

Women into Coaching 2 Project Overview

Background

In 2006 WSFF secured funding (£440k) from the European Social Fund (co financed by the Learning Skills Council) to run a project across the 33 London Boroughs to enable 159 women to train as sports coaches.

The project was developed to start to both address and better understand the gender inequality that exists in coaching workforces. The project focused on 8 specific sports; Football, Gymnastics, Rowing, Badminton, Rugby League, Cricket, Basketball and Swimming and could not have been delivered without the support and input of these NGB's and other partners, including; Skills Active, London South Bank University, Sports Leaders UK, Sports Coach UK, the Pro Active London Community Sport and Physical Networks and Richmond and Kingston College.

Aims and Objectives

The key aims and objectives of the project were to;

- Increase the number of women involved in sports coaching, development and leadership to meet the needs of London.
- To increase the number of women gaining and NVQ Level 1, 2 or 3 or its equivalent.
- Provide a learner centred framework to support women throughout and beyond the programme. Developing leadership skills and knowledge through a range of accredited courses, work experience, bespoke horizontal development courses, shadowing opportunities and peer mentoring
- To increase the number of women moving onto FE courses
- To increase the number of women employed in community sports development, management, leadership and coaching.
- Widen the socio-economic background and diversity of women involved in sports delivery in London.
- To raise the profile of women as coaches, managers, leaders, mentors and role models in London.
- To share best practice with pan London organisations working to achieve the Equality Standard in Sport.

Delivery and Governance

WSFF worked in partnership with a range of training partners, sports sector training specialists, County Sports Partnerships, Community Sport and Physical Activity Networks,

Local Authorities and community and voluntary sector organisations (many of whom were represented on the project steering group).

The steering group established an application process to ensure that the women on the programme would meet the eligibility criteria for the project. Included in which was the need for the women to live or work in London, to demonstrate a commitment to completing the coaching qualification and using it and not previously to have received ESF funding. (Additional information in this aspect of the project is available in the Project Evaluation Report.)

Results

Over 300 women applied for places on the programme, and 159 successfully completed training opportunities and gained qualifications across the 8 sports. A full description of the results can be found by reading the full Project Evaluation Report.

Conclusion and key learning points

As previously mentioned - the full project report is available, but, below is a list of the key learning points from the project that may be of interest to other who are developing similar projects. Further information on positive action in relation to women and coaching can also be found in WSFF's Women in Coaching Factsheet.

[Developing your female coaching workforce](#)

The points below were critical to the success of the project.

- Clearly defined outputs and outcomes maintained the focus of the project.
- Recognition and celebration of success were vital in keeping the women engaged in the project.
- Partnership involvement and role in delivery.
- The drive and commitment of individual officers.
- Appropriate and communicated processes and procedures.
- Attracting and making an effort to retain women on courses, addressing specific barriers to participation
- Understanding the particular needs and barriers to women and sport.
- Understanding and reflecting the particular needs of mentors and the role they can play in a project of this type.
- Consideration given to the sustainability of the project at the outset.

If you are interested in finding out more about this project please contact info@wsff.org.uk to request a copy of the Project Evaluation Report.