

Amateur Swimming Federation of Great Britain Limited

Minutes of the Board meeting held on Saturday 17 April 2004 commencing at 8.30am  
at the Hilton Edinburgh Airport

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| <b>Present:</b> | C Baillieu, MBE                       | Chairman                                  |
|                 | Mrs A Clark                           | ASA*                                      |
|                 | S Greetham                            | ASA                                       |
|                 | S Rothwell                            | ASA                                       |
|                 | I Mason                               | SASA                                      |
|                 | R M K J James                         | WASA                                      |
|                 | Mrs A Adams-King                      | Specialist                                |
|                 | A M Clarkson                          | Specialist                                |
|                 | <b>Also in attendance non-voting:</b> |   |
|                 | A Gray                                | Company Secretary / Head of Legal Affairs |
|                 | D Sparkes                             | Chief Executive                           |
|                 | K Chauhan                             | Director of Finance                       |
|                 | G Davis                               | Observer                                  |

Before the meeting commenced members stood in silence in memory of Mr J M Cook.

An apology for absence was received from Mr Emyr Roberts, UK Sport. Congratulations were expressed to Emyr and his wife Sue on the recent birth of a son.

Congratulations were expressed to Mrs Anne Adams-King on her appointment as ASA Director of English Programmes. Noted that Mrs Adams-King is due to commence employment with the ASA on 7 June 2004 and in view of this appointment would be stepping down from the Board at the AGM in November. Congratulations were also expressed to Mr Robert James on his appointment as Chief Executive to the Welsh ASA.

Mrs Anne Clark and Mr Guy Davis were welcomed to the meeting.

\* Mins 104 – 117 inclusive

**Min No**

**104. Water Polo – Review of Progress to Date and Future Plans**

- 104.1. Mr Nick Hume, NPD Water Polo, attended for his item and gave a presentation to the Board outlining:
  - 104.1.1. The 'step changes' made over the past 12 months and the change in training from competition based programmes to training based programmes.
  - 104.1.2. Establishing short, medium and long term goals for National Team Competitions 2004 – 2007 for the Senior and Junior Men and Senior and Junior Women.
  - 104.1.3. Building the framework to achieve these goals via LTAD, Athlete Pathway, Periodised training and competition structure, coaching accreditation and Water Polo 21.
  - 104.1.4. Building the infrastructure via coaching (core skills video, NCC), competition structure, physio, education links/accessing finance.
  - 104.1.5. The next step – High Performance Centre - Seniors 18+; National Academies - Juniors 16-18 and Regional Training Centres - Academy & Youth 12-15.
- 104.2. The Board agreed that given the current budget available to Great Britain Water Polo and the massive investment that has to be made at the top level in Men's Senior Water Polo, which Great Britain cannot match, the focus for Great Britain should be on the Women's teams and the Junior Men's team where the chances of success were far higher. The Board want to see teams that can go out and win not just show a slight improvement.
- 104.3. Mr Hume was thanked for his excellent presentation and for the hard work being undertaken.

105. **Minutes of meeting held 31 January 2004**

105.1. The minutes were agreed as a correct record.

106. **Matters Arising**

106.1. There were no matters arising not covered elsewhere on the agenda.

107. **Report of the Chief Executive**

107.1. TV and New Media Conference: Noted that FINA have approved the concept of a TV and New Media Conference based on our proposals for London in January/February 2005.

107.2. European Short Course Championships 2005: Regarding the possibility of Glasgow staging the Championships in 2005 noted that Bill Sweetenham has expressed some reservations about this because with the Commonwealth Games in Melbourne in early 2006 he would prefer to review our focus for this event. Noted that the GB TSC had agreed to support the hosting of the European Short Course Championships in Glasgow in December 2006, however LEN were not in favour of this being the alternative date but would be more agreeable to 2007.

107.3. World Masters Championship 2006: Noted that considerable help had been provided to Sheffield in preparing their bid for the Championships and the Chief Executive attended with them the FINA Bureau meeting in Dubai. Sheffield did an excellent job with their proposal and is to be congratulated given the time available to them. However despite the late withdrawal of Egypt the event was awarded to San Francisco. The bid was well constructed but without city support. The bid was of course backed by USA Masters Swimming Inc. The bid was based around a University campus with 2 x 50m pools 1 x 40m pool for water polo and a separate diving pool. There were also 17 other 50m pools locally available for training.

Agreed this message has got to reach the highest levels within the Government.

107.4. International Strategy: Agreed that the Board now need to reconsider the International Strategy with regard to International Representation and begin planning for 2008/9 and it was agreed that this be an agenda item for the November Board meeting.

107.5. Draft Strategic and Corporate Plans: Noted that the draft plans would be an agenda item for the June Board meeting and it was agreed that Jane Nickerson and Di Bishop be invited to attend the meeting as they are working on the plans.

107.6. Sponsorship: The Chief Executive up-dated the Board with regard to his discussions with Freesport TV.

107.7. Corporate Governance: The Chief Executive reported that the UK Sports Council Management and Compliance Audit – A Review of British Swimming undertaken by Littlejohn Frazer Chartered Accountants was nearing completion and British Swimming is expecting the highest classification they award. Congratulations were expressed to all involved. However a priority would be to incorporate risk assessment into the strategic planning in future.

107.8. Noted that the paper regarding Corporate Governance, which the Board received at its last meeting, had now been considered by the ASA Committee and received full support. It was also acknowledged that there was potential for conflict of interests to occur during meetings and with Mr James now Chief Executive of the Welsh ASA the Board must carefully manage these conflicts.

107.9. World Class Potential Review: Noted that whilst Genesis has undertaken a presentation we are still awaiting the final report due in mid-April. One specific issue arising from the presentation is the view that British Swimming and the Chief Executive should have more dialogue with the Home County Associations and Sports Councils' together with their Institutes. It was agreed that this extra dialogue would be helpful.

107.10. British Olympic Association: Noted that issues were again developing around the Olympic swimwear. The Chief Executive's action in adopting the position of maintaining the status quo with freedom of choice on bodysuits with a specific silhouette in a specific colour (black) without manufacturers marks

and other branding and distinguishing marks was endorsed by the Board.

- 107.11. Olympic Games : Agreed a paper be presented to the June Board meeting with an action plan to exploit any potential success arising from the Games.
- 107.12. Medical Advice for Swimming : Noted that a meeting of the Medical Committee had been convened during the Olympic Trials, attended by the Chief Executive, at which a thought provoking presentation had been undertaken by Dr Mark Gillett.

The background to the meeting was that some unhappiness within the medical community had been detected with regard to their current role.

It was noted that their frustration stems from a number of issues:

- Lack of communication with the elite programme
- Lack of clarity in their role
- A feeling that they are not valued

The presentation by Dr Gillett proposed a twin strand approach:

- That there was a need for general medical advice for the sport on general medical issues
- That there was perhaps a separate role for medical support at elite level

Noted that the Medical community wished the Board to consider the open recruitment on a professional fee basis of a medical adviser who would provide medical support services for all three Home Country Associations'. This would ensure consistent advice, allow for the formulation of common policy in this important area, advising on a day-to-day basis. A further underpinning advantage of this approach would be access to professional indemnity insurance for the Association based on the doctor's advice.

With regard to professional support for the elite programme, Bill Sweetenham's view, communicated to the meeting via Henryk Lakomy, is that the time has now come to recruit, through open recruitment, a professional doctor. Noted Mr Sweetenham had made a provisional budget allowance within his future planning for this purpose.

It was agreed in principle to support the broad thrust of the report of the Chief Executive and for the Chief Executive to liaise with the respective Home Country Chief Executives regarding same.

## 108. **Report of the Director of Finance**

### 108.1. Draft Management accounts and report for the 5 months to 29 February 2004

108.1.1. The accounts and report were noted.

108.1.2. Noted that the external audit will take place towards the end of April and the final accounts will be presented to the Board in June.

108.1.3. Budget 2004-5 : Agreed that a meeting be convened of the GB Technical Committee Secretaries and National Performance Directors' to set out a clear budget timetable.

### 108.2. High Performance Swimming Limited

108.2.1. The Swimming Award, Disability Swimming Award and Diving Award were noted.

### 108.3. Draft Budget 2004-05

108.3.1. The draft budget 2004-05 was agreed.

108.3.2. Cyclical Events: It was agreed not to make a donation to the BOA.

108.3.3. 2 – Programmes – Swimming: The Chief Executive to speak with the World Class Performance Plan Manager with regard to the staffing costs of Mr Ian Turner.

108.3.4. 3 – Operating Income – Contributions from home countries: Agree as a planning figure that the home country contributions be increased by 3% Index Linked as from 1 April 2004 and thereafter by 5% per annum for the next 4 years.

108.3.5. Noted that a deficit was being projected for 2004-05.

## 109. **Report of the Head of Legal Affairs**

109.1. 1 – Arrangements for Elections/Appointments to the ASFGB Managing Board. Noted that following the decision of the Managing Board at its January meeting arrangements are in hand for the “formal” convening of the AGM of the Company in June with a view to an adjournment to October 2004 at which time all substantive business will be considered.

At the AGM it will be necessary to give consideration to the arrangements for the election/appointment of the membership of the Managing Board. The position under the Articles of Association was noted.

109.2. It was agreed the home countries would select their respective Board representatives by September 2004.

109.3. The Chief Executive reported that Ms Helen Slatter had been identified as the Athletes’ Representative to the Board

109.4. Agreed that the Athletes’ Representative should be a retired athlete and that this be submitted as a proposal to the AGM.

109.5. Noted that the quorum for Board meetings is currently 7, agreed a proposal be submitted to the AGM that this be reduced to 6.

109.6. Agreed that the process of open recruitment of specialist Board members and Chairman should commence during the summer.

109.7. The Head of Legal Affairs reported that an appeal had been received regarding a nomination to the Olympic Team following the Olympic Trials, which was being dealt with in accordance with the agreed procedures.

## 110. **Commercial Developments**

110.1. A report by the Commercial Director on the creation of a new revenue stream ‘British Swimming Technology Products’ was noted.

110.2. It was noted that although this venture is not without an element of risk this will be reduced by trade initially as a ring-fenced operation within ASA Merchandising Limited and by using carefully targeted marketing activity.

110.3. The Board agreed to the set-up of British Swimming Technology Products provided issues around Intellectual Property Rights and Product Liability insurance were resolved.

## 111. **Technical Water Polo Committee**

111.1. Minutes of meeting held 13 December 2003 were noted

## 112. **Technical Masters Committee**

112.1. Minutes of meeting held 24 January 2004 were noted.

112.2. Min 3 Matters Arising – 2 Conditions for GB Masters Championships: The Board did not support a FINA rule change for the 19-24 age group and it was felt unnecessary. It was agreed however that the Masters could include in their Conditions that the 19-24 age group would be subject, when swimming in a GB Masters event, to FINA Masters rules and not FINA Rules.

113. **Technical Synchronised Swimming Committee**
- 113.1. Minutes of meeting held 25 January 2004 were noted.
114. **Technical Open Water Swimming Committee**
- 114.1. Minutes of meeting held 28 February 2004 were noted.
115. **LEN Congress / FINA TV Conference / Commonwealth Games Meeting**
- 115.1. A paper prepared by the ASA Director of Membership Services and Resources was noted.
- 115.2. With regard to the LEN Congress it was noted that the programme for the Congress would now end with lunch on Sunday 26 September 2004.
116. **European Championships - Madrid, May 2004 – Appointment of Representatives**
- 116.1. It was noted that Messrs A M Clarkson, S Greetham and Mrs A Clark would be attending the Championships in their LEN roles. The Chief Executive would also be attending the Championships. It was therefore agreed not to appoint any further representatives to attend.
117. **Olympic Games, Athens – Agreement : Lease of House**
- 117.1. Motions duly proposed, seconded and unanimously approved, it was:
- 117.1.1. Resolved that the Company do sign a lease agreement for the period of Olympic Games in Athens.
- 117.1.2. Resolved that the Company do grant a power of Attorney to Mr David Sparkes, appointing and empowering him to act on behalf of the Company and sign the relative lease agreement in such terms and conditions as he may in his absolute discretion approve with full power of substitution.
- 117.1.3. Resolved that the Chairman of the Company Mr Christopher Latham Baillieu be authorised on behalf of the Company to sign, seal and execute the above mentioned power of Attorney to Mr David Sparkes, the form of which is produced to this meeting.
118. **Business Planning Strategy**
- 118.1. A status report by the ASA Director of Membership Services and Resources was noted.
- 118.2. Noted that the Strategic Plan (One Stop Plan) Draft One and Corporate Plan Draft Two would be submitted to the June Board meeting.
119. **Swimming National Source Group**
- 119.1. Minutes of meeting held 24 February 2004 were noted.
120. **Report on Modernisation (IT Section)**
- 120.1. An up-date report by the ASA Director of Membership Services and Resources was noted.
121. **Any Other Business**
- 121.1. The Board noted that FINA were considering some further changes to the regulations relating to branding on Team clothing that could impact on British Swimming's commercial position.
- 121.2. Olympic Games 2004 – Agreed the Chairman send a letter of congratulation from the Board to those selected to attend the Games.

122. At this point the Board went “into Committee” and the professional staff left the meeting.

123. **Appointment of Additional Specialist to the Board**

123.1. Mr Guy Davis was appointed to the Board as a Specialist member.

124. **Appraisal of the Chairman**

124.1. Mr Greetham reported to the Board on the outcome from the appraisal of the Chairman.

125. **Date of Next Meeting**

125.1. Confirmed as Saturday 19 June 2004 at Holme Pierrepont, Nottingham.