

Sport & Leisure Sector Case Studies

Professional Game and Match Officials (PGMOL)

We enabled senior people at Professional Game and Match Officials (PGMOL) to enhance their skills and gain a professional qualification. Julie Evans of SkillsActive did extensive consultancy work to identify learning objectives and establish the best training solution for PGMOL's people, whose work includes coaching and mentoring professional footballers. Based on this, ST*R Learning delivered a series of one-day workshops during 2011-12 in Birmingham that led to an ILM Level 5 Certificate in Coaching and Mentoring in Management. Participants in the workshops had widely differing backgrounds and levels of prior academic achievement but all passed this qualification with flying colours. Most wish to progress to the ILM Level 5 Diploma in Coaching and Mentoring. To ensure every participant benefited fully from the training, individuals who were not able to attend all of the scheduled workshops were given catch up sessions either face-to-face or remotely using web-based software to deliver virtual training.

Chelsea Football Club – 2008 and ongoing

We have been providing ILM Level 2 and 3 management qualifications for supervisors and managers from all areas including ground staff, security, retail, hotel staff and accounts on an ongoing basis since 2008. These qualifications are very workplace focused. Entry to these qualifications can be at any level appropriate to the delegate's role and the only requirement is the ability to complete assignments in English.

In 2010 CFC asked us to develop a range of 90 minute Bite Size training sessions that would allow them to give training to staff that they could not afford to release from their jobs for longer periods of time. These Bite-Size sessions have proved to be very popular and we now run around 10 annually.

County Sports Partnerships – South East Region

ST*R Learning has worked with County Sports Partnerships (CSPs) to enhance the communication skills of people working in sport and leisure. We were asked to design a one-day workshop for people working in NGOs to support them as they engage with local businesses. After visiting senior people at a CSP to determine their precise learning needs, our trainer designed a hands-on workshop. This was delivered in several different locations across the South East and received glowing feedback.

Metropolitan Police (Imbercourt) Sports Club – 2005 and ongoing

ST*R Learning ran an extended programme of coaching and mentoring for the newly appointed General Manager. We trained the Management Team and staff through workshops on Customer Care, Marketing and a Strategy Development day. We also gave coaching for a manager to address underperformance.

The Football Association

A senior referee from The Football Association has recently joined the group from PGMOL to complete the ILM Level 5 Certificate in Coaching and Mentoring in Management that ST*R Learning has designed and delivered.

London Mayor's Skills Legacy Programme

NSA London ran a series of workshops funded by the Mayor's Legacy Programme. We provided design and delivery for a series of workshops called 'So you are a Treasurer Now!'. These training sessions targeted a need for greater skills for Treasurers of voluntary sports organisations. Workshop content was developed by our specialist in finance and governance.

Colets Health & Fitness Club

In 2010 NSA South East sent out an e-shot to attract organisations to apply for the £1000 grant for Leadership and Management development and passed leads to ST*R Learning. Colets Health Club used this funding to run a High Impact Session 'Influencing others effectively' for the management team and a series of coaching sessions for a newly appointed senior manager. They are now hoping to run a workshop on 'Handling discipline and grievance'.

Guildford Spectrum Leisure – 2004-08

ST*R Learning provided training and development to support Guildford Spectrum's continuing work to remain the highest scoring QUEST accredited leisure centre in the UK. We delivered consultancy to develop a performance management system, training for managers in giving appraisals, psychometric testing for team-building of the senior management team, a time management workshop, and a programme of executive coaching for a senior decision-maker.