

# Sporting Communities Case Study - Jade



Jade, aged 25, is a final year Sports Development and Coaching student at the University of Derby who also works part-time with disabled young people.

Jade who is from a Mixed heritage was not a sporty child growing up. She explained, "My dad was very sporty when he was young, but it was like a chore for him so growing up he didn't want to force me and my sister into doing sport." Though for the last 4-5 years Jade's main sport has been rugby, this was certainly not a sport that had been encouraged by her family, particularly her father who had traditional views about women playing physical contact sports. Jade declared, "I had always wanted to play rugby, so when I came to university that was the first opportunity I had." Jade is now on the university's women's rugby committee which has given her the opportunity to coach and network.

## Why Coaching For All?

**"I thought it was an opportunity to develop and understand a bit more about coaching."**

Whilst in her second year at university Jade had found the topic 'inequalities in sport' particularly interesting. She advised that Derby struggles to engage people from local communities in physical activity so when she saw the Coaching For All course advertised at the university, she was keen to find out more and contacted Sporting Communities.

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## What have been your highlights?

**"I must say getting to know everyone has been really nice!"**

Jade has enjoyed having the opportunity to engage with the other course participants, discuss their coaching experiences and 'have a laugh' while learning even though it was not possible to have face to face contact time. She also enjoyed the practical sessions and observing the course leaders demonstrate different exercises. These sessions provided further opportunity for the group to connect whilst seeing each other do various agility tests and other set tasks.

Jade especially valued the discussions about inclusion, equality and diversity and the barriers faced by different people in accessing opportunities



in sport. She commented, "The work we did around unconscious bias was fantastic, I really enjoyed that."

## What have been the benefits?

**"It has definitely improved my confidence."**

Jade feels the opportunities provided by the course and skills she has learnt have increased her confidence. When she now applies



for jobs, she can see how the skills she has developed on the course will be useful for the roles she is applying for.

Although much of the content is covered as part of Jade's university course, she found it helpful to have a broad range of coach learning. She explained, "At university you go through so much so quickly you don't always get proper time to go into detail." On the Coaching For All programme Jade has had the opportunity to ask questions and delve into some topics in much more depth.

### How could the course have been improved?

Jade felt it would have been interesting to have had someone from the trans community or the LGBTQ+ community represented when the experiences of these communities were being discussed.

On a personal front, as Jade has a hectic schedule at times it has been difficult for her to fit everything in, particularly in the first 6 months, but she has since adapted to the schedule.

### What do you plan to do next?

**"I would really like to get into the heart of community projects."**

After completing her final year at university, Jade would like to go into teaching whilst coaching part-time. Long-term Jade would like to work for an organisation like Sporting Communities or for

a National Governing Body where she has the opportunity to work closely with local communities.

### Sharing the news

**"I would definitely recommend it! If it were in person, it would have been even better."**

Jade feels the programme provides excellent content for someone who is interested in coaching, especially if they have time to participate in all the coaching sessions. As the course is delivered over 12 months it enables participants to see how they have developed and improved over that period. The course is also a great opportunity to get to know people from different community backgrounds even though this is currently online.

## About Coaching For All



Founded on 8th May 2012, Sporting Communities is an ethical, not for profit Community Interest Company committed to helping to develop communities and delivering cost-effective, timely and professional services. The Coaching For All project is a Sport England funded research project to help identify and understand the underrepresentation of paid coaches from ethnically diverse communities within the industry. The one year project is designed to develop aspiring coaches from ethnically diverse backgrounds with the skills, knowledge, qualifications and experience in coaching whilst understanding the barriers involved. The project partnership consists of Sport England, UK Coaching, Loughborough University and Sporting Equals.



Credit: Sport England



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