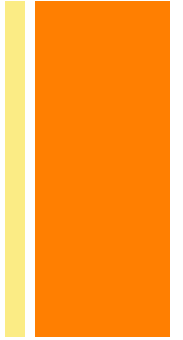


# Bedfordshire County Championships

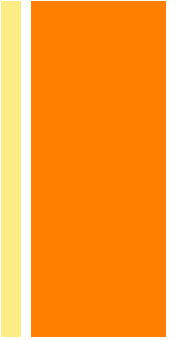
Coaches Presentation



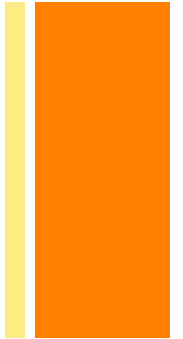
# Who am I?



- Kevin Pickard – East Region Swimming Talent Officer
- Teacher and coach for 14+ years.
- Swimmer 21+ years.
- Worked with able bodied and para athletes.
- Special needs experience (SN school three years).
- Worked with swimmers up to international level.
- Currently work for Swim England East Region (formerly ASA).
- Developing the ‘talent’ pathway from LTS to World Class.
- Develop the support network around athletes to maximise potential. (Every swimmer has their own Olympics – club championships, Olympics, job).



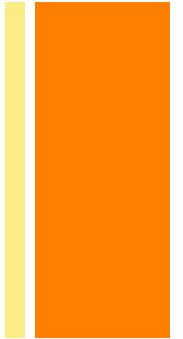
What does the pathway for a  
Bedfordshire swimmer look like?



- Club championships / internal level 4 meets
  - Open Meets level 3
  - County Championships (level 2)
  - Open Meets level 1/2
  - Regional Championships
  - Home Nation Summer Meets
  - British Summer Meet
  - British Championships
  - Junior Internationals
- 1-2%  
competitive  
swimmers in  
the East



# Focus from the East Region to expose more athletes and coaches to development opportunities

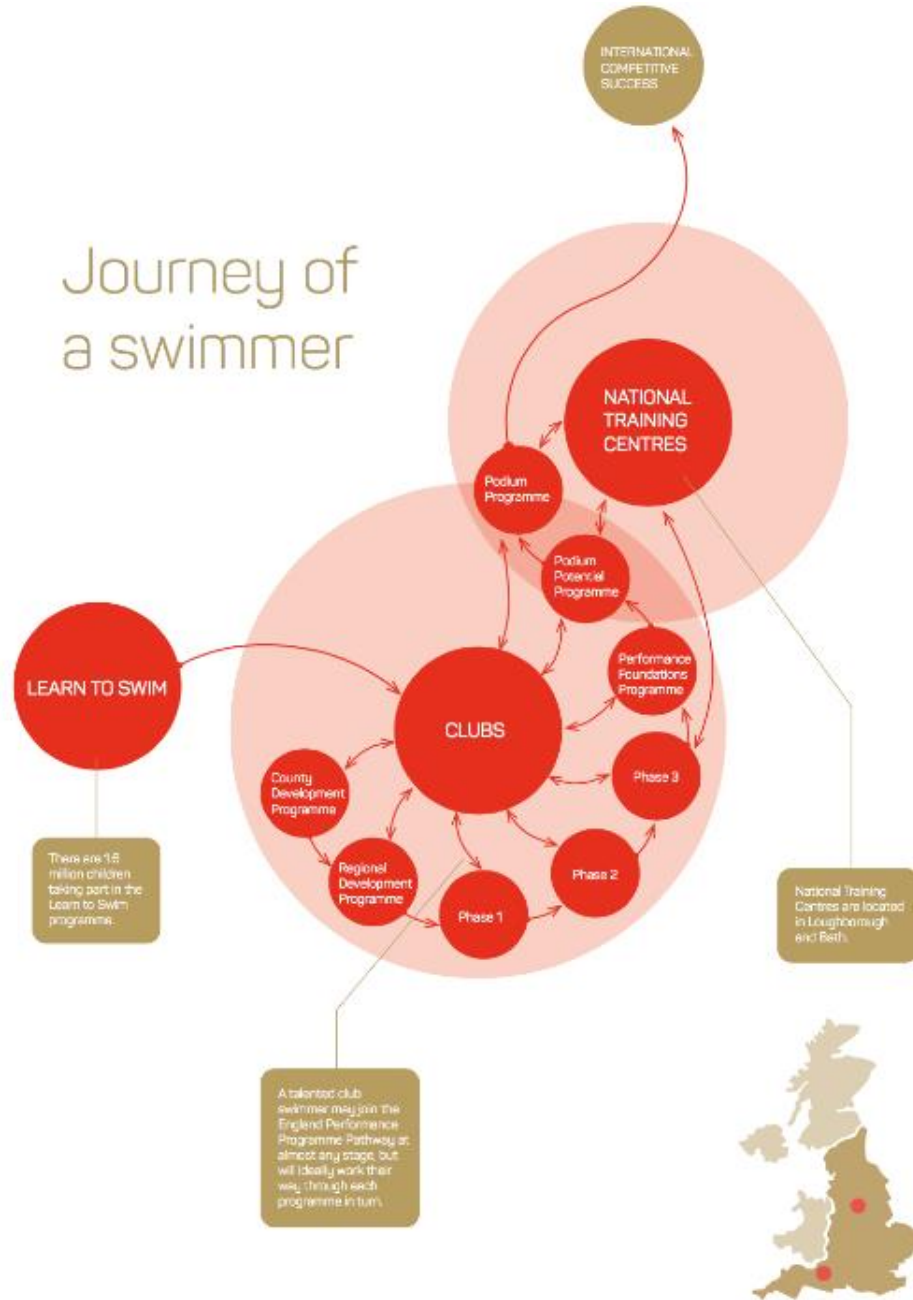


- Pyramid model
- Widen and improve quality of base
- More athletes develop to a higher standard
- Everyone benefits (inclusive not exclusive model)
- Knowledge sharing
- Traits / behaviours based work becoming more prominent

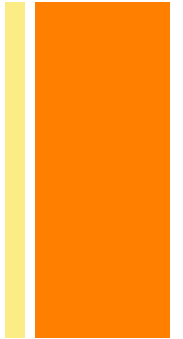


# Journey of a swimmer

Swim England's 'one direction' model.



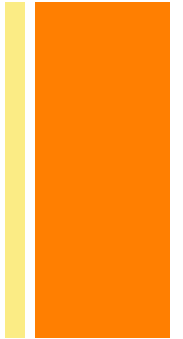
# + The Journey



- Long term (LTS to BUCS to Masters)
- The 'train' analogy – stop off and get back on
- Bigger picture thinking – working together (R.A.R.E.)
- Keeping things in perspective
- Keeping it FUN
- Allowing kids to be kids – the years ahead will only get more serious
- 8-15yrs is a relatively captive audience (after this dropout is huge!)



# Right Athlete Right Environment

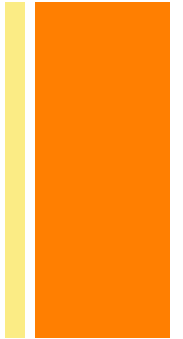


- *For the greater benefit of individual success along with the longer term British Team result, British Swimming will actively provide advice and guidance to swimmers, parents and coaches on decisions aligned to training within the most appropriate performance environments which may be more conducive to producing high performance outcomes."*
- British Swimming is **not** looking to instigate the wholesale transfer of large numbers of swimmers around the country, nor indeed undermine the current club structure. However, with **a limited pool of human resources**, we have to ensure, as far as possible, that we nurture our talent to ensure that they maximise **their potential** and achieve the best performance outcomes possible.





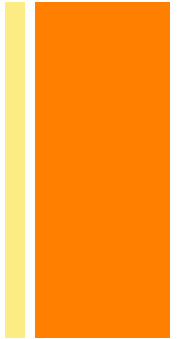
# Athlete Centred Pathway



- Their journey – not ours.
- Guidance – allowing athletes/parents to make informed decisions.
- Shared top squads (B.O.B.) to maximise swimmer opportunity
- Clear purpose within club. Core purpose done well instead of everything done okay.
- Open, honest and frank recognition of athletes needs.
- Collectively drive county standards up looking at high performance results. (open 100 free example) 1.00 vs 53-56
- Culture of performance mindset, higher standards and collectively working towards better realisation of potential.

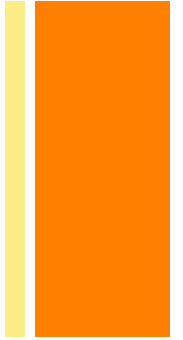


# Coach Development in the East Region



- County development camps (3)
- Regional development camps (3)
- England phase 1 camps (3)
- 2 development days (1 assistant coach / 1 head coach)
- 2 bitesize events (2018 - crossover turn / butterfly)
- County conferences (1-2 days per county per annum)
- World Class Development Day (11<sup>th</sup> April)

Matching learning opportunities with club capacity / goals



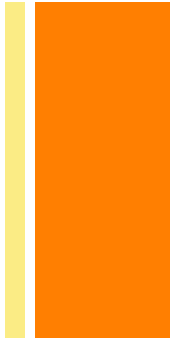
Athletes are a by-product of their network.... So we have to educate our network to support our athletes and ensure we give them the best chance of success. *'Winning Habits'*

If the East can produce over 10,000 swimmers with strong 'traits' then we can develop more good people! Good people become better athletes!

Better athletes = better students,  
employees = lifelong benefits!



# Beijing 2008, London 2012 and Rio 2016 Olympics.....Team GB



- They have ALL had swimmers who have been developed through a number of East clubs! – It is possible!

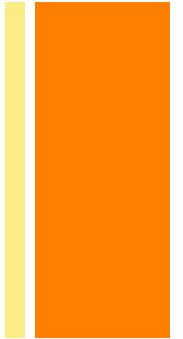


- The start of the journey is just as important as the destination:
- Hemel Hempstead
- Brentwood SC
- West Suffolk
- Griffins
- Biggleswade / Mid Beds

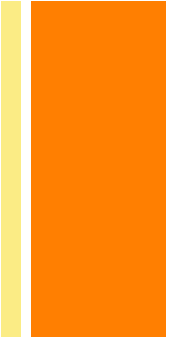




# Resources – East Region Coaches



- East Region Swimming Coaches (Facebook)
- East Region Coaches Newsletter (all clubs)
- Connected Coaches (web based forum)
- Off the blocks – PLEASE sign up! (British Swimming Platform)  
<http://offtheblocks.info/>
- East Region Website
- Each other – visit clubs! (12 for 12 project)
- [Kevin.Pickard@swimming.org](mailto:Kevin.Pickard@swimming.org) – happy to signpost!



Questions?

Please take a card! Get in touch!