



IMPLEMENTING THE RECOMMENDATIONS OF THE COACHING TASK FORCE

COMMUNITY SPORTS COACH SCHEME

BRIEFING NOTE—April 2004



What is the Community Sports Coach scheme?

The headline objective for the Community Sports Coach scheme is to establish 3,000 paid, qualified Community Sports Coaches working at local level to increase the number and range of coaching opportunities according to strategic and local need by 2006. It is intended that the scheme will result in:

- **a step change in developing a career structure for coaching;**
- an increase in the number of qualified coaches employed at a local level;
- quality standards for the recruitment, employment, management and development of coaches;
- managed, quality continuous professional development support for employed coaches; and
- high-quality coaching with a focus on young people.

The development of a pool of high-quality Community Sports Coaches will not only contribute to enhancing the quality of existing activity but also provide the opportunity to generate substantial new activity over time. The pool of Community Sports Coaches will be employed in a geographical area and will work as a team across a range of clubs, schools and local authorities, based on identified need and deployed in such a way to ensure that the maximum number of young people benefit.

The funding available through the scheme should be considered as one element of an overall strategic approach to the development of the coaching workforce at a local level, including attracting new people into coaching and support for existing coaches working in a voluntary capacity. This strategic approach will need to consider recruitment, employment and deployment, training and development, retention and communication, linked to the ultimate goal of creating a world-class coaching system as outlined in the *UK Vision for Coaching*¹.

Why is it here?

The *Coaching Task Force Final Report*² (July 2002) identified a number of issues relating to the employment of coaches in England:

- limited opportunities for coaches to develop coaching as a career;
- few active professional coaches; and

¹ www.sportscoachuk.org/corpinfo/aboutus/ukvision.htm.

² www.culture.gov.uk/global/publications/archive_2002/sport_coach_task.htm.

- a lack of professional development of coaches.

At the same time that there is a need for greater numbers of high-quality active coaches to service demand, the current lack of employment opportunities makes it difficult to promote coaching as a viable profession. It is hoped that the Community Sports Coach scheme will contribute to a step change in the career pathway for coaches in England.

What is a Community Sports Coach?

A Community Sports Coach:

- is a qualified National Governing Body coach with the relevant experience for the coaching role;
- is committed to continuous professional development;
- agrees to abide by a code of conduct; and
- has been checked by the Criminal Records Bureau.

Employed on a full or part-time basis by an employing body operating to minimum standards, Community Sports Coaches will be deployed with a core focus of work across schools, clubs and local authorities to:

- coach young people, predominantly outside of curriculum time, to develop core movement and sport skills across a number of sports or with a particular focus on one sport;
- coach at a local level with a focus on the FUNdamentals/Learning to Train or equivalent development phases of NGB player pathways; and
- retain young people in sport by ensuring a high-quality, enjoyable, young-person-centred experience and providing guidance on progression opportunities based on the young person's interests and abilities.

The core sport focus for the Community Sports Coach scheme will be the first 31 sports to be involved in the National Coaching Certificate, with some local flexibility based on identified local need.

How will the scheme work?

The 45 County Sports Partnerships (CSPs), will act as the strategic coordinating agencies for the scheme, providing national coverage across the network over the initial three-year (2003-06) period of the scheme. The scheme will be live across the country from April 2004, with Sport England Regions liaising with CSPs to establish a regional approach to the roll-out of the scheme over the next two years.

Working through County Sports Partnerships in this way will ensure a coordinated, multi-agency approach to the identification of strategic and local need and will therefore help to maximise the impact of the scheme. Working through a needs analysis and planning process linked to regional and local strategic priorities and NGB player-development pathways and coach-education/development strategies, County Sports Partnerships, working with all key partners, will coordinate the identification of local need for full- or part-time Community Sports Coaches.

Applications for matched funding to employ Community Sports Coaches through the scheme will then be made by County Sports Partnerships to regional Sport England offices, with funding decisions made by Regional Sports Boards.

Employing bodies will be expected to adopt and adhere to equitable recruitment practices, including consideration of where and how posts are advertised. The equity profile of Community Sports Coaches will be monitored, and those involved in the scheme will be expected to take positive steps to identify and reduce barriers to employment in coaching by under-represented groups over the period of the scheme. Key to this will be ensuring that other development initiatives targeted at the recruitment of people into coaching ensure fair representation based on local demographics to ensure that inequalities in the coaching workforce are addressed over time.

Fair representation of young people benefiting from coaching through the Community Sports Coach scheme, again based on local demographics, must be considered in the needs analysis and planning phase and reflected in the recruitment and deployment of coaches.

Who will employ the Community Sports Coaches?

Through the coordinated needs analysis and planning process, a range of employing bodies (including County Sports Partnerships themselves, specialist sports colleges, local authorities, NGBs and clubs) may be identified to employ the Community Sports Coaches.

Salary scales and the specific job title of coaches may need to be flexible to reflect local need, job role and employment market. The recommended salary range for Community Sports Coaches is £18,000 to £26,000.

How many Community Sports Coaches will be employed through the scheme?

3,000 Community Sports Coaches will be employed by the end of 2006, with approximately 120 full-time coaches operational by June 2004. The scheme enables the establishment of full and part-time posts, based on identified need and delivering the desired outcomes of the scheme.

The potential future mix of full- and part-time Community Sports Coaches should be seen as a team working in a mutually supportive capacity. Full-time coaches will need to have the required competencies to mentor part-time coaches, and any part-time coach employed through the scheme will be required to commit to a managed continuous professional development programme.

How will the match-funding work?

Up to 50%, to a maximum of £12,000, will be available to fund the employment of Community Sports Coaches through the scheme. In some cases, more than 50% funding may be available, with local partners determining the best use of the funding across the team of coaches based on identified need and creating a step change in the career structure for coaches in the area. The total funding submission for the team of coaches will need to demonstrate 50% matched funding.

Match-funding from partners can be from a number of sources, including:

- existing partner investment in coaching (linked to the delivery of the same outcomes as the scheme);
- other public funding;

- Lottery funding;
- sponsorship; and
- income generated by the Community Sports Coaches.

All costs associated with the recruitment, employment, management and development of the coaches should be considered in the total cost of the scheme.

Who should I contact for more details?

For further information on the Community Sports Coach scheme, please contact:

communitysportscoachscheme@sportengland.org