**Briefing Note for CSPs - Implementing a national campaign locally**

**Introduction**

Service area four of the CSP Coaching Specification requires CSPs to identify one national campaign for coaching and to deliver it locally.

sports coach UK are currently planning national campaigns across a number of themes, these campaigns will provide the messages, tools and resources that CSPs can use to provide weight behind addressing local issues or barriers they may be facing in coaching.

The campaigns are designed to support recruitment strategies aimed at diversifying the workforce, and should be used to encourage a wider breadth of people to get involved in coaching.

As part of implementing one of these campaigns in your area you are directed to u*se* sports coach UK’s nationally developed collateral to tailor messaging to the needs of your priority communities, addressing identified social and cultural barriers to coaching.

The campaign information that will be available to CSPs sits across four identified themes:

1. A campaign to advocate a broader definition of coaching *(The focus of this campaign will be about helping people to understand that coaching is about more than our traditional view of sports coaches, and that there are many roles within the coaching family. By understanding the different roles, a wider range of people may be interested in getting involved)*
2. A campaign to champion the benefits of coaching to individuals, communities and society *(Based on the five strands within the DCMS Strategy this campaign will show the benefits that coaching brings to individuals, groups and society in general)*
3. A campaign to attract transferable skills into coaching *(This campaign aims to look at a number of identified professions and understand what skills are apparent across those professions that can be transferred into coaching)*
4. Reach – A campaign to address the gender imbalance within coaching

**Why run a campaign?**

Running a campaign can support you in recruiting a wider breadth of people based on your project objectives. There are a number of benefits to running a campaign derived from a national campaign:

* The strength taken from a national campaign will give your local campaign extra kudos and will help you reinforce the right messages.
* Whether it is being run nationally or locally, there is one message that we are all trying to deliver successfully together for the benefit of coaching.
* Campaigns are based on a current need within coaching. By delivering a campaign you will be raising awareness of a need within your area.

**How do I decide which campaign I should implement locally?**

The campaign you decide upon should be based on the challenges or barriers you face locally when it comes to the recruitment of coaches from:

* less traditional backgrounds
* hard to reach communities
* minority groups
* people from other professions
* priority backgrounds within your area.

It is essential that your campaign is seen as an intervention to help you achieve the objectives of your project(s), feeding into a national campaign and not be run in isolation.

**Timelines**

**Reach –** all information currently available on Reach Website

**Broader definition of coaching**

* Definition to be presented at UK Coaching Summit (Q1)
* Video currently being created to be displayed at UK Coaching Summit(Q1)
* sports coach UK Partner Event Programme materials to use this definition (End of Q2 onwards)
* Ongoing sports coach UK materials to use broader definition (End of Q2 onwards)

**Champion the benefits of coaching to individuals, communities and society**

* Align benefits of Government five strands and create messages (Q1)
* Promo materials created by sports coach UK for use by partners (Q2)
* Advice of evaluation created for partners (Q3)

**Transferrable skills**

* Create materials and case studies (Q4)
* Promo materials created by sports coach UK for use by partners (Q4)