

REGIONAL MANAGEMENT BOARD - 16 MAY 2007 ITEM FOR DISCUSSION / INFORMATION

ASA STRATEGY PLAN 2009 - 2013

PURPOSE OF REPORT

To inform the Board of the requirements for the Region to develop its 2009 – 2013 Strategy Plan.

PROPOSED ACTION

That the Board notes the ASA Strategy Plan framework and discusses the proposed regional framework.

SUPPORTING INFORMATION

1. The revised ASA Strategic Plan of 2009 – 2013 is to be prepared during 2007 and submitted to Sport England in November 2007. It will comprise one National Plan and be supported by nine Regional Plans (two of which will cover the North East Region). A copy of the paper produced by the ASA is attached in Appendix.
2. Each region will need to ascertain its needs and requirements and set these against seven key planning areas with realistic budgets. The key planning areas are learn to swim; lifelong participation; health; athlete development; facilities; workforce development; governance and commercial.
3. Two planning phases have been identified as:
 - Phase 1 – general review of national needs and requirements (May – July) and initial consultation at regional level;
 - Phase 2 - determine regional needs within context of national needs across all key planning areas (July – September)
4. Regions are to submit their strategic Plans to the ASA by 28 September 2007. The ASA will then collate the regional plans and submit those as part of the National Strategy for Aquatics.
5. The region has been delivering its current operational plan since April 2006 (13 months). The region was planning to review the current plan and develop a new one by March 2008. Due to a new deadline for submission of the ASA Strategy Plan 2009 - 2013, the regional timescale has to be altered.
6. The proposed timescale in regards to the strategy planning process is summarised in the table below:

| Serial | Date | Action | Responsibility |
|--------|---------------|---|----------------|
| 1. | 15 May | Regional Development Team with national officers to develop a work programme inc: who does what, plan the collection of data/priorities and set timescales. | EK-C |
| 2. | 16 May | SE RMB informed of regional timeline. | EK-C |
| 3. | May - July | Regional Plan Consultation – Phase 1. Regions to begin consultation with appropriate internal and external partners. Wide-ranging consultation, which must explain our strategic themes and priorities, note the responses and collate into a draft, concise regional strategic plan. | EK-C |
| 4. | 13 July | ASA Draft Strategic Plan distributed to Regions. | CW |
| 5. | July – August | Regional Plan Consultation – Phase 2. | EK-C |
| 6. | 4 September | SE Regional Plan approved by RMB. | SE RMB |

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| 7. | 17 – 27 September | Regional Plans finalized. | EK-C |
| 8. | 28 September | Regional Plan submitted to CW for presentation to ASA Board by 8 th Oct. | EK-C |
| 9. | 19 October | Strategy approved by ASA. | ASA Board |
| 10. | 1 November 2007 | ASA Strategic Plan (including Regional Plans) submitted to Sport England. | CEO |

7. The Regional Development Team will consider the methodology and timescale for the Regional Strategy Plan at its meeting on 15 May, and a more detailed table of actions for the SER Strategy Plan will be developed.

EK-C
16.05.07

ASA Strategic Plan for Swimming 2009 – 2013

The revised ASA Strategic plan of 2009 – 2013 is to be undertaken during 2007 and submitted to Sport England in November 2007. It will comprise one National Plan and be supported by 9 Regional Plans (2 of which will cover the North East).

Initial work has used the current Vision and Strategic Plan as the foundations for future development and 7 key strategic planning areas have been identified. The Strategic Plan for 2009 – 2013 will be developed through these areas by a National Lead Officers and supported by Regional Lead Officers. This work will be collated to produce the Strategic Plan, which will be delivered through regions at a local level.

The key planning themes are:

| Key Planning Areas | National Lead | Regional Lead |
|---------------------------|---|--------------------|
| Learn to Swim | Helen Evans | Eli Karlicka-Cooke |
| Life Long Participation | Jon Glenn | Alison Usher |
| Health | Kate Sargant | Lara Lill |
| Athlete Development | Nick Sellwood (with close liaison with other NDo'S) | Piers Martin |
| Facilities | Noel Winter | Kevin Wray |
| Workforce Development | Spencer Moore | Lesley Hill |
| Governance and Commercial | Jane Nickerson & Katie Brazier, plus support of SMT | Colin Brown |

Plan co-ordination:

- National Lead – Ceri Wynne, supported by Nigel Moore

The proposed work will build on existing management and planning within Regions and Directorates. As such there is no new additional funding for the development of this strategy.

Key to development of the plans will be for the above designated National and Regional officers to liaise on the key planning areas and for this information to be available for all regions to build their respective plans.

- Phase 1 – general review of national needs and requirements (May – July) and initial consultation at regional level
- Phase 2 - determine regional needs within context of national needs across all key planning areas (July – September)

Regions are to submit their Strategic Plans to the ASA by 28th September. The ASA will then collate the regional plans and requirements as part of the National Strategy for swimming, which will be completed by 1st November for submission to Sport England.

The ASA Strategic Plan will be developed as follows:

| Serial | Date | Action | Responsibility |
|--------|---|--|----------------|
| 1. | 27th April | Draft Swimming Vision document presented to ASA Board. | JN |
| 2. | 18 th - 27 th April | Abbreviated Swimming Vision and key strategic objectives document prepared. | NM |
| 3. | 20 th April | ASA Strategy Template and Gantt chart prepared. | NM |
| 4. | 21 – 26 April | Prepare Planning Information | CW |
| 5. | 27 th April | Distribute planning Information to National & Regional Lead Officers. Officers to note timescales and responsibilities and start planning accordingly. | CW |

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| 6 | w.b 7thMay | National and Regional Leads to organise meetings with appropriate colleagues to develop a work programme inc: who does what, plan the collection of data/priorities and set timescales. (Key issues and outcomes required to CW by 22 nd June.) 7 meetings in total. | National Lead Officers |
| 7. | May - July | Regional Plan Consultation – Phase 1. Regions to begin consultation with appropriate internal and external partners. Large-scale consultation, which must explain our strategic themes and priorities, note the responses and collate into a draft, concise regional strategic plan. | Regions |
| 8. | Wb 4 th June | Project management meeting (AAK, JN, CW, NM). To feedback on progress and re-assess future consultation plans. | |
| 9. | June 22nd | National Leads set out key issues and outcomes for their respective Key Planning Areas. To be forwarded to CW | National Lead Officers |
| 10. | 25 th -29 th June | Collation of key issues from national leads | CW |
| 11 | 10 th July | Strategic Plan Themes Presentation to Swimming Stakeholders. This will be an internal presentation with the aim of highlighting where we are with the strategy and what amendments we may need to make to the process. | CW/AAK |
| 12. | 11 th – 13 July | Amendments to draft Strategic Plan | CW |
| 13. | 13 July | Draft Strategic Plan distributed to Regions | CW |
| 14. | July – Mid September | Regional Plan Consultation – Phase 2 | Regions |
| 15. | 17 – 27 September | Regional Plans finalised | Regions |
| 16. | 28 September | Regional and national Strategic Plans submitted to CW for presentation to Board by 8 th Oct. | Regions |
| 17. | 19 October | Strategy approved by ASA | Board |
| 18. | November 2007 | ASA Strategic Plan (including Regional Plans) submitted to Sport England. | CEO |