

Amateur Swimming Association

National Partner website address: www.britishswimming.org

Chair: John Crowther

CEO: David Sparkes

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Investment- 2009-2013 Capital: £1,200,000 Revenue: £19,675,000 (including £200,000 PESSYP) Total: £20,875,000
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Four-year outcomes	Baseline	Four Year Target
Grow	3,244,400	270,000
Sustain	79.1	
Excel		<ul style="list-style-type: none"> - Increase the size of the talent pool (all disciplines) from 1,879 to 4,476 - 50 new Swimmers per year within Paralympic classification groups S1 to S15
PESSYP		23,156 – Young People participating in ASA Clubs or after school clubs 1000 – Young People volunteering in Swimming (target agreed for Year 1 only)

Sport England Funded Interventions

Grow & Sustain

Retention and participation

The ASA will be delivering a range of projects focused upon growing and retaining participants in the sport. These include the identification and creation of multi aquatic youth club sessions and clubs; recreational and masters clubs; and recruitment via mass participation open water events. In addition, the ASA will be delivering seminars and events around the country to share the learning from the Everyday Swim programme, supplemented by the Everyday Swim Good Practice Centre which can be accessed online at www.everydayswim.org

PESSYP School Club links and Young Volunteers

The intention is to provide new and varied opportunities for young people in the form of activity sessions, working along side school delivery or competitive opportunities (e.g. Learn to Swim - School links, promotion of quality clubs, creation of Quality Assured Aquatic Environments, etc. The Young Volunteers Programme will include the delivery of county young volunteer training and mentoring programme, the creation and management of 50hr recognition scheme, delivery of training and mentoring opportunities and communication with young officials and the delivery of specific projects through the National Youth Forum.

Club Accreditation

Swim 21 is the ASA accreditation scheme - comprising of 4 levels in the talent pathway and a foundation level which has 2 elements of recreational and masters clubs. A key focus for this intervention will be the implementation of Swim 21 within the new ASA structure.

Embedding the equality standards

Delivery of this intervention will focus on 3 key areas:

- Achievement of advanced level of the Equality Standard subject to additional funding
- Develop and deliver specific initiatives that will encourage more people from underrepresented groups to participate
- Review the impact of the initiatives developed and delivered at the Intermediate level.

Local Aquatic Strategies

The County Swimming Co-ordinators will focus upon the development and implementation of local Aquatic Strategies. These will be bespoke and will instigate full programme reviews, unlock pool hours, invest in staff training and market the benefits of swimming in a more customer focused way. It is through these strategies that the ASA hopes to work with local authorities to change the culture of swimming provision.

Early training opportunities

Programmes will target volunteers early in their involvement with swimming to maximise their impact on the sport. Volunteer resources will be produced and training delivered – focus on adult volunteering and developing a volunteer workforce to drive all outcomes.

Implementation of the UKCF plan

Develop and retain high quality teachers and coaches at all levels to help deliver

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programmes from Learn to Swim to High Performance. Increased investment into teachers and coaches will enable them to deliver more sessions to a higher quality.

Sustain & Excel

The English Talent Programme

Beacon Programmes and high performance environments and camps will be established across all disciplines to provide quality assured schemes from foundation through to performance level for the development of athletes, coaches & support staff. The Beacon Programmes support the regional Swim 21 networks with delivery by providing enhanced athlete support services & training environments, workforce development opportunities and mentoring programmes. By engaging an increased number of participants (athletes, coaches & support staff) via this programme, the ASA will improve the opportunities to achieve and increase satisfaction levels and retention.

Disability swimming

More swimmers with disability will be encouraged to compete. By training new and existing classifiers the ASA will be able to classify new swimmers identified through Playground to Podium which will enable those swimmers to continue along the Disability Swimming pathway and underpin the World Class programmes.

Local facility support

Ring-fenced capital investment to increase number of pools that are fit for purpose (have appropriate access, reasonable cost; improve programming etc.) The local facility support project will enable small facility renovation and development that will increase swimming pool usage by increasing usage within the facility or by preventing the facility from closing and reducing usage levels in the area. These small capital improvements will be aligned to Free Swimming capital and to local aquatic strategies. (No funding to clubs outside Swim 21 network)