

**BRITISH CANOEING COACHING AND LEADERSHIP STRATEGY GROUP  
(CLSG) No.51  
ON TUESDAY 4 JULY 2023 AT 10.30AM  
IN – PERSON**



**MINUTES**

**In Attendance:**

Ashley Metcalfe ( <b>AM</b> )	Chief Executive
Lee Pooley ( <b>LP</b> )	Director of Coaching and Qualifications
Ed Christian ( <b>EC</b> )	British Canoeing ECLN Representative (BC)
Doug Cooper ( <b>DC</b> )	Scottish Canoe Association (SCA) Representative
Graham Lyon ( <b>GL</b> )	British Canoeing Awarding Body
Robin Gregg ( <b>RG</b> )	Canoe Association of Northern Ireland (CANI) Representative

**Also In Attendance:**

Cassie Woodward ( <b>CW</b> )	Coaching Development and Engagement Admin
Keir Worth ( <b>KW</b> )	Director of Paddlesport
Alistair Dickson ( <b>AD</b> )	Chief Executive Officer for Canoe Wales (CW)

**Apologies:**

Sid Sinfield ( <b>SS</b> )	Performance Coach Developer
Jet Moore ( <b>JM</b> )	Canoe Wales (CW) Representative

**1. Chair's Welcome and Opening Remarks**

Welcome everybody to the first face to face meeting since 2020. Huge thank you for making the effort to get here. We have a full agenda with a focus on future direction. Welcome **AD** who is standing in for **JM** and **KW** who is standing in for **SS**. Chair asks if anyone has any other AOB, no other AOB.

**2. Minutes of the Last Meeting (No50), March 2023**

All accurate

**3. The wider environment - future funding and commercial considerations**

**LP:**

Looking back at the last 4-5 years we've been really clear on our focus and agenda of what we need to do which was informed through consultation. Today is an appropriate period to discuss what could be in our next plan, our focus for the next 4-6 years

An article/publication was sent out (**4**), hopefully creating some thought around the different aspects of learning we should to consider for engagement.

Over the last 5 years we introduced a heavy digital presence, this has led to a significant impact. We now have approximately over **260,000** people who have accessed the Digital Resources, the number

of people who have accessed eLearning's is approximately **110,000**, The number of people who have listened to our podcast so far is approximately **19,000**. The Director of Digital has been developing the new BCAB website so we can again further statistics. There's been huge development in other areas of technology that we have not looked at yet, formal education does have its place but digital learning is growing. It's not about what we prefer anymore but what the generations coming into paddling may prefer.

We need to take into consideration our sustainability policy, considering the costs and cost of living crisis and how all of those may impact.

LP stated that he believes we are at a point where Qualifications and Awards don't need drastic changes. We need to keep them maintained and periodically reviewed, but they don't need an extensive review.

**KW** - Surprised at how much the digital engagement has connected learning to both younger and older people.

**EC** - Be mindful at how much were getting right, do more of a job in recognising how proactive we've been with digital and online learning. A lot of this is happening already, we need to do a better job of promoting and shouting out what a good job we've done. However, the access is not as streamlined as it could be.

**LP** – Need to ensure that members understand the benefits of being a member. We have received feedback and made changes accordingly, it now needs further promotion

**AD** - The learner journey has changed, people are now going to YouTube looking for information.

**DC** - Our current materials are very sports specific so being less sport specific might engage more recreational paddlers.

#### **4. The learning landscape - A paper attached (food for thought) - Gen Z and the future of learning in the metaverse**

**DC** - What I took from the paper is lots of things about current age range moving forward with a more blended learning approach.

**LP** - We can see the benefits of having a group like this for participation. Could it sit within this group or do we remain focused on coaching and leadership and a participation group is formed?

**DC** – Online virtual clubs have the biggest participation in Scotland.

**AD** – We've got to be clear on what problem we want to solve. We can't do everything and cover everything.

**AM** – There has to be an alignment to how this group works and how we increase the participation. We do not have the capacity to do everything, how do we make sure the products are relevant and fit for the future.

**DC**- We need to be smart and strategic with resource development if we're developing, what can we make more generic? If we create technical and tactical resources this could support a wider governing body.

**GL** – The way we can engage is a change of thinking, maybe start with young people and start in a different way. What we're aiming to do is to get more young people into the sport via a digital system. As a governing body we should be trying to promote a general health thing, maybe a qualification, picked up through some form of gaming.

**AM** - We should consider targeting a younger group of coaches/paddlers to see if a different approach would work. See if this is appealing and relevant to a younger audience.

**AM** - A consultation with younger audience will be invaluable.

**RG** - We did that with Irish rugby, it wasn't just a consultation group, they became a voice for the younger people.

## **5. Feedback from our communities**

### **Representatives of the group to share the thoughts from their communities on the next 4-6 years:**

#### **What should we continue doing?**

##### **BC:**

We focused on conversations where we had some great feedback on continuing to maintain industry changes.

- Maintain what we have
- The value of the large-scale consultations
- Increase subject matter stuff
- Webinars and online learnings over winter have been successful and well received.
- Emphasis of diversification in the work force.
- Consulting with young people.

##### **SCA:**

- Maintain current qualification & award structure
- Continue current review process to evolve to meet sports evolution & candidate needs
- Digital library – a future of on-demand immersive learning resources
- Delivery partner scheme – recognised & robust
- Authentic qualification delivery & assessment
- Coach Update/CPD – individualised & flexible
- Safety messaging & delivery

**CANI:**

- CPD days (blended)/ community day and innovative ways
- Development and promoting awards and qualifications
- Continuing to embed the current system
- Build relationships (insurance companies)

- **What should we stop doing?**

**BC:**

- Multiorganisational approach confuses learners.
- BCAB/Delivery Centres – clarity and workflows

**SCA:**

- Making any major changes to qualification & awards names, structure or remit
- Adding any more 'hurdles' to coaching/leadership pathways

**CANI:**

- Pathway changes
- Don't rely too much on digital stuff (blended learning)
- Over burden for providers standardisation process

- **What should we start doing?**

**BC:**

- Start thinking about creating a clear brand strategy.
- Booking experience is poor. Talking about the differing quality, some have email addresses and some have dates outlined.
- Celebrate and promote what is already available
- Manage stakeholder relations.
- Lack of emphasis in technical aspects of coaching, more technical resources for coaches.

**SCA:**

- A more supportive & inclusive learning journey for candidates
- More support & development opportunities for qualified coaches & leaders
- More support & development opportunities for the delivery workforce (tutors/assessors)

**CANI:**

- More brand awareness of what we have. SUP surfing with a paddle thinks there's something there to have on offer
- Ways of engaging with experienced paddlers (technical and tactical).

**6. How can we better support those leading and engaging with paddlesport over the next 4-6 years?**

- Promoting what we do well
- Technical & Tactical – support both the coach and the participant, resource development.
- Support and development for workforce (Coach and Leaders)
- Define professional and voluntary. Need to be careful not to alienate volunteers.
- Widen accessibility of quals, awards & learning (disability, under-represented, low incomes, volunteers, islanders)
- Improved communication to help people navigate their learning journey better
- Get our head around & consider the provision and use of mentors & coach developers (F2F, virtual, formal, informal)
- Better support for the volunteer sector
- Assistant leader/coach options – supporting clubs, providing stepping stones & encouraging learning on the job
- Professional & volunteer membership
  - Increased professional membership fees to align with other N/SGB's
  - Enhanced benefits – grow a community
  - Differentiated registration/course fees for Professional & Voluntary
- Evolve & support our community (cop's)
  - Coaches, Leaders, Guides, Tutors/Assessors, National Trainers Professional, Volunteers etc
  - Face to Face – conferences, symposiums, CPD, social
  - Online & virtual – conferences, CPD, social media & Messaging
  - Coaches, Leaders, Instructors Associations

**LP** - Just the start of these discussions and what this looks like, there's different levels of responsibility we've discussed. A follow up document will be sent out prior to the November 2023 meeting, consolidating items discussed, and a draft plan for the next 4-6 years.

**7. Actions from the meeting**

**8. AOB**

**9. Date of next meeting**

7<sup>th</sup> November 2023 - Virtual, 10.30am – 12.30pm

19<sup>th</sup> March 2024 - Virtual 10.30 – 12.30

2<sup>nd</sup> July 2024 - Face to Face

5<sup>th</sup> November 2024 - Virtual 10.30 – 12.30