

DIVERSIFYING THE WORKFORCE

Greater Manchester Young Leadership Academy

September 2017-July 2018

PROJECT BRIEF

Throughout Greater Manchester GreaterSport are aiming to build the knowledge, skills and understanding of the workforce. Research shows that gaining a leadership qualification improves confidence by 71%, in Greater Manchester this figure in previous years has been at 52%.

50% of young people supporting the school games had not received any formal leadership training, only 1% had a disability and 21% from BAME group. Therefore, we decided to pull the School Games and DfE programmes together to create one unified project for young leaders, coaches and volunteers and develop the Greater Manchester Young Leadership Academy.

PROJECT OBJECTIVES

The programme is targeting the following groups:

GMYoungAmbassadors

12 Young Ambassadors aged 16-18.

Delivering the school games briefing to the young leaders and presenting the leadership journey.

Training: Level 1 or 2 coaching qualification

GMYoungLeaders

300 Young Leaders from underrepresented groups such as BAME, females and those with a disability aged 13-16.

Training: CV and employability skills and sport specific training such as refereeing/ officiating/ umpiring.

GMEventLeaders

24 Event Leaders aged 16-25, from disadvantaged communities who will have previously qualified for pupil premium.

Training: Sports Leaders Introduction to Leadership Award and Safeguarding and Protecting Children.

✔ To diversify the workforce to include different demographics of young people.

✔ To build lifelong skills through the power of leadership in those coming through the programme.

✔ To ensure adequately trained leaders are running the events for the School Games competitions increasing their confidence and ability to lead others.

✔ To be young people centered and led, allowing a sharing of experience and knowledge to take place, ensuring better customer engagement through customer gained insight.



IMPACT IN THE FIRST 5 MONTHS



Recruited, trained and deployed 205 young people, achieving 61% of the targeted 336 young people.

169 young leaders have been trained in 10 sports receiving qualifications in refereeing, umpiring and officiating and 24 event leaders have gain a qualification in sports leaders 'Go Lead' award.

12 young ambassadors have successfully led one Level 3 School Games briefing workshop ensuring young leaders have all the relevant information before supporting competitions at the Level 3 event and themselves are working towards gaining their level 1 coaching qualification.

Through a partnership with Rental Cars we were able to run a CV & employability skills workshop to 80 of our young leaders.

1,840 young people have participated in school sport competitions with the support of our 205 young leaders, event leaders and ambassadors.

1,640 volunteer hours logged.

£2,880 economic impact on investment already made.

DEMOGRAPHIC ENGAGEMENT



6%
with a disability



24%
BAME

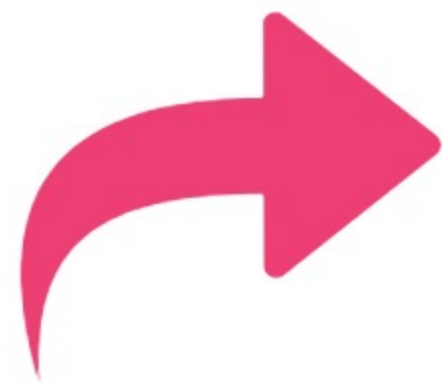


53%
Females

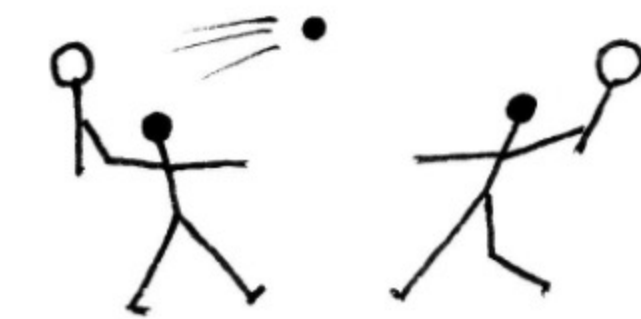
PARTNER ENGAGEMENT



Special school in Rochdale had no previous engagement with leadership opportunities.



GreaterSport approached the school to develop a collaborated approach to include their students within the leadership programme.



Identified the Inclusive Tennis competition within the school games as a potential exit route for the students to support.



Brought the LTA on board to deliver young officials training to enable to students to support the level 2 and 3 competitions.



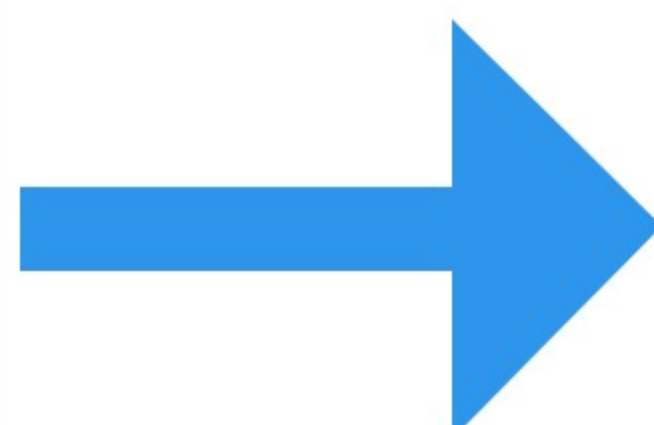
Outcome was eight students trained, seven with minor learning difficulties and one with a severe learning difficulty and will be representing their school and Borough at the Greater Manchester Level 3 School Games.

Case Study

Eight females from Salford City Academy attended a Handball young officials training course. On this course they improved their confidence and teamwork skills and with the support of England Handball are organising a primary and secondary handball festival which was not originally in the school calendar therefore allowing an additional opportunity for young people to play Handball in Salford.

Impact on young leaders

- > Experience gained
- > Developed knowledge and skills
- > Improved confidence
- > Better understanding of why CV & employability skills are important.



Sustainability

- > Strong relationship built with colleges to link volunteering and training at the school games to their course.
- > NGBs see the value of developing young leaders, therefore supporting training financially.