

# ENLAND DEVELOPMENT PROGRAMME UPDATE

24.04.10



BRITISH FENCING

# Core Areas

- GROW
- COMMUNITY
- SKILLS
- EVENTS
- TALENT



# GROW - OBJECTIVES

- MORE PEOPLE FENCING
  - Ensure a simple and attractive "garden gate" to fencing for all ages
  - Positive Participation Projects (PPPs) to increase participation



# GROW - OBJECTIVES

- MORE MEMBERS
  - Create a value for money membership offering and a range of membership options to convert participants into members
  - Increase satisfaction to retain members



# GROW - OUTCOMES

- FENCING ACTIVITY LEADER course – ca 950 new Activity Leaders delivering taster sessions.
- MINI FENCING ACTIVITY LEADER course – piloted in Tower Hamlets 20 Activity Leaders trained and delivering a schools outreach programme. Further training organised including up skilling leaders to level 1 coaches.
- CLUBS 4 LIFE – 278 new school mini-fencing clubs to be created, all affiliated to the NGB. Activity Leader Training, Affiliation, membership and equipment for club.
- Introduction to Fencing Award, signposting to further activity from taster sessions, request for 15,000 certificates from Bourne Leisure. Ability to track participation and interest from certificates.
- Governing Body led programmes in H&F focussed on schools development, community programme set up and running on a weekly basis.



# GROW - OUTCOMES

- Working group looking in to membership, initially positive and constructive work carried out. Group to be re-instated in May to complete project.
- A number of research projects carried out to further understanding of drop out and satisfaction scores and potential areas for specific improvements.
- Direct Sampling of 1000 members from the lapsed database across the 4 years of available data. Injury and life changes are the biggest reasons for lapsing memberships. Response rate highest for 1 year lapsed members at approximately 30%. Average response rate 12%.
- Universities group initiated, looking at mechanisms for developing the University Fencing Clubs.



# COMMUNITY - OBJECTIVES

- AN EFFECTIVE DEVELOPMENT NETWORK
  - Establish a progressive pathway to develop skills in young fencers
  - Link our clubs with the community



# COMMUNITY - OBJECTIVES

- QUALITY CLUBS
  - Establish a quality club development programme





# COMMUNITY - OUTCOMES

- Project co-ordinator appointed to develop the national fencing plan.
- Consultant recruited and developing SwordMark for clubs to develop basic operating standards for our clubs.
- Enhanced Support Package developed and 6 clubs have been selected, club support packages to be finalised and agreed with clubs.
- First tranche of London Youth Games funding released, grant to set up teams in borough that currently do not provide teams. B&D, Tower Hamlets, Hackney and Hammersmith and Fulham Focus. Project targeted at one of our clubs obtaining enhanced support.
- Regional Roadshow (NE, SW, EM) improving connections with regions, fact finding, creating links to community sports system and our clubs and regions. (CSP, UNIVERSITIES)



# SKILLS - OBJECTIVES

- AN EFFECTIVE EDUCATION SYSTEM
  - Build an Education Framework
  - Develop a range of opportunities to receive training



# SKILLS - OBJECTIVES

- A QUALITY, ACTIVE WORKFORCE
  - Develop a quality standard and licensing programme for the workforce
  - Develop a Volunteer Programme to recruit, reward and retain volunteers



# SKILLS - OUTCOMES

- Agreed process for developing qualifications with SCUK. Mapping of existing qualifications against QCF criteria.
- Lead Tutor and Tutor Training Programme funding accessed, lead tutor training completed 8 tutors completing.
  - 950 FAL trained since Jan 2009.
  - 20 MFAL trained since Jan 2010.
  - 300 awards achieved since Jan 2009.
  - 300 current registered coaches



# SKILLS - OUTCOMES

- Pilot Level 1-2 course in February managed and co-ordinated by BF/EF partnership.
- 3 centrally managed coach education courses this weekend.
- 4 non governing body initiated courses over the last week
- Approximately 70 coaches taking part in courses since February.
- Academy coach education level 3 course, 12 candidates enrolled.
- Level 1 / 4 referee course developed and piloted with 6 candidates. 2 further courses being piloted by referee tutors.
- YODO delivering a series of courses including piste assistants, referees and armoury courses.
- Conference with 67 people attending at Loughborough.



# EVENTS - OBJECTIVES

- HIGH QUALITY DOMESTIC EVENTS
  - Establish a fencer-centric Competition Framework
  - Deliver core domestic events using best practice and innovation
  - Develop a quality standard and licensing programme for competitions



# EVENTS - OUTCOMES

- Events Assistant Supporting all our events including Academy and Conference.
  - Online Entry System for events.
  - Surveying of members looking at attitudes and experiences of our current competitors (approximately 25% response rate).
  - Schools Competition Framework agreed by DCMS and YST.
  - SwordMark Licensing of events currently not a priority.
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# TALENT OBJECTIVES

- AN EFFECTIVE TALENT SYSTEM
  - Define and communicate clearly the principles of Long Term Athlete Development (LTAD)
  - Build a National Fencing Academy to develop young talent (c.14-20 year olds) across the country
  - Establish a Competitive Development Plan for Academy Athletes





# TALENT OBJECTIVES

- AN EFFECTIVE TALENT SYSTEM
  - Establish a quality standard and licensing programme for camps and competitions
  - Recruit and develop the best talent development coaches
  - Develop the best athlete support possible (SSSM etc)



# TALENT OUTCOMES

- LTAD model defined and agreed by board.
- The National Fencing Plan, Coach Education System and the Academy are being developed to embed principles of LTAD.
- February and March Academy days successful, approximately 120 fencers attended across the two day. Fantastic insights in to the areas of athlete development required.



# TALENT OUTCOMES

- Individual competition plans to be developed with Academy Fencers at the summer programme.
- Strong staffing group recruited for the Academy Programme.
- level 3 course at the National Academy developing coaches embedded in the National Academy. Cross learning opportunities for those leading the athlete development programme to develop.
- Full athlete support package available at February and March programme, screening programme carried out for all athletes. Summer programme will have specialist sports science support services available throughout the programme.



# Satisfaction Survey

- Addison Bonisteel, Internship mini-project.
  - In depth analysis of last years satisfaction survey.
  - Random sampling of membership database to gain further information on three areas:
    - Coaching
    - Officiating
    - Value for Money

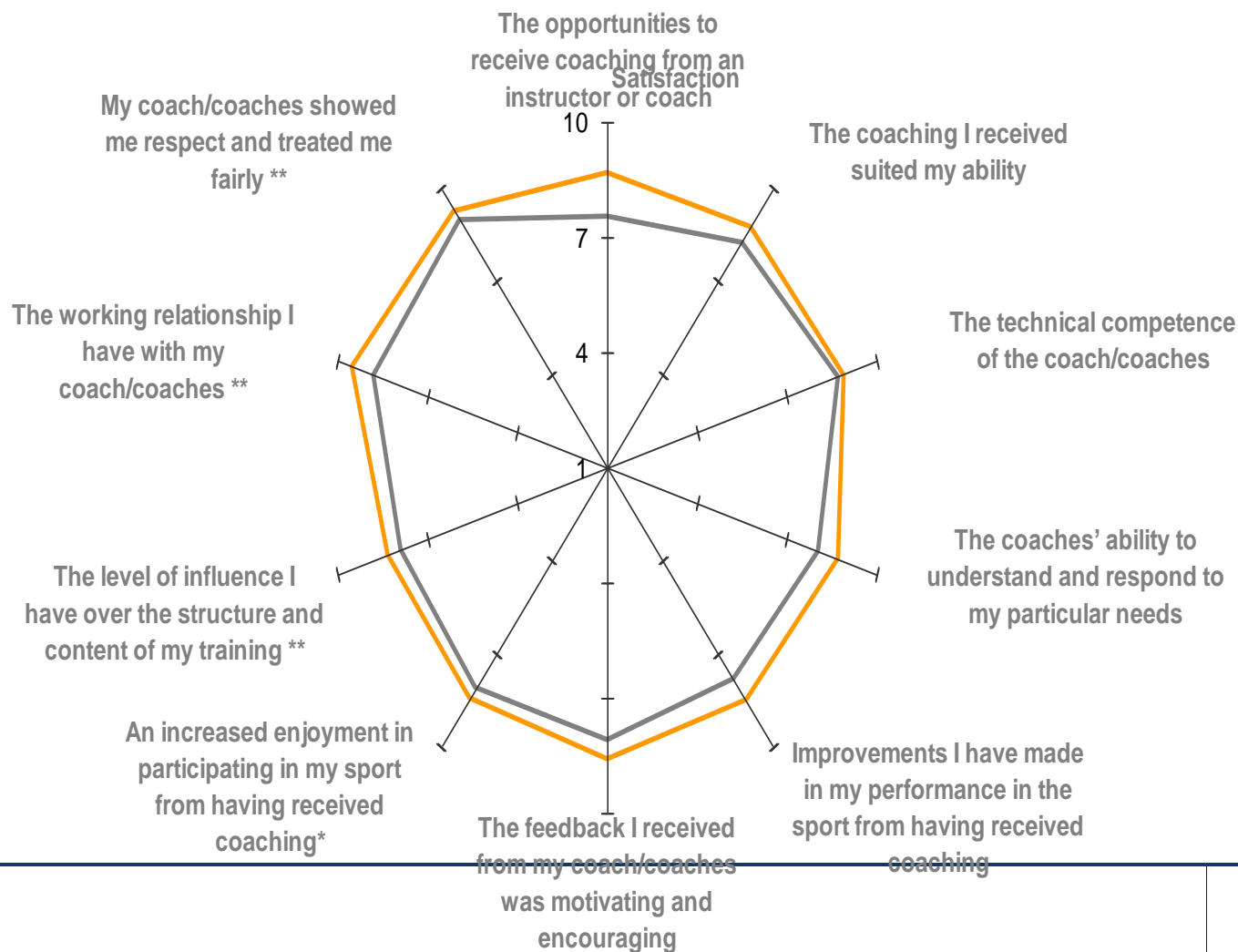


# Importance and satisfaction of domains:

## Coaching

Average importance and satisfaction scores out of 10 for each statement

Importance Satisfaction



Bases exclude 'don't know' responses. \* = participant/club member only question; \*\* talent pool only question



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## What the people said about coaching:

- seems like there is a good movement to improve coaches throughout the UK (from things that they have been reading, newsletter)
  - seems to be a long term project, stay on it
  - work with the FIE to continue development
  - make sure that coaches are continuing education (there is not a large number of high level coaches)
  - more higher level, quality coaches needed to improve the sport, attract more members and general participants
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- in order to grow the sport, individuals have to be motivated, starts with a coach

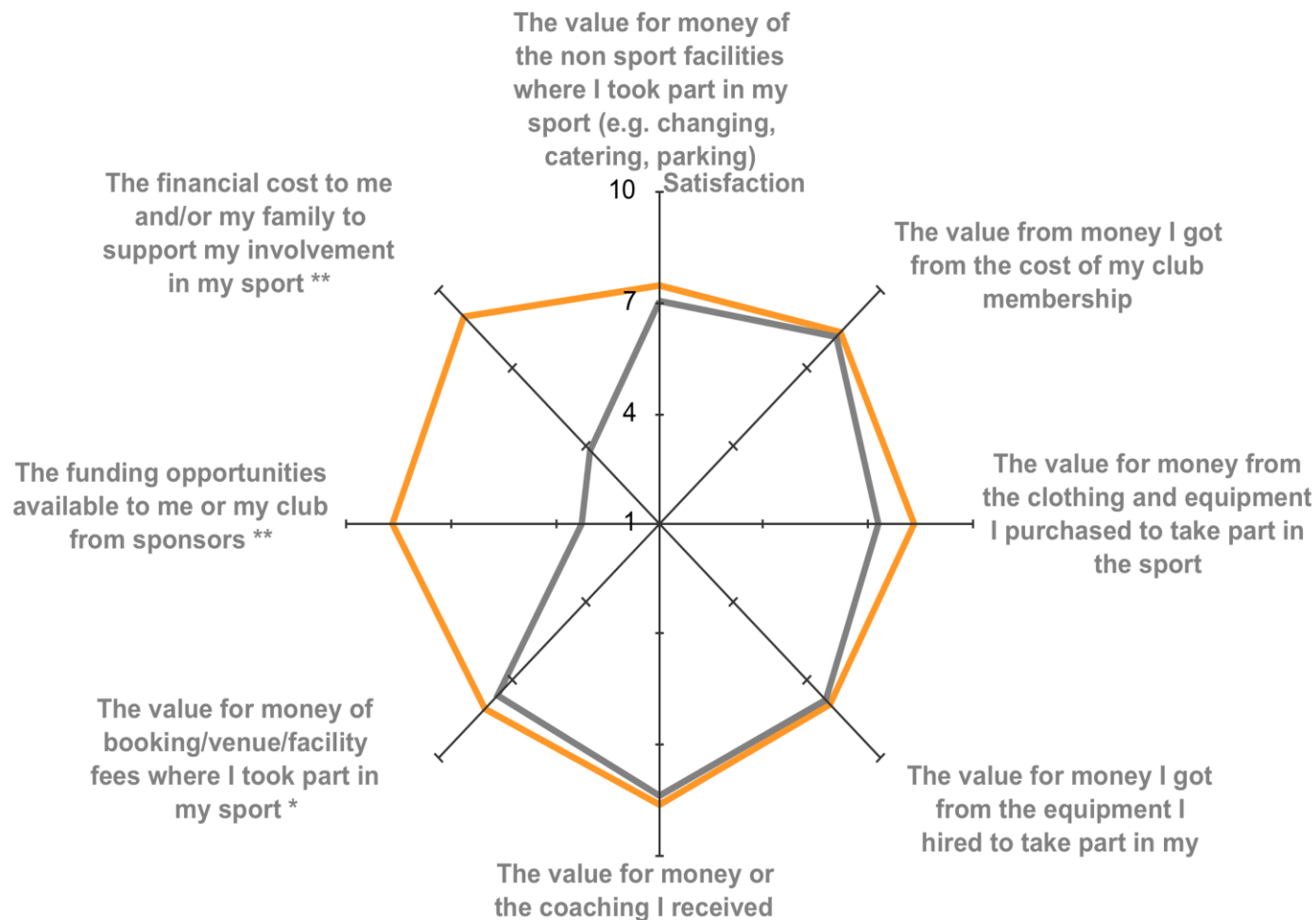
-a number of individuals mentioned Charlie's efforts and programs (Positive feedback)

-people frequently talked about the academy (place where athletes and other participants can build relationships with coaches)

-more academy coaching courses and programs



# Satisfaction Survey (last year)



## What the people said Value for Money

### (Pro's):

- great value, full of information, emails, magazines and newsletters are great, very informative
- it pays to have good administration behind event planning
- insurance is key and most important, worth all the money for membership alone
- not much to be a member of national governing body of a sport
- being a member is fulfilling: social aspect, physical aspect

### What the people said (Con's):

- doesn't use the membership much anymore, thinks the price should be less expensive for retired members or less to just have the opportunity to stay current\*
- British Fencing has no role in running her particular events, bad value to be associated with the brand, only uses it for insurance purposes, would like to use it for more (to develop and promote the sport)
- One event planner said that she sends event information to British Fencing and gets very little in return, little direct communication between members and BF
- No proactive approach for updates
- Pays a membership fee, but volunteers a large portion of time to help develop the sport with events

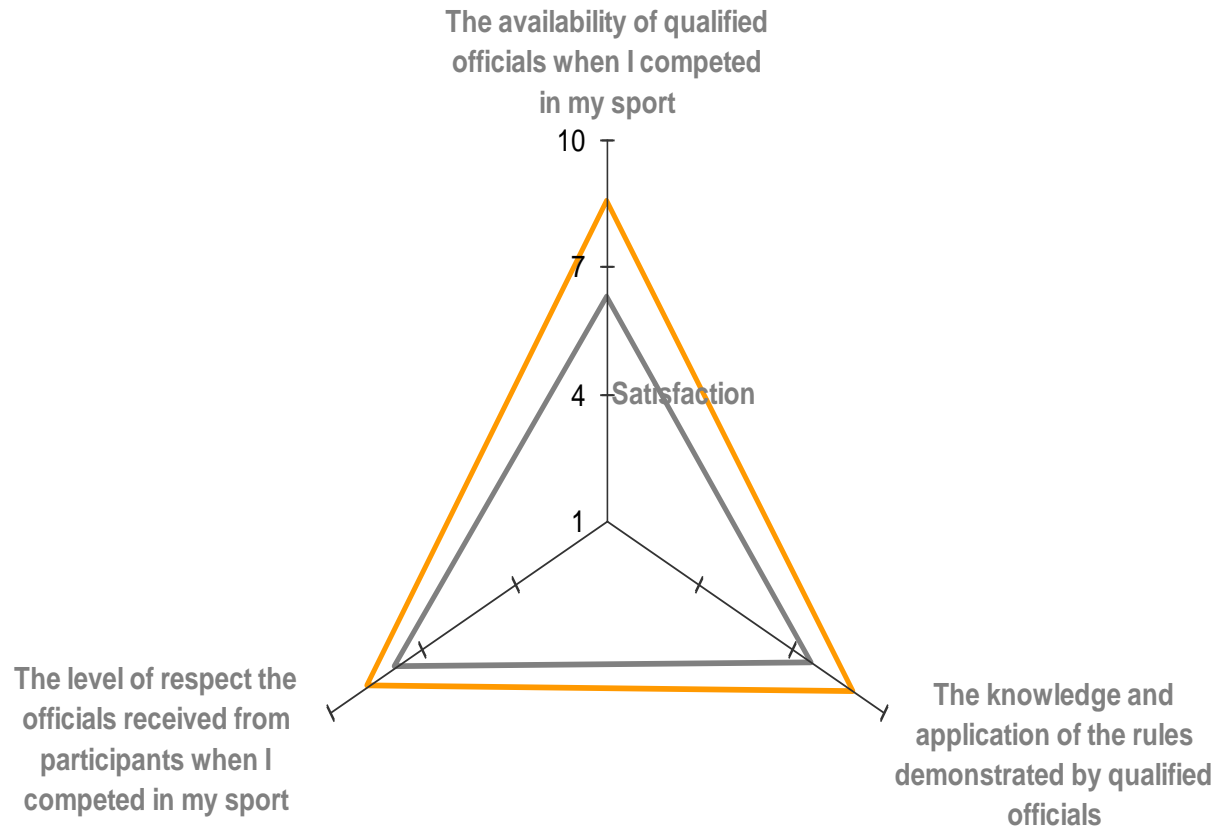




# Importance and satisfaction of domains: Officials

Average importance and satisfaction scores out of 10 for each statement

□ Importance □ Satisfaction



Bases exclude 'don't know' responses. \* = participant/club member only question; \*\* talent pool only question



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## What the people said Refereeing:

- the level of refereeing in this country is extremely low
- clear lack of quality and qualified referees, especially in female competition
- coaching courses have gotten better, need to focus on referee courses and development as well (both should be equal priorities)
- more qualified individuals, everyone held to the same standards
- CONSISTANCY
- bad practices by referees hurt participation in local clubs, leagues and tournaments. They also hurt the development of players because people develop the wrong skills based on the way they are refed.

-There is too much of an impact on competition for untrained officials to determine the outcome

-Officials and referees should have to answer to the governing body, everyone should be registered

-People may associate any official with British Fencing, qualified or not

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-too many volunteer officials that don't know the rules



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