



Introducing the work of the Community Sport Employer Group

New Apprenticeship Standards

Presented by
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Director of Active Essex

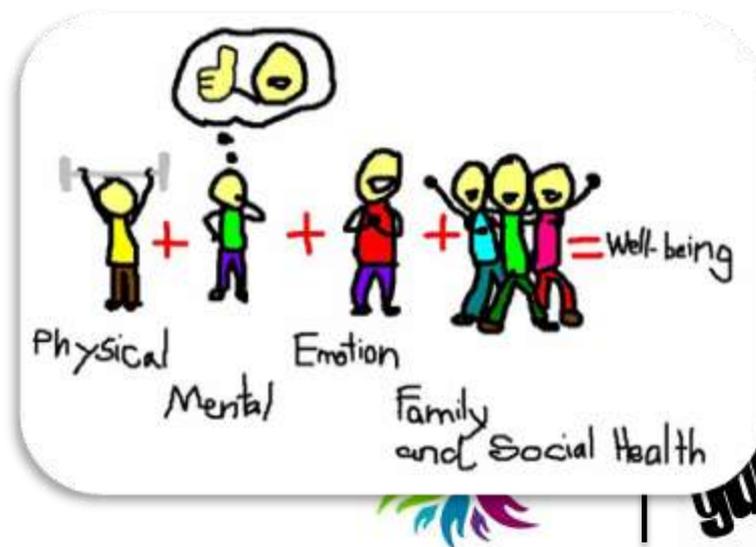


StreetGames (CEO Chair & secretariat)	Places for People Leisure
Manchester City Council	Sport England
Birmingham City Council	British Cycling
Newcastle City Council	Bourne Leisure
City of Stoke on Trent	2 nd Chance Project
Salford Community Leisure	British Heart Foundation National Centre
Chorley Borough Council	CIMSPA
Active Essex (rep CSPn)	BIS
Wigan Leisure Trust	Leicester City Council
Communities United Project Yorkshire	Rochdale – Link4Life
Derbyshire Sporting Futures	

The group has an array of expertise across the sport and physical activity sector and aims to translate what the future frontline workforce will require in terms of skills, knowledge and behaviours



So what are the experiences...



Why are we doing it?

Current weaknesses with skills system / lack of clarity about movement into the Sector



An ability to apply the disciplines of sports development to ensure an appealing physical activity offer delivering across multiple agency priorities

A need to equip the workforce of the future with:

Youth engagement skills and community development skills to engage inactive and hard to reach youth

Behavioural change skills from public health and contribute to securing a lasting change in healthier lifestyles

Local insight and customer-orientated marketing skills to attract high priority groups into existing leisure, parks and sport infrastructure

An ability to stimulate positive activities through using experiential play and animation across parks, green spaces, city centres and housing stock

The Journey

The Group have been successful in securing support from Government to develop two new Apprenticeship Standards – one at Level 2 and one at Level 3

Aspiration is the apprentices will be deployed to support organizations who use sport & physical activity as a catalyst to get more people active and deliver an Active Nation

Feedback through consultation has been employers expect workforce to build significantly different attributes/behaviors e.g. communication, critical thinking creativity, team work and applying technology and soft skills are essential

- ✓ Community Activator Coach
- ✓ Recently submitted final Standard to BIS for assigning Copyright
- ✓ Consultation has run online, focus groups and conferences through 2016
- ✓ Aligned to replace the L2 Activity Leadership framework and deliver on the new Coaching Plan for England
- ✓ Golden thread is behavioural change
- ✓ 'tracksuit and trainers engaging with customers and participants on the front line'



- ✓ Community Sport and Health Officer
- ✓ Elements of L3 Sports Dev; Public Health; Community Regeneration; Youthwork; Tackling Anti Social Behaviour
- ✓ Approved by Government as a Standard
- ✓ Currently finalizing the Assessment Plan – including end point
- ✓ Golden thread is also behavioural change
- ✓ ‘polo shirt, mainly office based, managing projects, coordinating partners, managing teams’

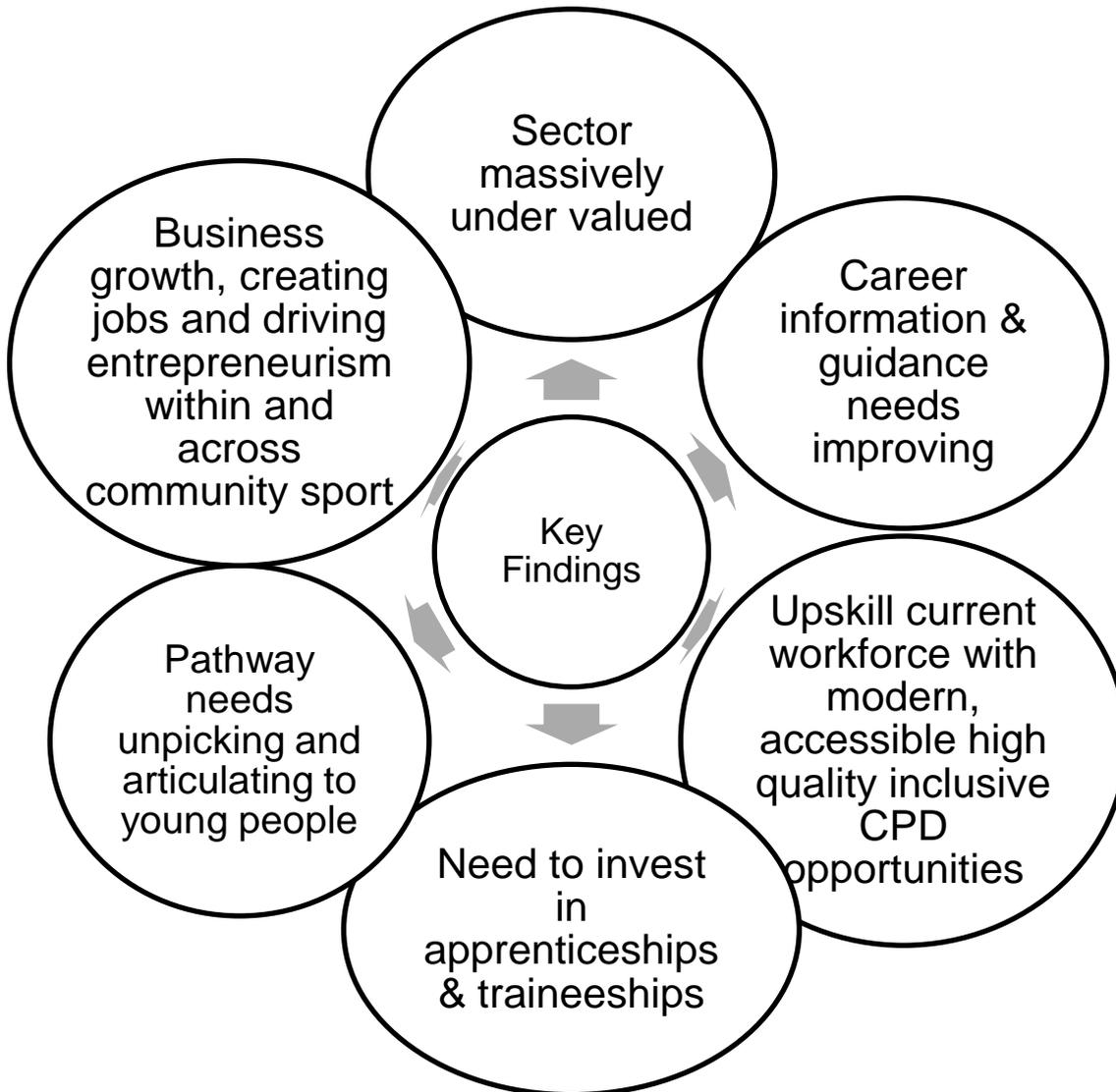


What are we creating in terms of a legacy?

- Getting people to think differently about Apprenticeships in the sector
- Working collaboratively with partners from public health, housing, regeneration, policing and youth work
- Embedding Apprentice deployment into national projects and priorities
- Driving coherent career pathways into the Sector
- Working to support CIMSPA and Sport England with a pipeline of talent for the future
- Embracing innovation in learning and assessment
- Articulating roles through skills, knowledge and behaviours which describe what makes an individual competent



Sector skills action plan for the Black Country



Hence the
Standard for
Community
Sport

Live Example from Active Essex



- ★ Building capacity to activate and support local sport and physical activity projects across Essex.
- ★ Give Back days – Active Essex Sports Awards, School Games, Conferences, World Class Cycling events at Hadleigh Park, Information, Advice and Guidance – signposting to future employment opportunities
- ★ Additional workshops/training – upshots, club development, Sportivate funding, social media, leaflet/poster design, customer service, Inclusive Communications with EFDS, Safeguarding, First Aid





Come and join us in this afternoon's workshop or engage with trailblazer@streetgames.org to find out more.

We're working with organisations and partners across the country to establish operational delivery partnerships, learning programmes and financial models. As the Government strapline reminds us #GetInGoFar

