



Coaching Strategy 2014 - 2017

Responsible for review
Chief Executive

Change History			
Version	Approved by	Date of approval	Next review date
Proc-10-01	Chief Executive	January 2016	January 2017



Coaching Strategy 2014 - 2017

Director Operations -Bryan Woodcock
Director Development – Julie Ryan

October 2014

Archery GB published their Sport Strategic Plan in April 2013. As part of the ongoing review of that plan Directors Development and Operations were tasked by the Archery GB Board to produce a Coaching Strategy that would support and add value to the main Vision for Archery up to 2018.

“Our Vision is to lead, grow and promote Archery across the UK with the Archer at the absolute heart of everything we do.....”

.....By 2017, we will build on our success as a well-managed and highly respected sport with good participation, success at international level and a proven track record as a respected Governing Body”.

Background

In October 2012 the Archery GB Board requested that Director Operations and Director Development produce a Coaching Strategy for our sport.

Over the last few years sections within Archery GB have been delivering components of Coach Education other than using the traditional delivery process through Operations and the National Coaching Committee (NCC).

Directors Operations and Development held a conference at Lilleshall in May 2014 inviting all interested colleagues to participate in discussing the present and future needs of Coaching.

Professor Dave Collins and Bryan Jones from the University of Central Lancashire (UCLan) were present to lead the discussions.

From this a small consultative group was formed (Hannah Bussey - AGB Workforce Development Manager, Ceri Ann Davies – AGB Performance Pathway Manager, Carol Byde AGB Senior Coach, AGB Directors Development and Operations) to discuss, advise and comment on a potential AGB Coaching Strategy.

Actions: Create a Coaching Strategy.

Why?

Currently there are major changes occurring within the wider coaching community following the 2012 London Olympic Games. We need to examine how these might affect Archery GB Coaching in the future.

Archery GB's Sport wide Strategic Plan was created in 2013. Objectives and expectations of Members, Volunteers, Directors, Management, staff and other stakeholders with particular reference to Coaching need to be examined.

There is a need to establish Archery GB's future direction with regard to Coaching to ensure that the objectives and expectations as noted above can be delivered by the National Governing Body.

It has been argued that strategies should not just seek to anticipate the future but to create it by being innovative (Hamel and Prahalad, 1994).

1. Working Together (One Voice).

Archery coaching needs to unify the wide range of stakeholders within Archery and speak with one collective and agreed voice.

Currently we have different sections (Performance, Development and Operations) within Archery GB leading on different aspects of Archery Coaching. All stakeholders within Archery (there are many) need to find a way to unite.

Decisions on Coaching need to be agreed by all stakeholders, for all bow styles, disciplines, ages and genders; these stakeholders need to find ways and means of acting, delivering and working as one body, speaking with one voice.

What might success look like?

A single committee advising on all things Coach related. Devising and advising on technical content for Coach Education; Devising and advising content on continuous professional development (cpd); agreeing the coach pathway which will deliver the required archer achievements and sport outcomes required at national and international levels.

Innovation to ensure evolution.

Demonstrating the importance of and leading on reflective practice for archery coaches and archery coaching.

2. A single Coach Pathway.

One clear and published pathway, linked to the archer pathway(s) that has clear progressions and objectives; that all coaches, participants, clubs and other stakeholders can understand, recognise and identify with its contents.

It should indicate the experience and qualification normally associated with a particular Coach grade and how that might be obtained within the Archery GB Coach Education process.

Currently we have no clear Coach Pathway and only by having a clear pathway can we expect our Coaches to be the best that they can be.

Ensure we have the relevant external Coach Accreditation and Insurance cover in place.

What might success look like?

Our Chief, Olympic and Paralympic Coaches and coaching teams are all “home grown” and leading Archery GB Archers to International and Olympic success.

Coaches, Archers, Archery Clubs, external organisations and stakeholders fully understand the qualifications Archery Coaches possess and their level of ability.

3. Coach Education.

A clear coach education structure that is separate from the Coaching Pathway. Coaches want to Coach and although they may want to pass on good practice many do not want to become part of the Coach Education system.

Our current pathway appears to become less clear after Level 2 on whether it is a Coach Pathway or a Coach Education Pathway. Any perceived confusion needs to be removed and replaced with a clear statement of intent to ensure that Coaches are given the opportunity to Coach, be kept up to date and progress their Coaching career.

We need to ensure that qualified Archery Coaches are kept fully and regularly up dated with technical and academic advances in all aspects of Coaching.

(Contact with external Academic and Research Institutions specialising in Sport, Sport Science and Coaching need to be established because the understanding of Coaching and good coaching practice is undergoing change at a rapid pace. If coaches do not have ready access to the latest developments in coaching and coaching practice our methods and *understandings* may quickly become outdated).

We need to recognise external qualifications in Coaching as this can bring innovation and improvement into our Coaching processes.

We need a structured cpd process, which can be delivered when and where it is needed.

We need to qualify sufficient numbers of Coaches so that every Archer has access to a properly qualified and experienced Coach appropriate to their needs, level of skill and future development.

We need to ensure that out dated or poor practice is challenged, to enable our Coaches to be the best they can be at all times and to give Archers the confidence that the assistance they are given is the most up to date available.

We need to embrace new and creative thinking, where appropriate, to ensure our Archers are the best they can be.

Coach Education delivery, Assessment and Technical content should not fall under the same or single umbrella.

What might success look like?

Coaches starting their coaching career at Level 1 then progressing to the highest levels through experience, qualification and internally delivered cpd.

Structured cpd (continuous professional development). Delivered into the archery coach community that can be quickly adapted or changed to reflect current excellent good practice.

Reflective practice systems for all coaches to ensure that they are as good as they can be.

External academic qualifications achieved by Archery Coaches are fully recognised within the Coach Pathway.

4. Promoting Good Practice.

Archers should be aware of good Coaching practice, where it is and what it looks like: where the good coaches are. We should be signposting this through existing media and new, innovative communication channels. Whether highlighting through the existing club network or through cpd good practice examples, Archers and Coaches should be aware of the vast amount of good, competent, positive and successful archery coaching that is taking place from grass roots through to performance levels.

Archers should be able to identify and easily understand what they can expect from Coaches and what the different qualification levels and experiences of coaches can bring to enhance their skill levels.

Coaches should be able to clearly identify how to progress their education and experience through further study and cpd, internal and external courses, and gained experience through active coaching.

Coaches should be able to identify grant and other financial assistance to gain increased knowledge and qualification.

Any workforce opportunities should be available to all on a qualification/experience basis identified through the Coach Pathway.

What might success look like?

A clear and positive understanding by both Coaches and Archers leading to, Coaches being the best they can be, Archers being the best they can be; proven by consistent International success.



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