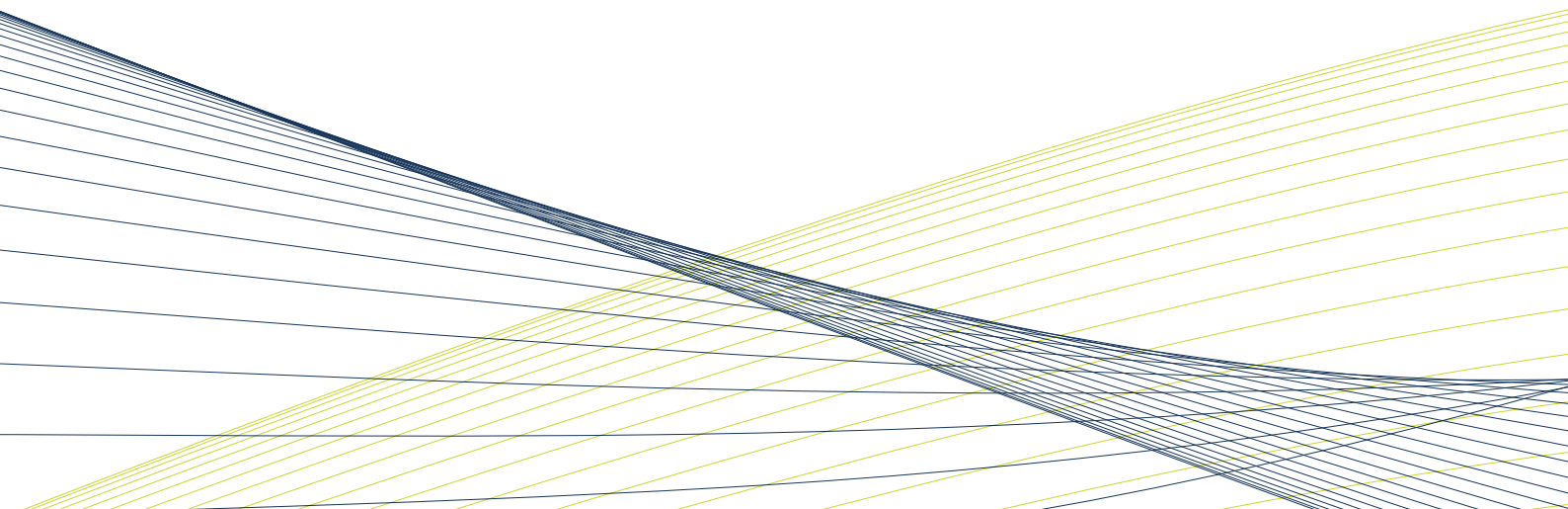




Performance Coach Development Programme Clubs 2025

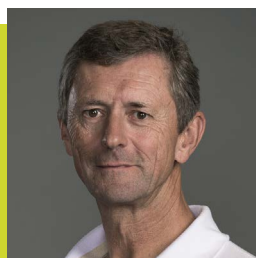


Introduction

The **Performance Coach Development Programme for Clubs (PCDP)** is British Rowing's commitment to support the development of performance within a club.

The purpose of the programme is to look at the performance structure within a club as a whole as well as supporting the individuals coaching within it. The aim is to help the club develop their performance athletes and coaches, and to progress through the pathways at National, U19/23, or Senior levels. We are eager to work closely with clubs and coaching teams to bring about greater impact and long-term sustainability.

Key people



Robin Williams MBE

Robin has over 30 years of wide ranging coaching experience including 11 years at Cambridge University, four years with the men's lightweight squad and six years with the women's heavyweight squad including lead coach for the Glover/Stanning W2- at the 2012 and 2016 Olympic Games.



Peter Sheppard

Head Coach - Olympic Pathways

Under Peter's guidance GB's young rowers have performed consistently on the international stage and provide a significant contribution to the senior team, with a number of rowers aiming to compete at the Olympic Games having developed through the Junior and U23 pathway.



Doug MacDonald

Coach Developer - Olympic Pathway

Doug has worked widely across the UK High Performance system as a performance coach developer, supporting coaches from grassroots all the way through to current Olympic head coaches. Doug works within the Olympic Pathway team, leading on coach development support to British Rowing's Olympic Pathway coaches.

Performance Coach Development Programme for Clubs

Clubs will receive the following...

- A launch day get-together to meet and create the year plan.
- An initial one day workshop with all coaches and stakeholders involved for each club.
- Feedback on how your team works, the structure and systems in place and the environment created.
- Support and observation three times in the season for up to four coaches identified in the club programme.
- Connections with the other clubs on the PCDP for Clubs.
- Connections with other more established High Performance Academies to develop best practice.
- Observations of how your team works at a major regatta or head.
- The opportunity for expert advice from the GBRT support team around physiology and programming, strength and conditioning and biomechanics.
- A final review at the end of the 12 months.

Commitment to the programme

The club will need to demonstrate and take responsibility for:

1. A desire and a can-do attitude for change and a vision for what their Club Performance Programme would look like in three years' time. To be inquisitive to address performance gaps to support and develop performance athletes and coaches to perform at U19/U23 trials. Have some aspirational performance targets and understand what their proposed legacy for sustainability is.
2. Knowing what questions they need answering to affect change, such as:
 - a. What structure and systems do they need to change?
 - b. Do they need to look at their recruitment strategy?
 - c. Have they got the finances in place to make it happen?
3. Having the ability to look at their club pathway and challenge how all coaches and stakeholders will support any proposed change and work more cohesively with succession planning.

4. Having a willingness to support both male and female athletes to embrace the key elements of performance in a club programme, outlined below:
 - a. Environment and culture
 - b. Application of a good training programme
 - c. Evidence of a good technical model across the club
 - d. Evidence of the coaching team interacting well together and alongside the club management to deliver the club's performance strategy.
 - e. Evidence of a performance pathway through the club.
5. Being prepared at regular intervals to feedback on what they have changed to move their programme on to generate more performance athletes.



Application process and costs

How to apply

To apply for this programme please complete the [British Rowing Performance Coach Development Programme for Clubs application form](#).

The programme will run for 12 months starting in November 2025.

Clubs are invited to make an application and the submissions will be assessed by a panel from which a maximum of three clubs will be invited to join the programme. If you are considering applying, but want to learn more about the programme and if it is suitable for your club, then please contact Learning, Education and Development at education@britishrowing.org

Applications close at midnight on Sunday, 12 October 2025.

Programme costs

Each successful club will be asked to pay £1,200 per year to support the delivery by experts in performance rowing and coach development.

Programme

Date	Content
early November 2025	<ul style="list-style-type: none">• Launch day (venue TBC) with welcome and introduction detailing programme content.
November - December 2025	<ul style="list-style-type: none">• Workshop (what makes a successful club, typical training loads/content, coaching approach, technical model)• Visit to the GB Rowing Team National Training Centre at Caversham to observe elite athletes, coaches and support staff.
November 2025 - April 2026	<ul style="list-style-type: none">• First/second/third club visits• One/two online discussions
April - June 2026	<ul style="list-style-type: none">• Competition phase and regatta meet-up
September 2026	<ul style="list-style-type: none">• Day to reflect and review on the last 12 months

Copyright © British Rowing Limited 2025

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of British Rowing.

Thank you to all those who provided photos and contributions to support the Performance Coach Development Programme for Clubs: James Andrews, Rachel Hooper, Gerard Brown, John Stead, Robin Williams, Peter Sheppard, Doug MacDonald, Sarah Harris, Shelley McKay

