



# NEWSLETTER

**Specialists in Athlete  
Development**

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**Welcome** to the March 2011 newsletter. The aim of our newsletter is to not only keep people informed of recent developments at Movement Dynamics UK, but to continue to provide information to those individuals responsible for the 'practical' implementation of Athlete Development.

## **Football Matters**

**I continue to visit more and more professional Football Clubs in the Premier League and Championship. The most difficult issue for them all is the frequency of games. Add to this the mechanical demands of the game and it is clear that some assumptions have to be questioned. With many Managers only having 'one experience 1000 times' due to their background of being a player there is the inevitable trap waiting for them as they apply what they used to do into the 21<sup>st</sup> century game. The advent of a multi-disciplined approach to high performance means that a different style and process may have to be considered.**

## **Aston Villa Visit**

**I was honoured to be able to visit with the sports medical staff at Aston Villa in January. Led by Dr Mark Waller the crew were keen to brainstorm about injury reduction strategies.**

**With all such operations the key is to start the interventions as early as possible in the player's development. Good habits; good movement; balanced training are central to any injury reduction strategy.**

## **More Primary School Developments.**

**Although the 5in5 resources are yet to be completed we are conducting several 'pilot' projects at Primary School level. The intention is to run a number of interventions with these age-groups in an attempt to assemble data. The process will be one of assessment followed by movement interventions. The Physical Competence of the chosen students will be tracked throughout the process.**

**Paul Griffiths of Aspire Sports Health & Fitness is conducting some of these projects in the West Midlands. There are also more projects underway in the Stevenage area. I am indebted to all those who have shown an interest in improving the well-being of this young generation.**

## **NEW BOOK**

**'This Is Not a Textbook' is now available on the website. I always wanted to try to write notes on the last 40 years of my coaching career to remind me of the incredible adventure it has been. Initially I had not considered it for publication but some colleagues asked me to do so and here it is. It is a series of thoughts, stories, observations and illustrations of my 40 years in this profession of coaching. I have introduced it as an intemperate look at life and sport and hope that there are some thoughts worthy of reading.**

### **PCA Revision**

Having learned such a lot since the inception of Physical Competence Assessment the manual has been revised. There are some changes to the standards and to the assessment process but the essence of the idea remains the same – find out 'Where are they now?'

### **Visit to Headley Court**

I think back to all the worry and stress involved in high performance sport; get frustrated at some results; feel sorry for myself when things don't work out – then I meet the wounded servicemen and women in the British Armed Forces.

My first reaction to meeting the young people being rehabilitated and those who are charged with caring for them is how humbling it is to be in their presence. Courage, fortitude, persistence, belief, patience are the watchwords for all these people. I have enjoyed the world of elite sport and have rubbed shoulders with some sporting giants but *nothing* compares to these young people.

Andy Franklyn-Miller and his crew of practitioners compare with any sporting crew I have been privileged to work with. Their open-mindedness and application is first class; the persistence formidable and the ability to make the right choices at the right time is exemplary. They continuously seek out smarter ways and each has a really good 'bulls\*\*t' monitor for the times that the spells, potions and gadgets are offered to them.

The intention is to create a Physical Competence journey along the entire continuum of the armed forces where both performance enhancement and injury reduction can be delivered.

### **Athletic Development Practitioners**

I have been suggesting to several NGB's that they should consider adding a comprehensive coach development program in the foundations and practices of Athletic Development. Many have a process where coaches secure the services of a 'Fitness' or 'S&C' coach for this element of performance enhancement. There is little they can do but look at CV's to make these appointments and mistakes are prevalent.

It will need a strategy and a re-investment of funds to create this model but in the current climate of poor physical literacy, high injury frequency and congested fixture lists the decision is a vital one.

It can be seen as a continuum where specialist information is available for the development layers of the sport right through to high performance sectors. It would be a journey of 'building the athlete from the ground up'. Such a strategy would support teachers and coaches in the pre-teens environment where movement literacy would prevail and progress through the talent development layers where the coordination of Athletic Development and Skill Acquisition in a sports specific sense would be optimised. The transition to high performance would form the next layer before the final 'sharp-end' process is undertaken. It becomes a real national strategy.

Interesting to see so many administrators 'glazing over' at these ideas and pushing them into the 'too hard' box.