

## Bespoke Coach Development Programme

Partner – Norfolk HA

Dates - August 2019 – October 2020



### **What was the process for setting up and managing the programme**

*From March 2019 we had lots of conversations with Great Britain Hockey about areas such as content, timescale, cost, names of deliverers, and they were very supportive in making the programme work and meet our needs*

*We identified our priority coaches including those in the Player Pathway, female coaches and those from small/medium sized clubs who have struggles to access development. We had lots of conversations with Chairs of clubs and identified coaches to encourage them to engage with the programme.*

*We had regular ongoing communication with Great Britain Hockey to review and amend the programme as needed. For example, reacting to factors such as bad weather and changing the focus of a workshop due to differing coach needs.*

*We also had regular communications with the participants via phone, email, text, and face to throughout the programme which was essential to keep their engagement over the year.*

### **How was your relationship with the assigned Coach Developer?**

*Paul Connolly was actively involved from building the content of the programme to delivering some sessions himself, and travelling across to Norfolk to observe individual coaches. He played a vital role in linking up with all the workshop deliverers to maximise the effects of their session within the context of what had gone before and meet the needs of participants.*

*He also provided extra material for coaches to access away from the programmes and was always happy to discuss feedback on the programme with me as local organiser on the phone/email and give individual feedback on coaches. Paul always had the big picture and focus of the programme in mind and was trusted and respected by all the participants and has played a huge role in the success of this programme.*

### **What have been the main benefits / impact that you have seen?**

*We had 9 different clubs and 16 player pathways represented across the programme. We engaged with 26 coaches across the programme with a 50:50 split of males and females 70% of the coaches attended all the elements of the programme across the year*

*The programme has been inspirational, especially seeing the impact of the programme's content on individuals' coaching practice: almost every coach has added something to their sessions from one of the workshops. For examples we have seen the coach you would have least expected at the beginning of the programme make a big jump in their practice. The coaching conversations have remained ongoing with a desire from all coaches to maintain the coaching community developed.*

## **Impact on individual players**

### **Coach 1**

Gained her Level 2 a while ago and needed refreshing. Lacking confidence at the start of the programme. Much more confident now, can see this in her delivery with her engaged and applying session content

### **Coach 2**

Experienced coach and teacher doing outreach work in state schools. Keen to continue to learn and develop as a coach and drive development of coaching community within Norfolk..All the sessions have both consolidated and brought new material to reflect on/experiment with. Session on communication/relationship with parents had a big impact and has led to greater engagement with this group as part of the Player Pathway.

### **Coach 3**

Primarily a GK coach at club and in Player Pathway. This season he is developing his coaching with whole squads, and acting as lead coach for a junior club team. Biggest impact on the programme has been session design and outcomes resulting from it, and designing sessions for all players in which GKs are integrated and developed

### **Coach 4**

Loughborough Sports Graduate and England U21 player. Currently coaching in a school and Player Pathway, is a very focussed and engaged coach who is always looking to learn and develop as a coach. Really enjoyed the motivational climate and GK sessions and now focusing on changing the environment to focus on player individual needs. Managed to access her Level 2 qualification via Direct Assessment as part of this programme.

### **Coach 5**

Experienced coach and lecturer who is focussed on continuing to learn and develop as a coach. Main takeaway was around motivational climate and getting players to take ownership of their own learning outcomes and success criteria. Thus links to focusing on session design and allowing players to come up with constraints and scoring systems.

### **Coach 6**

Less experience coach who is enthusiastic and committed and keen to learn and develop as a coach. Biggest takeaway was greater insight in the coaching philosophy and principles of the game, and embedding these into his coaching practice. As part of the programme he has linked with other coaches to organise some peer observations and feedback.