

ASA South East Regional Management Board

Minutes of Meeting held on Sunday 21st February 2016 at Holiday Inn, Guildford

Present:	Roger Penfold (RFP)	Chairman
	Jim Boucher (JB)	Board Member
	John Davies (JKD)	Board Member
	Brian Deval (BD)	Board Member
	Ray Hedger (RH)	Board Member
	Ivan Horsfall Turner	Board Member
	Chris Lee (CL)	Board Member
	Alan Lewis (AL)	Board Member
	William Long (WL)	Board Member
	Roger Prior (RGP)	Board Member
	Shelley Robinson (SR)	Board Member
	Gary Shields (GS)	Board Member
	Darren Wilmshurst (DW)	Board Member

Also in attendance (non-voting):

Keith Barber (KB)	Open Water Manager
Frank Clewlow (FC)	Diving Manager
Jeni Colbourne (JC)	Surrey ASA Representative
Jane Davies (JD)	Vice President
Bryony Gibbs (BG)	Divisional Office Manager
Peter Harris (PH)	Hampshire ASA Representative
Kristie Jarrett (KJ)	Regional Club Development Officer
Mike Lambert (ML)	President
Helen Mack (HM)	Regional Club Development Officer
Terry Norris (TN)	Berkshire & South Bucks ASA Representative
Geoff Stokes (RGS)	Masters Manager

17 Apologies

Apologies had been received from:

Alan Green (AG)
Sue Barker (SB)
Issy Baxter (IB)
David Brazil (DB)
Kate Coupar (KC)
Gemma Lee-Ross (GL)

18 Discipline Managers' Reports & Succession Planning Updates

18.1 Swimming – Mike Lambert, SER Competition Manager

Adapting to the new competition pathway has meant many changes for the Regional Championships. In 2015/16 the Championships ran well but the set up will be different again for 2016/17 with a set up more similar to the old Youth and Age Group Championships. The events for the older swimmers will be held at the beginning of May to prevent clashes with school exams for this age group. The events for the younger swimmers will be held mid to end of May. The Championships will be held at K2 Crawley and the Mountbatten Centre. It was hoped to use the new pool at Wycombe for the Youths however this was unavailable on the required dates.

Due to differing demands from the Coaches and ASA after budgets have been approved the Group wanted some guidance on to what extent it would be permissible to deviate from the agreed budget. For example in November there was a £3000 deviation from the budget as the Coaches wanted more finals which meant that fewer entries could be accepted and also there would be fewer spectators. It was suggested that the group contact GS for this to be considered.

There have been problems recruiting Volunteers and Officials to help at the Championships. Currently the Officials organiser contacts Officials directly however it was suggested that the County Officials Co-ordinators may also be able to help source Officials for these events. Training opportunities such as CPDs at the events may also help with engagement.

A query was raised about the Performance of South East Swimmers at National Championships. This is something that ML is going to look in to. It may be possible that the lack of pathway in the Region means that swimmers are then leaving to go to places such as Loughborough, Millfield & Bath. However further analysis of the statistics will be required before this can be answered.

Problems have been highlighted with the timing system at the Mountbatten Centre. At a recent meet held there which nearly resulted in the club having to use manual timing. If this was the case for a Regional event the timings would be downgraded on Rankings. Following this ML has completed a risk assessment for problems with timings. It is proposed to purchase one spare timing cable to prevent this problem at a cost of £210 from money left in the 2015/16 budget. This purchase was **agreed** by the Board.

18.2 Development – John Davies

For 2015/16 the Teaching Bursaries were reduced and the funding for Distance Meets was removed. The Teaching Bursaries have not caused a problem but there is a need to reintroduce the Distance Meets funding as this appears to have resulted in a reduction in clubs running these events. It was felt there had been an improvement in the relationship with Counties although each does operate differently in terms of development.

There are Development Plans in place for each discipline and progress is being made against these plans. South East Region is the leading Region for Development within the ASA. It is the largest region with the most swim21 clubs and Beacon Programmes. However, there is only one Club Development Officer, Rosa Gallop. This is the same amount of resource as other areas which have less than half the amount of clubs. One issue that has been occurring with swim21 accreditation is that they need a level 2 Coach and for the discipline they often struggle to get the level 2 courses.

Currently the Region has 3 swim21 accredited Networks, with 3 further Networks having been approved by the Region and 6 more that Rosa Gallop is currently working with.

The employment of a second Regional Club Development Officer, Kristie Jarrett has meant that the Region have been able to run a lot more Development activities this year including a Coaches Conference, 4 Coach Development Workshops with more scheduled to run at the end of the month, Team Manager Forum and Team Manager 1 & 2 courses. It is planned moving forwards that the Region will run two Team Manager 1 and 2 courses per county per year.

The Young Volunteers programme was run again this year by HM and has grown. The ASA provided funding of £500 towards this. It is hoped to grow the programme further in 2016/17.

The Offshore Camp was held in Geneva in January. Due to the location this was very expensive. It was requested that for future years a commitment should be required from the swimmers that they must provide information that can be included on the website.

It is expected that Development will spend their budget for 2015/16. It was noted however that there appeared to be an underspend to date against bursary applications. This is expected to reach the £40k budget as several coaches have now been accepted on to the Level 3 Programme and have received bursaries for this totalling £9k, in addition to bursary applications that will come in between now and year end. Internal courses have run for Synchro and Water Polo meaning that clubs were able to access these courses at a reduced rate in addition to bursary funding. There was support from Oxfordshire & North Bucks ASA for the continuation of the Bursary Scheme, it was felt that this has led to improved ability of the Coaches in the area.

Action: RFP will raise the issue of ASA CDOs with fellow Chairmen

18.3 Disability Swimming – Roger Prior, Board Liaison Disability Swimming

The next Disability Swimming event is due to take place on 12th March at the Quays, Southampton. There is no information on the website about events, this is something that needs to be rectified. There is a need to know what is going on in all the disciplines particularly from a Health & Safety prospective.

There was also queries surrounding the events as at the ASA Swimming Management Group Disability Competitions were brought up. These events were originally run by the EFDS, but should now be run by the Regions in the same way as swimming competitions. Carol Barough confirmed there should be two events per year. The March competition is run in this way however the second competition run by the Region is non-classified.

The report supplied by Sue Barker requests money out of the budget however there is no mention of amounts. The Region also does not receive any income from Disability Swimming.

It will be requested that Sue Barker attends the next Regional Management Board meeting on 21st March to answer all queries surrounding Disability Swimming in the Region.

Action: RFP to contact Sue Barker

18.4 Masters Swimming – Geoff Stokes, Masters Manager

The Masters Development Day was organised by Karen Marchant and ran very successfully in April 2015. This was the first time one has run in many years. It was oversubscribed with swimmers from London Region also wanting to attend.

Both the Long and Short course competitions ran again this year. There was a small surplus for both competitions. Entries for the Long Course competition were closed one month before the advertised closing date due to popularity. 429 people entered but only 367 turned up. There were a number of World and European records broken. Dates have been more of an issue due to the changes in the Swimming calendar meaning the Long Course event now clashes with County Championships. The event is well placed in the Masters calendar so will continue with the same dates for 2016/17.

Masters is reliant on just a few volunteers however Karen Marchant has given notice that she will no longer be Hampshire's representative and there is no representative from Sussex. RGS may also soon want to pass this on. Gaining Officials for the events is always a problem however this has been made more difficult due to the clash with Counties.

The peak of entries for Masters events in the 35-40 age group. There has been a gradual increase in the amount of entries from the 18-24 age group however a lot of athletes disappear at university age. SR confirmed that nationally they are working on a strategy to help create a seamless transition, when this is ready it will be filtered down to the Regions.

There are plans to run another Development Day in 2016. A date is currently being sought for this however it is likely to be June. HM offered supported with this.

Action: RGS to send records information to BD

18.5 Diving – Frank Clewlow, Diving Manager

This will most likely be Frank's last meeting as a new Diving Manager and Secretary have now been found.

There were two successful competitions run this year, a Level 2 and a Level 3. There were problems booking K2 this year as it is busy and the competition dates for Diving often change as they are dictated by the National competitions. Pools are booked for the 2016 competitions.

There is a Diving Network in the Region, ACE. This is made up of 7 clubs. A query was raised about the funding of this network and if this comes from Diving or Development, an issue which needs resolving as there was some confusion over this. The SEEDs camps are also still running in Southampton. Several Regional Divers have attended national competitions and have done reasonably well. The following South East Divers are currently in National Squads, Alfie Brown (now moved to Plymouth), Emily Martin & Gemma McArthur.

A recorder course and Judges course also ran in Southampton. Getting Officials is very difficult as most Officials and Judges are Coaches so are either already at the competition or at home supporting the club.

18.6 Water Polo – Alan Lewis, Board Liaison Water Polo

There are difficulties increasing pool time for Water Polo. The Inter-County competitions have gone ahead this year. Rosa Gallop has been working on the Networks and is making good progress. Bexley Water Polo have now also moved to the South East. There is a good momentum with Water Polo in the Region with a Development Course also taking place today.

A closed Level 1 course was organised which was fully subscribed and subsidised by the Region. A closed Level 2 course will follow in January 2017. There is difficulty getting the Level 2 as there are only 2 tutors in the country that can deliver this. There are problems with the IoS courses as they are not available for Water Polo and are also very expensive however the Club Offer has allowed more Coaching courses to run. The problem with discipline courses is down to the lack of tutors.

Water Polo would like to run their Championships at a better pool but the cost is too high. JB to get in touch with AL about this, this may be something that can be put in the budget. Queries were raised about the spend on Water Polo as it does not bring in a large income so it was felt that the spend may be disproportionate to the income. The entry fees for Water Polo are high with fees for National events being £250 per team and Inter Regionals £450 per team.

18.7 Open Water Swimming – Keith Barber, Open Water Manager

The Championships were well supported and numbers continue to rise each year. The link with Special Olympics has continued and will do so again in 2016. The participation event has now run for 2 years, this has not taken off as much as it has in other Regions. An opportunity was offered for entrants in this event to wear wet suits, but this made no difference. One other Region actively encourages tri athletes to compete, however the problem with this is that there would need to be an additional charge of £15 to take part in this which puts people off. Last year only 2 entrants did this. There have been changes to the event distances which are now 3 & 5km. At the 2016 event a different course will be issued to both events can run at the same time which will save time & money on hire. Changes to national qualification now also mean that the top 3 swimmers will qualify from each age group except 17/18 which is still grouped together.

FINA rules have changed and from September wetsuits will be mandatory for 16-18 degrees, optional at 18-20 and not allowed over 20 degrees. This won't have a big impact for the Championships as the water is usually over 20 degrees.

The development plan did not get off the ground this year but activities are in the budget for 2016. This needs someone to drive it forward. It is hoped to run indoor development sessions in the winter.

Spend is on budget however no invoice has yet been received for hire fees from the Championships, this will need to be accounted for at the end of the year. An Officials development course did run but there was no charge for this.

There does not appear to be any transfer from the growth of mass participation events to the Championships. These events are professionally organised and are often very expensive. Most people that do these kinds of events are non ASA members so if they did want to take part in our events they would need to pay the £15 fee. There Open Water Series experiences good participation from Masters Swimmers however this is decreased for the Championships due to the perception that it is aimed more at club swimmers. There was a suggestion of running a separate Masters Open Water Championships however this would lead to a significant increase in costs.

It was felt that the Temporary Membership rate is very high in comparison to other sports and is something that needs to be addressed. The ASA is currently looking at an Individual Membership which will be £10 however it is not clear at present what this cost will include.

18.8 Synchronised Swimming – Roger Penfold, Board Liaison Synchronised Swimming

Synchronised Swimmers from the South East have done very well nationally. This information needs to be included on the website. A closed Level 1 Coaching Synchronised Swimming course was set up and was so oversubscribed they are now running two courses. There are several Officials courses running as well as a Synchro Development Workshop running next weekend that are not mentioned in the report. HM reported that Synchro has also been very supportive of the Young Volunteers.

19 Sub Region Representatives & Questions

Hampshire - Peter Harris

Communications – This was a topic of discussion in February 2015 and again at the meeting after the ACM. The Board responded that there have been several improvements in terms of Communications such as inviting Sub Region Representative to meetings, this meeting being the first one of this type for 2016. There have also been improvements in getting information out such as the new website, social media and the Club Update. The Regional Club Development Officers have relationships with the Sub Regions and will attend meetings. KJ deals with Hampshire although it was felt that the communication that was missing was more to do with Governance than Development. PH acknowledged that the website has improved however didn't feel that the other elements that were raised last year had improved.

Minutes on the website – Minutes are posted on the website when they are circulated to the Board. It was agreed going forwards that a link will be sent to Sub Region Secretaries when the minutes are available on the website. Draft minutes will continue to go on the website and will be marked as such.

Action: BG

Membership Figures – The discipline breakdown of Membership Figures appears to show that almost all numbers have gone down. These figures may not be that reliable as this information is only available based on what the Membership Secretary selects when doing the annual membership return.

Spend of Disciplines – PH raised a query surrounding the amount of money being spent on some of the disciplines. For example Synchronised Swimming has 289 athletes and received £30k of the budget. It was confirmed that the budget setting process is to ask Discipline Managers what they want, disciplines also have Development Plans in place which form the basis of their budget submission. Underspends are due to some of these activities not taking place as it is reliant on volunteers to drive these activities. The Board confirmed that they will continue to support all disciplines regardless of the number of participants to ensure continued development and success within these disciplines.

Oxfordshire & North Bucks

The comments from Oxfordshire & North Bucks were noted.

Referees event 2015 - There were problems fitting this in as there were County Championships on every weekend. At the time there were only 2 referees in Oxfordshire & North Bucks.

Sussex

All referees have been notified about the referees seminar on 5th March, final information will be circulated on Monday 22nd February.

Surrey – Jeni Colbourne

Finance – The Region have large levels of reserves and need to look at how these can be spend. Are the plans really doing the things that will make a difference?

Communications – It was felt that communications had improved however there is an ongoing need to be as transparent as possible.

Swimmers Performance – A query had been raised about the performance of South East Swimmers at nationals. It is understood England Programmes are currently looking in to this. Once available information will come down through the Coaches Panel. Sub Regions would also like this information so that that they can help to remove any barriers.

20 Youth Forum

The Youth Forum currently have 7 members. There were 3 meetings planned in 2015, 2 of which took place. The third had to be cancelled. In 2016 the Youth Forum aims to increase the membership up to 12. This opportunity is currently being advertised on the website and will go out in the next Club Update. The Youth Forum also plan to implement the Volunteering Awards and to establish Youth Forum Branding. Welcome the Board to get in touch with anything that they would like the Youth Forum's view on. Meeting dates for 2016 are to be confirmed.

21 Finance – 2015/16

Report on accounts for 2015/16. Currently within budget and will stay within this, expected to end the year at a deficit of £30,000. The Region has spent more this year than in previous years.

22 Finance – Budget 2016/17

The Finance Sub Group meet at the beginning of February to review the Budget request for 2016/17. Further to the budget circulated there have been requests from the Youth Forum for £5000 and Communications for £3800 which would take the overall deficit to £69,337.95. Disability Swimming have asked for the same budget as last year but have not submitted a formal budget request. The Finance Sub-Group allowed £6000 for Disability Swimming.

The Membership Income figure is based on the assumption that there will be no increase in affiliation fees for 2017. This will be the Finance Sub-Groups recommendation to the Board however this will be decided later in the year. There has not yet been a decision on if the Region will follow suit with the ASA on collection of fees, a decision on this is required by September.

PH raised concern about large increases in some of the discipline budgets as last year Membership Fees and entry fees were increased due to the budget submitted however there is a trend of the Region not spending the money. It was confirmed that entry fees were increased by the Swimming Committee due to the changes in the competition structure meaning that there would be more finals and therefore less entries could be accepted. However it was felt that the entry fees remain reasonable. Affiliation fees are also somewhere in the middle when compared with other Regions. It was felt it is important that money is spent well and as activities are reliant on volunteers it is understandable that these sometimes do not happen.

The original request from Development was for £12k for the Offshore Camp, this was reduced by the Finance Sub Group by £10k. It was felt that was this was for 20 swimmers £10k was reasonable and if this budget was not achievable to fee for the swimmers may need to be increased.

It was agreed to approve the budget in principle however Sue Barker will be requested to attend the next Regional Management Board meeting to discuss the requirements for Disability Swimming.

Action: RFP

23 ASA Health & Safety Forum

It was **agreed** that Chris Lee will be the Region's representative at the Health & Safety Forum.

24 Review of Communications

Report was circulated. A generic advert has been created for inclusion in programmes however it was highlighted this should be multi discipline, not just swimming.

Would like to create an automated booking system for courses and workshops. This can be done through Event Brite however there will be fees for events that are chargeable. BD to supply a report for the March meeting.

Action: BD

Branding – It was decided that turn flags are not required. Table dressings will be purchased for trophies/awards and also for use by the Club Development Officers at their information table as well as Discipline Identification Banners. There is a need to purchase some new smaller pull up banners as

the currently ones are too large for rooms with lower ceilings. The Development Leaflets will also need to be bought on brand and possibly a new template created for the Club Update.

Database – Would like to add a database button to the website so that club news can go to more individuals. We then have a database of individuals for other purposes, should we need it. WL highlighted that if this goes ahead we will need to look at Data Protection.

Website – Since the launch in September the website has had over 17,000 visitors and the Twitter accounts has 966 followers. Facebook has just launched and has 72 likes. The website address and social media will be included on programme covers. HM & KJ will be given access to the Twitter account. BD would like to add a survey to the website to gain a better understanding of what people want from the Region.

Email - @southeastswimming.org email addresses. This is being organised with Mike Lambert. RCDOs will be able to send emails from @southeastswimming.org rather than their Freedom Leisure accounts. SR would also like this for welfare.

25 Swim21 Multi Discipline Proposal

Development Group will discuss this proposal at their meeting in a couple of weeks. Synchro do not feel that this would be beneficial and so far no feedback has come from Diving on this.

26 Pool Closures

No list received from AG to date. Was discussed at the Chairman's meeting however it was noted that some of the pool effected do not offer much public swimming. A note was included in the last club update on this for clubs to get in touch if they hear of possible pool closures.

27 Minutes Secretary

No responses were received to the advert for a Minutes Secretary. This will be included on the club update once more and if no responses are received this will need to be reviewed.

Action: BG/HM

28 Minutes of the meeting on 14 January 2016

The minutes of the meeting held on 14 January 2016 were agreed as a true record.

Action: BG

29 Matters Arising

January 14th Minutes

3. 166.1 Mailsports now agreed to continue for another year. WL provided comments on the concession agreement and the group will now take this forward.

4.7. Swim21 Discipline Proposal – RFP & RH have reported

4.15 Email address discussed.

4.17 RGP still pursuing

6. Funding information has gone up on the website.

7. Appraisal of Chairman – Board members to send comments to RH & IHT

Landscape Sheet

The following items can be removed: 1, 2, 4, 7, 17, 19, 20 & 22.

4 - ASA Friend – RFP to check

8 - Governance Sub Group met this morning, will report at the next meeting

12 - ASA Service Level Agreement – does not affect the Region as Officers are not employed by the ASA

14 – Email Addresses - discussed today, in progress

15 – Assets - BG pursuing

21 – Affiliation Fees – Collection Arrangements - on going, waiting on response from London Region

23 - Appraisal of Chairman – discussed. Will report at the next meeting

30 Affiliations & Resignations

New Affiliations

None

Resignations

None

Enquiries

None

Transfers

None

Change of Name

Locks Heath Swim Squad agreed

Action: BG

31 ASA Senior Leadership Communiqué January 2016

Nick Caplin attended the meeting of Regional Chairmen and discussed the changes. Restructure has not been discussed by the SGB. There will be one Area Swim Manager for each Division covering each of the specialisms, they can then offer support to the rest of the team in this specialist area. There will be 7 Area Swim Managers for the South, one less than there is currently.

BD queried the funding of these posts with Adam Paker. A response was received from Nick Caplin confirming that the Health team will be funded by Public Health England. The Facilities team will generate some income through consultancy work and the Product Development Team will be self-funded through producing and selling profitable products. The Delivery Team are funded in many ways including Sport England funding but also self-generated income, this teams role is to increase participation. BD has also contacted the new Head of Marketing about a communications strategy to help people understand what the ASA do.

32 ASA Board Minutes

- No minutes were available when the Board papers were circulated.
- The SLT team is now fully quorate and operational with weekly meetings programmed.
- Monthly staff updates are now taking place.
- The CEO has attended Regional Board & Chairman meetings.
- The ACE apprenticeships have been sold to Dudley College by the ASA. This meant 15 members of staff transferred employment to Dudley College but are still based at Sportpark. This means that ASA will no longer have to comply with Ofsted criteria.
- The revised Level 1 and Level 2 Swimming Teaching qualifications are now available. Approved centres started delivering from January, the IoS will start delivering these in March.
- Sponsorship – not much progress on major sponsors. 3rd in a bidding with a large building society which is promising. Nearly finished negotiations on clothing a clothing deal as the Speedo contract is about to expire.
- Regular meetings are taking place between the Chief Executive and the Chairmen of the two Boards.
- An extra strategy meeting will take place on 18th March between the SPG & GB.
- Decision made on fee for Coaches passes at ASA competitions. Diving & Water Polo will now be charged for their Coaches Passes. Diving wrote a letter to the Board about this but it was rejected. In time Coaches will only be eligible to have a pass at national events if they have a Coaching Qualification. This will come into effect with Swimming & Synchro this year, Water Polo and Diving next year. Linked with child protection.
- RGP is the Equity Champion for the SGB. Equity training has been cancelled.

33 Meeting of Regional Chairmen

Notes from David Fletcher circulated.

34 Correspondence

- Peter Harris – noted.

- Steph Elliott – Jane Davies has won the Torch Trophy Trust award, the Board congratulated Jane. The award will be presented at the Torch Trophy Trust awards at the Army & Navy Club in Pall Mall on Thursday 3rd March, 5.30pm. RH to attend.

Action: BG

35 DBM Report

The DBM Report was noted. Aquatic Officers title will be changing to Area Swim Managers. RFP to investigate if there are paper copies available of the Participation Strategy.

Action: RFP

36 AOB

Conflicts of Interest – All Board Members and Committees appointed by the Board should sign the form and declare any conflicts of interest. Completed forms to be kept in the Regional Office. This will be renewed annually on 31st January. BG to circulate to RMB and Discipline Managers.

Action: RGP to send form to BG

Date of Next Meeting - Monday 21st March, Guildford Spectrum

Meeting close 15.33

ASA South East Region

Regional Management Board

A meeting of the Regional Management Board will be held on Sunday, 21 February at Holiday Inn Guildford, commencing at 1030

A G E N D A

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|----|--|----------|------|
| 1. | Apologies
<i>To receive any apologies from members unable to attend the meeting</i>
<i>Alan Green</i> | RFP | 1030 |
| 2. | Discipline Managers' Reports & Succession Planning Updates
<i>To receive reports from Discipline Managers covering activities over the past 12 months and to discuss any issues they might have.</i> | Enclosed | |
| | 1. Swimming | ML | 1035 |
| | 2. Development | JD | 1050 |
| | 3. Disability Swimming | SB | 1105 |
| | 4. Masters Swimming | RGS | 1120 |
| | 5. Diving | FC | 1135 |
| | 6. Water Polo | TJ | 1150 |
| | 7. Open Water Swimming | KB | 1205 |
| | 8. Synchronised Swimming | KC | 1220 |
| 3. | LUNCH | | 1235 |
| 4. | Sub Region Representatives & Questions | | 1315 |
| 5. | Youth Forum | | 1345 |

ITEMS FOR DECISION

- | | | | |
|----|---|----------------|------|
| 6. | Finance
Budget Monitoring 2015/16 | GS
Enclosed | 1400 |
| 7. | Finance
To agree the budget for 2016/17 | GS
Enclosed | 1405 |
| 8. | ASA Health & Safety Forum
To appoint Chris Lee as the Region's representative | RFP | 1435 |

ITEMS FOR DISCUSSION / INFORMATION

- | | | | |
|-----|--|-----------------|------|
| 9. | Review of Communications | BD | 1435 |
| 10. | Swim21 Multi Discipline Proposal
<i>AL reported developments from ASA to water polo fraternity</i> | AL | 1445 |
| 11. | Pool Closures | RFP | 1450 |
| 12. | Minutes Secretary | RFP | 1455 |
| 13. | Minutes of meeting held on 14 January 2016
<i>To agree the accuracy of the minutes of the previous meeting</i> | RFP
Enclosed | 1500 |
| 14. | Matters Arising
<i>To consider any matters arising from the minutes not covered in the agenda and confirm actions</i> | RFP
Enclosed | 1510 |
| 15. | Affiliations & Resignations
15.1 New Affiliations
None
15.2 Resignations
None
15.3 Enquiries
None
15.4 Transfers
None
15.5 Change of Name
Locksheath Swim Squad to become Locks Heath Swim Squad | RFP | 1520 |
| 16. | ASA Senior Leadership Communiqué January 2016 | RFP
Enclosed | 1525 |

17.	ASA Board Minutes <i>To consider the minutes of the ASA Sport Governing Board meeting on 29/30 January & the ASA Group Board on 16 February, if available.</i>	RGP	1530
18.	Meeting of Regional Chairmen	RFP Enclosed	1540
19.	Correspondence <i>To inform the Board of any relevant correspondence received since the last RMB meeting</i> Peter Harris Steph Elliot – Torch Trophy Trust Awards	RFP Enclosed	1545
20.	DBM Report	AG Enclosed	1550
21.	AOB <i>24 hours notice required</i>	RFP	1555

Date of Next Meeting

Monday 21 March at 1900 at Guildford Spectrum



REPORT TO THE REGIONAL MANAGEMENT BOARD

Swimming Group

The purpose of the report is to update the Regional Management Board on the progress made by your Discipline Group. Please use as much space in each box as you require.

Please note that this report relates only to Swimming Competitions.

1. ITEMS FOR DISCUSSION WITH THE RMB.

Please summarise the main items that you would like to discuss with / bring to the attention of the Regional Management Board.

- Every demand from the ASA regarding regional swimming competitions seems to have an adverse effect on the expenditure for swimming. We need guidance on what level of variance is acceptable. (e.g. Demands for more finals reduces time available for heats, and the revenue comes from entry into heats.
- Getting sufficient volunteers, both technical and non-technical continues to be challenging. There are some clubs who do not bear their fair share of the load. We cannot make acceptance of entries dependent on their club providing volunteers. We welcome any suggestions that would address this.
- We remain disappointed in the performance of swimmers from our region at National level. The main problem appears to be the lack of a pathway for elite swimmers in our region. We are a net exporter of elite swimmers.

2. GENERAL OVERVIEW OF DISCIPLINE GROUP'S PROGRESS.

Please briefly outline any significant developments in the delivery of your action / operational plan.

- During this year, the full impact of changes to the new ASA Competition Pathway have been accommodated into the Swimming Competition plan.
- There continues to be a close working relationship between the Swimming Group and the Coaches Panel
- Our panel approach to Meet Licensing is being considered by other regions

- The Swimming Group meets approximately one per quarter. It is not a closed group we welcome new people with skills and time to offer to progress competitive swimming in the region.

3. SPECIFIC AREAS.

Please provide a summary of significant developments achieved by the Group in the following area:

3.1 Athlete Development

- The programmes for competition have been set in close collaboration with the coaches panel to support their athlete development aims.
- Other development is covered by the development report.

3.2 Competitions

- In 2015, the Summer Swimming Championships were held over 3 consecutive weekends in the second half of May. Two days were allocated to swimmers aged 14/under; 2 days to swimmers 15/over and two days to distance events (400m+) and team events.
- Automatic and base (consideration) times were set, working closely with the coaches panel. We were able to accept all 15/over swimmers who achieved the base time, but had to reject around 30% of 14/under swimmers who achieved the base time, but not the consideration time.
- The competition ran well, running to time, with few problems.
- The 2015 Winter Swimming Championships (short course) were held over a single 2-day weekend in early November. Again, automatic and base times were set and we just able to accept all swimmers who achieved the base times. At the request of coaches, finals were held as a separate third session. This worked reasonable well, so will be adopted for the 2016 championships.
- The 2016 Summer Swimming Championships will be held over 7 days in late April and May 2016. We have reverted to a more traditional pattern, with 3 days for 15/over (Youth) and 4 days to 14/under (Age Groups). We have been directed by the ASA to hold the Youth event at the beginning of May to minimize the impact on swimmers who have exams. For both competitions, we expect to be able to accommodate more swimmers than in 2015 because of the additional time available. Base and Automatic times have been published accordingly.
- We were hoping to be able to use the new Wycombe pool, but that is not available to us this year. Happily we have been able to take the Mounbatten Centre pool for a three day competition.
- The Winter Championships this year will again be short course, on 5th/6th November.

3.3 Club Development/Swim21 Networks

- Covered by the development report.

3.4 Workforce Development - including coaches, officials, group's members

- Significant number of technical officials mentored during the Swimming Championships.
- Disappointing response to requests for more control room officials (meet management, electronic timing etc.) Action on this in Hampshire will benefit the region.

4. NATIONAL REPRESENTATION

Members of South East Region Clubs in National Squads (GB, English, Scottish & Welsh)

To be added

5. FINANCE

Performance against Budget 2015/16. Please highlight any significant over/under spends and why these have occurred.

	Budget	Actual
Income	£49,200	£66,532.31
Expenditure	£67,155	£77,971.84
	-£17,955	-£11,439.53

- Variance of +£10,000 in entry fees for the summer championships. Slightly more entries accepted than originally planned and entry fees increased.
- Variance of -£1,100 in entry fees for the winter championships. Conscious decision to reduce number of entries.
- Variance of -£2100 in Winter Championships pool hire. Needed to book for longer to accommodate finals session and increase in hire rate
- Overall looks like a deficit of £12,000 against a budget of £16,000
- The budget submission for 2016/17 takes into account the trends from 2015/16.

6. ANY OTHER MATTER WHICH YOU WISH TO DISCUSS WITH THE BOARD

Report completed by:

Please forward your completed report to bryony.gibbs@swimming.org by **05 February 2016**



REPORT TO THE REGIONAL MANAGEMENT BOARD

Development Group (covers General Development (G) and Swimming Development (S))

The purpose of the report is to update the Regional Management Board on the progress made by your Discipline Group. Please use as much space in each box as you require.

1. ITEMS FOR DISCUSSION WITH THE RMB.

Please summarise the main items that you would like to discuss with / bring to the attention of the Regional Management Board.

- 1.Reduction of requested funding for 2015/16 was handled by reducing the number of Bursaries for Teachers and stopping support for Distance Meets. We plan to restore this in 2016/17
2. Relationship to Counties has been through the Development Officers, Counties are all different wrt Development but don't recognise it and expect them all to be treated the same – which has caused some issues.

2. GENERAL OVERVIEW OF DISCIPLINE GROUP'S PROGRESS.

Please briefly outline any significant developments in the delivery of your action / operational plan.

1. Progress has been made against the Development Plan for 2014/17. The Development Leaflets have been key in discussion with various people and groups.
2. SER is the leading Region for development in the ASA
3. Support has been given to establish development activities in Diving and Water Polo – but are now being covered by their discipline groups
4. The group has discussed issues across the sport and produced policies for Start-up Funding and Hardship Funding.
5. The Group consists of four Board members and three Development Officers.
6. The Development Officers work well together and advise each other. During the last year Rosa Gallop has focused on Swim21 Networks and the Beacon Programmes, Helen Mack has focused on Swim21 Clubs and Young Vounteers, Kristie Jarrett has focused on Swimmer and Coach Development. In addition each visit some County Meetings to discuss development: Rosa visits Sussex and Kent; Helen visits ONB and BSB; Kristie visits Hampshire and Surrey.

3. SPECIFIC AREAS.

Please provide a summary of significant developments achieved by the Group in the following area:

- 3.1 Athlete Development

1. ASA/SER development camps held for 11/12 years girls and boys (144 in total)
2. SER Offshore camp (swimming) held in Geneva. Selection based on performance in Regional Winter competition. Meet was very successful. Reports on SER web-site.
3. Possibility/desirability of holding camps for 13/14 discussed but have not been included for 2016/17 as the currently planned activities will use up the available effort and the programme of events is mostly full.

3.2 Competitions

1. Covered in Swimming Discipline report
2. The Swimming Licenced Meets panel has operated successfully through thr year and reports into the Swimming Discipline Group.

3.3 Club Development/Swim21 Networks

1. The Development Group supports the RDOs in their work with clubs and Networks and the independent Swim21 accreditation panel.
2. The number of swim 21 club essential clubs is at 94. This is the highest number in any Region and over twice that in some Regions. More Water Polo and Diving clubs have been accredited.
3. The target for the SER by March 2016 is 104 accreditations, we have 8 new clubs actively working towards accreditation, but we do not think we will reach this target. Each Region gets one RDO paid in the ASA Clubs team to support this.
4. An issue for accreditation has been the lack of level 2 coaches courses in the minor disciplines which has prevented accreditation. There is now a dispensation for WP, Diving and Synchro only needing a Level 1 coach but will need a level2 coach in 12 months time.
5. Three Networks have Swim21 Network accreditation:
 - SMK (Swim Milton Keynes),
 - SSK (Surrey Sussex & Kent).
 - ACE (SER Diving)
6. Three further Networks have been approved by the Region
 - East Invicta Excel
 - Hampshire Water Polo
 - Kent Water Polo
7. Six further potential networks are in work
 - Solent, Synchro, Medway, 3 Counties, Oxfordshire, Hastings.
8. Other clubs have expressed interest

3.4 Workforce Development - including coaches, officials, group's members

1. Coaches (Swimming):
 - A coaches conference and four coaches workshops have been held, four more are scheduled for February/March
 - Coaches attended and worked at the Swimmers Development Camps which provided hands-on development.
2. Officials (Swimming):
 - Referees Forum and Course Leaders Meeting being held in March
3. Team Managers
 - TM1 and TM2 courses have been held across the Region, but somewhat sporadically. Plan to organise 2 TM1 and 2 TM2 courses per County per year.
 - Forum held in September, TM covered Doping, Raising Protests and organizing overseas visits.
4. Young Volunteers
 - Following the successful programme last year, SER provided 145 training opportunities from September - December, compared to 52 for the same period in 2014. These are being held at four centres:
Medway, Kent ; Ayelsbury, Bucks; Fleet, Hampshire; Brighton, Sussex
 - For courses starting in September 2016, we are looking at one per County and to link into activities at County Championships and Regional Talent Camps.
 - The Region has obtained £500 funding from the ASA for delivering their 'Leading the Lane' programme through the SER Young Volunteers programme. We should get £1000 ASA funding in 2016/17 to support the YV programme and £250 to support a Young Volunteers for Diving programme.
5. Coaches panel (Swimming)
 - The Swimming Coaches Panel meets six times a year and now has Terms of Reference which include the appointment process and succession. It is being adopted by other Regions.
 - The panel provides advice into the Swimming Competition Group and the Development Group.

4. NATIONAL REPRESENTATION

Members of South East Region Clubs in National Squads (GB, English, Scottish & Welsh)

Not covered in this report.

5. FINANCE

Performance against Budget 2015/16. Please highlight any significant over/under spends and why these have occurred.

	Budget	Actual
Income	£0	£0
Expenditure	£58,700.00	£40,756.78
	-£58,700.00	-£40,756.78

1. Although the proposed Development Budget was cut at the financial review, the spend is likely to approximately meet the funding provided.
2. There are some budget lines that are over and some under the estimates. In particular:

- The Swimming Off-shore camp is over as it was held at the Geneva Meet, which was more suitable and really provided better value for money than others
 - The Teacher/Coach training bursaries were under – as IoS courses for level 3 were not available.
3. This is largely through the employment of a second part-time Development Officer (not accounted to the Development Budget). This has provided a focus and good management for ensuring swimming development activities actually happen and are successful

6. ANY OTHER MATTER WHICH YOU WISH TO DISCUSS WITH THE BOARD

1. The Region is the largest in the ASA and expected to perform, for example in having the largest number of Swim21 clubs, however we do not get a proportional level of support from the ASA.
2. Although we have the most swimmers in clubs we do not produce the most swimmers at a National or International Level, it would be useful if we could understand why. In contrast we are good at Diving and Synchro.

Report completed by: John Davies

Please forward your completed report to bryony.gibbs@swimming.org by **05 February 2016**

Report Disability Swimming

We continue to run two SER disability competitions a year one for swimmers who are classified or waiting to be classified.

The first competition is held the last weekend in September and we have two teams of classifiers and classifications are run during the day.

Competition is then held in the late afternoon evening to confirm classification. Classification takes three parts; a bench test with a medical classifier this is where range of movements, measurements are taken and recorded by the technical classifier, the swim test is the second part of classification which is taken by the technical classifier.

The codes of exceptions are given to the athlete on this part of classification and a provisional classification is given. The third part of classification is in competition and the classifiers watch the athlete and confirm the classification. Classification can take up to 45 minutes depending on the disability. (This is a brief description of classification).

The second competition is a development competition for any swimmer who has a disability of any kind and no classifications are offered.

At both competitions a CPD Disability Awareness for officials is also run during the day for theory and the practical element is done during the competition.

The other competition that is held in the region is the European Open Down Syndrome competition only for swimmers with Down Syndrome

In the Region we have athletes on different levels of programme;

Spotlight

Will Perry

Development

Matthew Rishworth

Connor Lockwood

Georgia Howell

Katie Crowhurst

Potential

Zara Mulhooly

Podium

Alice Tai

Hannah Russell

We have two coaches Gordon Dart and Amy French who we would like to put through level 3 coaching award this year.

Dave White is our Regional Development coach and over the next year we will be running three training days. Dave is also going to be running taster days in different parts of the region.

We continue to take a team to Manchester to swim in the National disability competition we had 20 swimmers up there this year everyone swam personal best times and won medals.

This year we would like to focus some of our efforts/work in to the Channel Islands. To this end we are going to be using some of the development fund (money) to go to Jersey to arrange a development competition and take between 8 – 12 swimmers. In April, Dave, Gordon, Amy and I are going over to Jersey to view facilities, see some of their swimmers meet Swim Jersey and Guernsey and arrange a competition to take place the last weekend in October.

We will use the development fund to provide kit for swimmers and coaches and pay for the trip to Jersey in October swimmers will be asked to pay a small contribution towards the cost.

We are very excited about the development that we are going to be doing with the Channel Islands as we have never done this before.

We would like to purchase an underwater camera with some of the budget we have left this year (if the board agree with this expense as this was not put in the budget).

Swimmers from the region will be going to Glasgow for the International long course event which will also be the Paralympic trials. We hope that two of our swimmers Hannah Russell and Alice Tai make the Paralympic team that will go to Rio in September we wish them both the best of luck in their endeavour.

We would like to thank all officials and the board for their help and support over the last year we could not do what we do without this help.

Sue Barker
SER Disability Manager



REPORT TO THE REGIONAL MANAGEMENT BOARD

MASTERS Group

The purpose of the report is to update the Regional Management Board on the progress made by your Discipline Group. Please use as much space in each box as you require.

1. ITEMS FOR DISCUSSION WITH THE RMB.

Please summarise the main items that you would like to discuss with / bring to the attention of the Regional Management Board.

2. GENERAL OVERVIEW OF DISCIPLINE GROUP'S PROGRESS.

Please briefly outline any significant developments in the delivery of your action / operational plan.

Two meetings of the SER Masters Working Group were held in the last 12 months, on 25th April and 19th September 2015. Minutes are available.

3. SPECIFIC AREAS.

Please provide a summary of significant developments achieved by the Group in the following area:

3.1 Athlete Development

A Masters development day was held on 26th April 2015 at Charterhouse School in Surrey. It was organised by Karen Marchant and was an outstanding success. Places for 36 attendees were planned, these were filled and unsuccessful applicants put on a waiting list. Masters from 21 SER clubs attended. The day featured talks by a sports nutritionist, a cardiac physiologist and a strength conditioning coach. There was a land training session followed by a swimming session which was supervised by three SER coaches. The day was well received by the participants with many favorable comments made at the end. It was clear that such activities are in demand within the region. Shelley Robinson indicated that Kent would investigate running a similar event in the future.

3.2 Competitions

Short Course Competition at the Spectrum, Guildford on 4th October 2105.
Another successful meet with 242 individual entries and 14 relay team entries. Entries were closed early as the sessions filled up and some Masters making late entries were disappointed. It was a struggle to get enough officials as is usual for a Masters competition but persistence and much chasing yielded the required number on the day.

This year's meet is planned for 1st October 2016 again at the Spectrum as this seems to offer the most appropriate venue for such a competition.

Long Course Competition at K2 Crawley on 23/24 January 2016.

The changes in the ASA swimming calendar which bring the age group county championships into January and February had the expected effect on the availability of officials in that many of those who regularly support this meet were committed to their county events. Much lobbying and advertising resulted in sufficient numbers to enable the meet to run, although four weeks beforehand the situation looked bleak with over 400 entries and an insufficient number of officials. Numbers were made up with swimmers who swam in some sessions and officiated in others.

The European Masters at the Olympic pool at Stratford this year meant that many Masters were looking to record long course times in preparation for the opening of the entries. With entries from Italy and Switzerland as well as from far flung parts of the UK demonstrated the popularity of the event. Surprisingly, the meet was filled one month before the published closing date which resulted in many of the regular attendees who left their entries until the New Year being disappointed. There were 429 individual entries and 11 clubs entered a total of 32 relay teams. The number of individual entries was the largest since the competition started in 2007.

Twenty British records, seven European records and two World records were set at the meet. In spite of the failure of one lane rope several times during the racing and one timing pad needing to be replaced the meet went very smoothly with all sessions finishing within their allotted times. Many emails have been received from Masters praising the organisation of the meet which is very gratifying considering the work that was put in. Thanks must go to the officials and helpers who made this possible.

The date of next year's meet will depend upon the availability of the pool which in turn will be influenced by the Sussex county championship requirements. However, a January/February date is still the most appropriate for this event within the Masters calendar.

Masters Inter County

This was hosted by Middlesex for the SER in November and was held at the Barnet Cophall pools. Middlesex are invited to the SER event each year as there is no London Region competition. The venue rotates round the competing counties hence this venue last year. To date Oxford & N Bucks have been unable to book a suitable pool so although it is their turn to host the event this year it will be held at Aldershot Garrison hosted by Hampshire. At last year's event Middlesex won the Tony Warn trophy by two points from Hampshire who suffered two disqualifications.

In addition to the SER Masters competitions the SER counties have also run Masters competitions in the last 12 months with the exception of Berks & S Bucks and Oxford & N Bucks. Berks & S Bucks are planning to re-introduce their Masters competition this year.

3.3 Club Development/Swim21 Networks

3.4 Workforce Development - including coaches, officials, group's members

In spite of the increasing popularity of Masters in the region it is proving very difficult for counties to find people willing and able to take on the role of county Masters secretary/representative. In the last report it was noted that Sarah Davison had become the Masters representative for Sussex. She resigned last summer and currently Sussex has been unable to replace her. Karen Marchant, who has done an excellent job in both Hampshire and in the region has given notice that she will resign later this year after running the Inter County Masters event in November. To date no replacement has been identified. Bob Odell from Berks & S Bucks only considers his role in representing Masters for the county as temporary.

I have run nine SER Long Course Masters and ten SER Short Course Masters competitions and would like to pass on the responsibility. I have discussed with Helen Mack the possibility of involving young volunteers in the planning and management of Masters competitions and she is keen to add the subject to this year's curriculum. However, this will take a while to get off the ground and is unlikely to result in any long term involvement of individuals.

Although the SER Masters appears to be going from strength to strength, in fact, the situation is very fragile in that most of the organization effort is from just a few people. Should they disappear the situation would look quite different.

Anthony Gimson has resigned as SER representative on the ASA Masters committee and his place has been taken by Jim Boucher. Anthony remains as a specialist on the SER Working Group.

4. NATIONAL REPRESENTATION

Members of South East Region Clubs in National Squads (GB, English, Scottish & Welsh)

Twelve swimmers from the SER entered the World Masters Swimming Championships in Kazan, Russia, in August 2015. Their individual results are difficult to collate but the full results of the competition are available on the web.

5. FINANCE

Performance against Budget 2015/16. Please highlight any significant over/under spends and why these have occurred.

	Budget	Actual
Income	£13,000	£4833.04
Expenditure	£14,840	£10,798.63
	-£1,840	-£5965.59

Figures above are as of 28th January and do not include Masters Long course Entry Fees

Short Course Competition

Income was £207 under budget. Expenditure was £643 under budget. Giving a net surplus of £436.

Long Course Competition

Income was £647 over budget. Expenditure was £269 under budget but the catering invoice has not been received yet. However, the meet should have made a small surplus.

Development Day

With a budget of £1,000 the costs were £791 and the income was £540 making the expenditure £749 under budget.

Group Meeting Costs

These came in at £121 under budget.

6. ANY OTHER MATTER WHICH YOU WISH TO DISCUSS WITH THE BOARD

I re-iterate that the biggest headache in running the SER competitions is the difficulty in getting commitment from officials before the majority of entries are received. Often it is not apparent that the meet can go ahead until a few days beforehand. Although most meets suffer from this, Masters is particularly vulnerable

because unlike age group meets parents are not involved and many of those who are officials will not turn out unless their offspring are swimming.

Report completed by: Geoff Stokes

Please forward your completed report to bryony.gibbs@swimming.org by **05 February 2016**



REPORT TO THE REGIONAL MANAGEMENT BOARD

Diving Group

The purpose of the report is to update the Regional Management Board on the progress made by your Discipline Group. Please use as much space in each box as you require.

1. ITEMS FOR DISCUSSION WITH THE RMB.

Please summarise the main items that you would like to discuss with / bring to the attention of the Regional Management Board.

Staff changes within the management group. Resignation of the Secretary. Volunteers have been found to undertake the roles of Manager and Secretary.

2. GENERAL OVERVIEW OF DISCIPLINE GROUP'S PROGRESS.

Please briefly outline any significant developments in the delivery of your action / operational plan.

Continuing progress due to the instigation of the South East Region Diving Talent Camps laying the foundation for further developments in 2016/17

3. SPECIFIC AREAS.

Please provide a summary of significant developments achieved by the Group in the following area:

3.1 Athlete Development

Delivered through:
SERASA SEEDS Camps x 10
ACE Network Camps x 10
Berlin training camp for SDA divers
Attendance at National Talent Camps by 10 children and 4 staff

3.2 Competitions

Once again Regional qualifying L2 and L3 competitions were run successfully. The number of Level 2 Divers making the National Qualifying Standard from the Region was 49 which is 69%. In the Regional L3 (Age group) competition 76% of the Regional Divers made the National Recommended Qualifying Standard.
Other competitions attended by Regional Divers are:
Gavin Brown Love To Dive Novice Event
Armada cup – Plymouth
G-Star – Leeds
Junior Elite Nationals
Regional Age Groups
National Age Groups

Regional Skills
 National Skills
 Albatross Interclub - Reading
 Bergen – Norway club international (SDA top team)
 Sofia – Bulgaria club international (Albatross 1st, Star 2nd, SDA 3rd in team results)
 Dresden youth international – Germany (Emily Martin SDA)
 Junior European Championships – Moscow, Russia (Emily Martin SDA)
 Bolzano Senior Grand Prix – Italy (Gemma McArthur SDA)
 Bimbingamba – Italy (England international – Alfie Brown Star)
 Southampton Invitational
 White Rose Novices - Leeds
 Peter Waterfield Novices
 Talent Games – Luton (SDA Overall Team 1st, Boys team 1st also)
 Luton Challenge
 Scottish Nationals – Edinburgh

3.3 Club Development/Swim21 Networks

Delivered through:
 Swim 21 Network – ACE – 7 Clubs regularly attending
 SEEDS Camps x 10 per annum – with regular workshops and development opportunities for divers, coaches, parents and officials

3.4 Workforce Development - including coaches, officials, group's members

Recorders seminar * 2
 Judging seminar
 Level 1 diving teachers course
 Mentoring of Coaches occurs at all Club Grand Prix and National events where several clubs from the SE Region are attending.

4. NATIONAL REPRESENTATION

Members of South East Region Clubs in National Squads (GB, English, Scottish & Welsh)

Alfie Brown – Junior England International (has now moved to the SW Region)
 Emily Martin – Junior Great Britain International – Junior European Finalist
 Gemma McArthur – Great Britain International – Grand Prix Semi-Finalist

5. FINANCE

Performance against Budget 2015/16. Please highlight any significant over/under spends and why these have occurred.

	Budget	Actual
Income	£2680.00	£2922.50
Expenditure	£26,030.00	£11,933.59
	-£23,350.00	-£9011.09

Other than outstanding invoices against Network Camps and Coach Mentoring the significant under spends are Regional Squad training (off shore camp) and Travel for Coaches delivering at Talent Camps which were sacrificed in order to reduce the budget overspend.

6. ANY OTHER MATTER WHICH YOU WISH TO DISCUSS WITH THE BOARD

The Regional Diving Manager has resigned from the ASA National Diving Committee.

Report completed by: Frank Clewlow

Please forward your completed report to bryony.gibbs@swimming.org by **05 February 2016**



REPORT TO THE REGIONAL MANAGEMENT BOARD

Water Polo Group

The purpose of the report is to update the Regional Management Board on the progress made by your Discipline Group. Please use as much space in each box as you require.

1. ITEMS FOR DISCUSSION WITH THE RMB.

Please summarise the main items that you would like to discuss with / bring to the attention of the Regional Management Board.

2. GENERAL OVERVIEW OF DISCIPLINE GROUP'S PROGRESS.

Please briefly outline any significant developments in the delivery of your action / operational plan.

Oversight group is working well with representation invited from all sub-regions and links between the management team, development group and water polo. Networks are establishing themselves. Training for U19 & U16 teams continues running in Crawley and Worthing.

Recruiting volunteers is a major issue and the region is run by a handful of people with no succession plans.

The budget allocated is expected to be spent in its entirety in accordance with the development plan.

3. SPECIFIC AREAS.

Please provide a summary of significant developments achieved by the Group in the following area:

3.1 Athlete Development

Training at Crawley and Worthing for Girls and Boys (respectively) regional teams up and running successfully. U16 & U19 Teams have participated at inter-regional competition. U14 age group requires more development to be able to attend. Older age groups are currently suffering (particularly) due to lack of investment in previous years in U14 age group.

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 + weekly matches. Most clubs running at 1 session per week.

3.2 Competitions

U14, U16, O40 & O50 Inter-county competitions hosted by London
U19 Inter-county competitions hosted by South East
South East Senior mens league continues with division 2 moving to a tournament basis which lead to a successful and competitive competition in 2015.

3.3 Club Development/Swim21 Networks

4 networks are establishing themselves. Some are further progressed than others. Some clubs progressing towards swim 21; the Hampshire network is almost a full-house of swim 21 clubs.

We are still keen to develop an improved relationship with other disciplines to enable easy movement between the disciplines.

3.4 Workforce Development - including coaches, officials, group's members

Group members – some additional attendees for oversight group; but no change in active volunteers. Active volunteers are seen as the major blocker to making progress.

Coaches – 2 coach development workshops held with Paul Metz – feedback is very positive. Level 1 Course. No Level 2 courses run. No Level 3 course available. Level 1 & 2 courses are considered highly overpriced when compared to other (non-aquatic) sports.

Officials – Grade D course planned for summer 2016

4. NATIONAL REPRESENTATION

Members of South East Region Clubs in National Squads (GB, English, Scottish & Welsh)

5. FINANCE

Performance against Budget 2015/16. Please highlight any significant over/under spends and why these have occurred.

	Budget	Actual
Income	£5250.00	£4245.00
Expenditure	£19,180.00	£13,008.52
	-£13,930.00	-£8763.52

6. ANY OTHER MATTER WHICH YOU WISH TO DISCUSS WITH THE BOARD

Report completed by: Trevor Jones



REPORT TO THE REGIONAL MANAGEMENT BOARD

Open Water Group

The purpose of the report is to update the Regional Management Board on the progress made by your Discipline Group. Please use as much space in each box as you require.

1. ITEMS FOR DISCUSSION WITH THE RMB.

Please summarise the main items that you would like to discuss with / bring to the attention of the Regional Management Board.

Being able to post direct to the website

2. GENERAL OVERVIEW OF DISCIPLINE GROUP'S PROGRESS.

Please briefly outline any significant developments in the delivery of your action / operational plan.

We continue to have growing support and increasing numbers taking part in our events

3. SPECIFIC AREAS.

Please provide a summary of significant developments achieved by the Group in the following area:

3.1 Athlete Development

We were hoping to reintroduce athlete development in 2015 via a link with a club but this plan has been carried forward to 2016

3.2 Competitions

The Regional Championships were very well supported with an increased number of swims. Again we were pleased to welcome Special Olympics GB. The Series continues to have a strong following with many age groups hotly contended

3.3 Club Development/Swim21 Networks

We continue to try to develop good links with Clubs that support Open Water

3.4 Workforce Development - including coaches, officials, group's members

We now have 3 officials working towards Judge Level 2 qualification. New members of the group would be welcome.

4. NATIONAL REPRESENTATION

Members of South East Region Clubs in National Squads (GB, English, Scottish & Welsh)

5. FINANCE

Performance against Budget 2015/16. Please highlight any significant over/under spends and why these have occurred.

We have no invoice received for 2015 Championships therefore need £1000 held in retention to cover this. There has been a change of management at our venue and this has caused them some oversight in our direction!

6. ANY OTHER MATTER WHICH YOU WISH TO DISCUSS WITH THE BOARD

Report completed by: Keith Barber

Please forward your completed report to bryony.gibbs@swimming.org by **05 February 2016**



REPORT TO THE REGIONAL MANAGEMENT BOARD

Synchronised Swimming Group

The purpose of the report is to update the Regional Management Board on the progress made by your Discipline Group. Please use as much space in each box as you require.

1. ITEMS FOR DISCUSSION WITH THE RMB.

Whilst funding was removed for synchro, our community have worked hard to ensure we keep the legacy of London2012 going strong. We continue to have an England talent pathway that the South East dominate and return to Senior competition this weekend for the team event and the four athletes training to qualify duet for Rio, 3 of them are from the South East. Athletes are largely self-funding and one club is sharing pool space with them every week.

2. GENERAL OVERVIEW OF DISCIPLINE GROUP'S PROGRESS.

2015-16 has been a great year for synchro in our region. Courses are running with more attendees, competitions have grown in numbers and have been run smoothly and successfully. We continue to be the strongest region in our discipline.

3. SPECIFIC AREAS.

3.1 Athlete Development

South East Regional Squad – 6 out of the 12 athletes from 2014 squad qualified for the England Talent trials for 2015. 5 out of the 12 athletes from 2015 squad qualified for the England Talent trials for 2016.

We are looking to offer training time to clubs to help athletes achieve the required skill to compete at the Multi-regional and National competitions.

Skill Assessment Days that allow athletes to compete at Multi-Regional and National level, we hold three in a year and the numbers attending have gone up and more regional clubs are choosing to stay in region to take skills.

3.2 Competitions

Novice competition was moved to due facilities issue which meant some clubs were unable to attend but the entry numbers remained the same as 2014, if the other clubs had attended we would have seen an increase of approximately 25%.

Recreational competition was held in a new venue, which for atmosphere was not ideal but pool was great. This is a team event only and went from just 16 routines in 2014 to 21 in 2015.

Multi-Regional competition, hosted by London Region at London Aquatics.

2014 we had 95 entries into 12 events out of total of 149 = 64% of the competition. We had 7 1sts so Mutli-Regional champions, 7 2nd place and 9 3rd place

2015 we had 133 entries into 12 events out of total of 209 = 64% of the competition. Our entries increased by 38 and the other two regions combined by 22. We had 8 1sts so Multi-Regional champions, 8 2nd place and 6 3rd place

National Age Groups

12 competitive events:

2014 we won 5 gold, 7 silver, 7 bronze

2015 we won 8 gold, 6 silver, 7 bronze

3.3 Club Development/Swim21 Networks

We still have two Beacon clubs who are developing well and did performed well at the first beacon games.

3.4 Workforce Development - including coaches, officials, group's members

4. NATIONAL REPRESENTATION

England Talent 2014-15 Juniors total 14 athletes – 11 were from South East, Age Group total 13 athletes – 5 South East, Development total 10 athletes – 7 South East. 10 athletes competed at 1st European Olympic Games, 6 were from South East.

England Talent 2015-16 Seniors 9 out of 14 are from South East, Juniors 9 out of 14 are South East, Age Group 6 out of 11 are South East, Development 5 out of 10 are South East

Summary for this season we have 59% of the athletes training in the England Talent Pathway, the other 41% comes from three different regions.

5. FINANCE

Performance against Budget 2015/16. Please highlight any significant over/under spends and why these have occurred.

	Budget	Actual
Income	£8440.00	£10,298.80

Expenditure	£25,812.00	£28,063.17
	-£17,372.00	-£17,764.37

6. ANY OTHER MATTER WHICH YOU WISH TO DISCUSS WITH THE BOARD

As we support a Regional squad by offering training, we would also like to help the talent squad training especially as we are almost 60% and 90% of training is done within the region. They have a long list of training dates, camps and competitions and we would like to help with three camps by helping with venue costs of £1500 per camp. These are the camps that all squads train together so give some support to all our athletes within the squads. This does not of course cover the full costs of training all four squads within the pathway but a useful contribution by the dominate region. Once funding is regained by our discipline this help would no longer be required by the region but I feel it is important to help keep this sport growing. The two athletes who competed in the duet last weekend in Germany and this weekend in France in preparation for the Olympic qualifiers are both from our region and help to ease the budget of the England programmes would be a good thing to do.

Report completed by:

Please forward your completed report to bryony.gibbs@swimming.org by **05 February 2016**

4. Hampshire County ASA – Peter Harris

- Progress update of survey on “Communication with Sub-Regions”
- Financial and Membership information requested. Please find Membership Information below. Financial Reports are covered in Agenda Item 6.

1. Breakdown by Discipline (cat 2) generated Dec 2015

	Swimmer	Master Swimmer	Diving	Master Diver	Synchro	Master Synchro	Water Polo	Master Water Polo	Open Water	Master Open Water
2015	13869	1827	368	28	285	58	568	195	458	410
2014	14595	1962	456	33	324	52	608	227	460	449
2013	15613	2009	509	42	339	42	719	227	454	431
2012	15925	2088	525	44	323	44	715	220	428	440

2. Totals by Sub Region generated 11 Feb 2016

Area	Cat 1	Cat 2	Cat 3	Total
Berkshire & South Bucks	1839	2326	988	5153
Hampshire	5132	3051	1907	10090
Kent	3023	2216	1043	6282
Middlesex (Staines SC)	604	184	86	874
Oxfordshire & North Bucks	1341	2316	1465	5122
Surrey	2925	2252	1372	6549
Sussex	3440	1817	864	6121
South East Region	18304	14162	7725	40191

4.Oxfordshire & North Bucks ASA – Peter Shaw

I do have to say that some fairly strong comments were made to me along the lines of , "...why have the Sub Regions been invited to attend a meeting during the busiest month of their year ? " . We complete our County Champs on the 14th but some still have full weekends on the 27th/28th February.

Last year the Regional Officials Secretary held a Referees Seminar on the same weekend that we had County Champs so that our Referees couldn't attend, and failed to invite at least 2 of the 6 Sub Regions so I suppose nobody should be surprised.

4.Sussex county ASA

Will the Region explain what difficulties it has experienced communicating with Sub Regional representatives in regards to the planning of meetings and courses around workforce development and Fina rules.

In making their response would the Region outline what changes are being considered to ensure that future communications are efficient and effective to ensure that all representatives are aware of meetings in a timely manner.

3rd February 2016

Report on Accounts for 2015/2016 (to date)

As is customary, a detailed analysis of the 2015/2016 income and expenditure against budget will be carried out after the year end for discussion and to allow a report to be prepared for the ACM in September.

With only approximately 6 weeks to the year end, the latest Sage Report (dated 16/02/2016) reveals a current deficit of £20,097 which varies from the Sage Report submitted earlier this week by some £7k. It will be recalled that the Budget for the current year is a deficit of £88,117.

There are a number of items of both income and expenditure which are expected in the remaining weeks of the current financial year including, most significantly, further bursary expenses and RCDO costs (we have only currently paid for 6 months of the year) and on the income side we are still due a quarter of the annual affiliation fees and the sponsorship payment from Mailsports. As a consequence of these items in addition to others, our best estimate is that we will end the year with a deficit of approaching £30,000.

The expected loss will deplete the Region's reserves to about £317k which is still considerably in excess of the agreed minimum level of £150k.

Whether this outcome is regarded as a success or failure is of course open to opinion/interpretation but from the Board's perspective I believe that we are moving in the right direction, at least insofar as expenditure is concerned. We are committed to support the various activities of the Region and in the 12 months to 31/03/2015 our expenditure as stated in the Annual Report was £141,252. In the period to 28/01/2016, the expenditure to date was £142,296 and the anticipated further expenditure referred to above will increase total expenditure to about £192,000 as at 31/03/2016.

Further detailed analysis will be reported to the Board after the year end.

G M Shields
Board Member Responsible for Finance
18/02/2016

**ASA South East Region Report
Income and Expenditure Account for the period-ended 28/01/2016**

	<u>31/03/2015</u>	<u>28/01/2016</u>	<u>Variance to</u>
	£	£	£
Profit & Loss			
Sales	(249,481.68)	(206,628.62)	42,853.06
Purchases	112,638.58	113,623.06	984.48
Direct Expenses	84,355.93	75,256.21	(9,099.72)
Overheads	55,815.63	45,042.55	(10,773.08)
Taxation			
	<u>3,328.46</u>	<u>27,293.20</u>	<u>23,964.74</u>
Sales			
ASA Grants - Administration/Other	-	-	-
Membership Income	(109,497.15)	(86,038.30)	23,458.85
IoS/ESF Income	-	-	-
Sponsorship Income	(5,000.00)	-	5,000.00
Miscellaneous Income	(156.00)	(30.00)	126.00
Income PESSYPS	-	-	-
Workforce Development Funding	-	-	-
Bank Interest	(132.17)	(66.33)	65.84
Income Licence Meet Fees	(31,639.41)	(28,867.84)	2,771.57
Income Swimming	(71,281.39)	(67,792.31)	3,489.08
Income Synchro	(8,800.37)	(10,298.80)	(1,498.43)
Income Diving	(2,923.48)	(2,922.50)	0.98
Income Water Polo	(6,010.00)	(4,245.00)	1,765.00
Income Masters	(12,683.71)	(4,833.04)	7,850.67
Income Open Water Championship	(1,358.00)	(1,534.50)	(176.50)
Income Disability Events/P2P/Grants	-	-	-
Income Olympic Tickets	-	-	-
Flat Rate - Gain /Loss	-	-	-
Contributions From Sub-Regions	-	-	-
	<u>(249,481.68)</u>	<u>(206,628.62)</u>	<u>42,853.06</u>
Purchases			
Swimming Comp Expenditure	47,324.49	42,694.91	(4,629.58)
Swimming Group Meeting Expenses	803.85	777.50	(26.35)
Synchro Expenditure	19,793.80	28,063.17	8,269.37
Diving Expenditure	12,476.40	11,933.59	(542.81)
Water Polo Expenditure	9,129.75	13,008.52	3,878.77
Masters Comp Expenses	12,422.39	9,442.67	(2,979.72)
Masters Group Meetings & Training Day	495.00	1,355.96	860.96
Open Water Expenditure	2,274.33	1,484.48	(789.85)
Disability Expenditure	7,918.57	4,862.26	(3,056.31)
	<u>112,638.58</u>	<u>113,623.06</u>	<u>984.48</u>

**ASA South East Region Report
Income and Expenditure Account for the period-ended 28/01/2016**

	<u>31/03/2015</u>	<u>28/01/2016</u>	<u>Variance to</u>
	£	£	£
Direct Expenses			
Teacher and Coaches Bursaries	41,631.10	27,647.64	(13,983.46)
CPD Regional Courses	4,234.97	1,931.65	(2,303.32)
Counties Working Meetings	-	-	-
Officials Licensing	875.00	600.00	(275.00)
Teachers Workshops	6,712.33	-	(6,712.33)
Swim21 Networks	3,000.00	2,000.00	(1,000.00)
Regional Development Day & Consultancy	-	-	-
Support Long Distance Meets	2,113.88	-	(2,113.88)
Swim21 Panel Expenses	753.35	1,237.42	484.07
Athlete Bursaries: Low Income Families	-	-	-
Athlete Bursaries: Exceptional Expense	5,269.50	3,752.57	(1,516.93)
Regional CPD Training	-	-	-
Young Volunteers	-	3,030.35	3,030.35
Team Managers Forum	-	557.15	557.15
Support ASA Talent Camps	9,519.13	9,987.26	468.13
Offshore Camp	10,246.67	17,399.91	7,153.24
Other Swim Development	-	7,112.26	7,112.26
	<u>84,355.93</u>	<u>75,256.21</u>	<u>(9,099.72)</u>
Overheads			
RMB	4,800.10	3,824.05	(976.05)
Chairman/Presidents Expenses	811.60	181.88	(629.72)
Communication Group	-	-	-
Development Group	953.80	547.10	(406.70)
Finance Group	94.50	81.00	(13.50)
Other Groups	-	60.00	60.00
Regional Welfare Officer Expenses	146.70	14.85	(131.85)
ACM	1,879.00	2,552.08	673.08
Regional Trophies and Awards	-	-	-
Accountancy Fees	1,560.00	60.00	(1,500.00)
ASA Council Expenses	1,282.09	1,160.96	(121.13)
Sub-Regional Grants	-	-	-
Consultancy Fees	-	-	-
Newsletter/Mailings/Communication	-	266.40	266.40
Annual Dinner	-	-	-
Website	-	-	-
Corporation Tax	-	-	-
Communication Expenses	950.00	3,256.55	2,306.55
Miscellaneous	773.56	-	(773.56)
Donations	50.00	-	(50.00)
Support Aquaforce Awards	219.41	-	(219.41)
Awards & Engravings	2,188.82	-	(2,188.82)
Payments to ASA for Central Establishment Cost	190.00	2,244.76	2,054.76
Sage Mapping & Training costs	-	-	-
AO's/RCDO's Contributions	39,267.57	30,267.59	(8,999.98)
Olympic Tickets Expenditure	-	-	-
Bank Charges	648.48	486.00	(162.48)
Youth Forum	-	39.33	39.33
	<u>55,815.63</u>	<u>45,042.55</u>	<u>(10,773.08)</u>

**ASA South East Region Report
Income and Expenditure Account for the period-ended 28/01/2016**

	<u>31/03/2015</u>	<u>28/01/2016</u>	<u>Variance to</u>
	£	£	£
<u>Disciplines:</u>			
Income Licence Meet Fees	(31,639.41)	(28,867.84)	2,771.57
Income Swimming	(71,281.39)	(67,792.31)	3,489.08
Swimming Comp Expenditure	47,324.49	42,694.91	(4,629.58)
Swimming Group Meeting Expenses	803.85	777.50	(26.35)
Net Swimming position:	(54,792.46)	(53,187.74)	1,604.72
Income Synchro	(8,800.37)	(10,298.80)	(1,498.43)
Synchro Expenditure	19,793.80	28,063.17	8,269.37
Net Synchro position:	10,993.43	17,764.37	6,770.94
Income Diving	(2,923.48)	(2,922.50)	0.98
Diving Expenditure	12,476.40	11,933.59	(542.81)
Net Diving position:	9,552.92	9,011.09	(541.83)
Income Water Polo	(6,010.00)	(4,245.00)	1,765.00
Water Polo Expenditure	9,129.75	13,008.52	3,878.77
Net Water Polo position:	3,119.75	8,763.52	5,643.77
Income Masters	(12,683.71)	(4,833.04)	7,850.67
Masters Comp Expenses	12,422.39	9,442.67	(2,979.72)
Masters Group Meetings & Training Day	495.00	1,355.96	860.96
Net Masters position:	233.68	5,965.59	5,731.91
Income Open Water Championship	(1,358.00)	(1,534.50)	(176.50)
Open Water Expenditure	2,274.33	1,484.48	(789.85)
Net Open Water position:	916.33	(50.02)	(966.35)
Income Disability Events/P2P/Grants	-	-	-
Disability Expenditure	7,918.57	4,862.26	(3,056.31)
Net Disability position:	7,918.57	4,862.26	(3,056.31)
Total disciplines	(22,057.78)	(6,870.93)	15,186.85
Other income:	(114,785.32)	(86,134.63)	28,650.69
Other expenses:	140,171.56	120,298.76	-19,872.80
(Surplus) / Deficit:	3,328.46	27,293.20	23,964.74
	^	^	^

ASA South East Region Report

Income and Expenditure Account for the period-ended 28/01/2016

	<u>Notes:</u>	<u>31/03/2015</u>	<u>28/01/2016</u>	<u>Variance to</u> <u>31/03/2015</u>
		£	£	£
Income				
Affiliation fees		(109,497.15)	(86,038.30)	23,458.85
Licensed meet fees		(31,639.41)	(28,867.84)	2,771.57
Bank interest (net)		(132.17)	(66.33)	65.84
Sponsorship		(5,000.00)	-	5,000.00
Miscellaneous		(156.00)	(30.00)	126.00
		<u>(146,424.73)</u>	<u>(115,002.47)</u>	<u>31,422.26</u>
Expenditure				
Cost of Democracy				
Regional council meeting		1,879.00	2,552.08	673.08
ASA council		1,282.09	1,160.96	(121.13)
Regional management board		4,800.10	3,824.05	(976.05)
President's expenses		811.60	181.88	(629.72)
Welfare officer's expenses		146.70	14.85	(131.85)
Finance group costs		94.50	81.00	(13.50)
Accountancy fees		1,560.00	60.00	(1,500.00)
Consultancy fees		-	-	-
Communication group costs		-	-	-
Miscellaneous		50.00	-	(50.00)
Bank charges		648.48	486.00	(162.48)
		<u>11,272.47</u>	<u>8,360.82</u>	<u>(2,911.65)</u>
Disciplines				
Diving (net)		9,552.92	9,011.09	(541.83)
Disability (net)		7,918.57	4,862.26	(3,056.31)
Masters (net)		233.68	5,965.59	5,731.91
Open water (net)		916.33	(50.02)	(966.35)
Swimming (net)		(3,387.25)	3,067.27	6,454.52
Synchronised swimming (net)		10,993.43	17,764.37	6,770.94
Water polo (net)		3,119.75	8,763.52	5,643.77
Medals		2,188.82	1,916.45	(272.37)
		<u>31,536.25</u>	<u>51,300.53</u>	<u>19,764.28</u>
Development plan				
Development group costs		953.80	547.10	(406.70)
Course subsidies		44,569.67	28,766.74	(15,802.93)
Swim21		3,972.76	3,237.42	(735.34)
Volunteer training		8,883.73	12,112.31	3,228.58
Long distance meets		2,113.88	-	(2,113.88)
Athlete Support		5,269.50	3,752.57	(1,516.93)
Youth Forum		-	39.33	39.33
		<u>65,763.34</u>	<u>48,455.47</u>	<u>(17,307.87)</u>
Staffing				
Contributions to AO's and RCDO		39,267.57	30,267.59	(8,999.98)
Central establishment costs		1,913.56	3,911.26	1,997.70
		<u>41,181.13</u>	<u>34,178.85</u>	<u>(7,002.28)</u>
		<u>149,753.19</u>	<u>142,295.67</u>	<u>(7,457.52)</u>
(Surplus) / Deficit	5	<u>3,328.46</u>	<u>27,293.20</u>	<u>23,964.74</u>

ASA South East Region Report
Balance Sheet as at 28/01/2016

	<u>Notes:</u>	<u>31/03/2015</u>	<u>28/01/2016</u>	<u>Variance to</u> <u>31/03/2015</u>
		£	£	£
Current Assets				
Debtors	2	49,714.19	0.06	(49,714.13)
Cash at Bank	3	331,604.63	329,146.35	(2,458.28)
		<u>381,318.82</u>	<u>329,146.41</u>	<u>(52,172.41)</u>
Less: Current liabilities				
Creditors	4	(34,602.21)	(8,992.50)	25,609.71
		<u>346,716.61</u>	<u>320,153.91</u>	<u>(26,562.70)</u>
Total Assets Less Current Liabilities				
Accumulated Surplus	5	(346,716.61)	(320,153.91)	26,562.70
		<u>(346,716.61)</u>	<u>(320,153.91)</u>	<u>26,562.70</u>

Notes to the Financial Statements for the period-ended 28/01/2016

1 Accounting policies

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

2 Debtors

	<u>31/03/2015</u>	<u>28/01/2016</u>	<u>Variance to</u> <u>31/03/2015</u>
	£	£	£
Debtors	-	-	-
Prepayments and accrued income	49,714.19	0.06	(49,714.13)
	<u>49,714.19</u>	<u>0.06</u>	<u>(49,714.13)</u>

3 Cash at bank

	<u>31/03/2015</u>	<u>28/01/2016</u>	<u>Variance to</u> <u>31/03/2015</u>
	£	£	£
Cash at Bank - General Purposes	294,604.63	292,146.35	(2,458.28)
Cash at Bank - Restricted Cash	37,000.00	37,000.00	-
	<u>331,604.63</u>	<u>329,146.35</u>	<u>(2,458.28)</u>

Included within Cash at Bank at the balance sheet date is £37000 (2014: £37000) of Restricted Cash 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

	<u>31/03/2015</u>	<u>28/01/2016</u>	<u>Variance to</u> <u>31/03/2015</u>
	£	£	£
Amounts falling due within one year:			
Trade Creditors	(1,489.73)	5,804.00	7,293.73
Accruals and deferred income	(33,112.48)	(14,796.50)	18,315.98
	<u>(34,602)</u>	<u>(8,993)</u>	<u>25,610</u>

ASA South East Region Report

Notes to the Financial Statements for the period-ended 28/01/2016 (Continued)

5 Accumulated Surplus

	<u>31/03/2015</u>	<u>28/01/2016</u>	<u>Variance to</u> <u>31/03/2015</u>
	£	£	£
General Fund:			
Balance brought forward at 1 April	(342,275.42)	(347,447.11)	(5,171.69)
(Surplus) / deficit for the year	3,328.46	27,293.20	23,964.74
Released liabilities	(7,769.65)	-	7,769.65
Balance carried forward at end of period	<u>(346,716.61)</u>	<u>(320,153.91)</u>	<u>26,562.70</u>

6 Related Party Transactions

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

Budget Report

From: Month 1, April 2015
To: Month 12, March 2016

Chart of Accounts:

ASA SE Region Management Accounts [PARTIAL]

	<u>Period</u>				<u>Year to Date</u>			
	<u>Actual</u>	<u>Ratio(%)</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Ratio(%)</u>	<u>Budget</u>	<u>Variance</u>
INCOME								
Membership Income	86,038.30	41.64	124,000.00	(37,961.70)	86,038.30	41.64	124,000.00	(37,961.70)
Sponsorship Income	0.00	0.00	5,000.00	(5,000.00)	0.00	0.00	5,000.00	(5,000.00)
Miscellaneous Income	30.00	0.01	0.00	30.00	30.00	0.01	0.00	30.00
Bank Interest	66.33	0.03	100.00	(33.67)	66.33	0.03	100.00	(33.67)
Income Licence Meet Fees	28,867.84	13.97	28,000.00	867.84	28,867.84	13.97	28,000.00	867.84
Income Swimming	52,093.31	25.21	44,200.00	7,893.31	52,093.31	25.21	44,200.00	7,893.31
Income Synchro	10,298.80	4.98	8,440.00	1,858.80	10,298.80	4.98	8,440.00	1,858.80
Income Diving	2,922.50	1.41	2,680.00	242.50	2,922.50	1.41	2,680.00	242.50
Income Water Polo	4,245.00	2.05	5,250.00	(1,005.00)	4,245.00	2.05	5,250.00	(1,005.00)
Income Masters	4,833.04	2.34	13,000.00	(8,166.96)	4,833.04	2.34	13,000.00	(8,166.96)
Income Open Water Championship	1,534.50	0.74	1,300.00	234.50	1,534.50	0.74	1,300.00	234.50
Income Swim Development	14,439.00	6.99	5,000.00	9,439.00	14,439.00	6.99	5,000.00	9,439.00
Income Development	1,260.00	0.61	0.00	1,260.00	1,260.00	0.61	0.00	1,260.00
	206,628.62	100.00	236,970.00	(30,341.38)	206,628.62	100.00	236,970.00	(30,341.38)
DISCIPLINE EXPENDITURE								
Swimming Comp Expenditure	42,694.91	20.66	42,475.00	(219.91)	42,694.91	20.66	42,475.00	(219.91)
Swimming Group Meeting Expenses	777.50	0.38	680.00	(97.50)	777.50	0.38	680.00	(97.50)
Synchro Expenditure	28,063.17	13.58	25,812.00	(2,251.17)	28,063.17	13.58	25,812.00	(2,251.17)
Diving Expenditure	11,933.59	5.78	26,030.00	14,096.41	11,933.59	5.78	26,030.00	14,096.41
Water Polo Expenditure	13,008.52	6.30	19,180.00	6,171.48	13,008.52	6.30	19,180.00	6,171.48
Masters Comp Expenses	9,442.67	4.57	13,250.00	3,807.33	9,442.67	4.57	13,250.00	3,807.33
Masters Group Meetings & Training	1,355.96	0.66	1,590.00	234.04	1,355.96	0.66	1,590.00	234.04
Open Water Expenditure	1,484.48	0.72	2,720.00	1,235.52	1,484.48	0.72	2,720.00	1,235.52
Disability Expenditure	4,862.26	2.35	7,600.00	2,737.74	4,862.26	2.35	7,600.00	2,737.74
	113,623.06	54.99	139,337.00	25,713.94	113,623.06	54.99	139,337.00	25,713.94
CENTRAL DEVELOPMENT								
Teacher and Coaches Bursaries	27,647.64	13.38	40,000.00	12,352.36	27,647.64	13.38	40,000.00	12,352.36
CPD Regional Courses	1,931.65	0.93	4,000.00	2,068.35	1,931.65	0.93	4,000.00	2,068.35
Counties Working Meetings	0.00	0.00	400.00	400.00	0.00	0.00	400.00	400.00
Officials Licensing	600.00	0.29	1,000.00	400.00	600.00	0.29	1,000.00	400.00
Swim21 Networks	2,000.00	0.97	6,400.00	4,400.00	2,000.00	0.97	6,400.00	4,400.00
Swim21 Panel Expenses	1,237.42	0.60	800.00	(437.42)	1,237.42	0.60	800.00	(437.42)
Athlete Bursaries: Exceptional Expen	3,752.57	1.82	4,000.00	247.43	3,752.57	1.82	4,000.00	247.43
Young Volunteers	3,030.35	1.47	1,800.00	(1,230.35)	3,030.35	1.47	1,800.00	(1,230.35)
Team Managers Forum	557.15	0.27	300.00	(257.15)	557.15	0.27	300.00	(257.15)
Support ASA Talent Camps	9,987.26	4.83	4,000.00	(5,987.26)	9,987.26	4.83	4,000.00	(5,987.26)
Offshore Camp	17,399.91	8.42	10,000.00	(7,399.91)	17,399.91	8.42	10,000.00	(7,399.91)
Other Swim Development	7,112.26	3.44	8,000.00	887.74	7,112.26	3.44	8,000.00	887.74
	75,256.21	36.42	80,700.00	5,443.79	75,256.21	36.42	80,700.00	5,443.79
Gross Profit/(Loss):	17,749.35	8.59	16,933.00	816.35	17,749.35	8.59	16,933.00	816.35
CENTRAL ESTABLISHMENT/GOVERNA								
RMB	3,824.05	1.85	4,000.00	175.95	3,824.05	1.85	4,000.00	175.95
Chairman/Presidents Expenses	181.88	0.09	3,000.00	2,818.12	181.88	0.09	3,000.00	2,818.12
Communication Group	0.00	0.00	400.00	400.00	0.00	0.00	400.00	400.00
Development Group	547.10	0.26	700.00	152.90	547.10	0.26	700.00	152.90
Finance Group	81.00	0.04	200.00	119.00	81.00	0.04	200.00	119.00
Other Groups	60.00	0.03	0.00	(60.00)	60.00	0.03	0.00	(60.00)
Regional Welfare Officer Expenses	14.85	0.01	500.00	485.15	14.85	0.01	500.00	485.15
ACM	2,552.08	1.24	1,600.00	(952.08)	2,552.08	1.24	1,600.00	(952.08)
Regional Trophies and Awards	0.00	0.00	500.00	500.00	0.00	0.00	500.00	500.00
Accountancy Fees	60.00	0.03	1,500.00	1,440.00	60.00	0.03	1,500.00	1,440.00
ASA Council Expenses	1,160.96	0.56	1,400.00	239.04	1,160.96	0.56	1,400.00	239.04
Newsletter/Mailings/Communication	266.40	0.13	0.00	(266.40)	266.40	0.13	0.00	(266.40)
Communication Expenses	3,256.55	1.58	5,000.00	1,743.45	3,256.55	1.58	5,000.00	1,743.45
Miscellaneous	328.31	0.16	1,000.00	671.69	328.31	0.16	1,000.00	671.69
Donations	0.00	0.00	250.00	250.00	0.00	0.00	250.00	250.00
Support Aquaforce Awards	0.00	0.00	500.00	500.00	0.00	0.00	500.00	500.00
Awards & Engravings	1,916.45	0.93	2,000.00	83.55	1,916.45	0.93	2,000.00	83.55
AO's/RCDO's Contributions	30,267.59	14.65	77,000.00	46,732.41	30,267.59	14.65	77,000.00	46,732.41
Bank Charges	486.00	0.24	500.00	14.00	486.00	0.24	500.00	14.00
Youth Forum	39.33	0.02	5,000.00	4,960.67	39.33	0.02	5,000.00	4,960.67

ASA South East Region
Budget Report

From: Month 1, April 2015
To: Month 12, March 2016

Chart of Accounts:

ASA SE Region Management Accounts [PARTIAL]

	<u>Period</u>				<u>Year to Date</u>			
	<u>Actual</u>	<u>Ratio(%)</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Ratio(%)</u>	<u>Budget</u>	<u>Variance</u>
	45,042.55	21.80	105,050.00	60,007.45	45,042.55	21.80	105,050.00	60,007.45
Net Profit/(Loss):	(27,293.20)	(13.21)	(88,117.00)	60,823.80	(27,293.20)	(13.21)	(88,117.00)	60,823.80

BUDGET 2016/17

PURPOSE OF REPORT

To submit recommendations of the Finance Sub-Group as to the budget for the Region for the financial year 2016/17.

PROPOSED ACTION

The Board is recommended to adopt a deficit budget for the financial year 2016/17 of £61,237 subject to a maximum deficit budget of £70,237 (see note 8).

BACKGROUND INFORMATION

1. The Finance Group (FG) met on 1st February 2016 to consider the Budget applications made by the various disciplines and Groups for the financial year 2016/2017. Bryony Gibbs (BG) had asked the various 'budget holders' to give careful thought to their requests based on both their plans for the 12 month period and also the reality of their income and expenditure in the current financial year.
2. It will be recalled that when we undertook this exercise last year we started out with a budget deficit of £158,000 based on the various requests. Following negotiation with the various disciplines and as a consequence of an agreement to increase affiliation fees for Category 1 and Category 2 members from 01/01/2016, we eventually agreed a budget deficit for 2015/2016 of £88,137.

BASIS OF RECOMMENDATION

3. The FG reviewed the Sage reports and the income and expenditure reports that Stuart Fillingham now provides which, at the time of the meeting, revealed a year to date deficit of £27,293. Having received information from BG It appears likely that we will end the current financial year with a deficit of around £30,000 against the budget deficit of £88,137. This will continue to be reviewed in the remaining weeks in the lead up to 31st March 2016. As a consequence, we will retain reserves of about £327,000. It will be recalled that the RMB agreed last year that the level of reserves that we should seek to retain is £150,000.
4. In terms of the Budget for 2016/2017, there were only a few budget holders that had not submitted their request and, at the meeting of the FG on 1st February, a view was taken based upon their current year position.

5. As mentioned above, the affiliation fees were increased for Category 1 and 2 members by £1 with effect from 01/01/2016 and, as a consequence, and based on the latest data from ASA Membership services, it is anticipated that we will generate the following fee income based on no increase on 01/01/2017 which is our recommendation.

Category 1	Fee £4	Members 18,295	Fee income £73,180
Category 2	Fee £5	Members 14,115	Fee income £70,575
Category 3	Fee £0	Members 7,620	Fee income £0

Summary

6. To agree that there will be no affiliation fee increase from 01/01/2017. To further agree that we will continue to seek no contribution from the sub regions.
7. To agree the Budget as presented BUT to consider requests from those budget holders who had not previously submitted their requirements for further monies that will have the impact of increasing the deficit Budget to £70,237. There will be further discussion about this at the RMB meeting. The RMB is reminded that we have experienced the following in recent years:

Year	Budget	Actual
2011/2012	(£93,500)	(£14,260)
2012/2013	(£68,398)	£52,029
2013/2014	(£51,305)	£34,334
2014/2015	(£43,365)	£5,172
2015/2016 (expected)	(£88,137)	(£30,000)

GMS, on behalf of Finance Sub-Group
16.02.2016

Over All Budget Surplus and Deficit				
Discipline	Income	Expenditure	Surplus/Deficit	2015/2016
Water Polo	£ 5,250.00	£ 23,180.00	-£ 17,930.00	-£13,950.00
Masters	£ 13,200.00	£ 15,840.00	-£ 2,640.00	-£1,840.00
Open Water	£ 1,300.00	£ 2,560.00	-£ 1,260.00	-£1,420.00
Diving	£ 2,920.00	£ 21,770.00	-£ 18,850.00	-£23,350.00
Synchro	£ 10,480.00	£ 33,627.95	-£ 23,147.95	-£17,372.00
Disability	£ -	£ 6,000.00	-£ 6,000.00	-£7,600.00
Swimming	£ 64,200.00	£ 81,260.00	-£ 17,060.00	-£15,955.00
Development	£ -	£ 68,900.00	-£ 68,900.00	-£58,700.00
Central Establishment	£ -	£ 4,200.00	-£ 4,200.00	-£77,000.00
Governance	£ -	£ 16,850.00	-£ 16,850.00	-£13,550.00
Other	£ -	£ 65,000.00	-£ 65,000.00	-£9,500.00
Youth Forum	£ -	£ 500.00	-£ 500.00	-£5,000.00
Income	£ 181,100.00	£ -	£ 181,100.00	£157,100.00
Totals	£ 278,450.00	£ 339,687.95		
Over all Budget Surplus and deficit			-£ 61,237.95	-£88,137.00

South East Region

Communications review – 21 February 2016

Proposals for developing SER Communications 2016/2017

- 1) *The proposal is to build on the corporate branding of events and to provide each discipline with tools to build their relationship with their audience.*

Develop discipline identities across all disciplines (7) £ 900

- 2) *The proposal is to enhance the athlete experience when receiving an award. The branded tablecloth would cover the awards table. A similar cloth would be used on tables being used by SER as information and sales points.*

Awards and presentational table dressing (2) £ 250

- 3) *Pool dressing is an important part of any Championships and enhances the sense of occasion. The proposal is to provide branded backstroke flags that would be used on 8 lane pools.*

Provision of printed backstroke flags (2 x 22m – 53 pennants) £ 150

- 4) *The SER website has been very well received and is recognised by our audiences as a valuable tool for clubs and swimmers. To retain and build on this position the Region needs to keep abreast of new technologies and to continuously review its on line presence. This budget is to ensure that we have easily accessible technological support.*

Website hosting, development and maintenance £1,500

- 5) *The Region is very short of high quality images that can be used on promotional material, website and publications such as the Annual Report. The proposal is to build a library of stock images that can be used across all our platforms to support our brand.*

To commission or buy in photography £ 500

- 6) *To build and maintain our brand we need to be able to have access to high quality graphic design. This budget would enable access these services so that the tools outlined above are fully supported.*

Sundry artwork £ 500

Total budget requested £3,800

South East Region

Communications review – 21 February 2016

	Activity	Summary	Action	Time scale	Monitoring
1	Electronic				
1.1	Website	New site launched in September 15	Editorial rights enabled for all SER staff in November 15		17,140 users 42,085 sessions 105,316 page views 33.6% new users 46% female 61% between 18 & 34 yrs
1.1.1		On line course booking	Preferred format identified – board approval required	Feb 16	
1.1.2		There have been requests to archive older news items	Archive of 'older news' enabled	Completed	
1.1.3		Calendar	Preferred Search identified	March 16	
1.1.4		Sign Up for Club News	Develop open sign up to allow wider distribution of Club News	March 16	
1.2	Emails	Transfer of all email accounts from old server to new	List of accounts provided. Priority for (Freedom) staff	March 16	
1.3	Facebook	Swim South East launched in September 15			72 likes
1.4	Twitter (Comms account)	@ASASER	Open up rights to staff	asap	966 followers
2	Visual identity				
2.1	Event branding	SER banners	Purchased and used		
2.1.1		Discipline identification banners	Board requested to approve		
2.1.2		Presentation table dressing			
2.2.3		Turn flags – is there demand?	Board requested to approve		

South East Region

Communications review – 21 February 2016

2.3	Brand development	Use of brand on promotional material is inconsistent – URL not used on programmes for Winter Champs or Masters. Should also include Facebook and Twitter links. This will improve engagement with all media	Develop generic cover page	asap	
2.4	Inserts / adverts	Advert (A4) developed – copy attached	Issued to Sub Regions for insertion into programmes		
3.	Media relations				
3.1		Discussions with the ASA central media team concluded that they have no particular interest in overseeing regional activity – as long as it does not bring the sport into disrepute or conflict with ASA / British Swimming objectives.	<ol style="list-style-type: none"> 1. Develop a protocol for writing and checking press releases 2. Develop register of local media outlets and contacts 	tba	
4	Written and printed information (public facing)				
4.1	Annual report	Need to ensure publication is within expected time frame	Agree publication date and block key dates.		
4.1.1		Photography	Ensure all disciplines have appropriate images – see brand guidelines	asap	
4.2	Leaflets / hand outs	Need to be bought on brand	Audit all printed material and assess requirements	asap	

“The South East Region is a place where clubs, athletes and volunteers can flourish”

We will achieve this by:

- *Investing in the future of clubs, athletes and our volunteer workforce*
- *Nurturing talented athletes*
- *Delivering effective and well run competitions*
- *Supporting the sport through the services of our professional staff*

ASA South East Region is one of the 8 regions of the Amateur Swimming Association and includes Berkshire, Buckinghamshire, East & West Sussex, Hampshire, Isle of Wight, Kent, Surrey and the Channel Islands.

*For the latest training courses, club news and funding opportunities download ‘**Club Update**’ every month.*

*Find out how your club, athletes and volunteers can get more from our sport by visiting **www.southeastswimming.org***



E: office@southeastswimming.org



Swim 21 Multi-Discipline Proposal

Commented [JK1]: Remove

PROPOSAL

Swim 21 accredited clubs of over 100 Category 2 members shall have a pathway for their athletes to at least one other aquatic discipline. Either by having a second discipline within their club, or through links with another club providing an alternative discipline.

Commented [JK2]: I quite like the principle but I think it should be all clubs not just limited to size and s21. i.e. it's about keeping people within the family of ASA sports. I think it needs to focus on the pathway to other opportunities and not scare clubs into thinking s21 says they have to cater and deliver additional disciplines.

REASONING

Many of our Water Polo, Diving or Synchronised Swimming Clubs are struggling to attract new members, even though there has been an increase in Swimming Clubs and overall membership over recent years. The standard of competitive swimming has improved considerably owing to the regular availability of much higher standard open meets as well as national, regional and county competitions. However, possibly due to the high intensity of the training, there is a high dropout rate, particularly swimmers around 11-15 years old, many of whom may well welcome the opportunity to at least try one of the other disciplines.

Commented [JK3]: Incorrect – decline in number of clubs, but increase in membership.

Commented [JK4]: Drop out at this age has been the case for decades, it's not new. I don't like a sweeping assumption or someones guess as to why this is happening. Exit survey that we work on with Damian & team in a few weeks will give us the facts.

BENEFITS

Retain revenue through decreasing wastage

Clubs will have more swimmers to field stronger teams in competitions

Increase standards in all disciplines

Increase in participation numbers

Will unearth latent talent

Another discipline within a club will add a greater social dimension

Commented [JK5]: General consensus from clubs is they'd love to do more but can't get the water time. So it's all very utopian without considering the reality

CONCLUSION

This proposal offers a massive opportunity to aquatic clubs, mainly swimming clubs, to increase membership retention, thus keeping athletes within the sport that may otherwise be lost.

There are many instances where clubs offering more than one discipline have produced national and international level athletes in what would be considered the lesser of the disciplines provided.

Commented [JK6]: As above lots of clubs would love to do this, but a) pool time and b) if offered more pool time a lot of them would focus on growing what they already deliver.

Commented [JK7]: Final comment...I think the achievable part of this idea is the partnership/pathway from one club to another. For example the agreement might be that all boys at 11 and girls at 10 get a free trial at the nearest waterpolo club?

This is the proposal that has come to the Board previously, as I understand it we are waiting to hear if it supported by both Synchro and Diving.

I did show it to both Suzy Stevenson and Norman Leighton who, whilst personally supportive, have some reservations as far as the ASA are concerned. Suzy sent it to Linda Berry (Swim 21 Manager) and Jon Keating who both felt that the Swim 21 element be taken out of the proposal as they both felt it might cause confusion and fear among Swim 21 Clubs. It was also suggested that the presentation to Swimming Clubs should be with a case study in a bid to encourage Clubs to follow suit, rather than through a straight proposal.

It was also suggested that the Region should incentivise this by paying a grant (£500?), to any Swimming Club that makes a formal partnership with an alternative discipline Club. This, to me, is very similar to our policy on start up funding, and could well be an extension of that.

I don't really know where we go with this other than working within our Region to encourage partnerships to try to bring this about.

Alan Lewis

ASA South East Regional Management Board

Minutes of Meeting held on Thursday 14th January at Surrey Sports Park, Guildford

Present:	Roger Penfold (RFP)	Chairman
	Jim Boucher (JB)	Board Member
	John Davies (JKD)	Board Member
	Ray Hedger (RH)	Board Member
	Alan Lewis (AL)	Board Member
	William Long (WL)	Board Member
	Roger Prior (RGP)	Board Member
	Shelley Robinson (SR)	Board Member

Also in attendance (non-voting):

Jane Davies (JD)	Vice President
Mike Lambert (ML)	President
Rob Saunders (RS)	Minute Taker

1 Apologies

Apologies had been received from:

Brian Deval (BD)
Ivan Horsfall-Turner (IHT)
Chris Lee (CL)
Gary Shields (GS)
Darren Wilmshurst (DW)
Alan Green (AG)

2 Minutes of the Meeting held on 9th December 2015

Minutes from 9th December have been agreed as a true record subject to the following amendments:

171 – "forth" to "fourth" (4th)

3 Matters Arising from Meeting on 9th December 2015

166.1 – Board has not yet heard from Mailsports Ltd following proposed extension of current concession agreement.

BG has been in contact with discipline heads to remind them of the contract.

167 – Advertisement for Minutes Secretary is now up on website.

169.2 – Current deficit agreed as £27k. Expected to reduce to between £15-20k by year-end.

171 – RFP wrote to Eddie Lyne. Mr Lyne thanked RFP for clarifying issues raised in his original correspondence.

4 Matters Arising from landscape sheet

7 – RH and RFP are attempting to arrange a meeting with Diving and Synchro managers to discuss Swim21 elements within the disciplines.

Action: RH/RFP

AL reported developments from ASA to the water polo fraternity, which he suggested was discussed at the next meeting.

Action: BG/RFP

8 – Add RH to list of people

Action: BG

11 – No action as yet.

12 – No action as yet.

15 – ML to liaise with BD re: new email addresses.

Action: ML/BD

17 – RGP pursuing.

22 – Noted approach from London Region to ASA Chief Executive. Decision needed to be made by Summer 2016. RFP to speak with David Fletcher.

Action: RFP

23 – Level 3 diving course planned – 3 people invited to take part.
Level 3 swimming to start soon. Level 2 Waterpolo planned for January 2017.

5 Advertising Job Vacancies on ASA South East Region website

The board discussed the advertising of commercial job vacancies on ASASER website.

BD (not present) doesn't see any harm in allowing advertisements from affiliated clubs, but not necessarily from non-club organisations.

Board agrees that going forward; clubs from the South East region will be permitted to advertise job vacancies.

6 Development Group Funding

Board has agreed that the new policies document for Hardship and Startup funding is satisfactory, pending the following amendments:

1. Hardship funding policy – last paragraph – “For athletes on National *and other* Programmes” and removal of the word “for”.
2. Startup funding policy – first paragraph – add section for para/disability swimming.
3. Second paragraph – change word “will” to “may”.
4. Make clearer as to whom in the organisation, would have each responsibility in the startup process.

JKD to send revision to BG.

Action: JKD

7 Appraisal of Chairman

The Board has agreed that it will arrange for the appraisal of the Chairman.

IHT and RH have been appointed to conduct the appraisal by 21st March 2016.

Before this date, IHT and RH will decide whether they would require the Chairman to complete a preliminary form, similar to that of the ASASGB Annual Review document.

Action: IHT/RH

8 Doping control

The Board discussed the growing number of news stories of doping in sport. JKD and JD mentioned that the Annual Team Managers' forum 2015 included representatives from anti-doping, and they discussed the banned list of medicines, substances and supplements, and it was concluded that responsibility for checking ingredients ultimately falls to the athlete. Board agrees that there is already a sufficient education process and that no further action needs to be taken.

9 Pool closures

WL draws Board's attention to an article from The Evening Standard (page 28, Tuesday 5th January 2016) that describes a number of London swimming pools facing closure following acquisition of LA Fitness by Pure Gym in 2015, and wanted to ensure the Board was aware of pools in the region potentially facing this problem.

RFP had asked AG to compile list of pools at potential risk of closure within the region.

Action: AG

The Board agreed to publish a request in the next Club Update asking clubs to notify the Region of any known or intended closures of pools available and suitable for aquatics, including teaching swimming.

Action: BG

10 Affiliations & Resignations

New Affiliations

Gerrards Cross Taper Tigers have been approved.

Resignations

None

Enquiries

None

Transfers

None

Change of Name

"Bexley Waterpolo Club" changed to "Bexley Waterpolo Club (Swanley)" following recent relocation. BG to ensure club codes are amended accordingly ASA Membership appeared to assign the club to the London Region.

Action: BG

11 Correspondence

Head of Workforce Development – Jane Nickerson.

Board discusses email from COO from ASA informing all of the departure of the Head of Workforce Development and the decision to not appoint a successor at this time.

RGP reported that there were changes also to the Participation structure.

Board asked to consider the restructuring of the ASA's Medical Committee. It endorsed the proposal of Jane Nickerson.

12 Senior Leadership Communiqué

Noted.

13 ASA Sport Governing Board & Group Board Minutes

No meeting yet in 2016, so nothing to report to the Board, next meeting at the end of January 2016. A new joint meeting has been proposed for March with a focus on Equality & Diversity.

14 DBM Report

No update.

15 AOB

ML reported that Hampshire had received an email from Kristie asking for items to be placed in the County Championships' programme, and asked the Board whether the Region had funds available for this in the budget.

JKD suggested that there is around £400 to spend, under Development.

Board agreed that any additional items ought to be in the programmes, and not single-sheet flyers.

16 Date of Next Meeting

Sunday 21st February at 10.30am, Holiday Inn, Guildford.

Meeting closed at 20:45

AGENDA ITEM 3

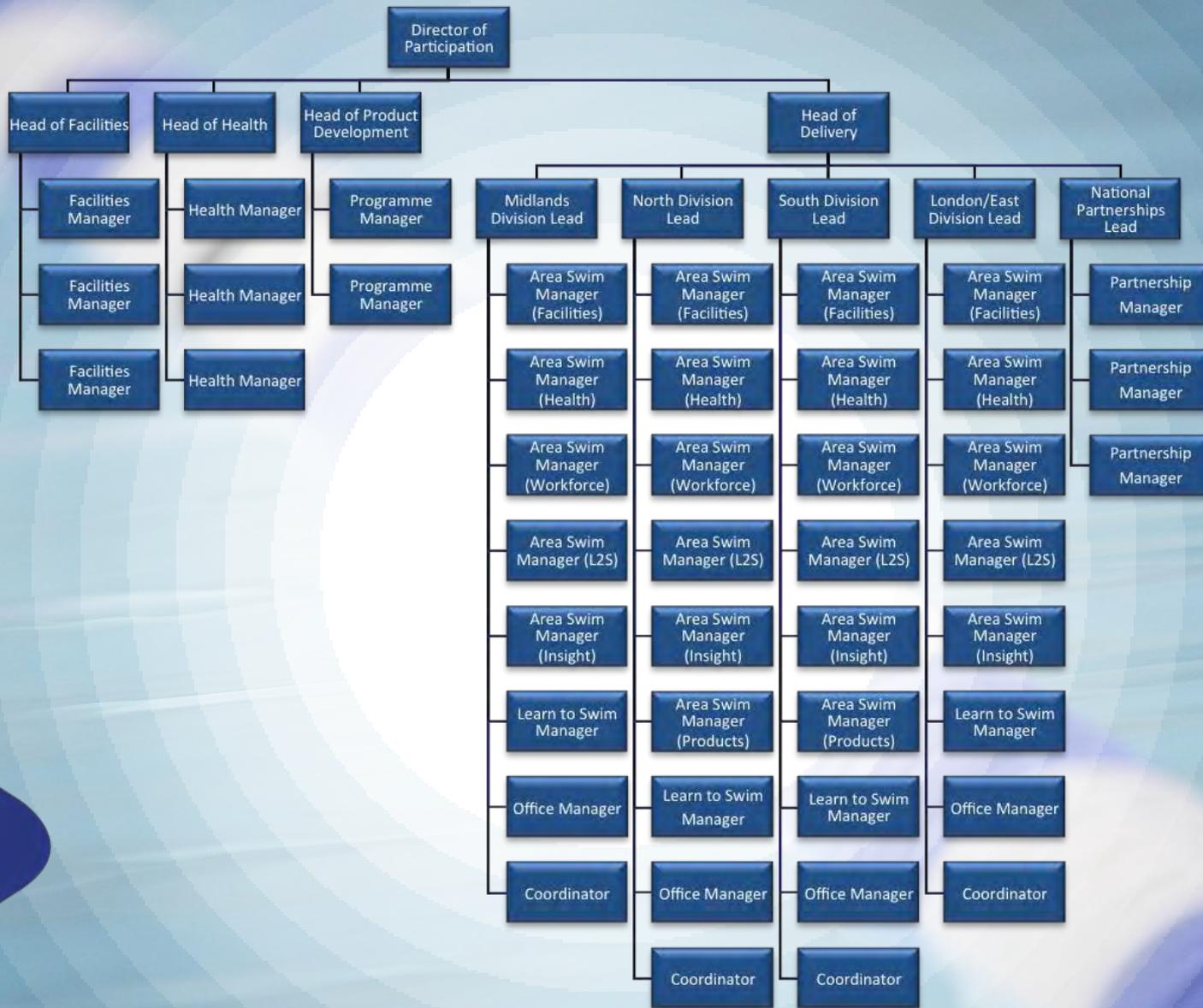
MATTERS ARISING FROM RMB MEETINGS

Updated as at 28 January 2016

	SUMMARY OF AGREED ACTIONS	MIN REF	ACTION	COMMENTS
1	Communications Group to prepare a strategic communications plan for the Region	16.02.14 Min 8	Communications Group	<i>In Progress</i>
2	Discuss and decide the format for the next Regional Handbook	01.10.11 Min 12	Communications Group	<i>In Progress</i>
3	Finance - CL & JB suggest reimbursing entry fees for disability swimmers. RFP suggested that the disability discipline group needed to come up with proposal or proposals about use of the funds. SR recommended sub-group to monitor and suggest spending	12.05.2014 Min 43	CL/JB/RGP	
4	ASA Friend – Expression of interest received from Anthony Smith (Dover Lifeguard) to become an ASA Friend. RFP to contact A Smith to find out more about his experience of the politics and management of clubs	12.05.2014 Min 46	RFP	
5	Conflict of Interest Form – RGP Circulated Conflict of Interest Form, which board and committee’s must complete. It was decided an email stating “I have no conflict of interest” would suffice. RGP requested BG collate and forward on – replies to be received by next meeting.	12.05.2014 Min 49	BG	
6	Disability Group – to ask disability group to report back on opportunities to support athletes financially, together with any other proposals for the use of the identified funds	10.06.2014 Min54	RGP to raise with Disability Group	
7	Swim21 Multi Discipline Proposal Following the proposal, RH & RFP to speak to Diving and Synchro groups about the proposal.	15.02.2015 Min 24	RFP & RH	<i>In Progress – On Agenda</i>
8	Governance Review Defer – matters arising. More information from Jane Nickerson. Reform the Governance Group to look at this and which areas the board should look at.	15.02.2015 Min 28	SR/DW/WL/RH	<i>In Progress. Group to report back 21 March 2016</i>
9	Communication with Sub-Regions Communications’ Group would explore further, perhaps enquiring of sub-regions what information they required from the Board, and the wider Region.	16.03.2015 Min 42	Communications Group	
10	Mailsports Contract The Mailsports contract is to be reviewed by RFP and RH. This contract will be limited to apparel and equipment (ie to exclude supplements)	16.03.2015 Min 47	RFP & RH	<i>In Progress – Timeline Agreed</i>
11	Southampton Diving Proposal RFP to write to Southampton Diving regarding the Funding Request submitted	12.05.2015 Min 56	RFP	
12	ASA Service Level Agreement RFP to discuss with AG and report to September meeting.	09.07.2015 Min 72	RFP	
13	Minutes: Speed of Preparation and Circulation The Board agreed to explore ways to achieve consistency of minute	09.07.2015 Min 105.1	RFP/JB	<i>In Progress – role advertised. No applications</i>

	writing and the preparation of the draft minutes within a defined timeframe, both with Freedom Leisure and through other avenues, including creating a specific contract for the role.			<i>received.</i>
14	Communications Helen Mack & Kristie Jarrett to have @southeastswimming.org email addresses set up.	13.10.2015 Min 136.2	RFP/BD	<i>In Progress – should be up & running January</i>
15	List of Assets BG to compile a list of assets for Trustees	13.10.2015 Min 140.3	BG	<i>In Progress</i>
16	Regional Appointments to National ASA Groups Board requested information about the appointments, and who made them. RGP to investigate.	13.10.2015 Min 140.4	RGP	<i>In Progress</i>
17	February Meeting Youth Forum to be invited to attend the February 2016 meeting	22.11.2015 Min 146	CL	<i>Completed</i>
18	Annual Council Meeting 2016 A working group consisting of Mike Lambert, Brian Deval and Roger Penfold will review the content of the Annual Council Meeting and how this information is communicated. Reporting back to the Board on 21st March.	22.11.2015 Min 148	ML/BD/RFP	
19	Hardship Funding Development Group to put together a policy for Hardship Funding	22.11.2015 Min 149.1	Development Group	<i>JKD to send revised version to BG – to go on website & in Club Update</i>
20	Start-Up Funding Development Group to put together a policy for Start-Up Funding	22.11.2015 Min 149.2	Development Group	<i>JKD to send revised version to BG – to go on website & in Club Update</i>
21	Affiliation Fees – Collection Arrangements From 2016 the ASA will charge membership fees throughout the year abolishing the free period that previously existed from 30th September. A decision has been requested on if the Region will be following suit, by 4th December. After discussion it was felt that further clarification of the details would be required before a decision could be reached.	22.11.2015 Min 152	RFP	<i>Noted approach of London Region to Adam Paker. Awaiting AP's response.</i>
22	Format of Reports Request that the blue banner is removed from all other pages on ASA reports except the front page to save on printing.	22.11.2015 Min 157	BG	<i>In Progress – followed up with ASA Marketing 26/11/2015</i>
23	Appraisal of Chairman RH & IHT to lead and report back at the meeting on 21/03/2016.	14.01.2016 Min 183	RH/IHT	

Updated 28/01/2016 BG



ASA Senior Leadership Communiqué

January 2016 - Edition 8

(ADP - Adam Paker, JMN - Jane Nickerson, NC - Nick Caplin, DJS – Damian Stevenson, JP - Jacqui Porritt, MT - Mike Thompson)

GROUP STRATEGY

Strategy (ADP)

- Timeline for production of 2017-2021 ASA strategy agreed by Sport Governing Board and Group Board. First step, review of ASA vision, mission and values on track to be completed in Q1 16. A joint meeting of Sport Governing Board and Group Board to be held on 18th March to agree parameters for drafting of strategy.

MORE PEOPLE LEARNING TO SWIM

Workforce Development (JMN)

- Feedback on the pilots of the new L1 and L2 teaching qualifications has been excellent. IoS to roll out courses from 1st March.
- 2016 Tutor training programme in place – 35 to go through a fast track or standard programme. Back log of 40 from old programme to be cleared in 2016.

MORE PEOPLE SWIMMING REGULARLY

Participation (NC)

- Restructuring process began in earnest (see appendix for Org Chart). Announced the promotion of Mark Burgess to Head of Delivery. Announced the new role for Lesley Hill to National Partnerships Lead. Took entire Participation team through a presentation that explained the new structure, what each role was and it's remit and the process that would be undertaken.

All members of the team were supplied with job descriptions for every role, an FAQ and the timeline. The team were given a week to inform management of any interest in a role different to the one they were currently doing. Job briefs for the facilities roles, Divisional Lead roles, as well as the Head of Product Development were advertised externally.

- Continuation of the Participation strategy outreach, with a presentation to key stakeholders for the London region, including local boroughs, trusts, London Sport and Sport England.
- Met with Sport England (Nick Caplin & Damian Stevenson) to discuss their Swimming SOS pilot. It is a project to chose poorly performing pools and provide funding to improve them, focusing on the three frontiers that form the heart of the ASA's Participation strategy. Provided guidance and recommendations as to the process, including structure and agenda for the kick off meeting on 18th February with potential local authorities. Sport England keen for significant ASA input throughout the project. With significant budget available for the project, the opportunity for impact is high.
- Met with Peter Kay, CEO of Fusion Leisure. Was very engaged with swimming and keen for a more meaningful relationship with the ASA, including specific focus on marketing support and help in improving programming across their sites.
- Updated Women in Sport on the Participation strategy and discussed how the two organisations could work closer moving forward. Women in Sport were very supportive of the strategy and felt that they could support in the following areas:
Lobbying for school swimming
Marketing to women
Ensuring the development of products learns from previous experiences of how to target women.



Insight (DJS)

- **Promoting ASA Insight** – several meetings have taken place in 2016 designed to promote and illustrate the growing insight capability of the ASA in the wider sports industry. Meetings with James Allen at the Sport and Recreation Alliance, Dr Justin Varney at Public Health England and Ruth Gahan at DCMS are helping to demonstrate how our insights and aquatics are uniquely positioned to help to deliver key aspects of the new Sports Strategy.
- **Sports Strategy** – the Insight Team have been crunching the numbers on the last Active People Survey statistics. We have discovered that in addition to being the number 1 participation sport overall, we are also first for weekly participation the following demographic splits: females, 55+ year olds, those with limiting disabilities, higher *and* mid-lower socio-economic groups. Given the focus on these demographics in the new Sports Strategy, it is important that we show swimming as a key enabler of activity for these audiences.
- **Value of Swimming** - one of the major insight programme projects for 2016 will look to identify the “Value of Swimming”. The aim of this project is to articulate the value of swimming in context of the 5 outcomes mentioned in the new Sports Strategy: Physical Development, Mental Development, Individual Development, Social/Community Development and Economic Development. This project will aim to bring together multiple sources of evidence to provide the clearest view yet of the benefits of swimming to the person, the community and the wider economy. We anticipate this will be completed by Summer 2016 and will socialise the findings in due course.

MORE MEDALS ON THE WORLD STAGE

Talent (JMN)

- Grant Robbins appointed Team Leader for the England Swimming Team for the 2018 Commonwealth Games.
- Regional Swimming Coach Development Workshops well attended in all regions – positive feedback.
- National Swimming Coach Development Officer in post (Jo Jones) and rolling out a coach development programme in each region.

Synchro (JMN)

- Senior duet competing for Great Britain in Bonn at first International competition for 2016 – competing in technical and free duet against t 26 other countries.
- England Talent Team will compete in French Open in Paris – competing in technical and free team, duet and free solo – preparation for the European Championships in May.
- Duet will then train and work with Spanish Coach Andrea Fuentes in Mallorca prior to travelling to Olympic Qualification in Rio in March.

Diving (JMN)

- 10 of the 48 finalists at the British National Cup were part of the England Talent Team.
- 12 coaches involved in the England Talent Pathway have been enrolled on the L3 coaching course supported by us.
- 5 coaches have been successfully selected for the Coach Plus Programme following interviews this month.

Officials (JMN)

- Tom Baster appointed Chair of the Technical Committee for Swimming for the International University Sports Federation.



Clubs (JMN)

- Continuing work to build the London programme and to ensure it reaches sustainability by 2019.
- Swim with the Stars programme to be offered linked to Club Networks/Swim 21.

MARKETING, LEGAL, GOVERNANCE, FINANCE, OPERATIONAL

Marketing & Sponsorship (MT)

- Recognition that we need to change our approach to marketing to be more 'consumer focused' to have a conversation with the nation, not just the industry
- Role for marketing will be to create social currency (get people talking about swimming) and income (generate new revenue streams)
- Criteria for great marketing: targeted, relevant, simple and appealing, getting people talking
- For 2016, our focus will be on targeting swimming champions, restorative swimmers, family focused
- 10 Marketing Priorities for 2016 as follows:
 - Digital: e.g. improve user experience online; adopt a 'newsroom' approach to social media
 - Brand – review The ASA brand
 - National Swimming Campaign e.g. 400m challenge
 - Sponsorship e.g. Learn to Swim
 - Swimming Times Review e.g. paper/digital options
 - Product launch e.g. membership product(s)
 - Support commercial review of Learn to Swim e.g. minimum 3 awards per year, pricing of awards
 - Consumer PR inc. Brand Partnerships e.g. campaign with major film launch
 - IoS Brand Experience Review e.g. improved booking site online
 - Best in Class marketing team, that is insight and consumer-driven
- Excellent example of Social Currency – getting the nation talking about swimming – achieved by Amy Cameron and Ali Clowes, in filming Boris Johnson 'What I like about Swimming' film clip. See @ASAAquatics on Twitter to view this great piece of work.
- Exciting opportunity with major film release is progressing – a brand partnership. More on this, next month.

Finance (JP)

- Whole Sport Plan quarter end submitted.
- Q3 reforecast completed showing an expected surplus at year end of approx. £175k.
- Budget work still in progress to complete 16/17 budget and 3 year plan in time for Joint Board approval on 18/19th March.

HR (JP)

- Detailed work progressing on the participation restructure with Participation Director.
- Staff conference content being developed and awards nominations finalised by panel.

Please contact Louise Barnes on Louise.Barnes@swimming.org with any enquiries and for further details.

Draft Minutes of the meeting of the ASA Regional Chairs held on Tuesday 2 February at 5.30pm at Crowne Plaza Hotel, NEC, Birmingham

Present

Nick Caplin
David Flack
Dave Fletcher
Ray Gordon (substitute for David Watson)
John Hidle (substitute for Lisa Topliss)
Simon Kirkland,
David Metcalf (substitute for Joan Wheeler)
Roger Penfold

Apologies

Adrian Leather
Lisa Topliss
David Watson
Joan Wheeler

Minutes of the meeting on 11 November 2015

1. The minutes were agreed.

Matters arising

2. **ASA Council meeting:** The Chairs welcome any invitation to be part of planning group for the Council meeting and would like a summary of the feedback from the last meeting.
3. **Sports Board strategy meeting:** The Regional Chairs would welcome and think it essential that any new strategy is developed collectively with the Sports Governing Board and the regions. They requested a joint meeting with the SGB.
4. **Regional representatives:** Some chairs had received the requested feedback from the Sports Board chair. The chairs noted that regional representatives are limited to two.4-year terms.
5. **Women in leadership:** The Chairs noted that a contact for Women in sport was provided and has not responded
6. **Regional governance:** Dave Fletcher to follow up with Jane Nickerson on the volunteering project.

Regional Chairs' Group

7. Dave Fletcher (London Region) was elected as the Group's Chair.
8. The Chairs confirmed their decision in November to review the appointment annually.
9. The Chairs noted the principle of good governance and ASA Law about declarations of any actual or perceived conflicts of interest. They agreed that any such conflicts must be declared and recorded in the minutes.

Regional records

10. The Chairs noted that regional records officers do a sterling job in maintaining regional records list. They discussed the differences in approach e.g. some regions simply specify that the individual must be a member of a club affiliated to the region but others required the individual to have been a member for at least 60 days. Not all regions

required the athlete to claim the record. The Chairs agreed that regions should set their own criterion but to share their different rules through John Hidle.

ASA incorporation

11. The Chairs understood that the Incorporation Group had not met since October 2015 and that the Group Board Chair and the Sports Governing Board Chair are no longer members of the Incorporation Group. They nominated Simon Kirkland as their representative on the Group.

12. The Chairs requested a detailed update on this work from the ASA CEO and CFO.

ASA membership fees

13. The Chairs noted that the ASA has decided to change the basis on which it charges membership and that the East, North East and West Midland regions were also adopting this approach. During discussion of the reasons that the ASA had put forward to justify the change, the Chairs reiterated the South West's request for data on the number of people affected by the change and the impact it was likely to have. They also asked the ASA to either:

- change the membership year so that it is based on a calendar year; or
- change the deadline for the payment of fees to midnight on the 31 December.

Region's relationship with the participation agenda

14. Nick Caplin joined the meeting for this agenda item.

15. Nick Caplin apologised for not having met the regions earlier and assured the Chairs that he recognises the importance of:

- the regions in delivering the participation agenda; and
- engaging with the regions.

He outlined the key changes to the departmental structure that he is implementing from 1 March and the barriers to delivering the sport that he perceives. The Chairs expressed their dismay with the poor communications with the regions, particularly those directly affected by the changes and sought assurances that communications will be improved. They asked to see the role descriptions of the ASA staff who would be working in the regions and the service the regions and clubs could expect from the new structure.

Pool Closures

16. The Chairs noted recent press coverage about high profile pool closures and asked for greater clarity roles of the ASA and the regions. They stressed the need for the regions and the ASA to work closely on this area particularly in terms of sharing intelligence about pool closures (and new pools) and agreeing a response to enquiries. They felt that the dashboard that had been published in the Swimming Times should have covered this area.

17. The Chairs suggested that clubs needs more awareness and greater understanding of the opportunities and risks of owning and/or operating their own pools. Whilst some regions are considering using their reserves to support clubs financially, the ASA should raise clubs' awareness and understanding of the implications of running their own pools.

Regional workforce

18. The Chairs asked for greater clarity of the roles of ASA staff working in regions. They emphasised the need for Area Swim Managers, Club Development Officers and people

employed by the regions to collaborate and to share intelligence/leads; this was not always happening and there were different understandings about the roles.

19. Nick Caplin left the meeting.

Sporting issues

20. The Chairs noted the difficulties that other sports were experiencing. They were advised that this is a British Swimming issue and that British sport was one of the best served in the world. However, the Chairs noted that two major issues are athletes; failure to make themselves available for out-of-competition testing and the use of supplements.

21. The Chairs also noted that discussions were taking place about the responsibility for transgender issues particularly those involving younger athletes.

Sponsorship and marketing

22. The Chairs noted the loss of British Gas sponsorship and asked that the ASA Head of Marketing attend a meeting to explain both his strategy for securing new sponsors and the regions' place in the strategy. It was difficult for the regions to develop their own strategies without this information and an explanation of the support available from the ASA.

23. The Chairs expressed concern about the proposed rebranding of the ASA and highlighted its poor reception in the regions where a number of questions were being asked in the regions.

Club conferences

24. The Chairs noted that the clubs conferences last year were poorly attended with less than 200 people participating and one conference cancelled. They also noted that the ASA was discussing the possibility of giving grants to the regions to run these conferences in the future.

Future meetings of the regional chairs

25. The Chairs agree to have three further meetings in 2016 and that senior ASA officers should attend part of each meeting. The major agenda item at the next meeting will be the development of the ASA Strategy and the regions involvement in this; this strategy must meet the needs of the sport and the membership rather than the needs/direction of government agencies.

26. The major items for future meetings will be participation, clubs and marketing.

27. Dave Fletcher will canvass suitable dates and invite appropriate ASA representatives to join the meeting.

From: Roger Penfold <rogerpenfold@btinternet.com>
Date: 12 February 2016 at 10:06:22 GMT
To: Peter Harris <peter_harris@ntlworld.com>
Cc: Graham Stanley <g.v.stanley@ntlworld.com>
Subject: Re: ASA South East Region Management Board

Peter

I promised to respond to your e-mail, once I had had the opportunity to look into a couple of matters.

I acknowledge my error in not notifying you of the Board's decision about filling the 2 vacancies in its membership. I think this has probably arisen because, as I understand it, your nomination was submitted by a third party. 3 of the other 4 candidates were self nominations, while the 5th was the subject of a late nomination for the election at the ACM. I was provided with the contact details of the 3 self nominees, and wrote to them as appropriate. Clearly, I overlooked your nomination, perhaps assuming, wrongly as it transpires, that the person who nominated you might let you know the outcome of the Board's meeting.

Nevertheless, the Board asked me to notify the unsuccessful nominees, and I failed to do this in a timely manner, for which I apologise.

Roger Penfold
Chairman
Regional Management Board
ASA South East Region

Sent from my iPad

On 16 Jan 2016, at 11:09, Peter Harris <peter_harris@ntlworld.com> wrote:

Roger

Thank you for your mail, although somewhat late as I read in the Regional Board minutes of your meeting back in October that you personally had notified all of the applicants of the outcome of your decision. Was it just me you did not notify or was it all of those that did not get accepted?

I only checked the minutes this week after it was mentioned to me by Graham that a decision had already been taken and when I also checked with Mike Lambert he also confirmed that yes a decision had been taken back in October.

I am not concerned that I was not accepted but what really does concern me is yet again, the Region have demonstrated a complete lack of ability to communicate.

We are all volunteers giving of our time freely for the good of our sport and mutual respect should I believe be shown by all of us. I feel that respect in not notifying me and possibly the other candidates was missing.

I have notified Mike Lambert this week that I would like to be relieved of my commitment to the Region as Chief Licensing Officer and as a member of the Swimming Committee as I feel I cannot continue to support a Regional Management Board that shows little regard to the inclusive nature that should be evident in a Regional structure.

The fact that you continue to actively exclude a member of the Hampshire County Organisation from the Regional Board is regrettable and a poor reflection of our County's commitment to supporting Regional events and that we have a major influence in the Regions success with leading clubs in Swimming, Diving and Syncro.

I hope to see in the minutes of the next Regional Management Committee your apology for misleading them with regard to notifying the candidates.

Peter

Peter Harris
Treasurer Hampshire County ASA
Mobile: 07714 227693
Tel: 01276 512122 (Changed)
Mail: treasurer@hampshireswimming.org

From: ROGER PENFOLD [<mailto:rogerpenfold@btinternet.com>]
Sent: Friday, January 15, 2016 11:43 PM
To: Peter Harris
Cc: Graham Stanley
Subject: ASA South East Region Management Board

Peter

I have today heard from Graham Stanley that you have not yet heard the outcome of your expression of interest in serving on the Regional Management Board. I apologise for this very unfortunate oversight.

Thank you for putting your name forward to serve on the Regional Management Board. The Board met in October last year to consider filling the 2 vacancies that arose at the Annual Council Meeting, and was delighted that there was so much interest - we received 5 nominations. However, I regret to advise you that your application was not successful - the Board reappointed Gary Shields (Bracknell & Wokingham SC) and appointed William Long (Beacon SC).

Thank you, nevertheless, for your interest in serving on the Board. As you know, vacancies occur each year, when a third of the Board retire by rotation, and nominations are invited with the material sent to clubs concerning the Annual Council Meeting.

Once again, I am very sorry about this late notification.

Roger Penfold
Chairman
Regional Management Board
ASA South East Region

Bryony Gibbs

From: Steph Elliott
Sent: 09 February 2016 11:43
To: Bryony Gibbs
Subject: Torch Trophy Trust

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Bryony,

Hope you're well.

Not sure if Jane has mentioned it to the region, but your nomination for the Torch Trophy Trust Awards was successful and Jane Davies will be presented with an award on the evening of the 3rd March.

Jane has been informed and is able to take a couple of guests, but the ASA also receive an invite for one representative. Would a member of the South East Board like to attend? Deadline for RSVPs is on the 22nd February, so if someone would like to take up this place, please let me know as soon as possible and I'll send you over the details.

Many thanks,

Steph Elliott
Volunteer Engagement Manager



The ASA, SportPark, Pavilion 3, 3 Oakwood Drive, Loughborough University, LE11 3QF

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ASA Volunteering Hub
Welcome to the home of aquatics volunteering



Report of the Divisional Team's Activities for South East Regional Board

To update South East Regional Board on the work being carried out in the South East as part of ASA South division

Divisional Business Manager Update

Role of the DBM

Oversee the implementation of the ASA strategy in the division

- To increase participation in swimming, working with all providers to ensure plans are in place to improve aquatics and sustainability
- To manage the Divisional Team of aquatic officers, and office staff
- To plan across the division, priorities for development and focus areas for ASA Staff
- To work with the Region to support the growth of swimming

It has been an extremely busy period since my last update with the launch of the ASA Participation Strategy to stakeholders across the region, the ongoing delivery and support of the Behaviour Change Research which includes the Inclusive Behaviour Change Research and latterly the review of the delivery team structure to ensure the strategy can be delivered effectively nationally.

Mark Burgess, formerly Divisional Business Manager for London and the East Region, has been promoted to the new Head of Delivery as per the new Organisation Chart with the remit of leading the Delivery team to deliver the ASA's participation strategy both within the regions and with national operators, getting more people swimming, more often.

Lesley Hill, formerly the Divisional Business Manager for the Central Division has been announced as the new National Partnerships Lead to work with our ever increasing National Operators to ensure we have as greater influence and impact with them as possible to deliver the new Participation Strategy effectively.

The Participation Strategy has been widely well received within the region following launch events which took place in Surrey, Kent, Oxfordshire and Hampshire and was attended by multiple stakeholders from across the region which included Local Authority Leisure Leads / Heads of Leisure, National Operator representation and representation from smaller Local Authority / Trust run facilities. Work is now ongoing to ensure the strategy has as much impact across the region to ensure it has the desired effect of increasing the number of people swimming more often, establishing appropriate and effective Learn to Swim and Talent pathways and that we have state of the art accessible facilities across the South East Region.

Organisational Chart

As mentioned in the recent edition of the Senior Leadership Communique, and referenced above, the restructuring of the delivery team is well underway.

The organisational chart is attached for reference but I just wanted to highlight one of the areas that will add value to the region as a result of the restructure. As you will see each Area Swim Manager, formally known as Aquatic Officers, has a specialism attached to their role. This simply means each Area Swim Manager will have a specific area of the business associated with their "generalist" role where they will be given additional training, support and associated skills to be a specialist in that area, for example Health. This Area Swim Manager can then be called upon to lend support (which could be attendance at a meeting or simply providing information) to the Area Swim Manager and / or operator that requires it.



The second noticeable addition is that of the Learn to Swim Manager for the Division. This role is in addition to the work all Area Swim Managers will be doing on a day to day basis with operators around Learn to Swim in their Counties and also in addition to the support the Learn to Swim specialist will be able to provide when and where required.

The role of the Learn to Swim Manager will be to undertake the larger pieces of work around Learn to Swim that often take an enormous amount of time and resource from the Area Swim Manager, so in effect will be managing projects across the division that are beyond the remit of the Area Swim Manager and the Area Swim Manager with the Learn to Swim specialism.

Aquatic Officer Work Areas

The main focus for the Aquatic Officers has been to support the Strategy launch events and follow up on the Behaviour Change Research presentations that have been delivered across the Region and embed the Frontier Checklist into as many facilities as possible.

The frontier checklist is part of the Behaviour Change Research and is designed to help operators look at 3 key areas of their aquatic business, which are;

- Frontier 1 – The visibility and relevance of swimming
- Frontier 2 – Improve the overall swimming environment
- Frontier 3 – Tailoring the swimming offer to the individual consumer

It is critical to address all 3 frontiers to bring in new audiences and retain existing ones. This checklist aims to help understand which elements of the frontier model are being delivered successfully by a site, and where there may be room for improvement and additional support / resources.

The ASA Partnership programme is still being reviewed, there are currently stakeholder meetings taking place to determine what the offer should be from the ASA and how the operator should engage with the offer. We hope to launch this later this year.

The Swimfit programme is also still being reviewed but support for facilities that have invested in Swimfit will be ongoing as before with resources being made available where appropriate / required.

The Adult Learn to Swim Framework review is nearing completion and is looking to be launched around Easter time. More details and launch timeframes will be confirmed ASAP.

The Foundation Framework for babies, toddlers and pre-schoolers has been launched, young learners can now receive four new Discovery Duckling Awards and nine separate "I Can" Awards which will motivate and reward the achievements of the important first steps in gaining confidence in the water. The awards are accompanied by a new set of supporting resources for swimming teachers and lesson providers. These include a specialised Games Pack which uses popular nursery rhymes and songs to help teachers deliver fun lessons. The newly available Foundation Framework Starter Pack provides a package of the key resources. Parents are also supported with brand new resources including a Parent's Guide and two colorful story books. These give children an introduction to swimming lessons and how to learn the basic swimming skills