
The Cluster for Research into Coaching (CRiC)

5th International Coaching Conference

at the University of Worcester
4-5 September 2019



Cardiff
Metropolitan
University

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Manchester
Metropolitan
University



University
of Worcester



The Cluster for Research into Coaching (CRiC)

5th International Coaching Conference

On behalf of the School of Sport and Exercise Science, University of Worcester, I have great pleasure in inviting you to sponsor the 5th Cluster for Research into Coaching (CRiC) International Coaching Conference run in conjunction with *Sports Coaching Review*, Manchester Metropolitan University and Cardiff Metropolitan University. CRiC has become known as the leading research group in the UK concerned with the sociology, pedagogy, history and ethics of sports coaching.

Over the course of two days, over a hundred sports coaches, national governing body representatives and academics will gather to discuss the most contemporary issues in sports coaching. The conference will be held at the award-winning University Arena, Severn Campus, University of Worcester from the 4th-5th September 2019.

The programme features four leading keynote speakers, seven cutting-edge Extended Seminars and over forty oral presentations. The keynote speakers are World Class - Professor John Lyle (Leeds Beckett University), Dr Diane Culver (University of Ottawa), Dr Brian Gearity (University of Denver) and Dr Justine Allen (University of Stirling). The conference will also feature an exclusive seminar delivered by Regional Coach Developers and Mentors from the Football Association, an opportunity to discuss Professor Robyn Jones' new book to be published in the summer 2019 and a stunning Gala Dinner at Worcestershire County Cricket Club.

The conference will attract an array of leading UK and international coaches and scholars in the field. This fifth international conference will provide an invaluable platform from which to discuss some of the most important and contemporary debates in the field of sports coaching. Clustered around four central themes, the conference will prove an invaluable opportunity to engage with cutting edge research from some of the leading researchers in sports coaching.

- The themes for this conference comprise:
- The role, value and professional learning of coach developers
- The multidisciplinary considerations of decision making in coaching
- Inclusive coaching practice, policy and education
- Contemporary debates in sports coaching practice

FURTHER INFORMATION

For further information about the conference, please visit the website at: www.worc.ac.uk/cric

THE VENUE – UNIVERSITY ARENA, SEVERN CAMPUS, UNIVERSITY OF WORCESTER

A truly inspirational building, the University Arena was opened in 2013 and was the first indoor sports arena to be built specifically with wheelchair users in mind. Built with support of Sport England's *Iconic Buildings Fund*, winner of the Guardian's 2015 'Buildings that Inspire' award, and home of both Worcester Wolves (Basketball) and Severn Stars (Netball), the Arena has become one of the most recognisable facilities in the region.

The conference will be hosted predominantly within the Joel Richards suite within the Arena and also within the accompanying Riverside Building – all on the Severn Campus, University of Worcester.

OBJECTIVES OF THE CONFERENCE

The objectives of the conference are to, once again, affirm CRiC as the leading research group in the UK concerning the sociology, pedagogy, history and ethics of sports coaching.

Through a record number of abstracts submitted, we have already confirmed that this will be the largest CRiC event to date and will be the leading sports coaching conference hosted in the UK this year.

The conference aims to ensure delegates are exposed to world leading keynote speakers and cutting edge research.

AUDIENCE

CRiC delegates will include:

National Governing Body / non-governmental organisation representatives – representation from the Football Association, Welsh Karate, the English Institute for Sport (EIS), Sport Ireland and the Invictus Games Foundation have already been confirmed.

Academics – university staff from across the UK will be present at the conference. Faculty staff from Portugal, Sweden and the USA have also already been confirmed.

Coaches – sports coaches from across the region will be welcomed to the event representing a range of sports including football, hockey, rugby union, cricket and rowing.

Postgraduate students – a large number of postgraduate students are expected to attend the event to take the opportunity to access world-leading scholars and influential national governing body representatives.

WHAT ARE THE BENEFITS TO YOUR ORGANISATION?

The benefits to your company are clear, you will have access and exposure to:

- Academics from across the world specialising in the sports coaching who require the most current equipment, software and products for research and curriculum delivery, with National, Sector and University budgets;
- Sport National Governing Body sport performance analysts & sport science staff with NGB associated budgets;
- Coaches from across the world of sport, all eager to test, try and buy products that might help them and their athletes perform better;
- To the next generation of academic researchers to stimulate, nurture and support their ideas that will in future use your products;

Sponsorship

We are pleased to offer you the opportunity to sponsor CRiC2019. These sponsorship opportunities range in price depending upon the level of sponsorship as follows:

GOLD sponsorship (£1,250 + VAT) would entail:

- Your company being identified as a GOLD conference sponsor on the website with your logo and link to your company website with 250 words of text
- Having your logo on the conference delegate bag or folder
- Having your logo, 500 words of text and up to two images included in the conference programme and the e-book of abstracts
- Having a selection of your marketing & publicity materials placed in every conference delegate pack and available at the exhibition space

SILVER sponsorship (£950 + VAT) would entail:

- Your company being identified as a SILVER conference sponsor on the website with your logo and link to your company website
- Having your logo & 250 words of text included in the conference programme and the e-book of abstracts
- Having one piece of marketing or publicity material placed in each conference delegate pack

BRONZE sponsorship (£650 + VAT) would entail:

- Your company being identified as a BRONZE conference sponsor on the website with your logo
- Having your logo included in the conference programme and the e-book of abstracts
- Having one piece of marketing & publicity material available in the conference refreshment & exhibition space

Keynote Lecture Sponsorship opportunities:

We are interested in offers of sponsorship for the Keynote Lectures. This would permit:

- The Keynote Lecture being identified in the programme and introduced at the session as 'sponsored by YOUR COMPANY';
- The display of two large pull-up advertisement banners at either side at the front of the lecture room facing the audience (Exhibitors should supply own display banners);
- Your promotional material placed on delegate seating;
- Up to two of your staff to be present in the keynote room for the duration of the keynote, and to distribute your additional promotional materials at the start and end of the keynote.

Please note, this sponsorship does not include day attendance at the conference for access to other sessions. Your staff members that wish to attend the conference will also need to register for the conference as a day or full delegate which includes attendance at all sessions, a copy of the programme, e-copy of the book of abstracts, delegate pack. Full details about registering are available at www.worc.ac.uk/cric

The cost to sponsor a Keynote Lecture is £950 + VAT.

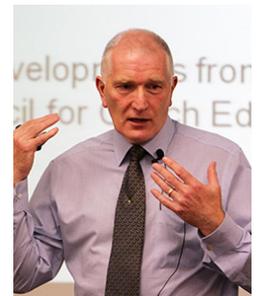
THE FOLLOWING WORLD CLASS KEYNOTE LECTURES ARE AVAILABLE TO SPONSOR:

Professor John Lyle

"Re-considering our direction of travel: Bringing pragmatism to sport coaching research"

For the practitioner, the potency and relevance of research conducted in sport coaching is, in great measure, equal to the truth it speaks to the coach's practice and beliefs. This keynote address challenges the research community to re-evaluate its collective contribution to the sport coaching collective.

It suggests that a greater sense of humility is required in recognising and accepting the contributions of fellow researchers, and in valuing the coach's capacity to distinguish the 'here and now' from its underlying determinants. Some responsibility must be assumed for translating decision policies and sociocultural complexities into meaningful education and development.



Dr Justine Allen

"Athlete-centred coaching: Simple, isn't it?"

That coaching practice should be athlete-centred and coaches should place the athlete at the centre of the process has become a common message to practitioners (often from researchers). It is simple, put the athletes first and consider their needs as paramount. For some, this view reinforces beliefs about 'how coaching should be'. For others, it challenges 'how things have always been done' and their experiences of coaching 'that worked for them and their athletes'. Is this notion of athlete-centred coaching mere rhetoric with good intentions or grounded in an evidence base that reflects the realities of what coaches do and why? This keynote address considers whether the notion of athlete-centred coaching is as simple as it appears.



Dr Brian Gearity

“Theoretical lenses and conceptual bricks: Organizing and mobilizing critical sport coaching research in neoliberal times”

Sociological studies of sport coaching flourished the past 20 years, propelling the entire field forward, making it more visible. Some of the field’s best coach developers and social theorists sparked a revolution in the academic literature. Nowadays, it’s commonplace, but probably just within the academic literature, to hear sport coaching referred to as complex, messy, and occurring within ever changing cultures and relations of power and knowledge. Bourdieu, Foucault, Goffman, Kelchtermans, Noddings, Schon, Wenger are but a few of the theorists that scholars in coach education have drawn upon to shed light on power and previously unnamed experiences or experiences interpreted through a dominant theoretical lens that sucked up our interpretive horizons or multiplicities.

Nowadays, we’re seeing more. And yet, I feel unease. Organizations in sport and coaching don’t, or only superficially, draw upon this work. Students in universities want the easy answers of exercise science or sport psychology, coaches just need some drills for that evening’s practice, or coach developers oblige these consumers, give them what they want, not what they need, and speak of practice, practice, practice, as if it were disconnected from theory. And of course in today’s age, capitalism serves up coaching workshops delivered by faux scholars pumped out to the masses on social media and self-published books, or pop fiction cloaked as a textbook. While we dream these messages fall upon deaf ears, unfortunately the effect of these dominant discourses is to obscure wisdom and progress. So, what’s a scholar to do with their sophisticated theoretical lenses and conceptual tools in neoliberal times? Do we lay some bricks to build an edifice that organizes and mobilizes our institutional power? Or do we throw our bricks through windows and walls made of glass and straw to continue to map and critique sport coaching’s taken for granted assumptions and abuses of power?



Dr Diane M. Culver

“Making a Difference for Coach Development: Supporting and Assessing Learning across Landscapes of Practice”

For the last two decades Dr Diane Culver and her research colleagues have conducted research framed by the concept of communities of practice (CoP) and its underlying theory of social learning. This keynote will explore how coaches and sport organisations can benefit from the scaling up of this concept to the level of the landscape of practice (LoP), which is defined as the conglomerate of CoPs and networks that make up the knowledge of a profession. Examples from applied research with coaches, parasport coaches, and sport organisations will illustrate this landscape approach and how it can increase learning capability. The latest developments of the Value Creation Framework will be revealed along with how it can be used to leverage social learning and as an instrument to measure learning.



Seminar Stream session sponsorship opportunities:

We are interested in offers of sponsorship for the seven themed Extended Seminar sessions

This would permit at the Seminar Streams:

- The oral session being identified in the programme and introduced at the session as 'sponsored by YOUR COMPANY';
- The display of one large pull-up advertisement banner at the front of the lecture room facing the audience (Exhibitors should supply own display banners);
- Your promotional material placed on delegate seating;
- Up to two of your staff to be present in the keynote room for the duration of the seminar session, and to distribute your additional promotional materials at the start and end of the Seminar Stream session.

Please note, this sponsorship does not include day attendance at the conference for access to other sessions. Your staff members that wish to attend the conference will also need to register for the conference as a day or full delegate which includes attendance at all sessions, a copy of the programme, e-copy of the book of abstracts, delegate pack. Full details about registering are available at www.worc.ac.uk/cric

The cost to sponsor a Seminar Stream session is £500 + VAT.

THE FOLLOWING SEMINAR STREAM SESSIONS ARE AVAILABLE FOR SPONSORSHIP:

Think Aloud and Sports Coaching

Led by: Dr Amy Whitehead

With: Dr Gus Ryrie and Laura Swettenham

The seminar stream 'Think Aloud and Sports Coaching' aims to bring together previous research, which has adopted Think aloud protocol to understand athlete cognition, and coach education. The use of Think Aloud involves an athlete, coach or individual verbalising his or her thoughts during the delivery of a task, which is recorded. This method has been used previously to understand how people solve problems and attend to different types of information. Within sport it has been used to understand how an athlete makes decisions and more recently within coaching to help aid reflection. sociocultural complexities into meaningful education and development.



Inclusive Marital Arts Coaching

Led by: Dr George Jennings

With: Simon Dodd, Lyn Jehu, Dr Loreozo Perдини, Kirsty Stewart and Gabriele Aimini

The broad range of disciplines known as the "martial arts" provide a fertile ground for exploring coaching and pedagogy. From Japanese Judo to Indian Kalarippayattu, and from Italian socialist popular boxing (boxe popolare) and Mexican Xilam, these styles reflect and adapt to a range of cultures and philosophies in which we can theorise about teaching and learning. This seminar on "Inclusive Martial Arts Coaching" explores the Theory of Shared Cultivation outline by George Jennings (2010) to illustrate how martial arts can operate within inclusive, supportive and community-based pedagogies in which the individual students, the teachers, the school and the art themselves are continually cultivated over time. Using a range of international case studies from practitioner-researchers and experienced instructors based in the UK (Simon Dodd) and Italy (Lorenzo Pedrini), and those with years practising in Japan (Lyn Jehu) and Mexico (George Jennings), we offer empirical and experiential examples of how a theory can be tested and expanded using concepts local to specific pedagogical settings.



Developing a multi-/inter-disciplinary framework to explore coaching practice and coach learning and development using critical realism

Led by: Dr Julian North

With: Bob Muir

In 2017, the seminar stream leader published a research monograph on the development of a multi-/inter-disciplinary framework to explore coaching practice using critical realism (North, 2017). This was a very philosophical/'academic' work that attempted to provide secure foundations for a new approach to researching and exploring coaching practice, effective coaching, and coach learning and development. However, in foregrounding this foundational work, the monograph conceals its very practically focused origins and subsequent application.

This seminar will attempt to do a number of things: (1) show how the development and utilisation of a critical realist approach to sport coaching emerged from a very practical set of problems encountered by the first author in his role of Head of Research at Sports Coach UK (now UK Coaching) in the period 2003 to 2010 (2) highlight the extent of the practical work undertaken using critical realism in sport coaching (3) provide an overview of how critical realism has been used to explore coaching practice through an *embedded relational emergent* approach using a number of case study examples (4) provide an overview of how critical realism has been used underpin an approach to coach learning and development, building on the embedded, relational emergent approach, again using a number of case studies (5) show the links between a critical realist approach, and the evaluation methodology, realist evaluation, which has been used to assess a number of coach development and education interventions (6) offer some concluding remarks about where we are with a critical realist position, and where it might go to.



Concussion in sports coaching and physical education: Issues of attitudes, knowledge and informed consent

Led by: Dr Adam White

With: Dr Rachael Bullingham, John Batten and Professor Eric Anderson

The issue of contact rugby within schools' physical education has garnered widespread media, social and academic attention over the last three-years. The Sport Collision Injury Collective have raised concerns about: (a) The high and serious risk of injury, (b) the lack of training and provision within the school context, (c) contact sport most-often being compulsory, thus lacking informed consent, (d) the lack of attention paid to the rights of the child.

In this seminar, four talks will attend to various issues surrounding the call to ban tackling in schools' physical education, focusing on why contact rugby is a particularly dangerous activity for young people in its current form. First, based upon the data of over 100 primary schools, the progressive player-development pathway that is age grade rugby will be contested given that it is not adhered to in the school environment and that teachers are lacking training in how to deliver age-grade rugby. Second, utilising empirical evidence from c.30 physical education teachers, Dr Rachael Bullingham will argue that PE teachers are lacking both knowledge and training for both rugby and concussion. As such, alternative non-contact codes of the game should be utilised in the secondary PE curriculum. Third, based upon a sample size of 9% of secondary school students, evidence will be presented to show that rugby union is compulsory in most secondary schools, despite being identified as the highest-risk activity delivered in the PE curriculum. As such, Dr Adam White will argue that due to a lack of informed consent that the risks associated with contact rugby is unacceptable for children. Finally, Professor Eric Anderson will argue that as concussion can lead to structural damage to the brain, which is evident through an array of long-term neurodegenerative conditions, sports with high-rates of concussion that do not outline these risks should be categorised as child abuse.



Care in Coaching

Led by: Dr Colum Cronin

With: Dr Fieke Rongen

UK Sport have recently advocated for a more holistic and 'Gold Standard' approach to care in sport (Grey-Thompson, 2017). This call has been precipitated by many high profile examples of abuse in sport across international contexts. Indeed, issues such as bullying, physical, sexual and verbal abuse are all too prevalent (Raakman, et al., 2010). Additionally, researchers are increasingly noticing that many athletes and coaches suffer from poor mental health care (Bentzen, et al., 2015; Gouttebauge, et al., 2017). Accordingly, how organisations care for those involved in sport is an essential topic for anyone working in sport.

Unfortunately, examples of good care are not widely disseminated. Indeed, from a feminist sociological perspective care is often taken for granted and undervalued (Noddings, 2013). This is not to say that coaches do not care. Rather it is posited that when they do, it is rarely explicitly modelled or rewarded in a culture that is often hyper-competitive. For example, many coaches will have supportive conversations with athletes off the field of play in coffee shops, hotels and on transport to games (Cronin & Armour, 2018). These activities are largely hidden from view and thus, we do not have many accounts of how coaches and support staff care for athletes.

Accordingly, as part of this interactive seminar, delegates will be introduced to care theory and a range of case study examples of care in sport coaching. Dr Cronin will utilise examples from athletics and basketball while Dr Rongen will provide evidence from youth football. These examples will be analysed using care theory and will be of interest to both practitioners and researchers. Beyond this, the seminar will also involve delegates by critically questioning how coaches should exercise their duty of care. Specifically, delegates will explore how organisations should manage the tension between *caring for athletes* and *caring about sport performance*. In doing so, delegates will be able to analyse caring practices within their own contexts but also question the relevance of care theory within sport contexts.



Constraints-based methodologies in sports coaching

Led by: Dr Will Roberts

With: Professor Keith Davids, Martyn Rothwell and Daniel Newcombe

The seminar will examine the socio-cultural constraints which dominate existing, traditional forms of life in many high-performance sports organisations. These models often favour early specialisation and many hours spent in low-intensity, deliberate practice regimes which are not inherently enjoyable, nor particularly successful. There have been calls for these outdated systems to be replaced by new models of coaching, teaching and sport science support (Ross, Gupta & Sanders, 2018). The presentations in this stream suggest how implementing contemporary models of athlete development and preparation for performance could benefit from an ecological dynamics theoretical rationale, framed on athlete-environment interactions. In some high-performance sport organisations, this is challenging due to 'system capture', evidenced by the resistance to change in many practitioners, administrators, managers and even associated parents or care-givers (Rothwell, Davids & Stone, 2018).

This collaborative seminar stream begins with Professor Keith Davids outlining key tenets of Ecological Dynamics, the underpinning theoretical foundations for a Constraint-Led Approach. For the last 25 years, a constraints-based framework has helped to inform the way that sport scientists and coaches seek to understand performance, learning design, and the development of expertise and talent in sport. This seminar strand discusses some of the cultural and socio-historical constraints on the process of building learning environments in which a Constraints-Led Approach can be used (Renshaw, Davids, Newcombe & Roberts, 2019). With reflections from Martyn Rothwell on his work on models of coaching and talent development in sport, using Wittgenstein's (1953) concept of *forms of life*, and Danny Newcombe on his doctoral work relating to *Environment Design Principles* (EDP), this seminar brings a body of work together for delegates to explore the CLA in their practice. Will Roberts will contribute by facilitating the seminar strand as well as offering insights into player development in professional football, focussing on the role that a well-designed environment can play in the development and care for young players.



PROMOTIONAL ITEM SPONSORSHIP OPPORTUNITIES:

If you would like to sponsor an individual promotional item for all of the Congress delegates to receive in delegate packs, one piece of your marketing or publicity material will be placed in each conference delegate pack and your logo can be printed on the item with the CRiC logo (subject to supply of your logo artwork in the required file format).

Approximate per unit cost

Key chain £1.50

Highlighter pen £2.50

USB memory stick £3.50

Please note that the final total cost of sponsorship of individual promotional items will be quoted on final delegate numbers.

EXHIBITION SPACE

The exhibition area will be incorporated into the room where conference delegates will meet for breaks and lunches which will ensure regular daily networking opportunities for both delegates and exhibitors. Exhibitors will be provided with a table, tablecloth and two chairs. Exhibitors should supply own display banners/display stands.

Exhibition spaces are available at a cost of £500 + VAT, the fee includes refreshments and lunch for up to two people representing your organisation.

Each staff member that you send will also need to register for the conference as a full Conference Delegate which includes attendance at all sessions, a copy of the programme, e-copy of the book of abstracts, delegate pack. Full details about registering are available at www.worc.ac.uk/cric. You will need to complete one registration for each member of staff that you send.

SPONSORSHIP BOOKING FORM

Your sponsorship/exhibition space booking can be purchased by credit/debit card or invoice request at our online payment page, found here: https://ext-webapp-01.worc.ac.uk/cgi-bin/cric_sponsorship/booking.pl

Please download and read the full Terms and Conditions available on the booking form carefully before submitting your booking.

If you would like further information about these sponsorship and exhibition opportunities at the conference please contact CRIC2019@worc.ac.uk

THANK YOU FOR YOUR INTEREST IN SPONSORING/EXHIBITING AT CRIC2019.



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