



# Developing a broad and balanced workforce

Top Leader – Reward & Recognition Scheme  
for Sports Leaders - **Ian Jackson**

## WHICH AREA OF THE SGO TASK LIST DOES THIS IMPACT?

- 1 Increasing engagement in School Games
- 2 Developing competitive opportunities
- 3 Increasing and sustaining participation
- 4 Workforce – Broadening the range of participation opportunities

## ABOUT IAN

Forest Heath SGO Ian Jackson works three days per week as an SGO and has further capacity to deliver on additional services offered to schools. Ian covers 24 schools in the rural area of Suffolk. Ian worked collaboratively on this project with the other county SGOs and the CSP. Deprivation levels across the county are varied.

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## WHY

- The County Sports Partnership runs a scheme for coaches called 'Top Coach'. The CSP use this scheme to register coaches across the county on a database, check they have relevant qualifications and DBS checks, etc.
- The SGOs wanted to replicate the scheme for young Sports Leaders. They wanted to formalise the training and register them as leaders, so that they can be made aware of further volunteering opportunities outside of their own area.

- hours completed for any leadership work they had done in school, college or in a community setting.
- To count the hours, the CSP funded the development of a Top Leader app. This allowed the leaders to simply log their hours immediately after each volunteering experience.
- Parents and guardians gave permission for the leaders' details to be used on the app.
- Leaders were rewarded for the number of hours they volunteer as sports leaders:
  - » 15 hours – Bronze Reward – free Top Leader t-shirt.
  - » 30 hours – Silver Reward – free Top Leader holdall.
  - » 60 hours – Gold Reward – free Top Leader bodywarmer.
  - » 150 hours – Platinum Award – certificate of recognition.
- Top Leader attracts young people to a variety of voluntary roles – coach, official, social media, photography, journalism, admin, general helper and steward.



## ACTION

- The SGOs alongside the CSP developed 'Top Leader'.
- The partners developed a reward and recognition scheme for all of the leaders across the county linked to the Top Leader scheme. Leaders were encouraged to count their voluntary

- The Top Leader scheme attracted a private sponsor to pay for the reward scheme initially. The programme is now funded through the Suffolk PE and Sport Network (County Sports Association). Each school pays into the association 62p/pupil, which gives a £40K + budget. This funds competitions and the Top Leaders scheme.
- The app was also used to advertise training opportunities, volunteering opportunities within school and within local sports clubs and advertise other CPD to the leaders.
- The benefit of working together across the county allowed for more opportunities for the leaders to be trained, or for them to volunteer.
- Leaders want to log their hours because they want the free rewards and see that other leaders have them, but they also want the recognition of being part of the scheme and the benefits it gives them (new skills, training, and it looks great on their CV).



## IMPACT

- Alignment of all of the Leadership Academies across the county. All SGOs offer the same and the training they offer complements each other and the opportunities for the leaders have increased.
- The whole scheme is driven by the CSP, so there isn't a lot of work for the SGOs.
- Increased number of young people attending leadership training.
- Increased number of young people volunteering as a Sports Leader.
- The leaders are more skilled, more engaged and are keen to log their hours and do more.



## NEXT

- Not all secondary schools are using the app with their students yet. The SGOs want this to increase next academic year.
- The SGOs want to seek additional funding for the rewards and recognition scheme so that it can grow. Possibly look for new sponsorship.



## TIPS

- Involve your County Sports Partnership if your project can be driven across the county and it hits their agenda too.
- Work in collaboration across the county. This way the leaders get more variety of opportunities.
- Engage the young people in the planning of the project. You want to ensure it is something they would want to be involved in. They can design the rewards and promotional materials.
- The leadership training during a summer camp works very well.



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