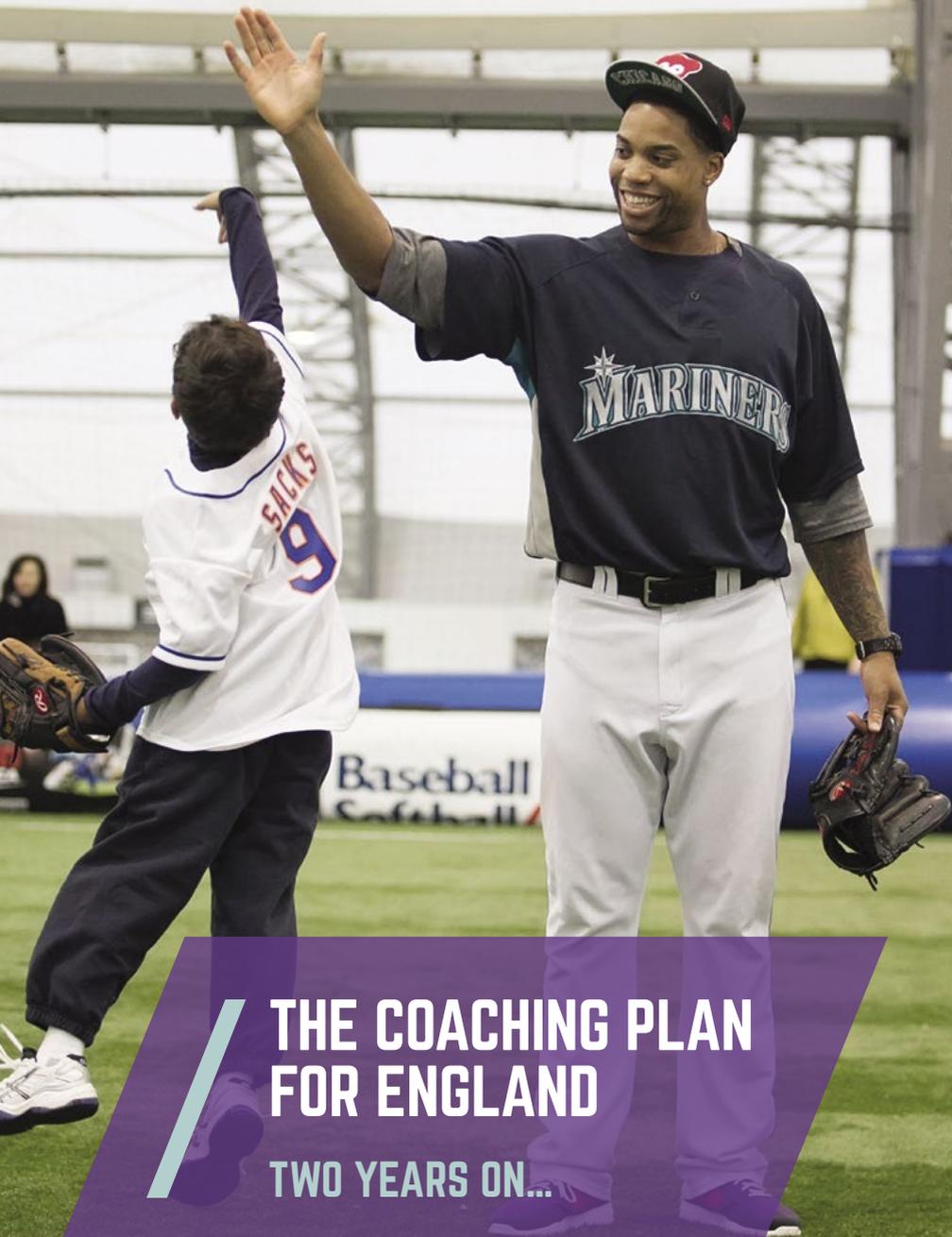




**SPORT
ENGLAND**



THE COACHING PLAN FOR ENGLAND

TWO YEARS ON...



The Coaching Plan for England is challenging the sector to re-imagine the provision of coaching from the perspective of the participant or potential participant. A significant number of stakeholders have already embarked on this journey and there are signs that the plan is acting as a 'lever for change' across the coaching system. We aim to build on this initial progress by working to increase cohesion and alignment of organisations across the sector by supporting them to align to the new framework of professional standards while at the same time retaining enough flexibility to support each organisation to progress at their own pace.

“IMPROVING A PERSON’S EXPERIENCE OF SPORT AND PHYSICAL ACTIVITY BY PROVIDING SPECIALISED SUPPORT AND GUIDANCE ALIGNED TO THEIR INDIVIDUAL NEEDS AND ASPIRATIONS.”

THE PROGRESS WE'VE MADE

CHALLENGE	WHAT WE SAID	WHAT WE HAVE DONE
<p>MAKING IT EASIER TO START COACHING</p> 	<p>A new range of professional standards will have been developed to provide increased range of opportunities to engage people in coaching roles.</p>  	<p>25 PROFESSIONAL STANDARDS DEVELOPED including standards for coach and coaching assistant.</p> <p>1190 ORGANISATIONS CONSULTED</p> 
<p>FOSTER AN IMPROVEMENT CULTURE</p> 	<p>Establish a new community of expert coach developers and mentors able to provide coaches with live feedback and reflective discussion to better guide their improvement journey.</p> 	<p>129 TRAINING PROVIDERS have signed up as CIMSPA endorsed quality assured Skills Development Partners providing coach development opportunities.</p> 
<p>TRANSFER LEARNING INTO PRACTICE</p> 	<p>Create an accreditation programme to recognise deployers that are committed to providing coaches with a high quality learning and development environment.</p> 	<p>CIMSPA have been commissioned to begin consultation for a National Workforce registration scheme.</p> 
<p>MEASURE THE IMPACT & COMMUNICATE THE CHANGE</p> 	<p>Establish robust ways to measure the coaching experience.</p> <p>Regularly communicate stories of people who have been supported by coaches and stories of people who have been able to successfully develop coaches</p> 	<p>UK Coaching commissioned a National Population Survey which explored public opinion of coaches and coaching from:</p> <p>20,688 RESPONDENTS</p> <p>23M SOCIAL MEDIA REACH</p> <p>For #GreatCoaching Week on social media channels through the use of the #GreatCoaching hashtag sharing stories.</p> 
<p>ENHANCE THE DELIVERY INFRASTRUCTURE FOR THE SECTOR</p> 	<p>Ensure all partner organisations that deliver coaching activity are planning and delivering in line with the principles and objectives outlined within the Coaching Plan for England.</p> <p>Coordinate a learning & development programme for coach development professionals in partner organisations.</p> <p>Work with local delivery partners to turn the aspirations of the plan into reality.</p>	<p>43 COUNTY SPORT PARTNERSHIPS WORKFORCE PLANS developed and aligned to the aspirations of the Coaching Plan.</p> <p>OVER 50 specific learning & development opportunities delivered.</p> <p>OVER 100 1:1 consultations conducted to support partner organisations with their coaching workforce plans.</p>

KEY INVESTMENT PAVING THE WAY

UK COACHING

£2M+

PA INVESTMENT

- Lead agency for coaching in the UK.
- Supporting partner organisations to recruit, retain and develop a diverse and participant focused workforce.
- Raising the profile of coaching through generating research, developing insight and sharing best practice.

CIMSPA

£600K+

PA INVESTMENT

- The professional development body for the sport and physical activity sector.
- Providing opportunities for professionals to develop and succeed.
- Leading on the development and management of career pathways.

ACTIVITY ALLIANCE

£450K

INVESTMENT OVER 3 YEARS

- Deliver the Inclusive Activity Programme of training to 8,500 people focusing on traditional coaches, community activators and health professionals.
- Improve the confidence and competence of trained individuals to provide physical activity to people with disabilities and long term health conditions.

COACH CORE

£1M

INVESTMENT OVER 3 YEARS

- 10 locations across England.
- Supporting the talents of 200 young people from low socio-economic areas through a sports coaching apprenticeship scheme.

THE FA (PARKLIFE)

£2M

PA INVESTMENT

- Supporting the delivery of the FA Coaching Grassroots Programme Parklife.
- Diversifying the number of qualified coaches.
- Providing coach developer and mentor support for grassroots coaches.
- Supporting primary and secondary school teachers delivering PE.

COUNTY SPORT PARTNERSHIPS

£2.5M

PA INVESTMENT

- As a network develop and deliver 43 workforce plans.
- Grounded in insight CSPs aim to recruit, develop & deploy a coaching workforce that meets the needs of their place & people.



THE FUTURE OF COACH EDUCATION

We worked with the Sport & Recreation Alliance to conduct a review of the UKCC. The findings and recommendations of the review are as follows:

MODERNISING LEARNING AND DEVELOPMENT



Trying to condense very large volumes of material into short time periods was deemed to be a flawed learning model.



There is an under-utilised desire for ongoing, flexible learning with far greater potential to embed both CPD, flexible learning and 'informal learning' within the future development of coach education frameworks.



high level of support for online learning with a need for a more open, technologically literate and responsive coach education market.



UKCC does not adequately account for prior learning and qualifications – and does not sufficiently value skills and experience gained from both within and from outside of sport.

A NEED TO EVOLVE WITH A CHANGING ENVIRONMENT



The strategic environment, and wider social trends have developed and changed – in some senses the UKCC no longer reflects the core needs of coaching.



Broader strategic priorities such as tackling inactivity and in making the sector more inclusive have changed markedly, and any framework for coach qualifications should evolve along with these changes.

DIVERSITY & INCLUSION ISSUES



A perception that UKCC was 'only for NGB coaches' and did not cater for 'outside the system' groups.



As is evident that there is a bias towards men, and an under-representation of women particularly at more senior levels of the coaching workforce.



A specific point around the lack of flexibility within course delivery for people with children, which primarily impacts (potential) female coaches as a potential barrier was a prominent factor cited by respondents.



There was a strong sense that UKCC does not enable people from BAME communities to engage in coaching. There were also concerns raised about the under-representation of LGBT(Q) coaches and coaches with disabilities.



The review has identified relatively high barriers to entry to UKCC qualifications – in terms of cost, time and ability



There are significant gaps in the subject areas within qualifications – including ethics, duty of care, inclusion, equality and diversity, nutrition, physical development, psychological, sport science.



The terminology associated with the UKCC, the UKCF and other, related initiatives and organisations is excessively complex and confusing

UKCC RECOMMENDATIONS

- ✓ There remain high levels of recognition for the achievements of the UKCC project in having professionalised the workforce. Introducing new people to coaching, adopting a broader definition and embracing new methods of delivery should not result in a decline in standards.
- ✓ A new approach to learning and development be created including an evolved qualifications framework which adopts and promotes the new definition of coaching.
- ✓ The evolved framework should be considered within the context of the wider development of professional standards in sport & physical activity.
- ✓ This new approach should address knowledge and skills gaps in areas such as:
 - Mental health and wellbeing.
 - Nutrition/healthy lifestyles
 - Inclusion
 - Equality and Inclusion
 - Communication, empathy and understanding inactive people.
- ✓ There should be a higher prioritisation of informal, ongoing and continuous professional development.
- ✓ Coach education and development should be more 'learner centred' and should undergo a digital transformation to increase access and offer more flexible opportunities for learning and improvement.
- ✓ CIMSPA and UK Coaching should work together to support the sector to embrace this new approach.

NEXT STEPS



Support organisations to develop new entry level qualifications in line with evolving minimum deployment requirements to make it easier to access and start coaching.



Conduct a feasibility study of a National Workforce registration scheme to raise standards and improve the monitoring of the workforce and champion those organisations and individuals leading by example.



Improve and increase the access and opportunities for coaches to learn and develop from a coach developer or mentor.



Conduct the National Population Coaching Survey to measure trends in the demographics and the effectiveness of the workforce.



Establish a suite of learning and development opportunities to make it easier for people coaching to invest in their own personal development.

We will continue to build partnerships, work across the sector to increase the number of great experiences participants are receiving. We will also strive to alter public perception on what a good coaching workforce looks like. We will continue to invest in organisations committed to the development of a workforce that is highly skilled, highly motivated and truly valued.





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