

A VISION FOR SWIMMING

The next ten years

swimming's game plan



BRITISH
Swimming



SCOTTISH
WIMMING

DOPING

Drug free sport

Swimming will strive to achieve a drugs free environment through a continuous education programme.

- We will police the sport both in and out of competition within a framework of athlete friendly procedures that deal with doping infractions in a timely and just manner

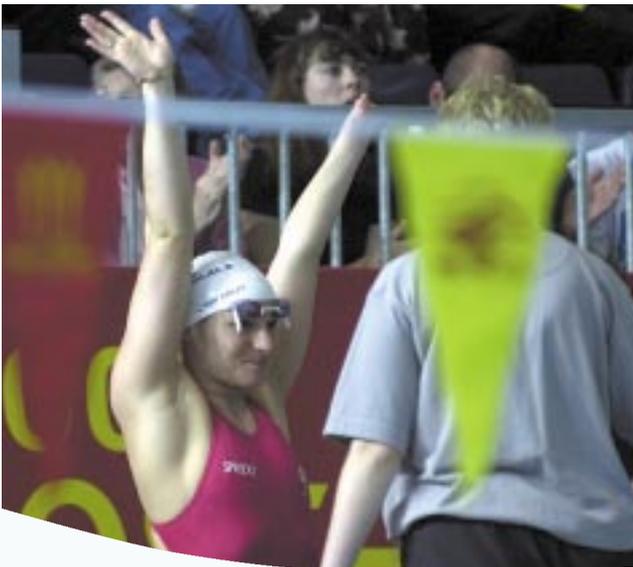
CORPORATE GOVERNANCE

Delivering the sport with integrity

We recognise the importance of ensuring that our business activities follow best practice in corporate governance and clear lines of responsibility, accountability and reporting are in place.

Swimming will:

- Ensure that our business processes are robust and will stand the test of internal and external scrutiny
- All involved in the governance of the sport comply with the seven principles of public life: selflessness, openness, integrity, objectivity, accountability, honesty and leadership



SUMMARY

The importance of swimming in society has been recognised by Parliament via the House of Commons Select Committee on Culture Media and Sport through the paper "Testing the Waters: The Sport of Swimming." In this paper, it is noted, "reference to swimming within an overall plan for sport is no substitute for a specific strategy on swimming." This document sets the Vision to provide the basis for that strategy.

This Vision sets out the future direction for the sport and aims to build on the foundations that have already been laid. The sport will continue to exploit all opportunities available, to strengthen and develop the infrastructure, focusing on the needs of the competitor or participant at all times.

Those involved in the delivery of the sport from within a National Governing Body recognise that they have a responsibility for all who participate in any of the aquatic disciplines at any level regardless of whether they are outside the current scope of membership.

Those involved in the governance of our sport will use this Vision to set corporate and operational plans with clear objectives and measurable targets.

Through the publication of this Vision and the development of clear corporate and operational plans with targets and measurable outcomes we will provide:

- Opportunities for everyone to learn to swim
- Opportunities for everyone to participate in any of the aquatic disciplines they choose at the level to which they aspire
- Opportunities to swim for health and fitness
- Opportunities to enable those with the ability and the desire to achieve gold medal success at Olympic and Paralympic Games

Swimming. Providing opportunities, achieving excellence.

[1] Sara Butlin Director of Local development services SCW. SCW response to Lottery Review October 2002 [2] General Household survey
[3] LEN – Ligue Européenne de natation; FINA - Federation Internationale de Natation [4] Charles Steadman: Manual of Swimming (1867, London)

SWIMMING'S GAME PLAN Introduction

“Sport touches the lives of more people, engages more participants and trained volunteers and achieves a greater impact on the international stage than any other activity. It has the capacity to positively impact on the health of the nation, influence educational attainment and behaviour, engage disaffected young people and serve as a positive capacity building tool for social inclusion.” [1]

Swimming is arguably the only sport that provides opportunities for people of all ages and abilities to participate, at all levels, whether it be recreational, acquiring a life skill, swimming regularly to maintain health and fitness, enjoying a variety of water-based activities safely, achieving personal goals or winning medals on the world stage.

Swimming is the nation's most popular sporting activity with 22% of adults and 50% of children swimming regularly. [2]

The Amateur Swimming Association (ASA), the Scottish Amateur Swimming Association (SASA) and the Welsh Amateur Swimming Association (WASA) are the National Governing Bodies responsible for governing swimming in England, Scotland and Wales respectively. These three Associations are the constituent members of British Swimming which is responsible for managing the elite aspects of the sport within Great Britain. British Swimming also represents Great Britain on the European and World Governing Bodies (LEN and FINA) [3] and as such deals with all international issues and doping.

British Swimming focuses purely on the elite aspects of the sport, events and performance. The Home Countries are involved in the promotion and development of the sport at all levels from learn to swim to elite performance including a clear focus on the Commonwealth Games.



THE VISION Swimming in the 21st Century

A Vision for swimming was first published ten years ago. The objectives have now been attained and it is time to re-cast our Vision in the light of a rapidly changing environment.

This revised Vision for the twenty-first century takes into account changes in the political arena, technological advances, funding opportunities and lifestyle changes. Created in consultation with members and commercial partners it will ensure that the sport develops in partnership with its members and relevant organisations assisted by significant funding from the Lottery and Exchequer.

This document is a Vision for the sport of swimming. Delivery of the goals, aims and objectives will be through the detailed work outlined in corporate and operational plans developed by British Swimming, Home Country Associations, Partners and Clubs. These plans will ensure that the global Vision for the sport is delivered locally taking into account regional variances.

This Vision sets out the sport's priorities of ensuring that the sport is accessible to all, regardless of age, gender, creed, ethnic origin, economic position, disability or level of ability.

The Government believes that a good sports policy is also a good health policy; helping to prolong a fit and active lifestyle; a good education policy providing young people with the motivation to stay with their schooling; a good anti-crime policy giving young people a sense of purpose and pride. Sporting success also inspires the nation to celebrate achievement in tangible terms – improved morale, higher productivity for example.

Swimming has a strong, skilled, well-trained volunteer network and a solid club foundation that ensures that it delivers in all the above areas. Through this Vision swimming will ensure that it is a sport that is inclusive to all, has strong modern corporate governance and provides the opportunity for lifelong participation and personal achievement.

SWIMMING'S MISSION

Swimming is a sport for life

To ensure everyone has an opportunity to learn to swim

To ensure everyone can achieve his or her personal goals

To ensure everyone has the opportunity to enjoy swimming as part of a healthy lifestyle

To ensure that we achieve gold medal success



LEARN TO SWIM

The magic moment

The Government has recognised the importance of ensuring that children learn to swim by encouraging schools to ensure that all children can swim at least 25m unaided at primary school age.

Swimming is a life skill. In 1999, 569 people drowned in the UK. Whilst there have been significant improvements since 1860 when 2,264 people drowned in the UK there is an alarming increase in the number of children under 14 years who drowned – 36 in 1998; 54 in 1999. [4]

Our aim is to assist in the continued reduction in the number of people drowned in the UK each year.

Swimming will:

- Continue to promote National Plans for Swimming Teaching in all the Home Countries through training and continuing professional development
- Ensure that school and swimming teachers have the necessary skills to deliver a standardised quality experience linked to a recognised awards scheme whilst offering encouragement through a progressive teaching programme
- Work closely with the Government's Education departments to provide additional opportunities for children to learn to swim who have not reached a target of being able to swim 25m
- Work closely with Government Agencies to develop resources and set "kite marked standards" that provide a framework for delivering water safety in the pool and in the classroom
- Continue to work with the Government and other agencies to develop policies that will ensure quality delivery of learn to swim at school
- Assist schools and other appropriate agencies to provide all children with an awareness and understanding of water safety
- Ensure that children are made aware of the difference between swimming 25m in a supervised, heated indoor pool and swimming in a cold, exposed expanse of open water

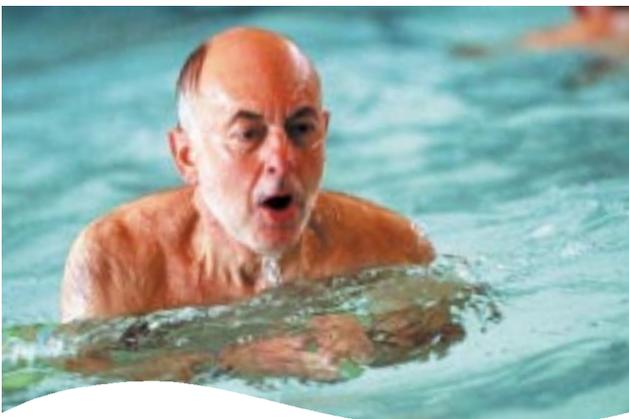
LIFELONG PARTICIPATION

Staying in the water

Swimming is already the major participation sport amongst young people and we will continue to work to ensure that everyone learning to swim continues to benefit from participation in the sport throughout their lifetime.

Swimming will:

- Continue to strengthen its links with schools, local authority schemes and private swim schools to encourage children to migrate from learn to swim programmes to organised club swimming or fitness programmes
- Continue to work with schools to ensure that children are made aware of the different aquatic disciplines and given an opportunity to try diving, synchronised swimming, open water swimming and water polo
- Continue to provide comprehensive pathways for swimmers to develop to their full potential through programmed activities linked to the long-term athlete development model
- Encourage the development of Masters swimming through the expansion of the competitive programme for adult swimmers
- Continue to develop programmes that provide opportunities for fitness swimming for all ages at levels and times to suit each individual
- Continue to develop and expand opportunities for everyone to participate in the sport at the level they choose, for their entire lifetime



SWIMMING FOR HEALTH

Prolonging life

Swimming has long been acknowledged as an activity that is beneficial to the nation's health. Maintaining a healthy and active lifestyle at all times of life is a prime consideration and one which swimming can and does deliver.

Swimming will:

- Work in partnership with all agencies to encourage swimming at all levels and ages
- Work with local authorities to encourage partnership schemes between clubs, fitness sessions and local GP surgeries
- Expand opportunities for lifelong fitness swimming at levels appropriate to each individual

ATHLETE DEVELOPMENT

Achieving individual potential

The development of swimmers to their full individual potential is an important factor and we will achieve this by ensuring that all swimmers have the right environment at each stage of their career.

Swimming will:

- Build all programmes around a well-researched long-term athlete development model (LTAD.) The LTAD provides details of achieving optimal training, competition and recovery throughout an athlete's career, particularly in relation to the important growth, maturation and development years of young people. It is a vitally important planning tool which provides the required strategic context to enable the provision of an infrastructure that focuses totally on the needs of the swimmer at all stages of their development
- Continue to develop seamless pathways from early skill development to the Olympic podium
- Ensure all programmes, such as coach development, club development and sports science contribute to these areas
- Provide a comprehensive coach education programme for coaches at all levels

EXCELLENCE

Swimming to win

Swimming remains focused on the achievement of success at Olympic and Paralympic level.

Swimming will:

- Continue to source and nurture world-class coaches
- Utilise the best training facilities for our elite athletes
- All programmes will be athlete centred and will be linked to ensure that there are no barriers to success
- Provide a comprehensive sport science and medicine programme
- Press for more facilities and better access to those that already exist
- Provide a comprehensive, structured competition programme based on the Long Term Athlete Development Model
- Ensure that those with the ability to succeed at the highest level will receive the support they need to reach to win Gold medals

INTERNATIONAL INFLUENCE

Making a difference to world swimming

Swimming is an Olympic, Paralympic and Commonwealth sport with 170 nations competing throughout the world. Great Britain seeks to exercise influence by representation at World and European level through a programme that promotes, supports and develops international representatives on European and World bodies.

Swimming will:

- Through the staging of major international events we will seek to link our performance to the programmes to influence world swimming strategy and politics

VOLUNTEERING

Self fulfilment

The voluntary sector plays a key role in the delivery of swimming throughout the country and the sport thrives thanks to the tireless efforts of many.

There are 30,000 volunteers involved in swimming in the UK, which represents approximately 2.75 million hours work per year at a value of 30 million pounds.

Swimming requires additional volunteers for the increasing work that is needed to be done. Volunteering is no longer an informal, casual commitment. Child Protection, grant conditions, accountability and public expectations mean volunteering has become increasingly more onerous.

The traditional recruitment methods are changing and strategies for the continuing recruitment, training and development of our volunteers are required to ensure that we continue to harness and develop the skills required to achieve our aims and objectives.

Swimming understands what motivates volunteers and will continue to develop the partnership that enables the goals of the sport to be achieved.

Swimming will:

- Continue to progress its volunteer policies and strategies to ensure the continued development of a valued and effectively supported workforce that is enthusiastic, knowledgeable and skilled, which works towards clearly stated goals, for the benefit of all aspects of the sport



FACILITIES

Providing access to all

The provision of suitable and appropriate facilities for the needs of the sport is fundamental. There is a need to ensure the individual needs of the community and the different aquatic disciplines are addressed, including the need to ensure adequate training facilities and the facility requirements for major events.

The National Facilities Strategies will continue to provide much needed guidance material for the provision of adequate facilities for all aquatic disciplines.

Swimming will:

- Work closely with local authorities, universities, funding agencies and the Government to ensure that a comprehensive, affordable and hierarchical network of facilities is developed to service the future demands of the community and the sport
- Encourage those involved in the building of new facilities to ensure that they are designed in such a way that there are no barriers to access for religious, cultural, financial or mobility reasons
- Continue to lobby for facilities to be affordable and to provide appropriate access for all programmes
- Lobby to ensure that existing facilities are kept well maintained and up to date to service the needs of the sport
- Work closely with pool operators to ensure pools are programmed to ensure optimum use for all disciplines and all levels of swimming including adequate training provision for elite swimmers and adequate provision for recreational and fitness swimming



PARTNERSHIPS

Working together in harmony

Swimming's aims are pursued in the close co-operation and collaboration with a number of partners including clubs, schools, local authorities, universities, government departments, the private sector and commercial partners.

Swimming will:

- Continue to recognise the importance that the club structure is the backbone of the sport and continue to develop strong links with its members
- Continue to promote and foster these links and develop new links and opportunities to ensure the continued achievement of our objectives
- Continue the tradition of working in partnership with schools and local authorities and will expand this to include universities and the private sector



MODERNISATION

Life in the 21st Century

Swimming has recognised the need for change to deliver its programmes effectively and will continue to source external funding to enable change.

Swimming will:

- Work to modernise the infrastructure of the sport by developing clear strategic and operational plans to provide the work programmes for committees and staff
- Continue to develop, at all levels, strong, robust constitutions and good corporate governance with transparency
- Improve communications with its members and the public by using a mix of traditional and modern tools
- Continue to lobby in an effective manner on issues that are of importance to the sport
- Ensure that development is delivered and managed locally to ensure the programmes are tailored to local needs

CHILD PROTECTION

A safe sport for all participants

All our programmes are athlete-centred and are designed and implemented with the interests of the swimmer participating as the focus.

Our Child Protection policies and strategies will continue to strive to ensure that parents and carers view swimming as a sport where children and vulnerable adults are free from harm and where child protection is an integral part of the culture.

Swimming will:

- Continue to work with appropriate external agencies to ensure that any concerns are dealt with in an appropriate timely and transparent manner
- Ensure our recruitment policies comply with modern employment practice and continue to obtain references on all those who have contact with children placed in our care

EQUITY

Opportunity for all

Swimming believes in the principle of sports equity by working to recognise inequalities and taking positive action to overcome them.

Swimmers with a disability are an integral part of the World Class programmes.

Swimming will:

- Work with partners to ensure that swimming is an affordable activity to all in order to overcome social exclusion
- Work to address any imbalance by continuing to develop new strategies to take swimming to those who have not traditionally seen it as their sport
- Ensure that it is accessible to everyone regardless of age, gender, creed, ethnic origin, economic position, disability or level of ability

ETHICS

Ensuring a level playing field

Swimming believes in the principle of fair play in all disciplines. Fair play includes ensuring that all those who take part adhere to the rules of the sport and participate on a level playing field.

Swimming will:

- Continue to train officials to ensure a fair and equitable standard of officiating
- Continue to develop an internal sports dispute resolution section and our judiciary to ensure fair hearings for any complaints
- Develop best practice throughout the sport. Ensure that our recruitment and selection policies are transparent, published in advance, fair and just and have an appropriate process for appeals
- Publish our code of ethics for all participants and monitor compliance