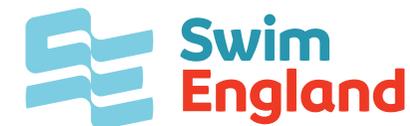


# One Page Strategic Plan from 20 May 2020



## Our Vision – A nation swimming

### Our Mission

Creating a happier, healthier and more successful nation through swimming

### Our Cause

“Swimming: Every child learns, every community enjoys, every medal inspires”

### Our Values

Quality Purpose Togetherness Fun Resourceful

## Guiding Principles

### Innovation / Digital Transformation

Foster a culture of innovation and connect with the entire aquatic family through a programme of digital transformation.

### Membership support

Deliver exceptional support and value to all members, regions, counties and clubs.

### Partnership and accountability

Work openly and constructively with our stakeholders, partners and community.

### Employer and Volunteer workforce of choice

Engage employees and volunteers with fairness, dignity and respect.

### Leadership

Foster pro-active leadership as the recognised authority for swimming.

### Responsible stewardship and governance

Manage our finances and infrastructure prudently within a sound governance framework.

### Sustainability

Foster a culture of revenue generation to support all our aquatic activities.

### Inclusion

Equality and diversity is owned by the entire organisation and embedded throughout our programmes.

## Strategic Goals

Clubs and Membership	Sport Development	Workforce	Swimming for Life	Facilities partner support / Leadership
<p>Membership front and centre in everything that we do.</p> <p>Provide value and exceptional support to our clubs and core members.</p> <p>Significantly grow our membership by providing an opportunity for all those swimming regularly to be part of the Swim England family.</p> <p>Connect directly with all our members retaining them in our activity and sports.</p>	<p>Increase the visibility of the aquatic sports and make them a clear and accessible choice for all young people.</p> <p>Enable access to our sports for a diverse range of participants and ensure that they all develop all round character skills.</p> <p>Enable the most talented to fulfil their potential through inclusive and seamless pathways to World Class Programmes.</p>	<p>Retain and attract talented and motivated volunteers and employees.</p> <p>Provide high quality training and support to the whole aquatics industry. Ensuring access for all without barriers.</p>	<p>Provide expert resources, knowledge and influence to ensure everyone has the opportunity to learn to swim and continue to enjoy swimming for health, fitness and fun throughout their life.</p> <p>Improve the number of children learning to swim, in particular, disadvantaged groups where we know the swimming attainment levels are lower.</p>	<p>Provide expert guidance and support to the aquatics industry to ensure there is sufficient, quality water space, trained staff and effective programmes to enable everyone to enjoy regular swimming.</p> <p>On behalf of the industry and our members, campaign for issues affecting the sector and lead collective campaigns to engage current and potential participants.</p>

### Sustainability/Innovation

Provide innovative solutions to streamline business processes and increase member/partner engagement.

Create and retain appropriate sustainable revenue streams.

Operate under a sound financial and governance umbrella.