

Government Announce £5million Coach Campaign

sports coach UK chief executive Dr Patrick Duffy has welcomed a government scheme to recruit 10,000 voluntary community sports coaches.

The three-year, 5-million national campaign, that will focus on deprived areas of the country, was announced at the Labour Party Conference in Bournemouth by the Secretary for State for Culture, Media and Sport, James Purnell - and will begin from April 2008.

The Right Honourable Mr Purnell MP underlined the important role coaching has to play in communities, encouraging and sustaining participation in sport. He said *Coaches have a crucial role to play in getting young people into sport, getting them fit and active and developing sporting talent.*

But the coaches also benefit - gaining new skills and being a role model in their local community. This is why I am leading this campaign to get more people into coaching. I want to see a mums and dads army of sports coaches in this country.

sports coach UK, along with Sport England and governing bodies of sport, will deliver the initiative and Dr Duffy welcomed the announcement and the recognition of the pivotal role that coaches play within the community. He said: *This campaign will form a central part of the implementation of the UK Coaching Framework and its aim to ensure skilled coaches support children, players and athletes at all stages of their development in sport.*

Registration Number 2092919 Charity Registration Number 327354

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