



# WELSH BACCALAUREATE SKILLS CHALLENGE CERTIFICATE

National/Foundation

## Community Challenge

S4C – Coaching



**Available for assessment from January 2018**

# Promoting use of the channel

## PURPOSE

The purpose of the Community Challenge is to develop learners' skills, whilst encouraging learners to identify, develop and participate in opportunities that will benefit the community. During the Community Challenge learners will explicitly develop skills of **Planning and Organisation** and **Personal Effectiveness** and apply them in an appropriate manner.

## BRIEF

S4C is the only Welsh language channel in the world. We are a public service broadcaster commissioning independent production companies in Wales to make the majority of our programmes. ITV Cymru and BBC Cymru also produce programmes for the channel. S4C broadcasts over 115 hours of programming every week - from sport, drama and music to factual, entertainment and events, all are available on different platforms.



S4C is keen to increase the amount of young people watching the channel and using its services. In this Challenge, as an individual or as a team member you will work on a marketing plan for the channel and will promote the channel with your classmates/ with primary school pupils in your area. It is very important that Welsh communities are aware of what S4C can offer. They need to know which programmes are broadcast and at what time, and which other services are available, such as watching online and on demand, apps, audio description and subtitles. You will assist S4C's communication team promoting S4C programmes and services in your community.

You will be expected to draw up a marketing plan outlining exactly how you will undertake the work. You will need to be creative and organised as you draw up your marketing plan and collect ideas. You will need to keep a record of all of your work, the preparation, the work plan and the outcome. You will use all this work to create a training programme for your chosen target group.

As an individual or a member of a team (3 – 6 members) you must spend **10 hours** running a training programme for your chosen target group. In preparation you must consider how you can develop and extend your knowledge and understanding of the topic area. You must plan and organise how you will carry out **10 hours** actively coaching the community.

Coaching structure could be:

- a) Preparation for coaching sessions (2 hours maximum)
- b) Coaching sessions (8 hours)
- c) Feedback

Example of coaching activities:

- a) Preparation of worksheets and area of work
- b) Coaching sessions to include a variety of activities
- c) Provide feedback on how participants can improve and progress

This is a unique and exciting opportunity to educate and train members of the community that you know by promoting SC4's services.

You will be allocated a point of contact in S4C who will be able to provide you with help and resources throughout the Challenge.

## **RESOURCES**

[www.s4c.cymru](http://www.s4c.cymru)

## **CONTACT DETAILS**

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