



President Ian Stuart

Minutes of the Management Board meeting held on Wednesday 25<sup>th</sup> November 2015 at the Regional Office, Wellington.

**Present:**

D C Flack	Chairman
I Stuart	President
J L Bird	Administration Officer
Mrs C Robinson	Finance Officer
R Margetts	ASA Board Member
R Downing	Devon
A Smart	Dorset
G Cockill	Somerset
P Robbins	Wiltshire
C Elliott	Substitute J Likeman Cornwall
M Britton	Substitute K Smith Gloucestershire
Non voting	
A Green	ASA Divisional Business Manager
E Taylor	ASA Club Development Officer
L Dunn	England Programme Officer and AASE Technical Lead

**1. Welcome, introductions and apologies**

The Chairman welcomed everyone to the meeting. Apologies received from J Likeman (Cornwall) and K Smith (Gloucester).

**2. Notice of AOB**

C Elliott  
M Britton  
R Margetts

### **3. Declaration of Interest**

None

### **4. Minutes of previous meeting**

Page 2 Item number 6 correspondence – should read Open Water and not Water Polo. The secretary will continue for another 12 months (from September) whilst an alternative is sought.

### **5. Matters arising not on the agenda**

Correction of page 2 item number 6.

The Chairman updated the Board regarding the ASASW Office situation. Relationship with SASP is positive and will remain unchanged. Contracts need to be signed regarding the lease and the forward plan is to remain in these offices for the next 5 years.

R Margetts asked Alan Green if the new SLT in the ASA planned to make changes with regard to Regional Offices, Alan Green replied he was not aware of any change.

The Chairman had received a complimentary email from Adam Paker regarding the ACM in September at Taunton and the feedback has been excellent. The Holiday Inn Taunton has been booked again for next year and the cost has been renegotiated to remain at previous costs.

Discussion followed regarding low numbers in attendance at various regional meetings and how in general how the Aquatic community are lacking in volunteers coming forward.

### **6. Correspondence**

Adam Paker emailed the Chairman thanking the Board for inviting him to the ACM, the Chairman had suitably responded.

### **7. To note Discipline Committee minutes**

The Chairman had previously agreed to publish on the RMB agenda the dates of the various discipline meeting dates, he apologised that this didn't happen on this occasion.

R Margetts asked where the minutes of the various disciplines are as they are not on the website. David Flack will again request all disciplines to submit their minutes in order for them to be placed on the regional website under the relevant discipline section. Alan Green agreed ASA Office can action as required.

R Margetts – Does the Finance for the running of the England West team need to come to the Board for approval? Chris Robinson would like to be involved. The Chairman has asked the Swimming committee to liaise with the Finance Committee to arrange this.

It was noted that at the annual ASA Awards held at Leamington Spa in November, clubs and volunteers from the South West Region did well. Gordon Smart was named as the Volunteer of the Year for Services to Aquatics, Aquae Sullis was named Club of the Year, Kate Shortman and Isabelle Thorpe won the ASA England Programme athlete of the year for Synchro and Simone Benhayon from Frome was awarded ASA Swim Teacher of the Year.

R Margetts also stated we need to be looking for good nominations going forward.

Lynne Elliott recently came 2<sup>nd</sup> in the national SOUK awards.

The prestigious Alf Turner award was presented to Dennis Yeoman at the ASA Annual Council meeting in Leicester in October.

#### **8. Report from Regional Business Manager**

Please see attached report.

R Margetts asked relating to the operation of Swim Safe – is it run by volunteers from the local areas? Do the volunteers receive instruction on what is required of them? Alan Green responded.

#### **9. Update from RDO Re Bristol and Beacon/Clubs**

Emily Taylor and Lindsay Dunn gave a presentation on the above.

#### **10. Data Protection – Webex session**

Presentation from ASA Sportpark was received on Data protection and followed by a Q & A session.

Going forward the Chairman stated the Region needs a Data protection policy which the ASA will be happy to assist with.

#### **11. Report from Regional Chairman**

The Chairman provided the Board with the activities and overview of various meetings and events he had attended.

With regard to ASA offices in the SASP building it was noted the good news of remaining for a further five years.

Many congratulations to John Bird being appointed ASA President for 2016 – photo to go onto the website showing four past and present ASA Presidents from the South West region which is quite unique.

The Chairman reported the problems of the attempted hacking of the website to the Board and asked for any further issues to be reported to him immediately.

Torch Trophy award nominations needed by 04/12/15 – please let D Flack know asap and this

is restricted to RMB nominations and accompanied with a 500 word nomination. Kate Hutchings to review applications received.

## **12. Report from Finance Officer to include membership**

The Finance Officer provided a detailed breakdown of the regional financial activities. Discussion followed regarding the changes in the membership fees. Do we as a region wish to adopt the ASA rule change (i.e paid Jan – Dec rather than Jan – Sept). Following general discussion it was decided we remain as we are for this membership year (2016) More data and information is required to be able to come to a decision regarding the future.

Discussion followed regarding Expenses payments regarding mileage for Officials. It was decided that if an official has a child at Boarding school and is required to officiate then they can claim mileage from the child's school to the venue of the meet. If they are at the school where the meet is being held, there is no claim. If we need officials we pay for them, if we don't need them we don't pay them. The Chairman stated there needs to be a set protocol carefully worded regarding this.

R Margetts will bring a proposal to the Finance committee to ensure everyone in agreement. R Margetts also asked for the box at the bottom of the Expenses form to state the position of the claimant i.e official, referee etc.

A Smart stated the form needs something regarding Data protection. Roger Downing and D Flack to look into this.

Discussion around funds and reserves followed which need further discussion with the Finance team.

## **13. Report from ASA Sports Board member**

Attached report. General discussion around 'ASA Friends' followed.

## **14. To appoint a remuneration panel**

This will consist of Marion Britton (Chair) Chris Elliott Gordon Smart.

## **15. Annual Report 2015**

The Chairman will be writing to all disciplines in the next month regarding the Annual report and asking for reports.

Swimmer of the Year from each discipline needs to take high profile with a photo of each to add to the report.

Generally Board happy with the present layout of the report.

## **16. To review Board Members to discipline groups**

Graham Cockill – Swimming

Roger Downing – Synchronised

Andy Smart – Diving

John Likeman – Water Polo

Paul Robbins – Open Water

Keith Smith –

#### **17. Confirm dates for Admin Calendar 2016**

ASASW Board Dates 2016

10.02.2016

30.03.2016

15.06.2016

07.09.2016

23.11.2016

All agreed with a start time of 6.30pm

20.07.2016 Forum

11.09.2016 ACM

#### **18. AOB**

R Margetts – appointment of Vice Chair – proposed the RMB send an invite to past members of the Board to apply for the role. The Chairman is to provide a list of the duties required of the Vice Chair.

Invite two Young volunteers to join the RMB, G Cockill to provide names of persons identified.

Chris Elliott – photography and standard of dress at meets, protocol required regarding podium dress and the suitable attire required. Discussion around this followed as all in agreement and C Elliott, M Britton and P Robbins to sort a protocol on this subject.

M Britton provided an overview of her role and the issues she deals with. Agreed to supply report to The RMB

Meeting closed 9.45 pm

# Update for the South West Regional Management Board – November 2015

Alan Green – Divisional Business Manager



The past 6 months has seen a huge amount of work being done behind the scenes internally by the ASA. Nick Caplin started in his post of Director of Participation and quickly set about starting work on the new ASA Participation Strategy.

During this time we have also taken the opportunity to conduct a full review our Swimfit programme, Adult Learn to Swim Framework, Foundation Framework and also how we manage our relationships with our key stakeholders in the form of our Partnership Provider Programme (PPP). These reviews will ensure we have the most appropriate “best in class” programmes, products and services to support the growth of the aquatic business of our key stakeholders.

## **School Swimming Charter**

It is the ASA’s unique responsibility to collaborate with primary schools and provide the necessary support and training required to deliver high quality swimming lessons, with the goal of not only meeting but exceeding the national curriculum minimum standards set down by the Department for Education.

We are approaching the anniversary of the launch of the ASA’s School Swimming Charter where we have seen nationally over 470 schools sign up to the Charter. Over the past 6 months we have continued to encourage Schools to “take swimming seriously” by signing up to the Charter whilst continuing to support the 137 Schools across the South who have already made the commitment by signing up.

## **Behaviour Change Research**

The Delivery Team has also began presenting our Behaviour Change Insight which is a large piece of consumer research undertaken in order to develop a greater understanding of the English population and their swimming habits, both in terms of swimmers and non-swimmers.

Last year, the ASA completed a segmentation exercise that revealed individuals fall into seven distinct groups based on their attitudes and behaviours towards swimming. We then conducted a further piece of action-orientated research undertaken by the Behavioural Architects, an award winning behavioral research agency, that looked at motivations and how to move people along their swimming journey. The findings of both will support the development of swimming products and programmes, as well as related communications that will aim to influence and encourage each segment along the customer journey.



## **ASA Participation Strategy**

This Behaviour Change Research has also provided the cornerstone of the new ASA Participation Strategy. Development of the Strategy has been informed by extensive consultation with the swimming industry and key stakeholders, and has been ratified by Sport England.

The Swimming Participation Strategy 2015-2020 has its basis in detailed consumer & Industry Insight building upon the frontiers within the Behaviour Change work.

- Frontier One - Increase swimming's visibility and relevance
- Frontier Two - Improve the overall swimming environment
- Frontier Three - Tailor the swimming offer to different needs

This isn't just an ASA Strategy, it's a universal strategy for all those involved in developing swimming participation. A key strand to the strategy is unifying the Swimming sector and modernising the approach taken by all businesses to marketing, promotion, environment, programming and customer service.

## **Swim Safe**

Run in partnership between the ASA and the RNLI (Royal National Lifeboat Institution), Swim Safe is an annual programme that teaches children how to be safe in, on, and around open water.

Since it launched in 2013 the programme has grown steadily, increasing to seven locations this year, and seeing almost 4,000 children during the six week period of public sessions. A further 1,800 children attended as part of Swim Safe For Schools, introduced for the first time in 2015, with sessions taking place in four of the public session locations, and an additional programme in Tinside, Plymouth. The initiative was rolled out across England, the Isle of Man and Jersey as new research, conducted by the ASA and RNLI, revealed that a fifth children in England had got into trouble when in the sea or open water, with 40 per cent of parents saying it was a serious incident.

To help drive down the number of accidents and casualties lifeguards have to deal with on England's busiest beaches and lakeside locations, this year's programme had a two pronged approach. It focussed as much on educating the parents as on teaching children important safety messages after 13 per cent of parents revealed they do not think it is their responsibility to ensure their child is safe when in or near the sea or open water. ASA Head of Learn to Swim, Jon Glenn, was delighted with the success of this year's project. "Almost as many young people took part this year as in the two previous years combined," said Glenn. "This is testament to the hard work and commitment of the whole Swim Safe team to ensuring that



more children are able to take advantage of the programme and keep themselves safe. This year we were spurred on by research which revealed that a fifth of children in England have got into difficulties in open water, with 40 per cent of parents saying it was a serious incident. This was something that was of great concern to both us and the RNLI.”

#### Ashley Jones – Aquatic Officer Somerset & Dorset

A busy and productive summer delivering Swimsafe in partnership with the RNLI at Boscombe and supporting Bude. The scheme saw over 400 school children attend before the end of the school term with local schools followed by over 1100 public bookings, this was a quarter of Swimsafes overall numbers nationally. We also had the opportunity to trial adult sessions which were a great success and may offer a route for increasing adult participation in open water swimming.

I have supported a number of successful funding applications, Paulton Pool receiving Sportivate funding to trial remote waterproof headsets, these will be used in sessions to offer coaching and music to participants. Bournemouth Council also ran a successful open water Sportivate project from their Coastal Activity Park in Boscombe. Two large Community Sports Activation Fund (CSAF) bids have been approved for a disability project in Bristol and health project in South Somerset. I have also been working to support a CSAF bid for Poole Council and Sport England Improvement Fund bids for a number of facilities in the region.

A large proportion of my time has been dedicated to sharing the ASA's new Behaviour Change Research across the region with over 70 individuals from various leisure operators now having viewed the presentation, the next step is to work on improving the customer experience by using the frontier checklist to inform their Aquatic Improvement Plans.

#### Bethan Laker – Aquatic Officer Gloucestershire & Wiltshire

- Developed strong relationships with Operators in both Wiltshire and Gloucestershire and developed AIP's for all sites.
- Founded strong working relationships with newly engaged sites - Next Generation Swindon, Filton Leisure Centre and the University of Gloucestershire.
- Started pool programming reviews with Filton Leisure Centre, Next Generation & Circadian. New pool programmes will start to be implemented in January 2016.
- Swim School reviews have been carried out with Next Generation & Filton. Teacher observations also completed with Next Generation, Filton, GL1 & Wiltshire Council.
- Introduced The Swimmer Journey at Next Generation and Filton, award sales should start increase at both these sites over the coming months.



- Reinforced The Swimmer Journey within Wiltshire Council, again award sales should start to increase once old stock has been used. Still more work to do here as some sites are struggling being paper based rather than using CoursePro/ On Course.
- Increasing award sales across both counties remains a priority.
- Delivered the Behaviour Change Research in three presentations- Circadian Trust, Wiltshire, and Bristol/ Gloucestershire.
- Worked closely with GL1 to develop an understanding for the need for casual swimming and options for Aquatic Fitness. The Behaviour Change Research has also strengthened this and there are positive changes in the pipeline for January 16.
- Initiated and supported discussions between GL1 and Leisure @ Cheltenham and the University of Gloucestershire to increase student engagement at both facilities.
- Working with all three CSP's to secure Sportivate funding ready for 2016 and also options for Active work places (especially WESPORT and Filton). Successful Sportive funding for some Headsets for a Junior Swimfit session at Devizes. Very positive numbers attending.
- Promotion of IoS Courses and CPD's across both counties and good uptake in all courses and CPD's.
- Throughput data collection
- Delivered SwimFit Training in Wiltshire- 18 attendees
- GLL Swindon still unengaged however after attending the Behaviour Change Research there is small positive movement.
- Forest Of Dean has now transferred to Freedom Leisure and I will be working with them in the next few months to develop an AIP and also looking at the Frontier Checklists.
- School Swimming- Currently working with Active Gloucestershire and WASP to get more school signed up to the charter. Also supported Active Gloucestershire with the School Swimming Guidance document.

#### Neil Hutchinson – Aquatic Officer Devon & Cornwall

**Focus:** Develop partnerships to influence change in pool participation

#### **Previous years targets updates**

- Swimfit Sessions are running across several sites across Devon and Cornwall including: North Devon LC, Riverside Exeter, Nuffield Plymouth, Torbay LC, Penzance LC, Polkyth LC, Bude Splash, Phoenix LC, Honiton, Sidmouth and Exmouth that now runs 11 weekly sessions.
- An Active Workplaces swimming project continues to run in the Exeter area with support from Active Devon.



- No more partnership agreements have been signed, however ongoing support is been given to the existing partners to 1610, Leisure East Devon, Tone Leisure and the Mount Kelly pool development.
- 1 open water event was run with the National Trust at Trelissick Gardens in July with 100+ taking part.
- Local Aquatic Network: Plymouth and Exeter are the priorities with new pools at Cranbrook, Exeter City Centre, Exeter School, Sherford, Dartmouth and Mount Kelly to be built.

### **Behavioural Change**

Since August 2015 continue to inform customers of the behavioural change, with a particular focus on pools that have little communication with, but have the potential to grow capacity. With the support of Active Devon presentations have been made to Admiral, Tone Leisure, Leisure East Devon, Exe Valley Leisure Centre, and Riviera International Centre. Note all national operators have also received this information.

### **Partnership working**

Regular ongoing support is provided to key customers. The objective is to support the pools in delivering their Aquatic Improvement Plan, with quarterly meetings to assess improvement. These include Leisure East Devon, 1610 and Tone Leisure.

### **Facilities**

Due to the number of pool developments in the Exeter and Plymouth and South Devon introductory meetings have been held to look at ways in which we can maximise pool space. It is expected that these meetings will continue with other stakeholders being involved. A close eye is also been kept on Cornwall pools, with Cornwall CC desire to put their facilities out to tender.

### **School Swimming**

Support and involvement in both counties with the Time to Move Strategy in Cornwall, and Plymouth Schools and the Devon 100 project supported by the RNLI. Several schools in both counties have signed up, with Cornwall being the second highest across the country.

### **Swim Safe**

Swim Safe ran for a third year in Bude, with Tinside delivering 28 sessions to 23 schools. It is intended to include a Swim Safe session in most of Plymouth schools lessons offer.



There has also been some interest in running Swim Safe at Jubilee Pool Penzance in 2016.

Emily Taylor – Club Development Officer

### **Beacon Programmes**

Bristol Central Synchronised Swimming Programme – The programme now had 3 professional coaches working across the pathway and 38 swimmers accessing the daily training programme. The regional programme will start again in January 2016 and run until June. A focus for the programme between now and March 2016 is to develop a club network.

Bristol Central Water Polo Programme – Trials for the 2015/16 Regional Beacon Programme took place in August and saw 83 players attending. 76 players were selected for the programme and have been invited to attend the 8 sessions from September 2015 to April 2016. Going forward the programme is going to focus on coach education and developing a club network.

### **Networks**

Work continues to take place with 6 club networks across the region receiving support. The established networks with agreed development plans are:

- Aquae Sulis (swim21 network accredited)
- City of Bristol (swim21 network accredited)
- Eastern Devon
- Plymouth
- South Wiltshire
- Swindon

Work is also going into developing a Cornwall Club Network, Water Polo Beacon club network and Synchronised Swimming Beacon club network.

### **Swim21**

- Club visits: Crediton SC
- Phone and email support: Academy Swim Team Burnham, North Cornwall Dragons, Launceston, Honiton, St Ives, Truro, Dawlish, Poole, Wincanton and Durrington.
- Online workshops: 30<sup>th</sup> September and 15<sup>th</sup> October.



### **Club Development**

- Ongoing work with Parkwood Leisure and Bristol City Council to maximise the use of water time at Hengrove allowing three performance programmes to co-exist.
- Completed 2014/ 15 Regional Young Coach programme
- In partnership with the English Programme Officer, ran four coach development workshops ran across the SW in July.
- Promoted Para Swimming in Plymouth on the National Paralympic day in July
- In partnership with the ASA Masters Officer, facilitated a regional Masters meeting in October

### **Jackie Hilleard – Regional Development Co-ordinator**

#### **Swim21**

- Provide support to the clubs who are working towards accreditation and the annual health checks.
- Continue to manage the swim21 accreditation process in the South West Region.
- Currently the Region has 60 accredited clubs, with 10 clubs actively working towards accreditation.
- There are two networks who are also accredited.
- I attend the new National Club Development Management Group which incorporates the National swim21 panel as well as the Regional Club Development Committee.

#### **Young Volunteers Programme**

The South West Young Volunteers Programme is coordinated regionally with delivery by the County Associations. Organisation of the Young Volunteers Conference held in September each year.

### **Dave White – Para-Swimming Pathway Officer**

- Work continues in Bristol as the foundations of a disability squad have now been established as part of the City of Bristol club network, I'm currently working to support this by the training of local swimming teachers, who will be able to identify suitable swimmers to signpost to the Saturday session that is now up and running.
- A talent id day held in Bristol prior to the Regional Para swimming competition in October attracted interest from swimmers from, Brixham, Taunton, Exeter and Penzance as well as Bristol.



- In Wiltshire work is continuing to support the monthly county squad and signpost new members
- In Devon I'm hoping to develop a link into Exeter City swimming club and look to possibilities of some provision in North Devon
- A training camp at Millfield School has been organised for regional swimmers prior to the National long course championships in Manchester in December
- In March we will be hosting a development meet event, part of the day will be based around swimmer development sessions and education with a sprint competition to complete the day

## ASA Sport Governing Board Report 20/03/15

### **Friday evening:**

Report by Jon Keating Head of Clubs and Damian Stevenson Head of Insight on the results of the on line club survey. From the SWR 21% of clubs replied [Nationally 26%] 333 replies were received and 46 opted out of Regional questions.

I have attached the pages that are relevant to the Region and suggest we discuss any implications to the Region at next Board.

### **Legal:**

Changes to Synchro conditions to reflect relevant FINA regulations.

Changes to transgender conditions to be more in line with Sports Council recommendations.

### **Finance:**

2014 likely to show a surplus of £270K due to many changes and factors that are unlikely to occur next year.

Budgets for disciplines for next year will be line with previous years. There should be no additional charges to Regions as no new competition are planned and those that are proposed must fall within existing budget or be self financing. Sport England 10% cut, not clearly set out in their letter, but it was felt that the ASA could meet their requirements.

November meeting: to become the "Strategy weekend" so that any suggestions could be put in to the budget for the next year. Also to incorporate the "Swimtastic" lunch and awards – moved away from Council.

### **COO report:**

#### **Synchro**

The recruitment process for a Head Coach is continuing with some challenges in securing someone with the requisite skills willing to leave their current programme at this stage in the Olympic cycle.

#### **Open Water**

The role of the ASA in relation to open water participation has been discussed internally as there appears to be a growing number of people taking this up. The ASA is well placed to offer guidance and support to landowners wishing to open up access to open water alongside guidance and support to potential participants seeking advice on what to look for when sourcing an open water swimming environment.

#### **Brand refresh**

Following the end of the British Gas and Kellogg's partnership there was a requirement to change elements of branding which had incorporated the British Gas and/or Kellogg's logos. The design team took this as an opportunity to undertake a refresh of the brand and have enriched the ASA logo by deepening the colour palette to provide a more assertive, defined and prominent look.

#### **Library**

Emma Griffin is leading on a project to enhance the library environment. This includes a secure area for the library and a display area on the first floor. Dr Ian Gordon and Wendy Coles are the volunteer archivists and are working on a programme of displays linked to events. Ian has set up a formal procedure of dealing with a large number of requests for information. Work is on going to create the virtual trophy cabinet agreed by the Sport Governing Board.

#### **Competition Pathway Document:**

Has gone to print and will be circulated to all clubs, a copy is attached for your reference. Can I suggest that you do not circulate as there will be a central distribution shortly.

#### **Beacon reports:**

These were seen first time by the Board, only Bristol Synchro and Water Polo from SWR as Plymouth now finished. Reports varied in quality and content depending who wrote the report, reports need to be more generic so that comparisons can be made.

**ASA Council:** A report was given at the last Board meeting by Roger Downing who attended the meeting. If there are questions on the ASA report or minutes they should be queried as soon as they are published and not dealt with at the ACM.

### **Senior Leadership Team**

Members were advised that going forward the Senior Management Team will be known as the Senior Leadership Team (SLT).

The CEO confirmed to the members that having reviewed the organisation chart it was clear that the Head of Insight as part of the GPS team misrepresented the role. As insight is applicable to all areas of the business and will provide data and insight which will influence the decision making process for the organisation it was felt more appropriate for the Head of Insight to report into the CEO. This

move has been welcomed by Sport England and although not a full member of the SLT Damian Stevenson along with the HR Business Partner, Sarah Ingman, will attend SLT meetings.

A full review of the SLT is happening as so many new appointments need to be made.

**Group Board minutes:** No new sponsor has been found.

**A.O.B**

Synchro, review of Masters entry fees as proposed to be doubled so to be self financing. Licensing – to be reviewed by Synchro committee as many regions have found similar problems as Dorset.

Groups is set up and working

Swimming Management is very large and needs to be reviewed.

Club and Diving groups still need to be finalised and to start working.

Pool length certificates – a national problem and so the facilities [Keith Sutton] is looking at solving the problem.

Disability World Records these can be made at events that are not IPC registered.

Robert Margetts

2/04/15