

Richard Cheetham MBE

Richard Cheetham MBE is a Senior Fellow in Sports Coaching at the University of Winchester where he has worked since 2005 after returning from 3 years teaching and coaching in New Zealand. He has recently been awarded the 2018 UK Coaching Coach Developer of the year.

His research focus centres on a more holistic approach to coaching working with a number of sport governing bodies in their coach education and development programmes. Richard also has developed a strong reputation on creative thinking and innovation within teaching and coaching. Alongside publications he has gained recognition nationally and internationally within coach education and has been an invited speaker for British Cycling, Cycling Ireland, British Triathlon, UK Coaching, England Handball and the England Cricket Coaches Association. Since May 2014 he has worked with the UCI World Cycling Elite Coach Education Programme and Sport Directors course in Switzerland.

In addition, a key focus of his work is establishing links with local and national sports organisations to strengthen the degree programme and therefore enhance student employability through providing opportunities for volunteering, mentoring and community coaching placements. As a result of this he received the 2014 Vice Chancellors award for Community Engagement in recognition of this work. In 2010 Richard completed the Atacama Desert Ultra-marathon and regularly competes in other endurance races such as Ironman and the UK coast to coast challenges.

Richard is an experienced Rugby Union Coach Educator and Level 4 Mentor for the RFU as well as a Tutor for UK Coaching on the Talent Foundation Series and Fundamentals programmes.

Honours and Awards

- In 2017, Richard was awarded an MBE in the New Year's Honours list in recognition for his work in Community Education and Sport.

University Honours:

- 2018 Senate Learning and Teaching Award for Teaching Excellence
- 2017 Senate Learning and Teaching Award for innovation
- 2014 – Community Engagement Award
- 2010 – Chancellors Award for Teaching

Industry recognition:

- 2018 UK Coaching Coach Developer of the Year
- 2012 – Highly commended for Services to Sport. *Winchester and District Sports Awards*
- 2012 – Excellent Educational Activity Award (nomination). *London 2012 Olympic Podium Awards*

Expertise

- Coach Education and Sport Development
- Play and creativity in coaching and teaching
- Fundamental movement skills
- UK Coaching Tutor
- Rugby Union Coaching
- Sports Coaching

Publications

Chapters in books

‘Teaching Styles’ in Critchell, M. (2013) *Play to learn and learn to play. A fresh approach to coaching young players.* Reedswain. Spring City US.

Under review:

Cotterill, S. & Cheetham, R.J. (2018) Role of the Captain in Elite Rugby Union: The Coaches’ Perspective. *The Journal of Applied Sport Psychology.*

Journal articles

Cotterill, S. & Cheetham, R.J. (2015) The Experience of Captaincy in Professional Sport: The case of elite professional rugby. *European Journal of Sport Science.*

Cheetham, R.J. (2015) Shaping a contemporary Undergraduate Employability Programme in Sport: influences, design and impact. *Educational Developments.* 16 (2) 22-25.

Cheetham, R.J. (2014) Thinking Differently. *Hitting the Seam.* ECB Coaches Association. Issue 31. p 4-5

Cheetham, R.J (2014) The coached experience: stories and recollections beyond winning and losing. *Leisure Review* April 2014

Cheetham, R. (2014) The Personal Journey': A study of the individual race stories of Desert Marathon Runners. *The Sport Journal.*

Cheetham, R.J. (2013) The Thirst for Knowledge. *Inside Coaching*. Autumn edition 2013. 6-7. Sport Hampshire and Isle of Wight

Cheetham, R.J. (2013) Thanks Coach. *Coaching Edge*. Autumn 2013 33. 16-17. Sports Coach UK

Cheetham, R. J. (2013) Talking to Teams. *Inside Coaching*. Spring /Summer Edition 2013. p.3 Sport Hampshire and Isle of Wight

Cheetham, R. J. (2013) It took you how long? An appreciation of the 'training journey' as a consideration for coaching behaviour. *Leisure Review* January 2013

Charlton, R. & Cheetham, R.J. (2012) Child's Play. *Cycling Fitness*. Dec- Feb 2012-13

Cheetham, R.J. (2012). The Importance of Creativity and Innovation In Coaching: Possibilities and Implications for Performance. *The Journal of Cycle Coaching* 2. 6-9

Cheetham, R.J (2012) 'Thanks Coach, voices from Rio'. *Inside Coaching*. Autumn/ Winter edition 2012. p.3 Sport Hampshire and Isle of Wight

Cheetham, R.J (2012) Inspiration: can we finish the course? *Leisure Review* September 2012

Critchell, M. (2012) Play to learn and learn to play. A fresh approach to coaching young players. (Contributing chapter and consultancy from Richard Cheetham). Reeds wain. Spring City US.

Cheetham, R. (2011) Promotion of volunteering among sport graduates as an integral part of 'active learning' and contribution to sport and sports development. *LSA Newsletter*. 38-40

Cheetham, R. (2009) Pedal Power - Volunteering as active learning. *Capture*. 79-80

Cheetham, R. (2009) Rules of Engagement: Experiences from a lecturer of energising and motivating pupils on AimHigher and Widening Participation Programmes. Widening Participation. Autumn 2009. p.3 University of Winchester

Jones, R. & Cheetham, R.J (2001) Physical Education in the National Curriculum: Its purpose and meaning for final year secondary school students. *European Journal of Physical Education*. 6(2) 81-100

Research Interests

- Coach education and development
- Innovation and creativity in coaching
- Importance of using play as a key element in coaching
- Physical literacy

Funding Awards and Professional Membership

- September 2015 £6000 research funding from Sport Hampshire county sport partnership
- March 2013 funding from UnLtd Enterprise Awards £600 to establish a student / community sport partnership Sports Officiating project
- February 2013 funding from University of Winchester Learning and Teaching Development Unit £750 for research among Desert Marathon runners for publication and dissemination
- September 2010 £2000 funding from UnLtd secured for Social Enterprise Catalyst award to develop staff / student volunteer community partnership event with AgeUK Winchester.

Webinars

- Rugby Canada. Skill Acquisition through Deliberate Practice. April 16th 2018
- Project500 Female coaching initiative. Optimising the Learning Environment. February 7th 2018
- PGA Canada Optimising Performance in Skill Acquisition. November 11th 2018

- Practical Pedagogies Teaching Conference, Cologne, November 2018
- Active Surrey Club Coaching Conference, Leatherhead. March 25th 2018 Creativity in your coaching
- Kent rugby conference 2nd 5th July 2018
- UK Coaching Conference June 2018 Creativity and coaching
- UK Coaching Applied Research Conference, Manchester February 27th 2018 “I learned to play again”. Highlighting the role of play in coaching.
- FA Premier League: Developing effective learning environments. Old Trafford, Manchester. November 22nd 2017
- Hampshire Schools Conference, Southampton October 2017 Enhancing the curriculum through effective use of fundamental movement skills
- Devon rugby coaching conference 23rd July 2018
- BUCS Annual conference July 11th University of Hertfordshire
- Hampshire Rugby conference, Southampton 9th July 2017

- Guernsey Schools conference Get Active 21-23 June 2017
- Association of Applied Sport Psychology Student Conference. Invited workshop. Winchester, England. May 2017.
- Grand Western Archery Society Coaching Annual General Meeting. Guest Speaker. April 2017.
- Hampshire FA Football Futures Conference. Invited speaker. Hampshire, England. April 2017.
- UKCC Level 4 conference Hartbury 22nd February 2017
- British Columbia Rugby Coaching Conference Vancouver 13/14th January 2017
- Petro-Canada Sport Leadership Conference. Richmond B.C, Canada. November 2016.
- Sport Northern Ireland: Coaching the Future Children's Coach Development Conference 2016. September 4th 2016.
- Hampshire Rugby Coaches Conference. Hampshire, England. August 2016.
- Rugby Canada: Inaugural Conference. Developing and Enhancing the Coaching Environment. Toronto 30/31 January 2016
- ECIS: Flourishing Schools Conference. Understanding and Applying the Concept of 'Grit' in an Educational Setting. TASIS Egham 22 January 2016 Egham
- Netball South 'I am the coach' Conference. Creativity and Innovation in Coaching. Surrey Sports Park. July 18th 2015.
- Hampshire Rugby Football Union Annual Coaching Conference. Southampton. Fundamental Movement Skills. July 12th 2015.
- England Handball Coaching Conference. The Creative Coach. Leicester, June 20th 2015.
- UK Coaching Summit, Sports Coach UK, Vale Resort, Cardiff. Improving Creativity in the Coaching Environment. June 2nd 2015
- England Cricket Coaches Association Annual Conference. University of Warwick Thinking Differently, Coaching and Creativity
- Hampshire Rugby Football Union Annual Coaching Conference. Southampton. An inspirational coaching philosophy. Adopting ideas for a new generation. July 7th 2013
- UK Coaching Summit, Sports Coach UK. St George Park. A Better Supported Workforce. June 11th & 12th 2013

- Active Dorset Coach Education Programme. University of Bournemouth. Developing Ideas for your Coaching through creativity and innovation. May 10th 2013
- European Council of International Schools. Physical Education Conference. Understanding Learning Styles. April 24th 2013
- Peninsula Coaching Development day. Active Devon. Developing Ideas for your Coaching through creativity and innovation. April 21st 2013
- Sussex RFU Coach Development Master Class Series. “Talking to Teams” Eastbourne. December 13th 2012
- Cycling Ireland Conference. ‘Pedal Fever’. Dare to be different! Innovation and Creativity in Coaching. Dublin. November 17th 2012
- Association of Research Ethics Committees. Sport Science Research Ethics Conference: Ethics in Sport Volunteering: enablement without over-regulation: Aston Villa Football Club, Birmingham 22nd May 2012
- British Cycling Annual Conference. Coaching 2012 – Coach Education “Dynamic and creative coaching environments”. University of Birmingham May 19th 2012
- Coaching Insight: Leisure Week Review: Go on inspire me: is inspiration the job of the coach? Herts Sports Partnership and University of Hertfordshire 26th April 2012
- Sports Coach UK Conference: ‘Coaching Innovation, Coaching Insight, Coaching Impact ‘ Belfry, Solihull 29th March 2012
- Coaching Insight Conference. Leisure Week Review. Creativity and Coaching. University of Winchester November 23rd 2011
- The language of Sport: Winchester English Language Student Conference. University of Winchester. March 23rd 2012
- University of Winchester Enterprise Lecture June 2010: The Atacama: One man’s race across the driest desert on earth.
- Developing Coaches. RFU Southern Region. St. Johns College, Southsea. June 17th 2010
- Elmbridge School Partnership. The Assessment Process: Sharing the meaning between teachers and pupils. October 12th 2010
- AimHigher National Conference. Rules of Engagement: A lecturer’s experiences of energising and motivating pupils on AimHigher and Widening Participation Programmes. October 9th 2009

Coach Education Consultancy Roles

- UCI World Cycling:
 - Sport Director course
 - Lead coach educator
 - Race Commissaires
 - Athlete Commission
- RFU
 - Level 3 and 4 course tutor and coach mentor
- External examiner for Canterbury Christchurch University and Ulster University
- UK Coaching – Course development programme coaching children 5-12