

Regional Management Board

Notes of the meeting held on Sunday 23rd November 2014 commencing at 10.30am at the Holiday Inn, Guildford.

Present:	Roger Penfold (RFP)	Chairman
	Jim Boucher (JB)	Board Member
	John Davies (JD)	Board Member
	Brian Deval (BD)	Board Member
	Ray Hedger (RH)	Board Member
	Chris Lee (CL)	Board Member
	Roger Prior (RGP)	Board Member
	Shelley Robinson (SR)	Board Member
	Gary Shields (GS)	Board Member
	Geoff Stokes (RGS)	Board Member
	Darren Wilmshurst (DW)	Board Member

Also in attendance (non-voting):

Keith Barber (KB)	Regional Open Water Manager
Frank Clewlow (FC)	Regional Diving Manager
Kate Coupar (KC)	Regional Synchro Manager
Rosa Gallop	ASA Club Development Officer
Bryony Gibbs	Divisional Officer Manager
Helen Mack	Regional Club Development Officer

113 Apologies

Apologies had been received from:

Ivan Horsfall-Turner

Alan Lewis

Trevor Jones

114 The Vision of the Region

The original vision was put together in 2006, is it still relevant today. The original vision focuses on swimming, so for future swimmer might be replaced with athlete or participant.

Felt that the vision currently may be too detailed, it should be shorter and set out the aims of the Region. Vision needs to be achievable can be modified year on year but needs to be deliverable. Need to refocus on what the region wants to achieve.

Communications to shape up a vision of this in preparation for the January meeting.

Action: Communications Group

115 The ASA's Strategy for 2013-2017

What do the ASA want the regions to support with?

Support clubs & members, includes competition. The only way that the region effects participation is through increasing members in clubs.

What do clubs need? Water time, coaches, lowers costs. AOs working with providers to programme pools more efficiently & generate more income. Creating networks will also help with this. Gaining water time is even more difficult for disciplines.

Club survey – look at the results of this, what clubs have highlighted as issues.

- Increase pool hire cost
- Pool time
- Volunteers

The February survey results did not come out until September, for 2015 they will come in a lot earlier. Does the low response rate show how far removed the ASA are from our clubs?

Clubs Strategy –

Important that the ASA are able to influence the industry.

Top 5 challenges for clubs:

Recruiting volunteers

Costs

Pool time

Access to funds/sponsorship

Recruiting and keeping teachers/coaches

There is no mention in the strategy about the role of the Regions and what support they should be providing. This also needs filter down to clubs and counties and what their role is.

Need clubs and members to know what the regions are doing for them. Need to be visible so they know what we can help them with.

- Do we know what the ASA want the region to do?
- Why does the region exist, what do we want to achieve?
- Need something that will last despite the ASA, as things will change
- The region should have development plans in place

Action: Helen Mack to send Club Strategy & Survey Results to RMB

116 The Region's Strengths and Weaknesses

What are we good at?

- Running competitions

- Workforce development
- Diving – supporting & developing
- Networks
- Medals on the National stage in Synchro, Masters and Diving
- Supporting Development
- Financially secure
- Knowledgeable/experienced workforce
- Motivated
- Competition structure & delivery (swimming)
- Open Water
- Bursary Scheme
- Swim21 support

What do we struggle with?

- Budgeting/Spending
- Visibility, no focal point in the Region
- Medals in swimming on the national stage
- Split counties
- Engagement
- Competition facilities
- Size of the Region
- Training facilities
- Communication
- Lack of flexibility (e.g. bursaries)
- Lack of staff support (numbers)
- Headquarters within the Region
- Lack of diving facilities (north of the region)
- Lack of National League Water polo team
- Clubs losing LTS (financial impact)
- People don't see the Region as relevant
- Links with County Association
- Cost of coach education – volunteers

What should we be good at?

- Being relevant
- Being a pathway
- Inter-regional cooperation
- Communicating
- Influencing
- Communication
- Influence on pool operators
- Promoting & communicating
- Excellence/Regional Promotion
- Engaging with all clubs
- Engaging with County Association
- Liaison/engagement with external swimming organisations e.g. universities

These strengths/weaknesses should help to shape the strategy moving forwards.

117 **A Regional Strategy**

The South West strategy was viewed as an example. Heading covered were: Communications, competitions, financial sustainability, management organisation, volunteer workforce. Was felt that the strategy document had a good format, it was to the point and not too wordy. It was felt that the inclusion of pictures was also positive although we would need to produce a print friendly version.

The strategy should be what the Region is going to do, not how we are going to do it.

Communications group – to capture the points for the Feb meeting. Possible bullet points by Feb but will need narrative to support.

Draw down from plans. Helen to send SW doc to Brian.

Headings:

Marketing & Communications

Competitions

Finance

Development

Clubs & Sub-regions - Need to relate

Workforce & volunteers

Action: Communications Group

118 **Communications**

Draft strategy – more details on this will be available January/February

Main communications tool at the moment is the website. We do also have the ability to email out to all clubs/counties.

The website domain is going to be switched to the UK to comply with data protection, there is then the potential to store more data on there.

Analysis of stakeholders

- Who we want to communicate with and how.
- Different groups we will want to communicate to in different ways.
- Need to establish priorities of what we want to communicate and how.
- Currently there is low visibility with sub regions and members.

Tools for communications

- Website
- Social media – currently posts link into twitter – but this may be the wrong audience. @ASASER currently has 646 followers.

- Facebook – possibly launch facebook at the same time as a new website
- Road shows/personal engagement?

Website set up

- Home page with news
- Each discipline with their own page
- Achieve
- Downloads
- Calendar – events, regional events. Do we include other events?
- Future – bookings for courses, possibly hidden contact lists for Officials so that you can for example email out to all J2s, however possible issues geographically as often organisers invited those closest first.

Press relations –

- There is not currently any one that handles this, previously may have been the Regional Director.
- Does there need to be a protocol in place for this? For example that disciplines report in to communications group.
- Do we need to check what the ASA press protocol is?

Branding / Visibility

- Tables at competitions
- Banners for events
- Branded clothing for staff representing the Region, e.g. RCDO?

Handbook –

- Felt that a paper handbook may be outdated.
- Possibility that an electronic version can be produced.
- Consolidation of information that is available on parts of the website.
- Link out to club websites so that contacts are more up to date.

Workforce –

- Communications how is the workforce valued?
- For example, Synchro write to all volunteers to thank them.
- A protocol for all disciplines should be put in place so we are valuing volunteers.

Sponsorship –

- Is there a value in this? What would a sponsor get for their money?
- Need to be able to deliver against this.
- Do the Region have a specific need at this time? The Region needs currently to be sustainable but sponsorship is not. Everything is planned to be financially sustainable.
- Sussex county champs sponsored, each swimmer gets a water bottle, branded with both county logo and sponsor.

119 Development Plans and the Budget

Currently Disciplines put in budgets for the year. Going forward it has been decided that each discipline should also submit a Development Plan. Clearly stating what we are doing how we will achieve and what it will cost.

A leaflet has also been put together that explains what the Region are doing across all disciplines.

Would like to have plans for each of the disciplines. There will be a template to complete and submit alongside the budget. These will need to be submitted 31st January 2015. Para Swimming will possibly be put together by John Davies and Rosa Gallop will discuss this further with Trevor Jones for Water Polo.

These plans should be displayed on the website and the leaflets will be used when visiting counties or at events. For more detail on what the region is doing the club or county can then look on the website. Further to this, we will need to look at the capacity to monitor on deliverables.

New RCDO – the post was advertised with 23 applications. Interviews are currently being arranged. It is expected that there will be some cost in this financial year.

Action: BG to request plans with budget submissions by 31st January 2015