

Regional strategy consultation day

13th June 2024

Objective of the afternoon

- Create a shared understanding of “ Swim England South East Region”
- Consider and discuss what we have learned from the last few months
 - Listening Report and key recommendations
 - Values Roadshow insights
 - Messages from new CEO , Andy Salmon
- Consider the current South East strategy
 - How could it be improved ?
- Identify our strengths and potential areas for improvement
- Indicate our priorities and support required

What is the South East Region?

- 36,345 member (38% club train, 40% compete, 22% support)
- Swimming – 26,244, Water polo – 837, Diving- 763, Artistic- 578
- Number of clubs offering disciplines – 142 swimming, 28 water polo, 15 artistic and 8 diving
- 103 Swim Mark and 66 club affiliation clubs
- 1064 swimming pools across 825 sites, 72% publicly available.
- 6 x 50m pools, 13 diving pits, 79 pools with a min depth of 2.5m
- 74.9% achieving the KS2 25m requirement
- 946 qualified coaches (806 swim, 57 diving, 49 WP and 36 artistic)
- 2957 officials (2697 swim, 117 WP, 77 Artistic, 40 diving, 23 OW, 10 disability)

Regional talent development

- Swimming Regional Development Programme – 36 athletes
- Swimming Distance Development with open water – 36 athletes
- Swimming Off Shore Camp – international competition – 24 athletes
- Monthly Water polo regional training – 12 – 30 athletes per training session
- Para training days – 23 athletes
- Regional artistic squad – 23 athletes, bi monthly training for talent games
- Diving Programmes, ACE – Grass roots, 2 hour training events and SEEDS –talent development and coach CPD opportunities

Regional competition and number of athletes (2023)

- Swimming – Summer (1701) and winter championships (764)
- Open water championships – 152
- Masters swimming – Short course (308) Long course (473) champs, relay, distance and inter county events
- Diving – Age Group (155), skills event (152)
- Para only championship – 23
- Artistic – regional novice figures event and Masters event – regional squad attends the national inter regional competition
- Water polo – no regional events – regional squads attend the national event to represent the South East

Regional workforce development (2023)

- Team Manager Training – TM 1 400, TM 2 120
- Welfare Officer training – 60
- Swimming coach mentor programme in partnership with Swim England. 3 mentors supporting 8 coaches per year
- Young volunteer programme
- Signposting to national volunteer training
- Support for club affiliation coordinators (SwimMark and Club affiliation)

Listening report findings – cultural themes

Five cultural themes emerged that creates risks for welfare and safeguarding:

1. Performance Focus
2. Culture of Fear
3. Closed community
4. Heavy reliance on volunteers
5. Shared passion and commitment

Lived experiences of the aquatic community

Positive

1. Wellbeing, camaraderie and support
2. Progress and achievement

Negative

1. Excessive demands and pressure
2. Unequal and unfair treatment
3. Poor communication
4. Bullying and aggressive behaviour
5. Repercussions for speaking up

Hopes for the future

1. A shift in focus away from high performance to enhancing enjoyment and opportunities for more members
2. Addressing fear surrounding safeguarding and making complaints
3. Making aquatics more inclusive and outward looking
4. Stronger support for volunteers and the workforce
5. Continued listening and acknowledgment

21 recommendations under 5 key themes

Table discussion – Listening report

Do these findings resonate with you ?

Do you agree with the recommendations ?

Identify 3-5 which you think should be a priority

Values and Vision Roadshow

- Recognition that change is essential for long term success
- Clear message that the values which influence behaviour , subsequently shape the culture in which we work and how successful we are
- Deliberate and well-intentioned consultation focused on identifying shared values and the future role of the NGB
- Current strategy will be subject to a refresh, incorporating the results of the Listening Report and the insights from the Roadshows

Background and Introduction

Access Aquatics – Swim England 10year Strategy - Key Features

Vision : Championing a healthy and successful nation through swimming

Mission : Improving the health and success of the nation through enabling access to aquatics for all.

Three major pillars of the Strategy

1. Capability

- a. Increasing the number of Key stage 2 children able to swim
- b. Enable access for under represented communities
- c. Increase the number of pools with “Water Wellbeing “ Status
- d. Increase membership in a network of financially robust clubs providing opportunities for participation from all backgrounds and ambition
- e. Providing a Talent System for all aquatic disciplines that supports medal success and encourages and promotes participants from diverse backgrounds

2. People

- a. Foster a welcoming and inclusive environment at all levels of aquatics to encourage an increase in the proportion of people from under represented communities taking part
- b. Enhance governance of the sport and workforce that is highly respected, delivers great experiences and is representative of the community it serves
- c. To ensure the highest safeguarding and welfare support as described in the Heart of Aquatics plan

3. Water

- a. Maintaining an adequate supply of publicly available water to support all aquatic activities (12m/ 1000 head of population)
- b. Protect the national sport infrastructure by maintaining the current number of 50m pools, 10m diving platforms and deeper water facilities

Background and Introduction.....

Challenges for Regions / South East

1. Regions are funded through club membership fees, predominantly from speed swimming, which makes it difficult to encourage support for activities outside of Club / discipline requirements e.g Learn To Swim
2. Resources remain limited to a small team of employed personnel (2.5 FTE) and volunteers reinforcing challenges to support activities outside of historical boundaries
3. Collaboration and alignment with the County programmes
4. Historical focus on speed swimming
5. Requirement to implement the Regional Governance Code

Insights and expectations from SE

There is no expectation that each area of the strategy should be covered in the first instance and Regions are free to decide where to focus and prioritise.

SE are very happy to provide support, consultation and facilitation if required.

Some flexibility on timing (this is a 10 year strategy!)

South East Region

Vision, Mission & Key Principles

Vision : **Swimming for All**

Mission: **A region where clubs, athletes and volunteers from all communities can flourish through participation in aquatic sport**

Key Principles:

- Creating an inclusive, supportive and safe environment for all our members is at the core of what we do.
- Ensuring good quality governance through our constitution and committees aligned with Swim England.
- Ensuring prudent and responsible investment to support the development of all aquatic disciplines throughout the Region.
- Striving to deliver opportunities for athletes of all ages, ethnicities and talent.
- Continuously developing and acknowledging the contribution of a diverse workforce that is representative of the communities it serves.
- Communicating in a timely, relevant and responsible manner.

Objectives adapted from Swim England Proposal

Objectives	Outcomes	Current Activity / Strengths	Challenges / Weaknesses
ESSENTIAL			
<p>A network of financially robust and sustainable clubs offering all aquatic disciplines</p> <p>Access to aquatic sport for members from all backgrounds</p>	<p>Increased membership with higher levels of diversity</p> <p>Improved access to all disciplines within the region</p>	<p>All aquatic disciplines are represented in the region</p> <p>Regional Finance group conducts routine financial / budget reviews and publishes audited regional accounts</p>	<p>Lack of accurate data to direct focus of attention</p> <p>Historical focus on Swimming Club financials ?</p>
<p>Talent pathways that are open to all those with potential and promote medal success</p>	<p>Increase in number of athletes on recognised Talent programmes</p> <p>Higher number of high potential athletes from under-represented communities</p>	<p>Regional pathway camps</p> <p>Regional competitions</p>	<p>Existing data and ability to track progress</p> <p>Sufficient Pool time to support competitions</p>
<p>Well governed and regulated delivery of aquatic sport in the South East Region</p> <p>A committed, competent and highly respected workforce, representative of the community it serves</p> <p>The highest standards of welfare and safeguarding</p>	<p>High membership confidence in the delivery of aquatics in the region</p> <p>Delivery of great experiences in and out of the pool</p> <p>Strong and well managed response to fewer safeguarding and welfare issues</p>	<p>Club Affiliation</p> <p>SwimMark</p> <p>Regional Governance Code</p> <p>Volunteer Training & Recognition e.g Time to Listen, Team Manager , Young Volunteer, Officials , Training bursaries SE Welfare process</p>	<p>Current activity is labour intensive for regional team :potentially conflicting priorities</p> <p>Arduous administration</p> <p>Dwindling number of / access to required number of officials / volunteers</p>

Objectives adapted from Swim England Proposal

Objectives	Outcomes	Current Activity / Strengths	Challenges / Weaknesses
Protect & enhance the current sport infrastructure in the Region	Sufficient relevant water space to support all disciplines within the region	Adhoc in response to specific requests for support	No current process of alignment with SE infrastructure strategy / pool provider relationships Lack of regional resource to support initiative. Provision of deep water to support Diving / Artistic
OPTIONAL			
Promote Swimming as a national activity of choice for people's health & wellbeing	Increased participation in aquatics Increased number of children at KS2 with ability to swim	Adhoc and unplanned benefit of club / competition marketing	Financial and human resources/expertise to progress quickly

Strategy – discussion 1

What is missing from the current strategy ?

Strategy – discussion 2

What do we currently do well in the South East ?

What could we do better ?

What new, different or additional support do we need to be successful ?

Strategy – discussion 3

What would you like to see from the RMB ?

What do you need from SE / NGB?