



**Southampton Solent University**

# COACHING INNOVATION PROGRAMME

## WHAT IS THE COACHING INNOVATION PROGRAMME?

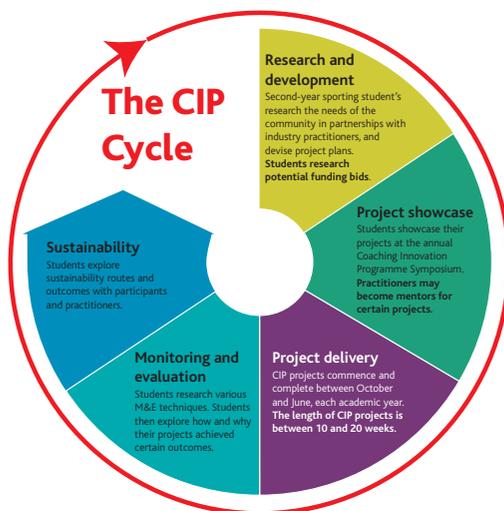
Southampton Solent University's Coaching Innovation Programme (CIP) represents a major contribution to coaching, physical activity and sport provision in Southampton and surrounding areas.

The CIP is a curriculum-based initiative that enables students on sports courses to get involved with the sport and coaching in Southampton and the region, developing and delivering an innovative coaching project to help advance sporting and physical activity engagement in the local community.

Solent sport development students are encouraged to research a community or group in their second year – engaging with local practitioners, examining underdeveloped or niche areas and working with the community to develop a project that uses coaching, sport or physical activity to address its unique needs. Then, in their third year, the students follow through on their plans – delivering their project in the chosen community.

The work of the CIP currently helps around 500 people a year in the Southampton area, and addresses a wide range of social and health issues. These issues, such as physical activity, school sport, crime and anti-social behaviour, disability, ageing populations and women's participation, are grouped according to five key themes:

- EduMove: combining physical literacy and movement with curriculum subjects
- Education
- People with disabilities
- Women and girls
- Inclusion



The CIP has a strong steering group made up by industry practitioners from the following key partners: Sport Solent, The Saints Foundation, national governing bodies of sport (NGBs), Sustrans, Southampton City Council, Catch 22, Sport Hampshire and Isle of Wight and local colleges.

### WHY GET INVOLVED?

If you are an industry practitioner or organisation working in the Southampton area, the Solent CIP represents an excellent opportunity to address some of the themes above, broaden engagement with sport and develop specific niche areas in community coaching.

### HOW TO GET INVOLVED

Follow us on Twitter: @SSUSpCoachDev  
Check out our blog: [sport.solent.ac.uk](http://sport.solent.ac.uk)

# THE CIP TIMELINE

## THE PLANNING AND DELIVERY STAGES OF STUDENTS CIP PROJECTS.

### Year 2 CIP students

#### October – April

Students are encouraged to go out into the community and engage with local partners and practitioners. During this time students will research the community and conduct various needs assessments to see what needs to be targeted. Once the needs analysis has been conducted, students will start to design their CIP projects with their partners, meeting up on a regular basis.

#### May – June

CIPs will continue to develop their projects before the summer break. CIPs will research into monitoring and evaluation techniques and methods ready to develop after the summer break. This may also involve pilot delivery.

#### April – May

The Coaching Innovation Programme symposium is held in this time. At this time students start to prepare for the symposium, making sure their posters are ready to showcase. The symposium also provides the opportunities for partners to potentially take on a CIP project and become mentors.

### Year 3 CIP students

#### October

Students arrive back from the summer break. CIPs make last-minute preparations ready for delivery.

#### October – June

Students will start delivering their 8+ week CIP projects. Monitoring and evaluation will also take place throughout the whole delivery period.

#### June:

When the CIP is complete students will ensure that there is sustainability for the project.



The Coaching Innovation Symposium brings together students, academics and employers to celebrate the achievements of the Coaching Innovation Programme projects. It's a great opportunity to meet the students, discuss their projects and discover new and exciting opportunities for you or your organisation to get involved. ”



## SAMPLE PROJECTS



### ACTIVE RECOVERY

Active Recovery was a community-based project that aimed to use sport and physical activity as a way to help drug and alcohol users with their rehab and recovery.

The project used a six-week physical activity programme to address substance users' issues of lack of social life and promote interaction with the wider community. Trained drug and alcohol counsellors provided support through group discussion, along with simple tasks and activities to bring the group together to aid with their recovery.

Topics covered included diet and nutrition, teamwork and lifestyle advice. Funding from the external organisation Inspired was used to provide participants with free places on coaching courses, as well as to provide free refreshments at each session.

A link with the 'Learn To' programme through Active Nation was also established, in order to provide follow-on activity for all participants. Student Ashley Phillips, who was the project's lead practitioner, commented that Active Recovery 'gives a good idea of what the sport development world is really like to work in, and experience dealing with funding, budgets, charity partners, commercial partners and participants' wellbeing.'

**Outputs:** Ten project participants received coaching qualifications and training.

**Outcomes:** Deeper awareness of the taught areas, and improved self-esteem – enabling participants to access new opportunities.



## MUMS ON THE MOVE.

'Mums on the Move' was a community based project that aimed to increase awareness of physical activity for single mums aged 16 to 25. Initially the project ran for 10 weeks and focused on activities including Zumba and kick boxing, as well as a healthy eating.

On top of the outcomes of the fitness programmes, such as health benefits and more energy, the participants learnt other day-to-day skills such as developing their language skills and also expanding their resources - whether that would be for their children or for themselves. Some participants went on to find out about Sure Start classes (which were a partner) and also healthy eating classes which Sure Start also held.

'Mums on the Move' activities were cheap, which made the classes extremely affordable for the mums, where as previously, becoming healthy was always deemed as an expensive practice. 'Mums on the Move' couldn't have offered their services without the financial support from some of their partners; Solent Health Spark and Sportivate.

**Outputs:** 15-20 mums accessed the programme.

**Outcomes:** Improved self-esteem and confidence, an improved way of living for two generations, health benefits from the fitness programme.

One year on and now 'Mums on the Move' is still going and are relocating from Weston to Sholing to engage with a different community. They created a link with the Family Freedom Project, Catch 22, who now take care of the programme along with Julies Dance School who runs the sessions



## NUTRITION COUNTS

Nutrition Counts was an EduMove-inspired project working with a pupil referral unit in Southampton, utilising the principles of active teaching methods and movement games to increase attainment in maths. Elements of the science curriculum based around nutrition were also incorporated, creating a fun, unique and exciting learning environment for the children.

Working with children with behavioural issues was a challenge but the CIP engaged with the participants at their level and designed and delivered sessions (in conjunction with teachers) that allowed the pupils to demonstrate their ability in an appropriate way.

The project culminated in participants and teachers visiting the University and taking part in an open EduMove-based session to demonstrate what they had learned over the previous weeks.

Sam Ferguson, lead practitioner on the project, commented, 'the CIP allowed me to gain first-hand experience of conceptualising, organising, running and evaluating a social interventions project, and the challenges and benefits that different environments, partners and stakeholders can bring.'

**Outputs:** 20 young people accessed the programme

**Outcomes:** Young people with behavioural issues were able to engage with maths in a way that was much more conducive with their learning style.

## WHAT OUR CIP PRACTITIONERS SAY

A key area and indicator of success for the Coaching Innovation Programme is the relationships developed with industry practitioners. The following testimonies below provide an insight into the benefits gained from working with the CIP.



The Coaching Innovation Programme (CIP) has supported a number of initiatives within the Saints Foundation and has provided innovative solutions to a variety of challenges faced by our Community Programmes.

The Foundation believes CIP's are an integral part of a student's development and through a combination of the new Saints Foundation Volunteering Pathway and the Coaching Innovation Programme, the Sports Coaching and Development students have access to a wide variety of community engagement programmes, enhancing their employability.

The diverse range of projects catering for the local needs has really impressed me, furthermore it is fantastic that these programmes are sustainable and create a lasting legacy.

### **Phil Hastings**

Funded Projects Manager  
Saints Foundation  
Southampton Football Club



Our centre has had the privilege of working with one Coaching Innovation Programmes (CIP) project so far.

The benefits of this project have been shown, especially with one individual who mannerisms have now calmed down and the young man now takes responsibility as a volunteer at the centre.

The young people can get involved learning crucial skills without having to ask for help, which in the area we work is a great difficulty. The skills they learn during sport discipline carry over into experiencing the 'real world'.

The CIP programme is absolutely necessary and relevant to improve and extend the work we already do with in the community.

### **Sharlien Kennedy**

Manager  
Health and Sport YMCA, Fairthorne Manor.



The CIP programme encourages links with the community and those working within different physical activity and community contexts. This

brings a greater breadth of understanding to the students of the working and practising environment and how they might fit in at the end of their course.

The programme's requirement to work with a target population within the community encourages a maturing of approach in respect of the academic and practical sides of the course and enhances their understanding of the circumstances of these groups.

### **Wendy Hislop**

Health Improvement Manager  
Solent NHS Trust



The Coaching Innovation Programme (CIP) is a really good model for enhancing the sporting opportunities available to people within the city and surrounding areas. By assessing the needs of their local community each CIP group is able to build a project that meets a gap in provision, addresses identified issues and delivers positive outcomes through sport and physical activity.

All of these factors mean that the CIP supports the strategic aims of Sport Hampshire and Isle Of Wight. County Sport Partnerships (CSPs) are committed to increasing the number of people taking part in regular sport and physical activity and to working in collaboration to achieve this.

CSP's deliver Sport England programmes such as Sportivate, with funding that supports the running of activities designed to appeal to inactive young people. Several CIP groups have been successful in applying for Sportivate funding, helping with costs such as coaching fees and facility hire. We're looking forward to working with Solent staff and students to build on this further in the future.

**Penny Woods**  
Strategic Lead – Programmes  
Sport Hampshire and Isle of Wight



Throughout my time working with the CIPs I have provided a mentoring role for approximately 30+ groups. The groups that I mentor are all working with young people within a school or community setting.

The students have really listened to the needs of the young people, and are so 'in touch' with what the young people want to engage with. They use sport positively to tackle social inclusion issues, lack of self-esteem and confidence, and also empower young people through sports leadership.

Participation and engagement has most definitely been improved because of the work the students are doing. The impact has been outstanding, and the experience for both participants and our students is very valuable.

**Julia Tucker-Blackford**  
Sport Solent  
Schools and Colleges Partnerships Manager

## GRADUATE TESTIMONIAL



During our innovation project we went into schools and promoted our EduMove and development project, and having experience and confidence to go into schools and promote a service has been essential in my role.

Experience in building good rapport, and devising service level agreements, policies procedures and so on has enabled me to better engage with our target groups and successfully plan, deliver and evaluate sustainable development project that individuals would benefit from.

I have also carried out the innovative and sustainability-minded approach to development which I learned through the CIP into my work, and have recently created 'Young Inspectors Initiative' to empower individuals – providing them with opportunities to 'inspect' certain areas and activities.

**Chad Oatley**  
Research Coordinator,  
Public Health Team, Isle of Wight Council. Southampton Solent Graduate and CIP practitioner

## FIND OUT MORE

If you or your organisation want to get involved in this fantastic sport for social change programme, contact:

**Kevin Harris**, Senior Lecturer in Sport Development Policy, Course Leader for BA (Hons) Sport Coaching and Development.

**Tel:** 023 8201 3520

**Email:** [kevin.harris@solent.ac.uk](mailto:kevin.harris@solent.ac.uk)

 [@SSUSpCoachDev](https://twitter.com/SSUSpCoachDev)