

The ASA Advanced Coaching Offer Candidate Information

Background Information

The ASA are investing approximately £10 million in coach education, development and support to ensure gold medal success in London 2012 and the legacy beyond. We have identified four key areas we aim to impact upon – **recruit**-ment of coaches into the industry, **train**-ing of coaches in a formal capacity, **support** for coaches to develop and flourish **and retain**-tion of coaches creating a professionally regulated workforce.

The Advanced Coaching Offer is the first programme to support proactive, talented, developing coaches in their quest to expand their coaching knowledge, skills and experience. In conjunction with the ASA Talent Development team, the Advanced Coaching Offer has been devised to support up to 160 coaches across England over a 4 year period.

What is the Advanced Coaching Offer?

The Advanced Coaching Offer aims to provide targeted support for coaches who have aspirations to view coaching as a professional opportunity, offering a structured process of mentoring, support and development through advanced experience in a number of appropriate environments.

The process that this programme will follow is outlined below:

- Coaches will apply for selection by 31st July 2009, approximately 10 coaches per region will be selected based upon their application and eligibility.
- Each coach will then undertake an interview to identify their key strengths and areas for development.
- From this interview an individual action plan will be developed based upon the offer outlined below.
- Each selected coach will be part of the programme for a minimum of 2 years

How will I benefit?

If successfully selected for the programme you will be enrolled for a minimum of 2 years, within that time you will have access to the following support mechanisms.

- Access to the ASA Beacon centres/programmes.
- Targeted support from the allocated ASA Talent Development Officer.
- Help/training in the area (s) identified for development.
- Opportunity to shape your future in aquatic coaching by observing/delivering coaching in an appropriate environment.

- Advanced skills and visits in your home club environment.
- Support in the creation of local feeder/mentoring networks.

How will it be delivered?

The offer is as follows:

Each coach will receive a minimum of two visits per season from a member of the ASA's English talent team. Each visit will comprise of a choice of the following

- Observation / analyses / support / challenge of your coaching sessions
- 1-1 discussions for an hour prior to or after each coaching session
- Opportunity to coach at a regional Beacon programme 3 Saturdays each year
- Attendance at two English talent camps per year including seminar workshops

Additional support that you will receive – identified at interview or from feedback after the Talent Development Officer has made a visit to your session – will be any two from the following:

- Specific stroke support
- Support for distance / open water coaches
- Land training support
- Physiotherapy support and orientation to sport science programmes

During your visits to the Beacon centre, you will have an opportunity to receive specific access to stroke specific/distance programmes. At the England Talent Camps & Beacon sessions, land training & orientation to physiotherapy & sports science protocols will be covered.

What's the catch/cost?

No catch, no cost to the coach or the club. Coaches will be asked at the end of the programme to support coaches within their region and locality.

Entry Requirements?

To be eligible you must meet the following criteria:

- Live in England
- Coach in a swim21 club for a minimum of six hours per week and demonstrate a commitment to recognised ASA athlete pathways.
- Hold a UKCC Level 2 Coaching Qualification or equivalent. (or willing to undertake within 12 months).
- Have an on-going commitment to self improvement
- Be willing to support other coaches in the region/discipline/locality.



Express your Interest

If you are interested in being selected for the Advanced Coaching Offer for October 2009 please complete the Advanced Coaching Offer Application Form and return to:

Colin Huffen, 35 Granby Street, Loughborough, Leicestershire, LE11 3DU. Tel: 01509 615457, Mobile: 07917726419, Email: colin.huffen@swimming.org by 31st July 2009.

When will I know if I have been successful?

Successful applicants will be contacted within week commencing 10th of August 2009 and interviews held throughout September 2009.