

A woman wearing a white t-shirt and a black hijab is cheering with her arms raised in the air. She is smiling broadly. In the background, other people are visible, some wearing black clothing. The scene is set against a green background with white curved lines.

# Coach Core Foundation

Spring 2021-2024 strategy  
SUMMARY

## 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:**



"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:

**1 in 3**

Apprentices:  
Do not have English/Maths;  
Are female;  
Live in the top 20 most  
deprived UK areas

**15**

sites

**40**

programmes

**84%**

completion rate

**84%**

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

**650,000**

coaching  
interactions  
per year

## Our Details

**email:** [info@coachcore.org.uk](mailto:info@coachcore.org.uk)

**website:** <https://coachcore.org.uk>

