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LOCAL COLLEGE OFFERS FREE SPORTS TRAINING IN COUNTDOWN TO LONDON 2012

Monday 28 September 2009

London 2012 is getting closer and Cambridge Regional College (CRC) and LIVING SPORT are doing their part to help up-skill the sporting workforce by running a variety of exciting and fully funded courses.

East-links is an innovative project designed to help up-skill the sport and active leisure workforce in Cambridgeshire ahead of the 2012 Olympic and Paralympic Games. The project, which will run until the end of 2010, has been allocated £1.3 million in funding, by the Learning and Skills Council and European Social Fund, to take advantage of the enthusiasm surrounding London 2012 and the numerous volunteering and employment opportunities it will bring to the entire country.

Aiming to support more than 1200 people from across the eastern region, the *East-links: Leading the Field* project (managed by ACER – the Association of Colleges in the Eastern Region) will help deliver a range of fully-funded sport and recreation training opportunities to those people who are employed or volunteer in sport. The courses offered are: coaching qualifications, officiating qualifications, coach tutor qualifications, health & fitness qualifications, leisure facilities / operator qualifications, community sport qualifications such as mentoring and management development workshops.

As part of the project, Maria De Grammont recently completed the Level 2 Exercise to Music qualification at CRC. She has set up a business called Pole Station, which helps women get fit whilst reducing the stigma attached to pole fitness. In order to teach in gyms, Maria first needed to complete the course held at CRC and as a successful applicant to the East-links project, her course costs were fully funded. Maria commented, "The practical side of the course was brilliant, with the tutor letting us know what was required throughout. The theory was more challenging, but everything was explained very clearly and the tutors were very knowledgeable about the subject matter."

Anna Whittome is a Coach at Market Hockey Club and her Level 2 Hockey Coaching course was funded through the project. She said, "Going on the Level 2 hockey coaching course has given me the confidence to coach both adults and juniors for my local club, and allowed me to continue to enjoy hockey despite having to retire from playing regular matches. Provision of funding for this course is a great resource and will hopefully encourage more players into coaching, hence improving the quality of local sports coaching for all ages."

Debbie Casey, CRC's Academy Manager of Sports, Leisure and Science said, "I believe that this new and exciting project is an excellent way of providing free sport and active leisure training opportunities to a variety of people in the East of England. It will provide us with a platform on which to make a real difference to local communities and sporting organisations by increasing the number of qualified coaches and volunteers in a wide variety of sport and active leisure pursuits. Cambridge Regional College is proud to be at the forefront in making this project work and is excited at being a delivery venue".

Helen Clarke, Workforce Projects Coordinator at LIVING SPORT said, "The aim of the project is to develop the skills and confidence of the dedicated workforce of people contributing to sport and leisure in the local community. By supporting their development, we are having a direct impact on the sportsmen, women and children who will lead the way towards London 2012 and beyond. This project will further

expand the level of support that LIVING SPORT can provide to Community Sport throughout Cambridgeshire and Peterborough, and is a vital link to increasing participation across the region”.

Other County Sports Partnerships, FE Colleges and National Governing Bodies of Sport are delivering the project across Bedfordshire, Essex, Hertfordshire, Norfolk and Suffolk areas.

For more information, please visit www.camre.ac.uk/courses/sports or contact Amanda Gething on 01223 418363 or email agething@camre.ac.uk

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NOTES TO EDITOR:

SkillsActive - SkillsActive is licensed by government as the Sector Skills Council for Active Leisure and Learning. Led by employers, SkillsActive works across the sport and recreation, health and fitness, outdoors, playwork, and caravan industries – known as the active leisure and learning sector – to increase the demand for, the quality and the supply of skills provision, and to lobby funding agencies and policy makers for improvements to the sector.

SkillsActive is dedicated to the needs of business and organisations by helping to improve their competitiveness and productivity; and aims to bring together employers, educators and government, and unite them with a common, employer-led agenda for action on skills.

SkillsActive operates as part of the SkillsActive Group. For more information about SkillsActive, please visit: www.skillsactive.com.

The East-links: Leading the Field project - began on 1 March 2009 and will run until 31 December 2010. This ground-breaking new project offers fully-funded training courses for individuals who are employed or regularly volunteer in the sport and active leisure sector. Managed by ACER (the Association of Colleges in the Eastern Region) and delivered by County Sport Partnerships, further education colleges and National Governing Bodies of Sport, the project will offer the opportunity to access sport and active leisure qualifications that are 100% funded.

For more information about East-links: Leading the Field, visit www.acer.ac.uk/leadingthefield.php

Pole Sation - is currently running classes at Revolution Gym, the Frank Lee Centre (Addenbrooke's Hospital) and Pure Fitness (Cheddars Lane). Pole

Sation is available for pole parties, hen parties and group bookings on 07598 273909 or visit www.polesation.com

ACER (the Association of Colleges in the Eastern Region) - represents the interests and opinions of colleges within the region and offers a wealth of consultancy, training and project management expertise to the whole lifelong learning sector.

Their representational role on key committees and steering groups ensures that the views, interests and concerns of the further education sector are heard at a regional, national and international level.

As well as the representational role, ACER also provides high-quality consultancy and project management services for colleges and training providers across the region and nationally. This work covers all areas of education including teaching & learning, Skills for Life, quality improvement, equality & diversity, HR and business support as well as all areas of personal and professional development.

More information about ACER can be found at www.acer.ac.uk.

MEDIA ENQUIRIES:

For more information, please contact Lesley Devaney, PR & Events Co-ordinator, on 01223 418773 or email ldevaney@camre.ac.uk