

GOVERNANCE & COMMERCIAL

Swimming recognises the importance of ensuring the business activities of the sport are delivered on a solid governance platform leading to the efficient use of resources with sound accountability and stewardship.

It is vital that strong and effective communication channels are forged with grass roots organisations and those who are the key deliverers of aquatics programmes and activities.

Key

Black Local Authorities

Red CSP

Green Disciplines

Blue Clubs

Purple School Sports P'ship

POSITIVES

- NPTS x 2
- Deliverable at all levels – Schools, LA, private & Public Sector
- Aquamark
- Swim 21
- Financial accountability for specific swimming development officers
- Management authority for specific officers
- Creation of strong external partnerships
- Local, Regional & National structure
- Good links to CSP
- Good relationship with ASA NW
- Merseyside Aquatics Forum now has some key priorities and drive
- Cumbria CSP will soon have license to issue clubmark as well as having network of support officers assisting clubs with clubmark or equivalent accreditation
- CSP is party to rich source of data which can share with key partners to assist with future planning/delivery
- CSP officers available to engage with NGB on various levels inc 1:1 and a s reps on county strategic groups/bodies
- Club and County are well managed by volunteers
- Run by non profit making body
- Positives attitudes from the leadership
- Bring clubs together to discuss, argue & agree the future
- Better training for administrators, club officers
- Better communication between region, County, Local assoc & clubs
- Child protection

NEGATIVES

- Differing information being reported
- Confused Swim 21 process
- Marked lack of funding until 50m pool in Liverpool
- Lack of sharing areas/examples of good practice
- No aquatics officer for Merseyside
- No LA officer for aquatics for a long time
- No regional driver
- Not enough benefits back into the sport from NGB
- Lack of awareness of local issues
- Funding resources not readily available at local level
- **Uncertainty about level of direct NGB involvement to deal with local issues at club level e.g friction between Carlisle clubs**
- Replacement volunteers few & far between
- Individual sports split
- Sometimes fabric owned by LA but run by another body
- Little support for local organisations
- Rubbish!
- Too centralised
- ASA + regional fees
- License fee for competitions add to cost of running galas
- Leadership only concentrates on elite level – without grass roots elite wouldn't be achievable
- Pool hire too expensive
- Interference from LA – L2S programme taken away from clubs
- LA not feeding swimmers into club
- Amateur sport run by professional
- No communication upwards x 2
- Swimming is not a business
- Who is the asa
- No support from ASA
- Lack of ASA officers in area
- Cost of UKCC courses taking training out of reach of potential new teachers

IMPROVEMENTS NEEDED FOR THE FUTURE

- Standardise information being given relating to queries
- Becker checking procedure for Swim 21
- Clearer processes to funding availability i.e what is available, where do you go, how do you get it?
- Sharing examples of how programmes can be sustained
- Merseyside Officer
- All partners linking into same strategy
- Information cascaded to borough development group
- More proactive liaison between clubs/sports bodies/facilities
- **Establishment of A3**
- **Ensure Merseyside Aquatics Forum is clearly accountable**
- **Borough plans must reflect regional strategy**
- **Clear engagement and commitment to work together**
- **Local govt should be under an obligation to provide adequate sporting opportunities inc professionally run clubs**
- **Accountability for poor standards must be clear**
- **ASA to have closer links with Las & Schools**
- **We need to talk & plan together**
- **Recognised swimmers/wp players to visit clubs (eg Internationals)**
- **Contact between clubs & local schools important**
- **Recognition of contribution small clubs make to ASA**
- **Leadership that recognises grass roots swimming and drives forward sponsorship deals**
- **Communication – consultation with clubs – not just dictate**
- **More asa workshops on club nights**
- **Reduce fees for swimmers & officials**
- **Facilities to organise courses without license fee**
- **Recognition and support of L2S schemes by ASA with no financial cost to club**
- **CPD training for coaches locally**