

# *Strategy 2017-2021*





# ***Our vision:***

*A nation swimming*

# ***Our mission:***

*Ensuring our region is a place where clubs,  
athletes and volunteers can flourish.*



***The Region has around 38,000 members in 189 affiliated clubs. Of these clubs around 100 have obtained SwimMark accreditation as clubs that are well run and safe for our swimmers.***

## ***Who we are***

Swim England South East is part of Swim England, the National Governing Body for swimming in England. Our Region comprises the swimming counties of Berkshire and South Buckinghamshire, Hampshire, Kent, Oxfordshire and North Buckinghamshire, Surrey and Sussex.

Swim England is one of the three home nation governing bodies that together with Swim Wales and Scottish Swimming form British Swimming.

British Swimming is a member of the International Federation (FINA) and supports international competitions as GBR.

## ***What we do***

We promote, develop and support speed swimming, open water, diving, synchronised swimming (synchro), water polo, masters, disability and para swimming in the South East of England. We provide benefit to our members and clubs through our organisation, competitions, and support for training of teachers, coaches, officials, club organisers and volunteers.



# Strategic objectives

## How we will meet them

### *Increasing the number of people able to swim*

- Support clubs with Learn-to-Swim schemes through bursaries for teacher training.

### *Creating a world leading talent system*

- Provide suitable competition in all disciplines.
- Work with Swim England Programmes to deliver training camps.

### *Delivering a high-quality workforce*

- Support coach and teacher education and training.
- Provide club officer, team manager and officials training.

### *Growing diversity*

- Encourage clubs to extend the range of activities they offer.

### *Providing strong leadership*

- Ensure the Region has effective organisation and governance.

### *Strengthening sustainability*

- Support Clubs and Networks through SwimMark accreditation and part fund Network activities.
- Understand and improve recruitment and retention of volunteers at regional and club level.
- Review the need for incorporation at regional, county and club level and provide model documentation to support the process.



# Strategic areas

## Disciplines

- Speed swimming.
- Open water swimming.
- Diving.
- Synchronised swimming.
- Water polo.
- Masters.
- Disability swimming.

## Organisation

- Clubs.
- Members.
- Volunteers.
- Teaching and coaching.
- Leadership.



Andrew Willis,  
2016 Olympic Games.  
Vaughn Ridley/SWPix



## Members

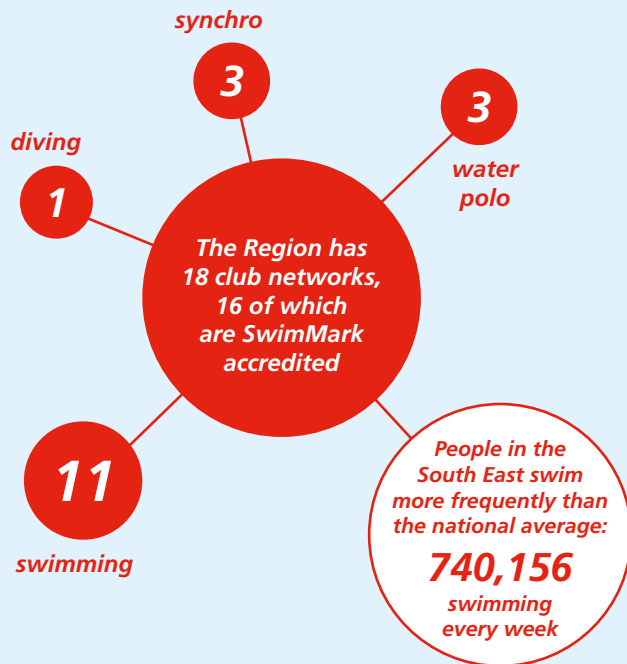
We are the largest swimming Region in England with members in all roles and disciplines. Our aim is to build the number of people involved in all aspects of swimming.

We want all our members to enjoy their swimming and be aware of the health and social benefits provided through the sport.

We will do this by:

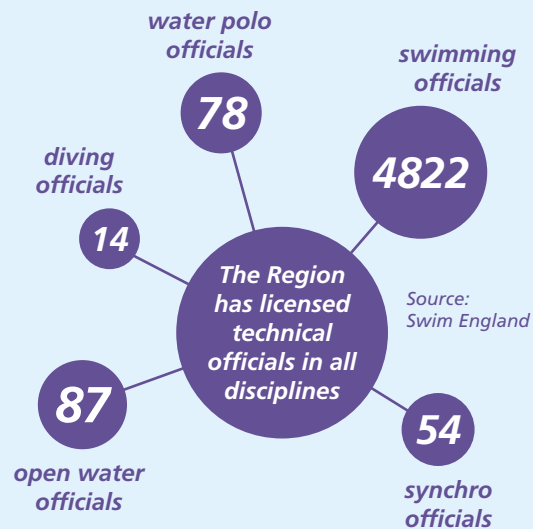
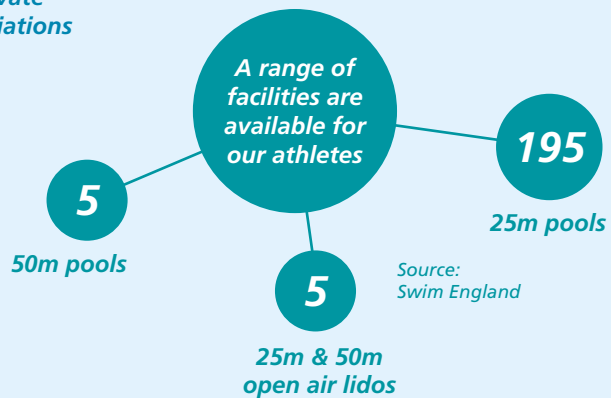
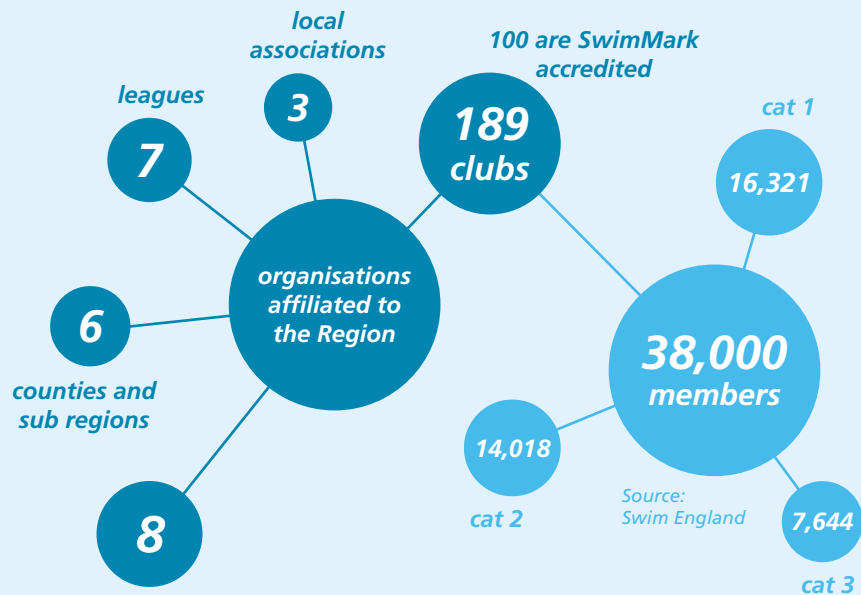
- Encouraging links between clubs and Learn-to-swim schemes.
- Promoting wider diversity of people involved in swimming.
- Encouraging clubs to extend the range of sports offered to their members.
- Defining athlete pathways that go from learning to swim, through participation and competition through swimming, synchro, diving, water polo, open water and masters.

## Our Region in numbers



Source: Sport England  
'Active Lives' survey 2015/16







# Disciplines

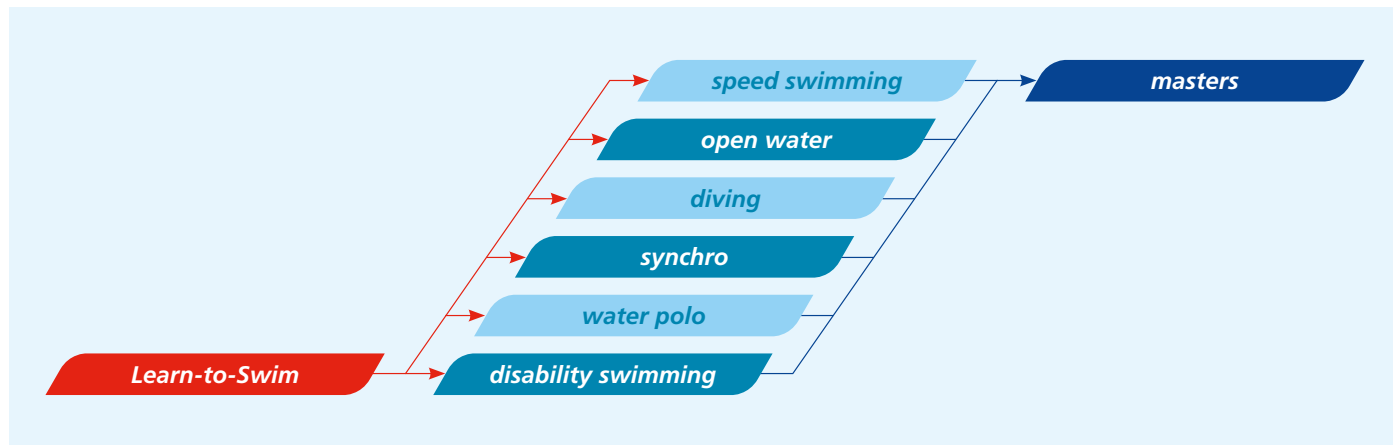
Although speed swimming is our largest discipline, the Region fully supports the disciplines of open water, diving, synchro, water polo and disability swimming. Each discipline runs championships for their top athletes as part of the progression from club, county, region and national competition.

Some clubs have active Learn-to-Swim schemes that produce swimmers who move into one of the disciplines. Other clubs work with swim schools and local operators who run Learn-to-Swim schemes to ensure a smooth transition from learning to swim to participation in one of our clubs.

We support our clubs running

Learn-to-Swim schemes by providing bursaries for swim teachers.

We encourage clubs to provide sessions for their members in several disciplines, and for swimmers to move between disciplines during their lifetime in the sport, following a pathway such as:





# Speed swimming

The Region works with and supports the Swim England Development Pathway and the development of coaches from lane coaches through to international standard.

Allan McKenzie/SWPix



We support Networks of swimming clubs and provide funding to enable them to start providing activities across the Network.

We run training camps for 12 year olds and provide support to counties running camps for 11 year olds.

We provide the following:

- Championships and competitions.
- Overseas development camps.
- Networks for swimming clubs.
- Coach development.
- Coaches Forum.
- Coaches conferences and workshops.
- Bursaries for training courses.
- Officials development and qualification.





## Open water

The Region runs open water championships and plays a major role in facilitating the South East Series of open water competitions run along the South East coast.

We provide training camps for swimmers with pool-based coaching, classroom sessions and lake based training.

We support the development of coaches and the training and qualification of officials for open water events.



# Diving

The Region is fortunate to have Southampton Diving as one of the major centres for the discipline.

Clubs work together through the ACE Diving Network and the Swim England South East Talent Scheme making us one of the top regions for the discipline.

The Region supports diving through:

- the ACE Diving Network.
- the Swim England South East Talent Scheme (SEEDS).
  - Coach education.
  - Development and training.
  - Sports science.
  - Strength and conditioning.
  - Coaches forum.

- Bursaries for training courses.
- Championships and competitions.
- Officials development.
- Working with Swim England for planning talent and participation.





# Synchronised swimming

The South East leads synchro in GBR, historically through the clubs at Reading Royals and Rushmoor and the GBR training squad that was based at Aldershot.

The Swim England strategy for synchro is largely based on Reading Royals and Rushmoor synchro swimming clubs and talented athletes moving to programmes based in these clubs.

The Region is supporting Club Networks based on these two clubs such that all synchro clubs in the Region are networked into one of the clubs and linked into the athlete pathway.

This support will involve:

- Coach development.
- Bursaries for training courses.
- Officials development.

The Region supports Championships held across Regions to provide appropriate level of competition.

The inclusion of mixed synchro events in competition will extend the sport to male competitors. The Region's strategy will be developed to promote the inclusion of males within our clubs.





# Water polo

Although water polo is a major sport in Europe, it has not been a strong area within our Region. However there is great potential in attracting more swimmers to water polo clubs and through clubs that provide speed swimming and water polo.

The Region will continue to support water polo through:

- Networks of water polo clubs providing joint training sessions and coach support.

- Coach development.
- Regional competition.
- Bursaries for coaches training courses.
- Championships and competitions.
- Officials development.





***The Region holds long-course and short-course competitions that are open to all Swim England registered master swimmers and also attract competitors from overseas.***

## ***Masters***

Masters swimming provides on-going sport for those aged 18 and over. Some clubs have masters squads while others have masters swimmers training within their regular age group club sessions.

Competition for masters ranges from local events right up to European and World Masters. Awards are made per 5-year age-group from Seniors (18-24), up to 100+.

The Region organises and supports the inter-county competition. The results from each regional gala are then combined to find the overall winning County within England.

The Region holds training and development days specifically targeted at masters.

As well as speed swimming, masters also take part in open water, synchro, national championships and diving (through the Great Britain Diving Federation).



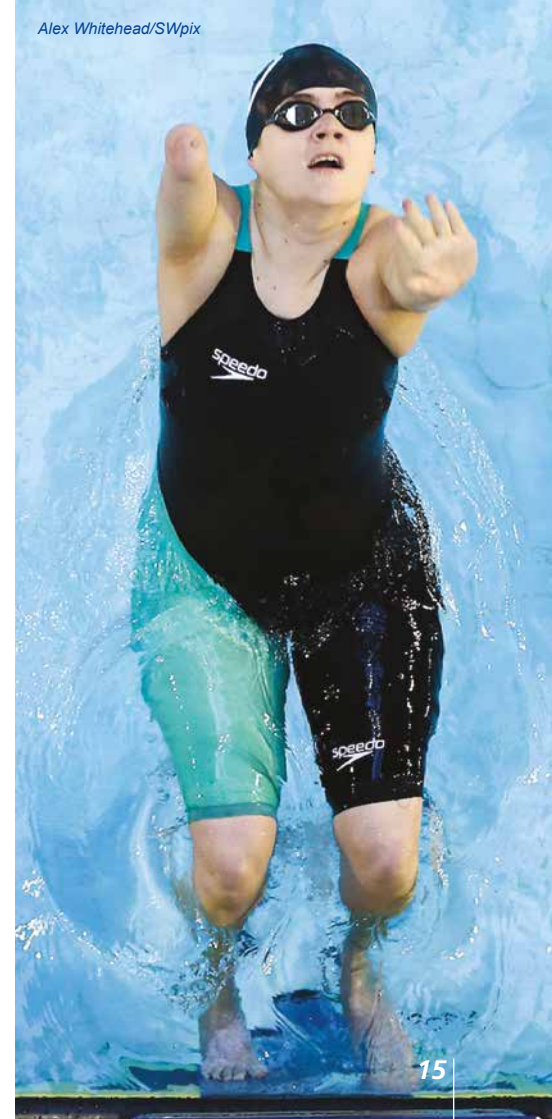
## Disability and para swimming

The Region caters for athletes with disabilities at all levels. Disability swimmers train and swim within our swimming clubs. Athletes are classified according to their disability and compete in regional speed swimming championships and disability events. Identified swimmers join the Para Swimming pathway aiming to compete for GBR at World level in the Paralympic games.

- Identification of para swimmers.
- Classification.
- Further development ROCK (Responsibility, Opportunity, Commitment & Knowledge) culture.
- 4 Tier Talent Pathway.

The Region runs two competitions each year, in March and September, with the South West Region and provides classification sessions alongside the competition.

There is also a national competition in December that adult para swimmers can enter as long as they are classified. Para swimmers can also take part in competitions run by the Region.





## Clubs

Clubs form the basis of our sport. Everyone in our sport is a member of Swim England and Swim England South East through their club. Clubs organise and operate training and competitions.

The improvements in our sport are largely through the work in our clubs. We ensure the standards of our clubs and their interaction with their members.

We do this by:

- Supporting clubs through our Regional Club Development Officers to improve their operation and sustainability.
- Increasing the number of clubs meeting national standards.
- Establishing and supporting Networks of clubs to share experience and lead to more effective operation.
- Ensuring each club has a trained Welfare Officer to address safeguarding issues.

- Supporting the training of club coaches, teachers, officers, team managers and volunteers.
- Advising and assisting clubs with their governance.







***Teachers and coaches are key to the development and enjoyment of our swimmers.***

## **Teaching and coaching**

We will improve the standard of teaching and coaching in our clubs by:

- Providing bursaries for teachers and coaches to attend formal training courses.
- Providing continued professional development
- through coaches training days based on the athlete pathways.
- Holding coaches' forums to identify needs and promote understanding.



# Volunteers

Swimming is largely a volunteer run sport with most larger clubs having some paid staff, normally coaches and teachers. We recognise three sets of volunteers within our sport; young volunteers, long-term volunteers and parents.

- Young Volunteers – existing swimmers who may still be training and competing but who to stay in the sport and develop their expertise in the running of clubs and competitions.
- Long term volunteers – who carry out an active role working in a club, county or region. They often run competitions and other activities at club, county and regional levels, or work as unpaid teachers and coaches and/or team managers, welfare officers, committee members, etc.

We recognise and support our volunteers and the clubs they work in by:

- Providing guidance and support for recruitment, training and development.
- Running young volunteer training schemes.
- Supporting volunteer development events.
- Supporting counties running schemes for officials in speed swimming and providing regional training schemes for other disciplines.

***Parents make up over 90% of our volunteers; often running clubs, galas and other competitions, acting as team managers and lane coaches. Without them there would be no clubs, and without the clubs there would be no sport.***





## Leadership

We provide this by:

- Having a suitable structure of able and knowledgeable people to run the activities of the Region.
- Having a Regional Management Board, elected by the clubs to take overall responsibility for the sport.
- Appointing Discipline Managers to run groups responsible for swimming, diving, water polo, synchro, masters, disabilities, open water.
- Appointing groups to manage finance, development, communications.
- Communicating with our members, clubs, counties and other stakeholders.
- Providing governance through behaviour, integrity, review and improvement.
- Actively supporting cross-regional activities.
- Working with Swim England to support their programmes.



## ***Contact us***

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