

Sport Unlimited Shokk absorbing young people

Case Study



Brighter Future

Young people can gain the Level 1 Teaching Physical Activity to Children qualification with the aim of creating future coaches and mentors. Governed by Active IQ, the Level 1 course is specifically designed to provide pupils with underpinning knowledge and understanding of working with children. Once completed, they are able to assist with fitness classes in local leisure centres and mentor younger pupils. The programme starts this month and will be available for pupils aged 11 plus, free of charge.

Success of the Program

Utilising the plans devised by SHOKK, The Maidstone Leisure

The Maidstone Leisure Trust who in partnership with Serco Leisure and SHOKK have developed a bespoke training programme for young people in the Maidstone area. The pioneering programme has been devised to offer innovative vocational routes into the health and fitness industry for young people.

young people and reduce obesity levels...With this in mind we contacted SHOKK to provide a training programme, which incorporated all these factors and targeted young people who were failing to reach the 5 hour per week Government recommended guidelines."

Consultations

SERCO Leisure, who operate on behalf of Maidstone Leisure Trust, are dedicated to improving the lives of young people by increasing activity provisions and assisting others achieve Government set targets. Following consultations with young people, The Maidstone Leisure Trust were keen to offer a range of training programmes that help engage more young people, by steering away from the traditional offerings. Adam Loynds, Community Development Officer, explained: "We are committed to improving sporting opportunities and increase activity in the local community, to help engage more

Bespoke Program

SHOKK's bespoke 10 week course is a multi-skilled development approach, which combines two of SHOKK's specialised REP's accredited training workshops, X-treme and Kombat. On completion, the young people who demonstrate the most promise will be offered an exit route into the health and fitness industry. Shawn Clarke, SHOKK's Business Development Executive, concluded: "The way in which the programme is structured, will assist the local council and School Sports Partnership gain valuable and precise data to assess activity levels and help young people focus on becoming an athlete prior to a sports person"



Trust successfully bid for £7500 of funding from the Kent Sports Development Units Sports Unlimited fund. This has helped contribute to the ongoing success of the program. Adam Loynds said: "We have also begun to notice an increased number of young members using the local fitness facilities and further demand for more fitness classes that cater for them".

sport unlimited