

CHELTENHAM BOWLS CLUB



Coaching Policy

Coaching Aim:

To promote the sport of Lawn Bowls by offering a high quality coaching service to all club members.

Coaching Objectives:

To establish a professional, committed and dedicated group of experienced bowls coaches. To encourage coaches to develop their coaching skills thereby enabling them to work patiently and knowledgeably with bowlers of all levels. To advance the reputation of Cheltenham Bowls Club by helping members improve their bowling skills.

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1. Roles & Responsibilities of a Bowls Coach

In the world of bowls today there are many responsibilities, personality traits and characteristics that a bowls coach must balance and perfect to provide their bowlers with the best possible chance to fulfil their goal(s). A sports coach can be defined as;

“Sports coaches help people participating in sports to work towards achieving their full potential working with them closely to improve performance. Sports coaches bring out ability by identifying needs and planning and implementing suitable training programmes. Whatever the context, coaching involves developing the participants’ physical and psychological fitness and providing the best possible practical conditions in order to maximise their chances of performing to the best of their ability”. (Martens 2004, p54).

Many assume that a great coach is great because they have a vast technical knowledge. This technical knowledge, however, needs to be underpinned with the ability to observe, analyse and rectify faults. However, these skills are just the tip of the iceberg. It is not just your technical knowledge but your personal characteristics that will enable the bowlers to relate to you as a coach. A coach should be able to interact with the bowler to enable them to aid both as an individual and as a performer.

A coach should be:

- A good communicator, listener and observer
- Approachable and open to feedback
- Knowledgeable in all aspects of the game
- Patient, considerate and respectful
- Open-minded
- Fair, equitable and even handed
- Positive and diplomatic
- Good organiser and planner
- Presentable
- Reliable
- Responsible
- Self-assessing
- Cooperative
- A good role model for the sport

Coaches are expected to undertake many roles in the modern world of bowls, in addition to their key role of conveying information to help a bowler improve their technical and tactical game.

- Motivator
- Role Model
- Organiser
- Fitness Trainer
- Friend
- Behaviour Modifier
- Psychologist
- Basic First Aider

By combining some key characteristics of a bowls coach with some key roles, we can begin to develop some key responsibilities:

- To impart information by communicating ideas, *encouraging self-assessment and feedback*
- To improve bowlers' technical abilities by applying knowledge and skills
- Gain trust of players and club members
- Establish and outline realistic goals and objectives
- Promote fair play, Etiquette and Laws of the game
- Deliver sessions in an organised, safe and effective and *fun* manner
- Plan new and different sessions with the bowler at the centre of the plan
- Be prepared to continually learn and embrace new ideas
- To discuss with and involve bowlers in all their learning
- To positively encourage bowlers

Do not be daunted by the lengthy list of attributes and responsibilities. Coaches are all different and have their own strengths and weaknesses. There are also many others who can support you in your role.

2. Code of Practice

Source - UK Coaching 'Code of Practice for Sports Coaches' (www.ukcoaching.org)

Purpose

The purpose of a code of practice for coaching bowls is to ensure that bowlers have positive experiences in the sport meaning that they are more likely to continue playing bowls and achieve their potential.

Some of the key principles in good coaching practice are:

- **Rights** – Coaches must respect and champion the rights of every individual to participate in bowls
- **Relationships** – Coaches must develop a relationship with bowler(s) (and others) based on openness, honesty, mutual trust and respect
- **Responsibilities – Personal Standards** – Coaches must demonstrate proper personal behaviour and conduct at all times
- **Responsibilities – Professional Standards** – To maximise the benefits and minimise the risks to bowlers, coaches must attain a high level of competence through qualifications and a commitment to ongoing training that ensures safe and correct practice.

A coach must be open to observations from other coaches and be prepared to listen honestly and if necessary, modify their words/actions as appropriate.

3. Dealing with Unacceptable Behaviour

Source: UK Coaching – ‘Managing Behaviour in Sport: Strategies for Coaches’

Bowls coaches generally provide their time freely, because of the satisfaction, fun and enjoyment they gain whilst coaching. However, from time to time focus may turn to managing unacceptable behaviour such as poor sportsmanship and etiquette, not following instructions or performing skills. This is unusual in bowls, but coaches must be aware of strategies to deal with it.

There are generally 4 main strategies for engaging any bowler:

- **Positive Reinforcement** Involves rewarding acceptable behaviour such as following training instructions. Rewards could simply include commenting on good practice or offering a smile.
- **Negative Reinforcement** Involves providing a negative response to unacceptable behaviour. The coach can try telling the bowlers to stop an example of bad behaviour or present a situation where if the unacceptable behaviour continues a negative consequence will occur such as being asked to leave the rink.
- **Punishment** This is split into two categories similar to negative reinforcement. The first is a negative consequence given when bowlers behave badly. The second type of punishment involves the removal of something positive such as not being selected for the next match.
- **Tactical Ignoring** Differs from the previous 3 strategies. As unacceptable behaviour is often an attempt to gain attention, it can be stopped when no reaction is shown.

Always select the right physical environment and words when giving feedback on good or bad behaviour. Maintain eye contact throughout and adopt a neutral body language position.

4. Safeguarding Children and Vulnerable Adults

Further advice and guidance is available from the Safeguarding Officer at Cheltenham Bowls Club.

Throughout this document the term 'individual' refers to children, young persons, vulnerable adults and adults

Safeguarding children and vulnerable adults / adults at risk is an area in which the Bowls Governing Bodies strongly recommend that a further workshop is attended. There is a four hour 'Safeguarding in Bowls' module available.

The need for standards to help safeguard Children & Vulnerable Adults was identified in the 'Child Protection in Sport Action Plan' published in 2000 by Sport England and the NSPCC.

The purpose of the standards are:

- To help create a safe sporting environment for children, young people (and vulnerable adults) and protect them from harm.
- To provide a benchmark to assist those involved in sport to make informed decisions.
- To promote good practice and challenge practice that is harmful to children, young people (and vulnerable adults).

Government guidance makes it clear that safeguarding is everyone's responsibility and coaches have a part to play in protecting Children and Vulnerable Adults from potential harm.

Children and Vulnerable Adult abuse is not easy to spot and it is recognised that bowls coaches are not experts in this area. If you, as a coach have concerns about the welfare of an individual, you should always discuss/report your concerns with someone in charge in the Club environment this could be the Club Safeguarding Officer, Senior Coach or Club Secretary.

Responding to a Concern If you have any concerns about a child's or adult's welfare you should inform the club's or organisation's Safeguarding Officer. Do not investigate your concerns or keep them to yourself. It is **NOT** your responsibility to decide if a situation is poor practice, abuse or bullying, but it **IS** your responsibility to report it.

You may also need to contact Children's Services, Welfare Services, Police, your relevant National Governing Body or the Child Protection in Sport Unit

The main forms of abuse are:

1. **Physical Abuse (Child + Adult)** - may involve hitting, shaking, throwing, poisoning, burning or scalding, drowning, suffocating or otherwise causing physical harm to an individual. Physical harm may also be caused when a parent or carer fabricates the symptoms of, or deliberately induces, illness.

2. **Emotional Abuse (Child + Adult)** - the persistent emotional maltreatment of an individual such as to cause severe and persistent adverse effects on the individual's emotional state or development. It may involve conveying to the individual that they are worthless or unloved, inadequate, or not valued. It may include not giving them opportunities to express their views, deliberately silencing them or 'making fun' of what they say or how they communicate. It may occur when the individual is subjected to unrealistic pressure or is bullied in order to perform to another's expectations.

3. **Sexual Abuse (Child + Adult)** - involves forcing or enticing an individual to take part in sexual physical contact including assault by penetration (e.g. rape or oral sex) or non-penetrative acts (e.g. masturbation, kissing, rubbing and touching outside of clothing). They may also include non-contact activities such as involving individuals looking at or in production of, sexual images, watching sexual activities, encouraging individuals to behave in sexually inappropriate ways, or grooming in preparation for abuse (including via the internet).

4. **Neglect (Child + Adult)** - the persistent failure to meet an individual's basic physical and/or psychological needs, likely to result in the serious impairment of health or development (such as food, clothing, shelter, protect from harm, ensure adequately supervised, ensure access is available to appropriate medical care or treatment).

5. **Bullying (Child + Adult)** - deliberately hurtful behaviour, usually repeated over a period of time, where it is difficult for those bullied to defend themselves. It can take many forms, but the three main types are physical (e.g. hitting, kicking, theft) verbal (e.g. racist or homophobic remarks, threats, name calling) and emotional (e.g. isolating an individual from the activities and social acceptance of their peer group).

6. **Domestic abuse (Adult)** - an incident or pattern of incidents of controlling. Coercive, threatening, degrading or violent behaviour including sexual violence by a partner, ex-partner, family member or carer.

7. **Organisational abuse (Adult)** - neglect or poor care practice within an institution or specific care setting such as a hospital or care home or in relation to care provided in an individual's home.

8. **Financial (Elder) Abuse (Adult)** – a type of elder abuse in which misappropriation of financial resources or abusive use of financial control in the context of a relationship where there is an expectation of trust causes harm to an older person

Good Coaching Practice

Joint guidance was produced by UK Coaching and the Child Protection in Sport Unit in 2010 for best practice guidelines for coaching and young people's activities. There should be clear ratios agreed for appropriate staffing/supervision ratios of coaches to participants (generally max 1:8). This will minimise any risks to participants and enhance the benefits they draw from the activity.

Coaches should NEVER coach or be left alone with an individual or group and it is recommended that at least one adult present is the same gender as the bowler/group.

The Coach should hold an appropriate qualification, comply with minimum age requirements, have relevant insurance cover, hold valid Data Barring Service certificate and have signed up to the relevant

- Code of Conduct
- Equality Policy
- Participant and Welfare Policy
- Health and Safety Policy

If a child or vulnerable adult says or indicates that he or she is being abused:

- React calmly so as not to frighten them
- Tell them that they are right to tell you and they are not to blame for any incidents
- Believe what they tell you
- Keep questions to an absolute minimum and never ask leading questions
- Reassure them
- Make a full record of what has been said immediately after the disclosure

Always follow up by seeking advice and support from your National Governing Body.

5. Insurance

The recommended source of insurance for qualified coaches is the Coach Bowls membership benefits package. There is a full breakdown of information on www.coachbowls.org

Coaches must have appropriate insurance that covers both public liability and personal accidents. The reality is that coaches are exposed to a varied range of risks, and they need to be managed. Everything from the weather to an accident on the green can affect coaching sessions. To manage this, a coach must undertake a thorough risk assessment and have the correct insurance in place*.






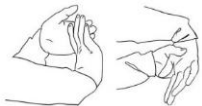
Public liability is obviously essential because, as a coach, you are interacting with members of the public. This type of insurance covers the cost of claims if a member of the public is injured or has an accident whilst in your care. It will also cover you if you damage property, belonging to someone else, while carrying out your coaching activities. It will also cover any legal representation fees and expenses which are incurred in defending your claim.

Personal Accident insurance covers the coach against physical injury caused by accidents ranging from broken limbs to death. To clarify, if a bowler has an accident whilst in the care of a coach, the coach is insured against the bowler making a personal claim against the coach.

*Coaches with a Coach Bowls membership will have insurance cover with Allianz Insurance plc.

6. Warm Up/Cool Down Exercises

A gentle warm up routine will enable bowlers to prepare for competitions and simple roll ups without fear of unnecessary injury. It is an excellent way to settle both body and mind before bowling.

Task	Action
Shoulder rolling 	Place right hand on shoulder. Gently rotate R shoulder in a forward direction (5-10 times) Change and repeat with L shoulder Place right hand on shoulder. Gently rotate R shoulder in a backward direction (5-10 times) Change and repeat with L shoulder
Arm Stretches 	Extend arms behind back, clasp hands. Raise arms (5-10 times) Extend arms forward, clasp hands. Raise arms (5-10 times)
Bending 	Extend arms forward, clasp hands and bend 90 degrees (5-10 times) Adopt lunge position (arms out for balance). Dip (5-10 times) Change legs and repeat.
Knee raises 	Raise right knee to waist level (5-10 times) Repeat with left knee (5-10 times) Raise right knee to waist level and take to side (5-10 times) Repeat with left knee (5-10 times)
Neck Stretches 	Face forward. Place chin on chest and raise. (5-10 times) Face forward. Look up and return (5-10 times) Face forward. Turn to right and return. (5-10 times) Repeat turning to left. (5-10 times)
Wrist flexing 	Right palm facing down. Bend wrist/fingers down. Pull towards body with left hand. (5-10 times) Change hands and repeat (5-10 times)

Cool Down

Cool down exercises are a good way to relax after a game or training session and should concentrate on relaxed breathing and gentle stretching exercise. Cool down exercises also provide an opportunity to contemplate your performance and any lessons learned.

Warm up and Cool down exercises should be done to the best of the bowler's ability. The objective is to relax and ease muscles ready for or after exercise not to exhaust or embarrass bowlers of all standards.

7. Basic First Aid

Coaches are encouraged to take First Aid Courses and update their knowledge as often as possible.

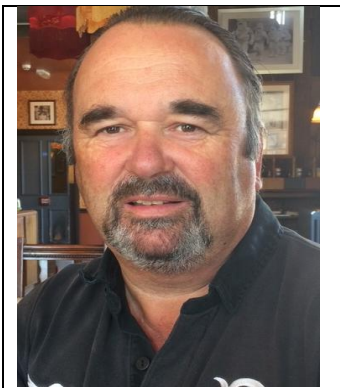
Coaches should familiarise themselves with both the location of the Club First Aid box and the list of Qualified First Aiders that is displayed on the club notice board and held in Reception.

Defibrillator Training – Coaches should familiarise themselves with the Defibrillator located in the Ladies changing room and should learn how to operate such a machine if the situation should arise.

<https://www.sja.org.uk/get-advice/how-to/how-to-use-a-defibrillator>

<https://www.bhf.org.uk/how-you-can-help/how-to-save-a-life/defibrillators/>

8. Club Coaches



Sandy Kerr
BE Coach Bowls
Level 2



Steve Barthorpe
BE Coach Bowls
Level 1



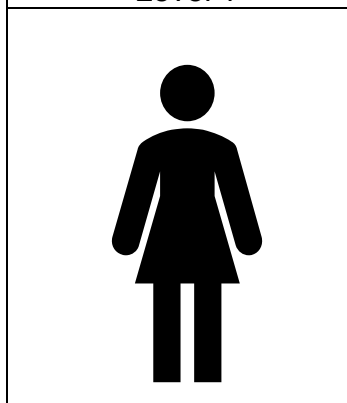
Mike Jordan
EBCS Coach



George Bevan
BE Coach Bowls
Level 1



Mike Whitmarsh
BE Coach Bowls
Level 1



Lady Coach
VACANT

9. Training Days/Coaching Sessions

Whereas Coaches are happy to be approached individually by club members to arrange one-on-one coaching sessions, particular times during the week will be designated as Coaching/Training sessions. These are:

Tuesday Afternoon. 2.00 - 4.00pm

Thursday Afternoon. 2.00 - 4.00pm

*Friday Evening. 6.00 8.30pm

* Friday night will provide the opportunity for new members to integrate with existing club members in a series of different bowls formats. Eg Triples, sets, umbrellas' etc.

10. Registration and Coaching Programme

Coaching Registration Form

Personal Details			
Bowler's Name			
Date of Birth		Gender	
Address		Postcode	
Email		Telephone	

Medical Questions (Please circle the appropriate answer)		
Do you have any medical condition that the coach should be aware of?	Y	N
Are you currently taking any medication that the coach should be aware of?	Y	N
Do you have any other problems that could be aggravated by playing bowls? (E.G. Joint/Back/Balance problems)	Y	N

Emergency Contact Details			
Name		Relationship to bowler	
Address		Telephone	
		Mobile	

Performance and Goals
In the space provided please indicate your current level of experience within bowls
In the space provided please indicate what you wish to achieve from your bowls coaching

Declaration (Please tick)
<input type="radio"/> I confirm that the information provided is correct and I understand that if any of the circumstances change I must inform my coach immediately.

Bowler's Name		Signature		Date	
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Beginners Coaching Sessions

Bowler's Name		Date	
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Session No.		Check
1	Welcome Brief /Intro	
2	Health and Safety	
3	Warm up	
4	Equipment (Bowls, Mat, Dress regulations)	
5	Mat placement	
6	Rink <ul style="list-style-type: none"> • Markings • Ditch 	
7	Grip - Jack/Bowl/Bias	
8	Stance	
9	Pre mat routine <ul style="list-style-type: none"> • Breath/Relax • Select shot, bias • Select aiming point • Visualise shot • Positive 	
10	On mat routine <ul style="list-style-type: none"> • Breath/Relax • Balanced stance • Focus on aiming point • Breath 	
11	Delivery <ul style="list-style-type: none"> • Aim • Step/Swing • Follow through • Watch, consider, wait and listen • Retire behind mat 	
12	Shots <ul style="list-style-type: none"> • Draw – to jack and positional • Fired shots 	
13	Line	
14	Weight	
15	Shoulder	
16	Warm down	
17	Bowler feedback	
18	Area to concentrate on	
19	Next session	
20	Coaches comments	

Coaches Name	
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Intermediate Coaching Sessions

Bowler's Name		Date	
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Session No.		Check
1	Establish bowler's coaching objective <ul style="list-style-type: none"> • Line/Length (weight) • Draw shot <ul style="list-style-type: none"> ▪ Block or covering shots • Fired shots <ul style="list-style-type: none"> ▪ Weighted shots 	
2	Health and Safety	
3	Warm up	
4	Line <ul style="list-style-type: none"> • Select aiming point/shoulder • Simplify delivery • Back hand/forehand Length <ul style="list-style-type: none"> • Increase length(weight) <ul style="list-style-type: none"> ▪ Longer step ▪ Bigger backswing ▪ Bigger follow through • Decrease Length(weight) <ul style="list-style-type: none"> ▪ Shorter step ▪ Smaller backswing ▪ Smaller follow through Practice to varying length jacks	
5	Draw shot <ul style="list-style-type: none"> • Long/short/displaced jacks • Blockers – backhand/forehand <ul style="list-style-type: none"> ▪ 3-4 yards 	
6	Fired shots <ul style="list-style-type: none"> • Start with minimum length jack • Fire down centre line • Fire at jack, displaced jack and other bowls Weighted shots <ul style="list-style-type: none"> • Draw shot + 1 yard/ 1.5 yards / 2 yards 	
7	Area to concentrate on	
8	Next session	
9	Coaches comments	

Coaches Name	
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Advanced Coaching Sessions

Bowler's Name		Date	
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Session No.		Check
1	<p>Pre Coaching discussion to establish coaching objectives</p> <ul style="list-style-type: none"> • Decision Making skills • Communication Skills <p>There are several different activities which can be used to improve a bowler's decision making and communication skills. These activities are usually various types of Head Building Activities.</p>	
2	Health and Safety	
3	Warm up	
4	<p>Decision making and Communication Skills activities</p> <ul style="list-style-type: none"> • 'Pause for Thought' exercise – The aims of this exercise are to improve head reading and shot selection skills, introduce a better understanding of weight and its varied uses, improve communication skills especially between threes and skips and to build an element of teamwork • 'Team Talk' exercise - an exercise particularly for teams who are going to be playing together in competition to identify skill areas to be developed. The coach will assess: communication skills, team dynamics and team building, head-building from 1st bowl, positional play, and any skill areas to be developed. • 'Talking Heads' / Mystery - a power-point presentation about Head Building and, using skills of observation, analysis and communication, discuss the different shot options that are possible in an end of bowls, which shot to play and why. 	
5	Area to concentrate on	
6	Next session	
7	Coaches comments	

...Coaches Name	
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11. Coaching Visually Impaired Bowlers

Introduction – Visually impaired (VI) bowlers need coaches as much or more so than able sighted bowlers. Over recent years, attitudes to - and methods of - coaching generally within the sport of lawn bowls have changed. This is no less true of coaching a VI bowler.

On the one hand, it would seem logical to equip the new, VI bowler with all the necessary skills to be able to play alongside sighted players with the minimum of support. However elite VI players at World Championship level - particularly from Southern Hemisphere countries - rely heavily on their Directors, with many of them using the 'front coaching' technique.

The modern approach to introducing any novice to the game is to get them bowling as quickly as possible with the minimum of input about the rink, the rules, etc., etc. Whilst this might be valid for some VI novices, others may need much more verbal information about the green, the green layout, etc., etc.

Aids - All visually impaired (VI) bowlers are entitled to use aids to assist them in their game.

For some, simply being told the position of woods in the head (using the clock system) is sufficient but, for many, 'higher level' aids are required. These can include having the centre-line string put down or using a monocular. Some bowlers, however, find the assistance of a 'helper' vital. For some, the 'helper' may simply help the player with positioning the mat, guiding the player onto the mat and handing her/him the bowls, guiding the bowler down the rink and around the head, deciding the shot(s) and collecting the bowls together following the decision of shots scored at the conclusion of each 'end'.

This 'helper' is sometimes referred to as 'coach' or 'director' and, in competitive bowls, these titles are perhaps more indicative of the role these people should have.

Methods of Coaching – One method of coaching is Front Coaching. This is where the coach stands in front of the bowler (at an agreed distance which has been worked out over time and through experience) with legs astride the intended line of delivery. It is then by use of voice (or sometimes hand-claps) that the coach gives the line to the player. It is incumbent upon the coach to learn from every delivery and make adjustments accordingly - the purpose being to position the head (or hands) exactly on the delivery line in order that the bowler can focus on the voice (hand-clap) and deliver the bowl accurately. Examples of vocal instructions are: "Bowling to me. 5..4..3..2..1", "Swing, Swing, Swing and bowl to me!"

Whichever method is adopted, the VI bowler is using the stereoscopic feature of our hearing to pinpoint where the sound is coming from and hence where to aim his bowl.

In any sport, the relationship between player and coach is a critical one. There must be mutual respect and trust. Player and coach both have roles and responsibilities and, although the physical delivery of the bowl is down to the player, the coach has the responsibility to give the player the best possible chance of success. If the wood ends up elsewhere than intended, the 'fault' does not necessarily lie with the player and the coach will do well to remember to accept the 'blame' at times.

Coaches wishing to become involved in this area of coaching should contact Visually Impaired Bowls England (VIBE)

12. Etiquette

Etiquette is central to the sport of bowls and must always be observed:

1. Dress correctly for all games and arrive in good time.
2. Mobile phones should be switched off during play and used with discretion while in the vicinity of the green.
3. Greet team members and opponents at the start of the game and congratulate or compliment them at the end of play.
4. Remember to thank the marker at the end of a singles game for sparing his/her time.
5. Concentrate fully on the game and on all bowls as they are being delivered. In a competitive match, save your socialising until afterwards.
6. Be ready to bowl when it's your turn.
7. Do not talk or make a noise behind the mat, or move at the head end, when a player is preparing to bowl.
8. Remain behind the mat or behind the head when it is not your turn to play and avoid obscuring the rink number, rink markers or the jack.
9. Always remember that, as soon as your bowl has come to rest, possession of the rink (at both ends) passes to your opponent.
10. Keep to your own rink, don't wander and distract other bowlers. Walk down the centre of your rink when you are changing ends. Don't walk through the head.
11. Be aware of players on other rinks - don't walk past the end of a rink when a player is about to bowl towards you.
12. Pick up the mat for your opponent after the last bowl has been delivered.
13. Once an end has finished and the score has been agreed, the only concern of the winning lead is to put down the mat and deliver the jack (unless in a pairs game where they will help clear bowls).
14. Everyone else should help to clear bowls. Twos alter scoreboard after bowls have been cleared. Twos or skips fill in the scorecard.
15. Encourage and praise the rest of the team. Bowls is a team game, everyone should be working together... BUT don't applaud a team member who has outrageous luck! Admit fluke with grace.
16. Compliment your opponent on a good shot.
17. When drive shots are being played warn team members, opponents and others on adjacent rinks of the intended shot. One of the 3s should be ready to go in front of the head to see if the delivered bowl is a toucher.
18. Be gracious whether you win or lose. Do not criticise your opponents, the green, or your own team. If you cannot say something positive, do not say anything at all.
19. Learn the Laws of the Sport and play in accordance with them.
20. ***ENJOY YOUR BOWLING & the company of fellow bowlers***