

Swim England South East
C/O Freedom Leisure
The Paddock, 1-6 Carriers Way
East Hoathly
East Sussex
BN8 6AG

Date: 27th June 2024

Dear Friends,

Many thanks for giving up your valuable time to contribute to the strategy discussions on 13th June. As I said on the day, I appreciate how busy you all are and I don't take your commitment for granted. We have summarised the key findings which you will find attached; if there is anything that you feel passionately about, that we have missed, please let Kristie or me know.

Since the workshop there has been a regular RMB meeting where we agreed that this output gives us essential insights to feed into any forthcoming strategy discussion with the NGB. It will also enable the regional strategy sub group to review and identify how to incorporate the findings into any future South East Region strategy, particularly addressing any quick wins; our next meeting will be after the summer break in September.

Finally, it was agreed that we will specifically address the responses to "What would you like to see from the South East RMB?" at our next Board meeting in September.

It is my hope that you will all continue to be part of our "Strategic think-tank" as we work together to enhance the delivery of aquatic sport in our region.

Again, many thanks and may I take the opportunity to wish you all a very happy summer.

Kind Regards



Sara Todd
Chairperson
Regional Management Board
Swim England South East

Regional Strategy day - 13th June 2024 – Responses

Consistent messages/ highlighted priorities

- We should recognise that performance swimming can exist in a healthy/ enjoyable environment.
- Clubs should be for all members and we should be encouraging / helping clubs to work together to create a system that can cater for all abilities and disciplines.
- There is a need to educate the whole swimming community to support inclusion in aquatics across all aspects; teaching; coaching; officials; volunteers; parents.

Listening report feedback

Which of the recommendations resonate and what are the key priorities?

- Performance swimming was a key area of discussion. Performance means different things to different groups. A consistent message was that it is possible to provide performance swimming, not to the expense of enjoyment, they should co-exist. Not all clubs can provide “Performance” and at times this can be at the expense of other areas, therefore a system / framework of club structures would help athletes and clubs to deliver effectively for their members and across disciplines.
- Continued Listening at all levels of the pathway – not just nationally.
- Safeguarding/ Welfare – education for coaches and support for the Welfare Officers at all levels.
- Support clubs with integrated IT systems.
- A clear, efficient and equitable complaints system.
- A national event calendar, at least 1 year ahead.

What is missing from the regional strategy?

- Information on the regional/ county relationship.
- Regional aspirations based on facilities.
- Pool planning engagement methodology.
- Well governed and financially robust/ sustainable clubs are separate on the objectives, should they be together?
- People management support – with more emphasis on “soft “ skills beyond formal technical training , especially for coaches but including volunteers (e.g. communication, managing difficult conversations, mentoring)

What we do well in the region?

- Development programmes
- Events, including live stream

- Swimming coaches forum – good ownership and sense of responsibility
- Artistic and WP performance outcomes
- Communication
- Professional support
- SwimMark and club affiliation support
- Planning
- Bursary schemes

What we could do better/ additional support required?

- Events – value added experience
- Face to face training / subject- specific conferences
- Celebrate successes
- CPD – support areas not covered in formal coaching qualifications
- Greater social media presence
- Long term projects
- University swimming
- Buy in expertise for specific projects
- Parent education
- Embrace technology
- Strategic approach to pool operators
- Multi discipline clubs
- Standardised software
- Equity for the disciplines
- Club structure with overall support to share resources – similar to academy trusts in schools
- Socio economic inclusivity
- Clubs could professionalise key roles
- Sharing good practice between clubs
- More opportunities for those not reaching county/ regional clubs – more inter clubs galas- team events
- Education to make aquatics more inclusive
- Corporate purchasing power
- Consultant services

What would you like to see from the South East RMB?

- Clarification on what the RMB does and how they can support and add value
- More celebration
- Clearer signposting for key issues
- Visible presence at events
- Opportunities to engage with RMB – e.g. evening with Sara
- Clear link with the counties
- Communication – 2 ways and with improved response times

What would you like to see from the NGB?

- Establishment of key relationships – NHS, Sport England, government.
- Lobby government/Sport England for mandated consultation over pool build projects.
- Collaboration rather than direction.
- Risk assessment app.
- Integrated IT systems.
- Recognition of the size of the regions and distribute resources and opportunities proportionately.
- Official training to be kept simple – not easier.
- Complete toolkits for all compliance work. Clubs should only have to amend if they see fit to.
- Zoom roadshows for those unable to attend the face to face ones.