



The England and Wales Cricket Board Cities team

Feb 24, 2020 12:02 GMT

## Spotlight on... The Enhancing the Workforce Award in association with Spond

With just two weeks to go until the London Sport Awards 2020 supported by the City of London Corporation, we'll be focusing on each Award category so you can get to know those in running and how they're making their mark on the capital.

Today the spotlight is on [The Enhancing the Workforce Award](#) in association with Spond.

## Who is in the running?

### ECB Cities Team

In 2019 the [England and Wales Cricket Board](#) (ECB) made a commitment to recruit 2,000 South Asian (SA) female volunteers across seven cities to deliver the ECBs All Stars Cricket programme aimed at engaging five to eight-year-olds in cricket and teaching them the basics of the sport.

Before starting the ECB programme, 57% of the SA females engaged had not hit the recommended activity levels, since completing the programme over 50% of the volunteers have taken on further development or playing opportunities.

### QMSU Community Sport

A Sport Leadership and Workforce Development Programme at [Queen Mary University of London](#) supporting students to increase their employability through Continued Professional Development (CPD) and funded qualifications in return for their outreach in the community.

In 2019, 185 student leaders have been trained and qualified through the programme with 76% of the workforce being female.

QMSU Community Sport also launched a pilot that will be used to develop a workforce of future leaders from local schools, colleges and youth clubs.

### Coach Core

[Coach Core](#) is a national sports coaching apprenticeship scheme, recruiting young people (16-24), who are not in education, employment or training (NEET) or at risk of becoming NEET developing their talents and providing them with a range of vital skills for sport, work and life.

Over the past year, Coach Core have recruited 12 young people who have collectively delivered almost 3,000 sport and physical activity sessions within the community.

Of these young apprentices, 75% were BAME, one in three were female and one in three had a physical learning disability; demonstrating the programmes ability to engage new demographics and diversify the coaching workforce.

## **Spond – Partners to The Enhancing the Workforce Award**

[Spond](#) is a free app which has 700,000 users every month, supports more than 30,000 teams, provides a centralised, simple-to-use system that saves grassroots coaches hours in admin time every week.

### **What They're Saying**

*“Through Spond’s dedicated app, coaches and volunteers are able to communicate with their teams on a secure platform, saving lots of hours every week.*

*“It’s vital that we recognise these local heroes and this is why Spond is extremely proud to be supporting the biggest celebration of grassroots sport at the London Sport Awards.”*

### **Who’s in the Hall of Fame?**

The Enhancing the Workforce Award, having been an ever-present feature of the London Sport Awards starting in 2016 has four previous winners:

- **Disability Sports Coach (2019)**
- **Muslimah Sports Association and Partners – Asian Women’s Workforce Partnership (2018)**
- **London Youth Games (2017)**
- **Parkrun (2016)**

### **Join us**

There’re are just three days left to secure your place at the [London Sport Awards 2020](#) supported by the City of London Corporation. To avoid disappointment, grab your tickets today to see who will pick up the trophy as the winner of The Enhancing the Workforce Award in association with Spond.

[Get your tickets here.](#)

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## About London Sport

London Sport is a charity working to ensure more Londoners live happier, healthier lives through access to sport and physical activity. Supported by Sport England and the Mayor of London, we collaborate with those that share our vision, running and supporting projects that help children, young people and the least active adults to embed sport and physical activity into their lives.

For more information on London Sport, visit [www.londonsport.org](http://www.londonsport.org)

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