

Richard Cheetham MBE

Personal Details

Email	richard.cheetham@winchester.ac.uk	Hours	Full-Time
Gender	Male	FTE	1
Faculty	BLS	Start Date	01/09/2005
Notes	Senior Fellow in Sports Coaching		

Academic & Professional Qualifications

1999	MSc Sports Science (Pass) [Brunel University, West London] <i>Published dissertation</i>
1996	PGCE Certificate of Education (Teaching) (Pass) [University of Portsmouth]
1988	HNC/D Business & Leisure Management (Pass with Credit) [Farnborough College of Technology] <i>BTEC HND</i>

Membership of Professional Bodies

Fellow, HEA (Application submitted). (2019)
Professional Member, UCI World Cycling (2014)
Professional Member, Rugby Football Union (2009)
Professional Member, UK Coaching. (2005)

Post Graduate Student Supervision

2019	Dusty Miller	Mentoring in Sport: Impact and influence among elite Rugby coaching	Part Time
2018 - 2019	Michele Byrne	Raising Heart Rates with Smart Cross-curricular links:	Part Time
2018 - 2019	Octavia Ludlam	Identifying talented behaviours, observations by elite rugby academy coaches.	Part Time
2018 - 2019	Jill Abraham	A Study of factors that Influence Talent Development in Independent School Rugby	Part Time

Academic Employment

- 2012 Lead Tutor , Workshop Development and Course Tutor [UK Coaching]
- 2005 Senior Lecturer, Sports Coaching [University of Winchester]
Senior Fellow in Sports Coaching
- 2005 Programme Development, Coach Education [Rugby Football Union]
Coach Education Lead
- 2003 - 2005 Senior Lecturer, Sports performance and coaching [Universal College of Learning]
- 2001 - 2002 Lecturer, Sports Performance and coaching [Universal College of Learning]
- 1993 - 2000 Programme Leader, Sports Science [Basingstoke College of Technology]

Teaching & Teaching Related

- 2018 Field Leader, BSc Hons Sports Coaching and Performance
please note this is Student Experience Lead
- 2011 - 2013 Programme Leader, BA Hons Sports Coaching and Development
- 2009 - 2019 Programme Developer, BA Hons Sports Coaching Science
This has involved the development / introduction of the coaching degree, enrichment programme for employability and work placements
- 2005 - 2009 Module Coordinator, BA Hons Sport Development

Academic Administration

- 2012 Team Leader, BA/BSc Sport, Exercise and Health Employability Programme Co-ordinator

Study & Sabbatical Leave

2013 Study Leave: sports development [University of Gothenburg] Funding: ERASMUS

Learning & Teaching Innovation

2018 - 2019 Tutor, Professional Practice in Physiotherapy Funding: College L & T Award
Learning and Teaching Innovation Fund

2018 Researcher, Captaincy in Professional Rugby Union - coach perspective Funding:
Research Bid
Article due for publication June 2019

2015 Researcher, Captaincy in Professional Rugby Union Funding: Research Bid
Article published 2017

2013 - 2013 Senior Lecturer, Research Funding: Research Bid
Article Published a on Desert Marathon runners

Research & Knowledge Transfer

2019 - 2020 Research Co-ordinator, Title of the Study: The Male Age Grade Rugby Player
Pathway Programme: Exploring the Experiences of Academy Managers, Coaches,
Players and Parents. [Rugby Football Union] Funding: RFU
£6000 research grant commissioned from the RFU

2017 - 2017 Programme Developer, Applied research and knowledge exchange network
(ARKEN) [University of Winchester]
Promote and develop knowledge exchange across the University

2015 - 2016 Researcher, London 2012 Sport Club Development Legacy Research [Sport
Hampshire] Funding: Sport Hampshire
• *£6000 research funding from Sport Hampshire county sport partnership*

2013 - 2013 Consultant, Partnership consultancy [Sports Coach UK] Funding: European Union
*Workshop Development and partnership consultancy to Sweden on European
Union funded community sport programme*

2013 Consultant, coach recruitment strategy [Rugby Football Union] Funding: RFU

- 2011 - 2012 Co-ordinator, Event programme development for London 2012 [University of Winchester] Funding: University
A year long programme of educational activities and events to celebrate the London 2012 Olympics
- 2010 Consultant, Sport and Exercise Consultancy Unit [University of Winchester]
I contribute to the University sport and exercise consultancy unit (SECU) where consultancy fees are paid into.
- Project Leader, Social Enterprise Award: AgeUK [University of Winchester]
 Funding: UnLtd *September 2010 £2000 funding from UnLtd secured for Social Enterprise Catalyst award to develop staff / student volunteer community partnership event with AgeUK Winchester.*

Publications

- Chapters** Cheetham, R.J 2019. Exploration: 'I Learned to Play Again' The Integration of Active Play as a Learning Experience for Sports Coaching Undergraduates. In: James, A. & Nerantzi, C. ed. *The Power of Play in Higher Education*. UK. Springer, 43-53.
- Cheetham, R.J 2013. Teaching Styles. In: Critchell, M. ed. *Play to learn and learn to play. A fresh approach to coaching young players*. USA / UK. Reedswain.
- Article Non-refereed** Cheetham R.J. 2018. How to train a police horse. Purposeful practice. *Leisure Review*, Summer.
- Cheetham, R.J 2014. Thinking Differently. *Hitting the Seam*, 31. 4-5.
- Cheetham, R.J. 2014. The coached experience: stories and recollections beyond winning and losing. *Leisure Review*.
- Article Refereed** Cotterill & Cheetham 2019. Professional rugby coaches' perceptions of the role of the team captain. *The Sport Psychologist*, June. June publication.
- Cheetham R.J. 2019. Deliberate Practice: If this is the receipt for success then what are the ingredients? *Talent Matters*, Spring.
- Cotterill & Cheetham 2016. The experience of captaincy in professional sport: The case of elite professional rugby. *European Journal of Sport Science*, December. 1-7.
- Cheetham, R.J 2015. Shaping a contemporary Undergraduate Employability Programme in Sport: influences, design and impact. *Educational Developments*, 16. 22-25.

- Cheetham R.J. 2014. The Personal Journey': A study of the individual race stories of Desert Marathon Runners. *The Sport Journal*.
- Cheetham, R.J. 2013. Thanks Coach. *Coaching Edge*, 33. 16-17.
- Cheetham, R.J. 2013. Talking to Teams. *Inside Coaching*, Spring / Summer 2013 3. Sport Hampshire.
- 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.
- Cheetham, R.J 2013. The importance of adopting a philosophy of imagination, creativity and Innovation in youth sports coaching. *Capture*, 4. University of Winchester.
- Cheetham, R.J 2013. The University of Winchester Sports Studies Department initiative on the introduction of a new strategic approach to employability among undergraduate. *Capture*, 4.
- Cheetham, R.J. 2012. The Importance of Creativity and Innovation In Coaching: Possibilities and Implications For Performance. *Journal of Cycle Coaching*, 2. 6-9.
- Cheetham, R.J 2012. Thanks Coach, voices from Rio. *Inside Coaching*, Autumn / winter 2012. 3. Sport Hampshire.
- Cheetham, R.J 2012. Inspiration: Can we finish the course? *Leisure Review*, September 2012
- Cheetham, R.J. 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.J 2009. Pedal Power: Volunteering as active learning. *Capture*, 2. 79-80. University of Winchester.
- Cheetham, R.J 2009. Rules of Engagement: Experiences from a lecturer of energising and motivating pupils on AimHigher and Widening Participation Programmes. *Widening Participation*, Autumn 2009. 3.
- Cheetham, R.J With Jones, R.L. 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. European Journal of Physical Education.
- Review** Cheetham, R.J. 2012. Child's Play. *Cycling Fitness*, December. 48-51.

Conferences

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| 2019 | Conference Paper: Kent and Medway Primary Schools conference. <i>Moving Stories: Linking literacy to physical literacy</i> . [Maidstone, Kent] |
| 2019 | Keynote Address: Hertfordshire Coaching Conference. <i>Developing an effective learning environment</i> . [University of Hertfordshire, Hatfield] |
| 2019 | Co-presenter: UK Coaching Research Conference. <i>Use of deliberate play in the acceleration of learning in Para-canoeing and Slalom Canoeing</i> . [Derby County FC] |

- 2019 Keynote Address: Kent Archery. *I coach the way I coach because I understand learning.* [Gravesend]
- 2019 Presenter: Coach education seminar series. *Did I take enough notice?* [Birmingham City FC]
- 2019 Contributor: GB Hockey elite coach development pathway programme. *Learning about learning.* [Bisham Abbey]
- 2019 Keynote Address: Scottish Rugby Union Community Coaches conference. *Coaching is learning about learning.* [Glasgow]
- 2019 Presenter: Lincolnshire Rugby Conference. *Learning Agility.* [University of Lincoln]
- 2019 Presenter: GAA National Conference (Gaelic Football). *Learning about learning.* [Croke park Dublin]
- 2018 Presenter: Locality Annual Conference. *Creative thinking in community sport development.* [Bristol]
- 2018 Presenter: UK Coaching Applied Research Conference. *Learning to Play Again.* [Manchester]
- 2018 Presenter: UK Coaching Conference. *Creativity and coaching.* [University of Stirling]
- 2018 Presenter: Quilter Kids First Rugby Coach Development day. *Coaching children seminar.* [Twickenham]
- 2018 Presenter: Coaching Matters Conference British Canoeing. *Coach development in Canoeing.* [Wokingham]
- 2018 Presenter: PGA Canada. *Deliberate Practice and Skill Acquisition.* [Webinar series]
- 2018 Presenter: Rugby Canada Webinar Series. *Fundamental Movement Skills.* [Webinar]
- 2017 Presenter: World Rugby Coaching Conference. *Integrating play into coaching and player development.* [Toronto]
- 2017 Presenter: Hampshire Schools Conference. *Enhancing the curriculum through effective use of fundamental movement skills.* [Southampton]
- 2017 Presenter: • Active Surrey Club Coaching Conference. *Creativity in your coaching.* [Leatherhead]
- 2017 Presenter: FA Premier League. *Developing effective learning environments.* [Manchester United]
- 2017 Presenter: • Hampshire FA Football Futures Conference. *Coach Development.* [Peter Symonds College]

- 2017 Presenter: • Grand Western Archery Society Coaching Annual General Meeting. Guest Speaker. *Coach Development Innovation*. [Taunton]
- 2017 Presenter: Association of Applied Sport Psychology Student Conference. *Leading from behind the Wheel. Coach development in professional cycling*. [University of Winchester]
- 2017 Presenter: Guernsey School conference 'Get Active'. *Physical Literacy: Pilot project - Moving Stories*. [Guernsey]
- 2017 Presenter: Hampshire Rugby Coaching Conference. *Deliberate Practice*. [Wide Lane, Southampton]
- 2016 Presenter: Rugby Canada Inaugural conference. *Inaugural Conference. Developing and Enhancing the Coaching Environment..* [Toronto]
- 2016 Presenter: Sport Northern Ireland: Coaching the Future Children's Coach Development Conference 2. *Coaching Children*. [University of Ulster]
- 2016 Presenter: Sport Canada: Sport Leadership Conference. *Creativity and Coaching*. [Toronto]
- 2016 Presenter: British Columbia Rugby Coaching Conference. *Integrating Play into Coaching*. [Vancouver]
- 2015 Presenter: England Cricket Coaches Association. *Thinking Differently, Coaching and Creativity*. [University of Warwick]
- 2015 Presenter: • UK Coaching Summit, Sports Coach UK. *Improving Creativity in the Coaching Environment*. [Cardiff Vale Resort]
- 2015 Presenter: • England Handball Coaching Conference. *The Creative Coach*. [Leicester]
- 2015 Presenter: • Hampshire Rugby Football Union Annual Coaching Conference. *Fundamental Movement Skills*. [Wide Lane, Southampton]
- 2013 Co-presenter: UK Coaching Summit. *Developing a better supported workforce*. [St George Park]
- 2013 Presenter: Hampshire Coaching Conference. *An inspirational coaching philosophy. Adopting ideas for a new generation*. [Southampton]
- 2013 Keynote Address: Coach development programme. *Innovation and Creativity in Coaching*. [Bournemouth University]
- 2013 Conference Paper: RKE Symposium. *'The personal journey': A study of the individual race stories of Desert Marathon Runners*. [University of Winchester]

- 2013 Presenter: European Council of International Schools. *Coaching Impact*. [University of Surrey, Guildford]
- 2013 Keynote Address: Coach Development Conference. *Innovation and Creativity in Coaching*. [University of Plymouth]
- 2013 Keynote Address: Coaching Development CPD. *An understanding of inspiration within a coaching context*. [Nottingham Trent University]
- 2012 Presenter: Sussex RFU - coach education. *Talking to teams*. [Eastbourne College]
- 2012 Keynote Address: Cycling Ireland. *Dare to be different! Innovation and Creativity in Coaching*. [Dublin]
- 2012 Presenter: British Cycling. *Dynamic and creative coaching environments*". [University of Birmingham]
- 2012 Presenter: Coach Education. *Go on inspire me: is inspiration the job of the coach?*. [University of Hertfordshire, Hatfield]
- 2012 Keynote Address: Sports Coach UK. *Coaching Innovation, Coaching Insight, Coaching Impact*. [The Belfry, Solihull]
- 2012 Presenter: Sport Science Ethic Research. *Ethics in sport volunteering: Enablement over regulation*. [Aston Villa FC]
- 2011 Keynote Address: Coaching Insight. *Creativity and coaching*. [University of Winchester]
- 2010 Leader: Elmbridge School Partnership. *The Assessment Process: Sharing the meaning between teachers and pupils*.
- 2009 Contributor: AimHigher National Conference. *Rules of Engagement: Experiences of energising and motivating pupils on AimHigher and Widening Participation Programmes*. [London]

Links with Institutions & Organisations

- 2019 Consultant, Coach Development [British Canoeing]
Supporting podium coaches and athlete development
- 2019 Lead Tutor, Safeguarding and Protecting Children [UK Coaching]
Also regional tutor education workforce
- 2018 - 2019 Consultant, Game Changers Rugby Education series [Rugby Football Union]
Establishing a series of education resources for coaches

2018	External Examiner Masters degree in Sports coaching [University of Ulster]
2018	External Examiner, Sports Coaching [Hartpury University]
2017 - 2017	Coach and team development [Royal Navy Rugby] <i>Preparation for Army v Navy final at Twickenham</i>
2016 - 2017	Lead Tutor, Coaching Children CPD [UK Coaching] <i>Development of new national Coach education programme for coaching children - launched 2017</i>
2015 - 2018	External Examiner, Sports coaching [Canterbury Christ Church University College]
2015	Tutor, Talent Foundation Series [UK Coaching]
2014	Lead Tutor, Leadership in professional cycling [UCI World Cycling] <i>Tutor on the sport director professional cycling course</i>
2014	Lead Tutor, Coach education [CMC Centre Mondial Cyclisme] <i>Coach educator on experts seminar series and international coaching diploma in cycling</i>
2013	Consultant, Development of workshops of innovation for Performance Lifestyle Advisors and High Performance Coach [English Institute of Sport]
2013	Researcher, Player Development Programme [Saracens Rugby Football Club] <i>Continued Academy research and coach development programme</i>
2012 - 2012	Visiting Speaker, Decision Making Under Pressure [Great Britain Olympic Handball team] <i>Pre-Olympic London 2012 preparation</i>
2011	Lead Tutor, Workshop Development [Sports Coach UK]
2009	Lead Tutor, Coach Development [Rugby Football Union]

2001 - 2009 Team Management [Rugby Football Union]
Member of Team Management for representative teams from Under 19s to Senior teams

Volunteering & Community Engagement

2014 Event Volunteer at VC Meudon Cycling ,
Event volunteer for races and annual sportive

2010 - 2017 Event organiser at AgeUK,
*Organised the AgeUK Winchester Christmas meal since 2010 at the university.
This was an established annual event.*

2007 - 2009 Volunteer at Cycle Touring Club and East Hampshire DC,
Contributed to Cycle for All Campaign with Sport Development student volunteers

2005 - 2015 Coach at Basingstoke Rugby Club ,
Involved in coaching senior teams and club coach development days