Associations and Accreditations

- The ASA
- British Fencing
- England Rugby
- RFL
- Rounders England
- UKA
Contents

3. Introduction to ABC Sports Coaching
4. Sports coaching programme and event organisation
6. Prices and package
7. Testimonials
8. Contact details

Introduction to ABC Sports Coaching

Using ABC Sports Coaching can:

- Meet your school's learning and educational outcomes
- Conform to legislation for health, safety and risk assessment
- Develop skills and individual talent
- Improve behaviour and discipline
- Be fun, safe and educational

ABC Sports Coaching aims to support the delivery of PE in primary schools to a high standard offering the children a range of sport and activities.

The sole focus of the company is to improve children's physical literacy through Multi-skill delivery focusing on FUNdamentals of Movement, FUNdamental movement skills and FUNdamental sport skills.

- FUNdamentals of Movement (FoM) Focus on the introduction and development of agility, balance and co-ordination as the building blocks for future complex skills.
- FUNdamental movement skills (FMS) Combine FoM to develop more complex actions, such as running, jumping, travelling, throwing, catching, striking and fielding skills.
- FUNdamental sport skills (FSS) Include game-based concepts such as invasion, net and wall, striking and fielding skills.

I provide a bespoke service tailored to your school needs in regards to the children’s learning. I am professionally qualified with coaching badges and a certified member of national governing bodies from a wide range of sporting organisations. I offer fun, challenging but safe activities which are taught by myself whom has over 10 years’ experience of coaching sport at various levels. I am an experienced coach who is familiar with the current National Curriculum of PE set out by the government. I offer a mixture of school sports coaching and club sport coaching, these can be ran during school lesson times, or at set times such as before school, lunchtime and afterschool.

I believe I can inspire children to learn and further develop their individual movement and skill capability through sport. Success is gained from maximum involvement along with structured educational lessons by means of excellent coaching.

This booklet outlines the services that ABC Sports Coaching provide and what I can offer your school.

Multi-skill delivery: FoM + FMS + FSS = Physical Literacy

Fun Specific Skills
rugby, football, tennis, cricket etc.
Sports coaching programme and event organisation

“The critical, fundamental phase is often overlooked by coaches, teachers and parents who focus on competition and winning rather than the acquisition of basic skills and fitness.” Balyi, 2001

The Company Aim

Company Aim is to support the delivery of PE in primary schools to a high standard offering the children a range of sport and activities. The sole focus of the company is to improve children’s physical literacy through FUNdamentals of Movement, FUNdamental movement skills and FUNdamental sport skills.

The FUNdamental stage in the long-term athlete development (LTAD) model is key and young participants experience during this phase often shapes their perceptions of sport, enjoyment of it and desire to be involved at this time and in the future. Some participants may want nothing more from physical education than an opportunity to socialise and stay healthy. Other individuals may gain real benefits and satisfaction from competing at school, club, county or national level. Whichever path the individual takes, the benefits of a good grounding in the FUNdamental stage cannot be disregarded.

Physical Literacy

Physical Literacy is the foundation of sports participation in early life. It describes children’s ability in the full range of FUNdamentals of Movement, FUNdamental movement skills and FUNdamental sport skills. These are the building blocks for the acquisition and development of more specific sport and life skills. In the context of a child’s LTAD, physical literacy also implies mastery of FUNdamental sport specific skills, attributes required for sports such as rugby, netball, tennis, cricket, etc.

Catching is a FUNdamental skill

If a child is unable to catch they are unable to participate successfully in a number of sports. If a child is unable to catch they are unable to participate successfully in a number of sports. Physical Literacy is the foundation of sports participation in early life, it describes children’s ability in the full range of FUNdamentals of Movement, FUNdamental movement skills and FUNdamental sport skills. These are the building blocks for the acquisition and development of more specific sport and life skills. In the context of a child’s LTAD, physical literacy also implies mastery of FUNdamental sport specific skills, attributes required for sports such as rugby, netball, tennis, cricket, etc.

Satisfaction from competing at school, club, county or national level. Whichever path the individual takes, the benefits of a good grounding in the FUNdamental stage cannot be disregarded.

Sports Coaching

ABC Sports Coaching can offer a variety of sports to deliver in schools to gain the specific outcomes and educational needs that your school require. These sessions will be fun, challenging, educational and safe also allowing the children to gain awareness and understanding of different activities or sports, and to understand the principles when partaking in sport either as an individual or team.

I will bring fresh stimulating ideas to help the children not only enhance their physical development but mentally too, using games that allow competition against one another and as an individual or team, games with mathematical problem solving involved. Also with an emphasis on teamwork and fairness leading the children onto character building. Consequently helping the children to achieve their own potential as an individual in other aspects for further on in their life.

I can point a child into the direction of a local sports club should the teacher, parent or child request to do so, possibly having sampled it through ABC Sport Coaching. There is a multitude of clubs all offering a wide range of activities for both boys and girls across a range of ages.

Sports Event Organisation:

I am experienced in organising and running sports events and school festivals such as a KS1 and KS2 sports days. Therefore ABC Sports Coaching are able to plan events that your school may want such as a sports tournament involving various other primary schools or an inter school tournament involving different classes within a year group.

These sessions can include Football, Boccia, Tennis, Gymnastics, Athletics, Rugby, Rounders, Basketball, Fencing, Swimming, Hockey, Archery and Multi-Skills.

The sessions can include Football, Boccia, Tennis, Gymnastics, Athletics, Rugby, Rounders, Basketball, Fencing, Swimming, Hockey, Archery and Multi-Skills.

These events provide:
- Event programme organisation
- Health and safety precautions
- Extra staffing if required

I can also provide specific sport coaching leading up to the event should your school require any extra teaching.

ABC Sports Coaching are able to access secondary school and university facilities giving the children the opportunity to experience an environment of greater stature that will lead into their future.

Sports Event Pricing

ABC Sports Coaching pricing is specific to each event it provides and can be tailored to the school’s needs. I consider facility hire, staffing, planning and delivery of an event experience an environment of greater stature that will lead into their future.

Continued Personal Development (CPD)

I am continually updating my skills through courses to enhance my knowledge and understanding of sport and teaching, along with going on courses to deliver other sports that I feel are relevant to teach in PE.

In addition to this I keep up to date records/certificates such as insurance, DBS checks, first aid and safe guarding children.

All qualifications and CPD records will be provided to schools when an employment is in place. These can then be kept on record at the school.
Prices and package
(Termly or Annually)

Below is the pricing structure for all services that ABC Sports Coaching provide.

<table>
<thead>
<tr>
<th>HOUR</th>
<th>HALF DAY</th>
<th>FULL DAY</th>
<th>HOURLY RATE</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 hour</td>
<td></td>
<td></td>
<td>£35</td>
<td>£35</td>
</tr>
<tr>
<td>3 hours</td>
<td></td>
<td></td>
<td>£25</td>
<td>£75</td>
</tr>
<tr>
<td>6 hours</td>
<td></td>
<td></td>
<td>£20</td>
<td>£120</td>
</tr>
</tbody>
</table>

Half days will either be a whole morning or afternoon session (9am-12noon or 12noon-3pm).

Inclusive to a full day booking is a Sports Coaching club for free, the sport and time of this club can be at the school’s discretion.

Discounts
A 10% discount will apply for schools who sign up for the whole year.

ABC Sports Coaching can also create block bookings during the autumn (13 weeks), spring (10 weeks), and summer (13 weeks) terms.

- Individual pupil performance for each attended course based on the National Curriculum of PE guidelines.
- Individual certificates from ABC Sports Coaching on completion of a course.
- Lessons are taught to the high requirements of Ofsted.

Please do not hesitate to get in contact for more information, and a FREE TASTER SESSION for your school.

Testimonials

While working at St Cuthbert’s primary school we had Jonothan Mason in our school working with the children. Mr. Mason was always on time and very professional. When working with the children in the school Mr. Mason was enthusiastic, energetic and fun. He enthused the children, which all enjoyed and looked forward to his sessions. Mr. Mason made all his sessions appropriate to the learning of the children and was very flexible and easy to talk to. Having worked with Mr. Mason and listening to the feedback from the children I would definitely recommend him to any school.

St. Cuthbert’s Catholic Primary School
D. Gaskell
Former PE coordinator
St. Cuthbert’s Catholic Primary School
Victoria Road, Carlisle, CA1 2UE

Jonny has worked with our school for the last 3 years with Reception through to Key Stage 2 children. He always delivers well planned lessons with clear learning objectives. He has quickly developed a good relationship with the children, enabling him to deliver progressive lessons. Our children enjoy working with Jonny because he is very knowledgeable in all areas of school sport and PE, he is also able to make the lessons fun and productive. He is enthusiastic, reliable and dedicated to promoting PE and sport in the primary curriculum.

Jonny has worked with my company coaching children on the football camps I run. He is confident, enthusiastic and interacts well with the children and other coaches. He is able to organise structural practices for varied age groups and deliver them to a high standard yet keep them enjoyable for the children. He has experience working with a range of children from 4 to 12. He is able to build relationships with the children he is working with. He is a great coach with a outgoing personality and I would be happy to have him working alongside me in the future.

Feet 4 Football
David Ballantyne
Owner and Head Coach
E: david.ballantyne@feet4football.co.uk
T: 07742 865476

Jonny is a dedicated, energetic, positive sports coach. He has experience in the sporting field from his various coaching positions he has undertaken over the years with us. He has worked in many environments including schools, local community projects and recreational play. He has gained qualifications through past job roles and his own development. This has and will help increase his knowledge and understanding of sports delivery. Also working hard and dedicating additional time to existing and new sports plans implemented by government initiatives will support any new job role he under-takes.

Cumbria SPAAF
Michael Barnes
School Sport Co-ordinator
E: michael.barnes@cumbrianspaaf.com
T: 07813 151798

Annual Service Level Agreements to be signed by school and ABC Sports Coaching.
The company aim is to support the delivery of PE in primary schools to a high standard offering the children a range of sport and activities. The sole focus of the company is to improve children’s physical literacy through Multi-skill delivery focusing on; FUNdamentals of Movement, FUNdamental movement skills and FUNdamental sport skills. I believe that the education of these key FUNdamentals through sport create the building blocks to a happy, active and healthy lifestyle of a child. This maximises their opportunity in sport in the long term in some capacity whether that be socially with friends, academically in PE or even professionally.

I have worked in the sports and leisure industry for over 10 years and been involved with sport in a variety of ways for instance working on multi-sport camps and as a sports coach shadowing and leading activities for different sporting companies. I hold a range of sporting qualifications varying from the traditional football, rugby and athletics to the unfamiliar boccia, archery and fencing.

I left UOC in 2007 having gained a foundation degree in sports coaching to take up a post at a local secondary school as a PE assistant. This threw me into the job of teaching sports first hand with some challenging but exciting opportunities and working with the Head of PE in planning and delivering secondary level PE to children aged 12-16 in a range of sports off the PE curriculum.

I then moved on to work for sports coaching companies within the area going into schools and delivering sports also working on multi-sport camps, youth clubs and social events. After doing this for a number of years and gaining valuable experience not only as a coach but as an assistant manager too seeing the business side of how it’s all ran, I realised I wanted to complete my degree and begin to set up my own sports coaching company to deliver better, more suitable physical education in schools at primary level to benefit the children long-term.

I am now currently meeting Head Teachers and P.E. Co-ordinators within the Carlisle & Cumbria district to discuss my business plan and how it can impact on primary schools. If you require any further information please do not hesitate to get in touch.