



Coach Development Impact Report 2023-24

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Introduction

The Core Market is at the heart of the Partnership's work and builds on the foundations of HSP, to develop clubs, coaches and volunteers across the county. Coaching is a key element to the sport and physical activity sector and whilst arguably it has become less of a priority and visible within Active Partnerships, HSP has kept a strong coaching offer at the core.

Project background

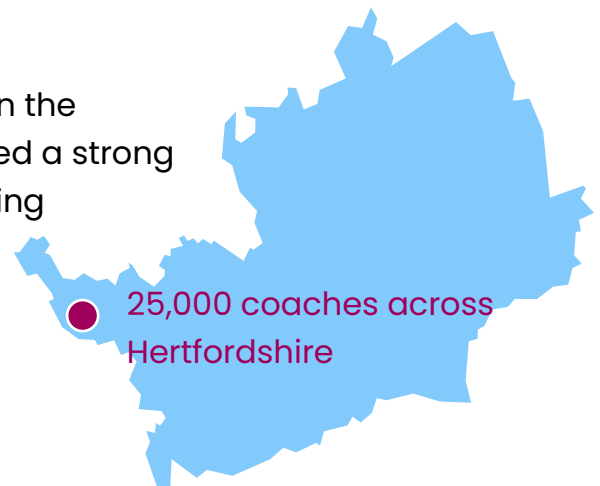
Coaches form a large and important part of the sport and physical activity workforce and thus it is imperative that the Partnership has a strong, robust and high-quality coaching offer that develops the skillsets and experiences of Hertfordshire coaches and better equips them to meet the challenges of the sector.

It is estimated there are 25,000 coaches in Hertfordshire based on the number of affiliated sports clubs, private providers and career coaches. This is a significant amount of people who influence the delivery of sport and physical activity to tens of thousands of people across the county.



Implementation

Coach Education Week is a longstanding event in the Partnership's annual schedule and has established a strong reputation across Hertfordshire and beyond. Having originated in 2008, the annual programme of courses, workshops, webinars and other CPD opportunities seeks to upskill the training and delivery workforce across the sport and physical activity sector.



Now in its 16th year, the 2024 campaign ran from Monday 19th February to 25th February and saw courses ranging from *Badminton Level 1* to *Domestic Abuse Awareness*. A total of 28 opportunities were delivered by 20 separate providers. There was a strong mix of free and paid-for provision, with 62% of all opportunities being free to access. Similarly, there was also a good mix of online and in-person opportunities with 45% of all opportunities delivered virtually.

The most popular, in terms of the number of bookings, was the *'Play Their Way Webinar'* delivered by Stuart Armstrong and Alex Darbon-Cole both of Sport England which highlighted the Play Their Way campaign and its aim to champion 'Child Centred Coaching' and make coaches and delivers across the country more aware with the UN Rights of the Child statute.



The webinar saw many sign-ups from colleagues across the Active Partnership network including several of the new Sport Welfare Officers that have recently been appointed. However, this does not tell the full story as whilst this webinar was the most popular for bookings (51), both the *Autism Awareness* and *ADHD Awareness* sessions were capped at 30 attendees but filled up within 5 days and I am confident both sessions would have filled several times over given the

speed in which they sold out and the numerous email enquiries received and requests for recordings. Overall, 319 people attended some form of training as part of the week.



“I thought the opportunity to be part of coach education week was excellent and thank you for this - a wide range of topics that are really beneficial to learn more about from industry experts.

Also really useful having 1 contact from the event organisers - Charlie was really helpful when I asked any questions about any of the workshops - thanks Charlie”

During the summer term, there were also 4 **Young Leadership Programmes** delivered in partnership with Hertfordshire County Council and APEX 360. 4 schools were identified, Westfield Academy, Kings Langley, Hertswood Academy and Laureate Academy.

The schools identified 20 students who would not traditionally find their way to a sports leaders course. From the 80 originally identified, 58 completed the qualification. In order for the students to be signed off, they had to complete a minimum of 5 hours of volunteering in a community sport setting. A list of local opportunities was provided to each student with contact information, and they were asked to make contact with clubs and other local organisations to complete their hours.

The programme was well-intentioned, however, the downside of specifically targeting certain students often meant that there were high levels of apathy towards the programme and some challenging behaviour on display. Also, arguably trying to deliver four programmes at once was optimistic and one or two schools should have been chosen with a more concentrated effort

Partnerships

28

Coach Education Week opportunities

319

Total number of Coach Education Week attendances

Partnerships

UK Coaching

Sport Structures

Sport England

The Ann Craft Trust

Herts Disability Sports Foundation

NGBs

Activity Alliance

Add Vance Training

Mind in Mid Herts

Outcomes and Benefits

Having a strong coach development offer is one of the cornerstones of the Partnerships and is highlighted in the HSP strategic plan.

Compared to last year, Coach Education Week had 7 more opportunities offered and 131 more places taken up across the week which suggests a more impactful and successful programme. Additionally, there was greater breadth in the opportunities with the world exclusive 'Finding Your Feet' course delivered by Mike Callan and British Judo which saw 17 Judo coaches trained in Safer Falling techniques. The Elite Women's Coaching Panel which has not been offered for several years and the first Domestic Abuse workshop.

"A great offer from Herts and fantastic it was offered out to a wider audience. Sessions delivered really well by presenters".

Key Learnings

Coach Education Week remains a key campaign in the Partnerships annual calendar and its brand continues to grow. However, looking at the survey results, the approach to marketing needs to be revisited with most people citing they did not find their courses via social media.

Also, whilst well-intentioned to grow the range of opportunities delivered, it remains the same courses that consistently fill i.e. Safeguarding Children, Safeguarding Adults & Time to Listen.

The youth leadership programmes require some tweaking but have the potential to be hugely powerful and grow the next generation of the workforce.

Next Steps

1

Coach Education Week 2025

Begin preparations for a bigger and better CEW in 2025.

2

Create a wider Coach Development offer

Develop a smaller scale coach offer that runs throughout the year, linked to local need.

3

Young Leaders

Continue to invest in youth leadership programmes to grow the next generation of volunteers.





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COACHING**

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**Sport &
Physical
Activity**
Partnership

