

# ASA South East Region

## Regional Management Board

A meeting of the Regional Management Board will be held on Thursday 12<sup>th</sup> January 2017 at Holiday Inn Guildford, GU2 7XZ commencing at 1900

### A G E N D A

- |   |   |                 |      |
|---|---|-----------------|------|
| 1.  | <b>Apologies</b><br><i>To receive any apologies from members unable to attend the meeting</i>                                   | RFP             | 1900 |
| 2.  | <b>Minutes of the Meeting held on 27 November 2016</b><br><i>To agree accuracy of minutes from the previous meeting</i>         | RFP<br>Enclosed | 1905 |
| 3.  | <b>Matters Arising</b><br><i>To consider any matters arising from the minutes not covered in the agenda and confirm actions</i> | RFP<br>Enclosed | 1910 |
| <b>ITEMS FOR DECISION</b>                 |   |                 |      |
| 4.  | <b>Concession agreement</b>   | BD<br>Enclosed  | 1915 |
| 5.  | <b>Swimming Referees' Courses – Communication</b>   | RFP<br>Enclosed | 1930 |
| 6.  | <b>Para-Swimming Records</b>  | RFP<br>Enclosed | 1940 |
| 7.  | <b>Use of K2, Crawley, for regional competitions</b>  | BD<br>Enclosed  | 1950 |
| 8.  | <b>Masters' Events - Entry Fees</b>   | RFP<br>Enclosed | 1955 |
| 9.  | <b>Finance – Authorised Signatories for Payments</b>  | RFP<br>Enclosed | 2000 |
| <b>ITEMS FOR DISCUSSION / INFORMATION</b> |   |                 |      |
| 10.                                       | <b>Review of Finance</b>  | GS<br>To Follow | 2005 |
| 11.                                       | <b>Progress with development of regional strategy</b>   | BD/JKD          | 2010 |
| 12.                                       | <b>Clubs and leagues - compliance with constitutions/rules</b>  | JKD<br>Enclosed | 2015 |
| 13.                                       | <b>ASA Incorporation</b>  | RFP<br>Enclosed | 2020 |
| 14.                                       | <b>Affiliations &amp; Resignations</b>  | RFP             | 2025 |
|   | 14.1 New Affiliations<br>None   |                 |      |
|   | 14.2 Resignations<br>None   |                 |      |
|   | 14.3 Enquiries<br>None  |                 |      |
|   | 14.4 Transfers<br>None  |                 |      |
|   | 14.5 Change of Name<br>None   |                 |      |
| 15.                                       | <b>Correspondence</b><br>Active People Survey<br>New Patron for the ASA   | RFP<br>Enclosed | 2030 |
| 16.                                       | <b>New Year's Honours' List</b>   | BD              | 2035 |
| 17.                                       | <b>Senior Leadership Communique</b>   | RFP<br>Enclosed | 2040 |
| 18.                                       | <b>ASA Sport Governing Board &amp; Group Board Minutes</b>  | RGP<br>Enclosed | 2045 |
| 19.                                       | <b>Notes of the Regional Chairmen/ASA Chairmen Meeting</b>  | RFP<br>Enclosed | 2050 |
| 20.                                       | <b>Divisional Lead Report</b>   | AG<br>To Follow | 2055 |
| 21.                                       | <b>AOB</b><br><i>24 hours notice required</i>   | RFP             | 2100 |
| 22.                                       | <b>Date of Next Meeting</b><br>Sunday 19 <sup>th</sup> February, Leggett Building, University of Surrey                         | RFP             | 2105 |

## ASA South East Regional Management Board

Minutes of Meeting held on Sunday 27th November 2016 at the University of Surrey

---

<b>Present:</b>	Roger Penfold (RFP)	Chairman
	Jim Boucher (JB)	Board Member
	John Davies (JKD)	Board Member
	Brian Deval (BD)	Board Member
	Carys Jones (CJ)	Board Member
	Chris Lee (CL)	Board Member
	Alan Lewis (AL)	Board Member
	William Long (WL) (AM only)	Board Member
	Gary Shields (GS)	Board Member
	Shelley Robinson (SR)	Board Member

### Also in attendance (non-voting):

Sue Barker (SB)	Disability Manager
Jane Davies (JD)	President
Bryony Gibbs (BG)	Divisional Office Manager
Alan Green (AG)	Divisional Lead
Helen Mack (HM)	Regional Club Development Officer
Geoff Stokes (RGS)	Masters Manager

### 154 Apologies

Apologies had been received from:

Eileen Adams (EA)  
Keith Barber (KB)  
Frank Clewlow (FC)  
Ivan Horsfall-Turner (IHT)  
Kristie Jarrett (KJ)  
Mike Lambert (ML)  
Trevor Jones (TJ)  
Roger Prior (RGP)  
Darren Wilmshurst (DW)

### 155 Minutes of the Meeting held on 10<sup>th</sup> October 2016

The Minutes of the meeting held on 10<sup>th</sup> October 2016 were agreed as a true record subject to the following correction:

138 – Sport Stop to be changed to Swim Stop

### 156 Matters Arising from Meeting on 10<sup>th</sup> October 2016

132 – SR has been pursuing a possible gift. CL suggesting putting RH forward for an ASA Award next year, data will need to be collected for this.

138 – Further information had been received from Swim Stop. In light of this, it had been agreed that the tender from Mailsports would be most advantageous to the Region. BD is arranging to meet with Mailsports for the contract to be signed.

139 – ML has accepted role as Minute Taker.  
140 – BD to action.

#### 157 **Matters Arising from Landscape Sheet**

3 – There is a new draft document available from the Sport & Recreation Alliance. SR to circulate.

6 – Technical issues with getting these email addresses moved across are ongoing. BD is pursuing.

11 – More information was provided on this at the ASA Council Meeting on 15<sup>th</sup> October and at the Regional Chairman's meeting. This has become less pressing for the time being

13 – On Agenda

#### 158 **Drafting the Region's Strategy**

The previous strategy covered 2015-2017 requires updating. The new ASA Strategy 2017-2021 'Towards a nation swimming' has a mission to create a happier, healthier and more successful nation through Swimming. SER would like to align with the ASA Strategy. A Strategy weekend took place in Loughborough and was attended by AL, JD & RGP. Each area of this strategy will be worked through in turn.

##### **Strategic Objectives**

- Participation
- Talent
- Workforce
- Diversity
- Strong Leadership
- Sustainability

The above points were discussed and it was agreed that the Region supports all of these to a certain extent and all need to be included. However, there will be a greater emphasis on those that the Region can influence such as Talent, Workforce and Sustainability.

##### **Clubs – what can we do for clubs?**

- Networks
- Support for incorporation
- Guidance for sustainability
- Bursaries for teachers/coaches
- Team manager training
- Safeguarding & Time to Listen

A lot done by the Region is to support clubs. JD currently advises clubs who are looking to become incorporated, clubs can also seek legal advice. AG confirmed that the ASA are looking at creating a pack to support clubs this process. Incorporation has become more common within clubs in recent years.

##### **Volunteers - There are three sets of volunteers within our sport;**

- Parents making up 90-95%: they often run clubs, without them there are no clubs, and without the clubs there is no sport
- Young Volunteers – involvement to stay in the sport and develop
- Long term volunteers – run Counties, Regions, Championships etc.
- Recruits and developing
- Available material

- Need a focus in the Region
- SER 'volunteer' on ASA Volunteering Group

Strategy should be geared to those groups. These are the people we need to be recruiting and developing. Those that are helping build the ASA strategy are people who are already volunteering, we need to know why people don't and what could be done to get them involved. There are increasing barriers which put people off volunteering. HM confirming volunteering is one of the biggest issue that comes out of swim21.

What are we going to do about it?

The Region need to provide support to clubs with growing and recruiting volunteers. Life of a parent volunteer may be around 5 years, so recruiting is an ongoing process. Many parents do not have much time, so it is difficult especially if there are many barriers.

### **Diving**

- Southampton seen as major success and model for the future
- SER Talent Scheme (SEEDS)
- Development Scheme
- Diving Club Network
- Bursaries for training courses
- Competition/Championships
- Officials Development
- ASA planning talent and participation

Divers that go to talent camps pay a fee – would Regions consider helping with paying the fee or part of?

ASA are looking for Regional Funding to help with Little Rippers / START Diving in Southampton. Little Rippers is a Talent ID Programme that goes into schools to identify potential talent. Some members did not feel that the name of the programme was appropriate.

Diving may also aspire to expand their network into the East of the Region or have another network.

**Action: Diving Group**

### **Water Polo**

- Regional Academy
- Water Polo Networks
- Coach Development
- Regional Competition
- Bursaries for training courses
- Competition / Championships
- Officials Development

Water Polo will experience much greater costs next year with the new Regional Training Centre structure. The presentation from the ASA Water Polo team talked about changing competition groupings and trying to put more into the calendar, both of which would increase costs further.

Water Polo events in the Region are not currently run at prestigious pools where spectators can watch our higher level athletes perform. There are few volunteers in the Water Polo group & organisation is left to a handful of people who have limited time, HM & KJ can offer further support if required.

There is currently no spend against coaches and officials development for Water Polo and Diving. It is understood that RG has been trying to set up courses but other commitments of potential attendees have led to these not going ahead.

**Action: Water Polo Group**

### **Para Swimming**

- Identification of Para Swimmers
- Classification
- Further development ROCK (Responsibility, Opportunity, Commitment & Knowledge) culture
- Maintain working relationship with British Swimming
- 4 Tier Talent Pathway

Competitions in the South East are aligned with British Swimming's structure. The Region run two competitions per year, March & September, these are linked with the South West with both events run classification sessions. Swimmers that have been identified are on the waiting list for classification. Classification can only happen at competitions and a limited number of athletes can be classified each day. Aligning with the South West allows more opportunity for the swimmers and competitions are run as open events so athletes from other regions can also compete.

There is provision for adult para swimmers, they can still take part in competitions as long as they are classified. There is a national event in December and they can also compete at Regional Competitions.

### **Synchronised Swimming**

- Redevelop Beacon Model
- Beacons at Reading and Rushmoor (also Bristol and Leeds)
- Club Networks
- Coach Development
- Bursaries for training courses
- Competition / Championships
- Officials Development

RFP to send to the Synchro Group to review at their next meeting on 13th December.

**Action: RFP/Synchro Group**

### **Swimming**

- Region supports the ASA Pathway
  - o Runs 12 years camps. The 11 year old camps will be run by counties in 2017. Kent has been selected as a pilot. These camps will facilitate coach development.
  - o Run open water camps. 2017 camp will run in June in Shepperton this will incorporate education opportunities for coaches and parents and will consist of a pool session in the morning and lake in the afternoon. The top 3 in each age group at the Regional Championships (2016) will be invited to attend.
- Overseas Development Camp (Nice, France)
- Club Networks for Swimming Clubs
- Coach Development
  - o Conference
  - o Workshops
  - o Bursaries for training courses
- Competition / Championships

- Officials Development

### **Masters**

- Competition/Championships, two events per year
- Training Days / Development Day planned for 1st April

RGS has run 26 championships for the Region and will be looking for someone else to take over the running of the Championships. JB is going to do some of the work for the S/C event with RGS looking after entries. RGS will not run the 2018 event. Getting officials remains a big problem for these events.

### **IOS Awarding Board , LTS**

- No direct involvement of Region
- Teaching courses can be IoS, ASA approved centre or STA
- All coaching course provided by IoS
- Provide bursaries to swim21 clubs, current funding:
  - o 50% level 1
  - o 66% Level 2
  - o 75% level 3

RG arranges Coaching Courses for the Region through the 'club offer' resulting in a discounted rate for clubs. Training Needs Analysis information is taken from swim21 and collated to help programme courses according to these needs.

It is proposed to maintain the bursary scheme and continue to support both Teaching & Coaching qualifications. However, a decision could not be made at the meeting without prior notice. It is not yet known what the new coaching qualification looks like and how much stroke development is included. Many clubs take swimmers in at stage 5/6 meaning there is a need to support both teaching and coaching.

### **What are we missing?**

- Leadership
- Sustainability

Next steps will be to produce details plans. There will be plans for each discipline and for general development. These plans should be linked to budget requests submitted by disciplines for 2017/18. Handouts will be produced to communicate the strategy which will also be available on the website and will be circulated to clubs & counties. It was **agreed** that the strategy would mirror the ASA to cover 2017-2021.

### 159 **Review of Finance**

A report from the Board Member Responsible for Finance was circulated before the meeting as well as the latest budget report. To date the Region is underspent, the majority of this is from a lack of spend in the disciplines and also RCDO costs, although the latter may be more to do with the timing of invoices. A more in depth review will take place at the January meeting.

The second account protocols were reviewed by the Board and **agreed**.

**Action: BG**

### 160 **Review of Communication**

BD presented a review of Communications.

- This year the discipline managers will be granted access to the website to update their own pages.
- Website page views have increased, from 24 October to 24 November there were 24,550 page views and 5761 unique visitors.
- Facebook page has been running since summer 2015 and to date has 184 likes. This is quite low but is encouraging.
- When the SER Championships programme was released this had a 2.5k reach on Facebook with 1k users engaging with it.
- Twitter has 1235 followers, at 28% increase since February.
- The Winter Champs used #SER\_WSC16 which had 424 tweets/re-tweets
- A new Flykr account has been created. This had 107 pictures downloaded from the Winter Championships presentations.

#### **Events –**

BD has obtained information from the local tourist board for travel and accommodation in High Wycombe for the Summer Championships. This information can be replicated for other events and venues.

#### **Branding –**

The programme for this years Winter Championships did not use the correct template/branding. RMB **agreed** that templates produced by BD would be used: this needs to be communicated to discipline managers.

**Action: BG**

#### **Newsletter –**

New newsletter will launch in January. The aim is to drive traffic to the website. There is currently a sign-up on the website. This information can be targeted to areas of interest e.g. coaching, volunteering, water polo. This will be sent to all databases using 'Mailchimp' and will have an opt out facility.

ML has a database from the old website of 2500+ people: if possible a link will go out to sign-up for the newsletter. BD will explore if the ASA can circulate anything to SER members to encourage them to sign up. A privacy policy needs to be looked at - is there one in place for SER that tells people how SER will use their data?

**Action: BD**

#### 161 **Appointment of Synchronised Swimming Manager**

Di Hughes has been recommended as the Synchronised Swimming Manager by the Regional Synchro Development Group with effect following their next meeting 13<sup>th</sup> December. This was **agreed** by the Board.

**Action: RFP**

#### 162 **Para Swimming Competition Proposal**

Para Swimming events in the South East are already run in conjunction with South West Region therefore it would not be possible to link with London Region. Suggested that events should be coordinated and take place on different weekends to give swimmers more opportunities to take part.

**Action: RFP**

#### 163 **ASA Council Meeting**

Draft minutes of the ASA Council Meeting had been circulated. It was noted that the change of law about the Group Board was not agreed.

It was felt that the format of Council was better than in previous years with workshops being better focused and structured. The Open Mic session was better than the previous Q&A sessions. The Region should bear this in mind for next year so that delegates have questions ready to ask in the session.

164 **Annual Council Meeting Structure**

It was suggested that the format of the Annual Council Meeting is to be reviewed with the possibility of incorporating various forums into the day to save on travel costs and help improve numbers for the Annual Council Meeting. This item is covered on the Matters Arising to be reviewed by ML, RFP and BD. JD to join this group. The Development Group will discuss at their next meeting.

**Action: BD, JD, RFP / Development Group**

165 **ASA Sport Governing Board & Group Board Minutes**

Minutes were not available. The Sport Governing Board Strategy meeting was discussed under 158.

166 **Affiliations & Resignations**

Enquiry received from Reigate Grammar School. Draft constitution and queries sent on to Jeni Colbourne.

167 **Correspondence**

Four Coaches from the South East were selected for the Coach 2024 Talent Programme.

168 **Senior Leadership Communique November 2016**

The Senior Leadership Communique had not been received.

169 **Meeting of Regional Chairman 03.11.16**

- Chris Bostock has contacted Regions and County Secretaries about a new system for using the ASA Database for Records. This will save swimmers from having to claim records. Some Regions will be using, unsure if ML will use this for the South East.
- ASA Branding. The new branding will be unveiled in April. There is no obligation for Regions to adopt the brand. It was noted that no external contractors had been used for this.

170 **Divisional Lead Report**

The report from the Divisional Lead was circulated ahead of the meeting. AG talked through aspects of the report and welcomed questions.

If clubs want to get involved in the Dementia Friendly project they should get in touch with their local Area Swim Manager. There are currently two projects running in the South East, Basingstoke and Waverley. Fourteen expressions of interest have been received so more projects may go ahead once funding is agreed.

171 **AOB**



**Swimming Report – ML**

The Board noted the Swimming Report provided by ML and discussion followed around the number of athletes taking part in SER Competitions. It was agreed that these figures will be requested from all disciplines in their reports for the February meeting.

**Action: BG**

**Disability Report – SB**

The Board noted the Disability Report provided by SB

**Kent County ASA – SR**

SR thanked HM on behalf of Kent County ASA for the excellent report she had provided detailing the activities of ASA South East Region within Kent. HM confirmed reports could be provided for all Sub Regions by HM/KJ, if requested.

171 **Date of Next Meeting**

It was decided to cancel the meeting due to take place on Wednesday 7<sup>th</sup> December. The next meeting will be Thursday 12<sup>th</sup> January 2017, Holiday Inn Guildford.

Meeting closed 15.06. The Chairman thanked everyone for their attendance.

DRAFT

**AGENDA ITEM 3**

**MATTERS ARISING FROM RMB MEETINGS**

Updated as at 05 January 2017

	<b>SUMMARY OF AGREED ACTIONS</b>	<b>MIN REF</b>	<b>ACTION</b>	<b>COMMENTS</b>
1	<b>Finance</b> - 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	
2	<b>Disability Group</b> – 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	
3	<b>Governance Review</b> 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>Ongoing. SR to circulate new draft document.</i>
4	<b>Communications</b> Helen Mack & Kristie Jarrett to have @southeastswimming.org email addresses set up.	13.10.2015 Min 136.2	RFP/BD	<i>In Progress - Tech issues still ongoing.</i>
5	<b>List of Assets</b> BG to compile a list of assets for Trustees	13.10.2015 Min 140.3	BG	<i>In Progress</i>
6	<b>Annual Council Meeting 2017</b> 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.	22.11.2015 Min 148	ML/BD/RFP	
7	<b>ASA Senior Leadership Communiqué February 2016</b> Ref page 2, 2 <sup>nd</sup> point: <i>“Met with Sport England to discuss regional alignment and a process for better collaboration.”</i> The Board asks for clarification on the point. RGP to communicate with Head of Participation.	21.03.16 Min 48	RGP	
8	<b>Reserves Policy</b> Finance group to report back on “reserves” policy	21.03.16 Min 53.4	Finance Group	
9	<b>Incorporation</b> Jane Nickerson sent an update on incorporation to the various ASA Regional Board Chairmen that states that Jacqui Porritt has drafted a paper for approval. It was agreed to invite Jacqui Porritt to the next meeting, June 15th.	10.05.16 Min 70	RFP / BG	<i>On Agenda</i>
10	<b>Accounts</b> JKD suggests that the accounts need tidying; unnecessary lines still within accounts – ‘Olympic Ticket Income’ etc. List to be sent to BG	15.06.16 Min 81	JKD	
11	<b>Matters arising from Chairman’s Appraisal</b> From comments made by the Chairman and Members it was agreed to	14.07.16 Min 109	JKD/BD	<i>In Progress</i>

	develop a strategy. This to be created from a review of the Mission Statement, Development Plan and Terms of Reference.			
12	<b>SER Logo Shirts</b> JB asked whether RMB members should have new shirts for official meetings. Board agreed to pursue options.	10.10.16 Min 140	BD	

Updated 05/01/2017 BG

## **Concession agreement**

### **Purpose of report:**

To gain Board approval for changes to the concession agreement that was agreed by the Board on 1 September 2016.

### **Background to report:**

In Autumn 2016 the Region invited tenders to run this concession for two years from January 2017. The success tenderer was Mailsports with an annual flat fee of £5,750.

Before signing Mailsports are seeking changes to the concession agreement. Some of these changes are technical and relate to:

- a) The removal of "swimming events" and replacement with "aquatic events".
- b) The removal of references to commission and auditing (not required as a flat fee is being paid).
- c) Clarification of reporting line.

However two sections need consideration by the Board. These are set out below:

- 3.1.1 to occupy the Licensed Area for the purpose of the sale to all invitee to the Venue of the Licensee's swimwear and related equipment and accessories, such accessories to exclude food or drink items, declared to improve fitness or performance.

Mailsports are asking that the exclusion of food or drinks should be removed (underlined) and replaced with: *such accessories to exclude supplements and additives, declared to improve fitness or performance, but not excluding sealed/branded sports nutrition products approved for use in the professional regulated of sport.*

- 6.3 The Licensee shall cause to be imprinted irremovably and legibly on each Licensed Produce manufactured distributed or sold under this Agreement (including but not limited to advertising promotional packaging and wrapping material and any other such material wherein ASASER Marks shall appear) the following copyright notice: A (R) and (C) ASA South East Region. ASASER may stipulate from time to time any other notices or credits which are to be so affixed incorporated or represented and the Licensee shall comply with all such stipulations reasonably made.

Mailsports are asking that this passage be removed saying: *We are not sure what benefit this brings, it does bring added costs which have not been factored into our tender package so needs further discussion.*

### **Recommendation to Board:**

To approve changes to concession agreement.

Brian DeVal  
2 January 2017

## CLUBS AND LEAGUES - COMPLIANCE WITH CONSTITUTIONS/RULES

### PURPOSE OF REPORT

To advise the Board of an issue that has arisen and propose action to deal with this and wider issues.

### RECOMMENDED ACTION

The Board is recommended to APPOINT a person(s) to deal with the immediate issue and to SET UP a mechanism to deal with the wider issues.

### SUPPORTING INFORMATION

- 1 It has been reported that one of the leagues which is affiliated to the South East Region has been operating for three years without holding an AGM or appointing a Chairman.
- 2 The league web-site has minutes for the AGM in 2013 but not since.
- 3 The league had a balance of 'approximately' £13000 in 2013. It has income and expenditure from its member clubs and runs an Invitation Meet. This is a relatively large amount of money and should be properly accounted.
- 4 If this is correct, then the league is not operating in accordance with its Rules and ASA law.
- 5 It is understood that the league galas and results are being organised by the Competition Organiser who is also acting as League Secretary.
- 6 It is expected that this is a rare occurrence. The Region has over 100 Swim21 clubs whose operation is checked through the RDOs and Swim21 panel. Constitutions of these clubs is checked every four years, but there is currently no check that clubs operate according to their constitutions or rules unless there is a formal Complaint.
- 7 This situation can be seen as an issue of Volunteer involvement. Leagues are run by long-term volunteers, whereas clubs are run more by parent volunteers. Long-term volunteer eventually reduce what they do and it is difficult to replace them.

### PROPOSED ACTIONS

- 8 The Region Management Board is asked to appoint someone to investigate the specific issue, try to resolve it and report back to the RMB.

- 9 The Region Management Board is asked to appoint a sub-group (which could be the Governance Group) to consider what should be done to address the issues that this situation has high-lighted and consider the following:
  - a. What is the responsibility of the Region in ensuring its affiliated bodies (including leagues and clubs) act in accordance with their Rules.
  - b. What, if anything, do other Regions do to address such issues.
  - c. Does the Region have the power to suspend clubs and leagues that are not being run correctly or does this need to be done through a formal ASA Complaint.
  - d. Should we introduce checks on the minutes of club and league AGMs to ensure they are happening.
  - e. Could this be done by the set of people who check club constitutions and report to the RMB if action is needed.
  - f. Should this work be done with Counties as they are less remote and it would help improve the visibility of club and league operations.

*JKD*  
*5/01/2017*

## DISABILITY/PARA- SWIMMING RECORDS

### PURPOSE OF REPORT

To enable the Board to discuss whether the Region should maintain disability/para-swimming performance records.

### PROPOSED ACTION

The Board is requested to DECIDE whether to establish, maintain and publish a list of performance records achieved by disability/para swimmers who are members of clubs affiliated to the Region, and, if so, who should make arrangements for the exercise.

### SUPPORTING INFORMATION

- 1 Members will know that the Region has carried on the practice of the former Southern Counties ASA (and, indeed, every other region) to maintain records of best performances by able-bodied swimmers who are members of affiliated clubs. There is, however, no listing of the best performances of disability/para swimmers from clubs in the Region.
- 2 While there has been no request for the maintenance of records by disability/para swimmers, it could be argued that not to treat able bodied and disability swimmers equally is contrary to the spirit of, if not the provisions, of the Equality Act 2010. This is reflected in the ASA's model constitution for clubs, which includes at 2.1.1 and 2.1.2

"The Club is committed to treating everyone equally within the context of its activity and with due respect to the differences of individuals. It shall not apply nor endorse unlawful or unjustified discrimination, and shall act in compliance with the protections afforded by the Equality Act 2010.

"The Club shall implement the A.S.A. Equality Policy (as may be amended from time to time)".
- 3 Another region has been threatened with legal action, presumably under the provisions of the Act of 2010, if it does not maintain lists of records set by disability/para swimmers.
- 4 In the circumstances, the Board is urged to request the Disabilities' Swimming Manager to make arrangements for the institution and publication of a database of best performances by disability/para swimmers in relevant

events, and a process for those records to be updated. In this connection, there are 99 events recognised by the IPC.

- 5 A possible method for establishing the initial database of records is to search on the national rankings using the following criteria:
1. Multi-classification
  2. South East Region
  3. 01/10/2005, say, to date
  4. Event
  5. Male or female
  6. Open or junior

It is recognised that this methodology is not ideal, as it does not give the venue or meet level - further searching will be required for this. However, it is estimated that it would take about two hours to check all of the classifications (compared to 36 hours if one checks each classification individually) for all of the events on the rankings.

*RFP*  
*23.12.16*



## **Co-ordination of SER events programme**

### **Purpose of report:**

To gain Board support for the central co-ordination and delivery of all aquatic events across the Region wherever possible and ensure that knowledge is shared for improved event management and volunteer development.

### **Background:**

The introduction of the prescriptive competition pathway has added an imperative on SER and sub regions to identify appropriate facilities able to accommodate events within the time frames of the national calendar.

The same imperative does not apply to other events such as Masters and synchro that have flexibility in their programming and who are unlicensed.

The popularity of some venues for use by SER is negatively affecting sub regions and clubs by limiting opportunities to book venues for local benefit.

### **Objective:**

To establish the principle that:

- Major SER events should be rotated around appropriate venues in the Region;
- Knowledge of different venues is made commonly available, and
- Local organisations should be consulted to ensure that the Region does not have an adverse impact.

This action would have the immediate benefit to the Region of:

- Engaging new volunteer groups;
- Creating opportunities for participation by those unable/unwilling to travel or stay away;
- Supporting local economies across the Region;
- Reducing the impact on local organisations, and
- Being seen by local organisations as a partner and reducing the exposure of SER to criticism.

### **Recommendation to the Board:**

To support the co-ordination of all aquatic events across the Region and ensure that knowledge and experience is shared and local organisations are engaged and consulted.

Brian DeVal  
4 January 2017

## MASTERS' SWIMMING EVENTS - PROCESSING OF ENTRY FEES

### PURPOSE OF REPORT

To enable the Board to approve the procedure for accounting for entry fees to masters' swimming events promoted by the Region, at variance to the Region's Constitution.

### PROPOSED ACTION

The Board is requested to AGREE that, at variance to clause 10.1 of the Region's Constitution, entry fees for masters' swimming events promoted by the Region may be collected via the PayPal account of Geoff Stokes, whilst he organises those events, subject to [any suggested processes?].

### SUPPORTING INFORMATION

- 1 Members are reminded that the Region's Constitution provides as follows at clause 10.1  

"The Region's monies shall be held in such bank accounts and/or investments as approved from time to time by the Regional Management Board".
- 2 In July 2015 the Board approved the creation of a second bank account which may be used for, amongst other things, the collection of event entries by electronic means. However, as was explained by the Masters' Manager at the last meeting of the Board, he has continued a practice from the recent past, whereby entries to regional events in his discipline are made "on-line", with entry fees paid into his personal Pay Pal account.
- 3 Strictly speaking, this procedure does not accord with the Constitution, in that event entry fees are not initially held in one of the Region's bank accounts. That said, there is no suggestion, let alone evidence, that income has been lost as a result of the use of the procedure.
- 4 In the circumstances, the Board is asked to recognise the practice as at variance to the Constitution, and permit it to continue whilst the present Masters' Manager, Geoff Stokes, continues to act as promoter of the Region's various masters' events.

*RFP*  
*23.12.16*

## AUTHORISED SIGNATORIES FOR PAYMENTS

### PURPOSE OF REPORT

To restore the complement of approvers of payments, and amend the bank mandate appropriately

### PROPOSED ACTION

The Board is requested to AUTHORISE John Davies to approve payments on the Region's bank accounts, in place of Ray Hedger, and RESOLVE that the bank mandate be amended appropriately.

### SUPPORTING INFORMATION

- 1 The majority of the Region's payments are made by BACS transfer and the payments are approved electronically. A very small minority of payments are made by way of cheque. Currently, there are 4 persons who may authorise payments/sign cheques - Roger Penfold (Chairman), Gary Shields (Board Member responsible for Finance), Ray Hedger (former Vice-Chairman) and Roger Prior (former Chairman). Any 2 are required to authorise electronic payments. Cheques can be signed by one signatory up to £400 and 2 signatories above that sum.
- 2 As Ray Hedger retired as a Board member last October, it is suggested that another member be appointed to authorise payments. Experience shows that 4 signatories are required from time to time, as there are occasions when 2 are abroad, and/or not contactable via the internet, simultaneously: these was the case, for instance, towards the end of November and early December 2016.
- 3 In the circumstances, it is proposed that John Davies, as Vice-Chairman, be authorised to approve payments.

*RFP*

*12.12.16*

## Bryony Gibbs

---

**From:** Roger Penfold <rogerpenfold@btinternet.com>  
**Sent:** 05 January 2017 15:28  
**To:** Bryony Gibbs  
**Subject:** Fwd: Regional Meetings re Incorporation

Bryony

As just mentioned.

Roger (FP)

Sent from my iPad

Begin forwarded message:

**From:** Jane Nickerson <[Jane.Nickerson@swimming.org](mailto:Jane.Nickerson@swimming.org)>  
**Date:** 5 January 2017 at 14:15:32 GMT  
**To:** Neil Booth <[neilbooth@clara.co.uk](mailto:neilbooth@clara.co.uk)>, Joan Wheeler <[joan.wheeler@btinternet.com](mailto:joan.wheeler@btinternet.com)>, Roger Penfold <[rogerpenfold@btinternet.com](mailto:rogerpenfold@btinternet.com)>, David Watson <[david@northyorkshiresport.co.uk](mailto:david@northyorkshiresport.co.uk)>, Simon Kirkland <[simon@sportstructures.com](mailto:simon@sportstructures.com)>, David Flack <[davidcflack@gmail.com](mailto:davidcflack@gmail.com)>, John Hidle <[john.hidle@ntlworld.com](mailto:john.hidle@ntlworld.com)>, Dave Fletcher <[regional.chairman@londonswimming.org](mailto:regional.chairman@londonswimming.org)>  
**Cc:** Mike Farrar <[mfazzuk@yahoo.co.uk](mailto:mfazzuk@yahoo.co.uk)>, Chris Bostock <[chris.bostock@swimmingvolunteers.org](mailto:chris.bostock@swimmingvolunteers.org)>, Brian Havill <[brian.havill@swimming.org](mailto:brian.havill@swimming.org)>  
**Subject:** **Regional Meetings re Incorporation**

Dear All

We would like to set up meetings to discuss and consult on incorporation and governance structures with your boards and other interested members from your region , especially those likely to be Council delegates in October.

The meetings will be attended by Mike Farrar, Chris Bostock, Brian Havill and myself.

We understand that evenings may be preferable to you and therefore suggest we meet in the evening with a buffet meal.

Our suggested dates and possible locations are as follows - whilst I have noted down the region most likely to attend, we are happy for members to attend other meetings if it suits them better.

13th February	Loughborough	East Midland and West Midland
16th February	London	London
21st February	Bisham Abbey	South East
22nd February	Leeds	North East and North West
27th February	Taunton	South West

6th March      Cambridge?      East

If these dates are totally unacceptable to you can you let me know as soon as possible please. If you would like to suggest another location please do so - preferably on a main line rail line.

With the exception of Loughborough we would welcome assistance with the location of the venue please.

Please provide an indication of numbers attending.

Many thanks

Jane

Jane M Nickerson  
Interim Chief Executive Officer  
ASA  
Mobile: +44 7771 814 302  
E Mail [Jane.Nickerson@swimming.org](mailto:Jane.Nickerson@swimming.org)

## Bryony Gibbs

---

**From:** Roger Penfold <rogerpenfold@btinternet.com>  
**Sent:** 08 December 2016 12:02  
**To:** Bryony Gibbs; Helen Mack; Kristie Jarrett  
**Subject:** Fwd: E-news: Active People Survey shows an increase in swimming participation

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Bryony

Please circulate this to Board members.

Helen/Kristie

Would you be so kind as to drill down into the results, to extract the info for swimming in the Region and its component (local authority) counties. Although the Region is not necessarily in the participation business, I think it would be useful to the Board, and the sub-regions to know. In addition, the broadcast media in Berkshire was saying, last week, that participation levels in swimming had fallen ... which would appear to be against the national trend.

Thanks

Roger (FP)

Sent from my iPad

Begin forwarded message:

**From:** Alison Clowes <[alison.clowes@swimming.org](mailto:alison.clowes@swimming.org)>  
**Date:** 8 December 2016 at 11:51:15 GMT  
**Subject:** **FW: E-news: Active People Survey shows an increase in swimming participation**

Hi all

Please find below for information a communication that was sent this morning to staff regarding Sport England's latest Active People Survey. You may have received this via one of my other emails, but I was keen to make sure all our regional colleagues also had the information.

Best wishes

Alison

**Alison Clowes**  
ASA Head of Media and Public Affairs  
Mobile: 07919 548039  
Landline: 01509 640229  
[alison.clowes@swimming.org](mailto:alison.clowes@swimming.org)

---

**From:** Alison Clowes **On Behalf Of** Internal Communications

**Sent:** 08 December 2016 10:34

**Subject:** E-news: Active People Survey shows an increase in swimming participation



Dear colleagues

Sport England have today released their final [Active People Survey](#) before they change to Active Lives next year.

The statistics provide a lot of positive messages for swimming, with the numbers growing in most areas over the past 12 months. This highlights the great work you are all doing and shows that progress is being made to encourage people back to the pool.

Some of the highlights:

- **100,000** more people are swimming each month compared to last year.
- In the last six months, almost **20,000** people have started swimming weekly.
- The biggest increase in weekly swimmers has been amongst the **45+ age group** (up 4 per cent from last year) and **disabled people** (up 7.7 per cent from last year).
- There was also a **7.7 per cent increase** in the number of people from lower socio-economic classes swimming weekly, reaffirming that for many, cost is not a barrier to swimming.

The figures also confirm that we do need to continue our focus on the 16-25 age group, and particularly those from BAME communities. The work we are doing on shared messaging, our adult social swimming project, and our continued online presence with the Just Swim app will all help to support our work in this area.

I also wanted to take this opportunity to remind you of some of the great work that we are involved in:

- Each year, over 17 million people aged 14+ go swimming.
- Last year, over two million children and 100,000 adults learned how to swim.
- 79 per cent of families who took part in our Finding Dory-inspired sessions have started, or restarted, swimming as a result of attending a session; and 1 in 5 parents improved their swimming skills.
- Almost 15,000 young people attended a Swim Safe or Swim Safe for Schools programme in 2016.

- During the two weeks of the Rio Olympic Games, over 198,000 people searched Poolfinder to find their local swimming pool and we received around 2,000 enquiries from people wanting to join a local club.

If you have any questions about the figures, please do not hesitate to contact me. I am also happy to talk in more detail about this at the SLT briefing on Monday.

As always, if you receive any questions from the media, please direct them to Ali Clowes on 07919 548039 or [alison.clowes@swimming.org](mailto:alison.clowes@swimming.org)

Best wishes

Jane M Nickerson  
Interim Chief Executive Officer



## Bryony Gibbs

---

**From:** Roger Penfold <rogerpenfold@btinternet.com>  
**Sent:** 20 December 2016 17:19  
**To:** Bryony Gibbs  
**Subject:** Fwd: E-news bulletin: New ASA Patron announced

Bryony

Please circulate this to Board Members and Sub-Regional Secretaries, assuming the latter have not received it direct. Please advise Board Members that I have some background information.

Roger (FP)

Sent from my iPad

Begin forwarded message:

**From:** Internal Communications <[InternalCommunications@swimming.org](mailto:InternalCommunications@swimming.org)>  
**Date:** 20 December 2016 at 15:29:58 GMT  
**Subject:** E-news bulletin: New ASA Patron announced



### New ASA Patron announced

Buckingham Palace has today announced that Her Majesty The Queen will be [stepping down as Patron](#) of a number of organisations, including the ASA, at the end of the year.

The Queen has been our Patron since 1953 and has been a great champion of swimming and water safety. I hope you will join me in thanking Her Majesty for her years of support and service to the ASA.

We are pleased to announce that HRH The Duke of Cambridge will be taking over as our Patron. We will be able to share more news of this in the new year, but in the meantime, please [click here to read more](#).

Best wishes

Jane M Nickerson

Interim CEO

# ASA Senior Leadership Communiqué

## November 2016

JMN - Jane Nickerson, NC - Nick Caplin, DJS – Damian Stevenson, MT - Mike Thompson, BH – Brian Havill, JD - Jonathan Duckworth, EG – Emma Griffin

### GROUP STRATEGY

#### Strategy (EG)

- All department leads have submitted their draft 2017-18 implementation plans. Refinements are currently taking place following feedback from SLT and in those areas that presented at the Sport Governing Board Strategy Weekend.

### MORE PEOPLE LEARNING TO SWIM

#### Learn to Swim (JMN)

- Awarding Body - ASA Awarding Body Responsible Officer, will be leaving the organisation on 31<sup>st</sup> January 2017 and the recruitment process is underway. Meetings have taken place to develop the new Swimming Teacher Standards, these have been coordinated by CIMSPA and involved Employers, Training Providers and Awarding Organisations. Simon Stevens has attended and provided input on behalf of the Awarding Body.
- Swim Safe - Site selection for 2017 should be complete by the end of January 2017. Two new Area Coordinator roles are being recruited for. Looking to have staff in post in the New Year.
- The Adult LTS workshops have now finished.
- We have had a total of 612 bookings across the 19 locations of both operators and teachers.
- Now have two further workshops booked for SERCO and Everyone Active.
- Consultation continuing on the tweaks of Stages 1-7 Learn to Swim Framework.
- Disability Learn to Swim Resources - The Learn to Swim Team have hosted an external scoping meeting with the view to refreshing our learn to swim resources and guidance for teachers, tutors and operators around learn to swim and SEND.
- ASA Learn to Swim Accreditation – Right Directions have presented to the LSM's on the Quest programme and LTS Accreditation.
- Educator Conference - The Learn to Swim Team will be at the educator conference and presenting an update on the Learn to Swim Pathway.

#### Workforce Development (JMN)

- Final weekend of the Extended Tutor Training Programme completed, with 24 Trainees now ready to undertake their attachments in the New Year.
- Small group of Tutor's identified to deliver the BAME project (as part of the Adult Social Swimming Project). The same Tutor's will help roll out upskilling training for the whole Educator Workforce in 2017.
- Started development of the new level 1 diving assistant coach qualification which is due to be piloted in January.
- Launched the latest ASA Level 3 Senior Diving Coach programme. This will be the final cohort to undertake the existing ASA qualification. Positive initial feedback received including their introduction to the new version of the PebblePad online learning system.
- Began development on a series of coach accelerator i-learns. These pieces of online learning will be embedded into the Coach 2024 programme and will support the coaches to develop their self-awareness and reflective practice to help them to critically review their own performance.

- The IoS, this week, launched a new RPL (recognition of prior learning) package for Level 2 Teaching Swimming. The new package features an enhanced initial assessment and guidance to ensure suitability and where appropriate signposts to alternative products.
- The brand new assistant coaching certificates commenced delivery during November. Feedback to date has been positive. The IoS continue to work with the talent team and the technical coaching group to further improve the programme.

## **MORE PEOPLE SWIMMING REGULARLY**

### **Participation (NC)**

- Progress being made regarding the negotiations for Sport England funding. Scenario planning taken place, investigating the implications of different funding models. Mike Farrar and Jane Nickerson planning to meet Jenny Price in December to discuss next steps.
- Number of priority pools undertaking Frontier Checklists now at over 90%, the majority of which now have full improvement plans in place.
- The Health Commission for Swimming will share its report in December with recommendations for the areas of focus for the ASA.
- The interview process for a Head of Health & Wellbeing is continuing. Quality of candidates is high, based on initial interviews.

### **Insight (DJS)**

- Disney - We presented our insights to Disney regarding the Finding Dory campaign evaluation. The findings and recommendations were created from our swimming tracker and further research conducted with activators and operators. The feedback from these audiences was incredibly positive and the presentation was well received. It demonstrates our ability to deliver high quality insights to support our partnership with a huge global brand.
- Volunteer survey - So far, we have received over 850 responses to our 2016 volunteer survey. This represents a huge amount of feedback, which will play a huge role in supporting the future volunteer strategy across the ASA and regions. The results will be analysed and presented early next year.
- APS - Our prediction for the forthcoming Active People Survey results (due for release on 8<sup>th</sup> Dec) explained the rationale behind the view that our weekly numbers should rise between 1% and 3%. The pack also highlighted the amount taking place across the ASA in order to increase participation in the future.
- Swim Safe - We met with the RNLI and the agency conducting the evaluation of Swim Safe, to ensure that our objectives from the evaluation are aligned and the outputs relevant for both organisations. A full analysis of this year's campaign will be received early in the New Year and the key findings will help with 2017 planning and implementation.

## **MORE MEDALS ON THE WORLD STAGE**

### **Talent (JMN)**

#### **Swimming:**

- England Programmes are supporting the 1<sup>st</sup> camp of the Performance Foundation Elite transition programme in December in Tunbridge Wells. 11 English female athletes will participate in an outdoor camp to measure and support their ability to perform under pressure. This is the 1<sup>st</sup> of 3 camps for these athletes to perform in throughout the season. Camps are supported by the 3 home nation sport councils and UK sport as a pilot programme to help transition rates from junior to senior performance
- England Programmes have selected 126 swimmer from across the county to gather in Sheffield, Coventry and Millfield for their stroke camps prior to Christmas. Athletes were selected from their performances in phase 1 camps earlier in the season, but also some selected from performances at summer nationals in July.
- England Programmes coach development is continuing at a pace. Selected coaches for Coach 2024 have been announced. Our Coach Conference took place in November with a mixture of lectures based on soft and technical skills.

**Para Swimming:**

- Selections have taken place for the 2017 Para-Swimming Talent programme with 52 swimmers being invited, 11 of which have been accepted onto the Para-Academy Squad, the transition squad from England to World Class.
- An induction day for swimmers on the Junior Development and development programmes is due to take place on 7<sup>th</sup> January 2017.

**Synchronised Swimming:**

- National Age Groups has seen a surge in entries from 2015, including for the first time 5 mixed duets. The NAGs will be held in Gloucester GL1 on 2-4<sup>th</sup> December.
- From the results of the National Age Groups, up to 35 athletes will be invited to take part in the England Age Group and Development Squad trials in London the following weekend.
- For the first time, the top Talent Squad will work with a 'Highlight' specialist from Italy, who will teach the squad and coach new techniques our routine highlights and lifts. Davide Torreggiani has worked with Olympic teams and is now here to help England!

**Diving:**

- Five England Programmes athletes have went to the World Junior Championships in Kazan, Russia to compete at the end of November.
- Eight diving clubs have been awarded Little Rippers funding for primary school talent identification which will take place between now and March 2017. The successful clubs are Cambridge Dive Team, Crystal Palace Diving Club, Dive London Aquatics Club, Luton Diving, City of Sheffield Diving Club, Southampton Diving Academy, Southend Diving and Sunderland Diving Club.

**Water Polo:**

- An 8-year vision for water polo has been drafted following a successful vision-setting workshop with the Water Polo Management Group. The draft document includes 2-year and 4-year goals, reflective of the recently agreed ASA strategic objectives 2017-2021. Final detail to be agreed by the WPMG in December with the final document due to be circulated in January 2017 and formally published in April 2017 to reflect our new brand.
- The Talent Plan for Water Polo 2017-2021 has been submitted to Sport England with a funding decision due December.
- 16 University Water Polo Officers participated in a two day Training Conference at ASA Head Office. The results were a new, energised network in place, with 16 University Club Development Plans drafted, including links to community water polo and a commitment to each host an official's course for the benefit of the community.
- First 'Regional Academy Competition' successfully delivered for the 60 strongest girls and 60 strongest boys from across the seven Regional Academy programmes. Coach Development workshop delivered for the 7 Regional Academy Head Coaches, outlining and directing the education programme for the rest of the year.
- Full 'Competitions & Events Review' process started with WPMG Competitions & Events sub group and ASA Events Team. Competition & event purpose, conditions calendar will all be reviewed and feedback sought from the water polo community on recommendations raised.

## **Clubs (JMN)**

### **Swim21:**

- 548 accredited (swim21) clubs – of 1064 affiliated clubs – 51% of clubs are now accredited. For the 1<sup>st</sup> time in its history the number of clubs accredited are in the majority not the minority.
- 32 accredited networks with an additional 9 expected during the December Club Development Management Group.
- 8 accredited swim21 performance clubs.

### **Club Networks:**

- 46 official Club Networks.
- 33 in the pipeline.
- Total of 79 Networks being worked with or developed.

## **MARKETING, LEGAL, GOVERNANCE, FINANCE, OPERATIONAL**

### **Marketing and Sponsorship (MT)**

- Finding Dory inspired family swim sessions showed positive behaviour change, with 60% of those who took part saying they are likely to swim more in the next 12 months; 79% of families have started or restarted swimming as a result of attending a session; 1 in 5 parents improved their swimming skills as a result of attending a session.
- ASA National Synchronised Swimming Masters Championships returned to The Queen's Diamond Jubilee Centre in Rugby. The competition welcomed its first entry for the mixed duets.
- ASA Aquatics Awards 2016 held on the last weekend of November, set within the stunning Great Hall of the University of Birmingham. 200 guests, including Awards winners, ASA Board members and colleagues, attended the ceremony and enjoyed the celebrations.
- Learn to Swim photography trial began on 21<sup>st</sup> November with pools in Bristol and Nottingham. Working with the Schools Photography Company, photographers will take photos of adult and child lessons.
- Provided media and comms support for the opening of the Library and Historical Archive and launch of the new Coach 2024 programme.

### **Business Support Services (JD & BH)**

- Diversity initiatives will now be raised as a standing item on the SLT agenda with agreed action plans to ensure greater inclusion as part of our 2017 application for advanced equality standard accreditation

Please contact Louise Barnes on [louise.barnes@swimming.org](mailto:louise.barnes@swimming.org) with any enquiries and for further details.

**ASA SPORT GOVERNING BOARD**  
**Minutes of the meeting held 18<sup>th</sup> November 2016**  
**SportPark, Loughborough**  
**Subject to approval at the next meeting**

<b>Present:</b>	Mr C Bostock	Chairman
	Mrs A Clark	East Midland Region
	Mrs J Cook	London Region (Sub for Mrs K Grimshaw)
	Mr I Mackenzie	East Region
	Mr B Simkins	West Midland Region
	Mr N Booth	North West Region
	Mr R Gordon	North East Region
	Mr R Margetts	South West Region
	Mr R Prior	South East Region
	Mr B Saunders	Sport Specialist (Friday only)
	Ms P Jones	Sport Specialist
	Mrs A Reah	President
	Mr R Whitehead	Vice President

<b>Staff</b>	Miss J M Nickerson	Interim Chief Executive Officer
	Mr R Barnes	Head of Legal Affairs (Friday only)
	Mrs E Griffin	Operations Director
	Mrs C Lambert	Administrator
	Mrs M Parker	Administrator (Friday only)
	Mr M Thompson	CCMO (Part Friday only)

<b>Apologies:</b>	Mrs K Grimshaw	London Region (sub Mrs J Cook)
-------------------	----------------	--------------------------------

**Min No:**

109.

**Welcome and Introductions**

109.1.

The Chairman welcomed members and guests to the meeting including Richard Whitehead (New Vice President), Brian Havill (Interim Financial Director) and Mike Thompson (Chief Commercial & Marketing Officer)

110.

**Declarations of Interest**

- Ian Mackenzie – Arena League

111.

**Brand Presentation by Mike Thompson**

The Chief Commercial & Marketing Officer (CCMO) outlined the new ASA branding to the Board giving an overview of the process so far. The key points were highlighted and visual documentation circulated.

- The reason for re-branding
- The review journey
- Consultation
- Current brand architecture
- The brief for the new brand
- The creative – our new logo
- Next steps

111.1.

Members had the opportunity to discuss and ask questions. The Board recommended an increase to the text size of the proposed regional logos to bring them into line with the discipline logos. The Board approved the brand subject to the changes being implemented.

112. **Finance – Management Account**  
Brain Havill, Interim Chief Financial Officer (ICFO) updated the Board on the management accounts and gave an overview of the budget highlights, variances to date, deferred income, IoS income, membership and Swimming Times.
- 112.1. Members discussed the membership renewal period and alignment of payments, it was noted this would be considered in the review to be carried out by the Operations Director.
- 112.2. Production costs of the Swimming Times magazine and circulation was discussed. It was felt some further analysis is required to ascertain the feasibility of increasing circulation to other membership categories.
- 112.3. The Management Accounts were noted.
113. **Legal Report**
- 113.1. **British Swimming Judicial Appointments.**  
The Head of Legal Affairs (HOLA) recommended to the Board the following appointments / re-appointments to be put forward to the British Swimming Judicial Appointments Panel.
- Mr Malcolm Hopes (Re-appointment Judicial Appointments Panel)
  - Mr Gerard McEvilly (Re-appointment to the Judicial Panel)
  - Mr Stephen Teasdale (Appointment to the Appeals Panel)
- 113.1.1. The recommendations were approved.
- 113.2. **The following changes to principle, intention and wording of ASA Regulations were agreed to take effect from 1<sup>st</sup> January 2017.**
- 113.2.1. **47.1.3** - Delete “any persons who have voting rights in their club by virtue of” and replace with the following wording; Category three shall include all members of any age who are not in Categories one or two including, but not limited to, parents of, or persons with parental responsibility for, a member in categories one or two; administrators.... (continue as before)
- 113.2.2. **62.1**- To add a new sentence after 14 August “These documents shall also be sent to each affiliated club by the date”. It was further agreed to change “Director” to “Regional Administrator”.
- 113.2.3. **62.2** – The Board agreed for this regulation to be removed as the requirement is set out in the Regions constitutions.
- 113.2.4. **160.1** - Add a new sentence after the first sentence “if declined, reasons shall be given in writing to the complainant and respondent, where they have been previously notified of the complaint from the office of Judicial Administration”.
- 113.2.5. **160.1.2** - Remove “trivial”, and renumber this paragraph and existing subsequent paragraphs to 160.1.4, allowing us to add; does not have enough evidence to warrant further action being taken.
- 113.2.6. **160.1.3** - Is not serious enough to warrant further involvement by the ASA, the Commissioner may nevertheless decide that no further action is required and/or decide to deal with the complaint informally by way of advice or information.



- 113.2.7. **321.3** - Delete “or through a Region if required “ and “Category Three of”, leaving “.....shall register with the ASA by means of inclusion in a club’s or organisation’s membership return and...”
- 113.2.8. **403.1** – Add “club” after the word “bodies”.
- 113.2.9. **502** - Delete “A permanently disabled swimmer shall not be disqualified in a competition in a case where his disability prevents him from complying with the rules of a particular stroke, provided that the disability has been notified to the referee by the swimmer or his representative before the race takes place. Notification must be by a Certificate of Swimming Disability issued by the ASA Medical Advisory Committee (see Guidelines to Competition – Certificates of Disability)”.
- Replace with “A permanently disabled swimmer shall not be disqualified in a competition in a case where his disability prevents him from complying with the rules of a particular stroke if:
- he has a recorded British Swimming Classification; or
  - he has a recorded IPC Para-Swimming Classification; or
  - he has shown a Certificate of Swimming Disability issued by the ASA Medical Advisor, to the referee prior to the race (see Certificate of Swimming Disability)”.
- 113.3. **ASA Regulation 241** - The proposed changes were agreed as outlined in Appendix 1 (attached).
- 113.4. **301** – The Board agreed to set up a working group led by the Operations Director, to look at certificates and long service awards.
- 113.5. **National Licencing Panel** - The Board discussed the merits of a National Licencing Panel to deal with appeals against decisions of a Regional Licencing Officer. It was agreed to refer this to the Swimming Management Group.
- 113.6. **Low Level Competitions** – It was agreed to refer the changes made back to the Management Groups for further review.
- 113.7. **Harold Fern Award and AH Turner Award**  
The proposal to remove reference to male/female within the criteria of these awards was agreed.
- 113.8. **Trustees**  
The recommendations by HOLA to amend the trustees for the A H Turner Award to the ASA Trustees was agreed.
114. **Competitive Swimwear**  
It was felt a change of Regulation regarding faith compliant swimwear was not required but a guidance note for use by officials would be appropriate. Following discussion the ICEO was requested to liaise with Scotland, Wales and British Swimming on this matter.
115. **Minutes of the meeting 23/24 September 2016** – Noted.
116. **Actions arising from Minutes**
- 116.1. **Min 91.3** - Appeals procedure Commonwealth Games (CWG) - This matter is ongoing and will be finalised once the selection policy has been published.

- 116.2. **Min 9.10.3 Third Sport Specialist** - A decision on this has been deferred for the present time.
- 116.3. **Min 103 National Club Development Group** - This has been deferred until further discussions have taken place.
117. **To note any decision by email** – None to note.
118. **Coaches Passes**  
The Chairman gave background information on the implementation of Coaches passes which had proved a difficult process with some required elements currently not recorded as they were awarded through external organisations. It was agreed that for 2017 DBS and Teaching/Coaching Level 1 would be a requirement for a Coaches pass and for 2018 to add a further element of a valid child safeguarding certificate. It was noted that this will be called a Deck Pass and will cover chaperones and coaches.
119. **Interim Chief Executive Officer Report (ICEO)**
- 119.1. The ICEO gave an update on the current position regarding Sport England funding and advised that the Plans for talent funding have been submitted.
- 119.2. Commonwealth Games; the ICEO advised that due to a lack of commercial partners CWG are seeking contributions from athletes (£1,000 per athlete) and team staff £5,000 per team staff member, excluding the team leader.)
- 119.3. The ICEO updated the members on organisational staffing matters.
- 119.4. It was reported that partnership groups for Synchro, Water Polo and Masters have been agreed by the three home countries and British Swimming. It was noted that ASA nominations to the partnership groups would be through the ASA Management Groups.
120. **Date of next meeting** - 27-28<sup>th</sup> January 2017
- There being no further business, the meeting closed.

**Draft note of the meeting between the ASA Regional Chairs and the ASA held on Thursday 3 November at 7.30pm at Ambassadors Bloomsbury Hotel, Upper Woburn Place, London**

**Present**

**Regional chairs**

Julie Allsopp (substitute Adrian Leather)  
David Flack  
Dave Fletcher  
Tony Green (substitute for Simon Kirkland)  
John Hidle  
Roger Penfold  
Roger Penfold  
Joan Wheeler  
David Watson

**ASA**

Chris Bostock  
Mike Farrar  
Jane Nickerson

**Apologies**

Simon Kirkland  
Adrian Leather

**ASA Incorporation**

1. The Chairs confirmed that the two options currently under consideration are:

- Company Limited by Guarantee
- Company Limited by Guarantee with Charitable Status

Both options are suitable for membership organisations.

However, there is more work to be done on articulating the reasons for incorporation to the members. The Regional Chairs stressed the importance of ensuring clear communication on this subject.

2. The Chairs, CEO and the Regional Chairs recognised that members would want to understand the immediate and long term governance structure that would be adopted if the ASA were to incorporate – both in the immediate and the long term and it was agreed the structure would need to meet the entire ASA's purpose.

3. The Chairs and CEO intends to consult the members through regional meetings (which the Regions can open as widely as they choose).

4. Following the consultation with Regions It is intended to put law changes to Council in 2017 enabling any changes agree at Council to be implemented from April 2018.

**Regional Chairs' Group**

The Regional Chairs sought the Chairs and CEO's views on the Group's role. It was that the Group is not a decision-making body but is an important and valued opportunity for:

- the regions to share information and good practice with each other;
- share and discuss members' concerns and issues with the ASA;
- two-way communication, information sharing and collaboration.

The Regional Chairs will draft refreshed terms of reference and share these with the Chairs and CEO for their input.

Deleted: ASA

Formatted: Indent: Left: 0 cm, Hanging: 0.63 cm, Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0 cm + Indent at: 0.63 cm

Deleted: it:¶ is considering

Deleted: the two options;

Formatted: Indent: Left: 0.63 cm, No bullets or numbering

Deleted: wants to retain the link to the membership including the members' rights and responsibilities¶

Deleted: benefits t

Deleted: the ASA and its

Deleted: before the ASA will be able to fully explain the "pros and cons" of the two options to the membership

Deleted: explaining "the exam question" to the members.

Deleted: Both the

Deleted: ASA

Deleted: the ASA would

Deleted:

Deleted: it

Deleted: . The confirmed that it is still looking at the options but that one option, at least for the short term, is to have a small number of directors and retain the existing Boards.

Deleted: T

Deleted: adopted

Deleted: ASA

Deleted: will be asked to adopt a resolution

Formatted: No bullets or numbering

Deleted: ASA's

Deleted: The ASA

Deleted: agreed with the view

Deleted: sion

Deleted: The ASA's views were broadly the same as the Regional Chairs.

Formatted: No bullets or numbering

Deleted: ASA

### Strategy Weekend

The Sport Governing Board Chair outlined the purpose and programme for the weekend whereby ASA staff will outline their plans for the next quadrennial and the opportunities that they have identified for the Regions to collaborate to their mutual benefit and the benefit of their members.

Formatted: No bullets or numbering

Deleted: ASA

Deleted: .

Deleted:

### Purpose of the ASA

The ASA's continuing role as the National Governing Body and leader of the Aquatics industry was discussed. It was acknowledged the ASA has a wide remit to deliver both the participation and sport agendas. It was agreed there is a need for greater collaboration between the national ASA, regions, counties and clubs if the whole strategy is to be delivered successfully.

Formatted: bullets, Space After: 12 pt, Line spacing: Multiple 1.15 ll

Deleted: developing

Deleted: Although remaining a membership organization, as the leader of the industry,

Deleted: d

Deleted: far wider

Deleted: in

Deleted: ing

Deleted: T

Deleted: here was

Deleted: and

Deleted: was

Deleted: would

Deleted: i

Deleted: ¶

Deleted: T

Deleted: delete

Deleted: was

Deleted: was

### ASA Council

Mike Farrar expressed concern about the criticism of the Group Board at ASA Council. He explained that the recent publication of a revised code of governance will have ramifications for the current board structure, and decision making process, particularly if the ASA were to continue to receive Sport England funding.

### Support to Regions

There was general discussion about the workload for Regional Chairs resulting from the decision to remove the role of Regional Directors. There was agreement that, for most, the role of Chair is a considerable commitment in terms of time and skills. The support given by the Divisional Leads is limited, given their focus on participation. Regions were encouraged to consider their staff structures in the light of priorities and resources.

Deleted: was