



# Coaching Apprenticeship Information Pack

## WELCOME

This pack is an overview of the Coaching Professional Level 5 apprenticeship and how you can apply.

This pack is for anyone interested in training to become a qualified coach in our area – this means all people working in a health and social care related role, whether it's clinical or non-clinical, or in an acute, primary care, community, social care, third sector, council, NHS, or non-NHS organisation, in Bristol, North Somerset, or South Gloucestershire (plus Avon and Wiltshire Mental Health Partnership NHS Trust).

### Who are we?

This pack was created as part of the Supercharging Coaching programme, which aims to support coaches and promote a coaching culture across Bristol, North Somerset, and South Gloucestershire health and care, as part of our Integrated Care System. The Supercharging Coaching programme is one of Healthier Together's initiatives to work in partnership towards more integrated care to better support our population, and we believe coaching can support our staff to do this. You can learn more about our Integrated Care System by visiting <https://bnssghealthiertogether.org.uk/about-us/>.

You can learn more about the Supercharging Coaching programme and sign up to the mailing list on our webpage – you'll hear firsthand about upcoming training opportunities and learning events. Plus...

- What is coaching?
- Where to find a coach
- Where to find coachees
- More coaching tools and resources

Visit our webpage at [www.bnssghealthiertogether.org.uk/coaching](http://www.bnssghealthiertogether.org.uk/coaching) and get in touch with us at [bnssg.learningacademy@nhs.net](mailto:bnssg.learningacademy@nhs.net) with any questions, we'll be happy to help.

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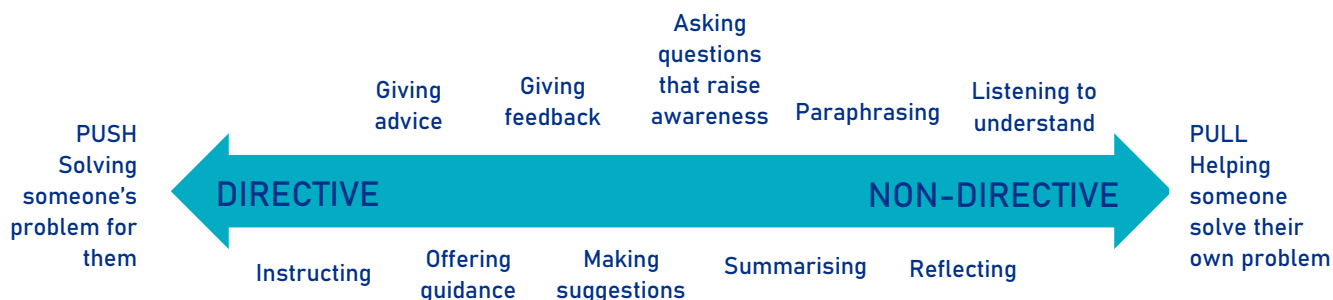
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To contact the creators of this pack and for any apprenticeship enquiries, please email [bnssg.learningacademy@nhs.net](mailto:bnssg.learningacademy@nhs.net).

# WHAT IS COACHING?

Coaching is a conversation, where the coachee is the expert, and the coach is the guide and support. Coaching helps us to move away from instructing others (in a directive style) to helping others come up with solutions themselves (in a non-directive style – although coaching can involve a mix of both).



Source: <https://www.bigrockhq.com/the-effectiveness-of-different-coaching-styles/>

Coaching is a way of treating people, a way of thinking, and a way of being which is seen as vital to supporting individuals and organisations in increasingly volatile and ever-changing environments. The underlying and ever-present purpose of coaching is building the self-belief of others, regardless of the context, to be curious and self-aware, better equipping them to collaborate, innovate, deal with the increasing pace of change and get the best from increasingly diverse environments.

Coaches:

- Use enhanced listening and questioning skills to increase individuals' and teams' self-awareness to enable them to evaluate their own and others' strengths and development areas, allowing the coachee to create and deliver bespoke actions leading to positive change
- Use their emotional and social intelligence in an applied way to support the development of self-awareness, adaptability, resilience, wellbeing, motivation, and confidence in the coachee
- Are non-judgmental (neither denying nor affirming a coachee's perspectives and opinions) and encourage individuals to find their own solutions and appropriate ways forward
- Work with coachees in 1-1 relationships, groups, and teams, to aid in their self-reflection, increase collective awareness, and increase accountability associated with making positive change

Source: <https://www.instituteforapprenticeships.org/apprenticeship-standards/coaching-professional-v1-0>

Coaching is...

- Support to consider and make decisions for yourself
- A mix of questions, challenges, reflection, and support
- Goal and growth focused
- For everyone – no matter your role, seniority, or aspirations

Coaching is not...

- Giving answers or telling you what to do
- Purely listening
- Therapy, counselling, or mentoring
- Only for Executives or people in a position of seniority

You can learn more about what coaching is on the Supercharging Coaching webpages here:

<https://bnssghealthiertogether.org.uk/coaching/>

## WHY COACHING?

All health and social care organisations in Bristol, North Somerset, and South Gloucestershire are working collaboratively as part of an Integrated Care System to deliver better care to our population. As part of working better together, we need to recognise, understand, and value diversity (including recognising that we don't all set sail from the same place or in the same boat) and actively make sure everyone is included and involved. We must ask more questions, give people space and to help people make their own decisions and do things for themselves.

All of this means we need to feel and think differently. Adopting a coaching mindset will help achieve this and will help to build a coaching culture. A coaching culture is where new ideas can be brought into action, creating an empowering, supportive, and safe environment that gets the best out of everyone and enables us to work better together. You can be part of this movement by embracing the coaching mindset in your working role.

## WHY TRAIN AS A COACH?

The Coaching Professional apprenticeship is a training programme that's designed for employees who work with a wide range of individuals and teams across organisations, to empower them to enhance their performance through a range of coaching skills.

45% of over 101 NHS trusts stated that they have a skills gap when it comes to coaching. Training and practicing as a qualified coach not only provides personal and professional development for yourself, but also supports your colleagues in their professional development and wellbeing.

### Benefits to you...

- Increased self awareness and resilience
- Improved skills in collaboration, communication, conflict management, and decision making, plus many more
- Development of leadership style, skills, and knowledge

### Benefits to an organisation...

- Individuals feel empowered and better supported
- Increased workforce engagement, performance, and retention
- Provides deeper levels of learning
- Improves organisational culture

## DIVERSITY IN COACHING

When we asked health and social care employees who belong to underrepresented or protected characteristic groups about the barriers they experience to applying for professional development opportunities, they said "if I don't 'see' me, it's not for me". We want to make sure people from these groups feel welcome and encouraged to access training opportunities like the Coaching Professional apprenticeship – not only so the diversity of our coaches is reflective of our workforce as a whole, but also to enable more coachees to feel they can access coaches with similar lived experiences.

Not only does diversity in our workforce and coaches mean diversity in thinking and experiences, coaching can additionally support us to have 'difficult' conversations around inequality and injustice, further fostering an inclusive culture.

You can read more about Racial Justice, Equity, and Belonging in Coaching here:

[https://www.coachhub.com/app/uploads/2022/01/EN\\_Whitepaper\\_Racial-Justice-Equity-and-Belonging-in-Coaching.pdf](https://www.coachhub.com/app/uploads/2022/01/EN_Whitepaper_Racial-Justice-Equity-and-Belonging-in-Coaching.pdf)

# THE COACHING PROFESSIONAL APPRENTICESHIP

## WHY TRAIN ON AN APPRENTICESHIP?

Apprenticeships combine real work with training and study; you won't just study and gain new knowledge as an apprentice, you'll be putting what you learn straight into practice. You'll also gain a qualification that is nationally recognised and valued by employers throughout the UK. Apprenticeships have evolved a lot over recent years, with some including degree study alongside, and are a substantial undertaking.

The level 5 apprenticeship focusses on higher-level professional skills and can be equal to a foundation degree, a Higher National Certificate (HNC), a Higher National Diploma (HND), or an Institute of Leadership and Management Level 5.

Since apprenticeships are a government-funded and support scheme, the standards of the training are held to a high quality, you as an apprentice have legally protected time to complete your study, and the cost to your employer is much more economical – other training programmes are not necessarily accredited, come at a higher cost (sometimes payable by the learner instead of the organisation), and may not be regulated as an apprenticeship – additionally, learners are usually expected to complete training programmes in their own time, on top of their working hours.

You will develop many professional skills in the Coaching Professional apprenticeship, including:

- Time management
- Setting clear goals
- Communication
- Coaching contracting
- Stakeholder management
- Rapport and trust building and maintenance
- Delivering feedback
- Identifying patterns of thinking
- Reflection and raising self-awareness in others
- Emotional intelligence
- Applying theories, models, tools, and techniques
- Identifying and addressing energy shifts
- Managing and celebrating diversity
- Demonstrating awareness of own values, beliefs, and behaviours

Read more about the skills you will learn as an apprentice on the Coaching Professional Level 5 here: <https://findapprenticeshiptraining.apprenticeships.education.gov.uk/courses/555>

## THE COACHING PROFESSIONAL LEVEL 5 APPRENTICESHIP

Most apprenticeships involve learning and training 'on the job', however, the Coaching Professional Level 5 apprenticeship is completed alongside the role you are already employed in, so does not pay an additional wage and is not a full time role.

Your role does not have to be related to coaching in any capacity for you to undertake the apprenticeship, but you may be expected to provide coaching support following your qualification depending on your organisation's requirements.

The Coaching Professional Level 5 apprenticeship was created by a partnership of private and public sector organisations (including health and care employers) and launched in 2020.

Length of study	Typically 14 months plus assessment period. All apprentices must spend a minimum of 12 months on-programme.
Time commitment	Employers must allow 20% of an apprentice's hours to be focused on completing the apprenticeship. This equates to around 7.5 hours a week if the apprentice is full time. The training provider meets with the employer monthly to ensure enough time is protected for the apprentice. An apprenticeship is a substantial educational undertaking so make sure to evaluate your work/life balance before applying.
Training delivery	<p>Most training is delivered virtually through online workshops (on Microsoft Teams or Zoom, or similar).</p> <p>A typical training programme for the Coaching Professional apprenticeship may look like this (the example below is the programme on offer by BPP Professional Education):</p> <ul style="list-style-type: none"> <li>▪ Learning: 6 hours a week for 12 months <ul style="list-style-type: none"> <li>· 50 hours of coaching practice with a minimum of 5 coachees</li> <li>· 3 interactive workshops held online</li> <li>· 1-1 with coach who offers support and supervision every 6 weeks</li> </ul> </li> <li>▪ Assessment: 3 months <ul style="list-style-type: none"> <li>· Written and practical assignments</li> <li>· Examination</li> <li>· Portfolio</li> </ul> </li> <li>▪ Optional Mary Seacole programme</li> </ul>
Who can apply?	<ul style="list-style-type: none"> <li>▪ Everyone in employment, doesn't matter the role, org, seniority, or age</li> <li>▪ Part time options are offered by some providers</li> <li>▪ Must live in England</li> <li>▪ Must not be in full time education or undertaking any other training qualification</li> <li>▪ Must have minimum level 2 (or grade C) in English (or BSL if primary language) and maths. Some apprenticeship training providers will support you to complete Functional Skills in these subjects to enable you to train on the apprenticeship</li> <li>▪ Must have lived in the EU for minimum 3 years – if less than 3 years, then you can still train on the apprenticeship, but your employer will have to pay the full amount. Refugees are exempt from this rule</li> </ul>
Training content	<p>The apprenticeship training provider will deliver learning in three areas: knowledge, skills, and behaviours, and the apprentice must achieve and compete nine 'duties'. You can learn more about the training content of the Coaching Professional level 5 apprenticeship here:</p> <p><a href="https://www.instituteforapprenticeships.org/apprenticeship-standards/coaching-professional-v1-0#S3">https://www.instituteforapprenticeships.org/apprenticeship-standards/coaching-professional-v1-0#S3</a></p>

<p>Assessment</p>	<p>The End-Point Assessment (EPA) period begins after all study is completed (usually 14 months). The assessments are undertaken in a variety of ways, including observation, interview, and examination:</p> <ul style="list-style-type: none"> <li>▪ Assessment method 1: Observation with questions and answers</li> <li>▪ Assessment method 2: Interview supported by portfolio of evidence</li> <li>▪ Assessment method 3: Knowledge Test</li> </ul> <p>Performance in the EPA will determine the overall apprenticeship standard grade of pass, fail, distinction.</p> <p>You can find more information on the assessment methods here: <a href="https://www.instituteforapprenticeships.org/media/4166/st0809_coaching-professional_l5_ap-for-publication_07042020.pdf">https://www.instituteforapprenticeships.org/media/4166/st0809_coaching-professional_l5_ap-for-publication_07042020.pdf</a></p>
<p>Post-qualification coaching practice</p>	<p>After completing the apprenticeship, you will become a qualified coach. Your organisation may expect you to provide coaching for your colleagues or you may wish to build your own coaching practice.</p> <p>Qualified coaches are expected to keep up their skills by engaging with regular CPD (continuing professional development, e.g. webinars, podcasts, reading) and supervision (where a coaching supervisor provides feedback on coaching practice). Qualified coaches can also register with a professional body like the Association for Coaching, the International Coach Federation, or the European Mentoring &amp; Coaching Council.</p> <p>In our health and care system, we would like coaches to coach outside of their organisation and support staff in other organisations. Registering as a coach on the NHS Leadership Academy's Coaching and Mentoring Hub means health and care staff from across the area can find you as a coach: <a href="https://coachingandmentoringhub.nhs.uk/">https://coachingandmentoringhub.nhs.uk/</a></p>

For more information on the Coaching Professional apprenticeship:

- <https://www.instituteforapprenticeships.org/apprenticeship-standards/coaching-professional-v1-0>
- <https://findapprenticeshiptraining.apprenticeships.education.gov.uk/courses/555>
- <https://www.leadershipacademy.nhs.uk/programmes/apprenticeships/apprenticeships-on-offer/coaching-apprenticeships/>

## FUNDING AN APPRENTICESHIP

The Coaching Professional Level 5 apprenticeship costs £5000, however, this cost is usually covered by apprenticeship levy. Individuals never self-fund or pay for their own apprenticeship, the cost is always taken on by the employer.

Large employers with a pay bill of over £3 million pay 0.5% of their total annual pay bill to the government as apprenticeship levy. Currently, only 2% of employers nationally pay the levy, but this means that smaller employers are funded to take on apprentices – smaller employers pay just 5% of the cost of their apprenticeship training and the government, through the apprenticeship levy, pays the rest.

The list of levy-paying health and care employers in the Bristol, North Somerset, and South Gloucestershire are below:

- Avon and Wiltshire Mental Health Partnership NHS Trust
- Brandon Trust
- Bristol City Council
- Bristol, North Somerset, and South Gloucestershire Integrated Care Board
- Brunelcare
- North Bristol NHS Trust
- North Somerset Council
- Sirona Care and Health
- South Gloucestershire Council
- South Western Ambulance Service NHS Foundation Trust
- St Monica Trust
- University Hospitals Bristol and Weston NHS Foundation Trust

You can read more on how apprenticeships are funded and what the apprenticeship levy is here: <https://educationhub.blog.gov.uk/2023/03/10/how-are-apprenticeships-funded-and-what-is-the-apprenticeship-levy/>

## THE LEVY SHARING SCHEME

In our Bristol, North Somerset, and South Gloucestershire health and social care system, our levy-paying organisations don't use up all their allowance, so we have a scheme where the levy funding is shared with smaller employers. This keeps the cost of training on an apprenticeship programme minimal, means staff in smaller organisations have access to the same opportunities, and is overall much more cost effective for all our employing organisations – not to mention that apprenticeships are much cheaper than other coaching training programmes.

Non-levy-paying employers can apply for levy transfer of £5000 to cover the cost of the apprenticeship. If a non-levy-paying employer does not apply for levy transfer, then they must pay 5% of the apprenticeship cost themselves. Levy transfer requests are approved by a group of apprenticeship leads and usually take up to four weeks for approval. The appendix of this document contains the levy transfer application form.

If you are enrolled on an apprenticeship and leave your job, make sure your next employer knows you are on an apprenticeship when applying for new roles. If you are moving between levy-paying organisations then there are no additional processes, however if you are moving to a non-levy-paying organisation, your new employer will have to apply for a levy transfer or pay 5% of the cost to the training provider (the rest of the balance is subsidised by the government). If your new role is outside of health and care, then the levy transfer could still be honoured – talk with your apprenticeship lead or manager.

## APPLYING FOR AN APPRENTICESHIP

The Coaching Professional apprenticeship is offered by 32 training providers. Your organisation may be partnered with a particular training provider.

Speak to your apprenticeship lead first, who will brief you on the requirements of programme and will advise on the training providers your organisation works with. In smaller organisations, go to your manager or practice manager, or contact our Apprenticeship Lead at [bnssg.learningacademy@nhs.net](mailto:bnssg.learningacademy@nhs.net). Your manager or apprenticeship lead will then link you with the training provider who will conduct an assessment on skills in English and Maths, learning styles, and suitability for application. If you are successful, you will be enrolled on the Coaching Professional Level 5 apprenticeship.

You can read more about applying and preparing for an apprenticeship here: <https://www.apprenticeships.gov.uk/apprentices/preparing-apprenticeship>



## Contact details for apprenticeship leads

Avon and Wiltshire Mental Health Partnership NHS Trust

[awp.Apprenticeship@nhs.net](mailto:awp.Apprenticeship@nhs.net)

Bristol City Council

[Darren.Perkins@bristol.gov.uk](mailto:Darren.Perkins@bristol.gov.uk)

Bristol, North Somerset, and South Gloucestershire Integrated Care Board

[bnssg.learningacademy@nhs.net](mailto:bnssg.learningacademy@nhs.net)

North Bristol NHS Trust

[ApprenticeshipTeam@nbt.nhs.uk](mailto:ApprenticeshipTeam@nbt.nhs.uk)

North Somerset Council

[jayne.pashley@n-somerset.gov.uk](mailto:jayne.pashley@n-somerset.gov.uk)

Sirona Care and Health

[sirona.apprenticeships@nhs.net](mailto:sirona.apprenticeships@nhs.net)

South Gloucestershire Council

[Ashton.Yon@southglos.gov.uk](mailto:Ashton.Yon@southglos.gov.uk)

South Western Ambulance Service NHS Foundation Trust

[apprenticeships@swast.nhs.uk](mailto:apprenticeships@swast.nhs.uk)

University Hospitals Bristol and Weston NHS Foundation Trust

[apprenticeships@UHBW.nhs.uk](mailto:apprenticeships@UHBW.nhs.uk)

Primary Care

[bnssg.training.hub@nhs.net](mailto:bnssg.training.hub@nhs.net)

For all other apprenticeship enquiries [bnssg.learningacademy@nhs.net](mailto:bnssg.learningacademy@nhs.net)

For any coaching enquiries, your apprenticeship lead can put you in touch with your organisational coaching team if available.