorf (2012) found that to further his research there needed to be empirical studies on the importance of community development projects in a cross section of differently challenged communities e.g. less and more disadvantaged.

Bailey (2005) and Vail (2007) examined the importance of sport and the importance more relevantly to the development of communities through sport. Bailey (2005) researched the relevance of sport through existing literature to determine that sport is often overlooked in communities and that the education through sport is differentiated between young people (Hardman & Marshall, 2001). Bailey (2005) went on to explain that Coalter (2001) and Collins et al (1999) had found that sport-based projects were often left unmonitored and unevaluated. Bailey (2005) left his research pondering the importance of contribution, which itself links to the importance of motivation through role model. Vail (2007) similarly used depths of research to look at the importance of 'catalysts' in the community. Vail (2007) as well as Luke (1998) explained that a catalyst was a 'spark' and defined it further by saying "a catalyst for community development is an individual or group who believes change is possible and is willing to take the first steps needed to create interest and support" (p.574). Furthermore, Vail (2007) explained the importance of leadership in community development (Centre for Collaborative Planning, 2000; Frank & Smith, 1999; Goodman et al., 1998; Huxham & Vangen, 2000; Kirk & Shutte, 2004; Luke,

1998). What is evident then through both Vail (2007) and Bailey's (2005) literature is that communities are indeed influential and not necessarily by an elite figure – that a 'catalyst' (Luke, 1998) can be in the form of anybody in the community.

An article by Armour and Duncombe (2012) researched the importance of school-based intervention and the importance of the role model in the school setting. They further went on to uncover the importance of a 'mentor' and how this differed from a role model in the community. They analysed already compiled data of ongoing sport development projects and found that athlete mentor visits were largely important but unsustainable to a project of 'development' as they were often unavailable and consequently deemed unreliable. They also found that sport development projects managed affluently often led to positive effects on the community or school setting. They stated that to further their research it would require a continuous evaluation on the subjects (children) involved.

Much research (Bandura, 1965; McInerney and McInerney, 1998; Payne et al 2003 and Lyle, 2009) examines the importance of elite role models in characteristic development. Rowe (1995) amongst others (Haycock, 2002 and O'Brien, 2004) argue that community role models – those more accessible to the individual e.g. Mum, Dad or coach could be just as effective. The available literature delves into the importance of role models and how they are viewed in terms of status, although there is further research on role models and their influence e.g. how they embark on another person's life, characteristics or indeed sporting ambitions. An article by O'Brien (2004) examined the importance of community role models. Although in Australia, O'Brien's (2004) methodology included following nine arts projects across low socio-economic cities. The case study found that students responded well to the contribution of community role models who effected positively on communication, networking and enthusiasm to learn. The limitations highlighted in this study centred mainly on the chosen subjects – basically the kids were from disadvantaged backgrounds and that the role models were strictly tutors/teachers.

Although dated, Bandura (1965) is responsible for underpinning models which outline the importance of understanding role models and their effect on people. Bandura (1965) developed three models under the term 'Social Learning'

– the Social Cognitive, Self-efficacy and Social context models which with further research by Payne et al (2003) have been used to understand the various ways role models can be used to influence people and consequently the use of role models in the community and by NGB's to promote elite sport. As mentioned prior Bandura (1965) is a dated source of literature and his models equally so and although Payne et al (2003) furthered the ideology behind Bandura's methods, there is still a case to suggest that the underpinning theory has aged. It will be important to consider this throughout the study.

Biskup and Pfister (2005) researched the idea of role model imitation and how people (mainly children) responded to the actions of their idols or role models. The researchers did so by compiling a number of interviews and questionnaires to probe the minds of chosen subjects. Incidentally, research found that younger boys especially relied on 'action stars' as role models and often admired them. Important to this study is the absence of research regarding the possibility of personal interaction with role models in the community.

Lines (2010) delved into research surrounding the impact of sports stars as sensational characters that aim to capture the attention of their audiences. Lines (2010) also dissimilarly to other research looks at the possibility of badly behaving role models and the effect on those that idolise them. Lines (2010) uses previous research to evaluate the way athletes are constructed as role models for young people. In terms of limitations, Lines (2010) points out that because of the lack of primary research, there was inability to measure the effect of particular role models.

Literature surrounding the importance of sport within the community is important to the study. Vast amounts of research is available on the development of sporting policies surrounding elite and mass participation sport (Gratton and Henry, 2001; Green and Houlihan, 2005 & 2008; Hylton and Bramham, 2008 & Bloyce and Smith, 2010). This research depicts the importance of government backing for sport and its impact on the communities around the country.

Further literature is available on the government's stance on elite sport and where it sits as a priority for them, as Waddington and Smith (2009) as well as Oakley and Green (2008) and others (Hoberman, 1993, Green and Houlihan,

2005 and De Bosscher et al, 2008) describe the growing politicization of sport as an 'arms race' where countries are excessively trying to find short cuts to sporting success to combat governmental issues and objectives. As touched upon previously, social inclusion is one of the many objectives that is being targeted by sporting initiatives (Bailey, 2005 and Vail, 2007).

Periodically, the government has seen two shifts firstly toward and more recently away from elite sport. Payne et al (2003) highlighted the importance of sport in the community, emphasising in particular the health benefits and its usefulness to promote social inclusion, which has led to the recent change of focus. The emerging importance of reachable role models (those within the community) is growing in order to move with this development of mass participation which is being led by the government - namely DCMS (2012) who have tasked National Governing Bodies with delivering increased participation numbers with 60% of the government's budget targeting mass participation as opposed to elite sport.

In addition to these origins of literature there is extensive reading available on the development and adaptation of NGB's, who themselves have been put under increasing pressure to increase participation in their particular sports. Furthermore, the importance of elite role models to increase participation is backed by many; Green (2007) explained that Olympic medals themselves cost money, and that the ideology of forgetting these costs would in effect disturb the chain – effectively saying that kids needed these Olympians and elite sports models to show them what is achievable, subsequently giving them something to aspire to.

Throughout the depicting literature there have been common themes and lesser obvious limitations. As discussed, research suggests that community sport development is growing in importance (Luke, 1998; Collins et al., 1999; Coalter, 2001; Bailey, 2005; Vale, 2007; Schulenkorf, 2012 and many more) in correspondence with the ideology sport was beneficial to community health, development etc. (WHO, 1990; DCMS, 1999, 2007; US Department of Health and Human Services, 1996; World Health Assembly, 2002 and more). Consequently, there was a common limitation in that there was little research into the difference

between a community and elite role model. Vail (2007) and Bailey (2005) highlighted the importance of community role models while Bandura (1965) McInerney and McInerney (1998), Payne et al. (2003) and Lyle (2009) wrote about the importance of elite models and Olympic medals (Green, 2007). Determining this specific research gap or limitation leads onto the purpose of this study.

Understanding the importance of elite or otherwise role models in the community can essentially shape the direction of community sports and consequently community sport development. As discussed previously the lack of available research surrounding the Olympic legacy (Mahtani et al, 2012) means that the research of existing literature is the most reliable source when studying this particular area.

Key Aim and Important Questions.

Understanding the significance of sport in the governance of the country will be imperative to comprehend the importance of community sport development programmes and the role models that endorse them.

Secondly and closely linked to the previous, it is important to understand what is already developed and supported by the government and its smaller local authorities or councils. This will help to understand the severity of development programmes and lead us on to the importance of those involved.

Furthermore there should be an understanding of what a role model is and subsequently analyse the importance of role models in the community in order to understand their impact.

There will be a need to understand how role models are exposed to communities elite or otherwise. This research will allow the researcher to analyse the importance of role models in the characteristic development and overall effect on the community. Furthermore, understanding the development of partnerships in order to utilise role models and the schemes that athletes endorse.

Identifying the importance of significant role models in the community and how they are used as tools to access improvement by the government and subsequently individual national governing bodies.

Importantly the researcher must begin to understand how athletes are used to endorse development programmes and how they are used to entice the public into sports, for example by NGBs e.g. Jess Ennis and athletics compared to the use of community role models in community development – such as local coaches, teachers or parents.

Finally, the researcher can begin to understand how these role models can be used together with more success to ensure sustainable development through sport

<u>Hypothesis</u>

The researcher will expect to find that role models are an important but not imperative development tool. To suggest that sport development and sport development/community development initiatives rely on role models to succeed would be assuming a lack of productivity without someone inspirational involved. As already pointed out, the importance (Schulenkorf, 2010) of well-planned and progressive community development programmes is vital in short and more importantly long term success of development programmes. It can be argued that the researcher will expect to find that the importance of a role model, elite or otherwise, has no more than a positive influence on the development of communities but it is not a vital element.

Chapter Three

Research Method/Process

Data collection & analysis

Denscombe (1998) depicts that research is a process of firstly collection and analysing data before interpreting the purpose and how the research can be used in practice. Denscombe (1998) as well as Gratton and Jones (2004) insist that research is a systematic process based on a reliable question or proposal developed to solve a problem in practice. Relevant to this study Bell (1993) suggests that an initial research path should be chosen – ultimately qualitative or quantitative.

Research Rationale

This chapter is important in the process of method rationalisation and subsequently highlights the methods used to gather appropriate data. As already outlined, this study is reliant on comprehensive and secondary data surrounding the original research question and relevant literature linked to the roles of role models as both elite and community figures and their effect on the development of sport. Initially there was potential to investigate the importance of the recent 2012 Olympics in London in terms of improving the uptake in individual Olympic sports; but through closer examination of existing literature (Mahtani et al 2013) it became evident that this particular trend differentiation may be near impossible to measure.

Desk Based – Secondary Analysis

Research suggests that the term secondary analysis outlines the process of furthering existing literature through the investigation of existing literature compiled to primarily for another purpose (Denzin and Lincoln, 1998). Another practical definition by Krippendorff (2004) suggests secondary analysis a scientific tool that can supply new understandings and insights on the phenomenon being studied. Furthermore, research by Ghauri, Gronhaug and Kristianslund (1995), Gratton and Jones (2004) Smith (2008) suggest secondary analysis a powerful tool, specifically when the chosen field is hard to access or complex. Smith (2008) also goes on to explain that secondary analysis is a useful tool when validating existing research.

As discussed previously, obtaining primary research surrounding this particular field would have caused extensive problems regarding collection and

interpretation of research. Kassarjian (1997) suggests that secondary analysis itself can often further questions of research by revisiting and closing existing limitations of literature. Kassarjian (1997) further defines secondary analysis as being an objective, systematic and analytical process of existing content and allows researchers to measure developments in similar fields over a prolonged series of time (Bell, 1993). Researchers can use secondary analysis to further existing ideas or add their own ideas to similar research or simply evaluate previous studies.

Expectedly, secondary research has its limitations. The absence of primarily collected data can question the validity of the researcher and subsequently their contribution to existing research. Bobslaugh (2007) highlighted that the secondary researcher relied on the suitability of existing research and suggested that the data may have a different thesis and subsequently unreliable data. Bobslaugh (2007) also questioned the process of learning for a researcher not part-taking in the collection of his data suggesting that a grasp of the subject may be missing.

Data collection

As discussed within the introduction, the literature used was kept as relevant as possible. Only relevant literature surrounding the ideology of role models and their effect within community development was used. There was a vast amount of literature surrounding role models, so only the most relevant was considered – those that concerned specifically elite role models, community role models and the effect of role models on community development, sport development and how they can be used with an intervention effect. Importantly to this study, the research chosen fitted into specific themes relative to the stated topics, which kept the study as relevant as possible without having to delve into primary research.

Literature was gathered using online sources such as SportDiscus and Google Scholar as well as peer-reviewed books.

Chapter 4

Critical Review

Results & Discussion.

Results

After reviewing the analytical and interpretative findings surrounding the literature regarding role models and their perceived impact on community development, the researcher can conclude there was reoccurring themes. A number of key themes were uncovered.

The Government's stance on sport development

Research depicted that sport policies were governed according to the impact of sports on mass participation and its principles, as well as sporting successes of individual sports (Gratton and Henry, 2001; Green and Houlihan, 2005 & 2009; Hylton and Bramham, 2008; Bloyce and Smith, 2010;). Gratton and Henry (2001) in particular cited that social inclusion was best solved by sport, while Green and Houlihan (2005) suggested that the government realised and supported this. As discussed within the introduction, one of the questions posed was that concerning the importance of sport in the governance of the country and more specifically its authorities and councils in their deliverance of mass participation sports. Bloyce and Smith (2010) focused on the importance of international success on community motivation and development, suggesting that sport had the ability to bring people of dissimilar backgrounds together. Furthermore, research by Bloyce and Smith (2010) and Green and Houlihan (2005 and 2009) highlighted the development of sport policies since 1960 in order to both develop elite sport and mass participation as there was a belief that the two were complimentary of each other.

The link between the Government and the Community

An array of research has been directed to examine the specific sport participation initiatives within the community (Boshoff, 1997; Burnett & Hollander, 1999; Chalip & Green, 1998).Bailey (2005) and Vail (2007) strongly suggest that stable and progressive development programmes that constantly aim to improve through interaction are extremely important in the development of communities. Schulenkorf (2008) also found that the constant development of programmes

within the community kept interest from their audience. From what Schulenkorf (2008) is suggesting local authorities would gladly follow the Olympic trend and would use this particular major sporting event to keep their schemes current. Important to this study is the understanding of current and developing initiatives, schemes and ultimately sport development programmes that are looking to develop the community through sport (Glyptis, 1989).

As already understood the government often effects development programmes nation-wide and it is estimated around £375 million is released by the National Lottery (2013) each year to support the development of initiatives with potential. UK Sport, Sport England and Sport Wales are three of the government funded organisations responsible for the ongoing provision of sport in Britain and are often the bodies that provide financial support. Sport England (2012) has a continuous aim to help people and communities across the country create a sporting habit for life and have a budget somewhat in the region of £493 million to do so, while Sport Wales (2012) offer grants up to £1,500 for those that meet specific development criteria. Furthermore, schemes such as 5x60 a school-based programme has been set up by Sport Wales (2012) to further provide sporting opportunity in Wales as well as StreetGames – a charity based initiative supported by the Football Association which claims to change lives and communities through sport (2007). These schemes and those similar (Active Newport, Positive Futures etc.) rely equally on the input of governments and NGBs as well as the help from the leaders and volunteers responsible for the provision and development.

The Role of a Role Model

Described by MacCallum and Beltman (2002), a mentor offers a 'one-to-one, long-term, supportive relationship' and is often a 'more experienced, older person' delivering guidance to a 'less experienced or knowledgeable person' (p. 34). Dissimilar then is a role model who we have already defined as an influential character in a person's life (Payne et al, 2003). This poses questions regarding the importance of effective leadership and management of high profile figures in community sport development. Armour and Duncombe (2012) found in their research that "athlete mentors had a reported immediate positive impact: they were described as 'inspirational' and 'awesome'" (p.394) which tends to support

the notion of importance in the deliverance of community role models. This research seems to support the beliefs of many (Bandura, 1965; MacCallum and Beltman, 2002; Payne et al. 2003 and more) that role models are essential in the development of these community based programmes, while high profile figures offer extra inspiration and motivation to those involved.

Further themes regarding the importance of suitable role models and their subsequent impact suggest that role models are often chosen on their flambyance (Biskup and Pfister, 1999; Lines, 2005) In particular Lines (2005) outlined the importance of relativity and argued that role models were often imitated by their audience that felt they were potentially as good as them. Biskup and Pfister's (1999) research similarly to Lines (2005) focused largely on the elite role model. Both researchers felt that elite role models were often constructed to fit particular roles. Contrary research suggests that elite sportspeople are often construed as role models unwillingly which causes situational problems when they behave badly (Martin and Bush, 2000; Brown, Basil and Bocarnea, 2003 and Bricheno & Thornton, 2007). This extensive research suggests that a role model is often unaware of their impact on a wider community. Furthermore, although the ideology of a famous role model or celebrity allows for a larger impact the result is often indirect and involves little personal interaction (MacCallum and Beltman, 2002). This being said, it is arguable that community role models also have their part to play (Martin and Bush, 2000).

Role Model exposure

Skills Active (2006) suggested that for a Community Sport Development to work it needs a substantial professional identity, and in order to receive extensive financial support it needs to be noticed as a contributor to mainstream sports development. In tangent to Skills Active (2006) view it is important to understand that community development programmes require significant backing from the community which can often result in programmes using high profile names to promote themselves. Furthermore, research by Sport England (2001) suggests that a partnership with longevity is important in order to develop communities through sport. One such programme is that not of a local authority but Sky. Sky Sports Living for Sport (2013) in conjunction with Youth Sport Trust is an initiative

that "uses sport stars and sport skills to improve the lives of thousands of young people". Established on the back of the Olympics this initiative is one of many e.g. changingLIVES (Armour et al. 2006; Armour et al. 2007; Armour et al. 2008), the Respect Athlete Mentor Programme (Mellor & Porter, 2008) and Playing For Success (Bricheno & Thornton, 2007) that is aiming to get kids active through the medium of sport. As already touched on the importance of partnership building to continuously provide a beneficial programme of development is not to be forgotten. The Youth Sport Trust (2013) aims to help kids better both their sporting acumen as well as achieving a personal best in life through this particular project. Through this well structured partnership, Sky has been able to enlist a number of mentors to front the programme which is nationally active. Its marquee names include Olympic Champions Jessica Ennis and Darren Campbell. As well as backing from elite athletes and government funded organisations (YST) the Sky programme relies heavily on community based role models and leaders. Its aim is to find community leaders that are willing to give back to the communities by leading community development ideas.

Equally there is an argument suggesting that community sports development programmes are as much a hindrance to local authorities as a beneficiary. Between Bailey (2005) and Vail (2007) research concluded that the benefits of a long and sustainable community based programme was often overlooked and that authorities were always looking for more elusive short term gains in statistics like participation numbers, rather than focusing their attempts at existing problems such as social exclusion and crime. Furthermore, Bailey (2005) suggested that because of the short term nature to these development programmes they were often left unmonitored, which in turn damaged potential regeneration issues. Vail (2007) concluded that community based projects were often missing the correct leadership and linking back to Skills Active (2006) they then struggled in generating a personal identity which encouraged success.

Away from community development but important to this study, an important theme of idol exposure re-occurred in the literature. Lines (2010) likened the female ideal or role model to a heroin or princess which supported by Biskup and Pfister (1999). Biskup and Pfister (1999) explained that role models were often something of a desire, and were more prominent in children. They

argued that role models were specific to gender and alike Lines (2010) research suggested they could take any form – from cartoon characters to James Bond to Ryan Giggs. These sources of research as well as others (MacCallum and Beltman, 2002). indicated that sports stars were often ideal role models because of their accessibility through media, as Biskup and Pfister (1999) specifically noted that they were forever on our screens and in our papers. This poses the point of real effect in the community. A study by Christus Rex Information Service (1996) found that 59% of people looked no further than their parents for a role model.

Non Elite Role Models in the Community

A case to look at is the availability of role models. Arguably, the reliability of elite sportspeople is a worrying topic to those in governance of such developmental programmes and strain is often put on the local community to find community based leaders to endorse, support or even run these types of programmes – often unpaid.

Martin and Bush (2000, p. 443) list 'parents, siblings, peers, teachers, entertainers, and athletes' as characters that have potential to assert themselves as role models. Furthermore, Reid (2002) also argues that young people need adults who can 'provide an appropriate adult-young person role model, as too many children these days have inappropriate and psychologically unrewarding relationships with the key adults in their lives' (p. 156). These two beliefs in tangent suggest that role models are not fixed to a type of person, whether high profile or not although Biskup and Pfister (1999) suggest this is the preferred which allows community sports development programmes the opportunity to find effective leaders in order to attain their goals. More to the point Brown et al. (2003) suggest that should somebody appear to have certain attributes that are identifiable then they are worthy of the name role model and are subject to imitation. These ideas suggest that community sport development programmes are arguably better off with sustainable and reliable sources of inspiration and motivation, namely community based role models.

Existing Community-Run Development Programme

Although already touched upon, Sky Sports' (2013) living for sport campaign incorporates the importance of both elite and non elite role models. Its initiative gives community members opportunity to set up their own programmes aimed at development in the community and decreasing statistics in social exclusion, crime and obesity.

An existing success story in this field of development is one that originated in America. "The Midnight Basketball League is in not just about playing basketball. It's about providing a vehicle upon which citizens, businesses, and institutions can get involved in the war against crime, violence, and drug abuse" G. Van Standifer (AMBLP, 2012). Midnight Basketball originated in the 1990s to curb inner city crime by keeping teenagers off the streets (AMBLP, 2012). Developed initially as a crime prevention tool Midnight Basketball has paved the way for similar initiatives worldwide e.g. Midnight Basketball Australia (2011), tackling social exclusion and obesity also. Community led Midnight Basketball relies on partnerships with local social service industries, community colleges and the health departments.

Sustainable Development

As already understood, the development of community schemes can be ambiguous and unsteady (Hylton and Bramham, 2008) and often fall short without sustainable investment from the government (Glyptis, 1989). As well as the financial implications of running a community development scheme, and important to this study, is the importance of continual role model supplementation. Referring to Bandura (1965) the ideal role model was as equally influential, relatable and reliable which lent itself to his 3 models of learning while Payne et al (2003) further argued that for a genuine impact there had to be continuous exposure and ultimately a relationship from a subject to a role model in order to imitate and idolise. These types of role models, as already discussed, are largely available through media sources but not necessarily through personal interaction (Rowe, 1995; Haycock, 2002 and Lines, 2010). Relating again to Bandura (1965) O'Brien (2004) believed that sustainability was best achieved through community role

models and that these should often be used to facilitate impact or intervention roles within the community, while Rowe (1995) and Lines (2010) argued that the 'ideal' sportsperson was one for imitation and indeed aspiration. This understanding gives reason to support initiatives such as that of Sky Sports' (2013) living for sport which has itself a number of elite sportspeople that provide an imitational and relatable guide for children and adolescents within the community, as well as community figures that mentor and ultimately sustain the individual schemes.

Research Expectations

Within the extended introduction and literature review, the researcher outlined the importance of calculating the importance of role models in community development. As previously stated, primary research would have been somewhat useful to understanding the impact of such figures in the process of increasing mass participation. This being said, from the literature that has been critiqued it is possible to begin to answer the question from a theoretical review using academic and underpinning sources of literature**.**

      As mentioned previously, Martin and Bush (2000) highlighted the importance of leadership from a respected source, although they stated that this source was not always an elite sportsperson or a respected figure of the community. Martin and Bush (2000) furthermore exaggerated the importance of a leader in the execution of community development programmes and initiatives. MacCallum and Beltman (2002) stated that a clear understanding of strategy, development and individual roles were vital in the progression of community development and that a clear establishment between mentor and role model had to be enforced. In tangent with the work of MacCallum and Beltman (2002), research by Biskup and Pfister (1999) suggested that understanding and predicting the potential levels of participation and interaction would subsequently decrease levels of social exclusion, crime and obesity. Research may suggest that the benefit of having an imitational guide to success gives reason to back the importance of role models in community sports development programmes (Biskup and Pfister, 2005 and Lines, 2010) as we have discussed a number of successful initiatives run in this way for example, Living for Sport, ChangingLIVES and

playing for Success, although there is still an argument for similar programmes to be run excluding the elite sportsperson and replacing them with a respected member of the community e.g. Midnight Basketball. This argument is supported by (MacIntosh and Charlton, 1985; Glyptis, 1989 and Hylton and Bramham, 2008) who suggest that there is less chance of the children or otherwise feeling let down when the role model is otherwise engaged or has behaved unprofessionally.

Chapter Five

Explicit Summary

Limitations and Reflection

The researcher set out to understand the impact of role models within a community environment, specifically in the development in that community namely through sport. Throughout the study there have been a number of key findings along with some anomalies in the existing literature that was outlined from the literature review. As expected, there was a vast amount of literature surrounding the subject area and this meant that thorough research was compiled in order to answer the original question, and subsequently contribute to the existing body of literature relating to this particular topic field. From this array of literature the researcher has developed key themes from which to draw a conclusion.

Key findings

Significant to this particular field of study, the research suggested that elite sportspeople perceived to have celebrity-like status had the ability to impact on an individual's characteristics and subsequently life decisions, motivation and morale in sport or otherwise (Armour and Duncombe, 2010). Furthermore, literature revealed that role models as a topic was ambiguous to researchers (Bandura, 1985; Payne et al. 2003 and Hylton and Bramham, 2008) as there was no particular way of utilising role models elite or otherwise. Martin and Bush (2000) suggested that although an ambiguous subject, the impact of role models was difficult to measure due to the complex nature of the situations but did conclude that there was reason to believe that a relevant role model had the ability to positively and indeed negatively impact on an individual or community. Finally, research by Rowe (1995) and Haycock (2002) suggested that the development of communities through sport relied on consistency and interaction between role models and individuals.

Anomalies

The researcher did not expect to find research to suggest that community-based role models were as useful as elite sportspeople as extensive research was to uncover MacIntosh and Charlton, 1985; Glyptis, 1989; Biskup and Pfister, 1999, Martin and Bush, 2000 and Hylton and Bramham, 2008). This theory linked largely to Bandura's (1965) belief that the ideal role model was influential, relatable and most importantly reliable which was often an asset difficult for an elite sportsperson to offer.

Limitations and Reflection

Arguably, the researcher has stopped short in understanding quite the extent of role model intervention within the community but has given strong arguments as to why they should be used in order to increase mass participation. Strong evidence throughout suggests that the importance of role models as both interventional and developmental assets in the community. Furthermore, it is possible that by compiling primary research it could be proven that there is a direct correlation between the placement of role models, elite or otherwise, and community development although what might not be measured is the impact of a role model on one community. As already understood, research suggests (Payne et al, 2003 and MacCallum and Beltman, 2008) that the constant provision of a sustainable role model is more important than finding someone elite or subsequently with celebrity status. Hylton and Bramham (2008) believe that understanding the importance of role models is unattainable and difficult to measure as their work is often done by effecting people's characteristics, motivation and mindset with regards to sport or otherwise.

Another limitation to this study is the lack of existing research available surrounding different communities e.g. the more affluent or less deprived. As Martin and Bush (2000) stated that a role model and his impact relied on his relevance and how those in the community could relate to him/her. Therefore, to further this research an understanding of the effect different types of role models may have on a variety of communities would be necessary.

Furthermore, a third and final limitation and suggestion to further studies would be to research the importance of role models in different countries. Schulenkorf (2008) would argue that understanding the different approaches to role model intervention from a variety of countries would help the UK better use theirs. Furthermore, understanding the different types of community development projects such as Midnight Basketball and Midnight Basketball Australia would arguably be beneficial to this country.

Theory in Practice

The researcher would like to conclude that from what has been understood there is a strong case to include role models in any initiative, programme or scheme that has the potential to develop a community (Bandura, 1965 and Payne et al. 2003). Hylton and Bramham (2008) strongly suggest that somebody of authority and furthermore with the ability to inspire gives potential to any scheme that is being used socio-culturally, namely to improve (Glyptis, 1989). Role models have the ability to lend their personality to initiatives to make them unique and personal to the communities they are attempting to improve. Furthermore, there is a unique bond between elite sportspeople or celebrities which is unattainable through community leaders (Lines, 2010) but there is certainly reason to believe that the two types of role models are important to the development of a community (Rowe, 1995; Haycock, 2002 and O'Brien 2004)

To finish it is important to understand how this study may contribute to practical implications surrounding role models in the community. As already discussed, research by Martin and Bush (2000) suggests that leaders, mentors and most importantly role models within the community have vast importance. There would be an argument to suggest that the development of communities determines largely on the constant production and participation of role models, elite or otherwise (Biskup and Pfister, 1999). In terms of applying this in practice there could be a suggestion that sport and community development programmes should involve role models that are reliable and relevant such as Sky Sports (2012) Living for Sport who have a vast array of role models from different communities and backgrounds. It is the relevance of these role models that affects their impact within the community and this should always be taken into consideration when setting up or developing a community programme.

Furthermore, there is enough research to suggest that NGBs and councils alike should promote their role models and use them effectively when possible (Payne et al. 2003). In practice, these organisations have the ability to use elite role models as a community tool (Green and Houlihan, 2005) in order to combat social problems such as social exclusion through interaction with individuals and groups relevant to their sport.

Conclusion

To conclude, there is overwhelming reason to suggest that the best community development programmes are those that relate to the people they are trying to reach and that relevant role models are often the best method of relation.

Chapter Six

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