



England Athletics



Road Running Update - September 2009



Reinventing
Run Britain, licence income
and *Sport England* funding in
the development of road
running across England.

How we fit together...



Elite



Clubs and coaches



Supporting road race organisers



Get more people running





Coach mentoring programme

Programme

National Coach Development Programme



Local Coach Development Programme

Audience

Top 20-40 aspiring coaches per event



Local aspiring coaches

Delivered by

National Coach Mentors



CCSOs
Area Coach Mentors
Network co-ordinators



National Coach Mentors

Raise the standards of endurance / road running coaching across the country

- ✎ Dave Sunderland, Bud Baldaro, Martin Rush
- ✎ Each support 20-40 level 3 / 4 endurance coaches
- ✎ Lead road running seminars and conferences



National Coach Mentors

Target

1. Mentoring target of 40 level 3/4 coaches
2. Facilitate and direct learning of high level coaches to increase performance of athletes. Power of 10 quantative measure
3. Deliver informal coach education through conferences, masterclasses and workshops
4. Deliver endurance performance
5. England selection and endurance performance strategy



M *coaching
masterclass
series*

Masterclass

From 10k to the Marathon

England Athletics are pleased to invite coaches and athletes to an Endurance masterclass on 10 October at Birmingham University, to tie in with the IAAF World Half Marathon Championships weekend in Birmingham.

The highly experienced and successful partnership of **Lindsay Dunn** and **Charlie Spedding** will look at the specific work they did in preparing for 10000m and the marathon, while **Richard Neurarker** will look at the key transition issues in moving up to the marathon distance from 10K. The emphasis will be on open discussion after short presentations from our speakers with a clear aim to push practical ways of improving performance.

**Munrow Leisure Centre, Birmingham University
10 October 2009, 10am – 12.40pm**

£5 registration fee, payable on the day.

Please confirm your participation by emailing Zena Weeks at zweeks@englandathletics.org, including following information: your name, your club, your England Coach Licence number, and a question you would like to table (these will be passed onto our speakers so they can gauge areas of interest).

In return you will be sent directions to the venue and information on accommodation in Birmingham. Please ensure you bring £5 on the day.

Questions about the conference can be addressed prior to the event to Bud Baldaro bbaldaro@englandathletics.org or Martin Rush mrush@englandathletics.org

Endurance Coach Masterclass

Timetable:

10am

Arrival and registration
Munrow Leisure Centre,
Birmingham University
(North Car Park)

10.15 – 10.30

Opening

10.30 – 11.00

Question and answer with all

11.00 – 11.30 (in two groups)
Charlie Spedding and Lindsay
Dunn: Training vols for 10k
and marathon

Richard Neurarker: Transition
from 10k to marathon training

11.30 – 11.45

Coffee

11.45 – 12.30 (in two groups)

Change groups


12.30 – 12.40

Close



Area Coach Mentors

Cascade best practice in coaching through all levels of the endurance running

-  10 Area Coach Mentors across England
 - Mentor local coaches
 - Facilitate local coach get-togethers
 - Lead local training groups for athletes
 - E.g. fortnightly long runs



Area Coach Mentors

Who?

Lindsay Dunn – Cumbria, Northumberland, Tyne & Wear, Durham & Tees Valley

Brian Scobie – West Yorkshire & North Yorkshire, South Yorkshire & Humberside

David Dix – Derbyshire, Leicestershire & Lincolnshire, Warwickshire, Nottinghamshire

Jim Bennett – Bucks, Oxfordshire, Berkshire, Bedfordshire, Northamptonshire

Steve Benson – Suffolk, Cambridge, Norfolk

Dave Chalfen – Essex inc. London Boroughs, Middlesex and Hertfordshire

Stella Bandu – Kent inc. London Boroughs

Neville Taylor – Hampshire inc. Isle of Wight, Jersey, Guernsey & Surrey, Sussex

Tom Watson – Devon, Cornwall, Dorset, Avon, Somerset, Wiltshire

Geoff James – Black Country, Birmingham, Staffordshire, Shropshire, Herefordshire
& Worcestershire

North West – tbc currently being covered by Brian Scobie



Area Coach Mentors - Targets

1. Mentor up to 10 level 1 to 4 coaches (defined targets and learning programmes)
2. Local leadership for endurance including road running
3. Local coach get togethers
4. Flying coach sessions
5. Once to twice monthly training groups
6. Talent ID role in identifying coaches moving forward
7. Providing support to road running coaches through flying coach programme and mentor programme



Area Coach Mentors - Targets

1. ACM to CCSO is vital link. ACM has technical and detailed knowledge of endurance needs in area and will be the pivotal individual for this event group. CCSO has overview of region, knows the needs of any Athletics Networks and individual clubs. Aim is for both individuals programmes to mesh and maximise opportunity for coaches and endurance development
2. ACM will have a national link to NCM and be the distribution and reference point for all endurance matters. To this end they will take part in all national conferences, workshops and undertake their own CPD



Local Coach Support Packages

Ensure every coach gets the support they need

- ✦ Managed by 19 Club and Coach Support Officers across the country
- ✦ Facilitate local meetings
- ✦ Organise masterclasses / local workshops alongside the Area Coach Mentors



Flying Coaches

Extra support for coaches and athletes in road running clubs

-  Highly-qualified coaches
-  Visit road running clubs to support runners and coaches
-  Organised at local level by England Athletics CCSOs and Area Coach Mentors



Run in England

- ✧ Nationwide expansion of *Women's Running Network*
 - *weekly organised running groups led by a qualified and insured leader*
- ✧ Target: non runners, male and female
- ✧ Led by four “area coordinators”
- ✧ Close partnership with clubs and affiliated races
- ✧ Goal: 50,000 new runners by 2013





Leadership in Running Fitness

- ✈️ New course for running group leaders
- ✈️ Provides UKA insurance for successful attendees
- ✈️ Qualifies leader to lead *Run in England* groups
- ✈️ Piloting now; roll-out nationwide in late summer





Race Organisers' Resource Kits

- ✦ Banners, mileage markers, race numbers, goody bags etc...
- ✦ Co-branded England Athletics / Run Britain
- ✦ In final discussions with supplier
- ✦ £10,000 subsidy pot for allocation to small races organised by *affiliated clubs*
- ✦ *Details to be announced soon*



Promoting Local Clubs

- ✧ Campaign to drive local club membership at major events
- ✧ Adverts in magazines, websites
- ✧ Inserts in goody bags
- ✧ Gazebos / reps at events
- ✧ *Details to be announced soon*

McCain Athletics Networks and Club Conference

Saturday 7 November 2009
Birmingham University

England Athletics are proud to present the first National McCain Athletics Network and Club Conference on Saturday 7 November, 10.30am to 6pm, at Birmingham University.

The event aims to provide all clubs, whether track & field, road running, fell or cross country with support to develop and grow.

The sessions will cover:

- McCain Athletics Networks – benefits and best practise
- Valuing club and network volunteers and coaches
- Funding and long-term financial sustainability of clubs
- Recruitment of new members, coaches, volunteers and officials
- England Athletics' club vision – working toward a professional sport
- Plus lots more.....





Thank You

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