

Case Study

Theme – Workforce Development

Black Country Young Coach Academy

The Black Country Young Coach Academy aims to bridge the gap between School Sport/Leadership programmes into Community Sport through:

- Identifying appropriately experienced, motivated and passionate individuals aged 16-18 who wish to progress into Community Sport opportunities within a Community Club.
- Providing young people with the knowledge of working with experienced coaches operating in the Black Country.
- Providing a bursary for young people to move from the 'leadership pathway' onto the preferred NGB 'coaching' pathway.
- Providing young people with an exit route into the relative NGBs' Young Coach Academy or the YST National Young Coach Academy.

First Session: Launch – Importance of Effective Communication

The first session focussed on the value and importance of coaching in the Black Country. The session introduced the concept of the Young Coach Academy with members they then received a session around the importance of communication delivered by Helen Bourton (PASS Manager)

Second Session: Know your Customer

The second session focussed on the value and importance of knowing your customer. The session introduced the concept of placing the customer at the heart of every decision and enabling coaches to ensure their experience is of the highest quality.

Coaches also received advice and guidance from Sam Hayer (Elite performance coach) around tailoring sessions around the motivations of participants in conjunction with the Active Black Country 'Know your customer Resource'.

Third Session: Inclusive Coaching

The third session of the Young Coach Academy focussed on making coaching more inclusive. The group focussed on the Inclusive Training with a heavy emphasis on the Steps programme. The session was delivered by Director of Sport at Westcroft Specialist Sports College.

Fourth Session: Ambassadors

Members of the Young Coach Academy attended the Black Country School Games Summer Festival. Working as ambassadors and hosting the VIP area provided opportunities for members to broaden their volunteer experiences to wider than just sports participation.



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Aaran's Journey

One of the young people on the Young Coach Academy, Aaran Sangha, aged 18, has progressed into community sport. Active Black Country matched Aaran's ambition to coach young people to the needs of a local football club.

With Aaran's view to challenge himself and take himself out of his comfort zone to see whether teaching would be something he could pursue, he was keen to start coaching the U6 youth side at Tividale Football Club, whilst at the same time being mentored by his co-coach.

The club are very happy with Aaran's contribution and praise his punctuality, commitment and how he puts the young players at the centre of his sessions. He makes their experience fun, meaningful and social.

Aaran started out shadowing the current coaches and is now jointly running the sessions on a weekly basis at Lions Farm playing fields in Sandwell.

Aaran has benefitted from the Young Coach Academy by having learned how to adjust his delivery to each participant he coaches. Aaran says that the key to his coaching is that he always spends some good time finding out why a person is in the session so he can make the session a great experience.

He has learnt to be more intuitive, to always prepare and plan ahead, and to improvise and engage with parents to create the social buy in.

What next?

Support for the group will be provided for those looking for deployment opportunities. A number of members have been supported with bursaries to enhance deployment opportunities with 2 members working at Wolverhampton Swimming club.

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I've really enjoyed the training (STEP) with Paul. It was great to see how I could adapt my sessions so everyone can be involved

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Young Coach Academy Member

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It was great to experience a different side to the school games festival and see how other parts of the event work.

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Young Coach Academy Member