

# ***ASA South East Region***

## ***Annual Report 2014-15***



## Chairman's Report

This is my first report as Chairman following my appointment by the Board in April last year. I should first thank the Board for according me this honour, and to hope that Members' faith in me has not been misplaced. Secondly, I should pay tribute to the sterling work of my predecessor, Roger Prior, who not only led the Board from the inception of the Region until 31 March last year, but also the shadow Board in the run up to regionalisation.

Roger mentioned in his report last year that the Board had co-opted Chris Lee and Darren Wilmshurst during 2013/14. Chris and Darren were elected to the Board at the contested election at the 2014 Annual Council Meeting together with a new member, Brian DeVal. Ivan Horsfall-Turner was re-elected. The Board, with thus a full complement of Members, has endeavoured to move forward a number of agenda during the past year, and I am grateful to the Members for their unstinting support for the sport in its many disciplines. Every Member has a role beside simple board membership, perhaps by way of liaison with a discipline, membership of the Development Group or membership of the Board's 2 sub-groups looking after communications and finance.

Communication is a critical issue for the Board (and the Region), with the Region interfacing with its 6 sub-regions, 190 clubs and their 39,000 members. The Board, and particularly the Communications' Group, led by Brian DeVal, is very keen to improve the profile of the Region with those members. In recognition of this, the Board has sanctioned the development of a new website, which should come on-line by the time of the Annual Council Meeting in September this year. The Board recognises the invaluable work undertaken by Mike and Chris Lambert in developing and maintaining the present website, which has served the Region since the shadow Board days. The Board also expects to develop the use of social media for communicating with our membership.

In terms of communication with sub-regions, the Board has instigated, at the suggestion of a sub-region, a pattern of 2 meetings each year to which representatives of sub-regions are invited, so that they can make statements and ask questions.

There was a wide range of questions and discussion at the first such meeting, in March this year.

***“The Region has expanded its workforce, with Kristie Jarrett being recruited as a second Regional Club Development Officer”***

The Region is very well supported by its own employees and those of the ASA deployed in the Region. The Region has expanded its workforce, with Kristie Jarrett being recruited as a second Regional Club Development Officer, joining Helen Mack in that role. We are grateful to Freedom Leisure for employing the 2 RCDOs on our behalf: Freedom recharge the Region for that service. Kristie has quickly got into her stride, while Helen will be very well known to many readers of this report, as the “face” of Swim 21 in the South East.

Alison Usher moved on from her post as the ASA's Divisional Business Manager in the South and West, and Alan Green was recruited as her successor. I was pleased, with my counterpart from the South West, David Flack, to join the selection process which led to Alan's appointment. Alan has continued Alison's practice of reporting to the Board's meetings and attending them periodically. He also produces a six monthly comprehensive report on the activities of all the ASA staff deployed in the South East, including Rosa Gallop, the ASA's Club Development Officer. Incidentally, the activities of Helen, Kristie and Rosa are co-ordinated excellently by our Development Group led by John Davies, and I must pay tribute to the tireless work of John and his colleagues in this vitally important element of the Region's work.

Although she is now based in the deep west, in Wellington, Bryony Gibbs, the ASA's Divisional Office Manager for the South and West really is an indefatigable stalwart of this Region. Like my predecessor, I find Bryony's help and support invaluable, and I am sure that you will join me, and my colleagues on the Board, in thanking her for her unflinching support.

Remarkably, there was no root and branch restructuring of the ASA's staffing structure in

2014/15: such events have, as you know, been a feature of so many years in the past. That said, the former Chief Executive, David Sparkes, left to concentrate on British Swimming and one or two other members of the senior leadership team have retired or moved on.

It was a privilege to be present at the Annual Council of the ASA in Birmingham last October, to witness Ray Hedger's installation as the first President of the ASA from the South East Region. You will know that Ray is a past president of the Region, and, indeed, of the former Southern Counties ASA. It was very unfortunate that he was involved in a road traffic accident coming back from the Inter-County competition, so early in his term of office, given the awful injuries suffered by Janet, his wife. Clearly, this has tarnished Ray's year, but I am sure that we all wish that he enjoys the rest of his term, as Janet continues to recover.

Shelley Robinson concluded her year as our President in September 2014. She was a very hard working ambassador for the Region and the sport, on top of her already tiring involvement in so many aspects of swimming. Shelley was succeeded by Roger Prior, who is continuing the fine tradition of SER presidents.

Unfortunately, I have to end on a sad note. Inevitably, people from the world of swimming pass away each year. 2014 was, however, poignant in that we lost John Carrie, one of our custodians. As many of you know, John was the doyen of club constitutions, and Shelley has only recently managed to disperse his collection of South East constitutions! But much more than that, he had been involved in so many aspects of the sport over so many years, not the least as General Secretary of the Southern Counties ASA at the latter's demise. He will be sorely missed.

***Roger Penfold***  
***Chairman of the Regional Management Board***

## Finance

The accounts reveal that, despite the Regional Management Board's best efforts, the Region achieved a surplus of £5,172 in the year ended 31 March 2015. Although the surplus is considerably lower than in the year ended 31 March 2014 when we achieved a surplus of £34,334, the Board had agreed a budget deficit of £43,365 for 2014/2015 and it is disappointing that we have failed to invest monies in our various disciplines as we had hoped. It is fair to say that this is not uncommon and it is something that we are anxious to address.

As a consequence of the surplus achieved, the Region now has built up reserves of £347,447.

With reference to the Income and Expenditure Account, I do not propose to go into great detail but suffice to say that our income for 2015 was slightly lower than for 2014 (£146,424 versus £152,703). If we take any comfort, then it is from the fact that our expenditure at £141,252 was considerably higher than last year's number of £118,370. In development terms (athletes, coaches and volunteers) it is pleasing that we increased expenditure from £50,990 in 2013/2014 to £66,063 in 2014/2015. This is very much in line with what we are seeking to achieve.

Reserves of £347,447 and a surplus of £5,172 are both positives from a pure Accounting perspective. As a Board however we are not looking to achieve annual surpluses and increase our reserves year on year, which the Board of any 'commercial' organisation would be seeking to achieve. On the contrary we are extremely anxious to provide as much support to our various disciplines as possible to improve the quality of what they provide to our members and consequently every year we agree to the various requests made to us. The fact that our expenditure was higher and our surplus lower in 2015 versus 2014 suggests that we are slowly achieving that.

In terms of our membership, it is often quite challenging to obtain accurate data in that regard but the table below is the latest information which may be of interest:

	Cat 1	Cat 2	Cat 3	Total
2015	16,393	12,235	6,681	35,309
2014	18,393	12,641	7,106	38,140
2013	16,844	11,602	6,529	34,975
2012	18,956	12,449	6,448	37,853
2011	17,409	11,277	6,103	34,789

Against the background of slightly lower members in 2015 versus 2014, it is not surprising that our affiliation fee income was slightly lower in 2013/2014 versus 2014/2015.

Given the sound financial position reported last year, the Board decided not to request contributions from sub-regions. No contributions are being sought in 2015/16 either.

As many people will be aware, The Board approved the recruitment of an additional RCDO and we were delighted to welcome Kristie Jarrett earlier this year. Working closely with Helen Mack and also Rosa Gallop, it is believed that our member clubs are already seeing the benefit of this extra resource.

In terms of the future, the recruitment of Kristie and the financial requests made by the various disciplines has prompted the Board to adopt a Budget deficit for 2015/2016 of £88,117. This is a very significant commitment on the part of the Board but, with the aforementioned reserves, it is believed that we can sustain such a deficit, at least in the short term. The budget includes the cost of the additional RCDO as well as the continued support given to the various activities undertaken by all the disciplines that are well documented earlier in this Annual Report.

We seek to continue and enhance such support as best as we are able whilst maintaining appropriate financial prudence. We do of course also continue to support the 'education' of teachers and coaches across the Region in the form of the bursaries that we award.

**G M Shields**  
**Board Member Responsible for Finance**

## **STATEMENT OF RESPONSIBILITIES OF THE REGIONAL MANAGEMENT BOARD FOR THE FINANCIAL STATEMENTS**

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Current accounting practice requires the Regional Management Board to prepare financial statements for each financial year which give a true and fair view of the Region's state of affairs at the end of the year and of its income and expenditure for that period. In preparing those financial statements the Regional Management Board is required to:-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is not appropriate to assume that the Region will continue in business.

The Regional Management Board is responsible for keeping proper accounting records which disclose, with reasonable accuracy at any time, the financial position of the Region. It is responsible for maintaining a satisfactory system of control over the Region's books of account, its cash holdings and its receipts and remittances and must also take adequate precautions to guard against falsification and facilitate its discovery.

## **CHARTERED ACCOUNTANTS' REPORT TO THE MEMBERS OF ASA SOUTH EAST REGION**

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In accordance with our terms of engagement we have compiled the financial statements of ASA South East Region for the year ended 31 March 2015 which comprise the Income and Expenditure Account, Balance Sheet and the related notes from the accounting records and information and explanations you have given to us.

The financial statements have been compiled on the accounting basis set out in note 1 to the financial statements. The financial statements are not intended to achieve full compliance with the provisions of UK Generally Accepted Accounting Principles.

This report is made to you, in accordance with the terms of our engagement. Our work is undertaken so that we might compile the financial statements that we have been engaged to compile, report to you that we have done so, and state those matters that we have agreed to state to you in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Regional Management Board, for our work, or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England & Wales and have compiled with the ethical guidance laid down by the Institute.

You have approved the financial statements for the year ended 31 March 2015 and have acknowledged your responsibility for them, for the appropriateness of the accounting basis and for providing all information and explanations necessary for their completion.

*Charterhouse (Accountants) Ltd*  
*Chartered Accountants*

**Charterhouse (Accountants) Limited**  
**Chartered Accountants**

Clarendon House  
20 - 22 Aylesbury End  
Beaconsfield  
Buckinghamshire  
HP9 1LW

Date: *27th July 2015*

**INCOME AND EXPENDITURE ACCOUNT**

For the year ended 31 March 2015

	2015		2014	
	£	£	£	£
<b>Income</b>				
Affiliation fees	109,497		110,301	
Licensed meet fees	31,639		32,016	
Bank interest (net)	132		132	
Sponsorship	5,000		10,000	
Miscellaneous income	156		254	
		146,424		152,703
<b>Expenditure</b>				
Cost of Democracy				
Regional council meeting	1,879		1,127	
ASA council	1,282		337	
Regional management board	4,800		2,526	
President's expenses	812		3,006	
Welfare officer's expenses	147		461	
Finance group costs	94		180	
Accountancy fees	1,560		1,440	
Consultancy fees	-		5,000	
Communication group costs	-		185	
Miscellaneous	50		-	
Bank charges	648		546	
		11,272		14,807
Disciplines				
Diving (net)	9,553		3,339	
Disability (net)	7,918		8,223	
Masters (net)	234		(3,206)	
Open water	916		704	
Swimming (net)	(3,387)		(13,455)	
Synchronised swimming (net)	10,993		8,329	
Water polo (net)	3,120		5,299	
Medals	2,189		221	
		31,536		9,454
Development plan				
Development group costs	954		886	
Course subsidies	36,800		39,447	
Swim21	3,973		1,117	
Volunteer training	8,153		5,833	
Long distance meets	2,114		500	
Athlete support	5,269		3,208	
		57,263		50,990
Staffing				
Contributions to AO's and RCDO	39,268		36,304	
Central establishment costs	1,913		6,815	
		41,181		43,119
		141,252		118,370
Surplus for the year		<u>5,172</u>		<u>34,334</u>

**BALANCE SHEET**

As at 31 March 2015

	Notes	2015		2014	
		£	£	£	£
<b>CURRENT ASSETS</b>					
Debtors	2	49,714		49,318	
Cash at bank	3	<u>331,605</u>		<u>343,811</u>	
			381,319		393,129
<b>Less: CURRENT LIABILITIES</b>					
Creditors	4	<u>33,872</u>		<u>50,853</u>	
			33,872		50,853
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>£ <u>347,447</u></b>		<b>£ <u>342,275</u></b>	
Accumulated surplus	5		347,447		342,275
		<b>£ <u>347,447</u></b>		<b>£ <u>342,275</u></b>	

Approved by the Regional Management Board on the 9th July 2015 and signed on its behalf by:-

*Roger Penfold*

.....  
 Roger Penfold (Chairman)

*Gary Shields*

.....  
 Gary Shields (Board Member responsible for Finance)

**NOTES TO THE FINANCIAL STATEMENTS***For the year ended 31 March 2015***1 ACCOUNTING POLICIES**

The financial statements have been prepared under the historical cost convention.

**2 DEBTORS**

	<b>2015</b>	<b>2014</b>
	<u>£</u>	<u>£</u>
Debtors	-	7,420
Prepayments and accrued income	49,714	41,898
	<u>49,714</u>	<u>49,318</u>

**3 CASH AT BANK**

Included within the balance at the balance sheet date is £37,000 (2014: £37,000) which relates to monies received from the Amateur Swimming Association specifically to cover expenditure in the Disability Swimming discipline. As such, these monies remain restricted for this use until spent or released by the Amateur Swimming Association for general purposes.

**4 CREDITORS****Amounts falling due within one year**

	<b>2015</b>	<b>2014</b>
	<u>£</u>	<u>£</u>
Trade creditors	759	13,251
Accruals and deferred income	33,113	37,602
	<u>33,872</u>	<u>50,853</u>

**5 ACCUMULATED SURPLUS**

	<b>2015</b>	<b>2014</b>
	<u>£</u>	<u>£</u>
	<b>General Fund</b>	<b>General Fund</b>
Balance at 1 April 2014	342,275	233,022
Surplus/deficit for the year	5,172	34,334
Released liabilities	-	74,920
Balance at 31 March 2015	<u>347,447</u>	<u>342,275</u>

**6 RELATED PARTY TRANSACTIONS**

The Region is controlled by the Regional Management Board on behalf of the members.

## Divisional Business Manager's Report

The ASA and the South East Region has seen some significant and exciting staff changes over the past 12 months.

The ASA appointed Adam Paker as its new CEO in November 2014 and we all look forward to working with and supporting Adam in his new role within the organisation.

Alison Usher left her position of ASA Divisional Business Manager in September 2014 moving on to Exeter University to become their Director of Sport and I'm sure collectively we all wish her well in her new role. I am delighted to say in December 2014 I was appointed as Alison's replacement as ASA Divisional Business Manager moving from my previous role as Aquatic Officer, covering Gloucestershire & Wiltshire.

The South East Region also welcomed Kristie Jarrett who began her role as Regional Club Development Officer in February 2015, working alongside Helen Mack, supporting the large number of Clubs and continuing the great work already being carried out in the Region.

### ***"My team continues to work closely with the Region"***

The Aquatic Officer role continues to be built around the key objectives of ensuring everyone has the opportunity to learn to swim and to increasing participation among the 14yrs+ group. The Club Development Officer role is to support the Beacon Programme, Networks (and associated clubs), grow the number of clubs achieving Swim21 and support the ongoing development of teachers and coaches across the South East Region.

Our influence in the leisure industry continues to grow throughout the Region by increasing the number of operators and facilities signed to Partnership Provider Programmes (PPP) agreements that ensures we have the facilities available in order for us to continue to develop the sport.

My team continues to work closely with the Region and I very much look forward to working with the Regional Management Board to build on the excellent relationship we already have.

**Alan Green**  
**ASA Divisional Business Manager**

## Development Group

This group deals with Development across all Disciplines and specifically the development of Swimming. Its work includes Clubs, Networks, Teachers/Coaches Education, Officials, Team Managers, Welfare Officers, and the whole Workforce of volunteers who are essential for running the sport. The group consists of five Board Members and the three Regional Club Development Officers and covers and supports the work of the RCDOs.

There have been several major successes this year:

- Education Workshop held for Swimming Coaches and Water Polo Coaches.
- Success of the ASA South East Region Talent Diving Scheme (SEEDS).
- Second off-shore Swimming camp opportunity provided.
- Successful delivery of the ASA Pathway camp for 11/12 years.
- Team Managers Forum established.
- Increase in the number of Swim21-Essential accredited clubs.
- Two Club Networks achieved Swim21-Network accreditation.
- Successful delivery of a Young Volunteer Programme in the Region.

In February the Region employed a second part-time Regional Club Development Officer, Kristie Jarrett, to extend the support already provided by Rosa Gallop and Helen Mack. Kristie's main focus is on the development of Swimming Coaches, in particular arranging and promoting the Swimming Coaches Workshops and supporting the Coaches Forum. In addition she is also providing support to new Swim21 clubs.

## Athlete Development

The Beacon Swimming Programme at Portsmouth has continued mainly with swimmers from the South East but also being joined by some from the South West.

The South East Region organised and supported camps for swimmers aged 11 and 12 as part of the ASA Development Pathway run by English Programmes. These camps were held over four days and 125 swimmers attended.

***“We sent 20 swimmers plus four staff to Barcelona in January ... a total of 13 medals were won”***

The second South East Region off-shore swimming camp took place at the Catalan Championships, Barcelona in January 2015. 20 swimmers were selected from the Winter Championships with four staff (two Coaches and two Team Managers). Although this camp was aimed at providing experience of swimming at an overseas meet and strategies for ‘practice racing’, a total of 13 medals were won by the team.

***“We have supported 15 athletes travelling up to 2000 miles each”***

## Club Development

In March 2015 there were 90 Clubs with Swim21-Essential accreditation, the top Region. The Region also has two Networks that have achieved Swim21 Network accreditation, SMK (Swim Milton Keynes), and SSK (Surrey Sussex & Kent). In addition there are two further Networks that have been approved by the Region and received funding: East Invicta Excel and the Hampshire Water Polo Network. This has been supported by continued good work by the RCDO (Helen Mack), the ASA CDO (Rosa Gallop) and the Swim21 Panel.

We are working to establish further networks with Solent, South East Diving, Rushmoor Synchro, Medway, Reading Synchro and Kent Water Polo.

## Workforce

From September 2014 – March 2015, the SER successfully delivered a Young Volunteer programme, which aimed to increase the number of trained young people and improve accessibility to formal and informal training opportunities within the Region. In total, 129 Young Volunteers’ training opportunities were provided at Fleet and Tunbridge Wells as part of the ASA ‘Leading the Lane’ programme.

These opportunities included the ASA Timekeeper, ASA Young Aquatic Helper, SportscoachUK Safeguarding for young volunteers and ASA Team Manager qualifications, together with volunteering and mentoring at their home clubs.

In total 147 Young Volunteers took up training opportunities on ASA recognised courses in 2014/2015, a 14% increase on 2013/14.

The Region supported five ‘Time to Listen’ courses across the Region; essential training for the 50 Club Welfare officers who attended.

Nineteen Team Manager Courses were held, 14 dealing with managing teams locally (Team Manager 1), and 5 for teams going away to train or compete (Team Manager 2). The Region established a Team Managers Forum to identify and address issues for Team Managers as well as increasing their awareness and skill for management of teams going to compete, and attend senior training camps in the UK and abroad.

121 members of swim21 clubs received bursaries for Coaching and Teaching Qualifications in 2014/15. These represent a major investment by the Region into the future of the sport and cover 50% of Level 1 course fees, 66% for Level 2, and 75% for Level 3.

***“121 members of swim21 clubs received bursaries for Coaching and Teaching Qualifications in 2014/15”***

136 Coaches attended workshops run by ASA Talent Coach Fred Furniss at different pools across the Region. In addition three England Talent Workshops were held for coaches at Gatwick, Portsmouth and Aylesbury with 20

teachers/coaches attending each workshop. The Coaches Forum has been active and constructive in identifying issues at National, Regional and Club level. It provides links into ASA English Programmes and useful input to the Swimming Group and feedback to other coaches in the Region. New Terms of Reference for this group have been produced which will enable wider participation.

Official's training is largely delegated to sub-regions. However there are extensive opportunities for mentoring of developing officials at the Region Swimming Championships.

During the year, on the job training has been provided for: Competitors Stewards, Announcers, ARES operators and Meet Management system operators.

***“There are extensive opportunities for mentoring of developing officials at the Region Swimming Championships”***

Two training days were held for swimming officials Course Leaders and Referees to cover rule and licensed meet updates. Unfortunately this had to be done at short notice and clashed with some County events. The Region continues to pay Licensing Fees for all Officials. ‘FINA Rules Updates’ and ‘Contemporary Issues’ courses were held across the Region enabling Officials to re-license.

### **Communication**

From January 2015, the RCDO's have produced a Club Update newsletter which is circulated to clubs on a monthly basis, providing information on Regional and National initiatives and opportunities and details of all ASA Approved courses within the Region. In addition a Volunteer training calendar is produced on a monthly basis, providing details of all relevant workshops for club volunteers.

### **Plans for the future**

The Development Group is actively using the 2014 Club Survey results to ensure we are working towards meeting the needs of the Regions' clubs.

Development Plans have been produced for the period 2015-17, covering General Development and the Disciplines. These contain short statements of where we want the sport to go over the next two years and how we will get there. They have Key Performance Indicator (KPI) targets and link to budget submissions. A Development Leaflet outlining these plans has been produced, widely distributed and discussed. Meetings have been held with the Counties to go through the plans, discuss development issues and identify further areas for improvement. These meetings are planned to continue on a six-monthly basis.

***John Davies***  
***Development Group***

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## **Regional Youth Forum**

During the year we became the first ASA Region to set up a Regional Youth Forum.

The Forum has been established to provide valuable advice to the Regional Management Board and to support the work of the National Youth Forum.

Amongst its objectives is to encourage counties and Clubs to set up similar groups and to encourage youth volunteering within our sport.

The Regional Youth Forum is open to applicants aged between 16yrs and 25yrs who are members of Clubs in the Region.

Applications were invited in the summer of 2014 with the members being selected in the last quarter of that year. The group met in January and again in April. Current South East Region Youth Forum Members are Issy Baxter, Gemma Lee-Ross, Meghan Hunt, Rachel Leggett, David Brazil, Tom Baxter and Luke Thomas.

***Chris Lee***  
***Regional Youth Forum Lead***

## Disability Swimming

Work is continuing to provide better opportunities for disability Swimming in the Region. Enhanced support is provided to the Region's existing Disability HUB clubs and we are trying to develop new HUB clubs and club networks. Lyndsey Hollands left the ASA in December and I am proud to have been able to take on this role in the region.

### Athlete Development

The Regional Development days have continued to give swimmers technical advice both in the pool and in land conditioning sessions this year, educational presentations on Nutrition and Lifestyle have also been given to both swimmers and parents. Coach development opportunities are planned to enhance the knowledge of coaches working with disabled swimmers within their clubs with support from the Para-Swimming Pathway Officer.

### Competitions

Changes to the ASA competition calendar have had an impact this year with Multi Classification events being included in county competitions, giving swimmers the opportunity to compete alongside their able bodied counterparts. For a number of these swimmers this was an awe inspiring moment and has certainly opened people's eyes to what Para-Swimming is all about. Swimmers have talked about being cheered on and one swimmer was proud to be high fived by his club team mates.

At national level, 23 South East swimmers took part in the British Para-Swimming National Short Course championships in Manchester in November, 2 more swimmers than the previous year.

### Talent Pool

Five swimmers gained places on the ASA Talent Programme at Development level for the season with a further three swimmers gaining places on the Spotlight Programme. One further swimmer gained a place on the Para-Swimming Podium Potential Programme.

## Moving forwards

The biggest challenge we have at the moment is identifying young swimmers and ensuring they get the support they need in from lessons through to clubs and then into county squads where available. Unlike able bodied swimmers there are no junior leagues for disabled swimmers, so apart from some higher classed or talented swimmers who can hold their own, most disabled swimmers lack race experience and parents lack understanding of competitive opportunities. Hopefully this will be something picked up at the Regional Development Days.

*Dave White*  
*ASA Para-Swimming Pathway Officer*

## Diving

### Athlete Development

There has been huge progress during the year because of the launch of the Regional Diving Talent Camps that have been reported in the newsletters. The Talent Camps have also made it easier to identify divers for inclusion in the Regional Diving Squad.

One of the highlights of the year was the inclusion of non Southampton divers in a team competing at an International competition. Looking forward we intend to take divers to an off shore camp in Berlin in November.

### Competitions

There was an increase in competitor numbers from 107 to 120 for the Level 2 Skills competition and 45 to 64 for the Level 3 Age Group Competition. At the Age Group event there was a corresponding increase in event entries from 132 to 160 (each diver can compete on 1m, 3m and Platform). The number of Level 2 Divers making the National Qualifying Standard was 90. Of the 160 Age Group entries 103 made the National Qualifying Standard.

## Club Development/Swim21 Networks

A Diving Network is currently being setup.

## Workforce Development

The Talent Camp is a forum for Workforce development but an attempt to train Diving Recorders in January had no applicants. A Judges course will be run in the near future.

## Conclusions

Overall, there have been some clear successes within SER diving: running two successful Regional competitions that attracted valuable competition from outside the region, helping challenge our divers and better prepare them for the National finals, running two training seminars, organising two training camps along with the development of the South East Region Diving Talent Scheme. Balanced against this is the disappointing lack of volunteers prepared to undertake Recorder Training and only two people showing any interest in supporting the Regional Diving Group.

*Frank Clewlow*  
*Diving Manager*

## Masters

There have been two meetings of the Masters Working Group on 26th April and 27th September 2014. The Group was pleased to welcome Sarah Davison as the new Sussex representative at the April meeting and Bob Odell as the new Berkshire and South Bucks representative at the September meeting.

There are also plans in place to run a Masters Development Day, it was hoped to run this in the 2014/15 financial year, however, this slipped to April 2015.

## Competitions

The SER Masters Short Course meet was held again at the Spectrum, Guildford, on 4th October 2014 with 230 individual entrants and 20 relay teams. The Long Course was held at K2, Crawley, on 31st January/1st February 2015 with 408 individual entrants and 30 relay teams.

The numbers for both meets being similar to previous years. Entries were closed early for both meets as the run times for the competitions were reached before the closing dates. Both competitions were very successful and reflect the healthy support for Masters in the region.

***“Both competitions were very successful and reflect the healthy support for Masters in the region”***

The Masters Inter-county competition was held at Beckenham Spa on 16th November 2014. The results in order were 1st Sussex, 2nd Hampshire, 3rd Berkshire & South Bucks, 4th Kent and 5th Oxfordshire & North Bucks. Disappointingly, Surrey withdrew as they couldn't field a team and neither could our usual guests, Middlesex.

*Geoff Stokes*  
*Masters Manager*

## Open Water

### Competitions

The 2014 Regional Championships were held at Chichester Watersports and were very well supported with over 150 swims. A 500m taster event was tried this year which had limited success but will be tried again in 2015. Again we were pleased to welcome Special Olympics GB. The Open Water Series continues to have a strong following with many age groups hotly contended Club Development/Swim21 Networks.

Good links are being developed with Clubs within the South East Region that support Open Water. Workforce Development

We have gained eight new Judge Level 1 Open Water Officials and hopefully most will be going on to Level 2 in the coming season. The Open Water Group would also welcome some new volunteers.

*Keith Barber*  
*Open Water Manager*

# Swimming

Major changes to the competition pathway for swimming are being introduced in 2015. This has had a significant impact on competitions organised by the Region, Sub-Regions and clubs. The Regional Swimming Championships for 2015 were fully aligned with the direction set by the ASA. As a result of these changes:

- There was no longer a BAGCAT competition.
- Dates were brought forward to fit in with the qualifying period for National events.
- Ages and strokes were different and more finals were mandated.

The changes also meant that significantly fewer swimmers could be accommodated because of the need to allow time for finals. Therefore entry times were tougher and swimmers who thought they were at Region standard were disappointed. There is not an overall manager for Swimming within the Region, instead the group has restructured with specific responsibilities as follows:

- Swimming Competition (Mike Lambert).
- Coaches (Rosa Gallop).
- Development (John Davies).
- Meet Licensing (Peter Harris).
- Officials Development (Roger Prior).
- Provision of Technical Officials for Competition (Ian Bond).
- Provision of Non-technical Volunteers for Competition (Eileen Adams).
- Board Liaison (Darren Wilmshurst).

A new regional panel to oversee licensed meets in the region is now fully operational. This means that there is better quality control of competitions. The panel is also able to mentor people/clubs who are not experienced in running competitions.

## Competition

The 2014 South East Region Winter Championships were held at the Mountbatten Centre in Portsmouth with the Summer Championships at K2 in Crawley and at the Mountbatten Centre. Both competitions ran well and were completed within the planned session times but these were approaching the maximum permitted under the criteria for licensed competitions.

Overall, the new structure for the 2015 Summer Championships worked well. To provide flexibility, automatic qualifying times and base (consideration) times were set based on the standard of swimming in the region as recorded in ASA rankings. A very high proportion of younger swimmers achieved the automatic times resulting in a lot of swimmers who achieved the consideration times unfortunately not being accepted. A much lower proportion of eligible older swimmers entered which allowed everyone who achieved the consideration time to be accepted.

## *“The new structure for the 2015 Summer Championships worked well”*

Feedback from the competition was generally good, but there were some concerns that need to be addressed for 2016:

- The timing of the events for older swimmers clashed with examinations
- To make the event more of an occasion, some regions have separate evening finals sessions

The final structure of the competition for 2016 will need to take into account an ASA review of the competition pathway implementation in 2015. This is unlikely to be complete before the autumn.

The 2015 South Zonal Championships were hosted by London Region at the London Aquatics Centre in January. Although this was a very popular event, there is no longer a slot in the calendar for this competition, so this was likely to be the last one.

This year, a much closer relationship has been built between the group responsible for organising competitions and the Regional Coaches Forum. Unfortunately we continue to struggle to get sufficient technical officials and non-technical volunteers to run competitions, particularly from some of the larger clubs in the region.

**Mike Lambert**  
*Swimming Competition Manager*

# Synchronised Swimming

## Athlete Development

A squad of twelve 14yrs & under athletes attended an international training camp in 2014, 8 of these went on to qualify for the National Squad trials with 6 gaining a place on one of the squads.

The Regional squad worked well in 2014 with many winning medals at the National Age Groups and gaining second place on the National squads, we look to make this an annual event.

We are also hoping to introduce training days to help athletes gain the required skill level to allow them to enter the Multi-Regional and National event ensuring the region continues to dominate in this sport.

The Region is proud to have helped develop 11 members of the GB International Squad, 3 of the Age Group Squad and 7 members of the Development Squad.

## Competitions

Our second Novice competition was again a hit with numbers increasing in both athletes and clubs taking part. The Regional Recreational Competition also continues to be popular with nearly all the regions clubs taking part.

We hosted the Multi-Regional event for the first time with the new committee, it ran smoothly and calmly. Athletes, coaches, VIPs and the other regions congratulated us for running the event so well. We will next host in 2017.

As a region we continue to dominate the medals table at the National Age Group competition, especially in 2014 at the 12/under age group where we won all the figure, solo and duet medals plus team gold.

## Club Development/Swim21 Networks

We continue to have the two beacon clubs working with various athletes across our region.

## Workforce Development

I'm pleased to say that 2014 was a much better year for courses and whilst we were late to apply

due to the staff changes we were able to run at least one in each area. In this calendar year we have planned two of each of the skill assessor courses, plus one for the basic judges.

We are also looking to hold two coach development days based on a questionnaire completed by coaches from our region at the National age groups.

*Kate Coupar,  
Synchronised Swimming Manager*

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## Water Polo

This year a new oversight group was established which provides links between the Development Group and Water Polo. There is work being done on creating Water Polo Networks within the Region although these are not yet established.

## Athlete Development

Training for Regional teams at Crawley and Worthing for Girls and Boys (respectively) is up and running successfully. Both the U16 & U19 Teams have participated at Inter-Regional Competitions this year. The U14 age group currently requires more development to be able to attend.

The biggest blocker for athlete development is home clubs pool time. The recommended level for U19's pushing national teams is 4 water polo; 4 swimming and 3 gym sessions each week in addition to weekly matches. Whereas most clubs are running at 1 session per week.

## Competition

This year Inter-county competitions were hosted by London in the following age groups, U14, U16, O40 & O50. South East Region successfully hosted the U19 Inter-county competition. The South East Senior men's league has also continued.

## Club Development/Swim21 Networks

Four new networks are in progress of being set up by the Club Development Officer with some clubs also progressing towards swim21.

## Workforce Development

There has been some additional attendees for the new Oversight Group but no increase in the number of active volunteers. Active volunteers are seen as the major blocker to making progress.

***“Four new networks are in progress of being set up by the Club Development Officer”***

There were two Coach Development Workshops run with Paul Metz, the feedback from these workshops with very positive. There was also Level 1 Coaching Water Polo course held in Andover however feedback was that the course was poor. Some coaches are also making progress on level 2 Coaching Water Polo by Recognition of Prior Learning (RPL). There is not currently a level 3 course available.

There was an Officials Grade D course held in Basingstoke and also 2 new Grade C's trained in London Region.

***Trevor Jones,  
Water Polo Manager***