

# Tayside & Fife Development Plan 2006-10 for Coaching

## SportTayside & Fife



**SportTayside & Fife is a Sports Partnership established to strengthen infrastructure, leading to bring sustainable increases in participation and improved performance in sport across Tayside & Fife.**

The Partnership consists of four Local Authority partners in Angus, Dundee City, Fife and Perth & Kinross Councils, Perth & Kinross Leisure Ltd and selected Scottish Governing Bodies of Sport (SGB's). Additionally, the Partnership works closely with each of the Local Authorities respective Sports Councils, **sportscotland**, colleges and universities throughout the area and the Tayside and Fife Institute of Sport (TFIS), a support network for identified national athletes. These partnerships will ensure that each sports full pathway is supported within Tayside and Fife.

The Partnership employs Sport Specific Development Managers for each selected sport along with a generic Coach Development Manager. The Managers will not only deliver specific programmes but will take the strategic lead to ensure that all partners are working towards the same Development Plan for their sport in Tayside & Fife. This will ensure that each partner's annual plans contribute to the overall targets and there is no duplication between partners' work providing a more co-ordinated and integrated delivery for each sport.

This document sets out the vision for Coaching in Tayside and Fife. It identifies four specific 'Focus Areas' and the 'Goal' for each and the 'Aims' that all partners have agreed they will contribute to achieving during 2006-10. The plan focuses on the high level needs of Coaching. Roles, responsibilities and detailed actions will be included in each partner's annual plans, which will be monitored and evaluated to show the impact the Partnership is having on sport.

## sportscotland



**COACHING SCOTLAND'S vision is to inspire, develop and value Scotland's coaches to help deliver a more healthy, active and successful sporting nation.**

In Autumn 2006, COACHING SCOTLAND was introduced, a strategic framework designed to support people who are, or want to be, sports coaches. Coaches sit at the heart of this framework, one which will enable them to meet their true potential and further their coaching career. It is based on extensive research into the needs of coaching and the recommendations of an advisory group whose remit was to 'revitalise coaching in Scotland'.

**SportTayside & Fife** will play a key role in delivering this vision on the ground in Tayside & Fife. This Development Plan is directly linked to the COACHING SCOTLAND framework and we will continue to work in partnership agreement, which will ensure we are working together towards common goals.

The work of the Sports Partnership will play a critical role in supporting the good work of the Local Authorities, Governing Bodies, local Sports Councils and clubs. **sportscotland** looks forward to supporting these partners from the professional, voluntary and club sectors, to achieve these goals and improve coaching practices.

Thank you in advance for your support of this plan and your contribution towards developing coaching in Tayside & Fife.

Billy Bell  
**sportscotland**

# Tayside & Fife Development Plan 2006-10 for Coaching

## Focus Areas

The Development Plan has five focus areas:

- Recruitment Support
- Education
- Development
- Deployment & Management
- Retention

The tables in Appendix 1 detail the objectives that will deliver the goals and aims in each of the five focus areas.

## Recruitment Support

### **Goal:**

*To establish programmes and initiatives to identify new coaches to deliver the Athlete Development Pathway.*

### **Aims:**

- Identify recruitment priorities across sports supported by the Partnership.
- Produce a range of tools and resources to assist sports supported by the Partnership.
- Develop a strategy to recruit new coaches
- Ensure effective policies and procedures are implemented for the recruitment and management of coaches

## Education

### **Goal:**

*To deliver Scottish Governing Body (SGB) education courses, at the appropriate levels, to meet the workforce needs of each sport, supported by the Partnership.*

### **Aims:**

- Increase the number of coaches in Tayside and Fife
- To co-ordinate and promote the annual calendar of courses for sports supported by the Partnership
- In partnership with SGBs, LAs and **sportscotland**, support the introduction of the United Kingdom Coaching Certificate (UKCC) in Tayside and Fife

## Development

### **Goal:**

*To deliver a programme of generic education and tailored Continuous Professional Development (CPD) opportunities, for SGB qualified coaches to improve the quality of coaches.*

### **Aims:**

- Develop an education in-service programme to support the player pathway
- Provide Continuous Professional Development (CPD) programme(s)
- In conjunction with SGBs and LAs, provide tailored education and training opportunities for identified coaches through the **SportTayside & Fife** Scholarship Programme
- Work in partnership with SSDMs to establish tailored mentoring programmes for identified coaches
- Establish a Coach Tracking System to monitor progress of identified coaches
- Introduce a series of Coaching Forums for coaches.

- Ensure that coaches of National and TFIS quality receive the appropriate CPD assistance
- In conjunction with the national vision to develop a Scottish Academy of Coaches, provide opportunities to inspire coaches, setting new standards and behaviour

## **Deployment & Management**

### **Goal:**

*To deploy SGB qualified coaches in Tayside and Fife for sports supported by the Partnership.*

### **Aims:**

- Ensure effective communication between partners (Refer to Appendix 2) and the sharing of good practice
- Agree with partners the most effective system to deploy coaches in Tayside and Fife

## **Retention**

### **Goal:**

*To establish programmes and initiatives, which retain practicing Scottish Governing Body qualified coaches across Tayside and Fife.*

### **Aims:**

- In conjunction with partnership sports, establish coach support procedures.
- Support regional awards to acknowledge coaching achievements in Tayside and Fife
- Provide improved communication systems, promoting the greater use of sound coaching practices, which will make coaches feel part of a coaching network in Tayside and Fife
- Raise the profile of coaching

## **Acknowledgements**

sportscotland  
 Local Authority Sports Development Teams  
 Active Schools Managers  
 National Governing Body Development Groups  
 Universities/Colleges  
 Tayside and Fife Institute of Sport  
 Individual contributions




---

## **Contact**

Derek Welch - Coaching Development Manager  
**SportTayside & Fife**  
 Lynch Sports Centre  
 South Road  
 Dundee  
 DD2 4SR

*Tel:* 01382 431 852 *E-mail:* derek.welch@dundeecity.gov.uk

Aims	Baseline Information	Projected Outcomes 06/07	Projected Outcomes 07/08	Projected Outcomes 08/09	Projected Outcomes 09/10
<b>RECRUITMENT SUPPORT</b>					
<b>Identify recruitment priorities across sports</b>	ST&F Coaches database exists	Update and develop the existing database of active coaches for all Partnership sports	Identify 20 active Foundation/Leader and 20 Level 1 coaches for development  Audit Partnership sports and identify the education priority, ensuring coaches meet minimum requirements  Ensure the coach database is maintained	Target 20 active Level 1 & 20 Level 2 coaches  Ensure the coach database is maintained  When in place, support the SGB Work Force Development Plans (WFDP) process	Target 20 active Level 2 & 12 Level 3 coaches  Ensure a coach database is maintained  When in place, support the SGB Work Force Development Plans (WFDP) process
<b>Produce a range of tools and resources to assist sports supported by the Partnership</b>	ST&F Child Protection Policy in place	Produce a Coach Recruitment Pack  Assist clubs by promoting recruitment pack through presentations.	Present recruitment pack to a minimum of 4 Partnership sports	Present recruitment pack to a minimum of 4 Partnership sports	Present recruitment pack to a minimum of 4 Partnership sports
<b>Develop a strategy to recruit new coaches.</b>	No formal recruitment procedures currently exist	Expertise of coaches used to deliver a Scholarship presentation evening	Agree and establish a Communication Strategy with Active Schools, VDO, FE/HE organisations  Have 1 Individual Learning Account and 1 Skillseekers funding for 16-24 year old coaches allowing progress to UKCC further qualifications  Scholarship presentation evening delivered  Bi-annual visits to Active School Management Groups, HE/FE establishments, pre-register of 100 coaches	Have 1 Individual Learning Account and 1 Skillseekers funding for 16-24 year old coaches allowing progress to UKCC further qualifications  Scholarship presentation evening delivered  Bi-annual visits to Active School Management Groups, HE/FE establishments, pre-register of 100 new coaches	Have 1 Individual Learning Account and 1 Skillseekers funding for 16-24 year old coaches allowing progress to UKCC further qualifications  Scholarship presentation evening delivered  Bi-annual visits to Active School Management Groups, HE/FE establishments, pre-register of 100 new coaches
<b>Ensure effective policies and procedures are implemented for the recruitment and management of coaches.</b>	No current standard	Develop a generic Induction Pack	<ul style="list-style-type: none"> <li>• Compile an Induction Pack</li> <li>• Review Child Protection Policy</li> <li>• Update Scholarship information</li> <li>• Produce a generic coach Contact sheet</li> <li>• Compile Partnership grant information</li> <li>• Provide a club update for Partnership and other sports through bulletins, presentations, website</li> </ul>	Review information for Induction Pack  Provide a club update through bulletins, presentations and website	Continue to review information for Induction Pack  Provide a club update through bulletins, presentations and website

Aims	Baseline Information	Projected Outcomes 06/07	Projected Outcomes 07/08	Projected Outcomes 08/09	Projected Outcomes 09/10
<b>EDUCATION</b>					
<p><b>Increase the number of coaches in Tayside and Fife</b></p>	<p>Education opportunities provided for sports on a demand led basis</p>	<p>Provide an annual inclusive partnership Tayside and Fife Education and Training programme, reflecting the recruitment needs of Partnership and other agreed sports</p> <p><b>Education Breakdown</b></p> <p><b>Local Authority</b> – A minimum of 4 SportsCoach UK courses in each LA (16 courses)</p> <ul style="list-style-type: none"> <li>• Child Protection</li> <li>• Coaching Methods</li> <li>• Performance Planning</li> <li>• Coaching Young Children</li> <li>• Injury Prevention</li> <li>• Coaching Disabled Performers</li> <li>• Coaching and the Law</li> <li>• Improving Skills and Practices</li> </ul> <p><b>ST&amp;F</b> – A minimum of 4 generic workshops</p>	<p><b>ST&amp;F</b> – A minimum of 3 SportsCoach UK Performance Programme Workshops (Strength &amp; Conditioning/Nutrition, Fundamentals)</p> <p>Provide an annual integrated Education &amp; Training calendar for Tayside &amp; Fife</p> <p><b>Athletics</b> – Develop identified tutors</p> <p><b>Hockey, Basketball, Gymnastics, clubgolf, Rugby</b> – Agree a bi-annual generic programme of support specific to the needs of Partnership sports</p> <p><b>Swimming</b> – Develop programme of education support for SGB Coach Licensing</p> <p><b>GWF</b> – Agree a bi-annual programme of support for Club Coaches and support a minimum of 1 Coach Education Evening</p> <p><b>GENERIC</b></p> <p>Provide a minimum of 4 generic workshops as part of an annual education &amp; training programme</p> <p>Deliver a minimum of 16 SportsCoach UK courses in Tayside and Fife</p> <p>Establish a Tutor Training Programme to support the annual E&amp;T programme and increase the number of Sports Specific Tutors</p> <p>Increase the number of generic tutors by a minimum of 4 tutors</p> <p>Provide tutor training opportunities for all coaches</p> <p>Lead a <b>SportTayside &amp; Fife</b> Partnership Coaching Group Forum on an annual basis</p> <p>Produce an education matrix</p>	<p>Continue to provide an annual Education &amp; Training calendar</p> <p><b>Athletics</b> – Continue to develop identified tutors</p> <p><b>Hockey, Basketball, Gymnastics, clubGolf, Rugby</b> – Continue to agree a bi-annual generic programme of support</p> <p><b>Swimming</b> – Support a programme of education support for SGB Coach Licensing</p> <p><b>GWF</b> – Agree a bi-annual programme of support for Club Coaches and support a minimum of 1 Coach Education Evening</p> <p><b>GENERIC</b></p> <p>Provide a minimum of 4 generic workshops</p> <p>Deliver a minimum of 16 SportsCoach UK courses</p> <p>Continue to provide tutor training opportunities for all coaches</p> <p>Lead a <b>SportTayside &amp; Fife</b> Partnership Coaching Group Forum</p> <p>Update the education matrix</p> <p>Increase the number of generic tutors to a minimum of 6 tutors</p>	<p>Continue to provide an annual partnership Education &amp; Training calendar</p> <p><b>Athletics</b> – Identify future priorities for coach development</p> <p><b>Hockey, Basketball, Gymnastics, clubGolf, Rugby</b> – Continue to agree a bi-annual generic programme of support</p> <p><b>Swimming</b> – Identify future priorities for SGB Coach Licensing</p> <p><b>GWF</b> – Agree a bi-annual programme of support for Club Coaches and support a minimum of 1 Coach Education Evening</p> <p><b>GENERIC</b></p> <p>Provide a minimum of 4 generic workshops</p> <p>Deliver a minimum of 16 SportsCoach UK courses</p> <p>Provide tutor training opportunities for all coaches</p> <p>Lead a <b>SportTayside &amp; Fife</b> Partnership Coaching Group Forum</p> <p>Update the education matrix</p> <p>Increase the number of generic tutors to a minimum of 8 tutors</p>

Aims	Baseline Information	Projected Outcomes 06/07	Projected Outcomes 07/08	Projected Outcomes 08/09	Projected Outcomes 09/10
<b>EDUCATION ctd...</b>					
<b>To co-ordinate and promote the annual calendar of courses for sports supported by the Partnership.</b>	A5 Education & Training Booklet distributed to partners	Produce material and distribute a bi-annual calendar	Continue to produce and distribute a bi-annual calendar	Continue to produce and distribute a bi-annual calendar	Continue to produce and distribute a bi-annual calendar
<b>In partnership with SGBs, LAs and sportscotland, support the introduction of the United Kingdom Coaching Certificate (UKCC) in Tayside and Fife.</b>	No current activity to promote the UKCC	Provide a general UKCC Update for the Partnership	Deliver 1 UKCC update workshop for Partnership sports and other agreed sports for a minimum of 40 coaches	1 UKCC Update workshop for partners	1 UKCC Update workshop for partners

Aims	Baseline Information	Projected Outcomes 06/07	Projected Outcomes 07/08	Projected Outcomes 08/09	Projected Outcomes 09/10
<b>DEVELOPMENT</b>					
<b>Develop an education in-service programme to support the player pathway.</b>	An annual in-service calendar produced	Produce an annual in-service calendar	Produce an annual in-service calendar	Produce an annual in-service calendar	Produce an annual in-service calendar
<b>Provide the framework to support Continuous Professional Development (CPD) programme(s).</b>	No current framework for CPD	<p>Develop a coach appraisal system to identify skills gaps leading to coaching career enhancement</p> <p>Create links with TFIS/ SIS to agree SIS Sport Foundation priorities</p> <p>Provide a new Scholarship Selection Criteria</p> <p>Lead a <b>SportTayside &amp; Fife</b> Partnership Coaching Group Forum on an annual basis</p>	<p>Establish CPD Programmes for Academy and aspiring Academy coaches</p> <p>Implement a coach appraisal system across Partnership sports to identify skills gaps leading to coaching career enhancement</p> <p>Identify coach education requirements for ASC and Activity leaders</p> <p>Identify TFIS coaches to be selected for the SIS Sport Foundation to work with top coaches to learn about new coaching systems</p> <p>Lead a <b>SportTayside &amp; Fife</b> Partnership Coaching Group Forum on an annual basis</p>	<p>Establish CPD Programmes for Academy and aspiring Academy coaches</p> <p>Continue to implement coach appraisal system</p> <p>Continue to identify TFIS coaches to be selected for the SIS Sport Foundation</p> <p>Lead a <b>SportTayside &amp; Fife</b> Partnership Coaching Group Forum</p>	<p>Establish CPD Programmes for Academy and aspiring Academy coaches</p> <p>Continue to implement a coach appraisal system.</p> <p>Continue to identify TFIS coaches to be selected for the SIS Sport Foundation</p> <p>Lead a <b>SportTayside &amp; Fife</b> Partnership Coaching Group Forum</p>
<b>In conjunction with SGBs and LAs, provide tailored education and training opportunities for identified coaches through the SportTayside &amp; Fife Scholarship Programme.</b>	12 coaches identified	<p>Conduct a coaching audit, ensuring LA partners have Annual Coaching Action Plan</p> <p>16 T&amp;F coaches identified (Overall Total – 20)</p> <p>Develop and review a flexible and individually tailored education pathway for each coach</p>	<p>Ensure LA partners have Annual Coaching Action Plan</p> <p>24 T&amp;F coaches identified</p> <p>Developing Coaches – 16</p> <p>New Coaches - 8</p> <p>Develop a flexible and individual tailored education pathway for coaches</p>	<p>Ensure LA partners have Annual Coaching Action Plan</p> <p>28 T&amp;F coaches identified</p> <p>Developing Coaches – 20</p> <p>New Coaches - 8</p> <p>Continue to develop a flexible and individual tailored education pathway for coaches</p>	<p>Ensure LA partners have Annual Coaching Action Plan</p> <p>32 T&amp;F coaches identified</p> <p>Developing Coaches – 24</p> <p>New Coaches - 8</p> <p>Support a flexible and individual tailored education pathway for coaches</p>
<b>Work in partnership with SSDMs to establish tailored mentoring programmes for identified coaches.</b>	No structured mentoring available	Investigate the creation of a Mentoring Programme	<p>Establish a four stage mentoring programme allowing: the sharing of information, improved understanding, creating clarity, mentoring action plan(s) and creating a review process</p> <p>Deliver a pilot mentoring scheme</p>	Ensure mentoring programmes are established across sports supported by the Partnership	Continue to ensure mentoring programmes are established across sports supported by the partnership

Aims	Baseline Information	Projected Outcomes 06/07	Projected Outcomes 07/08	Projected Outcomes 08/09	Projected Outcomes 09/10
<b>DEVELOPMENT ctd...</b>					
<b>Establish a Coach Tracking System (CTS) to monitor progress of identified coaches.</b>	No data currently available	Establish a CTS for developing and new Scholarship Programme coaches	Introduce an education & learning contract for Scholarship Programme coaches  Maintain a CTS for developing and new Scholarship Programme coaches	Review the E&L contract and CTS  Maintain a CTS for developing and new Scholarship coaches	Review the E&L contract and CTS  Maintain a CTS for developing and new Scholarship coaches
<b>Introduce a series of Coaching Forums for coaches.</b>	1 generic coaching seminar delivered (2005)	Plan and support a minimum of 1 Sports Specific Forums for Partnership and other agreed sports	Establish a Coaching Seminar Group to deliver a Tayside and Fife Coaching Conference  Plan and support a minimum of 1 Sports Specific Forums	In partnership with <b>sportscotland</b> , deliver a Tayside and Fife Coaching Conference 2008-09  Plan and support a minimum of 1 Sports Specific Forums	Establish a Coaching Seminar Group to deliver a Tayside and Fife Coaching Conference  Plan and support a minimum of 1 Sports Specific Forums
<b>Ensure that coaches of National and TFIS quality receive the appropriate CPD assistance.</b>	No current data available	Agree with SGBs/TFIS an annual programme of assistance for National or Performance coaches supported by the partnership  In conjunction with TFIS introduce an education & training programme for performance coaches	Agree an annual programme  Integrate performance coach education with annual calendar	Agree an annual programme  Integrate performance coach education with annual calendar	Agree with SGBs/TFIS an annual programme of assistance  Integrate performance coach education with annual calendar
<b>In conjunction with the national vision to develop a Scottish Academy of Coaches, provide opportunities to inspire coaches, setting new standards and behaviour.</b>	No current data available	No national working group in place.	When in place, support the National Working Group to develop the concept of a Scottish/Regional Academy of Coaches	Working Group to provide a costed model for a Regional Academy of Coaches	Link the recommendations to establish a Regional Academy of Coaches

Aims	Baseline Information	Projected Outcomes 06/07	Projected Outcomes 07/08	Projected Outcomes 08/09	Projected Outcomes 09/10
<b>DEPLOYMENT &amp; MANAGEMENT</b>					
<b>Ensure effective communication between partners and the sharing of good practice.</b>	A <b>STF</b> Coach Database	Ensure that coaching opportunities are promoted across the Partnership in accordance with SGB guidelines	<p>Support the Partnership to deploy suitably qualified coaches</p> <p>Continue to ensure that coaching opportunities are promoted across the Partnership in accordance with SGB guidelines</p> <p>Establish Partnership guidelines which address participant : coach ratios for sports</p> <p>Coach Work Programme templates produced for partnership</p>	<p>Continue to support the deployment of suitably qualified coaches,</p> <p>Continue to ensure that coaching opportunities are promoted across the partnership.</p> <p>Support SSDM to implement recommended participant : coach ratios</p> <p>Collate information on output/session ratios which are being delivered</p>	<p>Continue to support the deployment of suitably qualified coaches</p> <p>Continue to ensure that coaching opportunities are promoted across the partnership</p> <p>Support SSDM to implement recommended participant : coach ratios</p> <p>Continue to collate information on output/session ratios which are being delivered</p>
<b>Agree with partners the most effective system to deploy coaches in Tayside and Fife.</b>	<b>STF</b> Database	<p>Agree with partners the key challenges in deploying the coaching workforce.</p> <p>Introduce a Coach Placement Scheme for Volunteer Coaches in partnership with SSDMs and the Regional Volunteer Officer - a minimum of 20 coaches</p>	<p>Where appropriate, co-ordinate essential training for clubs, coaches and volunteers</p> <p>Manage a Coach Placement Scheme for Volunteer Coaches in partnership with SSDMs and RVO. A minimum of 20 coaches</p>	<p>Continue to co-ordinate essential training for clubs, coaches and volunteers</p> <p>Continue to manage a Coach Placement Scheme for Volunteer Coaches. A minimum of 20 new coaches</p>	<p>Continue to co-ordinate essential training for clubs, coaches and volunteers</p> <p>Continue to manage a Coach Placement Scheme for Volunteer Coaches. A minimum of 20 new coaches</p>

Aims	Baseline Information	Projected Outcomes 06/07	Projected Outcomes 07/08	Projected Outcomes 08/09	Projected Outcomes 09/10
<b>RETENTION</b>					
<b>In conjunction with partnership sports, establish coach support procedures for coaches.</b>	Limited current data available	Support Athletics DM to retain: 1 x CIA, 1 Level 1 Coach Support Basketball DM to retain: Schools, Regional League and National League coaches, officials and volunteers Support the <b>clubgolf</b> DM to retain: Volunteers through the <b>clubgolf</b> coach education programme Support the Gymnastics DM to retain: 216 coaches, 11 officials Support the Hockey DM to retain: 2 part-time TFIS coaches Support the Rugby DM to retain: 199 coaches Support Swimming DM to retain: 2 full-time coaches, 90 UKCC teachers, 40 UKCC coaches, 15 licensed coaches and 100 trained volunteers working in SwiMark clubs	Support Athletics DM to retain: 2 CIA Coaches, 1 L1 Coach, 1 L2 coach Support Basketball DM to retain: Schools, Regional League and National League coaches, officials & volunteers Support the <b>clubgolf</b> DM to retain: Volunteers through the clubgolf coach education programme Support the Gymnastics DM to retain: 238 coaches, 16 officials Support the Hockey DM to retain: 2 part-time TFIS coaches Support the Rugby DM to retain: 16% increase (231 coaches) Support Swimming DM to retain: 2 full-time coaches, 90 UKCC teachers, 40 UKCC coaches, 15 licensed coaches and 100 trained volunteers working in SwiMark clubs	Support Athletics DM to retain: 2 CIA Coaches, 1 L1 Coach, 1 L2 coach Support Basketball DM to retain: Schools, Regional League and National League coaches, officials and volunteers Support the <b>clubgolf</b> DM to retain: Volunteers through the clubgolf coach education programme Support the Gymnastics DM to retain: 262 coaches, 24 officials Support the Hockey DM to retain: 2 part-time TFIS coaches Support the Rugby DM to retain 15% increase (265 coaches) Support Swimming DM to retain: 2 full-time coaches, 90 UKCC teachers, 40 UKCC coaches, 15 licensed coaches and 100 trained volunteers working in SwiMark clubs	Support Athletics DM to retain: 2 CIA Coaches, 1 L1 Coach, 1 L2 coach Support Basketball DM to retain: Schools, Regional League and National League coaches, officials and volunteers Support the <b>clubgolf</b> DM to retain: Volunteers through the clubgolf coach education programme Support the Gymnastics DM to retain: 288 coaches, 36 officials Support the Hockey DM to retain: 2 part-time TFIS coaches Support the Rugby DM to retain: 12% increase (297 coaches) Support Swimming DM to retain: 2 full-time coaches, 90 UKCC teachers, 40 UKCC coaches, 15 licensed coaches and 100 trained volunteers working in SwiMark clubs
<b>Support regional awards to acknowledge coaching achievements in Tayside and Fife.</b>	No regional coach awards	Liaise with local partners and <b>sportscotland</b> to consider the feasibility of establishing a Regional Coaching Awards	Provide Partnership Sports Awards with Coach of the Year presentations.	Provide Partnership Sports Awards with Coach of the Year presentations.	Provide Partnership Sports Awards with Coach of the Year presentations.
<b>Provide improved communication systems, promoting the greater use of sound coaching practices, which makes coaches feel part of the coaching network in Tayside and Fife.</b>	<b>Com Analysis</b> <b>Website:</b> minimum of 85K hits per year <b>E &amp; T Brochures</b> minimum 2K distributed <b>Newsletters</b> Quarterly <b>General distribution</b> To coaches database	Review and implement an effective communication system to engage with the coaching network in Tayside & Fife by utilising: <ul style="list-style-type: none"> <li>• Internet,</li> <li>• Website</li> <li>• Direct contact with the public</li> <li>• Advertising and direct mailing</li> <li>• Newsletters,</li> <li>• Funding agencies</li> <li>• Special events and press contacts</li> </ul>	Implement an effective communication system to engage with the coaching network	Continue to implement an effective communication system to engage with the coaching network	Continue to implement an effective communication system to engage with the coaching network
<b>Raise the profile of coaching</b>	Increased integration with LA partners to generate media coverage	Produce Media Packs to promote coaching	Produce and implement ST&F coaching guidelines for news coverage, outlining clear direction for media releases	Increase coaching media coverage across Tayside & Fife	Increase coaching media coverage across Tayside & Fife

# COACHING PARTNERSHIP INFRASTRUCTURE

