

In this edition

- Goodyear RugbyReady programme

- Feedback from Club Coaching coordinators

- Tag Rugby resource

- CPD Courses for Coaches

- CCC Models of Good Practice

- RugbyFirst issues

Goodyear RugbyReady Programme



Safety Together

coaching qualification. The local 'Goodyear' dealer will arrange for a qualified expert to visit the club & complete a free tyre check to ascertain the present road worthiness of club members' vehicles tyres, (there are no obligations – but discount will be available on new 'Goodyear' tyres).

This is a unique opportunity and bearing in mind that 3 points per illegal tyre can be given against the driving licence - may assist club members in safer road use.

In addition to this and on completion of the course the club will be sent the following items to further ensure the preparation of players to participate in rugby:

- Weights Bag
- Theraband
- Rugbyready Posters
- An option to collect used tyres for core strength training* and tractor tyres for asymmetric strength training

*** Details of how to use this will be posted on the web-site shortly**

Although courses are available for all clubs, this offer is exclusive to those clubs with an active CCC.

Dear Club Coach Coordinator

Welcome to issue 6 and many thanks for your continued hard work. You are really making a difference and I am delighted to include a couple of examples of how in this edition.

We are delighted to announce that the partnership with 'Goodyear' who are supporting the 'Rugbyready' takes another step forward with the opportunity to claim free safety coaching equipment for your club.

Level 1 Courses

You will already be aware that attendance at the 'RugbyReady' course is a pre-requisite for Level 1 courses that are delivered from 1st September 2009.

'Goodyear' is committed to safety and in line with this are further incentivising the RugbyReady' programme.

All clubs with an active CCC (see definition below) will be able to arrange, in liaison with their CDO a 'RugbyReady' course at their club for 12 or more coaches (the course is relevant to coaches with or without a

Active Club Coaching Coordinator

An active CCC is defined as a person, who fulfils the following responsibilities and is registered on Rugby First:

1. Promotes coach education and development within the club, and:
2. Is proactive in identifying coach development needs and liaise with other CCCs & the Coach Development Officer to organise CPD & Foundation courses at the club or club cluster in line with course protocols
3. Attends at least one meeting per year at CB, Regional or club cluster level
4. Updates and maintains an accurate record of the club's coaches and roles on RugbyFirst

Further details can be found on the web-site www.rfu.com/coach



The Value of the Club Coaching Coordinator



The following is an open letter from Simon Wallis, Reeds Weybridge Mini Chairman about the role and impact of the CCC on their club. Thanks to Simon for allowing us to share his thoughts with you.

Running a club like Reeds Weybridge where we are experiencing tremendous growth at Mini and Youth level with over 600 kids every Sunday is only possible with the help of a core set of individuals who commit their time on a volunteer basis. Whilst it makes me very proud to see all of the boys and girls having fun every Sunday, it is just as important to make sure that the level of coaching is of an appropriate standard.



The role of the Club Coaching Coordinator (CCC) is absolutely critical.

In my opinion the CCC is the lead in all coaching matters – they set the standards, they advise on what course to go on, they help develop session plans that stimulate the kids and teach them the many facets of our game. As well as all of these things the CCC needs to work very closely with each Head Coach to ensure that they have the right number of coaches and helpers to safely coach their players.

As the children grow older the need for specialist coaches arise for example: At U9 and upwards it is critical that the players learn to bind correctly in the scrum, jump safely in the line out and understand the intricacies of the breakdown areas.

As well as coaching the CCC should also take a lead on refereeing. This can take many guises from ensuring that the club has enough ELRA qualified referees to ensuring that any IRB rule changes are communicated to all Head Coaches so they can adapt their coaching / thinking accordingly.

By having a knowledgeable CCC who has the ability and energy to effectively communicate at all levels across the club and to set the direction for the club is key to any club's success. It certainly is in our case where we have 48 Tag coaches, 42 Goodyear Rugby Ready coaches, 31 Level 1 and 3 Level 2 coaches as well as 37 ELRA qualified referees.

Regards

**Simon Wallis
Reeds Weybridge Mini
Chairman**



Tag Rugby



Hopefully a number of your Under 7 and Under 8 coaches will have been through the new 'Start Coaching – Tag Rugby' course.

The course concentrates on coaching through games and provides opportunities for the coaches to learn and develop alongside the players. The resource includes an A4 booklet and a DVD with a variety of games which can be adapted when the players move onto the tackle. Filming has just taken place to provide a Tag to Tackle

resource which will be available in the summer.

This resource has been developed to assist coaches in preparing coaches for the Under 9 season – as contact in any form is not permitted prior to September 1 of the Under 9 season.

Please liaise with your Coach Development Officer for course details.



CPD Courses for Coaches



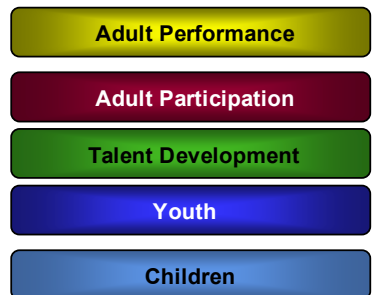
You will remember the diagram from issue 5, which demonstrates a categorisation of where coaches are delivering. Although this model continues to be revised and refined, it has provided a basis for the development of Continuous Personal Development [CPD] courses

The full details of these courses can be found on the web-site and can be downloaded for the club notice board. The coaching department are also devising some posters to enable you to promote these courses and these should be available to you by September.

Many of these courses can be organised at your club, or a group of clubs & schools (club cluster) and CCCs should liaise with the CDO to establish need, delivery & viability.

Most of the courses are 2- 3 hours in duration and involve some physical delivery, in which the coaches should be prepared to participate. Players of the appropriate age group may be used – but this would need to be agreed with the CDO and / or deliverer.

The usual cost of the course if £15 per person including VAT, which includes delivery and resources.



Course	Delivery	Content	Mini	Youth	Adult
Continuity in attack	Club	Theory/practical	√	√	√
Maul & ruck	Club	Theory/practical	√	√	√
The line-out game	Club	Theory/practical	√	√	√
Defence	Club	Theory/practical	NA	√	√
Coaching children's rugby	Club	Theory	√	√	NA
Goal setting	Cluster/CB	Theory	√	√	√
Game Planning	Cluster/CB	Theory	NA	√	√
Performance Profiling	Cluster/CB	Theory	NA	√	√
Planning & periodisation	Cluster/CB	Theory	NA	√	√

Westcombe Park RFC

The following is an extract from a document provided by **Westcombe Park RFC** and is another great example of the difference CCCs are making and the excellent work that has been undertaken.

It is also an example of how sharing ideas can benefit everyone and many thanks to Westcombe Park for sharing this. The full document can be found at www.rfu.com/coach. Follow CCC links



Coaching at Combe!

Welcome to the coaching team at Westcombe Park RFC, Kent's premier Rugby Union club with the 1st XV represented at National Rugby level.

This document is designed to give assistance in your coaching to enable you and your coaching team to progress and get the very best from your time coaching and ultimately from your squad and to ensure compliance in everything you do.

A Club Ethos

Westcombe Park is a family sports club with a commitment to the community it serves. Membership of the club should be considered as being part of a large group of like-minded people with a love of the game of rugby at its core.

We are an "Inclusive" club with a strong ethos towards every playing member of every squad at every age group "participating" in the sport regardless of their ability, background, sex, colour or creed and we seek to ensure that everybody upholds this ethos throughout the club.



Coaching...A Commitment

As a club volunteer coach, you will very likely have joined the club at some point in the Mini ranks either as a parent or grandparent or other relative of a child who is playing the game. Children bring a whole host of very welcome relatives when they join the club and many of those new faces go on to become volunteers within the club in many different capacities.

But the one area that generally has the greatest pull is that of a Volunteer Coach. This is almost always a parent helper who catches the "Bug" and reverts to coaching, initially in a casual manner and then becomes increasingly more involved. And that is exactly how Westcombe Park and

every other Rugby club in the country grows and survives. It relies on the annual influx of eager volunteers to continue operating.

But coaching is a commitment of a huge magnitude. As you become increasingly involved in coaching, the allocation of time and resources increases exponentially. There is never enough time in a session, the day or the week let alone the season.

Before committing to coaching, every volunteer coach should ensure they realise what a major commitment this is and that it is far from being a commitment to their own offspring in isolation, but that it is a commitment to around 20 to 40 children of all abilities. Your job as a volunteer coach is to service every one of these children in your group on an equal and fair platform.....period.

Our advice would be this, if you cannot genuinely commit adequate time and resource to do this job well and to an exceptional standard, or you are not prepared to perform your coaching duties as the club would expect you to in a fair and ethical fashion, don't make the commitment in the first place....you will let down a huge amount of young players who will become reliant on you week in and week out.

Coaching Expectations

As a club, we expect all youth members who are involved in Mini/Junior rugby playing, to be included in every facet of play and social activity. Elitism is not part of the club's ethos and it should not be part of an age group playing philosophy either.

Every player, coach and parent wants one thing from the sport being played, and that is to enjoy what they are doing after all, this is supposed to be fun...for everyone involved. The second thing that all participants want is to WIN!

As a volunteer coach in particular, your capacity to balance enjoyment with "Winning" is a very difficult task indeed. But as a coach you will find that required balance but only IF you adopt a policy of full inclusion for all your players no matter how good or bad they are or seem to be. Remember, today's run of the mill Winger, is tomorrow's star Fly Half and nobody knows where the next Danny Cipriani is coming from especially at 7 or 8 years old!





Playing time is probably the biggest source of frustration and anger among sports parents, which is saying a lot.

An Unarguable Point

Kids love to play. They don't like to sit on the bench. Moreover, most of the benefits of playing a sport are tied to competing in games. Kids who sit benefit less from sports than kids who play. I don't see how anyone can argue with this.

Good Coaches Get Kids into Games

It is a tenet of good coaching that you get kids into games! Period. Whether there are any external rules for minimum playing time or not. Whether it is at the high school or highly competitive travel team level or not. Good coaches get kids into games! They may be creative about how they get kids into games in high-stakes situations, because coaches do want to win. But good coaches get kids into games! Have I made myself clear?



The Mad Dogs

A creative idea for getting kids into games came from an Ohio high school basketball coach who took his bottom 8-12 players and termed them the "Mad Dogs." The Mad Dogs knew they would play the last minute of the first quarter and the first minute of the second quarter in EVERY game, whether preseason or the state title game. This accomplished a number of things:

- Unlike typical bench players, the Mad Dogs worked extremely hard in practice because they wanted to be ready for their moment. This pushed the starters to play harder which benefited the team on the scoreboard.
- They played all out during their two minutes. They were all over the court and had no hesitation about being highly aggressive. Over time, the coach told me, they became a competitive advantage, with the team being in a better competitive position after the Mad Dogs exited the game than before they entered.

- Some of the Mad Dogs became starters. The self-confidence they developed helped them develop a sense of possibility of themselves as starters! And when an individual latches onto a sense of possibility, watch out!



The Utility of Blowout Games

Good coaches use blowout (one-sided) games to get kids into games, but they do so BEFORE the game becomes a blowout. Good coaches recognize a mismatch coming up and start kids who normally don't start. If that puts their team in a competitive disadvantage, so much the better for the starters to come into the game behind, having to work hard to catch up. If the blowout is a blowout even with the subs starting, at least the subs know they played when the game was still at stake.

Coaching for Effort

A word about the primacy of effort:

If there were only one life lesson from sports it should be that hard work is a key to success. I once coined the "equation"

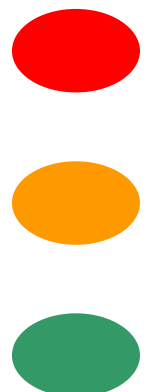
$$S=E/T$$

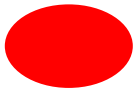
Success comes from Effort over Time

and drilled it into my players every day.

We might not win today, but if we give it effort, sooner or later, we'll be successful.

Continued.....





Good coaches in high-stakes situations should reward effort as much as talent. Tell kids that effort will be rewarded and then reward high-effort players with playing time, independent of ability.



The message to a team when a weaker player who gives it her all gets into games on a regular basis is impossible to overstate. Weaker players realize that they can get into games if they work hard. They don't have to be as good as the best players on the team, they just have to outwork them! This is incredibly motivating to your weaker players. And it is a wake-up call for your stronger players who will find their playing time limited if they don't up their effort level.



What's a Parent To Do?

What is a parent to do when your child does NOT have a good coach who gets kids into games?

1) Check out the ground rules. Are there any playing time rules in this program? If not, go to the leadership of the program to propose this.

2) Check it out with your child. Is your son upset by not playing? Ask him how he feels about this. Whatever you do, don't exclude him from the process and complain to the coach without consulting your child.

3) Cut out the middleman (that's you!). Instead of talking to the coach, encourage your child to approach the coach. Parents complaining to coaches about their child's playing time rarely have good results. On the other hand, coaches almost always respond well to a player who comes to them saying, "Coach, I'd like to play more. What can I do to get more playing time?"

4) Find out your options. Is there another program that recognizes the importance of playing time for every athlete? If all else fails, and your kid is still sitting on the bench all the time, vote with your feet. Take your child to a better program.

A Final Thought

Coaches of selective* teams where playing time is not guaranteed need to be clear about this. Much negativity results from parents being disappointed when their (perhaps unrealistic) expectations about their child's playing time are not met. Coaches, be absolutely clear at the beginning. Tell parents and players what they can expect in terms of playing time before they sign on to the team. If you are not going to get kids in the game unless you are confident they will contribute to a win on the scoreboard, say that at the beginning. It will save you a lot of grief down the road.

*sub county, county, regional (ed)

By Jim Thompson, Founder and Executive Director, Positive Coaching Alliance



Editors note -

A very good friend of mine coached an Under 14 side which got to the county final. The players and coach agreed a policy of a rotation of players throughout the season. In the final he played the perceived weaker players in the first half. When I asked why he said that if he waited until half-time to play them and the game was close he would be tempted not to put them on.

The result?

First half his team in the lead by 2 points, End result...a draw.

Most important result? -

All players played and happy

FOR MORE INFORMATION ON CLUB COACH COORDINATORS VISIT www.rfu.com/coach
Follow the links to the dedicated CCC page

INCLUDING DETAILS OF HOW TO REGISTER COACHES ON RUGBY FIRST

Gary Henderson	Head of Coach Development Tel: 0208 831 6711
Will Feebery	National Coaching Development Manager CDO & Workforce Development Manager willfeebery@rfu.com
Des Diamond	National Coaching Development Manager Level 4, Coach Licensing & Coach Mentoring desdiamond@rfu.com
Gary Townsend	National Coaching Development Manager Qualifications, CCC, CPD & Player Development garytownsend@rfu.com
Regional Coach Development Officers	
Jon Bates	London South (Kent, Surrey & Sussex) Tel:07764 336709 (m) Email: jonbates@rfu.com
Ian Bletcher	West Midlands (North Midlands, Staffordshire & Warwickshire) Tel: 07764 699642 (m) Email: ianbletcher@rfu.com
Alan Hubbleday	South West (Cornwall, Devon, Gloucestershire & Somerset) Tel: 07764 960374 (m) Email: alanhubbleday@rfu.com
John Lawn	Yorkshire & North East (Northumberland, Durham & Yorkshire) Tel: 07738 029109 (m) Email: johnlawn@rfu.com
Nick Scott	East Midlands (Notts, Lincs. & Derbyshire, East Midlands & Leicestershire) Tel: 07738 029112 (m) Email: nickscott@rfu.com
Gavin Williams	Southern Region (Berkshire, Buckinghamshire, Hampshire, Dorset & Wilts & Oxfordshire) 07764 960391 (m) Email: gavinwilliams@rfu.com
Ian Thompson	North West (Lancashire, Cumbria & Cheshire) Tel: 07738 029110 (m) Email: ianthompson@rfu.com
Tony Robinson	London North (Eastern Counties, Hertfordshire, Essex & Middlesex) Tel: 07894 783339 (m) Email: tonyrobinson@rfu.com

Rugby Football Union
Rugby Offices
Rugby Road Twickenham
TW1 1DZ



Phone:
Judy Weavers
0208 8316509



E-Mail:
judyweavers@rfu.com



www.rfu.com/coach