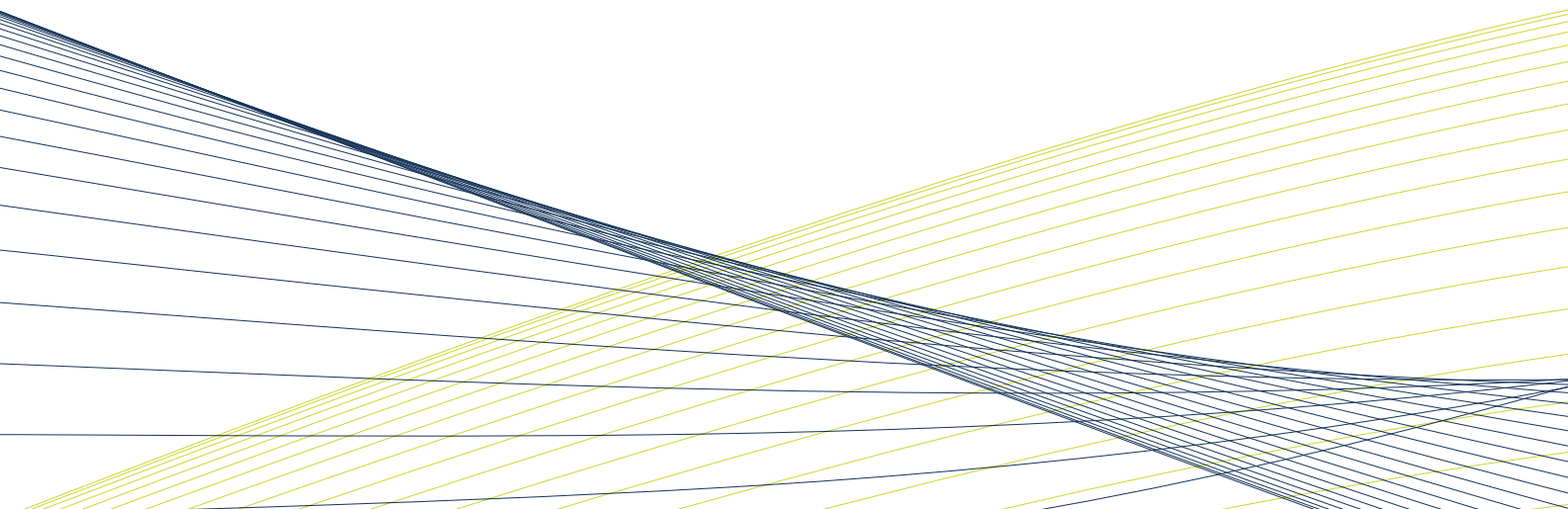


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Performance Coach Development Programme Individuals 2025



Introduction

The **Performance Coach Development Programme for Individuals (PCDP)** will bring together up to eight ambitious coaches from around the pathway network. The programme is a unique opportunity for a cohort of coaches to be supported in fulfilling their potential to develop as performance coaches, capable of progressing athletes to perform on the world stage.

The programme has been designed by experienced high performance coaches who have worked in rowing at international level and are committed to supporting coaches to be at their very best. Throughout the programme coaches will have the opportunity to work with others from a range of environments. Coaches will be challenged and supported by coaching mentors to interpret what they learn and apply it in their own coaching environment.

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.

The Performance Coach

Performance coaches are visionary and knowledgeable decision-makers who display exceptional skills, behaviours and the highest professional and ethical standards.

They advance the development of themselves and others, lead cutting-edge programmes or a specialist part of an existing programme, and make a positive impact on sport performance and behaviour.

The programme is aimed at coaches who are...

- Motivated to develop performance athletes at any stage of the pathway.
- Committed and excited to learn, reflect and invest in development.
- Championed by their clubs in their development.

For coaches to be successful at this level, they need to...

- Develop as highly motivated, active learners.
- Be able to work autonomously and manage their own learning process.
- Take responsibility for identifying their own learning needs and aspirations.

Clubs will...

- Engage with a network of other aspiring performance coaches.
- Conduct visits to different coaching environments.
- Attend specific coaching sessions facilitating practical application.
- Progress their development plan.
- Be provided with individualised support.

Commitment to the programme

The programme runs over one year commencing in November and concluding with a final panel discussion at the end of the 12-month period.

The programme consists of face-to-face days and online discussions along with three field-based visits in your coaching environment. Access to further development opportunities and resources, with group follow-up are included.

In addition to these days, the programme will provide individual one-to-one support.

The main activity for the programme is over the winter months so it should fit in comfortably with your daily work.

The Performance Coach Development Programme includes the following elements:

A reflective log to record the impact of personal development on your coaching practice.

Field-based visits from one of the key coach developers from the programme to observe you during a coaching session.

Final professional discussion to share your personal learning over the course of the programme with programme leads with a 30-minute presentation, followed by a discussion.

Mentoring by someone to provide technical sport guidance, discuss coaching and share ideas, thoughts and challenges with.



Application process and costs

How to apply

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

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

Coaches are invited to make an application and the submissions will be assessed by a panel. If you are considering applying, but want to learn more about the programme and if it is suitable for you, then please contact Learning, Education and Development at education@britishrowing.org

Applications close at midnight on Sunday, 12 October 2025.

Programme costs

The cost to each coach is £250.00.

Programme

Date	Content
11 November 2025	<ul style="list-style-type: none">• Launch day (venue TBC) with welcome and introduction detailing programme content.
November - January 2025	<ul style="list-style-type: none">• Club visit 1
November 2025 - February 2026	<ul style="list-style-type: none">• Caversham visit
December 2025	<ul style="list-style-type: none">• Webinar 1
January - March 2026	<ul style="list-style-type: none">• Performance club visit or event
January - March 2026	<ul style="list-style-type: none">• Club visit 2
February 2026	<ul style="list-style-type: none">• Webinar 2
March - April/May 2026	<ul style="list-style-type: none">• Club visit 3
May 2026	<ul style="list-style-type: none">• Webinar 3
May - June 2026	<ul style="list-style-type: none">• Regatta meet-up
September 2026	<ul style="list-style-type: none">• Day to reflect and review on the last 12 months

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