

Join The Movement

Play Their Way summary document

The case for change...

45% of children don't enjoy participating in sport or physical activity. Sport England Active Lives 2020 survey showed that 55% of children don't exercise enough. This isn't that surprising when only 45% of children strongly agree that they enjoy participating in sport/physical activity. This is disproportionately the case for marginalised groups.

Who are the Children's Coaching Collaborative (CCC)?

The CCC is a collective of like-minded organisations with a common purpose and desire to effect change for the better together. Research shows that children who receive coaching have +80% better happiness levels. The CCC recognises the role coaches play in enabling children's enjoyment of physical activity and wants to create a nation of "child-first" coaches.



What is child-first coaching?

Child-first coaching is an evidence-informed approach that prioritises the fundamental rights of all children and young people in sport and activity, regardless of their age, gender, background, or ability. There are three key ingredients of this approach which reflect the rights of children and young people to be heard, to play and to develop;

VOICE:

Children and young people have space to share their views, which are acted on together in a meaningful way.

CHOICE:

Children and young people shape how they play and participate.

JOURNEY:

Children and young people can develop holistically, in their own way.

Child-first coaching will look different for each child, young person and coach, but the focus on voice, choice and journey is consistent. If we play their way, more children and young people will enjoy being active, with the potential to lead happier and healthier lives.



Coaching together makes the incredible happen

When we play their way every child wins. Think of the potential that can be unlocked if a coach sees the world of activity through the eyes of the child. The CCC is aiming to encourage coaches to collaborate with children and young people to build sessions based on voice, choice and journey, with the confidence that they aren't compromising on safety or skills.