

Scottish Swimming Coaching Qualifications Invitation to Tender/Expression of Interest

Introduction

Scottish Swimming is the Governing Body for Swimming, Diving, High Diving, Masters Swimming, Open Water Swimming, Synchronised Swimming and Water Polo. Swimming is a sport for everyone and we are committed to developing the sport in an inclusive, equitable and fair way.

Our Vision is simple and clear: **Everyone can Swim!** Our Mission is to inspire our members and partners in the development of aquatics, providing leadership and expert support, resulting in more people taking part and reaching their full potential.

Our Strategic Objectives are:

- To increase the number of people of all ages and abilities participating in swimming for health, fitness and fun
- To support and develop stronger, sustainable clubs that will provide increased and quality opportunities for people to participate at all level
- To enhance the aquatic pathway, ensuring high performance results through effective athlete development and quality coaching

For further information on Scottish Swimming, please view a copy of the [Corporate Plan \(2015-2021\)](#) on the Scottish Swimming website.

Background

Coaching is central to developing, sustaining and increasing participation in aquatic activities. It drives better performances and increased success across sport as well as supporting key social and economic objectives throughout Scotland. At all levels of Scottish Swimming, coaches guide improvements in a range of areas (technical, tactical, physical, mental, lifestyle skills), overall contributing to personal and social development. Coaching continues to play a pivotal role in our organisation.

Scottish Swimming adopted the United Kingdom Coaching Certificates (UKCC) in 2007 for both teaching and coaching aquatics. In 2019, a new Scottish Swimming Teaching Qualification replaced the previous UKCC Level 1 and 2 teaching swimming awards. The SSTQ is embedded within a '10-20-70' training model¹ and is supported by a suite of CPDs, mentoring and 'learning at work' experiences. We are keen to see this approach widely replicated within coach education, development and steps are already being taken to achieve this e.g. with the introduction of 'TANDEM', a programme that develops coaches and coach developers simultaneously. We have also reintroduced a number of online self-directed modules that focus on generic 'how-to' elements of teaching and coaching. These modules are housed on a new Virtual Learning Environment, "Brightspace" that has been secured for use across the whole sports sector by **sportscotland**. Our ambition is to house our new coaching qualifications on this platform.

We continue to offer the following coaching qualifications under the, now retired, UKCC framework:

- Level 1, Level 2 and Level 3 Coaching Swimming
- Level 1 and Level 2 Coaching Diving
- Level 1 and Level 2 Coaching Water Polo
- Level 1 and Level 2 Coaching Synchronised Swimming

Typically, we train 125 Level 1 Coaches, 60 Level 2 Coaches and 15 Level 3 Coaches per annum across all disciplines.

¹ <https://www.growthengineering.co.uk/70-20-10-model/>

A consultation exercise involving coaches was completed in 2019 focusing on the content and accessibility of UKCC qualifications and the current needs of the industry. The main conclusions of this consultation are as follows:

1. UKCC Level 1 sufficiently prepares coaches with prior poolside-helping experience to go into an assistant or lane coach role. Feedback also indicated that the certification process lacks the appropriate focus on the technical knowledge required to support swimmers at the beginning of a club pathway. Due to the needs of the industry, Level 1 coaches are often finding themselves in situations they are technically unqualified to lead and therefore feel unprepared to coach at the required standard. It was felt therefore, that a swim teaching/coaching hybrid qualification would be useful for coaches at this level, as swimmers at the 'Club Ready' level often require teaching points to refine their technique.
2. Coaches felt that some content in the Level 2 qualification should be rationalised. Some updates to qualification content are required to better support the development of coaches in the domain in they coach.
3. All coaches placed significant value on the opportunity to gain practical experience whilst actively learning. Similar to the SSTQ, structured breaks that allow coaches to put learning into practice and reflect on their experiences throughout the qualification would be welcomed. Continuous practical assessment should therefore replace final written exams.
4. Coaches highlighted logistical and financial challenges related to attending courses and accessing additional development opportunities as a challenge. For many, it can be difficult to attend each course date when spread across different days and times. The delivery of current coaching qualifications was considered outdated, with the benefit of blended learning highlighted as a positive alternative. Flexibility that allows coaches to attend different courses to complete modules and delivering some content online may be a solution.

Furthermore, we are currently developing The Scottish Swimming Teaching & Coaching Framework (SSTCF). The approach of the SSTCF is to deliver a clear and focused outcome: a development system for Scottish Swimming coaches that will significantly upskill practitioners and lead to a sustainable, coherent framework across the sport. A strategic action for Coach Education has been identified within this framework to “*establish a new, fit-for-purpose qualification structure*”. Please refer to the Scottish Swimming Teaching & Coaching Framework (SSTCF) 2-4-8 Year Plan that accompanies this brief for further detail.

Finally, **sportscotland** has also undertaken a recent review of UKCC. UKCC has ceased to exist as of March 2020 and consequently **sportscotland** has also embarked on the development of a new “generic” coaching framework for Scotland.

Tender/Expression of Interest

Scottish Swimming will lead on the production of a new Coaching Qualifications system. We are seeking Tenders/Expressions of Interest from consultant(s) to assist us to “*establish a new, fit-for-purpose qualification structure*”. We welcome a collaborative approach whereby a mix of current learning and development expertise along with specific swimming technical knowledge can be brought together. Please provide details of the qualifications and experience of those who will be involved on working on this project as part of your proposal.

Aim and Objectives for the Consultant(s):

1. Appraise the proposed qualification structure to meet the demands of the industry across all disciplines and domains, supporting the development of coaches within the over-arching context of the Scottish Swimming Coaching Framework. Working with Scottish Swimming to produce a qualification system supporting modern day learning methods and delivery.

A proposed action plan with timelines to deliver the aim above and the following objectives:

- a. Review the proposed new qualification structure.
- b. Create a set of learning outcomes, syllabus for the new qualification/s as above, including a modern delivery approach that suit the learner, industry, organiser and governing body needs
- c. Liaise, and consult with external bodies or partners with specialist expertise when required
- d. Recommend a training plan to upskill the Aquatic Educator workforce to deliver the new qualifications

Timescale

The procurement timetable is shown below and may be subject to change.

Milestone	Responsibility	Completion Date
Invitation to Tender issued	Scottish Swimming	19 th November 2020
Submission of Proposals/Expressions of Interest	Tenderer	7 th December 2020
Outcome of evaluation exercise	Scottish Swimming	11 th December 2020
Presentations (if required after evaluation exercise)	Tenderer	18 th December 2020
Appoint contractor	Scottish Swimming	8 th January 2021
Effective Date of Service Commencement	Scottish Swimming	18 th January 2021
Conclusion of actions	Tenderer	5 th March 2021



Submissions of Tender

Proposals must be submitted electronically to education@scottishswimming.com by **17:00 on Monday 7th December**. Proposals must be received for submission before the date and time specified as being the latest time and date for the receipt of tenders. Scottish Swimming reserves the right not to proceed to evaluate any proposal received by Scottish Swimming past this deadline.

Tenderers should note that the person submitting the Proposal to Scottish Swimming is solely responsible for that Proposal being received.

Following receipt of the Tender/expressions of interest, Scottish Swimming will invite no more than three (3) Consultants to present a detailed proposal. Those invited to submit a proposal will be informed of this decision by **1600 hours on Friday 11th December 2020**, or as soon as possible thereafter.

Late Proposals or unsolicited amendments will not be considered.

Please send all information and related documents in digital format.

Scottish Swimming will be happy to clarify or discuss any issues arising from the brief in advance of the submission date. Where such discussions result in additional information or clarification being provided to a potential tenderer, all Consultants will be provided with the same information. However, any discussion of proposed approaches to the brief will remain confidential between Scottish Swimming and the individual consultancy.

Unless there is an unexpected delay Scottish Swimming will seek to advise all tenderers of the decision by **1700 hours on Friday 8th January 2021**. Subject to the successful Consultant's availability, a briefing online meeting will be held on **Monday 11th January 2021**. The contract will be prepared immediately thereafter.

Costs

Please provide indicative costings as part of your proposal. Please note all costs or expenses incurred in the preparation of any proposal must be borne by the tenderer.

Questions?

If you wish further clarification or additional information you can contact Elaine Murdoch (People Development Officer) on 07801 578966 or e.murdoch@scottishswimming.com