



SHETLAND AAC

COACH AND ATHLETE DEVELOPMENT – NOTES FROM AN
ISLAND PERSPECTIVE



CLUB BACKGROUND

- Pre 1986. Athletics focus was based around annual inter-county with Orkney
- 1986. Installation of track at Clickimin. The sport continued to focus on this one event and school sports (primary and secondary)
- 'The Winnie years' Andrew and Sandra begin putting in place the structures that lead to the formation of SAAC in 1994
- Post Winnie – 'crisis, what crisis?' Juniors, 'middle group', seniors, endurance
- January 2014 - 5 coaches



CLUB BACKGROUND...FAST FORWARD

- 3 level 3/ Event Group coaches
- 6 level 2/ Athletics coaches
- 7 level 1/ Coaching Assistants
- S & C.....The future?



CLUB LEADERSHIP - VISION

“To be a successful athletics club in the north of Scotland judged against increasing and sustainable participation and athlete performances.”



CLUB LEADERSHIP – CORE OBJECTIVES

- To create a solid and sustainable volunteer base that will ensure the best people are in the most appropriate positions to lead the development of the club.
- To ensure that the club has a sustainable coaching structure and coach development programme in place to enable the delivery of the plan.
- To create a sustainable athlete recruitment and development programme.



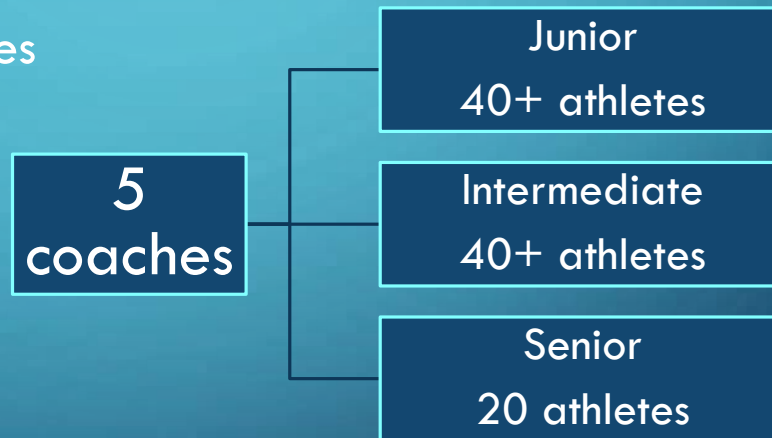
CLUB LEADERSHIP – THE FUTURE

- Since 2014 clubs membership risen by 100%.
- The club needs to meet these challenges as we move into a new era of self-sufficiency.



COACHING STRUCTURE AND DEVELOPMENT 2014

3 training groups - 5 coaches





COACHING STRUCTURE AND DEVELOPMENT RESTRUCTURE – WHY AND WHAT?

- Why - increase in numbers created large groups with little flexibility; quality of coaching suffered with little or no 1:1 time; development pathway unclear to both athlete and parents/carers.
- What - a coaches audit gave a clearer picture of availability and personal preferences, facility requirements and costs looked at, coaches buying into new set up was key.



COACHING STRUCTURE AND DEVELOPMENT

WHERE ARE WE NOW - 2016

U17+

- 30 + athletes
- 5 coaches

U15

- 25-30 athletes
- 2-4 coaches

U13

- 40 - 45 athletes
- 4-5 coaches

U11

- 75 - 90 athletes in 3 sessions
- 6 - 8 coaches + 3 minimum P/H's



HOW WE MANAGE!

Coaching Delivery Summer 2016 - Monday and Friday														
Under 11	Level 1/Level 2 Coaches + 2/3 Parent Helpers													
Under 13	Coach led warm up. Multi-Event activity													
Under 15	Coach led warm up. Multi-Event activity													
U17/U20/Sen	Athlete led, Coach supervised warm up. Event Group activity													
	4.30	4.45	5.00	5.15	5.30	5.45	6.00	6.15	6.30	6.45	7.00	7.15	7.30	7.45

Under 11 groups

- level 2/ AC and level 1/ CA delivering under supervision

Under 13 and above

- coaching team of 5 + coaches responsible for delivery



DEVELOPING OUR COACHES

Coach Education	<ul style="list-style-type: none">• Coaching Assistant - 2 year Rolling Programme• Athletics Coach - 4 newly qualified, one awaiting assessment• Leading Athletics – Delivered Annually	
Coach Development	<ul style="list-style-type: none">• Needs based plan written• National Coach Development Programme – plan for course delivery on Island	
Reward!	<ul style="list-style-type: none">• Free kit, support for attending Conference. No charge for Coach Ed or CPD.	
Planning	<ul style="list-style-type: none">• Encourage personal development if and when appropriate.• Always trying to be one step ahead of the game when it comes to recruiting, retaining and rewarding	



ATHLETE DEVELOPMENT WAS IT WORTH IT - OUTCOMES SO FAR...

- Under 11's – Fun-packed Run, Jump, Throw!! Challenging but rewarding groups.
- The Rest? Better coach to athlete ratios has enhanced the coaching process. Athletes can now more readily identify the 'Go to' person.
- Training nights now more clearly defined by group and teams of coaches ensure a sharper focus on training which allows for more coaching.
- A more athlete-centred approach with clarity in the athlete pathway.
- Athletes getting the opportunity to set clear goals for themselves rather than being 'spoon-fed'.
- Winter training much simpler to plan than summer! Still some gaps but the club is working hard to overcome these challenges.
- We are still working towards the 'ideal' scenario.



ATHLETE DEVELOPMENT THE CHALLENGES

- Distance – 12 hour ferry journey BEFORE we start to ‘travel’ to competitions!
- Competition – Difficult to get athletes the amount of competition they need. We are trying to fill this void with Friday Night Series events which occur throughout the season.
- Time – A challenge for coaches/parents to get time off to help chaperone trips.
- Cost – Significant rise in the cost of competing on mainland Scotland. An Aberdeen ‘down and back’ trip - £80-£90. ND or Age Groups £200!! That’s just travel and accommodation! The Club support trips financially depending on a number of factors.



WHAT'S NEXT?

- Enhancing Support for our 'talented' athletes:
 - We now implement a Strength & Conditioning programme through the winter for around 40 athletes.
 - Further developments will include ongoing nutritional advice.
- Consider change to structure of groups – away from just age!
- Working to develop an environment that best prepares for competition and, hopefully, success!!
- Become the 'Go to' club in Shetland. We are different! Positive image within the community
- Cope with the demand – Waiting list, Induction, Volunteers and Coaching staff, CTO!
- Continual review and adjustment....



ANY QUESTIONS