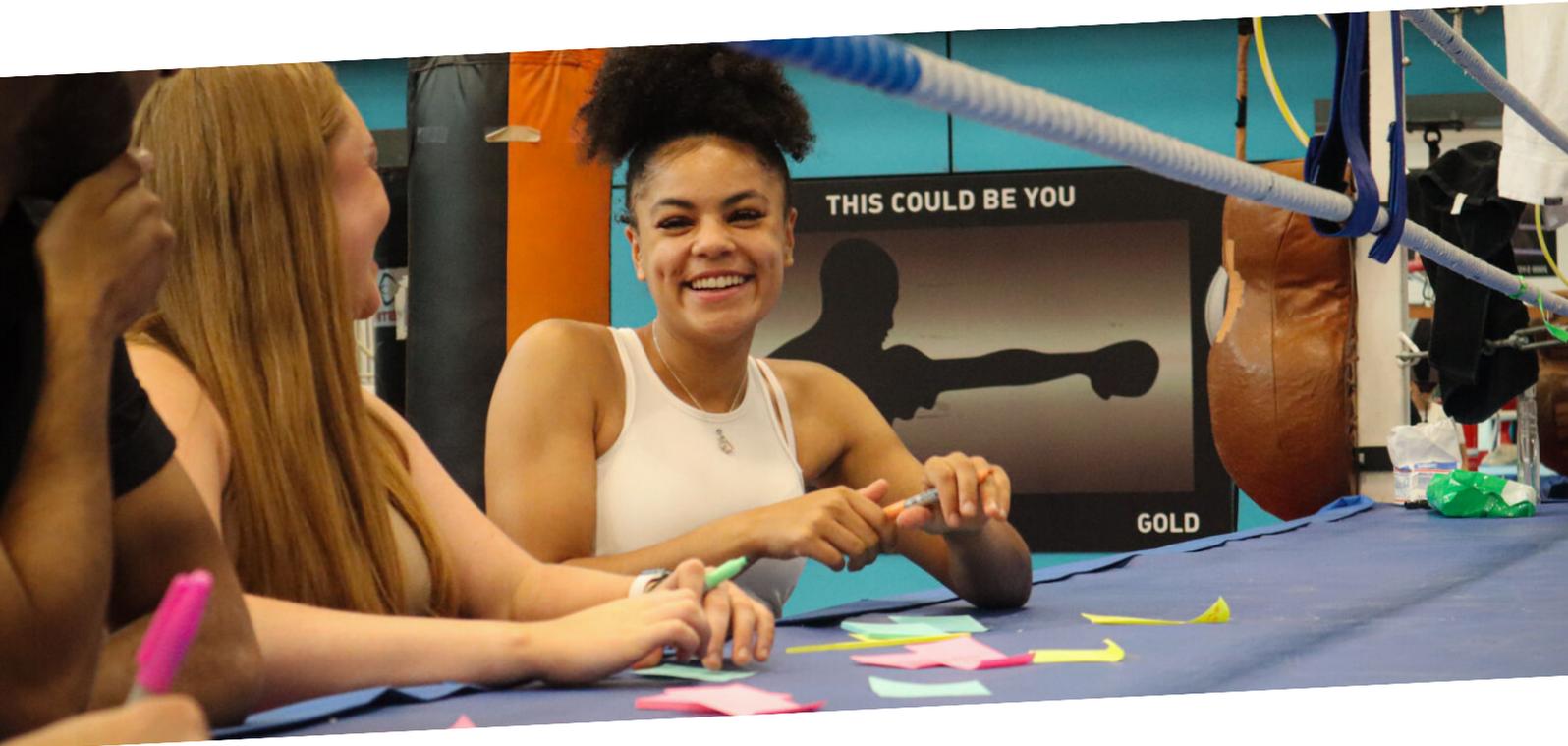


Coach Core Foundation  
**Impact Report**  
**2023**



# WHO WE ARE AND WHAT WE DO

Coach Core Foundation is a social mobility and impact charity working across the UK. Our purpose is to improve the life-chances of young people aged 16-24 who experience barriers, discrimination and a lack of opportunities.

Through a sports apprenticeship programme we help young people develop the skills, confidence and knowledge needed to unlock meaningful education and long-term employment opportunities.

## FOREWORD

We believe that, with effective delivery and engagement from key stakeholders, our apprenticeship programme can make a real difference in the lives of those who need education and employment the most.



A big thank you to the employers, supporters, mentors, and partners who recognise the potential in every young individual we serve. Your commitment to providing apprenticeship opportunities ensures our impact goes beyond the immediate, creating a positive ripple effect in communities across the UK.

To our young people – thank you for letting us be a part of your journey! You inspire us every day, and we hope you realise the positive impact you have on those around you now and in the future. We're here with you every step of the way.

Beyond our own programmes, Coach Core is dedicated to promoting the power of apprenticeships and sports, especially for young people in under-represented groups facing challenges in the UK. Reports like this help us demonstrate the societal and economic impact and show why more support is needed for projects like ours to continue making a positive impact in communities that need it the most.

Thank you for being part of the Coach Core community, and we look forward to hearing your thoughts and insights.

A handwritten signature in blue ink, appearing to read 'Gary Laybourne'.

Gary Laybourne, Chief Executive Officer

# INTRODUCTION

In 2023, we challenged ourselves to look more closely at our operational model to see how it could be made more flexible to provide a greater impact on the communities we work in. One key change made was to vary the size of a regional Coach Core programme according to its strategic goals. Some have smaller, more concentrated cohorts that may need additional support while others cover larger geographical areas to ensure we are accessible for rural communities.

Alongside this, we embarked on the development of national programmes such as our collaboration with England Boxing. This partnership supported 8 Community Boxing apprenticeships across England to harness the excitement generated by the Birmingham 2022 Commonwealth Games. National programmes like this enable us to extend access to our apprenticeship programme, reaching young people in other areas of the UK.



We launched a Level 3 Community Sport and Health Officer apprenticeship, providing a progression pathway for former Coach Core (Level 2) apprentices as well as a pathway for 16–24-year-olds fitting the Coach Core profile who hadn't previously been involved with us. This also enabled people who were already in employment - but lacked the skills or experience to progress in the sector - to increase their prospects for the future.

Part of our new ways of working included focusing programmes on specific target areas linked to our strategic objectives and locally identified priorities. We facilitated a programme in Surrey, focused specifically on the **Holiday, Activity and Food programme (HAF)**. This programme was set up to address lower levels of sport and physical activity amongst teenagers and those with

*[continued on next page]*

disabilities. Another example was in Leicester where we used the Community Activator Coach Level 2 to specifically support young people who are physically, neurologically or cognitively diverse.

Lastly, we examined the need to expand our staff team to better support employers and apprentices face to face. The requirement for this support has come through clearly in our qualitative data; our stakeholders and beneficiaries have highlighted in-person conversations as essential to reconnect and ensure the quality of the programme in this post-covid era.

Our new Employment Coach and Employment Officer roles, which started in the Autumn are working to:

- Establish and maintain relations with employers and young people for upcoming programmes;
- Cultivate strategic relationships with regional and local partners to ensure our programmes are impactful locally;
- Provide increased support to our existing employers;
- Provide information, advice, and guidance to any organisations seeking assistance or understanding of apprenticeships.

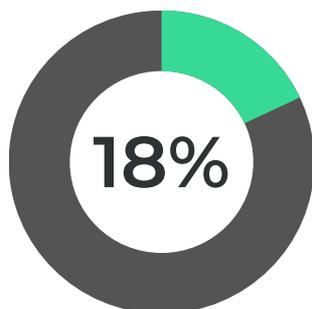
We're proud of the progress made and through this report aim to highlight some of the key statistics reflecting our work, as well as introducing some of the incredible young people who have shared their stories to show the impact made on their local communities.



# HEADLINES

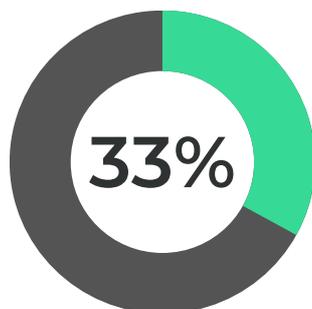


214 apprentices were supported during 2023; a total 940 since the programme began

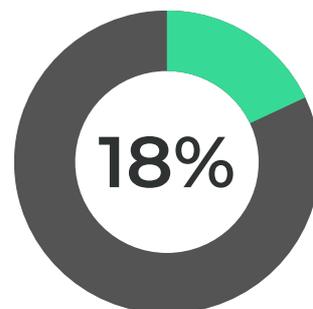


**Minority Ethnic Groups**

(3% higher than the national average of similar apprenticeships)<sup>5</sup>



**Female**

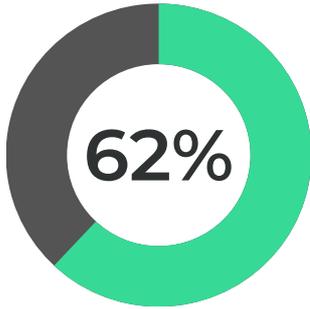


**Learning Support Needs**

Such as cognitive, communication, behavioral, social & emotional challenges, including disabilities

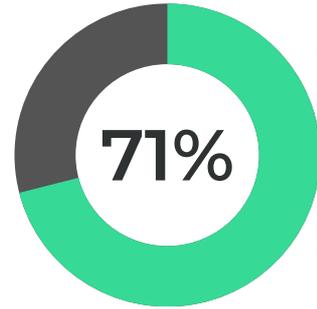
43% reside in the top 30% most deprived areas of the UK, with 17% of these living in the top 10%





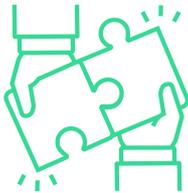
### Graduated

13% higher than the national average apprenticeship completion rate<sup>5</sup>



Moved directly into employment, further education or training

More than 2.3 million people were coached by Coach Core apprentices in 2023



We partnered with over 100 employers, 17 of which were new to Coach Core this year



In 2023 for every £1 of funding Coach Core granted to an employer, £5 was unlocked. This totals an estimated £4.5 million extra funding to those young people who needed it.

# WHERE WE WORK



## Additionally we:

- implemented a national Coach Core Level 3 programme to provide the next step for our apprentices and employers that wanted to take it.
- collaborated with England Boxing and British Cycling on standalone national programmes

# REDUCING UNEMPLOYMENT

Coach Core provides an opportunity for young people, who may otherwise be out of work, or in unstable employment, to access a full-time role. We work closely with local experts such as **Active Partnerships**, job centres, schools, community leaders and employers to identify the young people who need these opportunities most. One example is Gabrielle an apprentice on the England Boxing programme, based in Bournemouth.

Gabrielle was someone at risk of unemployment, but her coaches knew she had loads of potential in and out of the boxing ring. They made her aware of the apprenticeship, kickstarting her career in a sport which is traditionally volunteer led.

Gabrielle faces the challenge of right hemiplegia, a form of cerebral palsy that affects her muscle control and movement. Gabrielle sees these challenges as an opportunity to inspire others, demonstrating that physical and mental limitations should not restrict one's aspirations and achievements – she speaks at events and schools about her journey.

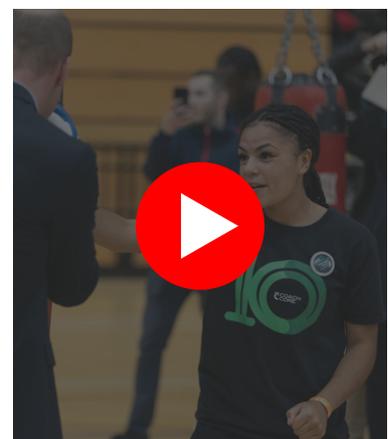


Young Coach of the Year, UK Coaching Awards



***“I love boxing and what’s better than working with something you love? Without boxing I don’t know what I would do”***

The Coach Core apprenticeship gave Gabrielle the confidence to pursue her dream of working in the sport she loved, and the support of the partners around her supported Gabrielle to find ways to overcome her challenges. Her hard work and determination led to her completing her apprenticeship with a distinction and securing a job with England Boxing where she has progressed onto a Level 4 Project Associate apprenticeship position. Gabrielle continues to use her story to inspire others and is a fantastic role model at her club.



# SKILLS DEVELOPMENT AND EDUCATION

At secondary school, by the time disadvantaged pupils (those who have been eligible for free school meals at any point in the last six years) take their GCSEs they are over 18 months of learning behind their peers.<sup>1,3</sup> Almost half of these young people subsequently leave school without a Level 2 qualification (GCSE equivalent) in English and Maths compared with just 22% of their peers.<sup>2</sup>

**“ I can really relate to a lot of the young people I coach and show them that things can get better and if you do lose motivation, you can get it back. It took me nearly 10 years but now it’s back.**

During 2023, 43% of Coach Core apprentices were eligible for free school meals and 45% had below Level 1 English and or Maths (Functional Skills) upon entry to the programme. Coach Core works to bridge the gap by providing access to additional Functional Skills support via our training provider, Lifetime Training, resulting in all these apprentices achieving at least Level 1 with the opportunity to attain level 2 qualifications upon completion of the programme. This increases their chances of long-term education and employment.

One apprentice who highlights the importance of this additional tutor support is Blake, who is based in Bristol.



Blake grew up with a challenging home life. His mother has a disability, and his father became her full-time carer despite his own disabilities, meaning a lot of responsibilities were put onto Blake. There were periods where homelessness was a real threat and constant concerns around money, which had an impact on his educational attainment. This led to severe depression and negative thoughts about his life.

Once on the Coach Core apprenticeship Blake found instant support and belief from both his employer and Learning Coach.

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*"My Tutor would say 'you've got this!' I needed that push to believe in myself...They've supported me through when I didn't think I would get through anything...I've finally been able to manage everything and actually enjoy life.*

*Once I got onto the apprenticeship, I realised I actually have a lot of skills. I always had them but didn't have the belief that I could use them. Coming here and meeting my colleagues and Coach Core tutor gave me confidence from day one having belief from someone else is amazing. I kept the job for a whole year whereas in the past after a few days I'd feel like I can't do this.*

*I can really relate to a lot of the young people I coach and show them that things can get better and if you do lose motivation, you can get it back. It took me nearly 10 years but now it's back."*

Since leaving the apprenticeship Blake has started a new job as the full-time Principle First Aid & Welfare Officer at a local school. His role involves the mental and physical welfare care of all the students alongside co-ordinating First Aid staff and managing incidents. He also plans to continue coaching in evenings and weekends.

## **ECONOMIC IMPACT**

Recruiting apprentices enables a business to expand their reach, deliver more activities and ultimately benefits the broader economy. The apprentices also learn valuable skills around income generation and the significance of this to ensure the sustainability of activity.

**“ Finances of our club are tight as we continue to recover from Covid, cost-of-living increases and now more recently flooding. Our apprentice has appreciated the importance for our projects to break even or generate income. He produced a budget for our junior programme and generated £360 profit which we could re-invest into new cricket equipment.**

**- Anne, Sports Club in West Midlands**

Through our model as a grant funder, we work with employers who share our values to recruit young people, with support from our training provider, Lifetime Training. In doing so, we unlock wider government funding as well as secure the employer investment to hire a young person for up to 18 months.

In 2023, for every £1 of funding Coach Core granted to an employer, £5 was unlocked from education draw down and employer investment. This totals an estimated £4.5 million extra funding to those young people who needed it. This partnership working allowed us to target employers who can make the most impact locally and open more meaningful employment opportunities for a young person from their local community.

## SOCIAL INCLUSION AND DIVERSITY

Coach Core advocates for an inclusive recruitment process that removes potential barriers young people can face, such as academic qualifications, previous work experience, neurodiversity, disability and criminal convictions.

As an example, Chauncey joined our apprenticeship programme in Surrey with the employer Re N-Gage. After release from prison, Chauncey volunteered at Re N-Gage, using his own experiences to help keep other young people on a positive pathway, away from crime and antisocial behaviour.

Having excelled in this role, he moved into an apprentice position, supporting the coaching staff with sports delivery as well as mentoring young participants.

The apprenticeship had a profound impact on the organisation and its objectives, with staff reflecting on his

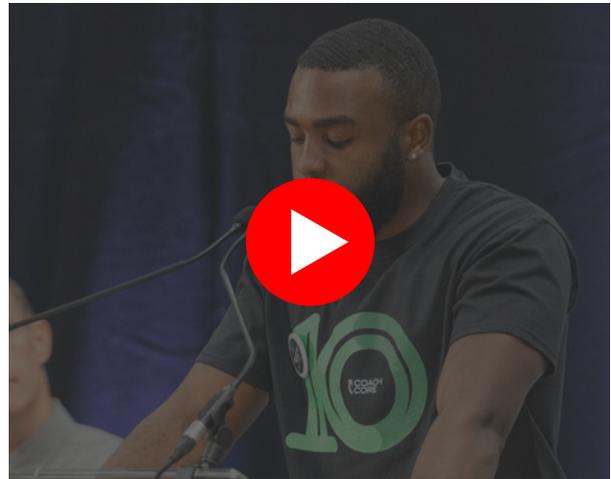
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*Staff reflected on his remarkable ability to connect with the participants - particularly those at risk of joining gangs or being drawn into criminal activity.*



remarkable ability to connect with the participants - particularly those at risk of joining gangs or being drawn into criminal activity, by drawing on his own experiences and providing guidance and support.

*"I strive to be a positive role model and inspire the participants to make better choices and embrace their potential. My apprenticeship has allowed me to make significant personal achievements while contributing to the organisation's success. Through coaching and mentoring I have developed valuable skills, impacted the lives of at-risk young people and actively contributed to the organisation's objectives."*



After a year on programme Chauncey was promoted to become a full time Youth Development Lead, where he is a huge asset to the team, supporting over 120 young people since completing his apprenticeship.

## HEALTH AND WELLBEING

In 2023, Coach Core apprentices supported or led on over 167,000 coaching sessions, which reached more than 2.3 million people. The increase in activity levels for these participants has obvious physical and mental health benefits. The apprentices are also relatable role models for many of the participants as they're usually closer in age than other coaches, and often from the community they're running the session for. This is likely to have a significant impact on participants returning to sessions as well as the benefits of forming a connection with a positive role model.





One story illustrating this is Madison who works for Leicester City Football Club.

Madi is passionate about providing opportunities for everyone and stands up for equality and diversity. She has showcased this passion through her apprenticeship by developing and delivering sessions for girls and young women. One of these participants commented:

**“ When I first came, I wouldn't do any of the sessions I would just stay with Madi but now I join in a bit more and I've made quite a few friends.**



Madi worked on the Women's Active projects delivering sessions for women of all ages in ethnically diverse and underserved areas of Leicester City. She continues to empower unaccompanied asylum-seeking children with their self-development, giving them the tools, skills and knowledge to understand the opportunities that the project can provide for them.

Madi has continued her work with LCFC since completing her apprenticeship and now has moved into a full-time role where she now mentors their new apprentice.

# APPRENTICE WELLBEING

One way we measure the health and wellbeing of our apprentices is through a series of Wellby surveys throughout their apprenticeship. Wellby, short for 'Wellbeing-adjusted Life Year' is a way to consistently measure and value improvements in wellbeing, first introduced in 2020. The current findings show that when comparing the end of the apprenticeship with the beginning:

- Life satisfaction increased by 3%
- Feeling optimistic about the future increases by 8%
- Dealing with problems well increases by 12%
- Feeling useful increases by 9%
- Feeling close to others increases by 8%

In comparison with national averages (using data from the Sport England Active Lives platform),<sup>4</sup> Coach Core apprentices, on average, leave the programme with higher levels of life satisfaction (10.6%) and increased happiness (8.5%).

The methodology outlined in HM Treasury's Green Book<sup>6</sup> shows improvement/increase of 1.0 to the life satisfaction question over the course of a year has a monetary value of £13,000 to UK society.



**Accordingly, £3,250 is the value to society of the wellbeing uplift Coach Core apprentices experience from participating in the programme.**

# LONG-TERM CAREER DEVELOPMENT

Coach Core's programme provides a platform for ongoing career development, with 71% moving into a full-time job or continued education directly after completing the apprenticeship.

One apprentice who progressed from the Level 2 Community Activator Coach to a Level 3 Community Sport and Health Officer was Anne Marie from Newcastle. She comments:



**“** *The level 3 has definitely supported me in my career, I am now a community sports development coach coordinating areas around Newcastle, as well as delivering sessions to target groups. I currently have a consultation role within my job which I'm really enjoying finding out the barriers for girls and woman in sport and producing a plan working with girls to create a new programme across Newcastle.*

Many of our alumni continue with their original employer, becoming mentors and role models for the next cohort of apprentices. One example of this is Ashley who is based in Essex. Here he talks about his role and the new mentorship opportunities with the current apprentice group.



# AWARDS



In the last year we were delighted to be recognised through the following awards:

- AAC Apprenticeship Awards, EDI Programme of the Year - Winner
- North East Apprenticeship Awards, Training Provider/Programme of the Year - Winner
- UK Coaching Awards, Inclusive Coaching Award - Winner
- Apprenticeship Programme of the Year 2023, Learning Awards - Winner

A number of our apprentices, staff and employers also received recognition:

- Gabrielle Reid, UK Coaching Awards - Young Coach of the Year
- Wasim Collins, UK Coaching Awards - Coach Developer of the Year
- Summer Purnell, Bristol Young Heroes Awards - Learning Hero Award
- Chauncey Taylor, National Apprenticeship Awards - Intermediate Apprentice of the Year, Highly Commended
- Hat Trick, National Apprenticeship Awards - SME Apprentice Employer of the Year, Highly Commended

**Every year we host our annual Coach Core Awards, which give us a chance to celebrate the best of our Coach Core talent, from apprentices and graduates to mentors and tutors.**

**[Read about this year's finalists here](#)**

# OUR SUPPORTERS

We want to say a huge thank you to Amazing Apprenticeships LTD, Bengten Family Fund, managed by Essex Community Foundation, BMS Group, CMS, CIMSPA, CSL Group, Collinson Group, Dulverton Trust, Hypatia Foundation, J Reginald Corah Foundation, Lifetime Training, Miller Insurance, Misses Barrie Charitable Trust, Moth in a China Shop, Raccoon Media Group, Sport England, Taylor Family Foundation, The 29th May 1961 Charitable Trust, The Edward and Catherine Wray Charitable Trust, The Rowlands Trust, The Sporting Club for making our work possible.

Thank you to all our **other partners and supporters.**

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