

## 1.1 Introduction

The researcher has been fortunate enough to have the opportunity to perform aid work in The Gambia, helping with dental work and in local schools of the community Kerewan Samba Sira. This experience helped the researcher understand the third world and its constraints. The researcher hopes that one day he could do more for the people of The Gambia, possibly through a sports development initiative. For these reasons the researcher felt an investigation into the feasibility of a sports development initiative in The Gambia would be worthwhile.

## 1.2 Aims and Objectives.

In order to gain firmer knowledge on how these sports development initiatives operate in areas of deprivation a case study of UWIC's Zambia project created by The Wallace Group was conducted. Zambia holds many similarities and has to deal with similar issues due to areas of severe poverty. The researcher felt it would aid him in understanding requirements, constraints and forms of delivery of sport in areas of countries like Zambia and The Gambia.

## 1.3 Justification

Due to the researcher being a student at UWIC, combined with his connections through The Gambia initiative he embarked on, the researcher was able to compile a group of participants which could provide sound information regarding this subject area effectively. This opportunity combined with the researcher's affiliation to the subject area, the researcher felt that this project would be enjoyable, beneficial and relevant to the researcher's future aims of potentially setting up such initiatives.

## 2.1. Introduction

“Most of us will never turn out to be champions. But we know sport offers friendship, rivalry, challenge and enjoyment. And we know, most of all, that sport isn’t just about being healthy: sport is fun - one of the good things in life” (DCMS 2000 pg. 2).

Opportunities available to members of the public in the UK have become much more available and improved since people’s acceptance of the importance of sport’s role. However there are still areas in this world not fortunate enough to provide opportunities to the majority of its population. The purpose of this dissertation is to consider the opportunities to develop sport in The Gambia. This literature review provides an overview of the key relevant issues.

## 2.2. An Overview of the Gambia.

The Gambia is a country located on the coast of West Africa. According to the United Nations, the population of The Gambia is around 1.8 million (B.B.C 2008 accessed 10<sup>th</sup> December 2009). The Gambia is considered a stable country in Africa especially since its independence. “The Gambian people are proud of the strong agricultural base they have built and have a wish to be self-sufficient. Nevertheless The Gambia is a developing country and welcomes support from charitable organisations.” (United through sport 2008 accessed 10<sup>th</sup> December 2009). The Gambia is still one of the poorest thirty one countries in the world, however according to the British broadcasting channel (BBC) life expectancy in The Gambia has risen to “59 years (men), 60 years (women)” (B.B.C. 2008 accessed 10<sup>th</sup> December 2009).

It would appear that The Gambia would be an ideal area for this sort of work to be conducted. Research will be conducted around areas of the continent less fortunate and attempt to understand regions the organisation could support. Furthermore, not only would initiatives offer opportunity, but also enhance performance through sports development programmes.

The Gambia is one of the many countries in Africa which welcomes foreign aid work to further improve its country, whereas some countries are even totally dependent on the aid they receive.

Plymouth College is a school which has taken pupils to the Gambia in order to perform aid work focus on work in Kerewan, a small village in the centre of The Gambia. Plymouth College focus on supplying the village with equipment from educational sectors to medical needs. "We have established a new base and so far have helped with the local needs by sending out a shipping container of books, clothes, sports equipment and a large amount of medical items" (Compton 2009 accessed 10<sup>th</sup> December 2009). Although this work is very much appreciated from the local children the researcher believes that more sporting opportunities would be welcomed into the community as the area of Kerewan has not seen any form of coaching charity work of this kind. From past experience in The Gambia on aid work projects, and the content of the researchers' course, the aim of the project is to understand the feasibility of a sports development initiative in the Gambia.

Given the paucity of data and published research on sport in The Gambia, there is a need to provide a wider literature review that focuses on third world economic developments and the third world sector. The literature review will provide an insight into how a charity might be established, and look at the environment of this sector in order to gain a firmer grasp of the understanding of third world aid.

### 2.3. International policy of sports development.

"A number of high profile statements including the 'Maggingen Recommendations' of 2005 have further increased already high expectations concerning the capacity of sport to deliver a range of developmental goals" (Girginov 2008 pg. 88). Girginov states the importance of sport as a cross cutting tool to improve different aspects of society has risen considerably, becoming recognised by such organisations as the United Nations. British Government has a solid policy towards sport in place, utilising development of sport and development through sport. Houlihan and White state;

"At the local government level, the identification of a series of cross-cutting issues, including social inclusion, community safety, urban regeneration, life-long learning and healthy living, is one way in which the current welfare agenda is having an impact on the way sports development is undertaken" (Houlihan and White pg. 215).

However The Gambia will have far less resources in comparison to be able to use sport effectively. Although there s no doubt that Gambian government are working towards improving the countries sporting profile, there is a lack of funding and

facilities for many sports. The Gambia has significantly improved their football team, from government policy, and initiatives set up by FIFA. The under seventeen side managed to reach the under seventeen's FIFA world cup this year, but the senior squad did not manage to qualify for the FIFA world cup 2010.

FIFA has certain initiatives in place to improve African football in light of the world cup taking place in 2010. It would appear that there has been an improvement in some of the countries' elite performers; however sports development programmes can benefit a population in many more ways than just improving performance. There needs to be a wider outreach intending to aid citizens less fortunate to participate. It would appear that this is not a priority for the FIFA initiative as the focus on the project is in improving performance.

"Kenya and Malawi have emerged from similar common socio-historical backgrounds, i.e. ethnic (tribal) societies steeped in traditional ceremony, ritual and informational education and subjected to gospel and colonialism" (Standeven et al 1991 pg. 251). Standeven (et al) compares Kenya's and Malawi's sporting policies in the book "sport for all into the 90's" (1991). Both countries share similar geographical and cultural traits. After independence both countries adopted similar sports development policies as most European countries', however Malawi's educational delivery of sport is sub-standard. "The Malawi physical education curriculum is poorly structured; there is a dearth of trained specialists and a shortage of material provision" (Standeven et al 1991pg. 256). Standeven also points out; "Many physical education teachers (in Malawi) themselves are Malawi young pioneer members with little professional training and expertise in physical education and sport" (Standeven et al 1991pg. 256). With a lack of trained professionals conducting sporting activity experiences, the country fails to benefit from the impact of sport on society as effectively as Kenya. The researcher feels that this issue plays a role in many of Africa's countries and believes sport development initiatives would aid in teaching individuals these skills.

#### 2.4. Aid work conducted in The Gambia.

When researching organisations working in third world development, it became apparent that there were many organisations involved offering aid. For example:

- Children of the Gambia Charity – “COTG charity was founded in 1998 and our aim is to work with children, their families and communities to build/renovate schools and provide the children of Gambia with free education and an improved quality of life.” (COTG 2009 accessed 12<sup>th</sup> December 2009)
  
- Gambia Horse & Donkey Trust – “The Gambia Horse and Donkey Trust was established to reduce rural poverty by increasing productivity of working horses and donkeys through animal welfare and management education.” (GHDT 2009 accessed 12<sup>th</sup> December 2009)
  
- United Through Sport: The Global Sports Charity - United through Sport is an international sports development charity that unites people around the world to play sport and tackle social inequality.” (United Through Sport 2009 accessed 10<sup>th</sup> December 2009)

#### 2.5. Other sports development initiatives in Africa.

A good example of the work that The Gambia would benefit from can be found by the work performed by the Wallace group of universities; “Six of the UK’s leading universities; Northumbria, Loughborough, Durham, Bath, Stirling and UWIC, have formed a new partnership known as The Wallace Group, which works together on approved sport development projects.

“The group’s first project involves working in partnership with UK Sport through their IDEALS Advanced Programme, in collaboration with Sport in Action and EduSport, Zambia. The project involves training and placing 30 students (5 from each of the 6 institutions) with the Sport in Action and EduSport teams in

Lusaka, Zambia, during the summer of 2010” (TEAM Northumbria 2009 accessed 12<sup>th</sup> December 2009).

It has become an increasingly important notion for Africa to receive aid from non governmental organisations as localised policies, in light of the Olympic Games in London 2012, have experienced a significant cut from funding to other sporting charities. This concept does not only apply to UK government policy, but to the majority of the worlds leading sports performing nations. Olympic success is extremely high on any governments agenda, as it brings together a nation, creates more occupation, and give the current power a tangible success.

The intention for UWIC affiliating with the charity is paramount to the ambitions of creating change in the Zambia, due to its acclaimed reputation in the sporting industry. Both Organisations’ do benefit the experience as the initiative also provides opportunities for sport students of UWIC to experience this field of work, and provide invaluable life skills.

“‘United Through Sport’ is an international sports development charity that unites people around the world to play sport and tackle the inequalities that exist in today's world” (United through sport 2008 accessed 10<sup>th</sup> December 2009). United through sport is a non-profit organisation that implements sports development in deprived countries around the world. It is an organisation committed to providing opportunities to the less fortunate to be involved in sport, as their mission statement clearly indicates, “To create a global network of ‘champions’ committed to helping the world’s poorest and most vulnerable communities play sport and tackle the issues leading to inequality” (United Through Sport 2008 accessed 10<sup>th</sup> December 2009). United through sport have a strong sports development approach, believing that sport also offers hope and opportunity. They currently operate in Costa Rica, Ghana and South Africa. United Through Sport is a perfect example for the researcher to understand the requirements for charities to perform their work in this field. Although United through sport is an extremely large organisation, the researcher believes that The Gambia would benefit from this sort of initiative very much.

## 2.6. Sports development organisations.

Mintel provides promising points about the significant improvement of donations to such organisations, stating; “charities have seen a rise in the number and size of major donations from individuals and corporations” (Mintel 2008 accessed 13<sup>th</sup> December 2009). A cautionary note is, however, also made, “Younger consumers struggling to save to get on the property ladder are also being extremely careful about how much money they spend, and are therefore less likely to commit themselves to direct debit charity donations” (Mintel 2008 accessed December 13<sup>th</sup> 2009).

### 2.6.1. EduSport

Coalter (2008 pg. 82) describes EduSport as “(a) Zambian programme, which seeks to empower girls and young women through sport, is part of the Education Through Sport (EduSport) organization, which was established in 1999 and is part of the Kicking Aids Out!”. EduSport is a leading sport provision organisation which focuses on providing sporting opportunities to underprivileged countries. “EduSport Travel has specialized in Group Sport and Incentive Travel since its inception in 1992 and has over the past 17 years established itself as one of the leading Sports and Incentive Travel Agencies both in South Africa and Internationally” (EduSport 2009 accessed 5<sup>th</sup> January). EduSport focuses on development of sport and development through sport. The means in which they try to cater for each development is shown on their website;

Development of sport;

- through the provision of a wide range of enjoyable & positively oriented sports and physical activities
- setting youth peer coaches in sports and physical activities there by developing talent
- training trainers in sport specific disciplines
- setting and maintaining sports infrastructure

## Development through sport.

- running Programmes that empower youth peer coaches
- integrating life skills training in all sports activities and Programmes e.g. drug abuse, HIV/AIDS, child abuse etc
- running Programmes and activities to empower girls and special groups
- involving and empowering parents to participate in KAO activities in their communities and schools by setting up youth led and driven local EduSport committees

(EduSport 2009 accessed 5<sup>th</sup> January)

EduSport are heavily involved with work conducted in Zambia, with UWIC and the Wallace group. Their aim is to create sustainable change in Zambia through initiatives such as these. EduSport explain the factor behind their worked being conducted effectively is the collaboration of partnerships; “Since EduSport is found in areas where the economy is facing a rough side, the Foundation is dependent on partnership with other organizations in order for it to realize its goals and objectives” (EduSport2008 accessed 5<sup>th</sup> January 2010). Local partners include;

- i. Zambia Open Community Schools Secretariat (ZOCS)
- ii. The National Sports Council of Zambia (NSCZ) and other sports Associations.
- iii. Central Board of Health (CBH)
- iv. Planned Parenthood Association of Zambia (PPAZ)
- v. Family Health Trust (FHT)
- vi. Society for Family Health (SFH)
- vii. Sport In Action (SIA)
- viii. Athletes In Action (AIA)

(EduSport 2008 accessed 5<sup>th</sup> January)



## 2.7. Development in third world countries.

It is important to understand aspects of aid work in third world countries. Literature reviews aid this a great deal. Arnold (1985 pg. 94) explains the most obvious development problems for deprived countries are that “it is short in capital, lacks skilled people, small industry base and over-dependent upon two or three export commodities”. These are traits which The Gambia experience as the BBC confirms; “The Gambia (is) heavily dependent on peanut exports - and a hostage to fluctuations in the production and world prices of the crop” (B.B.C. 2008 accessed 10<sup>th</sup> December 2009).

Nightingale (1973 pg. 207) makes an interesting point of the amount of charities that have been created in a short time, “Many charities have sprouted in recent years” Bearing in mind this is a dated piece of literature, the researcher has to be aware of the risks involved in creating charities. Nightingale also states that eighty percent of aid work that takes place in Africa is successful.

## 2.8. Potential barriers of sports development.

In spite of a high success rate, Calderisi has a different opinion on certain aspects of the work in Africa. “Dictatorship and a defiance of economics have set Africa apart, but the consequences were obscured by decades of Western generosity” (Calderisi 2007 pg. 107) he believes that instead of aid work, there should be encouragement. He believes that aid is also providing and not resolving. This is true, and it is important that the proposed charity is a long term solution to the problem and not a short term temporary resolution to what is a much bigger picture of poverty and deprivation. Calderisi also explains of Africa’s understanding to politics.

“While there is little doubt that destiny factors have contributed to Africa’s slow growth, it is clearly more useful for economists to focus on the ‘wrong’ policies adopted by African leaders in the 1970s, 1980s and early 1990s. A striking feature of the post-colonial African political landscape is the prevalence of single-party rule and the large number of dictatorships in particular” (Calderisi 2007 pg. 173).

Dictatorship is still rife and in power in many African countries. Even though there are charities wanting to help areas of need, dictators will refuse aid, as these members in power are only interested in financial aid. These issues also highlight the complexity of politics which are still in place in many countries over Africa and the barriers in place which the researcher aims to tackle.

Griffiths (1994) made some points regarding female discrimination in certain African countries. The Gambia has a poor education rates in general, particularly in the female population; "The Gambia, Guinea and Senegal are also poor and Muslim, a potent combination of factors making for low literacy rates" (Griffiths 1994 Pg. 30). From experience in The Gambia the researcher is aware that these issues have been addressed in recent history due to the understanding of the importance of women in society (Griffiths 1994).

## 2.9. FIFA Win in Africa with Africa.

FIFA Win in Africa with Africa (W.I.A.W.A) is an initiative which first emerged in 2004 after South Africa was nominated the host nation for the 2010 FIFA World Cup. The main priorities of the initiative are to improve standards of the game and build a better sporting future for the continent.

"In essence, 'Win in Africa with Africa' is not about sending aid to Africa so much as providing the continent with the tools to progress and the skills with which it can continue its own development" (W.I.A.W.A 2009 accessed 13<sup>th</sup> December). There is clear indication from the world football organisation that aid is required in Africa in order to improve facilities and delivery of sporting activities. The Gambia is included in this agenda; although it is not one of FIFA's main priorities. "In the past five years, football in The Gambia has experienced a considerable upturn. All seven regions of the nation are represented by clubs in the first, second and third divisions of the national championship" (Goal 2009 accessed 13<sup>th</sup> December 2009) Countries in Africa who have experienced some sort of international football success are FIFA's main priorities.

W.I.A.W.A. aims to;

- install 52 high-quality artificial turfs.
- provide support for training camps ahead of the 2010 FIFA World Cup™
- Train sports managers (CIES)
- provide support with the organisation of the FIFA U-17 and U-20 World Cups in Egypt and Nigeria respectively, most notably by providing the finance for the artificial turf pitches to be used during the competitions

W.I.A.W.A (2009 accessed 13<sup>th</sup> December 2009)

“Those who have benefited directly from the courses have been able to pass on their knowledge and know-how to many more people who are also involved in football at both regional and community level.” (W.I.A.W.A 2009 accessed 13<sup>th</sup> December 2009) This initiative has benefited every single player – whether amateur or professional – and fan on the African continent from improvements in the quality of football.

CIES is the International Centre for Sports Studies. “The International Centre for Sports Studies (C.I.E.S) was pioneered in 1995 when FIFA collaborated with the University, the State and the Municipality of Neuchâtel, Switzerland. The prime objective of the CIES is to closely link the sporting and academic worlds, specializing in three key disciplines: law, sociology and economics of sport.” (C.I.E.S 2009 accessed 5<sup>th</sup> January 2010)

W.I.A.W.A provides detailed images of the proposed work being undertaken and to be undertaken in Africa. (See Appendix A – D)

From the diagrams, W.I.A.W.A does have support for The Gambia in mind. There is no denying that FIFA are conducting positive work all over Africa, improving the continent’s sporting infrastructure; however FIFA’s goal programme in the Gambia is in Banjul, the countries capital. Whilst entirely relevant for football development there are many pressing needs among The Gambia’s rural population, and this is the focus of this research project.

## 2.10. Sustainable development

Sustainability is key regarding the success of sports development interventions. The Brundtland Commission, formally the World Commission on Environment and Development (WCED) identified the concept of sustainable development as;

“[Sustainable development] contains within it two key concepts: the concept of ‘needs’, in particular the essential needs of the world’s poor, to which priority should be given; and the idea of limitation imposed by the state of technology and social organisation on the environment’s ability to meet present and future needs” (WCED 1987: 43, cited Barker 2006).

Barker (2006 pg. 46) explains the Brundtland commission’s approach to sustainable development is “built upon belief in the common heritage of human kind, trust in our technology, and optimism about our willingness to engage collectively in the protection of our common future”. The researcher feels that sustainability will be a key element in the success of sport development initiatives becoming effective in regions of deprivation. In order for sustainable change to occur;

“The world must quickly design strategies that will allow nations to move from their present, often destructive, processes of growth and development onto sustainable development paths. This will require policy changes in all countries, with respect both to their own development and to their impacts on other nations’ development possibilities” (Brundtland Commission 1987 pg. 115).

## 2.11. Aims and Objectives

This project aims to understand the requirements of a sports development initiative in The Gambia. Furthermore the project aims to understand further the benefits and advantages that these initiatives have brought and could bring to areas which are less fortunate. There is plenty of evidence available to prove that developmental work has increased dramatically in the continent of Africa, particularly since the rugby world cup had been staged in South Africa and the football world cup in 2010. It would appear that the member in charge of the world governing bodies of some of the major global sports realise the need for Africa to improve its sporting prowess as a nation, to improve not only sporting performance, but to improve many social aspects of life on the continent.

Based on the literature review the researcher intends to explore the feasibility of a sport development initiative in The Gambia. In order to uncover this, a series of objectives were drawn up as follows;

- The feasibility of a sports development initiative in the Gambia
- Opportunities to develop sport in The Gambia
- What is the current sporting situation for the Gambian people?
- Where in the Gambia do people need aid most?
- What do these sports development initiatives do for the people who experience them?
- How has the Zambia benefitted from the sports development initiative involving UWIC?
- What potential barriers are there against a sports development initiative becoming feasible?
- Is there enough provision for African sport?

### 3.1. Rationale.

The purpose of this study was to consider the opportunities to develop sport in The Gambia. Furthermore, the study aims to explain requirements, constraints and methods of sport initiatives in Africa. Due to the nature of the project, the researcher believed qualitative forms of data were the most effective form in order to gain the richest information. Gratton and Jones (2010) identify qualitative data as, “Qualitative research aims to capture qualities that are not quantifiable, that is reducible to numbers, such as feelings, thoughts experiences and so on, that is those concepts associated with interpretative approaches to knowledge” (Gratton & Jones 2010 pg. 22).

The acquisition of qualitative data ensures that the information collected provides rich and subjective forms of data from a sample of a population (Gratton and Jones 2010). Qualitative data deals with people’s perceptions, feelings and provides much more in depth information than other forms of collection such as quantifiable questionnaire results. There are many different forms of qualitative data, such as: interviews, observational methods, visual methods personal experience, and semi tonic analysis (Gratton & Jones 2010). Interviews provide an effective way of gathering knowledge, perceptions and feelings from individuals or groups (Gratton & Jones 2004). Interviews were decided by the researcher as the primary source of data collection owing to the nature of the research question and the resources available. Furthermore as a student at UWIC the researcher was able to interview fellow students and staff of their experiences working on the sports development initiative in Zambia. The researcher’s former school teacher has his own charity based in The Gambia, and was able to be interviewed.

### 3.2. Interviews.

“The interview is probably the most widely employed method in qualitative research. Qualitative research usually involves a substantial amount of interviewing and this factor undoubtedly contributes to the widespread use of the interview by qualitative researchers” (Oxford university press 2009).

“Qualitative researchers rely quite extensively on in-depth interviewing. Kahn and Cannell describe interviewing as ‘a conversation with a purpose’ (pg. 149)” (Kahn & Cannell, cited Marshall et al 2006 pg. 101) There are many different forms of interview. Unstructured interviews can be very respondent led and so data will have a danger of lacking focus (Gratton and Jones, 2010). Interviews with too much rigid structure can prevent the interviewer to probe further into responses of the interviewee (Andrews et al, 2005).

For this project the researcher felt that semi structured was decided the best form of interview to conduct.

“The utility of this type of interview is that there is a structure that ensures that certain themes will be covered and helps to keep the individual focused on particular issues, but there is also the flexibility to develop questions as new themes emerge in course of the interview” (Andrews et al 2005 pg 108).

As each interview was conducted by the interviewer it was possible to probe certain responses from the interviewee. It is important that each interview acquires a sufficient amount of data, as the number of potential interviewees available at the researcher’s disposal is limited.

Interviews also have disadvantages. Interviews can sometimes lead to biased and subjective judgements by interviewees and interviewers (Armstrong 2006).

“Research has shown that interviews can be unreliable, low in validity, and biased against a number of groups” (Noe 2004 pg. 189). As participants interviewed share a similar ethos towards the subject matter, it is important the researcher maintains a non-biased approach towards his conduct. “It is the task of the interviewer to provide a setting in which the individual will respond accurately and honestly” (Patton 1990, cited Andrews et al 2005). Interviews sometimes rely on the skill of the interviewer, as many people make a common misconception of their ability to interview effectively (Armstrong 2006). It is important for the interviewer to be aware of his/her own ability at the interviewing technique. As the researcher is inexperienced at carrying out interviews, the structure of the interview will be important to ensure effectiveness;

“These disadvantages can be alleviated if not entirely removed, first by using a structured approach that focuses on the competences and attitudes required for

successful performance and, secondly, by training interviewers” (Armstrong 2006). It is important for the interviewer to understand the tasks, and practices beforehand. A pilot interview was set up in order to evaluate the interviewing process.

### 3.3. Participants.

Overall, there were six participants chosen to be interviewed. Four of the participants are students at UWIC who have all been involved with the Zambia initiative through coaching activities and workshops for local community peer leaders. The researcher felt it would be beneficial for the dissertation to explore these people’s experiences working in an environment similar to The Gambia’s situation. The other participant was a past school teacher of the researchers, who has created his own charity aiding in school supplies and facilities. Out of the UWIC as staff members, one was the leader of the initiative from UWIC’s point of view, and the other participant was a previous leader of the initiative who had lived in Zambia for over ten years and has a close relation to the country. The final participant, has been working in The Gambia for over twenty-five years, and has significant knowledge of The Gambia and is an extremely valuable asset to this project. It was with this person the researcher himself was able to visit The Gambia on aid work twice, which in turn shaped the researchers attitude towards aid work schemes and initiatives.

Due to the differences in participants there were two different templates created. One was solely for the interview involving participant six, and the other template was used for the participants involved with the Zambia initiative. All participants have had experience in the field of aid work and sporting relief, which was the underpinning decision to choose these people to interview (Armstrong 2006). As Gratton and Jones (2010) highlight it is important that the interviewees are competent and have sufficient knowledge of the subject area the researchers want to investigate.

It is generally accepted that the researcher has an obligation to protect the rights of their subjects. For this reason, the researcher provides a voluntary informed consent form. This form consisted of; briefing of the nature of the study, the use of the data that participants supply and sensitivity of the matter produced (Gratton & Jones 2010). This process is also drawn up not only for participants’ peace of mind in confidentiality and sensitivity, but so the participant is aware of the nature of the



interview process in order to be able to answer the questions to the best of his or her ability (Armstrong 2006). This also gave participants the opportunity to decline the interview if they chose to. The informed consent form stated that identity would be kept confidential; however roles within the organisations would be divulged in the project (see Appendix 7).

### 3.4. Piloting.

“Piloting is the process whereby you try out the research techniques and methods which you have in mind, see how well they work in practice, and, if necessary, modify your plans accordingly” (Blaxter et al 2006 Pg. 137).

Piloting is an important process for most interviewers in order to understand the effectiveness of the interview process being conducted. The process ensures that amendments can be made to the structure of the interview if weaknesses are revealed (Blaxter et al 2006). The pilot was conducted with one of the students who has been on the Zambia initiative. The pilot was successful, with a few amendments made to particular probes for certain questions of the interview guide. (The original interview templates can be located at Appendix 5a and 5b) The main underlying issues with the original guide was the lack of probe questions to follow responses of participants. As Gilliam (2000) indicates pilot interviews will always have an effect on the structure of the interview. The process enables the researcher to understand his requirements and constraints before engaging in the final gathering of data. The pilot interview resulted in changes in the questions and additions of further probes to certain questions (See Appendix 6a and 6b).

### 3.5. Procedure

Participants were contacted by either phone or email in order to arrange a time suitable for each participant. The researcher felt that the participant should decide on the location for the interview to be conducted, in order for the participant to feel as comfortable as possible. “The location of the interview is important. It needs to take place where the interviewee is comfortable answering questions” (Gratton & Jones 2010 pg. 145).

It was decided that all participants who were affiliated with UWIC, either as students or lecturers, should be interviewed at UWIC for convenience of both parties. David Compton from Plymouth college agreed to be interviewed at Plymouth college. Participants were made aware of the research being conducted and the themes of the project itself in order to give the participants some awareness of issues which will be brought up and not leaving the interviewee unprepared. Following the briefing of the project, a consent form was provided to the participants giving them the opportunity to agree or disagree to partake in the research. The interviews varied between fifteen and thirty minutes.

In order to capture the interview a digital Dictaphone was used. "Interviews must be recorded in some form – it is simply not possible to rely on recall alone" (Gratton & Jones 2010). Recording the interview is also important enabling the researcher to pay his full attention to the interviewee during the process. Some Notes were taken during the interview process; however it was important to bear in mind the need not to lose rapport with the interviewee (Gratton & Jones 2004).

### 3.6. Reliability and Validity.

The concept validity is described through a wide range of terms in qualitative studies. Researchers have developed their own concepts of validity to more appropriate terms such as, quality, rigor and trustworthiness (Davies & Dodd 2002). Validity is generally used to question the effectiveness of the methods to collect data. The researcher ensured good validity of the project by gathering sound literature regarding the content of the project. Furthermore, the careful selection of participants based on their past experiences and knowledge of African sporting initiatives provided further important dimension.

A good qualitative study can help us "understand a situation that would otherwise be enigmatic or confusing" (Eisner 1991 pg 58). To ensure reliability in qualitative research, examination of trustworthiness is crucial. Seale (1999) states that the "trustworthiness of a research report lies at the heart of issues conventionally discussed as validity and reliability" (pg 266). The aim of trustworthiness in a qualitative enquiry is to support the argument that the enquiry's findings are worth paying attention to. Furthermore trustworthiness also focuses on ensuring the process is effective in order to gather the information desired.

### 3.7. Data Analysis.

Each interview was transcribed. It is important for researchers to transcribe their interviews in order to understand the findings much more effectively. Transcriptions also allow the researcher to obtain a copy of the interview to make additional notes and compile a thematic analysis. "Thematic analysis is a process commonly found in qualitative research in which the researcher identifies patterns found in the data and categorises the data by theme" (Maxwell 2005 pg 92). This process tool provides researchers with "a neat and brief summary of the issues" (Grbich 2007 p. 32). The thematic analysis consists of various themes the participants brought up during their interviews with their actual dialogue regarding the issue in the column beside (See appendix 8).

#### 4.1. Introduction

From the results the researcher was able to identify some key points regarding the Zambia project. From the results regarding Zambia initiative, the researcher was able to identify trends in the countries position in sport with The Gambia.

Furthermore the researcher attempts to identify differences also. The researcher investigated the Zamia initiative in order to understand requirements to implement such initiatives in environments such as these.

#### 4.2. The Zambia Project.

##### 4.2.1. Aims of Project.

As already addressed in the literature review, EduSport state that their aim is improve the development of sport and development through sport in Zambia. From participants responses in the interviews the, current project suggests t takes on a more educational feel, currently working on development through sport. “The whole point of the project is to educate the local population, about HIV, aids and general lifestyle awareness through sport” (Participant three). This is a concept is one that The Gambia could benefit from due to their dated educational system regarding sport; the older PE teachers I met would be doing he old style English PE lesson, star jumps squat thrusts running on the spot and hat was it” (Participant six). From the literature review the values of EduSport would be an effective one for the Gambian people in order to improve their current sporting delivery system. Participant three does explain there are also other programmes through the initiative that focuses on the development of sport in Zamia. She stated;

“Last year we sent out a student leader. One of them was a netball specialist (who) went out to work with the national governing body of netball to try and develop netball itself. That was less to do with education and more to do with development of sport” (participant three).

The general consensus from all the participants involved in the Zambia project was that the positives of initiatives such as these in areas of deprivation far outweigh the negatives. Participant three explains from research conducted by UK sport there is a clear indication of the benefits that the initiatives are providing. Having said this, Coalter (2008) explains the difficulties of evaluating such initiatives;

“Not surprisingly, there is little systematic evidence about the impacts of such programmes. However one small research study of two Zambian organizations who are members of the Kicking Aids Out! Network illustrates the complexity of undertaking evaluations of the effectiveness of such organisations” (Coalter 2008 pg. 81).

#### 4.2.2. Benefits of Zamia initiative.

All participants were able to identify similar positives gained from the experience. One strength in particular that the initiative possesses is its collaboration of the Wallace group, combined with the ground organisations EduSport and Sport in action. Participant three highlighted; “six directors meet every year to discuss progress, and it’s always about progress” (participant three). Students and staff alike agreed the backing of the many schools has aided the expansion of the initiative. Participant four added, “Durham University have locked themselves in for ten years and do additional work” (participant four), which further implies the importance of the positive backing the initiative possesses. Backing and support was uncovered as a priority for organisations such as these, particularly financial which is explained in more detail later in this section.

Participants emphasised the transfer of skills from students and staff to peer leaders of the communities was the most significant benefit from this initiative. “Students are responsible for putting on workshops for the peer leaders. So they (the peer leaders) are harnessing the knowledge the students have from here and also the staff are asked to do some sort of workshop or presentation so that helps them move forward” (Participant four). In order to create sustainable change the education of peer leaders and transfer of knowledge can contribute to future change through improved sport delivery systems from the local peer leaders and community teachers. This concept is in place in order to facilitate sustainability towards the future, EduSport's vision for Zamia. “Vision statement: A happy, healthy and sustainable society  
Mission statement: To facilitate empowerment of underprivileged communities through their active participation in Sport” (EduSport 2009 accessed 3<sup>rd</sup> March).

Student participants identified the personal benefit gained from their experiences from the initiative. Participant's two and five said the experience helped the students coach in environments they had not encountered before and took valuable coaching and life skills away with them;

“more confidence in my coaching, more knowledge about other countries and other lifestyles, more respect for what I have got over here, like general health and clean water Pause also like the chance that you can change someone's life, that you can do something good” (Participant two).

#### 4.2.3. Identified weaknesses of Zambia initiative

In spite of the positives that this initiative has, there are certain issues participants were able to uncover. Participant two did admit it would be harder to identify negatives to an initiative they hold close relations to, however were all able to highlight the negative relationship that EduSport and Sport in Action may have with each other;

“EduSport is more educational based as that name suggests and sport in action is more about getting more people playing sport. Two separate organisations that are meant to work together but there is a little bit of conflict which can be quite difficult at times” (Participant three).

From responses of participants it would appear that the organisations working on ground level in Zambia do tend to compete with each other at times rather than collaborate. This As both organisations carry slightly different ideals regarding the development of sport, the organisations can find themselves competing for the same projects or publicity as participant two further highlighted; “between the two there is quite a lot of rivalry. Although they seem to work together... there's a fight for the same money and the same projects and the same publicity, so that's hard” (participant two). EduSport and Sport in action are trying to create similar opportunities and are both working to create a better future for communities involved, however there are clear indications that focus towards community development is lost behind personal progress against competitors. The researcher has already mentioned the importance of multiple stakeholders supporting such initiatives; however this relationship has its problems causing the initiative to lose effectiveness.

Participant four was able to explain the lack of understanding from other organisations can be a problem. The participant explained – “ILAM is an organisation that manages sports facilities. (We) requested them to collect all equipment they did not need and send out... It was almost like they had just emptied a cupboard into this container” (participant four). ILAM sent out equipment such as treadmills and roller skates. This is a clear sign of the lack of understanding of requirements of an area such as this. Participant three went on to explain that some equipment was able to be used, however the majority of what was sent was broken or unable to be used in the environment out in Zambia.

#### 4.3.1. potential sustainable development

From the responses of the participants involved in the initiative there was no denying the popularity of the initiative to the local communities. Most sessions conducted in Zambia would be over run with eager and receptive participants. All participants were able to identify the demand for sport relief in these areas. “Sport is a massive hook for these kids. Wherever you’re going they will follow you and they just want to join in, I guess they don’t have the opportunity to do that much at all” (participant three). From the interviews there is clear indication that all activities are well received by the local population. “They saw us guys going out there as being the experts and they wanted to learn from what we had to offer” (participant three). Furthermore participant three was able to state how much more enthusiastic these children are to participate than some countries with the privileges of physical activity.

“I think if you can kind of compare how things work over in Zambia and how things work over here there is such a positive attitude to kids wanting to join in and wanting to be active it was kind of, we don’t not want the kids to be able to join in whereas over here there would be so many kids over here who would be like, not interested in sport.” (Participant three)

This positive attitude towards sport is one that relates to the population of The Gambia. Participant six stated; “they would love sports initiatives, you would be welcomed; you would be overwhelmed with people” (Participant six).

“Effectively we’re educating the peer leaders and the local coaches so when we leave they can carry on the work we have been doing” (participant three). This concept is supported by Coalter (2008) and Barker (2006) towards generating sustainable change in the area; Sustainable development is about the long-term transformation of basic aspects of the present industrial economic system” Barker 2006 pg. 47). The majority of work conducted out in Zambia is focused towards sustainable change. From the research undertaken, the majority of activity tends to carry an educational value to each activity. It is this concept that the organisations hope will help Zambia progress in their delivery of sport. Participants made the researcher aware that this is a long term process and will require patience and perseverance to succeed.

Participant six was able to highlight sustainability as a major issue if implemented in The Gambia; “if you went away (from the initiative) and left it, unless you left a full infrastructure, I wouldn’t keep going through lack of knowledge, lack of funding, and lack of need for their way of life at the time.” (Participant six) Participant four made certain sustainability points during her interview regarding the Zambian initiative. “That’s (sustainability) always been an issue for me. Having a massive influx of students over the summer and then they suddenly disappear that is obviously not sustainable because they’re not out there throughout the year” (participant four). Participants explained that the sustainability is an issue due to the lack of support Zambia receives all the way throughout the year. Peer leaders of communities do try to learn skills to apply to use when the support is not there, however the participant’s general response was that at present sustainability is not achievable through these means only. Participants do go on to explain that extra programmes and initiatives that have sprung from the original initiative are the stepping stones towards creating sustainable change for the area, linked to Barker’s (2006) theory to promoting sustainable development; “Promoting sustainable development is about the construction of a new development paradigm, framed within the ecological limits of the planet” (Barker 2006 pg. 26). This would be an important factor to consider when determining the feasibility of an initiative in The Gambia.

Participant three explains that as the initiative is still quite new and there is still much more to be done. She went on to explain how UWIC were looking into how they can develop their contribution to the initiative; “We are thinking of getting some of the



architectural design students from UWIC involved as well. So we are trying to impact on infrastructure as well. We are trying to make a real impact, but its going to take time” (participant three). The hope is that the extra interest in creating beneficial change should create a ‘snowball effect’ of aid for Zambia. “It’s not just the project it’s the spin off from the projects that have the impacts. For example one of the students... she got a grant to do some further work in the Zambia” (Participant four). Sustainability is dependent on how the initiative can grow to become more effective in improving the lives of Zambian people living in deprivation.

#### 4.3.2. Feasibility of sustainable development in The Gambia.

DIFID (2008) confirm that The Gambia and Zambia are considered similar countries in terms of deprivation, as they are both regarded as low income countries. As explained in the literature review the researcher believed he could compare these countries due to their similarities highlighted by DIFID, combined with how Standeven (et al 1991) compared Malawi and Kenya for similar reasons. In order for the Zambian initiative to have experienced the success it has, financial backing is key for development and sustainability.

This could become an issue to the potential initiative in The Gambia, as participant four states; “money is obviously an issue both organisations I think have, have, are keen for it to continue and they have also gained a lot from this initiative” (participant four). As finances are fundraised by the students who decide want to attend the Zambia initiative, this can become an issue if there is a lack of interest in the potential project in The Gambia. “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. (World Commission on Environment and Development 2008) .This is an issue which participant four identified is happening. Finance is probably the most important factor behind development of the initiative and would be for any initiatives similar to this one, As mentioned by Kamieniecki (1993) regarding the UNEP, an organisation devoted to improving environments of our planet; “The UNEP has suffered three fundamental problems: a lack of funding, poor internal management and – above all – lack of power” (Kamieniecki 1993 pg. 136).

As participant six was the only participant who had had experience in the field of aid work in The Gambia, his contribution to the project was crucial.; Participant six explained how his initiative has grown into a sustainable organisation free from additional funding which was once received;

“Because we went so regularly with so much aid, we were eventually able to work independently of action aid which they were quite happy about because they were able to then fund another school and left us to work on, once they’ve worked out we were a sustainable organisation that we were prepared to look at and keep going back and not giving up so they were then happy to let us work on” (participant six).

In spite the initiatives themselves are different, the process of EduSport's aims and objectives' are similar to that of participant six. Both aim to supply the tools to progress in that given area, be it education or sports provision. Furthermore the participant went on to explain the requirements of setting up initiatives like this at present. “If we were starting today, we would go through an organisation called global schools” (participant six). “Global School Partnerships are a powerful, enjoyable and exciting way of bringing global issues into the lives of young people, their teachers, families and local communities” (DIFID 2010 accessed 3<sup>rd</sup> march). The organisation provides ways in which they can provide funding to potential initiative creators such as a starter grant, global curriculum grant and reciprocal visit grant, as explained in the literature review section. It is organisations such as these that can make initiatives possible through funding and networks created in areas of severe deprivation.

#### 4.4. Participation in The Gambia

“Good health is the foundation of human welfare and productivity. Hence a road-based health policy is essential for sustainable development.” (Burndtland Commission 1987 pg. 113)

Participant six identified The Gambia as being “a keen sporting nation” with their priority sports being football, volleyball rounders and basketball. As participants identified, these are also the popular sports in Zambia. Participant six identified football as the main sport for the male population of The Gambia, which supports FIFA's notion to develop this sport in Africa as it appears to be the most cost

efficient, well known and relative to participants (EduSport 2008 accessed 3<sup>rd</sup> march 2010). Participant six has experienced English schools out there trying to develop football due to its high participation rates out in The Gambia. Having said this it proves to be more difficult catering for the needs of females in provision of sport.

“Certainly as a charity setting up sports aid through football would certainly grab the boys setting up something for the girls comparable would probably take more time and need the ministry of education” (participant six). The girl’s main sport is rounders in which village competitions are set up against girls of each village. There is segregation between male and female participation This It would appear that The Gambia have some dated views regarding female participation of sport, quite different to that of Zambia. In The Gambia during physical education and sport participants are segregated into sexes. “The girls and boys will never join to play a football match and the boys will never join the girls to play a rounder’s match” (participant six). This was the main difference identified regarding the two countries, Zambia and The Gambia. Improvements have been made towards tackling this issue through a sports festival in the capital city Banjul. In spite of this there are still signs of female discrimination, as participant six highlights;

“the last independence day last week, they had a huge sports festival in the stadium, it was televised but the shots of the girls taking part in the sport were all long range, with the boys they had close ups of the guys doing it. So here was still a cultural barrier” (Participant six).

This issue is also highlighted in Action aid profile of The Gambia; “In some cultures women are still in a Subordinate position and men traditionally have control of land tenure. Women and girls continue to be deprived of education, resources and decision-making powers” (Action aid 2002 accessed 5<sup>th</sup> march 2010). The researcher feels that The Gambia is in need of such an intervention like EduSport’s in the Zambia in order to help educate and encourage mass participation. Brady and Kahn (2002, cited Coalter 2008) state:

“We posit that participation in non-elite sports programs appropriate for girls of average physical ability and skills can meet the simultaneous needs of offering girls new venues in which to gather and breaking down restrictive gender norms. Girls’ participation can begin to change community norms about their

roles and capacities. In this way, sports may be a catalyst for the transformation of social norms” (Brady & Kahn 2002, cited Coalter 2008 pg. 82)

#### 4.5. Promising movements towards sport in The Gambia.

A Recent article from the Observer, a national Gambian newspaper explains how The Gambia to want to address this issue;

“This, she said, is particularly so in light of the fact that today, more than ever before, the sporting arena is an area that yields higher value the world over. The Gambia’s vice president was speaking yesterday at the Paradise Suites Hotel in Kololi, where she presided over the official opening of a two-day national sports conference, on behalf of The Gambian leader, His Excellency Sheikh Professor Alhaji Dr Yahya Jammeh.” (Observer 2009)

This conference held in July 2009 explained the importance of the role of sport in all African countries and how The Gambia aims to improve their dated sport system, particularly for women by 2018. Participant six did highlight that the Gambian physical education system was dated and in need of more modern concepts. With the desires of Gambian government combined with the evidence of the good work conducted in Zambia towards sustainable change, it would be fair to suggest there is a need for this kind of initiative to be implemented in rural areas of The Gambia. The Gambia shows its clear understanding in the need to push sports forward due to the positives gained in mass participation regarding social capital, personal improvement and commercial advantages (Houlihan & White 2002).

Participant six provides evidence of The Gambian people regarding sport as more than ever before in terms of performance. The Gambia is probably more of a sporting nation in terms of performance than Zamia, and recent development in football has created more attention to the game than before;

“The recent sporting breakthroughs this country experienced, thanks to the then famous Under 17 giants, who later matured to the Under 20s, serve as impressive reminders of those days of harmonious interactions; the days we literally forgot that we belonged to different tribes or religions; when we cheered our players as Gambians. Never in the history of this country had it experienced such a level of unanimity” Observer (2008 b).

The priority that The Gambia has put on its sports system highlights the importance of interventions such as the initiative in Zambia, as it is these initiatives which contribute to the sustainable change in the given country. Equipment can be supplied, but without effective co ordination of activities, effectiveness of delivery will suffer, therefore not contributing to positive change, an issue which was highlighted in the literature review by the W.I.W.A initiative; “In essence, 'Win in Africa with Africa' is not about sending aid to Africa so much as providing the continent with the tools to progress and the skills with which it can continue its own development” (W.I.W.A 2009 accessed 13<sup>th</sup> December 2009).

#### 4.6. Potential constraints to African sport.

It has been reported that the FIFA President “Joseph Blatter doesn’t like the Africa Cup of Nations’ scheduling right in the middle of the European league season” (Observer 2008 accessed 1<sup>st</sup> March 2010). With organisations as large as FIFA failing to back a continent-wide competition with their full capacity does not bode well for African sports. The consideration as to when these games have to be held is severely lacking. As participant six points out there are many constraints to African sport;

“One you may not get a team together if its harvest season while people are working in the fields secondly the climate, you have to look at the seasonal changes in The Gambia. In the wet season not much happens because of the conditions, in the dry season again it and be too dusty too hot to play” (Participant six).

Awareness needs to be raised regarding African competition, against the certain sports and its financial incentives throughout a season; “this is a blatant portrayal of unmistakably selfish feelings of some of the greediest of capitalists towards the interest of a developing nation” (Observer 2008 accessed 1<sup>st</sup> March 2010).

As participant six mentioned there is a lack of sports available at Gambian people’s disposal. This is mainly due to the lack of resources in terms of equipment, pitch and qualified coaches. However, The Gambia news realised a promising story regarding the development of further sporting opportunities through rugby. “According to The

Point, 38 youths from different schools and organizations over the weekend received training in the basic techniques of the game at the Independence Stadium, about 12 kilometres outside Banjul in order to promote the development of the game in The Gambia” (Gambia news 2008 accessed 1<sup>st</sup> March 2010). This support the notion of a sports development initiative due to the knowledge the researcher’s country has regarding The Gambia’s new direction and feeling towards sports.

#### 4.7. Strengths of the research project

The main strength of this project was the researcher’s contacts at UWIC at his disposal. The researcher was fortunate enough to have past Zamia students and staff at his university making collection of results a much less painful process than others. Furthermore, the position of staff within the projects helped in providing sound knowledge that the students may not have been able to.

#### 4.8. Weaknesses of the research project

“The interview conversation is framed as a potential source of bias, error, misunderstanding or misdirection” (Silverman 2004 pg. 141). The main weakness of this project was most likely the risk of bias in results. As everyone who had been interviewed had a close connection with some form of aid work, it was understood that there may have been a biased point of view towards this kind of work. The researcher fully accepted this, however has to interview people who have experienced this field as they possess the knowledge of this sort of environment. Another weakness of the project fell in the researcher’s time management skills. Failing to take into account how long certain aspects of the projects, interview transcribing for example, would take giving the researcher limited time of other issues of the dissertation. Another weakness the researcher found was the lack of literature regarding sport in Africa, especially The Gambia. It proved to be a genuine challenge for the researcher to provide solid evidence to back up interview findings

### 5.1. Summary of data collection.

The results for the interview gave the researcher substantial information regarding the feasibility of a sports development initiative in The Gambia. The participants who were interviewed relating to the initiative in the Zambia provided with the researcher knowledge on the operation and delivery of sport in areas of deprivation.

Furthermore participants from the initiative were able to identify positives, and potential barriers associated with organisations such as these. The final participant, which was responsible for the initiative in The Gambia, provided sound data regarding The Gambia's position in sport combined with factors for and against the feasibility of creating such initiatives. The researcher feels that a sports initiative is viable and would be well welcomed in Gambian society. The Gambian people appear to be slightly behind Zambia in terms of mass participation and social inclusion, which could cause difficulties for potential initiative to be effectively received.

### 5.2. Researcher progression

The researcher has also gained valuable skills from the project, from different activities such as the interviews. The researcher feels that the work conducted has given him promising information regarding the possibility of a potential initiative being created by him in the future. The researcher felt results and literature provided in this section and the appendix gave substantial information regarding the feasibility of a sports development initiative in The Gambia. Having said this, the biased group of participants made it difficult for the researcher to provide potential barriers and constraints to organisations in this field.

### 5.3. Summary of findings

Overall the projects results did uncover aspects the researcher was trying to uncover. The researcher has learnt that these projects can generate considerable good to the area, and give opportunities to develop within the project and further afield, referring back to the 'snowball effect' participant three highlighted. As for sustainability of an initiative such as this, it is feasible to gain sustainability, however this is a long term process that can not be expected to be effective the day it reaches its target audience. Sustainable change will occur once a framework is in place with

qualified professionals conducting the procedure without the aid they receive. There are many barriers to overcome; most notably finance as getting backing for the initiative seems to be the underlying issue both Zambia and The Gambia participants were able to highlight. Furthermore the situation regarding female participation is a barrier which participants six described as difficult to overcome, due to traditional Muslim values in a now Christian country, The Gambia. Of course, There will be trails and tribulations in any environment an organisation intends on moving into like The Gambia, otherwise would there be a not be a need to conduct this kind of work?



References removed for privacy. Please contact Alex Rennie if required.