

**REGIONAL MANAGEMENT BOARD - 17 APRIL 2007  
ITEM FOR DECISION**

## REGIONAL DIRECTOR'S REPORT

**PURPOSE OF REPORT**

To provide the Board with a summary of significant developments achieved by the Region during the period of 1 January to 31 March 2007.

**PROPOSED ACTION**

That the Board accepts the Report.

**SUPPORTING INFORMATION**

1. Corporate Governance
  - 1.1. The Board agreed key performance indicators (KPIs) for 2007/08. The Region is on track to achieve majority of agreed KPIs. Those KPIs that were not achieved in 2006/07 have been adjusted to ensure that every effort is made to meet those targets by March 2009.
  - 1.2. The Board held a very successful Joint Board Training Day with the South West Region on 27/28 January 2007. The consultants have produced a Summary Output from that day. A number of key areas such as communication, board performance, external funding and partnership working have been identified for action. A small working group has been set up to progress the action points.
2. Commercial Audit
  - 2.1 A website and face-to-face survey to seek users' and non-users' opinions on the current regional website in terms of its content, ease of navigation, layout, etc. has been developed and will go "live" as soon as possible.
  - 2.2 The first Club Funding Workshop has been delivered by Fundsport UK Ltd to SCSA clubs. Six clubs attended the workshop and gave some very positive feedback on the content and opportunities to access external funding. Further workshops are planned in 2007/08.
  - 2.3 A draft application to Family Learning Fund to support three development officer posts has now been developed and should be submitted by mid-April.
3. Staffing
  - 3.1 Joan Massie has been appointed as the Regional Office and Finance Administrator on 2 January 2007.
  - 3.2 Helen Beckley, a PSDO for H&IOW has resigned in March. A new PSDO has been recruited to start in April. The position is funded through the partnership of the Sub-Region, CSP and the Region.

3.3 Kayleigh Hodges, a PSDO for Berkshire has been made redundant due to lack of funding. The Region has been unable to secure partnership funding for this position to continue.

#### 4. Finance

4.1. The Board has agreed the Regional Budget for 2007/08. Despite the projected substantial excess of expenditure over income, the Board considers the budget prudent. However, the Board acknowledged that the budget was not sustainable and it would not be possible to continue with such a budget in future years as the region's reserves should not fall below £60K. In addition, the Board is aware that the ASA will, over time, reduce its presently substantial financial support for regions.

4.2 The Region received four tenders for provision of shop / sponsorship of ASA South East Region Championship in 2007. Mailsports has been selected as the successful bidder.

#### 5. Development

##### *Athlete Development*

5.1 The Region has submitted a Coach and Club Funding application to Sport England South East to support the proposed talent development pathway.

5.2 The Region has selected three pilots for the Swim 21 Network. An initial meeting has been held with Leatherhead SC and Maxwell SC. Now that the period of county championships has concluded, hub clubs will bring their family clubs together to progress the implementation of the networks.

5.3 The Regional Diving Sub-Group held three squad sessions for different level of divers. The new squad sessions were well-attended and provided good CPD opportunities for coaches. In addition, a training day for officials was also held.

##### *Club Development*

5.4 Two clubs, Dorking SC (skill development) and Guildford SC (performance) gained Swim21 accreditation during the last quarter of 2006/07 bringing a total number of Swim21 accredited clubs in the Region to 48.

##### *Volunteer Development*

5.5 The first draft of the Regional Workforce Development Strategy has been produced with a final version to be published by early May.

5.6 The Region has met with all seven CSPs and gave clear indication as to the funding required to develop its workforce development for the remaining two years of its Regional Operational Plan.

5.7 The first UKCC Level 1 course has been organised by the Regional Education Officer. A number of CPDs have been delivered.

## Competitions

5.8 The Regional Masters Sub-Group held its Inaugural Senior and Masters Long Course Competitions at K2 on 24 /25 March. This event attracted over 360 individual entries making over 1,200 individual swims and over 70 teams. Thirteen British records and one World record were broken.

## 6. Partnerships

6.1 At the Hampshire and IOW Sport Awards 2007, Max Brick from Southampton Diving Academy was awarded the Junior Sportsman title for his superb performances at the recent Junior European and World Championships, while Rushmoor Synchronised Swimming Club scooped the title of the Senior Team of the Year.

6.2 At the Oxfordshire Sport Awards 2006, Struan McNeil, coach at the Abingdon Vale SC beat two other coaches to win the title of Coach of the Year for his inspirational coaching, attitude and dedication to his swimmers. One of them, David Yates just lost to Danielle Watts from City of Oxfordshire SC who won the Disabled Sports Performer of the Year title, for her world breaking performances at IPC World Swimming Championships.

## 7. Health and Physical Activity

The Everyday Swim Working project held a launch on 24 February, which proved to be very successful. The pilot will now start delivering planned sessions to achieve its aim of increased participation amongst the local community.

## 8. Monitoring of 2006/07 KPIs

The Region has completed its first full year of a three-year Regional Operational Plan. The table below provides a summary of High Level KPIs. The majority of targets have been achieved. An explanation is provided where a KPI has not been reached.

Table - Monitoring of 2006/07 High Level KPIs

| Ref   | Area for Action / KPI   | SER Target 2006/07      | Actuals 2006/07            | Comments  |
|-------|---|-------------------------|----------------------------|---|
| 1.2.3 | Additional ASA Helpers/qualified teachers<br>ASA Helpers<br>Level 1<br>Level 2  | 448<br>160<br>216<br>72 | 1,096<br>111<br>699<br>286 | TARGET ACHIEVED   |
| 1.2.8 | School Sports Partnerships with Swim21 club link  | 30                      | 30                         | TARGET ACHIEVED   |
| 2.4.1 | Registered Masters  | 1,546                   | 1,706                      | TARGET ACHIEVED   |
| 2.6.2 | No of CSP / Swimming Active and Health programme (Kellogg's Swim Active)  | 2                       | 2                          | TARGET ACHIEVED   |
| 2.6.3 | Everyday Swim Pilot implemented   | 1                       | 1                          | TARGET ACHIEVED   |
| 3.1.1 | Swim21 Accredited Clubs – speed swimming total<br>Performance<br>Competitive Development<br>Skill Development<br>Teaching | 22<br>1<br>1<br>19<br>1 | 14<br>2<br>1<br>9<br>2     | <b>TARGET NOT ACHIEVED</b><br>Target for 2007/08 and 2008/09 have been readjusted to meet the total target of 114 clubs by March 2009 |

| Ref   | Area for Action / KPI                           | SER Target 2006/07 | Actuals 2006/07 | Comments   |
|-------|---|--------------------|-----------------|--|
| 3.3.1 | ASA Level 3 coaches                             | 54                 | 25              | <b>TARGET NOT ACHIEVED</b><br>Mainly due to delays in the introduction of UKCC Coaching  |
|       | ASA Level 4 coaches                             | 2                  | 4               | <b>TARGET ACHIEVED</b>   |
| 3.2.1 | No of networks of Swim21 clubs                  | 3                  | 3               | <b>TARGET ACHIEVED</b>   |
| 3.2.2 | Fully implemented LTAD                          | 6                  | 0               | <b>TARGET NOT ACHIEVED</b><br>Could not focus on this target due to staff priorities / time  |
| 3.5.4 | Classification Team<br>IPC Officials Training   | 1                  | 0               | <b>TARGET NOT ACHIEVED</b><br>Due to external factors related to providing a course  |
| 3.6.1 | No of accredited Level One Team Managers        | 120                | 128             | <b>TARGET ACHIEVED</b>   |
|       | No of Team Manager Tutors                       | 2                  | 18              |  |
| 5.1.1 | Newly Qualified Officials                       | 240                | 172             | <b>TARGET NOT ACHIEVED</b><br>Cumulative for all officials shows that the region has the highest number of qualified officials being 2,305 |
| 5.2.2 | Volunteers accessing CPD training               | 120                | 1,149           | <b>TARGET ACHIEVED</b>   |
| 9.3.3 | No of Funding Agreements with CSPs              | 3                  | 0               | <b>TARGET NOT ACHIEVED</b><br>CSPs not in a position to sign agreements  |
|       | Local Authorities implementing Aquatic Strategy | 2                  | 2               | <b>TARGET ACHIEVED</b>   |
| 9.5.1 | % Increase in Total Membership                  | 34,081             | 35,058          | <b>TARGET ACHIEVED</b>   |

**EK-C**  
10.04.07