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Application Pack

Female Talent & Performance  
Coach Development Programme 2024-5

**SHEcoaches**



# SHEcoaches

Project funded  
by Backing the  
Best, a SportsAid  
initiative



**Mission statement:** *Educate, inspire, and motivate the next generation of female talent & performance coaches.*

**SHEcoaches is a 2-year programme that aims to find our next generation of female talent & performance coaches that will play an integral role in supporting our future female champions of tomorrow, and act as key role models for our female player population.**

## The key aims of the programme are as follows:

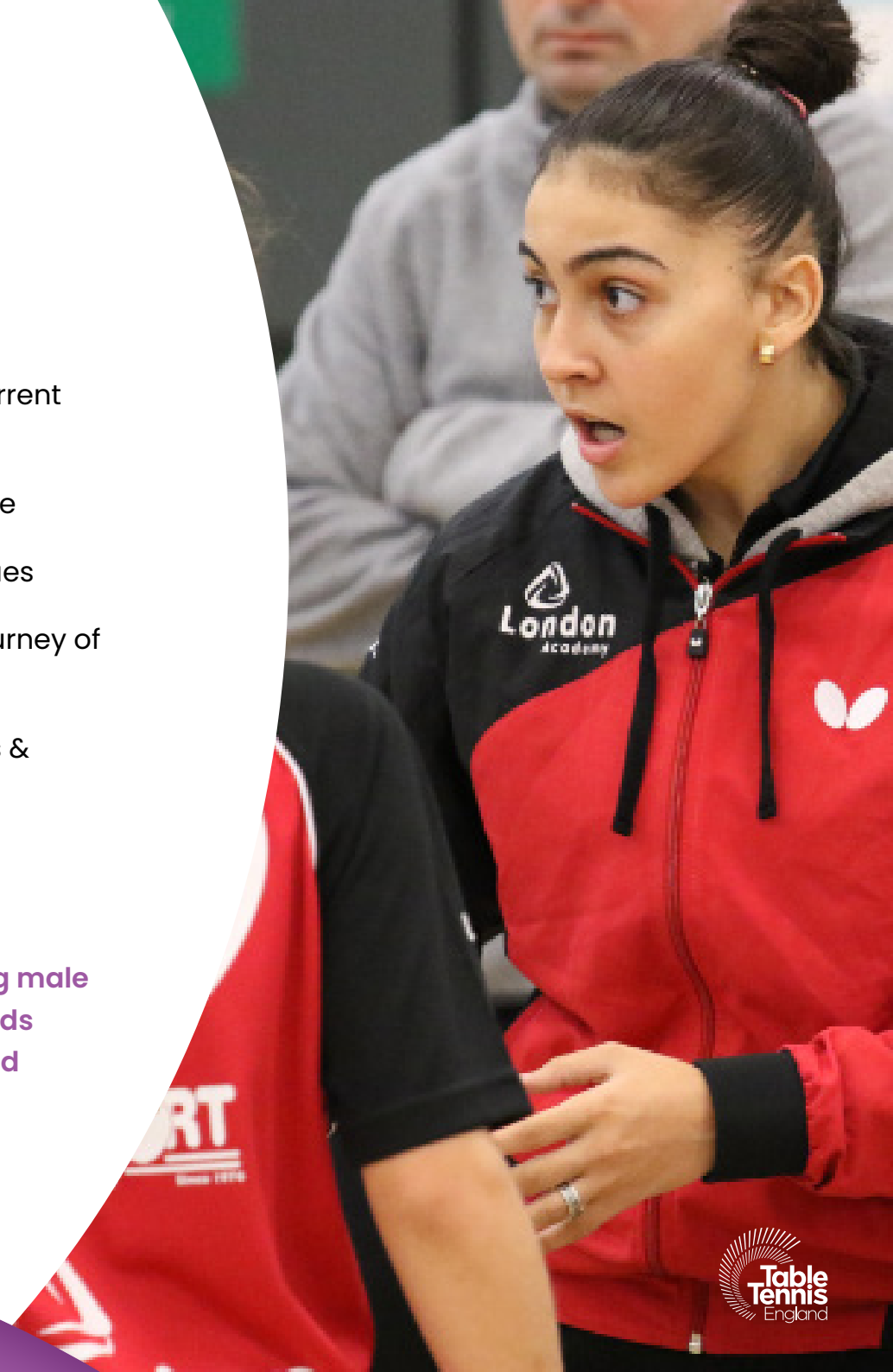
- Build a community of practice for female coaches supporting pathway activity
- Produce the next generation of female coaches at the talent and national team level
- Provide increased opportunities for female coaches from diverse backgrounds and coaching in low socioeconomic areas to engage in the talent and performance system
- Provide female role models for talented female players, inspiring them to continue their pathway journey
- Provide opportunities for talented female players to boost their international profiles (through female coach support that is needed for players to attend events)
- Build a pool of female coach mentors
- Provide pathway exit opportunities for female players to progress into coaching
- Spot female coaches with potential and support them to develop the necessary skills to coach at a high-performance level
- Provide talent ID opportunities for girls – supported by an all-female coaching team

# SHEcoaches

## Key objectives include:

- Build female coach self-awareness & confidence to support current and aspiring national squad players
- Upskill coaches to better understand the female technical game
- Upskill coaches on executive coaching and mentoring techniques
- Educate coaches on the demands, challenges, and possible journey of a female talented player
- Learn and be inspired from leading females across other sports & sectors
- Build coach confidence in the national team environment

Although we recognise that many coaches will also be supporting male players, a key focus will be to educate our coaches on the demands of the female game and become inspired from female leaders and practitioners across the sporting landscape.







## We surveyed our female coach population, who explained they faced the following challenges:

- Not being taken seriously or respected
- Limited progression opportunities
- Lack of female coaches mean female players are not retained
- No opportunities to learn from the national programme
- Often assumed into other roles

# SHEcoaches

# SHEcoaches programme

**SHEcoaches is a 2-year female led programme to inspire, upskill, and motivate a cohort of female coaches to in turn enhance opportunities for young aspiring female players.**

The programme in year 1 will try to be accessible to females who are working full-time (i.e., evenings and weekends), and will be flexible where possible based on other needs (e.g., childcare). Following year 1, a review will be held to explore year 1 strengths and weaknesses, and the year 2 programme will be finalised.

**The project will be split into two phases:**

## YEAR 1

### Development focus

#### Cohort of 10

- Immersive camp experiences
- 12 x online education sessions
- 3 x reflective sessions
- Experience of supporting a girls talent ID day

### YEAR 1 Review

### Selections & programme modification for Yr 2

## YEAR 2

### Coach exposure and support focus

#### Cohort of 2-3 – international exposure

- Invited to national camps on a regular basis
- 2 x international events with female players (paid opportunity)

#### Cohort of 10 – wider mentoring & support

- Check ins and additional learning opportunities to the year 1 cohort based on review of year 1
- Implementation of coaching plan

## Development Focus

### Immersive England camp experience x 2

Opportunities for the cohort to attend England training camps where they can shadow and work alongside our national coaches. On the camps, there will be:

Practical workshops where a national coach/support staff will deliver a session on a technical area (e.g., multi-ball, fundamental movement skills)  
Theory-based workshops delivered on a specific topic set within the programme

There will also be a social event for the group in the evening

### Online educational sessions

Every month, there will be a 1 hour online educational session for the cohort that will cover a range of topics related to the development and progression of talented athletes. Each month will cover a different topic, example areas include:

The psychology of the female athlete, female leadership, key player transitions, elite athlete lifestyle management, becoming a mentor, talent selection.

### Online reflection sessions

During the year, we will be asking coaches to keep a reflective log, which details how they have taken the learnings from the programme and applied them into their coaching practice.

We will then host 3 online sessions for the learners to feedback and discuss best practice in their home environments.

Towards the end of the year, players will develop their own long term coaching plan, which will be a focus in year 2.

### Girls' talent ID day (SHEplays)

The full cohort will be invited to support a girl's talent ID and development day where there will be approx. 30 girls in attendance selected across various clubs and environments.

The aim of the day is to provide high level training and coaching to players, and to inspire them to want to continue their playing journey to a high level.

## Exposure & Support Focus

The programme will continue into year 2 but will vary depending on the selected cohort.

### For a select 2-3 coaches from year 1:

- A selected group of 2-3 coaches are given more advanced international opportunities. The 2-3 coaches will be chosen by a panel and will be selected based on specific criteria (to be developed), that will include motivation and commitment to the year 1 programme (this will be discussed further in year 1)
- Invitations to the national environment (further GB camps)
- Provided with two international events with our England squad, where you will act in a support capacity (these will be paid opportunities)
- Wider online learning development opportunities that may be appropriate (e.g., additional technical training), that will also be shared with the year 1 cohort
- One to one mentoring from a national coach

### For the full cohort from year 1:

- Exposure to wider development opportunities identified after year 1
- Implementation of coaching plan
- Mentoring and check ins

For a draft version of the year 1 and 2 programme that is still being finalised, please contact [emma.vickers@tabletennisengland.co.uk](mailto:emma.vickers@tabletennisengland.co.uk)

# Commitment and Costs

## Commitment

**YEAR 1** – the cohort will need to be available 1-2 times per month (we will work with you to accommodate the best times for sessions).

**YEAR 2** – commitment will vary depending on whether the coach is selected for the more advanced programme (international exposure). If they are not, commitment may be to attend sessions approx. every 3 months.

There will also be a graduation event at the 2025 Senior National Championships.

## Costs

**This is a fully funded programme (through Backing the Best)**

We will fund:

- Travel & accommodation to camps
- All meals during camps
- Payment for coaches chosen in the advanced year 2 cohort to gain international exposure (£120 per day during the international event)

Coaches on the programme will also receive a branded t-shirt and other merchandise.







# Possible Impact

**We believe SHEcoaches has the potential to have the following long-term impact:**

- Increased number of female coaches actively working in the talent and performance pathway
- Increased number of female players able to increase their international profile due to increased support from a female coach cohort
- If there is an outstanding candidate within the year 2 programme, we would be open to working with this person to further upskill them to become part of our national coaching team
- A step towards gender parity in the pathway development centre coach team (currently undergoing development)
- We hope that increased female coach presence will have an impact on the number of female players entering and progressing in our pathway due to the role model figure that they play in inspiring young females
- There is a subsequent increase in female players being coached from disadvantaged communities that have opportunities to progress to a higher level in the sport
- A group of female coaches that have the skills and knowledge to mentor future generations of female coaches in our pathway

# Who can Apply?

## The demographic we are looking to apply to take part in this programme includes:

- Female coaches motivated and inspired to progress their coaching careers and passionate about further development
- Female coaches with a genuine interest and desire to support and work with the pathway and performance team
- High level female players looking to transition into coaching
- Players coaching in or from deprived socioeconomic areas and from underrepresented backgrounds

## To apply, females must be 18+ years old and meet at least one of the below criteria:

- Hold or be working towards at least a Level 1 session coach qualification
- Have some experience or exposure of coaching/supporting the coaching of talented players (male or female)
- Be a current/former player within an England/GB performance programme

## We will actively promote and support any coaches who are:

- Coaching in local authority districts with the highest proportion of deprivation (using the English Indices of Deprivation data) quartile of socioeconomic areas considered to be deprived
- From underrepresented backgrounds (e.g., ethnicity, disability)

# SHEcoaches

# How to Apply

To apply for the programme, please complete the following form:

<https://forms.office.com/e/V2AsAusQVp>

The deadline for applications is:

**Monday 6th November – 5pm**

If you have further questions about the programme, please contact Emma Vickers (Head of Pathway Development) at [emma.vickers@tabletennisengland.co.uk](mailto:emma.vickers@tabletennisengland.co.uk)



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