

FURNNESS RUFC

New Season Ahead

Keeping you up to date with what's going on



Intra Club Game 12th November 2018

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Behind The Scenes

Welcome to the Furness RUFC July Newsletter which will keep you up to date with what's going on at our club. The 2019-2020 season is almost upon us and lots has been going on behind the scenes during the off season. Dai and the Committee have been working hard to build on last season's efforts which stabilised the Club after a period of decline.

The AGM was held on 17th July where the committee for the year ahead was confirmed, and Corne agreed to continue as our club Captain this year. We're looking forward to Corne leading us on the field again this year.

Over the last few years we've upgraded the showers and this year the changing room areas will be refurbished. The intent is to complete the works before the season starts. Once the refurb is finished, we will have a Clubhouse and facilities to be proud of.

In addition to upgrading the facilities the coaching team has been strengthened with the addition of Doug Kuit, an experienced L2 Coach, who has relocated into the area. Feedback from those of you who have been at pre-season training so far has very positive. Dai is also seeking to strengthen the medical team by recruiting a match day physio.

In respect of player recruitment, a number of past and new players have committed to join the squad this season. As we near the end of the Rugby League season we will see numbers a training increase. The best recruiters are you the players. So, get the word out that Furness RFC is going places this season, with good facilities, good coaching and a good craic.

Introducing Doug Kuit the new coach for the season

Hi there,

I'm Doug Kuit

I recently relocated to Ulverston from London to work for Fruugo.com (think smaller scale Amazon) as a business analyst. My passion outside of work is coaching the great game of rugby union, best game by far in the world!

I approached a number of local Clubs when I first arrived, and Dai got in contact. He painted a ~~bleak~~ honest picture of the Club's position but failed miserably in his sterling attempts to put me off from the challenge of assisting with re-energising the Club so that it can once more return to its position as the preeminent rugby union Club in the South Lakes area.

Whilst Dai has asked me to take the lead on coaching this season he remains as Head Coach and ultimately makes the decisions on coaching direction and selection. In chatting with Dai it was quite scary, for a pair of relative strangers, how closely aligned we are in approach and values.



The coach's role is to assist players to develop their understanding of and the skills to play rugby union at the highest level they can.

My Coaching Story

My coaching story started as a classic "coaching dad". My son played at Blackheath in the U6's and when I returned to the UK after an extended period working abroad, I joined the coaching team from U7's onwards. I did not play adult rugby but did play in a very successful secondary school side. I soon discovered how addictive, frustrating but ultimately intensely rewarding coaching is.

10 years on I remain well and truly bitten by the coaching bug. I have coached in a wide range of environments, minis, youth, girls, schools, Uni Ladies and adult men's sides at Level 6 - Level 8. Each environment has it's differing challenges and the diversity is something I find compelling.

My coaching style has changed radically in the past few years. I was at a RFU Master Class coaching session where Eddie Jones was running the session. During a break I asked Eddie about in issue I was having in getting my players to take what we were doing on the training paddock into matches. He had a very short and pithy answer "Shit coaching". Understandably at the time I was somewhat peeved with the answer. However, as I reflected on this over the following weeks and did a bit of research into differing coaching approaches, I came to the realisation that I was indeed the problem.

Equally important is to use the values of Rugby Union to aid personal development and facilitate a lifelong involvement in sport.

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During my research into alternative coaching styles I came into contact with various coaches who were on the same journey. It was at this time that the RFU in their wisdom decided to sack three of the world's best talent development coaches; John Fletcher, Peter Walton & Russell "Rusty" Earnshaw. These guys had run the England U20's programme for almost a decade with unparalleled success. Fletch and Rusty subsequently set up the "Magic Academy" a coaching community of coaches seeking to collaborate and develop the art of coaching. They now spend their time running coach development workshops all over the country and increasingly internationally.

Coach centric environments are rarely sustainable and successful in the long term.

These guys and the rest of the Magic Academy community have inspired me and supported my coach development journey for the past 3 years. It is a continuing journey and one that you the players are very much a part of. Some of you may have already noticed that I regularly ask for your input to and how you felt about the sessions. This feedback is hugely important to me and I encourage you all to let me know what worked or did not work for you in sessions.

My Coaching Approach

I do not believe in playing off of a highly structured playbook. I believe in facilitating the development of a playing framework that "scaffolds" player decision making on the field of play. This is something that we will be working together on over the whole season. I see an enormous learning opportunity and challenge, for myself, of how to blend together guys from both codes of rugby.

It has to be a collaborative effort. This aligns itself totally with believing in "player centric" environments. I will constantly be challenging you as players to take responsibility for "being the best you can be in the moment". This means you need to take the time out to reflect on what you want to get out of playing rugby on both a personal and team level. Then let Dai, myself and your teammates know. Once we have a body of collective aims we can shape our way forward.

It's highly unlikely with such a diverse group of player backgrounds that we can all become 100% aligned. However, once we have a commonly agreed Team Charter and season objectives, I will expect everyone to "live and breath" them. This collective purpose is one of the foundations of the PDS Rule of 3, methodology that we will be working on together.

On a technical level my coaching experience leads me to the conclusion that all players without exception at our level who work hard on improving their core skills find their enjoyment of the game increasing exponentially. Same applies to that dreaded word **FITNESS!**

There is no getting away from it, rugby is a tough, physically demanding and competitive sport that requires a high degree of physical conditioning. Players who do not have the requisite level of conditioning to play at whatever is the levels, physical norm, put themselves at a much higher risk of injury. Tired players get into poor positions, use poor technique and make bad decisions resulting in injuries. Hamstring, groin and shoulder injuries are largely avoidable if players condition themselves adequately and use proper technique!

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It takes 6-10 weeks to properly rehab a hamstring injury. Groins are notoriously difficult to rehab quickly. There is nothing worse than flip flopping between being fit and injured, fit and injured, ending a season with playing only a handful of games. So, do yourselves a big favour and get down to pre-season training and put the hard work in.

The Three Year Plan

Since Doug's arrival we've had a load of discussions about our ambitions for the club and how we achieve them, this has led us to begin to formulate a three year plan that the coaching team can present to the committee for their approval.

To make sure we achieve our ambitions we'll set ourselves some objectives and devise a way to achieve those and regularly catch up on them to make sure we're on track. This should allow us to focus on the things that need doing and call for help if there's some support we need.

I've shown some examples of our objectives for year 1 alongside but I should stress that these are still just our thoughts at the moment and still need finalizing and to obtain the approval of the committee.

If there's anything that you think we should be doing that you don't see any action on, please talk to us, both myself and Doug are happy to talk about rugby and our club at any time.

3 YEAR PLAN OBJECTIVES Year 1



Year 1 objectives include:

- Number one priority is to grow the player base to the extent that we can field a 2nd XV 6-8 times this season, with a view to entering the team into a formal league next season.
- 1st XV to finish in the top half of the league whilst developing a playing style and squad depth to challenge for promotion in the following season.
- To establish a match day medical team.
- To refurbish the players changing rooms and surrounds to the extent that they present themselves as an aid to player recruitment and retention.
- To enhance the Club's reputation with the Cumbrian Referee's Society so that it becomes a place that Referee's welcome to come to.
- Increase volunteer pool, specifically on match days

Dai's Diary



The role of the coach is to create an environment that allows players to self-manage personal and the team's development. Resulting in the coach merely facilitating whatever the need of the team and/or player is.

Preseason training has started and I've been really impressed with the quality of the sessions that Doug has been delivering. The lads who have attended have been put through their paces and you can see how the fitness work relates to things we'll need to do in the games. I've also been pleased with the response of the players at training, they've taken on board the messages about creating the right environment and have worked really hard.

The committee are supportive of the plans that Doug and I have to improve our facilities and playing environment and to create a club to be even more proud of.

So, everything is in place to have a really successful season and I measure success by how many players are enjoying being part of and contributing to our club. If you have any ideas how to improve your playing experience, please talk to me or contact me via social media.

Finally, if there's anything you'd like to see in future issues of this newsletter, let me know by collaring me in and around the club or by phone or email at coach@furnessrugby.co.uk

