

SCHOOL SPORT AND COMMUNITY COACHES

School workforce as coaches

Work with primary and secondary schools to raise the profile of opportunities to volunteer in sport in their schools through challenging them to:

- ensure the recruitment process in your schools incorporates people's additional interests and asks directly if they are willing to support the delivery of extra-curricular activities (including sport)
- work with headteachers/senior leaders to see whether a requirement for staff to articulate how they contribute to the wider school offer can be incorporated into the school performance review framework
- look for ways to promote opportunities to volunteer through high profile events
- provide posters which can be displayed in staff rooms
- target specific groups through face-to-face contact – engaging key advocates in your schools to support you with this.

Once schools have recruited some volunteers, encourage them to:

- build a supportive team environment
- identify one point of contact
- assign delivery 'buddies' for new recruits.

Community sport workforce

There are many ways to recruit specialist coaches in your area:

- Contact your local County Sport Partnership (CSP) and speak to the Coaching Development Manager. Many CSPs hold a list of qualified coaches who they may be able to put you in contact with. If there is a gap in provision then it is important that you let your County Sport Partnership know this.
- Register sports volunteering opportunities available in your schools with your County Sport Partnership.
- Build relationships with local sports clubs and encourage them to work with you and share workforce.
- Contact the local National Governing Body of sport officer or the local sports association for that sport in your area highlighting your needs.
- Work with other SGOs in neighbouring areas. By working together you may be able to attract more coaches and create more attractive packages of work.

4: What next?

- Work with schools to set up a Leadership Academy in your area to support young people to transition into workforce roles.
- Work with your LOC to ensure that there is a pathway of volunteering opportunities for young people from Level 1 to Level 4 of the School Games.
- Ensure that young people who are volunteering to support Level 3 of the School Games attend the Level 3 Young Person Volunteering Event.
- Capture information from secondary PE departments on which sports their young people wish to access Young Official or Young Coach training in.
- Communicate support available to schools to help them to support the professional development of new volunteers.
- Work with other SGOs and your local CSP around development of coaches to avoid duplication, maximise resources and share ideas.



CHANGE4LIFE SPORTS CLUBS – HOW THEY CAN HELP

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1: Help

This section will enable SGOs to:

- understand what Change4Life sports clubs aim to achieve consider how they can dovetail with School Games to engage the less active young people
- utilise the resources being provided by the Change4Life programme to help enhance the School Games offer
- be clear on your role as an SGO in setting up and ensuring delivery of Change4Life sports clubs.

2: Essential information

Why Change4Life sports clubs?

Change For Life Sports Clubs (C4LSC) have been designed around a clear need to increase physical activity levels in less active young people in schools through the development of a new type of sports club.

Using the inspiration of Olympic and Paralympic Sports the aim is to create exciting and innovative environments within which to engage these young people in school sport.

In primary schools – These will be multi-sport clubs aimed at Year 3 and 4 and focused on three themes:

- adventure sports
- target sports
- artistic/ creative sports.

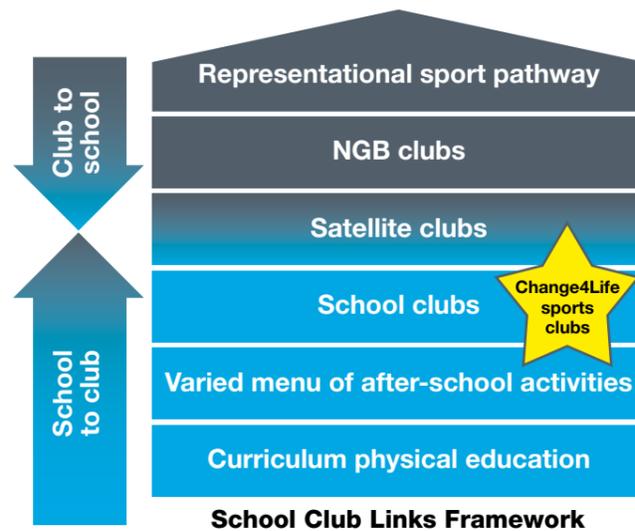
In secondary schools – These are sport-specific clubs and focus on seven sports: badminton, volleyball, boccia, table tennis, fencing, wheelchair basketball and handball.

These will prepare and inspire more young people to get involved in the School Games.



It is really important to ensure that Change4Life clubs or equivalent school sport clubs are seen as an integral component of the school club pathway – which support young people to access appropriate club sport and sustain their participation into adulthood.

This simple framework has been developed to capture the vision for school club links and the different types of club needed to increase the numbers of young people that can be retained in school sport:



Change4Life sports clubs sit at the school club level providing a modified opportunity for young people. They are unique in their environment, in the way they are delivered and by nature of the activity being a less traditional offer.

Through Change4Life sports clubs we want to build young people's confidence and support them to commit to sport and physical activity on a regular basis; giving them the skills and knowledge required to do this.

CHANGE4LIFE SPORTS CLUBS – HOW THEY CAN HELP



In engaging more young people in sport, their first club experience is key. Change4Life sports clubs provide an ideal opportunity for you and your schools to be innovative and young people-centred in the design of these new and inspiring school sport clubs.

In developing these unique clubs on school sites we are looking to achieve the following:

- Attract less active young people through a school club concept and prepare them for School Games.
- Build a network of C4LSCs on school sites.
- Use the inspiration of Olympic and Paralympic sports and values.
- Respond to what young people want.
- Establish a culture of regular attendance and participation.
- Develop a real sense of belonging to the club.
- Utilise the club environment to change behaviours around key health areas (including healthy eating, physical activity and social / emotional development).



3: Ideas to make this happen

Your role in Change4Life sports clubs is to support schools in engaging less active young people and inspiring them to participate in their first sports club experience; in a safe and engaging environment in familiar surroundings and to explore sports and activities with a view to encouraging them to adopt healthier lifestyles. Sustaining their participation in physical activity and sport will be the main outcome and ensuring that these less active young people have every opportunity to be part of the School Games.

To achieve this there will be some key actions for you as a School Games Organiser in relation to sustaining and embedding existing secondary clubs and implementing and sustaining primary clubs. These actions will cover:

Implementing primary Change4Life sports clubs

- Developing criteria for which schools are included in the primary Change4Life sports clubs i.e. those schools with high free school meals, those schools that have high prevalence of overweight young people and/or those schools that have behaviour or attendance issues.
- Engaging with the primary school headteachers and local health-related partners to build partnerships that will deliver your allocation of primary C4LSCs and add value to them in the long term.
- Ensuring that special education needs/disabled young people are included as part of the implementation process and that at least one school chosen to host a primary club is a special educational needs school.

Embedding primary and secondary Change4Life sports clubs

- Ensure there is real connectivity between Change4Life sports clubs and Level 1 and Level 2 of the School Games through celebratory events, Change4Life festivals and clear communication with young people in those clubs as to what opportunities exist.



4: What next?

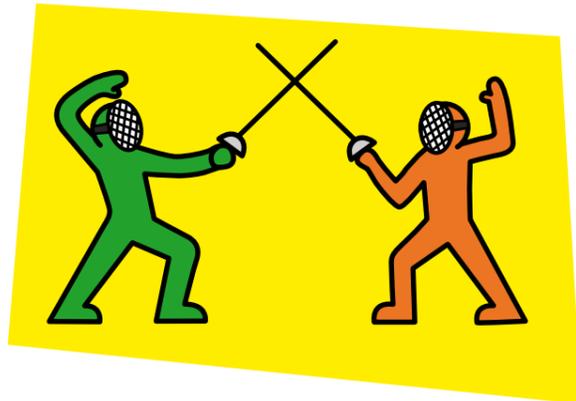
Sustaining Secondary Change4Life sports clubs

- Establishing a clear understanding of which C4LSCs are operating in schools in your area and which sports they are delivering.
- Having a real understanding as to what National Governing Bodies are doing to support secondary C4LSCs through your partnership with the County Sport Partnership in order to transition young people from school to community club opportunities.
- Working with your local Teacher Release posts to understand the needs of your secondary C4LSCs around new coaches and volunteers and feeding them into appropriate training opportunities.

Monitoring and evaluation

- Have an overview of the progress and delivery of all your Change4Life sports clubs and be able to report on that progress through robust monitoring and evaluation.
- Be able to provide reporting and contact information to research bodies or the Youth Sport Trust covering both quantitative and qualitative information.

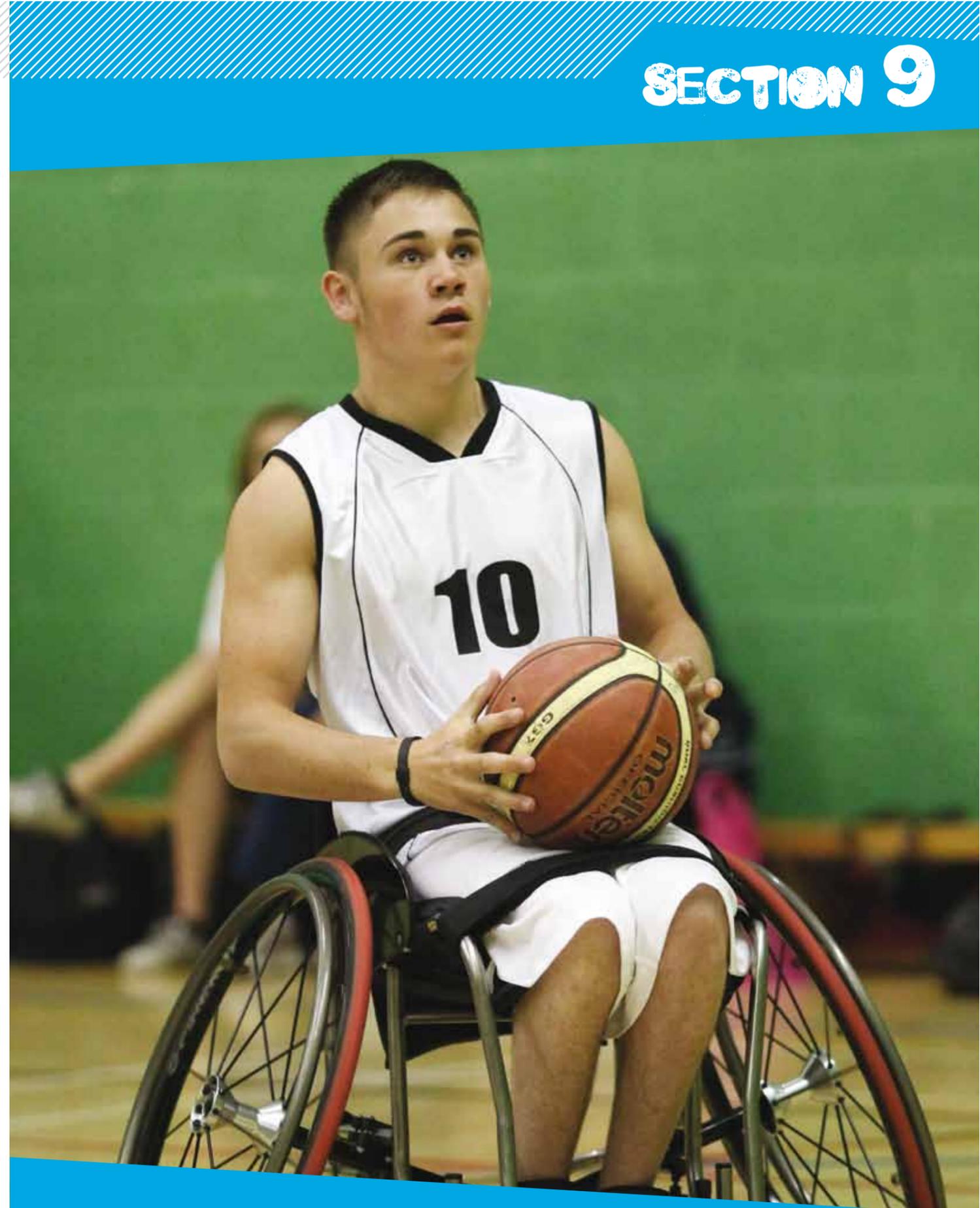
- Ensure the secondary Change4Life sports clubs operate successfully in attracting the right young people and preparing them for School Games experiences.
- Establish a clear understanding with partner schools as to what these school clubs are trying to achieve and how they are positioned within schools.
- Implement a robust method of communication and monitoring and evaluation with the people running the secondary Change4Life sports clubs in your partner schools.
- Work to identify clear rationales for allocating primary Change4Life sport clubs when the time comes including the appropriate theme for those young people.
- Be clear about the mechanisms required to both set up, support and sustain these clubs within your local area.



Engage student voice in the planning and delivery of your C4LSC. By responding to what young people want, Baysgarthe School established a C4LSC focussing on overall fitness as well as skill development. As a result the volleyball club now compete at inter-school competition level.

66 By the end of the 2011-12 academic year there will be 3000 Change4Life sports clubs in secondary schools and a further 4500 being developed in primary schools – designed to inspire and motivate those less active young people!

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NGB COMPETITION FORMATS