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## **LOCAL COLLEGE OFFERS TRAINING OPORTUNITIES IN PREPARATION FOR LONDON 2012**

26 June 2009

**Cambridge Regional College (CRC) and LIVING SPORT, in partnership with ACER (the Association of Colleges in the Eastern Region), and SkillsActive (the Sector Skills Council for Active Leisure and Learning), have launched *East-links: Leading the Field*.**

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 in 2012. The project has been allocated £1.3 million in funding by the Learning and Skills Council to take advantage of the enthusiasm surrounding London 2012 and the numerous volunteering and employment opportunities it will bring to the entire country. The project began on 1 April 2009 and will run until 31 December 2010.

Aiming to support more than 1200 people from across the eastern region; *East-links: Leading the Field* will help deliver a range of sport and recreation training opportunities to those people who are employed or volunteer in sport. Examples of the qualifications available are Coaching, Officiating, Health & Fitness, Management Development and Mentoring.

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 help to up-skill our sport/active leisure workforce and also provide us with a platform on which to make a real difference to local communities and sporting organisations. It will increase the number of qualified coaches and volunteers in a wide variety of sport and active leisure pursuits ranging from traditional sports to minority events. 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 real 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. We are keen to hear from anyone who is looking to develop their career or knowledge in the field”.

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](http://www.camre.ac.uk/courses/sports) or contact Amanda Gething on 01223 418363 or email [agething@camre.ac.uk](mailto: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](http://www.skillsactive.com).

**MEDIA ENQUIRIES:**

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