

**Feb 2019**

### **Dame Jessica Ennis-Hill Set to Launch Institute of Sporting Futures**

Institute of Sporting Futures (ISF), a new sports and education programme for school leavers supported by, Dame Jessica Ennis-Hill, Olympic Champion, is launching in September 2019 at schools and colleges in Sheffield, Hull and Leeds.

ISF is a two-year post-16 programme developed in conjunction with Dame Jessica and is designed to provide young people with fast-track access to a sports coaching career. A holistic, employer-led alternative to academic programmes or apprenticeships for school leavers who are passionate about sport, it will open doors to direct employment or further education within the sports coaching and leisure sector.

Dame Jessica is the key ambassador of the programme, and will be involved throughout the course to motivate and inspire students, whilst supporting the learning. Dame Jessica will be at the welcome team building event at the start of the course, and the celebration event upon successful completion, and will be providing lesson drop-ins, virtual fitness sessions and social media support to students throughout the programme.

Dame Jessica Ennis-Hill said:

“I know there are a lot of young people out there who see their future in sport. Through the ISF, we hope to give them a pathway to follow that will teach the many life skills that I learned as an athlete - discipline, time-keeping, passion, planning and application, whilst at the same time giving them valuable qualification.

“At the end of the two years, our students will be ready to either work in sport or go on to further their education. I believe we will provide a lot of young people with an opportunity that currently is not readily available and will allow them to turn a passion into a career.”

The holistic education and sports course is designed and delivered by First Step Sports Group, Yorkshire’s leading provider of physical activity and training. It combines classroom learning with work placements, coaching tours, volunteer opportunities, student events and university engagement. Upon completion, candidates will have a broad range of valuable, industry-recognised Level 3 and Level 2 sport and coaching qualifications.

In addition, they will have the skills and hands on experience required to start working in the sports coaching industry, or to undertake further education, training or university courses.

James Moore, ISF Founder and Owner of First Step Sports Group, said:

“Academic courses and A levels aren’t right for everyone – and for those with a real passion for sport, our programme is an invaluable first step that opens up clear pathways into the sports and leisure industry, both in the UK and across the globe. As a sports coaching business, we know first-hand what it takes to succeed in the industry, and ISF is here to give students the best possible start.

“We’re absolutely delighted to have teamed up with Dame Jessica. Institute of Sporting Futures is here to inspire young people and is designed with future employment in mind. It’s focused on building well-

rounded, work-ready and resilient young adults, with the right experience and valuable industry qualifications required to build a successful career.”

Additional information about ISF, including a full prospectus and student applications for September 2019 can be found at [www.isf7.org](http://www.isf7.org)