

## ASA South East Regional Management Board

### Minutes of Meeting held at Guildford Spectrum on Monday 20<sup>th</sup> March 2017

#### Present

Roger Penfold	Chairman
Jim Boucher	Board Member
John Davies	Board Member
Brian Deval	Board Member
Carys Jones	Board Member
Chris Lee	Board Member
William Long	Board Member
Roger Prior	Board Member
Gary Shields	Board Member

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

Eileen Adams	Vice-President
Sarah Darragh	ASA
Jane Davies	President
Di Hughes	Synchronised Swimming Manager
Mike Lambert	Minutes Secretary
Suzy Stevenson	ASA

199	<p><b>Apologies</b></p> <p>Apologies had been received from:</p> <p>Shelley Robinson Darren Wilmshurst Ivan Horsfall-Turner</p>
200	<p><b>Minutes of the Meeting held on 19<sup>th</sup> February 2017</b></p> <p>The minutes were accepted as an accurate record of the meeting, subject to the following changes:</p> <p>172: Spelling mistake. Should read “nothing” Diving: Succession planning sub-committee is not diving specific.</p>
201	<p><b>Matters Arising</b></p> <p><u>Item 173</u></p> <p>John Davies reported on plans for the Annual Council Meeting, proposing 3 parallel presentations starting at 10:30am (Prior to the ACM).</p> <p>1. Social media</p>

	<p>2. FINA laws update 3. Incorporation and charity status for clubs</p> <p><b>Action:</b> John Davies to take the lead and make the necessary arrangements.</p> <p><u>Item 178</u> In progress, HSBC have asked for an additional signature on the form.</p> <p><u>Item 179</u> The agreement with Mailsports has been signed.</p> <p><u>Item 180</u> Progress has been made. There are 2 dates set for a swimming referees tutor course in September.</p> <p><u>Item 192</u> Brian Deval provided an update on ASA rebranding. The South East Region is the only region that has so far committed to using the new Swim England brand. New branding materials should be available on 23<sup>rd</sup> March. The ASA go-live date is currently set as 3<sup>rd</sup> April.</p> <p>The region web site will reflect the changes on the same date.</p> <p>The Spring Swimming Championships will use the new identity assuming that materials are available by 10<sup>th</sup> April. Medals for all disciplines for 2017 have already been ordered, so will reflect the old identity.</p> <p>Mailsports are planning to use the new brand for products for sale at the Spring Championships.</p> <p><u>Open Action List (Landscape sheet)</u></p> <p>It was agreed to remove the following items</p> <ol style="list-style-type: none"> <li>1. Set up sub-group regarding use of ring-fenced funds for disability (timed out)</li> <li>2. Disability group to identify opportunities to support athletes financially (timed out)</li> <li>5. Working group to review ACM (addressed by item 173 above)</li> <li>6. Clarification of regional alignment and better collaboration with ASA (timed out)</li> <li>8. Tidying of accounts (complete)</li> <li>11. Minor changes to concession agreement (complete)</li> </ol>
202	<p><b>Synchronised Swimming – Development Plan and Budget</b></p> <p>Sarah Darragh presented the ASA Synchronised Swimming Pathway and proposed a potential plan for support from the Region.</p> <p>The Region currently has 2 beacon programmes, at Reading and Rushmoor. There is a plan for County programs within the next 4 years.</p> <p>The ambition is to establish self-sustaining professional clubs with paid coaches.</p>

	<p>Both Reading and Rushmoor are already self-sustaining and have professional coaches, but are not able to support pool time for development of national squad routines, without financial support.</p> <p>South East Region is tasked with development of a 4 year plan built around a set of KPIs (see appendix 1).</p> <p>What the Region is asked to do is:</p> <ul style="list-style-type: none"> <li>• Support a clear athlete pathway through the national structure, following the proposed squads</li> <li>• Robust competition structure supporting and following the national guidelines</li> <li>• Support (Tier 1 Beacon) Performance Clubs Support and/or establish an Elite SE group with a weekly land and pool session</li> <li>• National team training support – link and or support with the coach, pool time to support solos, duets and team training</li> <li>• Workforce &amp; Coach Development – working with the national coaches, opportunities for learning</li> <li>• Support the proposed Regional activity proposed through the Regional Synchro Manager</li> </ul> <p>There are 3 possible areas for financial investment:</p> <ul style="list-style-type: none"> <li>• New dedicated performance environment</li> <li>• Additional training time for athletes on England Talent Programmes</li> <li>• Bursaries for South East athletes on the England Talent programme</li> </ul> <p>John Davies asked whether we have enough qualified coaches and a coach development programmes. There are now 5 tutors; three courses are planned in the region in 2017 (2 x level 1 and 1 x level2).</p> <p>Chris Lee asked whether there is there a disability program. This is not included in this program (but there is a para-synchro club, Electric Eels, based in Windsor).</p> <p>John Davies asked whether money from the proposed overseas camp to support the activities requested?</p> <p>Di Hughes replied that the overseas camps are the way that the region delivers its target number of training days and that much of the cost for 2017 has already been committed.</p>
203	<p><b>Water Polo – Development Plan and Budget</b></p> <p>Suzy Stevenson explained the ASA strategy for Water Polo and identified a number of</p>

	<p>potential funding items in the region:</p> <ol style="list-style-type: none"> <li>1. Athlete bursaries and support for travel. National Talent Squad now based in Manchester</li> <li>2. Social polo “come and try” sessions</li> <li>3. Bursaries for coaches, when courses are available</li> </ol> <p>Water Polo Beacons have been discontinued because they have not delivered value for money.</p> <p>John Davies confirmed that there is no provision for support for athlete travel in the budget for next year.</p> <p>A potential problem was identified. All water polo sessions should have a level 2 coach on poolside, and currently, this will be enforced at National competitions.</p> <p>However there are not enough level 2 coaches and currently no level 2 coaching courses available.</p> <p>Two tutors are being fast-tracked and should be able to deliver coaching courses from September 2017.</p> <p>Chris Lee asked for a waiver to allow club sessions to operate without a level 2 coach. For several reasons, this is unlikely to happen. Although this is officially required, there is a view that from the health and safety standpoint, any coach is better than no coach. There is likely to be a waiver for National Events.</p> <p>Jim Boucher recommended getting more involved with schools.</p>
204	<p><b>Regional Administration – Confidential Item</b></p> <p>RFP presented a proposal to respond to the cessation of ASA funding for regional administrators.</p> <p>It was agreed that:</p> <ol style="list-style-type: none"> <li>1. There is a need for a full-time administrator.</li> <li>2. The current employee should be retained as “Regional Office Manager”.</li> <li>3. The preferred organisational approach is for her to be employed by the ASA.</li> <li>4. Pro-tem, Roger Penfold will be her manager.</li> <li>5. In the short term she will continue to operate from the office in Wellington.</li> </ol> <p><b>Action:</b> Roger Penfold bring forward a longer term proposal for working arrangements to the next meeting.</p>

	<p><b>Action:</b> Jim Boucher, Eileen Adams and Roger Penfold to form a small group to define a Job Description.</p> <p><b>Action:</b> John Davies, Gary Shields, Chris Lee and Mike Lambert to form a small group to address the question of resilience (how does the region cope with illness and holidays).</p> <p><b>Action:</b> Roger Penfold to request a list of ASA services that the Regional Office Manager will have access to.</p> <p>The Board expressed their appreciation for the work of Alan Green as Divisional Lead.</p> <p><b>Action:</b> Roger Penfold to communicate this appreciation to Alan Green.</p>
205	<p><b>Budget 2017/2018</b></p> <p>Gary Shields proposed a revised budget for 2017/2018 showing a deficit of £76,163.</p> <p>The significant changes since the previous version are</p> <ol style="list-style-type: none"> <li>1. Funding for the Regional Office Manager</li> <li>2. Acceptance of the full budget request from Synchro</li> </ol> <p>The Board approved the budget and a vote of thanks to Gary Shields and the finance team unanimously.</p> <p>There do not appear to have been any payments from Mailsports in 2016/2017.</p> <p><b>Action:</b> Brian Deval clarify the Mailsports payment position for 2016/2017.</p>
206	<p><b>ASA Incorporation</b></p> <p>Roger Penfold reported in the context of the regional workshop held in March and a subsequent mail from Jane Nickerson.</p> <p>Roger Prior reports that this was discussed the Sport Governing Board and there are now proposals that there should be two committees under the Board of Directors</p> <ol style="list-style-type: none"> <li>1. Looking after the sport</li> <li>2. Looking after business items, like the IOS</li> </ol> <p>Regional representation remains an unresolved issue</p> <p>There is a meeting at SportPark to discuss this further on April 12<sup>th</sup> between 5pm and 8pm. Any number of people may attend.</p> <p><b>Action:</b> People who wish to attend should advise Roger Penfold.</p>
207	<p><b>Progress with Development of Regional Strategy</b></p>

	John Davies reported that there have been some informal discussions with a view to launch at the ACM.
208	<p><b>Website and E-mail addresses</b></p> <p>The email system is now owned and controlled by the region. Brian Deval is now able to create new e-mail accounts and distribution lists.</p> <p>Brian Deval expects to be in a position to allow discipline managers to update the website (if they wish to) very shortly.</p>
209	<p><b>Affiliations and Resignations</b></p> <p>There has been an enquiry from Caterham School. No details were available.</p>
210	<p><b>Correspondence</b></p> <p>None</p>
211	<p><b>ASA Sport Governing Board and Group Board Minutes</b></p> <p>The minutes of the ASA Sport Governing Board on 27<sup>th</sup>-28<sup>th</sup> January 2017 were distributed in advance and noted. There were no questions.</p> <p>Roger Prior reported verbally on the outcome of the ASA Group Board on 14<sup>th</sup> February and the ASA Sport Governing Board on 17<sup>th</sup>/18<sup>th</sup> March.</p> <ul style="list-style-type: none"> <li>• Commonwealth games. North East Region has agreed to subsidise athletes</li> <li>• Accounts only available to 31<sup>st</sup> December</li> <li>• The ASA has budgeted on 8% increase in membership, which is clearly not practical</li> <li>• ASA financial results have been out of line with budgets for the last 3 years. (Significant surplus against essentially break-even budgets)</li> <li>• There are recommendations for some funding of synchro etc. and pay increases from reserves</li> <li>• The ASA have contracted with new agency for sponsorship</li> <li>• A kit deal has been signed with TYR</li> <li>• The Swim England brand is to be launched on April 3<sup>rd</sup></li> <li>• Swim 21 rebranding is under consideration. "SwimMark"</li> <li>• With Durban pulling out, four English cities are considering hosting the 2022 Commonwealth Games</li> </ul>

212	<p><b>Meeting of Regional Chairmen</b></p> <p>Notes from a meeting of Regional Chairmen were distributed in advance and noted. There were no questions.</p>
213	<p><b>ASA Senior Leadership Communique February 2017</b></p> <p>The ASA Senior Leadership Communique were distributed in advance and noted.</p> <p>John Davies observed that the majority of training was for teaching (and the majority of those were level 1). [Reference the section on Workforce Development].</p>
214	<p><b>AOB</b></p> <p>None</p>
215	<p><b>Date of Next Meeting</b></p> <p>Tuesday 9<sup>th</sup> May, Surrey Sports Park, 19:00</p>

Meeting closed at 21:12.

## Appendix 1 : Proposed Synchronised Swimming KPIs

Measure	Year 1 (17/18)	Year 2 (18/19)	Year 3 (19/20)	Year 4 (20/21)
Number of athletes on England Programmes	Target=1	Target = 2	Target =3	Target= 4
Number of swimmers to improve score by 0.5 at NAG's	Target =5	Target =10	Target =15	Target =20
Number of male athletes entering NAG's	Target =4	Target =8	Target =12	Target =16
Number of Regional Programme contact days	Target =9	Target =10	Target =11	Target =12
Number of University Programmes	Target = 2	Target = 3	Target = 4	Target = 5
Level 1 Courses	Target = 2	Target = 2	Target = 2	Target = 2
Level 2 Courses	Target = 1	Target = 1	Target = 1	Target = 1

# ASA South East Region

## Regional Management Board

A meeting of the Regional Management Board will be held on Monday 20<sup>th</sup> March 2017 in the Conference Room, Guildford Spectrum, GU1 1UP 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>Synchronised Swimming – Development Plan &amp; Budget</b><br><i>Sarah Darragh and Karen Thorpe (ASA) and the Synchro Manager have been invited to attend</i>  |                              | 1901 |
| 3.  | <b>Water Polo – Development Plan &amp; Budget</b><br><i>Suzy Stevenson (ASA) and the Water Polo Manager have been invited to attend</i>  |                              | 1920 |
| 4.  | <b>Minutes of the Meeting held on 19 February 2017</b><br><i>To agree accuracy of minutes from the previous meeting</i>  | RFP<br>Enclosed              | 1940 |
| 5.  | <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              | 1941 |
| <b>ITEMS FOR DECISION</b>                 |  |                              |      |
| 6.  | <b>Regional Administration - Confidential Item</b>   | RFP<br>Enclosed              | 1950 |
| 7.  | <b>Budget 2017/18</b>  | GS<br>To follow              | 2010 |
| <b>ITEMS FOR DISCUSSION / INFORMATION</b> |  |                              |      |
| 8.  | <b>ASA Incorporation</b>   | RFP<br>Enclosed              | 2030 |
| 9.  | <b>Progress with Development of Regional Strategy</b>  | JKD                          | 2035 |
| 10.                                       | <b>Website and E-mail addresses</b>  | BD                           | 2040 |
| 11.                                       | <b>Affiliations &amp; Resignations</b>   | RFP                          | 2045 |
|   | 11.1 New Affiliations<br>None  |                              |      |
|   | 11.2 Resignations<br>None  |                              |      |
|   | 11.3 Enquiries<br>Caterham School  |                              |      |
|   | 11.4 Transfers<br>None   |                              |      |
|   | 11.5 Change of Name<br>None  |                              |      |
| 12.                                       | <b>Correspondence</b>  | RFP                          | 2050 |
| 13.                                       | <b>ASA Sport Governing Board &amp; Group Board Minutes</b><br><i>To receive the minutes of the ASA Sport Governing Board meeting on 27/28 January &amp; 17/18 March, if available and the ASA Group Board on 14 February, if available</i> | RGP<br>(SGB Jan<br>Enclosed) | 2051 |
| 14.                                       | <b>Meeting of Regional Chairmen</b>  | RFP<br>Enclosed              | 2055 |
| 15.                                       | <b>ASA Senior Leadership Communique February 2017</b>  | RFP<br>Enclosed              | 2100 |
| 16.                                       | <b>AOB</b><br><i>24 hours notice required</i>  | RFP                          | 2105 |
| 17.                                       | <b>Date of Next Meeting</b><br>Tuesday 9 <sup>th</sup> May, Surrey Sports Park   | RFP                          | 2110 |

## ASA South East Regional Management Board

Minutes of Meeting held on Sunday 19<sup>th</sup> February 2017 at the University of Surrey

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<b>Present:</b>	Roger Penfold (RFP)	Chairman
	Jim Boucher (JB)	Board Member
	John Davies (JKD)	Board Member
	Brian Deval (BD)	Board Member
	Ivan Horsfall-Turner (IHT)	Board Member
	Chris Lee (CL)	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):

Eileen Adams (EA)	Vice-President
Keith Barber (KB)	Open Water Manager
Jane Davies (JD)	President
Rosa Gallop (RG) (PM only)	Club Development Officer
Bryony Gibbs (BG)	Divisional Office Manager
Alan Green (AG)	Divisional Lead
Di Hughes (DH)	Synchronised Swimming Manager
Kristie Jarrett (KJ)	Regional Club Development Officer
Mike Lambert (ML)	Swimming Manager
Helen Mack (HM)	Regional Club Development Officer
Geoff Stokes (RGS)	Masters Manager

### 172 Apologies

Apologies had been received from:

Frank Clewlow (FC)  
Carys Jones (CJ)  
Alan Lewis (AL)

Nothing had been heard from  
Trevor Jones (TJ)  
Sue Barker (SB)

### 173 Discipline Managers Reports & Succession Planning Updates

All reports except Disability and Synchronised Swimming were circulated in advance of the meeting. Discipline Managers, where present, discussed some of the main points and took questions on their reports.

#### Swimming

The availability of pool time and getting volunteers were the largest challenges for the Swimming Group. There have been issues with volunteers refusing to perform certain roles due to the behaviour of swimmers. There is good control over the costs of swimming competitions. Revenue is variable depending on how many entries can be accepted.

## **Development**

There was an increase in the number of South East clubs that qualified for the Arena League finals this year, six in total. There has also been an increase in the number of swimmers with national representation this year, 16-18 swimmers from the Region. By the end of the year 17 networks will be set up with possibly a network in the Channel Islands and a Water Polo network in Oxfordshire & North Bucks. There are now networks covering the Region: if a club wishes to be part of a network, they should join an existing network.

The Swimming Development finance is doing well. The general development have not spent as much on Coaches' training courses as anticipated. A lot of this is to do with the ASA/IoS not having Coaching courses in place. The qualifications were due to be written by December, with new specifications set to run from March onwards. More money was put in the budget for this anticipating that there would be a backlog. It was confirmed that there will not be a requirement for Coaches to update to the new qualification. There are currently 6 Level 1 Coaching Courses booked in the South East.

In recent years the Region has run camps for 11/12 year olds with England Programmes. Going forwards the counties will be running the camps for 11 year olds, the Region will continue to run camps for 12 year olds. Some counties will be ready to start this year.

There will be a change to the Annual Council meeting this year. Previously a Team Manager Forum had run on a separate weekend but this year they will be run together. Also looking at other things that could be incorporated. William Long has volunteered to do a Data Protection Update.

## **Disability**

No report had been submitted and no representative was present.

## **Masters Swimming**

There is an active and energetic Masters Working Group. Currently the details are being finalised for the Masters' Development Day that will take place on 1<sup>st</sup> April. Both the Short Course and Long Course events ran again this year both very successfully. Entries were closed around one month before the closing date, due to the meet already being full. There were nearly 500 entries for the Long Course event in January which ran very well. Hampshire won the National Inter County event this year.

## **Diving**

A report was submitted in advance of the meeting but no representative was present. The Diving Manager role is currently being shared between Emma West and Frank Clewlow. Generally, in a few of the disciplines succession planning and recruiting volunteers appears to be an issue. It was agreed that a small subcommittee would be put together to look at succession planning - WL, BD, HM, KJ, RG and ML will form this group. The Discipline Managers will also be involved.

**Action: WL, BD, HM, KJ, RG & ML**

## **Water Polo**

CL answered any questions as Board Liaison for Water Polo. Water Polo have had difficulty with recruiting additional volunteers. Those who are involved already have a lot of commitments. The group has missed two meetings due to the weather and unavailability of members. The Regional Academy in Worthing has continued to run and is very well attended. The Inter County events and SE Senior Men's League have also continued successfully. There is a lack of Coaches and Coaching Courses currently. RG has been working hard on this and it is hoped these will go ahead in 2017/18. There is a workshop and referees' course planned for the coming year.

The group has not achieved what it wanted to this year so will be underspent. In terms of meetings, both Swimming and the Development Group run their meetings online, this could be a possibility for other groups to prevent members having to travel so far and reducing the time commitment.

It was confirmed that the Regional Club Development Officers would be happy to support other disciplines. KJ is currently helping both Masters and Open Water currently and HM is providing support to Synchronised Swimming. As RG sits on the Water Polo and Diving Groups, these groups do need to liaise with the RCDOs if they would like additional support.

### **Open Water**

Due to a Health and Safety requirement to provide additional toilet facilities, the facility hire costs were greater than budgeted for the Open Water Championships. This increased cost will need to be incorporated for future years. The entry fees will be increased for the Championships.

There will be a talent pathway beginning this year for Open Water. KJ has been helping arrange this. It will take place in June with around 30 swimmers. Selections will be made from nationals, top spaces from the Championships and also some bonus picks.

FINA have introduced wetsuits into open water swimming. If the water is 16-18 degrees C then a wetsuit is compulsory. It should cover the shoulders, back and below knee (ASA rules state that minimum temperature for open water swimming is 16 degrees). Between 18 and 20 degrees a wetsuit is optional and over 20 degrees wetsuits cannot be worn. This should not impact the Championships as the water at the venue has not been less than 22 degrees. This may affect the events in the Open Water Series, however. KB will be in touch with the organising clubs to go through the changes in regulations, if these events are to be run under ASA law. FINA has enforced these rules for health & safety reasons, so events should comply: if they do not this could cause problems with their ASA insurance if there were a claim. This ruling effects both training and competitions.

### **Synchronised Swimming**

No report was submitted ahead of the meeting but the newly appointed Synchronised Swimming Manager was present. The South East remains the strongest Region for Synchronised Swimming, with the majority of members from the junior and GB squads being from the South East. There were record entries this year for the Region's Synchro competitions and the Multi Region event.

The Synchro group has not been able to deliver everything they hoped to this year. This is partially due to changes within the sport implemented by FINA. There have been a lot of changes that have happened very quickly. However, the Region has an active committee which are working hard to implement these changes. There is currently a vacancy on the committee for someone to run courses, DH is covering this post temporarily.

The group has been working closely with RG and HM and hopes to run Development and Coaching courses in 2017/18. At the end of the year, Central Pool in Reading will be closing. This is currently an important pool that the group use for regional activities, so a new venue will need to be found. Choices are limited as the depth is required to be at least two metres. There will be changes to the way that the Multi Regional event is run whereby the hosting Region will bear all income and expenditure, to make the running more straightforward. However, this will mean that the costs are higher once every three years. This will also be run over one and a half days instead of just one, which will create a better experience for athletes and volunteers.

- BD circulated leaflets that Sussex have used to help recruit volunteers and with more information on training. These leaflets can be rebranded for the Region to use.
- Newsletter – The first newsletter is due to go out soon. This will go out to those that have signed up through the website and to several other databases.
- Social Media – The Facebook page now has 220 likes and there are 1291 followers on Twitter. The Twitter page was opened up to the team in Nice successfully.
- Rebrand – The rebrand of the ASA to Swim England will affect the budget as there will be some rebranding required of existing resources. This will be discussed further later in the agenda.
- There was a hack on the websites recently. This came from a vulnerability from the latest software of the website. This has now been resolved. The website will soon be opened up to Discipline Managers to allow them to update their pages.
- Regional Email addresses are now working for the RCDOs. SR required a separate email for welfare issues.

175 **Progress with Development of Regional Strategy**

More information is required on the operating plans for the ASA before this can be progressed. This will remain on the agenda for the next few months for updates.

**Action: BG**

176 **Finance 2016/17**

The latest budget reports were circulated ahead of the meeting. The expected surplus for 2016/17 is £5k. The Region currently has reserves of £295k and the £37k ring fenced for Disability still remains in place. Membership income may change if the ASA move back to taking the 3 month membership break up at the end of the year but this will not have any impact until 2018/19. The largest variances against budget are membership income and RCDO costs, both of which are timing issues.

177 **Budget 2017/18**

Not all budget requests were received by the Finance Group in time for their meeting. Following this, four disciplines have been asked to relook at their budget requests submitted, bearing in mind their current positions against budget for 2016/17. The budget document circulated ahead of this meeting was a draft: the budget will need to be agreed at the March meeting. ML now has a better idea of costs for the championships taking place at Wycombe so will resubmit the Swimming Competition budget request. The Finance Group will report back on 20<sup>th</sup> March.

**Action: Finance Group**

178 **Finance – Authorised Signatories for Payments**

The Board authorised John Davies to approve payments on the Region's bank accounts, in place of Ray Hedger, and resolved to change the bank mandate to that effect.

**Action: RFP/JKD**

179 **Amendment to the Concession Agreement**

The Board was asked to approve two minor changes to the concession agreement, at the request of Mailsports and as detailed in the confidential paper circulated. The changes were agreed, and it was further decided that the relevant sections should be rewritten by BD and sent to on RFP, GS & WL for approval.

**Action: BD**

180 **Swimming Referees Courses – Communication**

An issue has been highlighted with getting candidates on Referee Trainer courses. There is a problem getting people signed up to this course as there is no budget for this from British Swimming. It is anticipated that a course will run in the autumn and two spaces will be allocated for the South East Region. The group will not meet until May so RGP will know more then.

It was agreed that JD & RGP would pursue the Officials' Group / British Swimming about running a course in the South East Region, subject to cost.

**Action: JD / RGP**

**181 Disability / Para-Swimming Records**

It was agreed that the Region would begin to maintain records for Para-Swimming. HM & KJ will put this together using best known performances. A process for claiming records will be agreed once this is in place, for completion in April/May.

**Action: HM / KJ**

**182 Co-Ordination of SER Events**

K2 Crawley is a popular venue for events, being used by the Regional Masters, Synchro, Swimming and also both the County and local clubs, leading to some tensions. It was agreed that IHT would organise a meeting with all interested parties and Freedom Leisure's Area Manger to address the issues.

**Action: IHT**

**183 Masters' Swimming Events – Processing of Entry Fees**

It was agreed 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 RGS, while he organises those events.

**184 ASA Friends**

The expression of interest from Brian Harrison was gratefully received and will be put forward to ASA Judicial to become an ASA Friend.

**Action: BG**

**185 ASA Membership Working Group**

AL was nominated as the Region's representative for the working group.

**186 Clubs and Leagues – Compliance with Constitution / Rules**

Noting the arrangements made to monitor the situation reported, it was agreed that each case should be dealt with as and when it arises. The process may be dealt with at a later date by the NGB.

**187 ASA Incorporation**

The roadshow will be at the Holiday Inn Guildford on Tuesday 21<sup>st</sup> February. All pre-reading material has been circulated.

**188 Minutes of the Meeting held of 27 November 2016**

The minutes of the meeting were approved as a true record subject to the following correction:

Page 5 Line 3 amend 22 championships from 26.

189 **Matters Arising**

158 – Included on the Agenda. Will remain on agenda for updates.

159 – Review of Finance on agenda

160 – Review of communications on agenda

164 - ACM Structure – discussed earlier. Be holding other events on the day to encourage greater attendance.

Landscape Sheet

Item 4 – remove

Item 6 – Annual Council Meeting 2017. Could FINA Rules update be included?

Item 9 – remove

Item 11 - Strategy is ongoing

Item 12 – Shirts BD has been pursuing

190 **Affiliations & Resignations**

Beaver SC will be closing in March

Affiliation enquiry received from City of Oxford Water Polo Club

191 **Correspondence**

Active Lives Survey information has been sent to all RMB members.

Sport England Funding Updates – there will be changes to the ASA funding, more will be known about the implications of this in due course.

192 **ASA Branding Presentation – Regional Marketing Proposal**

Chairman and SGB Members have already seen the branding presentation.

The ASA are re-branding to create a strong brand with clear meaning this is consistent and synonymous with swimming. A consultation has already taken place with stakeholders, industry and consumers. The new brand will go live on 3<sup>rd</sup> April 2017.

The benefits to the Region of following the rebrand could mean a clear, meaningful and unified identity which is easy to see the swim family connection and could create strong associations with any national campaigns. The logos and guidelines will be available from the end of March, from April logos can be used on all marketing collateral and kit. The logo, colours and font have all been decided but there are some questions over the scaling. Swim England would be a trading name, constitutionally the ASA remains as the Amateur Swimming Association.

The Board thanked AG for his presentation. It was proposed by BD to adopt the new brand, this was agreed unanimously by all that voted.

193 **Divisional Lead Report**

The Board received the reports from January and February, no questions were raised.

194 **SLT Leadership Communique**

- It was noted that only the IoS homepage has changed, not the whole website
- Item away from delivery to commissioning organisation. Could this/should this have a greater impact on the Regional strategy?

- A new Health & Wellbeing Manager was appointed. Recommendations of the health swimming commission are referenced, what were those recommendations? RFP to confirm.

**Action: RFP**

195 **ASA Sport Governing Board**

**18 November 2016**

113.2.2 – Change in regulations. It was confirmed that the ASA will send papers for the ACM direct to clubs and the region won't be expected to circulate.

113.2.9 – Certificate of swimming disability being used to avoid disqualification. If swimmers have a classification they don't need to produce evidence, it is up to the promoter to find out.

113.4 – There is an issue with some of the long service awards, due to the shortened terms for Board members some of these are impossible to gain.

113.7 – The regulations for the Harold Fern and AH Turner award were meant to be changed but were not, this has been resolved for this year.

114 – Ongoing discussions on swimwear rules for faith matters. Officials should have had the new regulations. Suggestion that modifications will be allowed up to ASA Championships Levels. Swimmers are unable to set FINA records if they are in different kit.

118 – From 2018 only those with Safeguarding, DBS and either at least Level 1 Coach or Team Manger will be allowed on poolside at national events.

119.2 – A contribution is being requested of £1000 per athlete and £5000 for staff at the Commonwealth Games as the Gold Coast is very expensive.

**27/28 January**

The withdrawal of the free membership at the end of the year resulted in 31 complaints, 5 of these were from the SER.

Confirmed that the Queen has given up patronage of the ASA, the Duke of Cambridge has been appointed for 5 years.

2019 will mark 150 years of the ASA.

**22 November – Group Board Meeting**

There is a new Government code for sports, this may result in some governance changes for the ASA.

Recruitment of the new Chief Executive is going ahead, short listing is taking place in the next week or so.

196 **AOB**

It was agreed that a section for DBS checks would be added to the Bursary Application form as all applicants should have already been working on poolside at their club so should already have a DBS check.

**Action: BG**

197 **Regional Administration**

Following the withdrawal from the meeting of all staff members and discipline managers, the Board considered how the Region's administration functions would be delivered, in the face of expected amendments to the ASA staffing structure in the regions.

The Board decided that the Region would continue to need paid administrative support, that it did not want to retain any presence in the present divisional office in Wellington, and that, if at all possible and practicable, it would like to retain services of the Divisional Office Manager, although it might not be able to justify a full time appointment.

**Action: RFP**

198 **Date of Next Meeting**

The meeting closed at 4.30pm. The Chairman thanked everyone for their attendance.

The next meeting will take place on Monday 20<sup>th</sup> March 2017 at Guildford Spectrum.

DRAFT

**AGENDA ITEM 3**

**MATTERS ARISING FROM RMB MEETINGS**

Updated as at 03 March 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>List of Assets</b> BG to compile a list of assets for Trustees	13.10.2015 Min 140.3	BG	<i>Ongoing</i>
5	<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	
6	<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	
7	<b>Reserves Policy</b> Finance group to report back on “reserves” policy	21.03.16 Min 53.4	Finance Group	
8	<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	
9	<b>Regional Strategy</b> From comments made by the Chairman and Members it was agreed to develop a strategy. This to be created from a review of the Mission Statement, Development Plan and Terms of Reference.	14.07.16 Min 109	JKD/BD	<i>Ongoing</i>
10	<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	
11	<b>SER Concession Agreement</b> The Board was asked to approve two minor changes to the concession	19.02.17 Min 179	BD	

	agreement as detailed in the confidential paper circulated. It was agreed this relevant sections should be rewritten by BD and sent to on RFP, GS & WL for approval.			
12	<b>Swimming Referees Courses – Communication</b> It was agreed that JD & RGP would pursue the Officials Group / British Swimming about running a Referee Trainer course in the South East Region, subject to cost.	19.02.17 Min 180	JD / RGP	
13	<b>Disability / Para-Swimming Records</b> It was agreed that the Region would begin to maintain records for Para-Swimming. HM & KJ will put this together using best known performances. A process for claiming records will be agreed once this is in place, for completion in April/May.	19.02.17 Min 181	HM / KJ	

Updated 03/03/2017 BG

## Bryony Gibbs

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**From:** Roger Penfold <rogerpenfold@btinternet.com>  
**Sent:** 07 March 2017 09:52  
**To:** Bryony Gibbs  
**Subject:** Fwd: Incorporation Road Show

**Follow Up Flag:** Follow up  
**Due By:** 10 March 2017 16:00  
**Flag Status:** Flagged

Bryony

Please send this to Board members, the other persons who attended "our" workshop - I'm not sure whether Hampshire told you about Peter Harris - and the other people who you originally invited.

And may we include it on the agenda for the next Board meeting, please.

Best wishes

Roger (FP)

Sent from my iPad

Begin forwarded message:

**From:** Jane Nickerson <[Jane.Nickerson@swimming.org](mailto:Jane.Nickerson@swimming.org)>  
**Date:** 6 March 2017 at 17:10:20 GMT  
**To:** Simon Kirkland <[simon@sportstructures.com](mailto:simon@sportstructures.com)>, David Watson <[david@northyorkshiresport.co.uk](mailto:david@northyorkshiresport.co.uk)>, Joan Wheeler <[joan.wheeler@btinternet.com](mailto:joan.wheeler@btinternet.com)>, David Flack <[davidcflack@gmail.com](mailto:davidcflack@gmail.com)>, "Neil Booth" <[neilbooth@clara.co.uk](mailto:neilbooth@clara.co.uk)>, Roger Penfold <[rogerpenfold@btinternet.com](mailto:rogerpenfold@btinternet.com)>, Dave Fletcher <[regional.chairman@londonswimming.org](mailto:regional.chairman@londonswimming.org)>, John Hidle <[john.hidle@ntlworld.com](mailto:john.hidle@ntlworld.com)>  
**Cc:** Brian Havill <[brian.havill@swimming.org](mailto:brian.havill@swimming.org)>, Chris Bostock <[Chris.Bostock@swimmingvolunteers.org](mailto:Chris.Bostock@swimmingvolunteers.org)>, Mike Farrar <[mfazzuk@yahoo.co.uk](mailto:mfazzuk@yahoo.co.uk)>  
**Subject:** Fwd: Incorporation Road Show

Dear All

Many thanks for your hospitality at the recent incorporation meetings. We welcomed the honest, open and friendly debate and discussion we encountered at each venue.

Whilst there were different approaches around the country the overall impression we gained from the meetings is that there is general agreement that the time is now right for the ASA to become an incorporated body. The preferred status is for a company limited by guarantee with charitable status but if it proves impossible for us to gain charitable status, a company limited by guarantee is acceptable.

There was general acceptance to move to a single board structure comprising of the following:

1 Chairman

- 4 Directors/Trustees nominated by the Membership
- 3 Independent Directors/Trustees
- 1 CEO
- 1 CFO
- 2 Specialist Directors/Trustees

During the meetings there has been discussion regarding the committees of the Board and there is general agreement to put the following in place:

Audit, Risk and Probity Committee  
Remuneration Committee  
Nominations Committee

In addition it was generally felt there must be a committee committed to the activity and sport of swimming (all aspects and all disciplines) and that this committee will require a number of sub committees / working groups. Thoughts on the structure of this committee varied considerably and it is clear that further work is required on this.

Following the straw poll taken at the end of each meeting we feel it is now pertinent for us to continue on this journey and will set a work programme out along the following lines:

1. Seek advice on the feasibility of charitable status
2. Draft Articles - these set out how the company will be run, governed and owned.  
Prepare the application to register the Company  
(The Memorandum of Association is automatically produced when the Company is registered from the information provided at the time of registration)
3. Draft Terms of Reference for the Board
4. Draft Skills Matrix for Board Directors/Trustees
4. Draft options for the “Swim/Sport” Committee structure and sub committees/working groups
5. Hold a meeting for all Regions to attend in April to consider the draft options for the Swim/Sport Committee structure - in person and Webex option
6. Refine options for the “Swim/Sport” Committee structure and sub committees/working groups and if necessary hold second meeting in May.
7. Substantive law change proposal to be prepared and included with the papers for the Regional AGMs - this will seek approval to set up a company limited by guarantee (with or without charitable status.)
8. Draft proposals for the “Swim/Sport” Committee structure to be included in the papers to the Regional AGMs to enable Regions to consider these further and reflect back their thoughts.
9. Refinements to the detail and “Swim/Sport” Committee to be made following the Regional AGMs prior to Council.
10. Council to vote on proposed Law Change - October.

**The meeting referred to in point 5 will be held at SportPark on April 12th between 5pm and 8pm. There will be an option to join the meeting by Webex.**

We have deliberately avoided weekends as we know this is a busy event period - also doing our best to avoid Easter!

Please pass this e-mail on to members in your region who would like to attend and please let Louise have an indication of numbers by the beginning of April.

We will ensure that you are all kept informed of any material developments in the meantime.

Thank you again for your time and support.

Best wishes

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)

**ASA SPORT GOVERNING BOARD**  
**Minutes of the meeting held on 27<sup>th</sup> – 28<sup>th</sup> January 2017**  
**SportPark, Loughborough**

**Subject to approval at the next meeting**

<b>Present:</b>	Mr C Bostock Mrs A Clark Mrs K Grimshaw Mr I Mackenzie Mr B Simkins Mr N Booth Mr R Gordon Mr R Margetts Mr R Prior Mr B Saunders Ms P Jones Miss J M Nickerson	Chairman East Midland Region London Region East Region West Midland Region North West Region North East Region South West Region South East Region Sport Specialist Sport Specialist (Friday only) Interim Chief Executive Officer
<b>Non-Voting</b>	Mrs A Reah Mr R Whitehead	President Vice President
<b>Staff</b>	Mr R Barnes Mr Brian Havill Mrs E Griffin Mrs L Barnes Mrs T Carecci	Director of Legal (Friday only) Interim Chief Financial Officer Operations Director (Friday only) Executive Assistant (Friday only) Premises and Operations Team Leader (Saturday only)
<b>By Invitation:</b>	Mr M Farrar	Group Board Chairman

**Apologies:**

**Min No:**

1. **Welcome and Introductions**
  - 1.1 The Chairman welcomed everyone to the meeting with a special welcome to Mike Farrar, Chair of the ASA Group Board.
2. **Declarations of Interest**
  - Robert Margetts – National Licensing Panel
3. **Actions arising from the minutes of the meeting held on 18<sup>th</sup> November 2016**
  - 3.1 **Min 112.2 – Production costs of Swimming Times** – The analysis was discussed and it was agreed further thought be given on the issue of publishing an electronic version.
  - 3.2 **Min 113.4 – Long Service Awards** – It was agreed a paper is to be produced and discussed at the next Board meeting.
  - 3.3 **Min 113.5 – National Licensing Panel** – The Swimming Management Group suggested appeals for refusal of a licence be referred to the Swimming Management Group. Following a discussion it was agreed that this matter should be referred back to the Swimming Management Group for a detailed paper for consideration by the Board.

3.4 **Min 113.6 – Low Level Competitons** – It was agreed further clarification is required for other disciplines. The Chairman agreed to contact the discipline specific management groups and a further paper produced before a decision is reached.

3.5 **Min 114 – Competitive Swimwear** – The Interim Chief Executive Officer confirmed a discussion will be held at the Home Country Partnership meeting in February regarding faith compliant swimwear guidance notes.

#### 4. **Legal Report**

4.1 The Director of Legal highlighted the draft updates made to the ASA Team Selection appeals procedure (set out in Appendix 1).

4.2 After consideration, the Board agreed to the updated procedures and further agreed that the same changes (highlighted Appendix 1) be made to the fast track process.

#### 5. **Operations Director Update**

5.1 The Operations Director gave the Board an update on the following key areas of the sport;

- Learn to Swim – Swim Safe Team now appointed, planning underway to deliver Swim Safe at 20 sites to 20,000 young people.
- Workforce – IoS website now complete. An Awarding Body audit was recently carried out with a very good result.
- Clubs – Swim21 changes now implemented.
- Membership – a small reduction in numbers overall with an increase in income.
- Withdrawal of membership free period – initiated 31 complaints spread across eight regions.
- Membership Review – All eight Regions to be asked to nominate a representative to form a working group. Ian Mackenzie will be the SGB representative.
- Talent – Update on results and KPIs given.
- KPI Report – report for the next quadrennial to be produced with assistance from Insight.

#### 6. **Interim Chief Executive Officer Update**

6.1 Sponsorship & Agency Selection – A meeting with the Commercial Working Group was held in December and work is ongoing to appoint an agency.

6.2 Branding – A discussion was held on the re-branding of the ASA and the use of logos within the region. A branding manual will be available in March.

6.3 Patron – It was confirmed that for the next 5 years the new Patron for the ASA will be HRH The Duke of Cambridge.

6.4 ASA 150 Year Anniversary – It was agreed that the Interim Chief Executive Officer will consider plans for the celebration.

6.5 Regional Funding – A discussion was held on the current funding situation in relation to the support to regional offices and administration support. It was agreed the regions should set out their thoughts to the Interim Chief Executive Officer.

7. **Finance Managements Accounts**  
7.1 The Interim Chief Financial Officer updated the Board on the management accounts and gave an overview of the variances to date and budget timelines.
- 7.2 The management accounts were noted.
- 7.3 Members discussed a bequest recently given to the ASA and it was agreed that this should be distributed for appropriate activity. The Operations Director to consider options and to give an update at the next meeting. One suggestion included using the money to support the athletes selected for the Commonwealth Games as the ASA has to fund a contribution of £1k per athlete and £5k per team member.
8. **Risk Register, Heat Map Review & ARP Minutes 2<sup>nd</sup> November 2016**  
8.1 The report was noted.
9. **Sport England Funding**  
9.1 The Interim Chief Executive Officer updated the Board on the current Sport England funding position.
10. **Board Structure**  
10.1 The Chairman advised the Board that he together with the Group Board Chairman, Interim Chief Executive Officer and the Interim Financial Officer will be visiting all Regions during February and early March to discuss Incorporation options.
- 10.2 A positive discussion followed on the structure of Incorporation for the ASA.
11. **Minutes of the meeting held on 18<sup>th</sup> November 2016**  
11.2 The minutes of the last meeting were noted.
12. **British Swimming Board minutes 4<sup>th</sup> / 5<sup>th</sup> November 2016**  
12.1 The minutes of the last meeting were noted.
13. **Group Board Minutes 22<sup>nd</sup> November 2016**  
13.1 The minutes of the last meeting were noted.
14. **Decisions noted by email between meetings**  
14.1 Appointment of ASA Chief Executive Officer – Recruitment has commenced with shortlisting to be undertaken early February.
15. **Any Other Business**  
15.1 None.
16. **Date of next meeting**  
16.1 The next meeting will be held on the 17<sup>th</sup> – 18<sup>th</sup> March at SportPark, Loughborough.

## **Notes of the Regional Chairs meeting Thursday 9th February 2017 Bloomsbury Hotel London.**

### **1. Strategy Delivery**

It was agreed that partnership working is key to implementing the ASA strategy. There is a need to create local partnerships which bring together all the local community strategies, use insight and offer the benefits of swimming.

There was concern regarding the resources available to drive this at club level but all agreed that it should start at regional level and work down over time.

Agreement the region will be a delivery agent for the implementation of the strategy and therefore alignment on strategic priorities is important.

Gaps in capability and capacity to be addressed.

Co-design and collaboration is essential to ensure we attract maximum resources into swimming - not necessarily via the NGB.

### **2. Communication**

Communication between the Centre and the regions is extremely important. Not all regions want the same level of distribution of messages.

Agreed to try to put a system in place which is flexible for the regions and helps the Centre to know who to talk to on various topics.

### **3. Volunteering**

Agreed we need to look for different ways of finding volunteers from other sectors to do the different roles i.e. partnership development.

Non swimming volunteers must be made to feel welcome and we need to recognise they may only do a short time.

Need to look at the agencies available to help. Volunteering leave etc. Pro Bono support from corporates etc.

### **4. Facilities**

Discussed pool builds for clubs and the current project to identify some pilot sites.

Understanding operator partnerships will be managed carefully.

### **5. Judicial review:**

General feeling it was not deep enough and went far enough.

Request for the whole Friends system to be looked at to ensure they are appointed against an up-to-date skills matrix, provided with training and development and are monitored to ensure they are fit for purpose

Current names of Friends to be distributed to the Regions

Request for a synopsis of the types of issues being dealt with by Friends and the Judiciary to enable regions to identify areas where training or support at club level could alleviate future complaints.

No information to regions about the trend of issue - no analysis. Identification of current issues in the sport - therefore not identified the issues to train people

Training for the judiciary is essential to ensure all of them are up-to-date with current practices.

### **6. Regional Offices**

All Regions to advise JMN of their thoughts regarding financial support and requirements

Finance to send the cost of the staff to the regions

ASA to identify any contribution and pay for their own national staff use if necessary.

### **7. Incorporation**

Papers helpful - meetings arranged

### **8. Tone of meeting**

Constructive, positive and partnership working in place.

# ASA Senior Leadership Communiqué

## February 2017

EG – Emma Griffin, JG – Jon Glenn, DJS – Damian Stevenson, JK – Jon Keating,  
MT - Mike Thompson, JD - Jonathan Duckworth,

### GROUP STRATEGY

#### Strategy (EG)

The ASA's 2017-21 Sport England submissions for Swimming, Synchronised Swimming and Water Polo Talent, Core Market and Inactivity funding have now been submitted. The bids will be considered at a Sport England Board meeting on Tuesday 21<sup>st</sup> March. We will be informed of their decision shortly after.

### MORE PEOPLE LEARNING TO SWIM

#### Learn to Swim (JG)

- Training for 50% of Swim Safe co-ordinators has taken place and the remaining 50% will be trained in early March. It is expected that all sites and dates for the 2017 Swim Safe programme will be confirmed by the end of March.
- A celebration of the 25 year anniversary of the Southern water Learn to Swim scheme was held at the Amex centre in Brighton. Since 1992, 750,000 youngsters have enjoyed lessons at more than 80 swimming centres and clubs across Kent, Sussex, Hampshire and the Isle of Wight. The ASA have supported this programme for many years supplying training opportunities for the teachers and support in organising events.
- The Learn to Swim team and National Partnership team continue to work closely with operators, presenting on the ASA Learn to swim pathway and supporting resources. Virgin Active are now using the ASA resources with the aim of making learn to swim lessons more fun.

#### Workforce Development (JG)

##### IOS

- *February Numbers:* The IoS had an excellent February with over 57 Level 1 courses attended by 749 candidates which was 30% over target. Level 2 courses were almost on target – 207 candidates against a target of 210.
- *Website.* The new IoS website launched at the beginning of February [www.swimming.org/ios](http://www.swimming.org/ios) and traffic to the site has doubled since the launch.
- *Marketing.* A new campaign targeting students aiming to create awareness of working as a swimming teacher has started. We have a blog on the NUS website: <https://www.nus.org.uk/en/advice/careers/could-teaching-swimming-be-the-perfect-student-job/?load=5&top=200>. This will be a primary feature in a newsletter to 152,000 FE and University students and be featured on the NUS and ASA Social media feeds.

##### Support Services

- The 2017 menu of training opportunities (for Educators) has been launched, with 'welcome to 2017', 3 x Forums and 2 x lesson planning workshops already having been run.
- Shortlisting for the 2017 Tutor Training Programme has taken place and successful applicants will be invited to interview in March 2017.
- 3 ASA Teaching Swimming courses will be observed as a pilot for the Workforce Support Services new observation programme (during March). The programme will be launched in April 2017.

## **MORE PEOPLE SWIMMING REGULARLY**

### **Insight (DJS)**

- *Volunteer Survey.* The analysis of the Volunteer Survey has been completed, including regional breakdowns. This information will be shared with the Sport Governing Board, Regional Boards and other key volunteers. The Volunteering team will use this information to tailor the volunteering implementation plan.
- *Open Water.* A detailed insight pack for Open water has now influenced partners to develop an Open Water checklist based on our Three Frontier Framework to enhance the customer experience.
- *Segmentation Pack.* The Insight Team are putting together a revised segmentation pack to update our swimmer and non-swimmer segments using the Swim Tracker data collected over the past 15 months. The pack will be available to stakeholders in electronic and hard copy formats and will highlight motivations, barriers and their customer requirements. The pack will include examples of best practice swimming experiences across our Three Frontiers, from operators and local authorities who have already used our behavioural insights to encourage more people into the water.
- *Active Lives Spotlight on Swimming.* Sport England wish to understand the insights behind the initial Active Lives Survey released in January 2017, (if you would like a copy of the Active Lives Survey please contact Louise Barnes). They are publishing a series of 'Spotlight' summaries that clearly profile key parts of their data. The first summaries will focus on under-represented groups, such as: 55+ year olds; women; disability and lower socio-economic groups. After discussions with the ASA Insight Team, Sport England have decided to make swimming one of the first sport-specific collaborations. The outputs will be released in Spring 2017.

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

### **Talent (EG)**

#### **Swimming**

- A two-day training programme for over 30 county coaches who will be leading on the county development programme was held in February. This programme ensures consistent messages on technique and coaching are being spread across the country.
- 28 Phase 3 swimmers and six coaches are travelling to Marseille in March to compete at the '6<sup>th</sup> Meeting Open Mediterranee.'

#### **Synchro**

- The senior team are travelling to Germany and France at the beginning of March; the first time the new senior team and duet will be competing.
- A Mixed duet have started work and we plan to compete in the mixed event for the first time later this year.
- January 2017 saw the launch of a new grading system within the sport in England with new figure and routine grades. New land grades will be launched 2018.
- Harvey Hadden Sports Village, Nottingham will host the National Championships in April.

#### **Diving**

- England Programmes Team Y camp took place between 14<sup>th</sup>-18<sup>th</sup> February. The camp was a huge success focussing on coach development and individual training programmes.
- The interviews for the second cohort of the Coaching Plus Programme have taken place resulting in 7 successful candidates.

#### **Water polo**

- The first National Academy for aspiring under 16's took place over the weekend of 7<sup>th</sup>-8<sup>th</sup> January.
- The Water Polo Programme has secured 38 training weekends in Manchester following negotiation with the club, Council and GLL. This will give squads unprecedented facilities for water time and Sports Science.
- The Regional Academy Competition Day took place on 25<sup>th</sup>-26<sup>th</sup> February in Northampton where players aged under 16 and 15 attended two days of tactical game play.
- During half term the under 17 girls' squad travelled to Eger in Hungary for a week long camp.
- The Senior Women's Water Polo Squad held training sessions in Manchester in preparation for the EU Nations Competition and World University Games in the summer.

## **Clubs (JK)**

### **Updates**

- Working group formed to review and refresh the awards available to clubs. Initial concept is some amalgamation of existing awards to create 1 structure and remove the confusion. Aiming for a launch for Jan 2018. Aims; a syllabus and guide for club delivery at lower level; Income generation for the club and ASA through award sales.
- Continued work with Sport England and other NGBs to shape the evolution of Club Matters.

### **Synchro**

- 2 further male participation projects have commenced (Out to Swim and Nottingham University.) This will provide us with important insight into how to recruit male participants through a Junior Club, Masters Club and University environment. Through these projects we aim to highlight best practice of recruitment and retention of males in the sport, capture engaging images for marketing and promotion and produce swimmer profiles.
- Imperial College in London is scheduling the 1<sup>st</sup> University Synchro Competition with Nottingham and Bath Universities attending alongside invited London Masters Clubs.
- Ashford School have completed their synchro pilot with the whole school doing synchro skills during their school swimming lesson for a full ½ term. Both pilots at Ashford and Medway Schools have proved popular with male and female participants with retention rates of just under 25% of the original groups.

## **MARKETING, GOVERNANCE, PEOPLE DEVELOPMENT, FINANCE, LEGAL, IT**

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

- Following conclusion of the commercial review on the Learn to Swim Awards, from 3<sup>rd</sup> April we will be: amending our prices for all Learn to Swim Awards, reducing the number of volume discount levels from 11 to three, and launching new designed awards and certificates. This will be the first price increase for 3 years.
- The Online Shop (used by Learn to Swim providers to purchase Learn to Swim Awards) has been upgraded. New features, based upon customer feedback, include quick repeat ordering, reliable discounts, and a responsive design.  
Find out more here <http://www.swimming.org/asa/news/generalannouncements/changes-to-our-online-shop/28312>).
- Swim400 pilots are now live. Insight work will start in May through in-depth surveys with participating operators and focus groups with participants. Pilots will conclude in August.
- Swim Safe and Norton partnership – resources created for school packs. Will be distributed to 17,081 schools w/c 24<sup>th</sup> April.
- Initial content testing for a Swimming Bootcamp, military-style high-intensity workout, commences 7<sup>th</sup> March with workshops and pool testing in place to define session content. Session plans to be tested with internal staff during April and ASA staff will be invited to join these sessions nearer the time.
- The date for this year's National Awards (ASA Aquatics Awards) has been set for Saturday 11<sup>th</sup> November, returning to the prestigious Great Hall of the University of Birmingham.

### **People Development (JD)**

- Improved new performance appraisal process launched this month across the ASA in preparation for the end of March annual reviews.
- Staff who have successfully progressed internally after originally joining the ASA as apprentices are all now mentoring our most recent apprentices.
- Statutory consultation process launched 21<sup>st</sup> February for everyone in roles at risk of redundancy due to reduced Sport England funding and all staff understand that there cannot therefore be any annual pay review increases for 1<sup>st</sup> April 2017.

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