

Introduction

We use the power of sport and Apprenticeships to truly change the lives and the future prospects of young adults living and working in challenging areas.

Prior to Covid-19, 16-24s were already experiencing disproportionate levels of unemployment versus the national average, and recent figures show this population will be hardest hit by the crisis in the long term too. Because of this, Coach Core, and programmes like it, are needed now more than ever.



Our Strategy Summary

Our ultimate ambition is to be the gold standard Apprenticeship charity that uses sport to change lives.

We have taken the learnings from the last 9 years and built on these successes whilst also being honest and ambitious on the things we want to introduce, enhance or amend. After extensive consultation internally and externally, we have drawn up what we feel is a set of strategy targets that will strengthen the charity, enhance the 'Coach Core offer' and ultimately allow us to impact more people in more communities than ever before.

We are placing our targets and ambitions against 5 key fields:



Our sites
Target #1

Increase from 150 to 200 employers

From 15 to 20 UK sites



Our support
Target #2

15% increase in funding diversity

90% success rate for exit routes



Our apprentices
Target #3

To have worked with 1,000 learners by 2024

50% target for under represented groups



The community

Target #4

150,000 coaching sessions

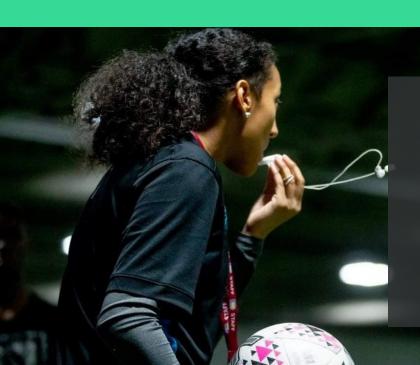
2.5m coaching interactions



Insights
Target #5

Evidence the SROI of Coach Core

Introduce a Youth Board



"I really wasn't sure what to do with my life before Coach Core. However thanks to the support I received, I found my comfort zone, and an excellent opportunity to effectively tackle some of the barriers that myself, and many others before me, have faced on and off the pitch."

Renee, Coach Core Birmingham apprentice

How We Work

We **fundraise** to support and develop young adults who have found barriers to engaging with education and/or employment.

We **create a network** of co-invested employers that can share resources, experiences and solutions.

We work with training providers to **develop the apprentices**, who gain accredited qualifications, experiences & opportunities.

We put the young person at the heart of everything we do, with huge emphasis on **personal support and mentoring**.

We create a **ripple effect** through the community as apprentices engage and inspire through their community coaching sessions.



Current Stats:

Apprentices:
Do not have English/Maths;

1 in 3

Are female; Live in the top 20 most deprived UK areas **15** sites

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programmes

84%

completion rate

84%

exit route success, with 2 in 3 staying with their employer 650,000

coaching interactions per year

Our Details

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