

## Overview of the role

# Planning, leading and coaching physical activities for people of all ages in the community.

## Contents

Hide menu

1. Key information
2. Occupational summary
3. Occupation duties
4. Knowledge
5. Skills
6. Behaviours
7. Qualifications
8. Professional recognition
9. Consultation
10. Progression routes
11. Supporting uploads
12. Involved employers

## Standard in development L2: Community activator coach Version 1.3

### Title of occupation

Community activator coach

### UOS reference number

ST0478

### Core and options

No

### Level of occupation

Level 2

### Occupational maps data

**Route:** Health and science

**Pathway:** Community Exercise, Physical Activity, Sport and Health

**Cluster:** Exercise, Fitness and Health Assistant

### Typical duration of apprenticeship

18 months

## Target date for approval

01/01/0001

## Resubmission

No

## Would your proposed apprenticeship standard replace an existing framework?

No

## Does professional recognition exist for the occupation?

Yes

## Regulated occupation

### Is this a statutory regulated occupation?

No

## Occupational summary

This occupation is found in...

sport for social change charities; SMEs who operate in the sport and physical activity sector; local authorities; sports clubs; leisure centres; youth work agencies; housing associations and outdoor education centres.

The broad purpose of the occupation is...

to improve the health and wellbeing of the nation and provide a positive environment which supports (especially young) people to grow and develop through sport and physical activity. The Community Activator Coach promotes, delivers and coaches fun, inclusive and engaging activities that help whole communities to change their behaviour, adopt and keep to a physically active lifestyle. Community Activator Coaches are more than activity and sports leaders – they understand communities and customers. They will be equipped with the specialist knowledge needed to effectively work with one customer group (such as inactive teenagers) but also be knowledgeable about other inactive customer groups whom they may be expected to work with on occasions. They are experienced working with a range of different communities and all kinds of customers who are likely to be defined as inactive, sedentary or not doing enough physical activity in their lives. They also know how to make communities and lives better through physical activity, organised play and sport.

In their daily work, an employee in this occupation interacts with...

youth workers, the police and community safety agencies to make neighbourhoods safer and works alongside health workers to make residents fitter and healthier.

An employee in this occupation will be responsible for...

becoming a positive role model who builds good rapport with customers - especially those who are young, inactive, or from low-income and marginalised communities. The role is a flexible one and individuals can expect to work varied and unsociable hours, including evenings, weekends and school holidays.

## Are there any statutory / regulatory or other typical entry requirements?

No

## Occupation duties

DUTY	KSBS
<b>Duty 1</b> Deliver, adapt and review sport and physical activity sessions that encourage individual and community participation while managing participants' behaviour.	K1 K2 K4 K5 K6 K7 K9 K13 K14 K18 K19 K21 S1 S2 S4 S6 S9 B1 B3 B4
<b>Duty 2</b> Use a variety of approaches to promote the benefits of participating in sport and physical activity.	K2 K3 K6 K9 K10 K14 K20 S1 S2 S3 S4 S8 S9 S10 S11 S14 B1 B2 B4 B5
<b>Duty 3</b> Engage individuals and local communities to participate in sport and physical activity.	K2 K8 K10 K11 K20 S3 S5 S6 S7 S8 S14 B3 B4 B5
<b>Duty 4</b> Handle data and information and use digital technology to promote local activities.	K5 K7 K12 K13 S12 S13
<b>Duty 5</b> Operate within legal and ethical frameworks relevant to promoting and safeguarding the public's health and wellbeing.	K7 K10 K11 K15 K16 K18 K21 S8 S15 S17 S18 S21
<b>Duty 6</b> Take responsibility for personal and professional development in line with organisational protocol.	K3 K4 K8 K9 K13 K14 K15 K16 K17 K18 K19 K20 S7 S10 S15 S16 S17 S19 S20 S21 B4 B5
<b>Duty 7</b> Work alongside services and other community organisations to improve individuals' health and fitness	K3 K4 K7 K12 K17 S6 S11 S16
<b>Duty 8</b> Act as a positive role model and build a rapport with individuals and communities from a variety of backgrounds to engage in sport and physical activity.	K4 K5 K6 K17 K19 S6 S8 S14 S15 S20 B2 B3

## KSBS

### Knowledge

**K1:** The benefits of a healthy lifestyle and physical activity for individuals and communities.

- K2:** Tools and techniques to encourage behavioural changes and motivation related to sport and physical activity.
- K3:** The structure of a session plan and how to plan inclusive, safe and effective sessions
- K4:** Ways to deliver and adapt session ~~and review sessions~~ based on participant feedback to encourage a lifelong activity habit.
- K5:** Coaching styles used for different participant motivations
- K6:** The value of developing a lifelong activity habit
- K7:** Techniques to build rapport with participants
- K8:** The tasks involved before, during and after a community event
- K9:** The personal and societal barriers to participation and strategies to address them.
- K10:** Ways of managing individuals' behaviours within a group setting
- K11:** Ways to work collaboratively with services and other community organisations to run events that make the best use of resources
- K12:** Ways to record and safely store data and information, in line with legislation and organisational policies and procedures.
- K13:** How digital technology can be used to deliver messages to participant groups.
- K14:** Different communication methods and how to adapt them to meet the needs of participants and groups.
- K15:** Principles of Safeguarding and protection for vulnerable adults within own scope of role and in line with organisational protocols.
- K16:** Legislation and organisational policies relating to equity, diversity and inclusion.
- K17:** The positive impact of sport and physical activity on mental health and wellbeing for self and participants.
- K18:** Health and safety legislation, regulations, risk assessment procedures, guidelines and procedures relevant to own role.
- K19:** The importance of personal and professional development
- K20:** Responsibility and accountability in maintaining professional boundaries in role.
- K21:** Processes to monitor and review effectiveness of activity sessions.

## **Skills**

- S1:** Promote the benefits of a healthy lifestyle and physical activity for individuals and communities.
- S2:** Encourage sport or physical activity sessions which supports individuals on their behaviour change journey.
- S3:** Contribute to inclusive, safe and effective sessions
- S4:** Follow, adapt, and deliver session plans, ~~and review sessions~~ based on participant feedback to encourage a lifelong activity habit.
- S5:** Use coaching styles for sport or physical activity sessions meeting the participant's motivations
- S6:** Promote the benefits of a lifelong activity habit
- S7:** Use techniques to build rapport with participants
- S8:** Carry out the tasks required before, during and after a community event
- S9:** Support participants to overcome personal or societal barriers
- S10:** Manage individuals' behaviours within a group setting
- S11:** Work collaboratively with services and other community organisations to run events that make the best use resources
- S12:** Record and store data and information, in line with legislation and organisational policies and procedures.
- S13:** Use suitable digital technology to deliver targeted messages to participant groups.
- S14:** Adapt communication methods to meet the needs of participants and groups.

**S15:** Identify and respond to safeguarding concerns within own scope of role and in line with organisational protocols.

**S16:** Support equity, diversity and inclusion in line with legislation and organisational policies.

**S17:** Support the mental health and wellbeing of self and participants.

**S18:** Comply with health and safety legislation, regulations, risk assessment procedures, guidelines and procedures.

**S19:** Participate in personal and professional development

**S20:** Maintain professional boundaries within scope of own role.

**S21:** Monitor and review the effectiveness of activity sessions.

## Behaviours

**B1:** Adaptable and reliable

**B2:** Act as a positive role model when delivering activities.

**B3:** Works effectively as part of a team and uses own initiative during activities

**B4:** Build professional relationships

**B5:** Committed to own professional development

## Qualifications

### English and maths

English and maths qualifications form a mandatory part of all apprenticeships and must be completed before an apprentice can pass through gateway. The requirements are detailed in the current version of the [apprenticeship funding rules](#).

### Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

No

## Professional recognition

This standard aligns with the following professional recognition:

- Chartered Institute For The Management of Sport And Physical Activity for Affiliate Member

## Consultation

tbc

## Progression routes

ST0093 Community sport and health officer v1.2 L3

ST0770 Sports coach-1.2 L4

Activity Leader Community Worker Outreach Officer Successful completers will be able to move into leadership or management roles within the Sector which may be aligned to an Apprenticeship at higher level. This progression will involve leading teams of people; acting as a mentor for staff; or specialising with the delivery of sporting and physical activity programmes to certain populations or communities.

## **Supporting uploads**

**Mandatory qualification uploads**

**Mandated degree evidence uploads**

**Professional body confirmation uploads**

## **Involved employers**

Active Essex, British Cycling, Sport England, Bourne Leisure, Leicester City Council, Manchester Council, 2nd Chance, StreetGames, Inspiring Healthy Lifestyles, British Heart Foundation, National Centre, Royal Society for Public Health, Sporting Futures, Salford Community Leisure, Link4Life, CIMSPA, Chorley Council

## **Subject sector area**

8.1 Sport, leisure and recreation