



COMMUNITY ACTIVATOR COACH LEVEL 2

The Community Activator Coach Standard supports roles like Activator, Sports Coach, Activity Leader, and Community Worker, primarily in organisations promoting social change through sport and physical activity. These coaches work with diverse communities, especially targeting inactive groups, to support a healthier lifestyle and personal development through engaging activities. They collaborate with youth workers, police, and health agencies to enhance community wellbeing and safety. The role is flexible and individuals would expect to work during evenings, weekends, and school holiday.

WHY CHOOSE INSPIRE ATA?

We work with high-quality training providers to deliver a wide range of training programmes through a blended learning approach that is tailored to each learner's needs. Inspire ATA recruits and employs each apprentice on behalf of the "host" client, enabling us to offer additional support and a better experience for both apprentice and client. We can also offer flexi-job apprenticeships which means we are able to offer short term contracts and other non-standard employment models.

TOTAL DURATION: 20 MONTHS

PRACTICAL PERIOD: 18 MONTHS

EPA PERIOD: 2 MONTHS

EPA ORGANISATION: ACTIVEIQ

ASSESSMENT METHOD: PRACTICAL COACHING
OBSERVATION, PRESENTATION
WITH QUESTION AND
ANSWERS, PANEL INTERVIEW

DUTIES:

- Understanding how pupils learn and develop.
- Using appropriate technology to support learning.
- Working with teachers to understand and support assessment for learning.
- An appropriate knowledge of the curriculum and context you are working in.
- Keeping Children Safe in Education.
- Developing strategies for support.
- Communication and teamwork.
- Working with teachers to accurately assess.
- Using technology.
- Problem solving/ability to motivate pupils.

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KNOWLEDGE

- Understand the benefits of physical activity and sport for individuals, families, and communities, and know why adopting an active and healthy lifestyle is important.
- Understand the basic principles of behavioural change when applied to sport and physical activity, and know how to keep customers active.
- Know the importance of credible customer insight - listening to customers and understanding their motivations - to shape provision and leadership style.
- Know the importance of effective leadership and coaching in the delivery of a physical activity or sports sessions.
- Know the value of using informal spaces and 'out of locality' settings to encourage customers to develop the lifelong activity habit.
- Understand the role of the coach in developing effective motivational relationships, how to build rapport with customers, and understand what good role models look like.
- Understand the tasks involved in delivering community level activation events and support their delivery, particularly in terms of providing equipment and activities.

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SKILLS

- Planning and adapting sessions and activities that respond to customer feedback and encourage customers to develop a lifelong activity habit.
- Coaching or leading pre-planned sport or physical activity sessions that are attractive to the target audience(s) and develop motivational relationships with customers.
- Promoting a physical activity offer, (including but not exclusively) organised play and sport in the community which supports individuals on their behaviour change journey.
- Working collaboratively with sports clubs and other community assets – including volunteers, public services, youth workers, the police and community champions.
- Supporting customers to co-produce rewarding volunteering opportunities.

BEHAVIOURS

- Honesty, sincerity and integrity by doing the right thing at the right time.
- A positive attitude to work, be approachable and model an active lifestyle.
- A concern for customer's welfare and wellbeing.
- Show a willingness to 'go the extra mile'.
- Enthusiasm to work as a member of a team and also to use his or her own initiative when leading or planning activities.
- Adaptable and confident in one's own ability.
- A willingness to learn and a desire to contribute to their own continuing professional development.