

# THE LEADER

Autumn 2008

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**SPORTS LEADERS** UK  
PASS IT ON

## Inspiration Zone: Rochelle Alexandra

A Leader for Life

**PLUS Sir Bobby Robson**  
on Leadership

**Leading Resources:**  
Your pull out and  
keep section

**Leading at the  
Palace of Westminster**



# Awards at a glance

## Leaders in Sport – Leaders for Life

Sports Leadership awards are open to everyone; they are practical, need no prior qualifications and there are no formal examinations to sit. Sports Leaders qualifications are nationally recognised by all three regulators, allowing delivery organisations and centres to attract public funding.

Awards cover all ages from nine years. The vast majority of Sports Leaders are youngsters, but many older people take courses to help them handle activities for young people, as well as their peers.

The qualifications and awards offer valuable vocational training, a route to education and employment for non-academic youngsters and provide useful, practical support for those with formal education qualifications.

The Sports Leaders suite of awards offers progression from entry level to nationally recognised qualifications from the UK's only sports leadership awarding body.



## The Benefits

- **Personal** – confidence, self-esteem, self-management
- **Skills** – transferable leadership skills and experience
- **Respect** – Sports Leaders are valued and trusted by communities and sports organisations
- **Ambition** – Sports Leaders courses are often a spur to further achievement
- **Qualifications** – nationally recognised vocational awards
- **Enjoyment** – the courses are sociable and fun!



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Parliaments and party conferences are not, at first sight, the natural habitat of Sports Leaders; gyms, sports halls, parks and playgrounds are where we feel most at home but like the urban fox, we are having to adapt our behaviour.



Linda Plowright puts Hugh Robertson (Shadow Sports & Olympics Minister) through his paces.

I was determined this year to ensure that our political leaders had a much clearer idea of what Sports Leaders was achieving and to remind them of our relevance to many areas of national concern. Our exhibition in the House of Commons, for example, showed that Sports Leadership is relevant to no less than seven government departments. We will have similar messages to put to the Scottish Parliament and the Welsh Assembly early next year.

Obviously, anyone with a message that was not directly related to the financial turmoil that beset us in September was going to have a hard time attracting politicians' attention at the conferences. But that said, I was nevertheless encouraged by conversations with representatives of all three parties.

Certainly all three conferences were struggling to come to terms with events as they developed on a daily – even hourly – basis. But huge international developments only add to the politicians' priority lists, they do not make the issues we address at Sports Leaders go away.

So I was able to talk to many politicians about youth crime, obesity, drug and alcohol abuse, lack of physical activity and educational under-achievement. These are all issues where Sports Leaders has a part to play.

So what did I tell all those politicians? Well, nothing surprising, just this:

Sports Leaders engages nearly 200,000 young people each year in educational, vocational and recreational activity. They are going to deliver a million hours of community volunteering before 2012 (another 500,000 before Glasgow 2014). They will learn skills for life, education and employment and in the process, they will have fun, keep fit, make new friends and grow as individuals.

It's a message that makes me feel like the Hovis commercial – talking about the same, good ingredients we've always had – and there's nothing wrong with that!

Ah, but now we've got a new website, we've started to roll out a programme for community sports leadership centres, we are developing recognition programmes for Sports Leaders, we have new awards for Maths and Literacy Leaders and our Dance Leadership Award has been accepted on the National Qualifications Framework.

So not just the same old ingredients, good as they are. We've got some excellent new ideas to promote and I look forward to sharing them with you in The Leader.

*Linda Plowright*

Chief Executive



# Rochelle Alexandra

## Now that's commitment!

Her day begins at 5.30am, and she's on her way from Tottenham to Hertford before the rest of us have had our first cup of tea. Rochelle Alexandra is an extraordinarily committed and determined young woman. Her decision to leave her school in Tottenham and attend the Simon Balle Sixth Form in Hertford has not only transformed her own life, but has also greatly benefited the community.

After a long day at the Simon Balle, instead of returning home when lessons finish at 3.25, she chooses to run weekly street-dance sessions for free to local primary school children. And this is just one example of the many coaching sessions she leads.

Over the past two years, eighteen-year-old Rochelle has worked extremely hard to qualify as a Community Sports Leader and a Higher Sports Leader.

Back in 2006 during Rochelle's first week at her new sixth form, she decided to take the Community Sports Leader Award (CSLA.) The CSLA course develops leadership skills and aims to train leaders to run sport and physical activities in their communities.

During the year-long course, Rochelle overcame her natural shyness and rose to the challenge. Spending a number of weeks leading sports activities in primary schools showed her the impact she was having on children's attitudes to activity, and this in turn acted as further motivation for Rochelle.

Having successfully completed the CSLA, Rochelle realised where her passion lay, and in 2007 she chose to train as a Higher Sports Leader as well as to participate in the nationally recognised Step into Sport scheme. These courses are fun and effective, but they are not for the faint-hearted. They require sustained motivation, energy and commitment – qualities that Rochelle has in buckets.

Rochelle's newly developed leadership skills enabled her to clock up 200 hours of sports coaching in the community, achieving her gold status. Many of these hours were spent with children with mild to serious learning difficulties in specialist local schools. Rochelle says, "Seeing these children getting involved and enjoying themselves is a reward in itself, and makes it all worthwhile."



As well as working closely with the specialist schools, Rochelle has spent countless hours in primary schools teaching street-dance. Taking her talent, developed during her childhood in Tottenham into rural Hertford has been a fantastic opportunity for the children. Most of them had never even seen street-dance performed, let alone tried it themselves.

Alongside all this volunteering and coaching, Rochelle also stuck to her studies at Simon Balle, getting up day after day at 5.30 to get there on time.

In recognition of Rochelle's commitment to the community, she was nominated to attend a special Step into Sport Camp. The four day event held at the University of Loughborough, celebrates the work of young sports leaders throughout the whole country and continues to improve their skills.

This unique opportunity supported Rochelle in completing a series of team-building activities linked to community volunteering. One of the highlights of Rochelle's stay was passing the National Governing Body Award in officiating in Fencing. Each of the young leaders was asked to write a diary describing the effect it had on





them. Rochelle's diary highlights the changes she has undergone since beginning the coaching awards. It impressed the organisers so much that she now appears on the promotional video for the 2009 Step into Sport Camp. Her diary describes how going to the camp "Brought a new person out in me, and brought my confidence to a new level."

Ross Noblett of the Hertford and Ware School Sport Partnership says, "These are the words of a person who is truly passionate about sport, and about passing that drive and enthusiasm on to others. Seeing her work with children at a recent Rounders festival showed just how popular she is, and the effort she has put in. The transformation

of her personality and her increased confidence has benefited not only herself, but also the Hertford community she works with. And I am sure many people who know her are

grateful for everything she has done so far and look forward to seeing her back out in schools next year during her gap year." ●



# The Interview

## Sir Bobby Robson

Laura Williamson talks to Sir Bobby Robson about learning to lead, his love of the 'beautiful game' and an on-going battle with cancer.

His Geordie lilt would light up the Langley Park pit that his father mined for 52 years. He learnt his craft under legends of the game and managed some of England's greatest footballers. And Sir Bobby Robson puts his leadership success down to one thing – "I could talk."

"I knew I could stand in front of people and talk about the game. How to play it, how to win, how to lose, how to get over losing and start again," he said.

"That's the trick. That's where you have that leadership quality, that inspirational quality - that ability to make people understand and know what you're talking about."

Sir Bobby Robson's love for the beautiful game oozes out of him as he speaks. His eyes light up. His words are focused and passionate. He stamps his hand emphatically on the table to hammer home key points.

And it is easy to see how he delivered inspirational team talks to the likes of Terry Butcher, Romario, Luis Figo, Ronaldo, Bryan Robson, Paul Gascoigne and Alan Shearer - many of them great natural leaders themselves.

"I called Bryan Robson 'Captain Marvell'," said Sir Bobby, "because he was such a brave guy.

"He was the most combative, brave, courageous, fantastic example of a player. You need players like that in the dressing room. Gazza wasn't that type of player but he was a genius

– an extraordinary player, a great talent, a great football brain. But he would never be a good manager because he couldn't pass it on. He could show you – but he couldn't tell you."

It is the ability to communicate that makes a successful leader in Sir Bobby's eyes – a vital skill that is promoted by the work of Sports Leaders UK.

### IT IS THE ABILITY TO COMMUNICATE THAT MAKES A SUCCESSFUL LEADER IN SIR BOBBY'S EYES

"You've got to be able to impart your knowledge and express yourself. I think that's part of being inspirational."

Robert William Robson's 18 year playing career saw two stints with Fulham and time at West Bromwich Albion and the Vancouver Royals in Canada. He also won 20 caps for England, scoring four goals.

"Every day was a glorious day. I just loved the game. I loved football. I fell in love with it."

His enthusiasm made him an obvious contender for management – thanks to the guidance of Sir Walter Winterbottom, England Manager from 1946-1962.

"Walter was a marvellous man - he knew the game and he could impart that knowledge.

"And he was so simple. He was a far more educated man than I am but he

spoke so simply. And you know what they say – simplicity is genius."

Sir Bobby's other great "mentor" was his chairman at Ipswich Town, John Cobbold, or "Mr John" as Sir Bobby called him.

"When we lost he would say 'Bobby – it wasn't our turn today to win.'

"I used to look at him and think, 'Is he crazy?'

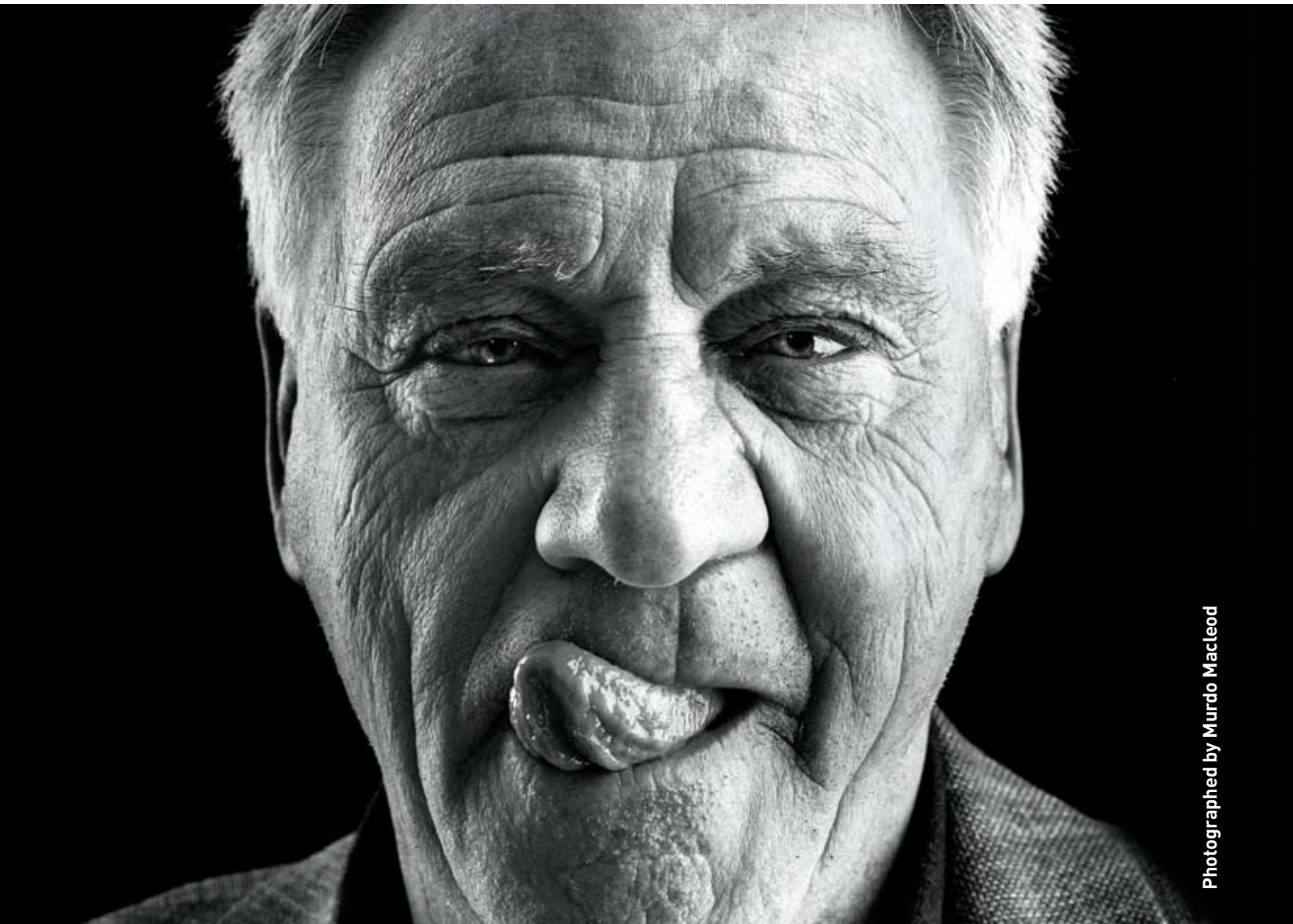
"He would say, 'By losing today, Bobby, we have given the other team the pleasure of winning'."

Sir Bobby's 12 year reign at Portman Road brought FA and UEFA Cup success to the sleepy East Anglian town and his teams challenged for league glory.

"My chairman taught me about certain sound principles about sport – about accepting defeat and learning from it how to win again."

Sir Bobby went on to manage England, taking them to two World Cups and a European Championship, before achieving honours with PSV Eindhoven, Sporting Lisbon, FC Porto, Barcelona, and finishing his career with his beloved Newcastle United.

"I never thought I'd be England Manager



Photographed by Murdo Macleod

– never in a million years. But every year you get better, you find something different to say.”

Sir Bobby’s European travels focused his most treasured leadership quality in more ways than one.

“I went to Barcelona and I couldn’t speak a word of Spanish. Imagine that. I walked in that door and I thought, ‘I’ve got 25 top players – all Spanish – nobody speaks English. How am I going to manage Barcelona? I can’t talk to them. And they can’t talk to me’.”

Although “wonderful” José Mourinho, Sir Bobby’s translator from his Sporting Lisbon days, undoubtedly helped, the manager had to find his own way of transferring English instruction to Catalan commands.

“I had to plan my conversation, plan my delivery, plan my team talk. I had to be true. Specific. Emphatic. A decision maker.”

It was not just Sir Bobby’s verbal skill that was tested during his time abroad – the manager also had to face an “enemy” off the football pitch.

After surviving a cancer scare in November 1991, Sir Bobby contracted a malignant melanoma below his eye in 1995.

His nine hour operation required 28 stitches and he was left with a hole in his mouth that was fitted with a plug to help him talk – but he lived to speak another day. Sir Bobby is now fighting cancer again but is using the power of the

spoken word and sport to make a positive difference.

“This country has 60 million people. At some stage in their lives, 20 million people will be affected by some form of cancer.”

He has set up the Sir Bobby Robson Foundation to equip the Sir Bobby Robson Cancer Trials Research Centre at Freeman Hospital in Newcastle and to generate cash for cancer charities in the North East.

The sport that has made Sir Bobby such a great leader has rallied round to support one of its finest.

“I’ve never lost my love for the game,” he said. ●

# A CHANCE TO SHINE

**Tekla Jules has had a troubled past, but talk to the 20-year-old from Leicester and the main reaction you will get is optimism. Not the unfocused, something-will-turn-up attitude that youngsters use as an excuse for not doing much, but the optimism of someone who has seen a goal and is doing something towards it.**

Tekla had toyed with being a panel-beater, a footballer and a designer when he was younger but didn't do anything much about any of them, other than admit he hadn't much football or design talent. Then he was spotted in the local YMCA where he had been staying. Community Services Manager, Teresa Ratcliffe, thought he would benefit from a Sports Leaders course.

Teresa said, "I saw Tekla at Leicester YMCA talking to his key worker. He told me he wasn't doing anything but was interested in youth or social work. 'I've got just the course for you,' I told him."

She was right: 22 weeks afterwards, Tekla completed the Community Sports Leader Level 2 Qualification and has his sights set on an NVQ Level 3 qualification in social work, and eventually a degree.

Tekla said, "I just didn't know what I wanted to do. Now I know it's social work. The Sports Leaders course wasn't exactly that, but it's got me started and I began to know what I wanted to do. It was the first good way to do something constructive with my time. I've completed the course and I'm proud of myself."

Tekla wants to work with some of the troubled youngsters in Leicester: "I like kids, I've got lots of patience. I've got used to dealing with my younger brother, who's not easy!" Tekla said with a wry smile.

"I know you don't really learn things until you've done them yourself but kids



are more likely to listen to someone who is the same age."

Tekla enjoyed school, picking up 7 GCSEs: "It was kinda OK, not bad; I missed school," he admits.

Tekla was in the Catch 22 of the jobless and homeless: you can't get one without the other. Then the Sports Leaders course came along. "It wasn't just showing us what to do; we got the chance to show what we could do. We could all shine in our different ways."

Every year, 180,000 youngsters from 9-19 take one of the courses in Sports Leadership. Many complete them as part of a school PE curriculum but increasingly, their value is being felt in the community where young people can be offered a way to get back on track.

For Tekla Jules, Sports Leadership represented the first, major step back

on to a path that now has signposts to a worthwhile future that will let his talents shine in his own way.

## Leicester YMCA's Sports Leaders course helps young people:

- learn new skills
  - find a job or college course
  - meet new people
  - get a nationally recognised qualification in sport
- Learners could qualify for £30 per week plus bonuses. In the last year Leicester YMCA had a 98% pass rate. Find out more from Sandie Cross on 0116 204 6227 or [sports@leicesterymca.co.uk](mailto:sports@leicesterymca.co.uk), 7 East Street, Leicester, LE1 6EY



# GOTCHA BOCCIA!



Above: Kathryn Southwell

## ABOUT ME...

From an early age I have been passionate about sport, whether it be from a performer's perspective or from a volunteer's point of view. At sixth form, I had the opportunity to apply my passion by doing both the Community Sports Leadership Award and Higher Sports Leadership Award through Sports Leaders UK alongside my A Levels. Completing both awards gave me numerous skills and countless experiences (e.g. working within disability sport) that have helped me to develop both personally and professionally. I have since successfully completed a Sports and Exercise Science Degree at Bath University whilst maintaining my involvement in sport, as a participant and a volunteer.

Being involved with the leadership programmes enabled me to access many other opportunities and I now find myself for the second year working as a Young Official Development Officer (YODO) for Disability Sport on the Young Officials Project, run through the Youth Sport Trust and funded by 'V' and United Utilities, to create opportunities for young people to be involved within sports leadership and volunteering as officials. This is a fantastic opportunity

for me because I now get to provide many more young people with opportunities that I once had, which will help them to develop as leaders.

## ABOUT THE PROJECT...

The Young Officials Project aims to increase youth involvement in sport through officiating, and proposes to do so by the creation of officials' awards that are designed for and written by young people. My role within this project has been to design and deliver the Boccia Young Officials Award (BYOA). Boccia is a game that is similar to boules. The aim of the game is to place as many of your balls closer to the jack ball than your opponents, all of which relies upon skill, accuracy and some cunning tactics! It is a developing sport played throughout the community at a recreational level and by Cerebral Palsy athletes (and those with other severe impairments) at a Paralympic level. The sport is recognised to be governed by CP Sport.

The BYOA enables young people to develop the necessary skills and knowledge required to be an effective Boccia official, through hands-on experience and directed learning. In addition to covering the important elements of refereeing a Boccia game (up to a regional level), this course also covers some of the generic aspects found across officiating.

It has been fantastic to introduce Boccia to those who have never played or heard about it before, recognise and accredit existing Boccia players and offer the award to a wide range of young people. The award helps all to develop alternative routes to high level competition within the sport of Boccia.

Without the Sports Leaders Awards Kathryn may never have achieved so much and brought the enjoyment of this very inclusive sport to so many people.

## More information...



To find out more about Boccia, the award or to register your interest in requesting a course, then please contact **CP Sport**:

**CP Sport England & Wales,  
Unit 5 Heathcoat Building,  
Nottingham Science  
& Technology Park,  
University Boulevard,  
Nottingham,  
NG7 2QJ**



**Tel: 0115 967 8455  
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Web: [www.cpsport.org](http://www.cpsport.org)**

For additional information on the Young Officials Project and the other sports where the Young Officials Awards exist, then please contact the Young Officials Development Manager:



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# GRANTHAM SCHOOL THRIVES ON SPORTS LEADERSHIP

**Central Technology and Sports College in Grantham has achieved fantastic success with Sports Leadership. Since introducing Sports Leaders UK's Awards less than three years ago, the school's five A\*- C GCSE results have risen from just 25% to 42%.**

Headteacher Dr. Keith Atkinson is in no doubt that this phenomenal improvement is largely due to the introduction of leadership awards. "The link between developing leadership skills through sport and academic improvement is not immediately obvious perhaps, but it is real," Dr. Atkinson says. "In Summer 2005, Central Technology College was achieving 25% (5 A\* - C) GCSE results."

In 2005 with GCSE results worrying low, the senior management team considered a number of improvement measures, one of which was the introduction of the Level 1 Award in Sports Leadership to Year 10.

The course was very well received by both pupils and staff. The young people developed social and life skills such



as communication, organisation and motivation. "Their confidence went through the ceiling," Dr Atkinson says. "This Sports Leaders programme provided our learners with a strong foundation of self-belief, which provided an even stronger foundation to raise aspirations and academic attainment."

As a result of this early success, the school has extended its provision and now also offers the Dance Leaders Award and the Young Leader Award in Key Stage 3 and feeder primary schools.

Central was keen for staff, parents and the wider community to benefit from leadership training too, so it decided to deliver a Level 2 Basic Expedition course.

Dr Atkinson, himself a keen mountaineer, says, "The results have been simply fantastic. Leadership training not only develops vital life skills but provides a foundation of confidence to build high aspirations. Central Technology and Sports College is now in the process of becoming a Trust School and leadership is at the heart of our vision. The key to the success of our Trust plans to date has been wide consultation and participation with a broad range of organisations. As part of this, we have been working closely with Dave Savidge at Sports Leaders UK who provides innovative ideas and supports the shaping of our vision."

Central's enthusiasm for sports leadership courses doesn't end there. The school is keen to work with young people from other cultures, and is working with Sports Leaders UK, the Youth Sport Trust and the British Council to forge links with Our Lady of Assumption School in Accra, Ghana to develop Sports Leadership courses in West Africa.



# Leading at the Palace of Westminster



**Hugh Robertson (Shadow Sports & Olympics Minister)**

**Sports Leaders went to Parliament this summer to inform MPs of the major impact the charity's qualifications and awards were having across a range of government departments.** Taking advantage of a scheme to showcase the work of business and charities, Sports Leaders UK staged a weeklong exhibition in the Palace of Westminster that was seen by a range of MPs and Peers.

The large, eye-catching display board told Parliamentarians that Sports Leaders qualifications and awards impacted on the objectives of no less than seven government departments. Add to that the one million hours of community volunteering prior to London 2012 and a further 500,000 hours before Glasgow 2014 and the message was clear; Sports Leadership plays an important part in improving the lives of young people and the communities in which they live.

MPs were not allowed just to look: there was a treadmill on hand to encourage active participation and to start a 100,000 step challenge, recorded on a pedometer, as they pounded the corridors of power.

Among the first to clip on a pedometer was Hugh Robertson, Shadow Sports and Olympics Minister: "Sports Leaders UK provides qualifications and life skills for 180,000 young people every year through sport. They address issues of health,



**Walking for leadership at the Palace of Westminster**

fitness, diet and behaviour that are vital to our society today.

"It's an excellent cause and one that highlights the twin contribution that sport and leadership can make to the lives of so many young people," Mr Robertson said.

The prize for the ten MPs who contributed a total of one million steps - to symbolically match the one million hours of community volunteering - was a free Sports Leaders course for their own constituency.

Among the first to complete 100,000 steps was Dr Phyllis Starkey, co-incidentally one of the MPs from Sports Leaders' home constituency of Milton Keynes.

Linda Plowright, Sports Leaders Chief Executive, said: "The opportunity



to remind Parliamentarians of our work was invaluable. We address many of the key social concerns of today that exercise the minds of legislators and have the advantage of a proven track record of success.

"One million young people have gained Sports Leaders qualifications and awards since we were founded; another million will qualify over the next five years. These youngsters are better equipped, with both formal and informal qualifications, to progress on their chosen path of education or work; most importantly, the ethic of putting some of that benefit back into the community has been passed on to them."

Over the coming year, Sports Leaders is planning similar communications projects at the Welsh Assembly and the Scottish Parliament. ●

## Government Departments which benefit from Sports Leaders activities

- ★ Culture, Media and Sport
- ★ Health
- ★ Communities and Local Government
- ★ Environment, Food and Rural Affairs
- ★ Justice
- ★ Schools, Children and Families
- ★ Innovation, Universities and Skills

# Talking positive

Welcome to our new pull-out and keep section. Leading Resources will bring you more photocopiable sheets in each issue of The Leader. The aim is to support Sports Leaders with the practicalities of delivering effective, positive sessions.

Keep these handy hints sheets with your course notes and log book.

First up is positive language – an essential skill for leading groups of all ages, abilities and backgrounds.



**Everyone – especially children – responds best to positive reinforcement rather than negative criticism or punishment.**

With a challenging group – or where one individual seems determined to sabotage your session – it’s difficult to stay positive. But that’s exactly when the power of positive language can really help to take the heat out of the situation.

**Consider this familiar scenario:**

Terry is fairly new to the group and he’s proving quite a handful. He’s taken it upon himself to be the group clown and seems determined to

- distract everyone around him.
- The group is working on a circuit of skills building before playing a small-sided game. Sam, the trainee Sports Leader, recognises that Terry is a real threat to her carefully planned session.

- Terry shouts out, “Miss, can I move onto the next bit now? This is too easy!”

**Think about the impact of these two possible answers.**

- → “No, you can’t move on, you haven’t finished yet.”
- → “Yes, you can move on when you’ve finished this circuit.”

- The outcome is likely to be the same – Terry can only move on when he’s finished what he’s doing, but in the second example Sam has framed her comment in a positive way.

- If you generally speak from a downbeat, negative script, your group is likely to believe that you are constantly nagging and always say ‘no’.

- By staying positive, you also have the opportunity to establish an expectation of the quality of activity that you want to see. For example, “Yes, you can move on when you’ve finished this circuit, remember that’s 10 slaloms, sprinting on alternate laps.”

Keep an honest record of the times when you responded negatively to someone in a teaching or coaching session, and note down how you could change the negative to a positive as in the example below.



THE SITUATION	NEGATIVE LANGUAGE	POSITIVE LANGUAGE
Calling the group together between activities	Right, stop talking and listen you lot!	OK, look this way and listen please

# Top tips for staying positive

The phrases below will help you to keep a group on task and to create a positive atmosphere.



- “What should you be doing?”
- “Where should you be?”
- “How should you be doing that?”

All these questions require more than a short yes/no answer. They need a bit of thought, and in replying the student should describe what you want and expect them to do.

You might like to follow this up with:

- “How are you going to remember that?”

Many of us find it tricky to remember and follow instructions, and it’s very easy to overlook this fact when leading a group. By asking the student how they are going to remember, you are giving

them a useful strategy. This may be as simple as repeating the task back to you, or showing you what they have to do, or making a few notes.

**Let them know you’ve noticed**

It makes a difference to know that someone has appreciated our efforts. A good leader will take every opportunity to praise individuals for their work. By adding a little extra detail, you can make your words even more powerful.

Rather than just saying ‘Well done’, be specific about the actions you are pleased with:

- “Well done for.... getting the equipment out so quickly.”

- “I like the way you.... worked as a team.”

- “Thank you for...listening carefully.”

**Find the right voice**

Remember to keep your voice light and positive, and be aware of your body language too. In this way the question is non-threatening and implies that you are there to help and encourage.

**And finally...**

End the activity on a positive note. Thank the group for their efforts and look forward to the next session.

Use this chart to plan how you will use the power of positive language during each part of your session, and to record what worked well.



THE SITUATION	POSITIVE INSTRUCTION	OUTCOME
Start of a session	You all look great. The first thing I’d like you to do please, is ...	Group settled well and followed instruction quickly
Skills session		
Main activity		
End of session/closing activity		

# Five Years of Leadership Success

**Now in its fifth year, the Renfrewshire Sports Leader Awards Programme has expanded. Originally piloted in one local high school back in 2002/2003, the Sports Leader Award proved appealing and challenging; such a success in fact that now nine out of the 11 local high schools are actively involved in leadership courses.**

From the original pilot course of 13 candidates, last year's Sports Leader

Award Programme resulted in 183 candidates being registered for various Sports Leader (SL) Level 1 courses and Community Sports Leader (CSL) Level 2 courses.

The project is funded through the Community Regeneration Fund and is monitored by Renfrewshire's Community Planning Partnership. Working in partnership with Renfrewshire Council

Youth Services, Headteachers, PE Departments and volunteers, the programme is delivered by Sports Development Officers.

Renfrewshire Council Youth Services is responsible for planning, organising, developing and delivering the project, which is subject to a measured operational plan setting out roles and responsibilities.

**Participants of the Sports Leader Award are also given the opportunity to progress to the Coach Support Programme.**

## Kick It



**For young people at risk of social exclusion, opportunities to participate in sport and exercise can be a life-saver – especially when taking part also leads to a nationally recognised qualification in Leadership.**



Such was the case for a group of young people from Scotland who enjoyed a ten week programme of leisure, combined with leadership skills. They received coaching from three Scottish Football Association coaches to improve their personal football skills.

The boys undertook study leading to the nationally recognised Sports Leaders UK Sports Leader Award. Strathclyde Police provided a range of guest speakers for the programme. The programme included nutrition, hydration, substance abuse, general well-being, fire safety and trading standards. Some of these topics were integrated into practical coaching sessions, with participants being encouraged to apply knowledge rather than sit and listen to lectures.

For the final three weeks of the project, the boys delivered physical coaching



sessions to children from local primary schools under the direct supervision of the coaches.

By engaging with these youngsters, hopefully they will consider putting something positive back into their local communities. The Kick It project has linked with the Coach and Volunteer Development Officer from South Lanarkshire Leisure so that the young people could learn about opportunities for coaching in the local area and gain access to the coach education pathway. This will open up potential avenues to employment.

# Welsh Bacallaureate and Sports Leadership



**Currently 31 schools, colleges and training providers in Wales are piloting the Welsh Bacallaureate, while another 52 learning establishments are gearing up for the next stage of the national roll-out.**

Cardinal Newman RC School has been a pilot centre for the Welsh Bacallaureate since September 2002, and has been delivering the Sports Leaders UK Leadership Awards to fulfil some of the requirements of the Foundation level since September 2006.

Currently 50 pupils in Year 10 and 55 pupils in Year 11 are working towards achieving the Foundation Diploma and the Level 1 Sports Leader Award through the GCSE PE option, with sixth form pupils undertaking the Intermediate and Advanced levels and enrolling on the CSLA as an additional option. Additionally, pupils who do not opt for GCSE PE have an opportunity to work towards the Level 1 Sports Leader Award during Core PE time.

Leadership opportunities start in the four cluster primary schools in Year 6 as pupils undertake the Young Leader Award training to become playground leaders during break times.

In Year 10, pupils enrol on the Level 1 Sports Leader Award, either as part of the Welsh Bacallaureate or as an option within Key Stage 4 PE. Pupils in Years 10-13 are also offered the opportunity to attend a 'Coaches of the Future' week during February half-term.

In Year 11, the Sports Leader pupils can undertake the Active Young People's Organiser course as well as National Governing Body courses. In Year 12, pupils are offered the opportunity to enrol on the Level 2 CSLA as an extra-curricular option.

Neil Perkins, Head of PE in Cardinal Newman says, "The Welsh Bacallaureate (WBQ) has at last given us a way of rewarding students for all the positive extra activities that they pursue within and outside our school."

## Urdd Gobaith Cymru

**During the summer holidays, Urdd Gobaith Cymru took ten young adults to Sweden to participate in a sports camp. The Urdd is a youth organisation with over 52,000 members across Wales.**

The organisation offers children the chance to participate in numerous activities through the Welsh language with sport being a major vehicle. Since 2002 the Urdd have run numerous Sports Leader Awards at its residential camps in North and South Wales, providing opportunities for over 250 volunteers to work in the community.

The camp was organised by the Gotlandic Sports Federation and consisted of Welsh, Swedish, Finnish and German groups. The ten individuals representing the Urdd were chosen following their contribution to Urdd Sports Clubs and on completion of the CSLA Award.

During their time in Sweden, the group also participated in the Higher Sports Leadership Award. This was the first time the Urdd's Sports Department has offered the course.

While at the camp, the participants gained valuable skills and developed as leaders. They are already looking forward to using the skills learned to organise and run a sporting event.



# NEW LOCAL CENTRES OF COMMUNITY SPORTS LEADERSHIP



Jameel Hadi and Michaelae Matthews from the NSPCC Warrington, receiving their certificate of recognition from Tanni Grey-Thompson and Hugh Robertson

**In our 25th year, our Pass it on campaign is committed to opening up sports leadership opportunities in the heart of local communities.**

Many people want to get involved in helping to develop their local communities, but often have nowhere to go – or simply don't know how to go about it. Our new Local Centres of Community Sports Leadership will help to address this problem by offering more open courses through which to deliver leadership training.

Traditionally, courses are delivered by organisations to their own groups. As a voluntary organisation with a mission to 'inspire people and communities through leadership qualifications in sport', Sports Leaders UK wants to make sure that there are greater opportunities for everyone to get involved in sports leadership. This means opening the doors to the wider community. Lots of centres are already offering open courses, or extending their in-house programmes to a wider range of people. Local Centres of Community Sports Leadership will build on from there.

50 Centres have been targeted and are already signing up for the first phase of delivery of open community courses across the UK. As well as creating extended training opportunities, these centres may well be able to offer deployment services through partnerships with local agencies.

In return for delivering and providing evidence of running an open community course for up to 25 new and hard to reach candidates by March 2009, we are offering a £500 grant, a certificate of recognition, 25 Sports Leaders Bibs, a Centre 'Sports Leaders of the Year' trophy, plus one to give away to the person they nominate as their 'Sports Leader of the Year', and also one visit from Sports Leaders UK.

No two centres will be identical, as they will by definition need to react and respond to local needs and particular circumstances. The underpinning principle however, is that of open access. We mean it when we say we want to 'Pass it on'.

## More information...

For more information on becoming a Local Centre of Community Sports Leadership contact your Regional Development Officer:

### Cumbria and North East

Dave Savidge  
07736 358 706  
dsavidge@sportsleaders.org

### East of England

Chris Toner  
07709 657 624  
ctoner@sportsleaders.org

### London

Helen Cazalet  
07808 300 298  
hcazalet@sportsleaders.org

### North West:

Eryl Hughes  
07795 668 104  
ehughes@sportsleaders.org

### Scotland

Stevie Begen  
07742 783 583  
sbegen@sportsleaders.org

### Wales

Rob Guy  
07795 668 150  
rguy@sportsleaders.org

### West Midlands

Rob Guy  
07795 668 150  
rguy@sportsleaders.org

### Yorkshire and Humberside

Dave Savidge  
07736 358 706  
dsavidge@sportsleaders.org

# HAPPY NEW TUTOR TRAINING YEAR

**After a very successful Tutor Training year 07/08 that allowed the Tutor Training Team to work with over 3000 delegates, we have started the new academic year keen to build on last year's success.**

Last year's tutor training programmes have been evaluated, and a new Tutor Training brochure for the 08/09 academic year has been produced, which your

organisation should already have received. Please contact Head Office if there are any queries regarding the brochure. During this new year, we hope to see some old friends that have trained with us before and to meet new delegates.

**Below is some information about the new training programme:**



Part of the National Tutor Training Team: (Left to right) Lucy Webster, Tom Inchley, Pavla Bloor (Training Manager).

## What is available through Tutor Training?

Tutor Training days are delivered by the National Tutor Training Team through a full or half day programme, and are available throughout the UK.

**Training is offered for:**

**Level 1 Award in Sports Leadership** and **Level 2 Award in Community Sports Leadership** – This is a full day programme. The minimum requirement is that at least one member of your organisation attends this training to enable your centre to deliver the Level 1 and Level 2 as a trained tutor. By attending this training, you can also deliver the Dance Leaders Award if you have appropriate Dance qualifications or knowledge without attending the specific Dance Leaders training. Dance training is recommended for tutors looking to deliver all the Awards.

**Level 1 Award in Dance Leadership** – This is a full day programme that looks at how leadership can be taught through Dance. If you are just going to deliver the Dance Leaders Award, or your organisation wants a Dance Leaders specialist, we recommend that you attend this course. Please remember that if you only attend this training day you will not be qualified to become a Tutor/Assessor for the Level 1 or Level 2 in Sports Leadership.

**Refresher** – This is a half day course for experienced tutors. It can be used as a refresher for when your previous tutor training has run out after three years.

**Inclusion** – This is a new programme of training for experienced tutors and has been put on in association with the English Federation of Disability Sport (EFDS). The training considers how you can ensure the engagement of all candidates including those with disabilities. See inside back cover for further information.

**Level 3 Award in Higher Sports Leadership** – This is a full day programme that focuses on the delivery of the Level 3 qualification. Candidates can only undertake this qualification if they have already achieved the Level 2 Award in Community Sports Leadership.

**All of these programmes consist of briefings, workshops, discussions and seminars. To find out more information on the different types of training, go to the website [www.sportsleaders.org](http://www.sportsleaders.org) or contact Head Office: 01908 689 180.**



# SPORTS LEADERS UK GOES TO SINGAPORE

**The Tanglin Trust School, Singapore was the venue for an inspirational international training day for prospective tutors of the leadership awards.** A number of teachers arrived from across South East Asia, including Manila, Bangkok and Kuala Lumpur. Twenty-four teachers attended the day, which covered the basics of introducing leadership to candidates, and also how to establish the Sports Leaders UK ethos when helping young people learn leadership skills.

The day was run by Pavla Bloor, Training Manager, who flew out to Singapore for four days to work with the teachers there. Pavla worked at the school over the two full days and was

able to get a feel for a very different education system to the one she has been used to here in the UK. She found the resources and facilities were second to none, and provision for the students was excellent.

Pavla says, "The Tanglin Trust School is an academic school which, like many British international schools, puts sports performance high on the agenda, and so it was really encouraging to see that the leadership awards are having such a positive impact on the school, and to hear of the involvement of sports leaders in the school community."

Emma Calcutt, Director of Sport and Georgie Barrow, Assistant Head of PE

at Tanglin were both delighted that the sports leadership award was having such a strong and vibrant impact on the school. The staff are keen to get the Level 2 CSLA and Level 1 Dance Leaders Award up and running in the new academic year.

"Georgie has worked very hard over the last year or so, to actively promote the leadership awards to both the pupils, their parents and the school executive," says Pavla. "The displays around the school clearly show the positive effect it has been having. They now have every intention of continuing to develop their leaders by using them to run clubs at school - and by offering them a place in a leadership academy."

# DANCE LEADERS OFFICIALLY RECOGNISED



**With impeccable timing given the nation's current fascination with Strictly Come Dancing, Sports Leaders UK's Level 1 Award in Dance Leadership has been officially recognised on the National Qualifications Framework.**

The Level 1 Award in Dance Leadership was launched in 2005 and has gone from strength to strength. Tutors deliver the course to young people over the age of 14 through whichever dance genre they feel most comfortable with. Young leaders



have variously fancy-footed their way through contemporary, street, ballet and tap dance to earn recognition as leaders.

As well as helping to deliver Dance, the Level 1 Award in Dance Leadership can now add points to a school's Contextualised Value Added (CVA) score. CVA is one of the measures used to rate a school's effectiveness against agreed national criteria. Each successful candidate who completes the Level 1 Award in Dance Leadership adds 6.3 points to the school's CVA.



Suzanne Hall, Sports Leaders UK's Awards Manager, says the Award also supports students taking GCSE Dance and BTEC Performing Arts courses. But for Suzanne the real bonus is seeing Dance Leaders going into primary schools and enthusing younger children. She says: "Top class dancers need to be extremely athletic and fit, and this is also a message that the Dance Award helps to get across."

## SPORTS LEADERS AWARDS AND NOTTINGHAMSHIRE POLICE



**Nottinghamshire Police are embarking on a project which aims to use the Sports Leader Awards as a vehicle to engage with a number of communities and 'at risk' young people in order to reduce crime.**

Phil Wibberley is the Community Protection Officer and Team Leader who will be leading the project. Working in partnership with a number of organisations including Nottingham City Council and the Crime Reduction Partnership,

the aim is to use the Sports Leader Awards as a tool to help reduce youth crime.

Phil is an experienced tutor of the Sports Leader Awards and gives up his time to volunteer at the Monty Hind Club in Nottingham. Phil has seen the success of the Sports Leader Awards firsthand and plans to transfer this success to the Nottinghamshire Police and the local community. Phil says,

"This project is very much about the development of community policing.

We are not just trying to bring the community 'on side' but we are working towards our officers being respected members of their communities. To complete the course, the candidates will have to volunteer in their local community. This should give them a greater respect for the community in which they live."

Phil and his colleagues will be reaching young people through local knowledge but also the use of other partners including Groundwork UK, youth clubs and the local youth inclusion project.

## Best gang in town

**Morris Samuels wants to run the biggest - and best - gang in Nottingham and he's using a government-backed, national leadership scheme to help him.**

St Ann's-born Morris is working in his old home area in Meadows and Radford to refocus young energy through football and leadership skills programmes.

The Unity Project brings together young people who have grown up with bitter gang rivalries and violence, puts them in a football team and pitches them against new rivals in the shape of teams from professional clubs like Nottingham Forest, Mansfield Town and Blackburn Rovers.

Using the national Sports Leaders Award programmes offered by Sports Leaders UK, the young people in Morris' team also develop key life skills such as organisation, communication and self-confidence. The awards are educationally recognised and can provide vital steps into further education and employment.

Through Sports Leaders, Morris wants his youngsters to do even more than put down guns and reject the gangs; he wants them to volunteer in the community and run further football and sports programmes for young people.

"We simply take something that the young people love – football – and use it to motivate them to attend educational sessions. Many of these boys will come good, they just need to be shown the light and, in their eyes, football is the light. In my eyes, the education and social development is the light," Morris said.

## GIRLGUIDING MIDLANDS AND THE SPORTS LEADER AWARDS



Girlguiding  
Midlands *girls in the lead*



**Girlguiding has moved on. These days, Girl Guides are just as likely to be offered the chance to become qualified sports leaders as they are to learn to lay a camp fire or make a decent dinner.**

Girlguiding UK is a nationally registered charity for girls and women aged five years old and upwards. Being a Rainbow, Brownie, Guide or member of the Senior Section opens up a safe, girl-only space to explore new activities, tackle important contemporary issues and to develop their potential as individuals.

When a girl leaves Guides at 14 years old and enters into the Senior Section, new opportunities and awards are open to her. The aim is for the members of the Senior Section to become the leaders of the future.

Girlguiding Midlands developed a new 'Getting Active' initiative and offered any young person or adult over 16 years old the opportunity to gain a nationally recognised qualification, The Level 2 Community Sports Leader Award (CSLA).

The qualification provided the 25 women who registered for the award

with valuable training and advice when planning sessions and teaching games to young people and children. It was also a chance to learn and to share with other Guiders ideas and activities for each age group within the association.

One of the CSLA participants commented, "It was great to do something I enjoy and gain a national qualification that I can put in my Record of Achievement folder."

With a strong team of newly trained and eager CSL participants, Girlguiding Midlands was able to demonstrate their new skills by organising and running a hugely successful Sports Camp for 200 Guides, aged 10-14 years from across the area.

The CSLA participants have subsequently used their skills and training to share physical activity and sport in their local guiding area. The precedence this project has set has led to other counties across the UK offering the qualification to the young people in their area. The organisation is also considering offering the Young Leader award to Brownies, and the Women, Get Set, Go! to Guiders.



# STEP INTO SPORT

## 2008-11



Since the start of Step into Sport in 2002, Sports Leaders UK has worked with Sport England and the Youth Sport Trust (YST) to develop leadership and volunteering in sport. For the first six years of the programme, Sports Leaders UK has invested most of their time and effort in ensuring that each school sport partnership has enough trained tutors of the Sports Leader Awards to ensure its continued growth. Many thousands of teachers have accessed this training at a "Step into Sport" subsidised rate.

Sports Leaders UK continues to offer a UK wide programme for tutor training but this is no longer subsidised through the Step into Sport programme.

Sports Leaders UK will work alongside YST and Sport England to try to ensure young people can develop leadership skills through sport.

Specifically, Sports Leaders UK will be responsible for the following initiatives during 2008/09:

- Ensure Sports Leader Awards are maintained on the qualifications framework
- Link existing Sports Leaders qualifications with the new Sport and Active Leisure Diploma
- Produce and distribute a Young Leaders Award (YLA) DVD that demonstrates how older leaders can run the YLA
- Produce a resource that exemplifies sports leadership in post 16 education linked to the FESCO initiative
- Distribute 150 small grants of £200 to help schools run a Sports Leader Award for a targeted group that would not normally access a leadership qualification

- Continue to administer national referral of sports leaders to National Governing Bodies (NGBs) and in addition, pilot strategic county referral in five County Sports Partnerships and pilot referral to youth clubs in one county
- Offer advice to NGBs on writing qualifications that offer a sport specific exit for a "generic" sports leader

Sports Leadership continues to grow both in schools and in community settings. We hope that over the next three years we will be able to see young leaders progress into the following roles:

- Coach
- Team Manager
- Official
- Administrator
- Event Volunteer
- Media/IT

**SPORTS LEADERS UK WILL WORK ALONGSIDE YST AND SPORT ENGLAND TO TRY TO ENSURE YOUNG PEOPLE CAN DEVELOP LEADERSHIP SKILLS THROUGH SPORT.**

# “Coach as you see.”

Sammi Moujahid talks (humbly) to the Editor about his remarkable achievements in Sports Leadership.

**“The most inspirational and valuable thing a leadership coach ever said to me was ‘coach as you see’. I have never forgotten that.** Every time I go into a coaching or activity session with a group, I remind myself to look around at the surroundings and try to gauge the attitudes and feelings of the group

all round approach to sport and leadership. I don’t particularly like the Sports Science route, so the CSLA was perfect for me and allowed me to see the bigger picture.”

## “THE THING I’M PROUDEST OF WAS BEING SELECTED THROUGH THE STEP INTO SPORT PROGRAMME TO GO TO AMERICA WHEN I WAS 16”

towards sport. With the participants who are obviously not sporty, I try to think of ways to adapt my planned session to include them; to see how my session might relate best to them. This means as a sports leader that you have to be flexible and adjust your plans – which are, of course, important – to suit the needs of individuals in the group.

“I try whenever I can to pass on the ‘coach as you see’ message to others. I’ve been lucky enough to have picked up a few awards since I’ve been involved with sports leadership, so if I’m asked to make a presentation or give a speech, I always include the ‘coach as you see’ principle.”

Sammi, who is currently studying a BTEC National Diploma in Sport at Derby College, has taken many Sports Leaders UK courses including the Community Sports Leaders Award (CSLA). “What I loved about the CSLA is that it takes an

Sammi says he doesn’t like being around people who ‘toot their own horn’ so it takes a bit of persuasion to get him to talk about his proudest moment. Without the trace of a boast (and who wouldn’t?), Sammi says,

“The thing I’m proudest of was being selected through the Step into Sport Programme to go to America when I was 16. I was invited to attend a Step into Sport national conference, and out of 52 people I was invited to go to a leadership camp at Loughborough University. 250 young people came, and four were chosen to go to America to pass on the UK’s sports leadership model, and to introduce high school students to some traditional sports they may not have come across before. I was lucky enough to be one of the four.”

As a pretty close second favourite proudest moment, Sammi says that



Sammi Moujahid with his Student Volunteer of the Year Award, awarded to him by the Derbyshire Schools Sport Association

becoming a Young Ambassador of Sport for the Youth Sport Trust in Derby – one of only four positions in the whole county – is very special. “I’m really proud of that,” he says.

The fact is, Sammi is the sports leadership equivalent of an elite athlete. “That’s how I like to think of myself,” Sammi says. “Like playing rugby or badminton at county or regional level.”

“Or playing for England...?” I venture.

“Well, yes, I suppose you could say that.”

We could, and we do. Not only is Sammi a leader of Olympic dimensions, he is a thoroughly nice person.

# New Inclusion Tutor Training Workshop!

Sports Leadership Awards can be a gateway to volunteering, further education or employment opportunities. They are an important building block in the development of healthier, active and safer communities. One of Sports Leaders UK's core values is **BEING INCLUSIVE** by increasing access to our training and awards for as many people as possible.

To help uphold this value, Sports Leaders UK has teamed up with English Federation of Disability Sport (EFDS) to deliver an inclusion workshop that will help experienced tutors be more inclusive when delivering the awards. This will help them understand how they can give opportunities to all individuals to achieve the assessment criteria.



## The Inclusion Workshops

Nine Tutor Training Days will host the Inclusion Workshop. This half-day training is a new initiative that has been introduced this year in partnership with EFDS. The aim of this workshop is to support existing tutors with practical strategies and ideas in how to differentiate and deliver the core elements of a Sports Leaders UK award to candidates of all abilities.

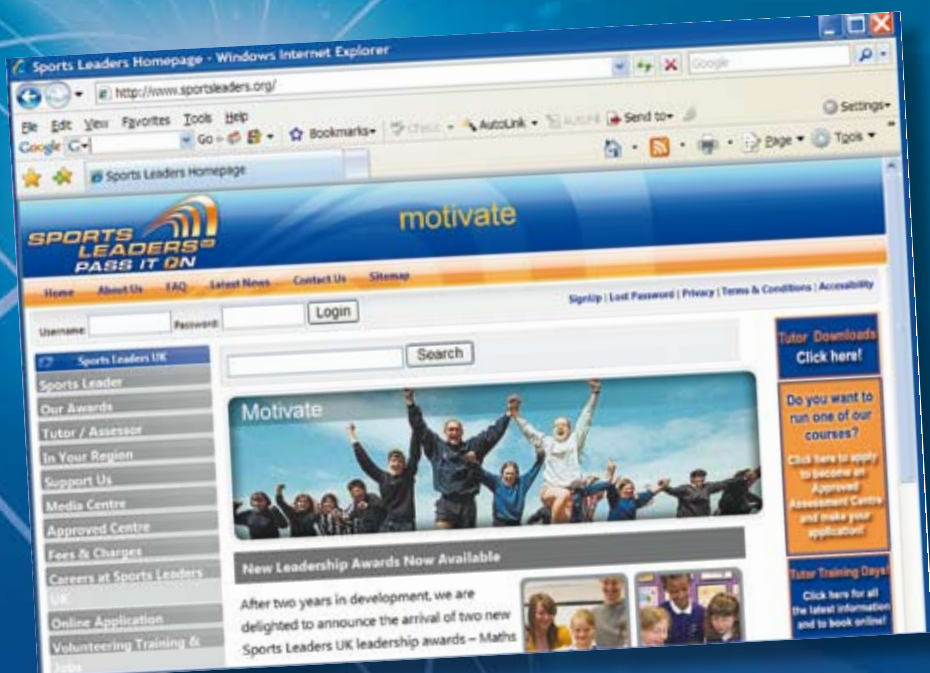
For more information please refer to our website [www.sportsleaders.org](http://www.sportsleaders.org) or contact the Training Team on 01908 689 188



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## → Our Awards

Detailed information about each of our Leadership Awards including units of work and learning outcomes

## → Tutors and Assessors

Tutor training information, pre-reading and downloads

## → In your region

Contact details for your nearest Zone Managers and External Verifiers

## → Approved Centres

Find out how to become an Approved Centre. Approved Centres – just log on to keep up to date with latest policy and practice

## → Pass it on

All about our plans to reach even more young people and communities through sport and leadership

## → Latest news

Keeping you up to date with all that's new in sport and leadership