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CORE**

lifetime

COACH CORE IMPACT REPORT



INTRODUCTION

IN SEPTEMBER 2021, THE SECOND LEVEL 2 COMMUNITY ACTIVATOR COACH CORE PROGRAMME WAS LAUNCHED IN NORTHUMBERLAND AND TYNE & WEAR, BUILDING ON THE SUCCESS OF THE 2019 PROGRAMME. IN ADDITION, DUE TO THE DESIRE TO FURTHER DEVELOP YOUNG PEOPLE IN THE AREA, A NEW LEVEL 3 COMMUNITY SPORTS HEALTH OFFICER PILOT PROGRAMME WAS LAUNCHED.

Coach Core is an employment and education programme that delivers a community sports apprenticeship to young people, vital to a future successful career in sport/physical activity roles. It helps them not only change their own future pathways but also become a positive influence in their communities.

Across both the programmes 24 young people began either a Level 2 Community Activator Coach qualification (19) or a Level 3 Community Sports Health Officer qualification (5).

A breakdown of the demographics of these young people can be seen here

| | Community Activator Coach Level 2 | Community Sports Health Officer Level 3 | Both Programmes |
|--|--|--|------------------------|
| Start Date | 01/09/2021 | 01/09/2021 | 01/09/2021 |
| Number of Employers | 11 | 5 | 15 (unique) |
| Initial intake of Apprentices | 19 | 5 | 24 |
| Completers | 63% | 100% | 68% |
| Distinctions (of those who completed the course) | 25% | 100% | 47% |
| Females | 47% | 33% | 44% |
| Aged 16-18 | 47% | 0% | 36% |
| Learner support needs | 11% | 16% | 12% |
| Ethnically Diverse Communities | 5% | 0% | 4% |
| Top 30% IMD Postcode | 53% | 33% | 48% |
| Total Number of Coaching Sessions | 16,890 | 6,590 | 23,480 |
| Total Number of Coaching Interactions | 236,460 | 92,256 | 32,716 |

Since completion of the apprenticeship all the Level 2 apprentices have been offered employment contracts, ranging from zero-hour contracts to full-time; eight (60%) of the young people have been offered these contracts with their apprenticeship employer, demonstrating that the organisations highly valued the work the apprentices undertook during their time with them. In addition, given the current challenging financial climate a lot of organisations are facing, the fact that so many employers have retained their apprentice is an extremely positive indication that organisations truly appreciate the benefits a Coach Core graduate can offer them.

Although not all apprentices were offered employment through their current employer, the knowledge and skills they gained through the qualification has certainly supported them to begin their career in the sport/physical activity industry.

All of the apprentices that completed the Level 3 qualification have been offered full- time employment with their employer allowing them to continue to develop their sport/physical activity careers and put into practice all the learning from their apprenticeship.

A list of all the employers involved in Year 2 of the programme can be seen here

| Level 2 | Level 3 |
|--------------------------------------|------------------------------|
| Percy Park Rugby Club | Newcastle United Foundation |
| Projects4Change | Newcastle Falcons |
| The Turf @ St. John's Primary School | Northumberland Cricket Board |
| National Trust | Hat-Trick |
| Northumberland County Council | |
| Northumberland Cricket Board | |
| Hat-Trick | |
| Circus Central | |
| Newcastle Falcons | |
| Sports Works | |
| Sunderland Community Action Group | |

For the Level 2 programme 72% of the employers were originally involved in Year 1 (2019) of the Northumberland and Tyne & Wear programme; such a high retention rate, highlights just how much organisations value the contribution an apprentice(s) can make to their organisation.

For the Level 3 programme 100% of the employers had employed apprentices in previous programmes, again demonstrating they believe in Coach Core's ethos. In addition, 50% of the initial intake of apprentices had previously completed the Level 2 Community Activator Coach qualification with Coach Core and wanted to further progress their career development by taking on the higher level qualification.

REFLECTIONS

There are several partners involved in the delivery of Coach Core in Northumberland and Tyne & Wear, all of whom play a vital role in the success of the programme. Throughout the last fifteen months we have consulted with all partners, from Lifetime Training to the employers to the apprentices to improve and grow the programme for Year 3 (2023/24). Below is a summary of the reflections and feedback received from Year 2 of the programme.



Jade Scott, *Adult Health and Wellbeing Strategic Lead at Rise*, shared her reflections on the programmes.

The Northumberland and Tyne & Wear Coach Core programme, although still very much in its infancy, has made some great developments during Year 2 of the programme. With one year of the programme successfully completed we have taken the opportunity throughout 2022/23 to gather as much insight and feedback from employers and apprentices so we can continue to grow and improve the offer. We have done this through youth voice sessions, one to one meetings with employers and a small focus group reflection session. The engagement from apprentices, employers, Coach Core staff, and our Lifetime tutor has been incredible and their feedback has enabled us to review our programme moving forward. From the consultation we have undertaken during Year 2 of the programme we are positive we will be able to put strategies in place to remove even more barriers those young people from our underserved communities face when trying to gain employment.



LEARNING COACH REFLECTIONS

Wasim Collins, *Learning Coach* has been involved in the programme since its inception in Northumberland and Tyne & Wear, a few of the successes and challenges he identified from Year 2 of the programme include:

- We had twelve of the Level 1 apprentices reach their end point assessments, which resulted in all twelve passing and three apprentices achieving distinctions. However, seven apprentices left the programme with six of those who left being female.
- Despite the Level 3 being a pilot study and the first time Lifetime had delivered the L3 Community Sport and Health Officer, all five learners that went through assessment achieved a distinction overall, showcasing their knowledge, skills and behaviours.
- The programme engaged eleven different employers with a good mix of sports, multi-sport, and youth work type offers, however switching to a new learning platform ended up with an extended duration to the programme which resulted in frustrations for the employers, apprentices and Learning Coach.
- Rise, our Active Partnership were really hands on and wanted full involvement which really helped support the offer and provides additional support to apprentices and employers.

PROGRAMME MANAGER REFLECTIONS

Paul Thompson, *Director of People and Learning* at *Coach Core* also shared his reflections on how the programmes went.

- We had an excellent central partner (Rise) who provided exceptional support, particularly in addressing day-to-day issues with employers and facilitating effective communication.
- Our dedicated Learning Coach went above and beyond, building strong relationships with the young people and providing personalised support.
- We achieved a diverse range of employers, showcasing the inclusivity and breadth of opportunities available through the programme, however we need to encourage more active engagement from employers in the consortium meetings moving forward.

EMPLOYER REFLECTIONS

Hat-Trick are a multi-sports organisation that work in some of the most deprived neighbourhoods in Northumberland and Tyne & Wear. They first got involved with Coach Core in 2019, and in 2021 they employed three Level 2 and two Level 3 apprentices.

Keith Parsons, *Community Sports Manager* at *Hat-Trick*, reflected on why they are passionate about the Coach Core programme.

One of the main reasons Hat-Trick engages with Coach Core is to support those that have faced barriers and disadvantages with their career development. Keith stated, 'Someone said something quite powerful to me recently, that's kind of stuck in my mind 'you are changing people's lives for the better', and that's a really big thing to think about. If you come from an underserved community in a disadvantaged background and you don't get those opportunities, your life could go down one of lots of different paths. However, if Coach Core and Hat-Trick are able to offer you an opportunity, something which you're passionate about and you enjoy, and ultimately it's going to lead to you becoming a much more positive, better person and break down all those barriers that perhaps come from home, you should absolutely have access to that opportunity and that's what we're here to do.'



APPRENTICE REFLECTIONS

During their apprenticeship young people were asked to rank which aspects of their education they found most valuable. The results for the Northumberland, Tyne and Wear programmes are displayed below.

| Rank | Education Aspect |
|--------------------|---|
| 1 (Most Valuable) | Face to face practical sessions |
| 2 | Learning on the Job |
| 3 | 121 visits/check ins with your Learning Coach |
| 4 | Independent Learning/Tasks |
| 5 | Online/Virtual Learning |
| 6 (Least Valuable) | Development Week sessions |

Throughout the apprenticeship feedback is gathered at regular intervals, below are just a few of the quotes we received from young people involved with the programme:

'The apprenticeship was an opportunity to do something that I'm obviously passionate about. I've always been passionate about sport, but I thought at my age, it was probably going to be too late, but it wasn't. The opportunity came round and I grabbed it with both hands and I've never looked back since.'

'I want to be someone who makes a difference in my community'

'I think leaving school and then having a full-time job was a massive change in responsibilities. I had to grow into that quite quickly just to deal with keeping on top of things. My confidence grew a lot and my communication skills improved through working with a massive range of different people from disability cricket, young children and older teenagers. The apprenticeship made me grow a lot as a person.'

*'Waz is an absolutely incredible tutor and is truly one of the best teachers I've ever had! He is so willing to help and encourage his apprentices to be the best they can be! I am forever grateful to Waz because he really has the patience of a saint to be able to put up with the million questions I had each day and he always helped me find the answer, or if he was unsure he would take the time to find out for me!
I really can't praise how amazing Waz is!'*

AWARDS

The Coach Core Awards celebrating the 2022 apprenticeship programmes took place on February 8th at The Oval in London.

The Awards brought together current apprentices, graduates, their employers and Learning Coaches, as well as supporters and other partners, to celebrate and highlight everything that makes Coach Core special.

The Northumberland and Tyne & Wear programme was successful in two categories:

LEARNING COACH OF THE YEAR – WASIM COLLINS

Waz was recognised for all the hard work and dedication he has shown to each individual apprentice.

‘Due to the type of young people we engage in a Coach Core apprenticeship, we know a ‘traditional’ education environment isn’t usually effective. Waz creates sessions that are engaging, enjoyable and allows Coach Core apprentices to learn in a way which is best for them. A survey of his apprentices had a consistent, positive theme: their joy in the education days with their Learning Coach’.

EMPLOYER OF THE YEAR – HAT- TRICK

Hat-trick were recognised for their dedication to the Coach Core programme and giving their apprentices the best start on their career journey:

Hat-Trick are deep believers in developing a pipeline of success in their local area: young participants become volunteers who become apprentices who become full-time members of staff. Hat-Trick have taken on 5 Coach Core apprentices, 2 of whom are now members of staff, 2 of whom are on the programme currently and 1 of whom left the programme to take up full-time work in the school Hat-Trick had her working in.

For further information regarding the success at the National Coach Core Awards [click here](#)

In addition to the Coach Core Awards, we also saw recognition through the North East Apprenticeship Awards 2023 with Wasim Collins being shortlisted for the Mentor of the Year Award and the North East Coach Core programme winning the Training Provider/Programme of the Year.

For further information regarding the award [click here](#)

CONCLUSION

To conclude, both the Level 2 and Level 3 programmes have been incredibly successful with 70% of learners across both qualifications completing the course. This is higher than the national achievement rate of 57.7% for the 2020/21 academic year.

A key finding throughout our evaluation of the programme is the incredible work of Wasim, Learning Coach, at delivering the education aspect of the apprenticeships. The above and beyond support he offered to all involved with the programmes was a vital aspect of the success.

As this is the second time Coach Core have run a Level 2 programme in Northumberland, Tyne and Wear, stakeholders were able to learn from the first programme which meant that generally, the programme ran smoothly. One of the main challenges was switching to a new learning platform, which disrupted the apprentices' education, however this will be rectified for Year 3 of the programme.

In addition, despite the challenges of the Level 3 pilot programme, all of the learners completed the course and all five of those learners graduated with a distinction.

The results of the Year 2 programme are a testament to the hard work and dedication of the learners and their support network which includes the employers, their Learning Coach Wasim, Coach Core and the central partner, Rise.

FURTHER INFORMATION

For further information regarding the Northumberland and Tyne & Wear Coach Core programme please contact:

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Or watch our Coach Core videos which can be found [here](#) and [here](#)