



The County Programme

ASA England Programmes

Programmes of Activity

WC PODIUM (British Swimming)

WC PODIUM POTENTIAL (British Swimming)

2024 (England National)

PHASE 3 (England National)

PHASE 2 (England National)

PHASE 1 (England National)

REGIONAL (England Region)

COUNTY (England County)

Needs Analysis

Identified a 'need' to more effectively **support** and **develop** those people who are critical to the ongoing success of our sport:

Swimmers

Coaches

Parents/ Guardians

SSSM Practitioners

Team Managers

Current County Activities

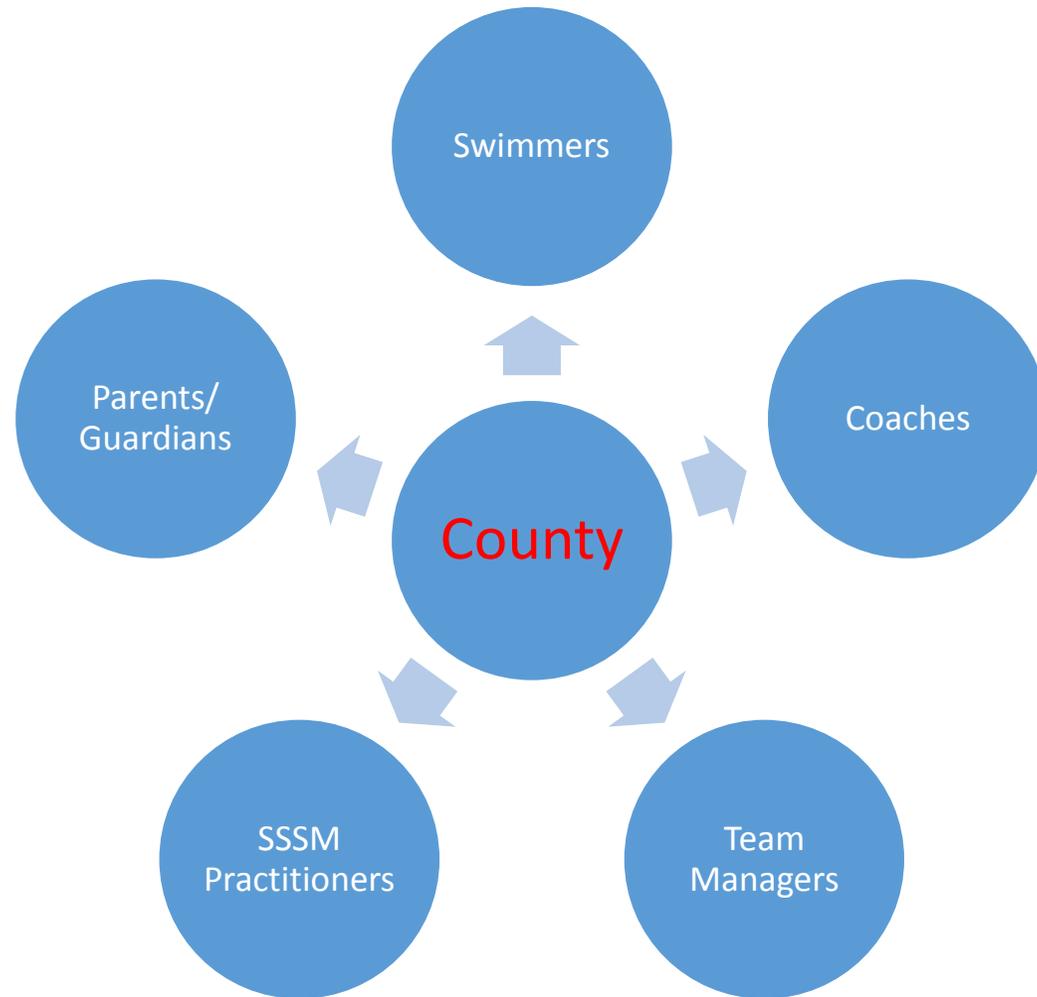
Camps/ training days for swimmers

Coach workshops/ conferences/ development programmes

Team Manager workshops/ conferences

Can we focus and align our resources to outline a clearer pathway within our sport?

Development Opportunities



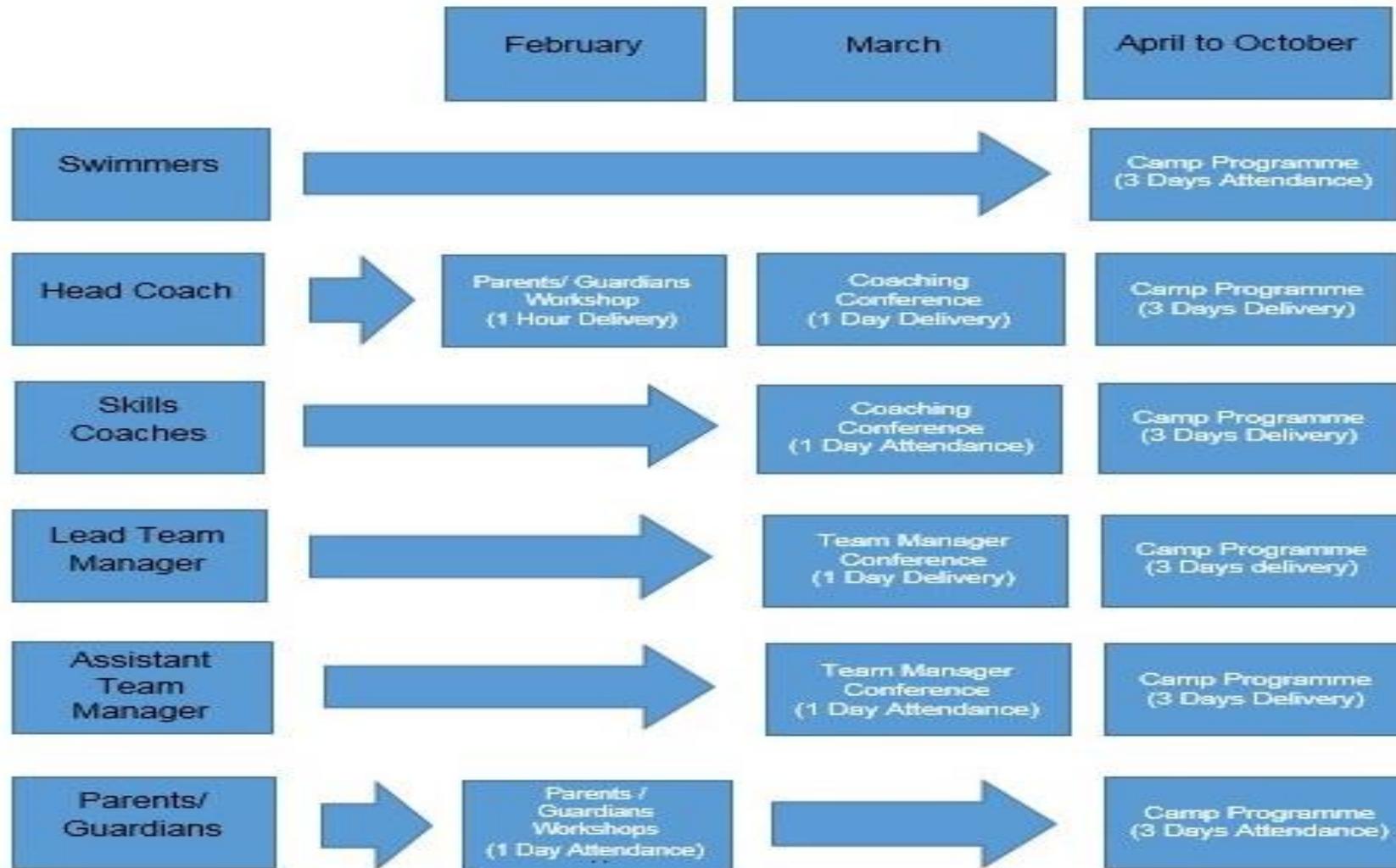
Development Opportunities

Formal
Training

Camp
Programme

Extended
Education/
Development

Development Opportunities



County Programme

- An opportunity to extend the performance pathway:
 - 33 Head Coaches
 - 132 – 198 Skills Coaches
 - **33 Lead Team Managers**
 - **33 Assistant Team Managers**
 - 792 – 1188 Swimmers + Parents/ Guardians!
 - Aim to build a SSSM infrastructure
- Delivered in each county, supported by the national England Programmes team



Supporting the Programme Culture

ASA England Programmes

Team Management in the 2017 – 2021 Cycle



- Identify the different environments within which you may operate as a team manager
- Discuss the role of the team manager in providing appropriate ‘social support’ within these environments
- Introduce British Swimming’s ‘5 key principles to excellence in team management’
- Discuss the key role of the team manager in adopting and embedding these principles in order to define and sustain the programme culture

The Programme Environment

Competition Environment Domestic/ Abroad



Camp Environment Domestic/ Abroad



The Programme Culture

Culture is defined as:

‘the ideas, customs, and social behavior of a particular group of people or society’

Social Support (Rees & Hardy 2000)

Tangible support is support that can be easily observed such as financial support and the travel and transport services to and from training and competition

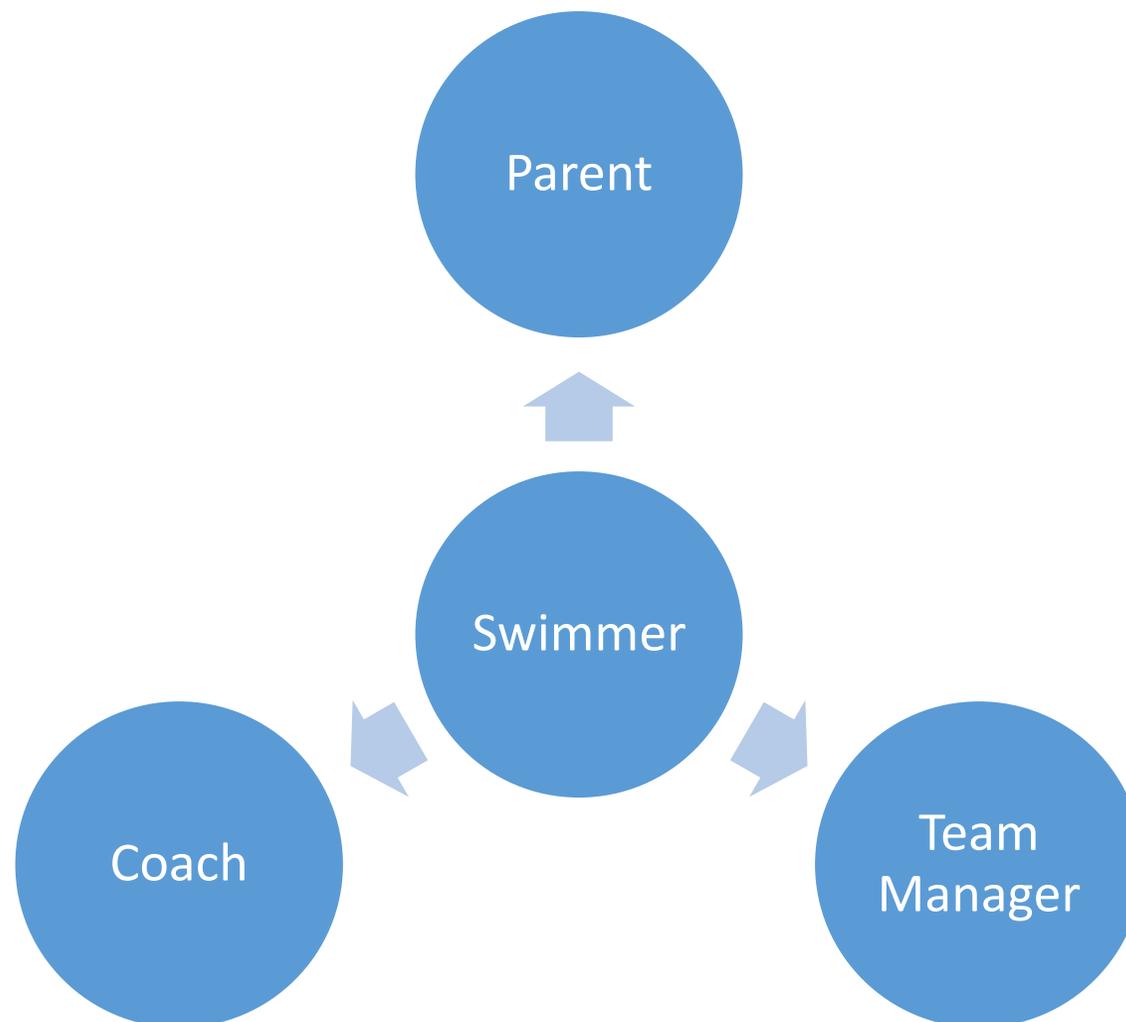
Esteem support occurs when a person tries to increase a person's self-confidence and self-esteem through supportive statements

Emotional support refers more to the provision of comfort and security resulting in the individual feeling cared for and loved

Informational support involves the provision of advice or guidance, often involving technical and operational comments

(Rees, 2007)

Providers of Social Support



In Groups ...

In your groups, discuss which of the four types of social support are provided by the:

- Parent
- Coach
- Team Manager

Within your role as a team manager, provide an example of a situation in which you have provided each of the **applicable** types of social support to a swimmer in your care.

Providers of Support

Parent/ Guardians provide:

- Tangible Support
- Esteem Support
- Emotional Support

Coaches provide:

- Esteem Support
- Emotional Support
- Informational Support

Team Managers provide:

- Tangible Support
- Esteem Support
- Emotional Support
- Informational Support



The Impact of Social Support

Perceived sport competence

Self – confidence

Self – esteem

Enjoyment

Commitment

Successful performance outcomes



Anxiety

Drop Out



Behaviours and Attributes

British Swimming Team Management Principles

- There are five (5) key principles to excellence in team management which provide a framework for team management behaviours:
 1. Delivering Results
 2. Staying Connected
 3. Setting Direction
 4. Engaging People
 5. Credibility

Behaviours and Attributes

Delivering Results:

- Helping to promote a performance environment
- Consistent behaviour
- Resilience

Behaviours and Attributes

Staying Connected:

- Emotional intelligence
- Don't antagonise people!
- Appreciate team dynamics
- Effective communication
- Equity and equality



Behaviours and Attributes

Setting Direction

- Understand the bigger picture
- Prioritise things that make a difference
- Have clarity of purpose
- Be clear on role, expectations, responsibilities
- Effective decision making
- Changing and improving

Behaviours and Attributes

Engaging People

- Leading and communicating
- Collaborating and partnering
- Building capabilities
- Building relationships
- Awareness of self
- Awareness of others

Behaviours and Attributes

Credibility

- Appropriate knowledge and expertise
- Presence
- Respect
- Trust
- Self confidence and belief

In Groups ...

Discuss the 5 key principles to excellence in team management and what each of these mean to you.

Provide 1 example (within each of the 5 principles) where either you believe that **you have** exhibited these desirable behaviours and attributes or where **you have observed** these being exhibited by other team managers.

Can you also provide 1 example (within each of the 5 principles) where either you believe that **you have not** exhibited these desirable behaviours and attributes or where **you have observed these not** being exhibited by other team managers.

In Groups ...

Final thoughts:

What impact did this have/ could this have had on the programme culture?