



Swimming Development Conference. Strategy 09-13

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Why?

- Existing Whole Sport Plan finishes 2009
- Because we should!



09-13 : The process

- Bottom up approach and whole sport approach
- Seven Key themes:
 - Learn to Swim
 - Lifelong participation
 - Health
 - Athlete Development
 - Workforce Development
 - Corporate Governance/Infrastructure
 - Facilities



Seven Ambitions!

- **Learn to Swim:** Everyone should have the opportunity to learn to swim.
- **Lifelong Participation:** To provide the opportunity to actively participate in the sport throughout their life.
- **Health:** Each year, 1% more of the population swimming at least once a month.
- **Athlete Development:** To provide an all inclusive talent (or athlete) and development programmes for each discipline.



Seven Ambitions....

- **Workforce Development:** To deliver a world class workforce development system that is capable of delivering the acquired number of people for the needs of the sport.
- **Facilities:** To Influence the increase in the number of venues suitable for competition and training of aquatics.
- **Corporate Governance/Infrastructure:** To ensure all business activities and processes stand the test of internal and external scrutiny.



Leading to.....

LTS:

- Percentage of children achieving key stage 2 attainment target

LLP:

- Number of accredited foundation clubs (Swim21)

AD:

- Number of Beacon programmes





And.....

WFD:

- Number of licensed teachers and coaches

Facilities:

- Number of pools with diving facilities

Corporate Governance:

- Training for the asa staff and volunteers



The challenge for you!

Are these ambitions and KPIs:

- Realistic and measurable?
- Are they relevant?
- Can you suggest others?



Sport England Strategy: the challenges for us

- Commissioning: we will succeed or fail together!
- Growth: One million new participants: *how many can we deliver?*
- Sustain: reduce drop off rates: *how can we be innovative to retain participants?*
- Excel: clear and seamless Talent pathway: *is our Talent pool sufficient?*



the asa STRATEGY : SOME CHALLENGES

- Retain/grow volunteers
- Do we have the capacity?
- Build our business
- Address and deliver a health/schools agenda
- Deliver Talent



Timescales

- Now, Sport England support starts
- Beginning July, draft plan out to consultation
- End September, final plan submitted
- 9 December, decision



So!

- Good luck with that lot!
- We are lucky, swimming has everything!
- We are leading the way!