



THE ASA ANNUAL REPORT 2014/2015



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WELCOME



Adam Paker
Chief Executive

The ASA has a rich history of leading aquatics in this country and everyone associated with it – volunteers, club members, staff, partners and supporters – has an incredibly important part to play in its success.

These pages reflect the numerous accomplishments of the past year, from the competitive successes of our talented athletes and coaches, to the development of new resources to ensure the quality of swimming lessons, and innovative programmes encouraging more people to take to the water regardless of their age or background.

But as we reflect on the past year, we must also look to the future. Growing adult participation continues to be a challenge, but as we develop our insight-led strategy and work closely with our partners, I am confident we will see more people swimming regularly and taking part in aquatics.

I am incredibly proud to be working in an organisation that includes so many enthusiastic and dedicated individuals. I would like to thank you all for your support and for helping to ensure that, each year, millions of people are able to enjoy the many benefits of swimming and aquatics.



Chris Bostock
Chair of the Sport
Governing Board

To start, we wanted to pay tribute to our partnerships with Kellogg's and British Gas, both of which came to an end this year. Their impact on aquatics has been huge and we are very grateful for their involvement.

Since the last Annual Report, we have welcomed Adam Paker as our new Chief Executive and we have been working to ensure the two Board governance structure is embedded within the ASA's constitution and supporting all aspects of the Association.

The Sport Governing Board (SGB) has put a strong structure in place for the leadership of all the aquatic disciplines, ensuring the focus is on the whole pathway from skill development, talent through to elite. More detailed reviews have taken place for synchronised swimming and water polo, with new strategic and operational plans being drafted.

Considerable work has been undertaken on the Learn to Swim Pathway, with a focus on the early stages. Towards the end of this period, work commenced on standards for 'baby swimming' which will be finalised during 2015.

Clubs remain at the heart of the ASA and the SGB has taken particular interest in ensuring the club structure delivers for members at each stage of the swimmer's journey. We also ensured representation on the Pathway Implementation Group, providing input to the revised swimming competition structure and changes in the Long Term Athlete Development model.



Lisa Wainwright
Interim Chair of the
Group Board

The Group Board continues to work closely with ASA colleagues and partners to provide the strategic direction of the Association, support the development of the ASA as an industry leader, and ensure sufficient resources are in place to meet the needs of the sport.

Ensuring aquatics remains high on the political agenda is key to the Group Board, and the launch of the School Swimming Charter and the 2015 Manifesto for Aquatics provided opportunities to continue engaging with Ministers to help influence the sport and health agendas.

While there have recently been some challenges, the ASA is in a strong position to drive participation and we are pleased that Sport England share this confidence through their recent two-year funding commitment.

This is an exciting time for the ASA and, on behalf of both Boards, we would like to thank all our members, volunteers, staff and partners for all the ongoing hard work and commitment in helping us to achieve our aims.



LEARN TO SWIM

Every child and adult able to swim

► The ASA Learn to Swim Pathway

The ASA Learn to Swim Pathway remains the most successful programme of its kind in British sport. The ASA Aquatic Officers continue to support operators to implement all four frameworks to ensure a seamless pathway from birth to adult swimming provision.

The Learn to Swim Framework (stages 1-7) is still the most popular section of the Pathway, and we encourage operators to use it in full to improve retention within their programmes and raise the quality of delivery by using the Learn to Swim Review and Learn to Swim Accreditation programme tools available from their aquatic officers.

Once again, our implementation figures have seen an increase in the number of sites using our programmes.

- Foundation Framework (Pre-school) – 530
- Learn to Swim Framework (Stages 1-7) – 952
- Aquatic Skills Framework (Stages 8-10) – 506
- Adult Swimming Framework (Adult) – 161

Review and Support Resources

To further improve the quality of Learn to Swim provision, the aquatic officers are now able to offer Learn to Swim reviews, Learn to Swim observations, Learn to Swim Pathway implementation training, customer service training and swimming co-ordinator induction training.

The support package has been developed centrally by the aquatic officers, with the Partnership Provider Programme (PPP) customers in mind, to ensure consistent support to operators to help develop Learn to Swim provision.

Learn to Swim Accreditation/ Quest Partnership

This year, we have formalised our partnership with Sport England's Quest Accreditation and now deliver all our Learn to Swim Accreditations through Right Directions, who have been delivering Quest. ASA Learn to Swim Accreditation (formerly swim21 Learn to Swim) is now available in two formats:

- ASA Learn to Swim Accreditation – stand alone
- ASA Learn to Swim Accreditation as part of Quest Facility Accreditation.

ASA Awards

1,861,180

ASA Learn to Swim Awards
awarded in 2014-2015

690,136

Stage Awards (1-10)

6,378

Learn to Swim providers
using the ASA reward and
recognition scheme

National Curriculum Swimming

The new Physical Education (PE) Curriculum came into force in September 2014 stating that all schools must provide swimming instruction in either Key Stage 1 and/or Key Stage 2.

The ASA's 2014 School Swimming Census provided evidence that steps are being made in the right direction as there was a six per cent increase in the number of 7-11-year-olds able to swim 25 metres unaided.

Our ongoing commitment to school swimming has seen the development of the new School Swimming Charter, launched in November 2014. This enables direct relationships with primary schools and encourages and supports them to take school swimming seriously in order to meet the new curriculum standards.

In the first five months since the launch, over 300 schools have signed up and are working in partnership with the ASA.

The National Curriculum Training Programme (NCTP) gives school staff the knowledge and skills to be able to deliver a quality school swimming lesson and, between April 2014 and March 2015, over 2,000 teachers were trained.

The NCTP has been redeveloped to provide school staff with new and exciting delivery options that will provide opportunities for more school staff to access training easily.

The six point manifesto is still a priority for the ASA and, following the announcement that the PE and school sport funding will be made available annually until 2020, there has never been a better opportunity for schools to prioritise the funding to ensure that all children learn to swim.

This can be done by:

- Signing up to the School Swimming Charter
- Upskilling school staff to deliver quality lessons
- Providing additional swimming lessons
- Increasing water time.

2014 School Swimming Census Results

An increase of
in the number of
7-11-year-olds
able to swim 25
metres unaided

6%

This is just the tip
of the iceberg with
45%
of children
between the ages
of 7-11 still unable
to swim 25 metres
unaided

83%

of secondary schools
do not know the level
of swimming attained
by incoming students

40%

of parents
do not know their
child's swimming
progress or ability





Swim Safe

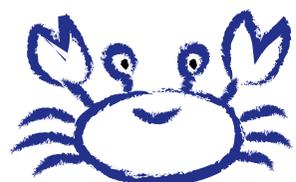
Swim Safe is an annual programme run by the ASA and the Royal National Lifeboat Institution (RNLI) that gives children an opportunity to learn about the differences between pool swimming and swimming in open water, through free improver swimming sessions and beach safety advice.

In 2014 there were 3,600 children participating across the four sites:



1,327
at Bude Sea Pool

1,150
at Boscombe Beach
Bournemouth



809
at Sandhaven Beach
South Shields

2014/2015 Major Projects

Pools 4 Schools

During 2014/15, Pools 4 Schools has taught



Since 2008

170,000

school lessons have been delivered and

13,000

community users have had lessons in the pools over 31 locations

School Swimathon

In 2015,



338
classes



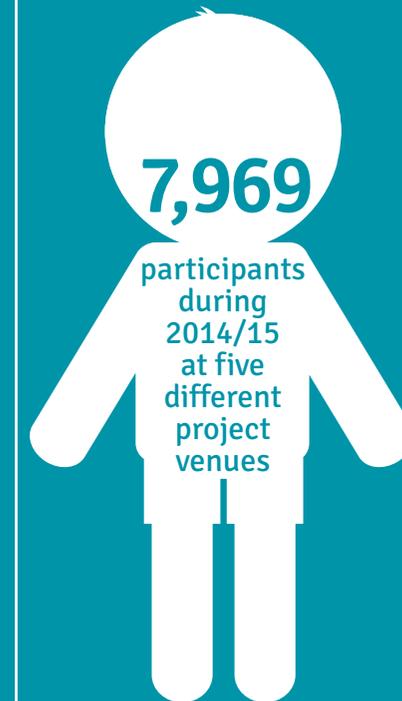
Swimathon

Grants in 2014 helped over

1,500

people to access aquatic activities across 22 different projects

Make a Splash



314

at Fell Foot Park and Low Wray Campsite
Lake Windermere



HEALTH AND WELLBEING

More people swimming more often



▶ Swimming is one of the few sports that is accessible to all, irrespective of age or ability. It also offers proven health benefits, contributing to physical and psychological wellbeing. This provides the ASA with an opportunity to appeal to the diverse population and reach individuals in ways that other sports do not.

The ASA can promote the benefits of swimming to those who are already active and those less active but, uniquely, is also in a position to improve the quality of life for those with more serious health problems. Physical inactivity is the fourth leading risk factor for global mortality. In the UK, only 30 per cent of the population is active enough for good health.

ASA Dementia Friendly Swimming Project

The ASA Dementia Friendly Swimming Project was launched in February 2015 at Chester-le-Street Leisure Centre, County Durham. The three year scheme is one of 30 voluntary sector projects to be awarded a grant by the Department of Health's Innovation, Excellence and Strategic Development Fund (IESD).

The project is aimed at enhancing the swimming experience of people living with dementia. The ASA is working with the Alzheimer's Society, Durham County Council and Manchester City Council, along with health care professionals and

community groups, with the aim of building a network of swimming pools that are safe and welcoming for people living with dementia, and their carers.

For further information please visit www.swimming.org/dementiafriendly

Mental Health

Swimming for people living with mental health issues has been explored further, and the launch of a major programme by Sport England and Mind (the mental health charity), 'Get Set to Go', aims to improve the lives of 75,000 people through access to sport in their local communities. The ASA has been supporting the programme and will continue to do so by creating opportunities at a local level through engagement with eight pilots.

The ASA is also supporting the Mental Health Charter for Sport and Recreation, which was launched in March 2015 and sets out how sport can use its collective power to tackle mental ill health and the stigma that surrounds it.



Charter for Change

The ASA was the first national governing body (NGB) of sport to sign up to the English Federation of Disability Sport's (EFDS) Charter for Change. Launched at the Houses of Parliament in February 2015, the Charter outlines the key changes needed to ensure that many more disabled people can reap the benefits of being active for life. Speaking at the launch, ASA Chief Executive Adam Paker reiterated the ASA's commitment to supporting the Charter.

For more information, go to www.swimming.org and search for 'charter for change'.

Deaf-Friendly Swimming

The National Deaf Children's Society and the ASA have created the Deaf-Friendly Swimming i-Learn course to help teachers and coaches become more aware of deafness. The course is accredited, easy to complete and free of charge. The course teaches how best to support, teach and coach deaf and hard of hearing people. The ASA and the IoS encourage every active teacher and coach to take advantage of this free course to continue to ensure that swimming is a fully inclusive sport.

Equality and Diversity

The ASA has worked towards building an inclusive pool programme throughout England, and is committed to continuing to do so, in order to help create the right environment, and a clear pathway, to give every single person the opportunity to take part in swimming and make it a habit for life.

By working collaboratively with key national insight partners, pool providers, operators, clubs and our participants, the ASA wants to achieve this vision and lead changes for swimmers of all protected characteristics, truly making swimming a sport for all.

Black, Asian and Minority Ethnicity (BAME) Swimming

Swimming is the third most popular sport for BAME communities. The ASA has been working closely with Sporting Equals to increase BAME swimming participation.

around

34,000

more BAME

swimmers in 2014/2015 according to Sport England's Active People Survey results

The ASA attended the first ever British Ethnic Diversity Sport Awards held in Coventry in February 2015, and invited some leading BAME athletes, club members and community participants to attend and celebrate our commitment to grow BAME swimming participation.

The ASA has also made an important commitment to support Sporting Equals' Leaderboard initiative to promote diversity in NGB board membership.

Women and Girls Swimming

Swimming is the second highest physical activity for women and girls behind exercising in the gym. Although there has been a drop in female participation in comparison to last year, swimming has the highest latent demand of any sport for females.

The ASA has a key delivery partnership with Women in Sport – also funded by Sport England to support NGBs – and has identified priority areas as well as carrying out a number of research projects to increase understanding of female attitudes to sport, and specifically to swimming.

Lesbian, Gay, Bisexual & Trans (LGB&T) Swimming

LGB&T activity is a new focus for the ASA, and for sport in general, but the ASA has done, and is doing, a lot of work to engage with and understand England's LGB&T population in more detail.

The ASA has been able to utilise a number of key partnerships to conduct an LGB&T audit, including the Government Equalities Office Anti-Homophobia and Transphobia in Sport steering group, Ditch the Label, Pride Sports, Trans in Sport and Stonewall. This audit was an online survey designed to investigate in detail LGB&T barriers and motivations to swimming and shape the ASA's future strategy to grow LGB&T swimming participation.

The ASA followed up the LGB&T audit by running a series of roadshows in four major cities. These provided a chance for the ASA to engage with LGB&T participants, promoting the results of the audit as well as outlining our future strategy.

The ASA has also supported the establishment of several new trans swimming clubs with huge success in Sheffield and London with the formation of TransActive and TAGS swimming groups. The ASA is the only national governing body to be a member of the Stonewall Diversity Champions programme, Britain's good practice employers' forum on sexual orientation.

Active Workplace

The Health Committee report demonstrates that individual lifestyle interventions need to be developed to reverse the impact of physical inactivity. There is a clear focus on using physical activity as a preventer of illness and making physical activity part of our everyday life. Seventy per cent of the adult population are in employment so the ASA Active Workplace initiative is a key avenue to promote the benefits of physical activity and, more specifically, swimming. The ASA is working across 60 workplaces and has over 2,500 employees taking part.

SwimBritain

SwimBritain training sessions took place in 135 pools nationwide. These sessions focussed on improving fitness and providing guidance in order to assist participants to swim either the 500m or 1,000m distance. Overall, there were 3,408 participants in the SwimBritain events.

UpMySport

UpMySport is a web and mobile platform that enables instructors (activators, coaches and teachers) to manage relationships with participants effectively in order to grow and retain participation.

The ASA is conducting three pilots with UpMySport to test the application of technology and the impact this has on participation and retention in swimming.

Swimfit®

It has been another excellent year for Swimfit® with more people, more centres and more classes reaping the benefits of this fitness programme. The programme is used in over 500 centres, an increase of nearly 250 from the previous year, whilst participation in the classes is over 10,000 per week, double the number taking part over the previous year.

There have been a number of key developments, such as the Swimfit® Gym programme; 30 exercise cards that activators can use in their Swimfit® sessions to bring a gym class style programme into the pool. Over 100 have been sold.

The redesign of the website, www.swimfit.com includes information on the programme and also two community sections for Swimfitters and activators respectively to talk about the programme. The site receives around 6,000 unique visitors a month and is growing.

The activator workforce continues to increase. In the last year, we have trained a further 527 activators across 47 seminars, taking the total number to 2,027. The support to activators has also grown with a number of 'Celebrate' refresher events taking place.

Nuffield Health joined Swimfit® as part of the Partnership Provider Programme (PPP), and uses it at all 79 of their pool sites. They have really embraced the programme and are seeing real success in their delivery.

More Parkwood sites have also joined the programme and the ASA looks forward to supporting a further increase in 2015.



The Swimfit® programme is in over **500** centres

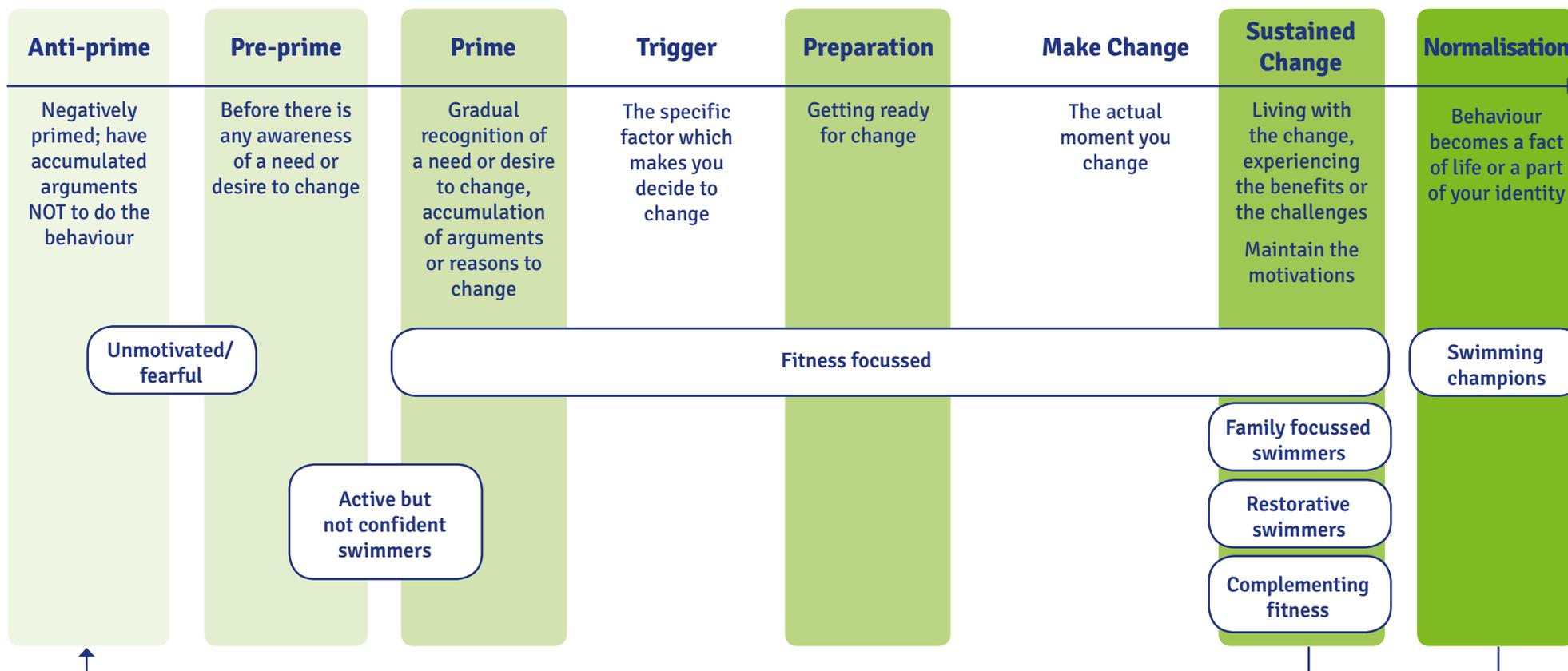
An increase of nearly **250** from the previous year

Participation in the classes is over **10,000** per week

Double the number taking part over the previous year



Behaviour Change Journey



Insight

The aim of the Insight Department is to support the ASA Strategic Plan by providing evidence that will build our understanding of the swimming market and influence our decision making.

Two of the most significant projects are Data Leagues and Consumer Segmentation:

- Data Leagues will deliver more detailed market intelligence than ever before on the number of participants and their swimming behaviours, by drawing data directly from operators' till systems. This cutting-edge management information tool will continue to be developed for launch in autumn 2015.

- Consumer Segmentation is a multi-stage research process using sophisticated techniques to define and understand the motivations, barriers and swimming habits for 14+ year olds across England.

The graphic above highlights each of the seven segments by their position in the 'behaviour journey'.

This allows us to chart each person's relationship with swimming, according to their attitudes and behaviours, so we can focus on developing more 'consumer-friendly' swimming experiences, to drive increased participation in our sport.

Lapsing | Revert back to pre-change status



WORKFORCE DEVELOPMENT

Growing and supporting our membership



The ASA Awarding Body has issued

9,104

qualifications across
levels one, two
and three

APPROVED
CENTRE

The ASA
Awarding
Body gained **six**
additional approved
centres, taking the
total to **34**

▶ ASA Awarding Body

The ASA Awarding Body (ASA AB) gained six additional approved centres, taking the total to 34. This includes centres in England and Wales, as well as those in Dubai and Abu Dhabi.

The number of certificates awarded shows continuation of our year-on-year growth to 9,104 qualifications across levels one, two and three – including those by the IoS and other centres. In addition, 6,677 Continuing Professional Development (CPD) certificates have been issued, including certificates for those who participated in volunteering CPDs.

In conjunction with the ASA Workforce Support Services Team, a highly successful Approved Centre and Educator Conference was staged in October. The conference attracted excellent feedback with 88 per cent of all responses grading aspects of the conference as either ‘Outstanding’ or ‘Good’.

The specific awarding body website has now been launched, and the Qualification and CPD Development and Review Process redeveloped to ensure that the products are valid, reliable and fit for purpose. This process has been implemented owing to an Ofqual (The Office of Qualifications and Examination Regulation) validity check requirement which is central to ensuring continued improvement.

Workforce Support Services

Following the introduction of the annual licensing requirement in 2013, the number of tutors re-licensing within the period of renewal has significantly increased with over 130 educators meeting the deadline – an increase of 38 per cent on the previous year.

In the last year, eight new tutors have qualified to become ASA Licensed Educators, with a further two trainees soon to qualify. The 2014 trainee tutors have shown significant progress towards the completion of their training with over 50 per cent due to complete their final attachments in mid 2015, including tutors from all aquatic disciplines.

The 2015 tutor training programme will see the recruitment of a further 25-30 new trainee tutors with over 90 applicants competing for places.

Volunteer Engagement

The ASA would like to express its sincerest gratitude to our dedicated volunteer workforce whose continual support underpins the core of our organisation. Their ongoing commitment and achievements are an inspiration to us and fundamental to what the ASA has achieved over the last financial year.

The ASA remains committed to ensuring the profile of volunteering and the number of volunteers continues to grow. The aim is that every volunteer should have a rewarding and positive experience, and this year's volunteer satisfaction survey was the first of what will be an annual opportunity for our workforce to contribute to our future strategy.

Over the last year, 1,380 training opportunities have been provided for young volunteers aged 11-25. Of these, 616 were made available at a local level through the ASA Volunteer Engagement Leading the Lane programme, which continues to ensure that more young people are supported at grassroots aquatics. Also, 679 team managers, aged 26 or above, have been trained.

National Talent Camp

The National Talent Camp (the Youth Sport Trust's renamed National Young Coaches Academy) has developed into a unique programme of activity which allowed us to engage coaches, officials and athletes at one camp alongside six other sports. We have so far engaged 87 young coaches, 16 young officials and five athletes, working with 108 programme mentors. This project continues to develop and now offers a comprehensive 12 month programme of activity for both aspiring and talented coaches and officials. At the 2015 Youth Sport Trust Innovation Awards, the ASA received the first ever Youth Sport



Trust NGB Award for our commitment and achievements through this programme.

Awards

For the first time, the Swimtastic Awards and the Aquaforce Awards joined together to celebrate and recognise aquatic participants, providers and our volunteer workforce. The full list of national Aquaforce winners can be found at www.swimming.org/asa.

Several ASA representatives were also recognised from outside the organisation including Jill Stidever, pictured on page 18, the East Midlands Today BBC Unsung Hero, who went on to be crowned BBC Unsung Hero of the Year at the Sports Personality of the Year Awards.

Ray Gordon, member of the ASA Sport Governing Board, pictured above, received the Torch Trophy Trust award from the Countess of Wessex for his dedication to volunteering at grassroots level.

Over the last year,

1,380

training opportunities have been provided for young volunteers aged 11-25

In 2014/2015



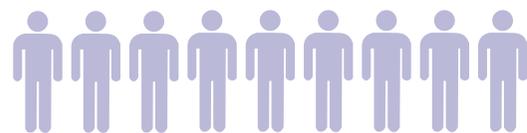


In the year under review, there were

6,465
IoS learners across
level 1 and 2

4 new stroke CPDs
demonstrating
best practice have
been piloted

We have delivered
apprenticeships to **652**
apprentice learners



The Institute of Swimming (IoS)

Commercial activity continues to grow, especially with the opportunity for online learning. In the last year, 3,688 learners participated in face-to-face CPD activities, whilst a further 1,561 participated in e-CPD.

We currently provide IoS membership status to 7,500 teachers; this has been extended to provide free membership for our Aquatic Apprentices. Just over 4,300 learners attended over 300 Level 1 courses and 2,147 learners have been on Level 2 Teaching and Coaching courses through face-to-face or blended learning delivery models.

Almost 13,000 certificates were issued across our portfolio of qualifications and CPDs, whilst four new stroke CPDs demonstrating best practice have been piloted.

Almost
13,000
certificates were issued
across our portfolio of
qualifications and CPDs

In supporting the ASA Equality and Diversity agenda, we are reviewing our learning support materials in order to improve their accessibility, and we have introduced a new Deaf-Friendly CPD, for which uptake has been strong.

In seeking to improve our information and booking portal, a comprehensive scoping project has been commissioned with a view to improving IoS online.

We delivered apprenticeships to 652 apprentice learners across all frameworks. Year-on-year, success levels continue to improve, supported by our use of e-tracker software that enables proactive management of the learner journey. Our success is reflected in very positive awarding body external verifier reports and by having gained Matrix accredited status.

IoS Learning Solutions Team

The learning solutions team has continued to develop high quality online and blended learning products for the IoS, the ASA and other national governing bodies and external organisations. A blended learning product combines the best elements of both online and face-to-face learning in order to provide a more flexible and personalised learning experience for our customers.

New Products

Several new products have been developed for the IoS including:

- A level 3 blended learning coaching qualification to support progression within the coaching workforce
- Six online CPDs to help teachers and coaches enhance their understanding of how to teach technical skills.

New products also support the continuing development of the teaching and coaching workforce including:

- A new blended learning level 3 qualification course in education and training which is a mandatory requirement for our tutor workforce
- A blended learning tutor training programme to upskill our tutor workforce to deliver the new blended learning products
- An online CPD presenter module which will become a mandatory requirement for the ASA Presenter Licence. The creation of three online compliance modules (Equality & Diversity, Health & Safety, and Safeguarding) supports the IoS tutor workforce to undertake mandatory compliance training.

Partnership Working

Partnership working with the ASA Learn to Swim Team has resulted in the development of a new blended learning National Curriculum Training Programme supporting primary and secondary school teachers to deliver swimming lessons at the statutory national curriculum levels.

Quality Development

Quality development has been a priority concentrating on four key areas:

- Creation of a quality development process
- Development of support materials to create a PebblePad Help webfolio which contains resources in a variety of formats to help our learners to understand how to use the online system
- Establishing mobile technical compatibility guidelines to ensure that all new products work across a number of key mobile platforms
- Focus on product accessibility which includes the incorporation of transcripts or subtitles for all video resources and the creation of screen reader-friendly guidelines. The latter are being incorporated into our suite of disability products to ensure that they can be accessed by learners with visual and hearing impairments.



CLUB DEVELOPMENT

Supporting affiliated English clubs

ASA Club Strategy

Our vision for clubs is:

- A growth in club membership
- Defined athlete pathways that lead to an increased talent pool
- A network of quality and sustainable clubs at the core of our talent pathway.

The strategy is measured through a series of key performance indicators (KPIs). Clubs are updated on progress and consulted for the following year through the annual ASA Club Survey, released with the membership renewals in December each year.

swim21

The swim21 portal has been live for over 18 months and it is now a user-friendly club accreditation system that clubs are comfortable with. Sport England and other national governing bodies of sport have looked at swim21 as a model of best practice.

The number of swim21 clubs continues to grow despite the number of affiliated clubs declining. The other accreditation modules are also gaining momentum.

Clubs nationally have
200,932
members

of that
65,977
have category 2 membership

In England there are
1,095
clubs

496
clubs have swim21
accreditation

9 swim21 Networks

2 performance
environment
accreditations

There are
22
Club Networks

and **23** Satellite
Clubs



20 Beacon Programmes

Current ASA Beacon Programmes

Club Networks are a group of clubs working on an agreed plan towards the following objectives:

- To retain and increase ASA members
- To retain and increase volunteers, teachers, coaches and officials
- To raise the standards of performance across appropriate aquatic disciplines.

Club Networks have been gathering momentum with clubs seeing the benefits of working together, sharing best practice and building the local athlete pathways. Another key benefit has been workforce development, with every Club Network completing a Training Needs Analysis (TNA), enabling the appropriate courses and workshops to be organised.

Club Networks

Club Networks are a strategic priority as part of the Club Strategy 2013-2017.

They will ensure that we are able to support a wider number of clubs, maximising resources and investment and securing a defined athlete pathway within each network.

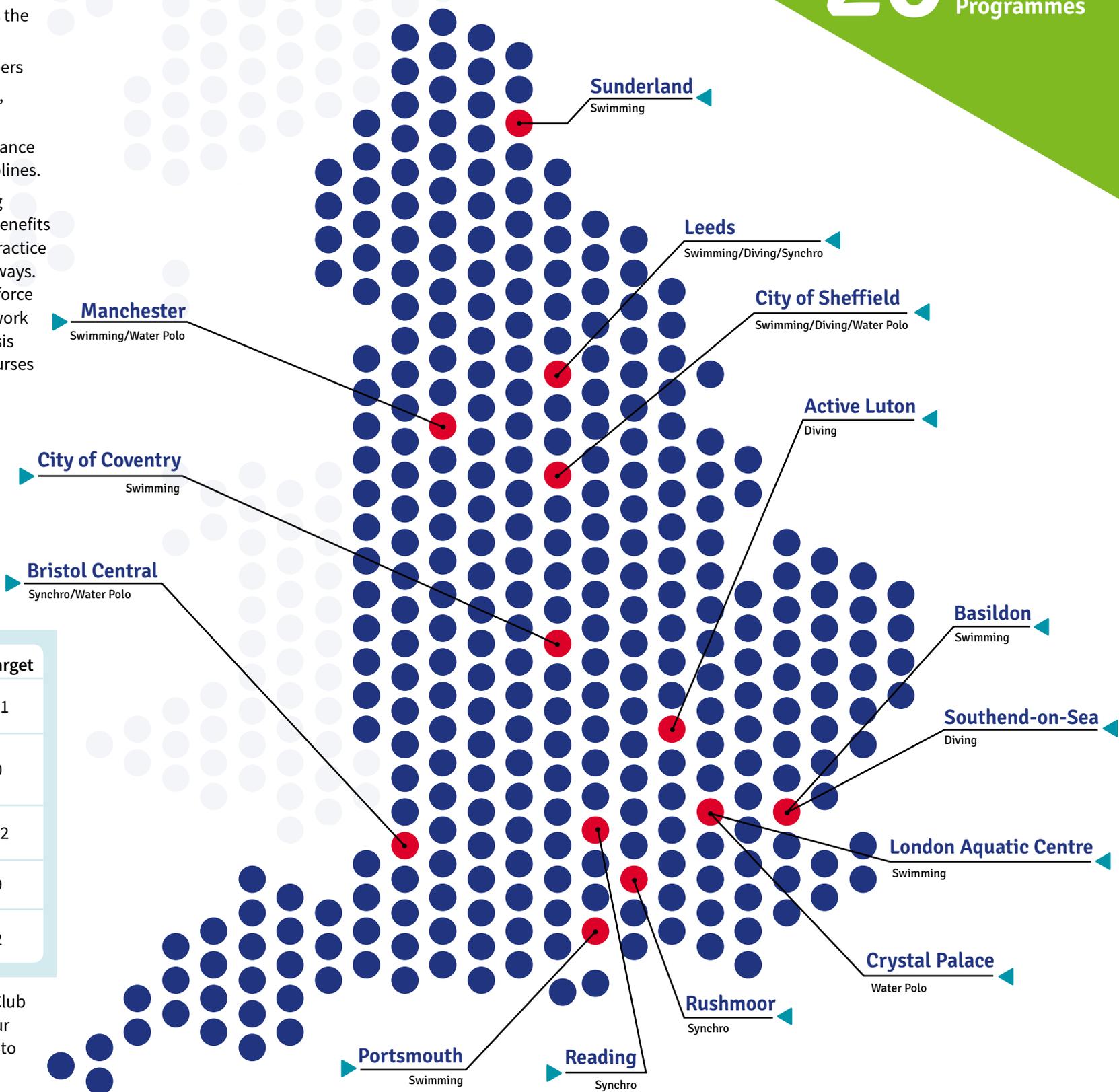
Beacon Programme 2013-17

Beacon Progress

Objective	2014/15 Position	2017 Target
Number of athletes engaged within all Beacon programmes	1,528	1,511
Number of athletes engaged with English Talent Programmes (ETP) within all Beacon programmes	130	120
Number of category 2 members across the wider Beacon network	8,145	7,192
Number of clubs feeding into regional squads	122	149
Number of Beacon athletes competing at junior international level	77	112

Two years into our Beacon programmes, we are making good progress against overall objectives but there is more work

to be done in building the Beacon Club Networks in order to see more of our talented athletes breaking through to junior international level.



Club Survey

In order to measure success, the ASA Club Survey is repeated annually with the distribution and collection taking place at the same time as club renewals. There was a 30 per cent return of all ASA affiliated clubs – 333 responses.

Our clubs told us that the top five challenges they may face over the next year were:

- 1 Recruiting/ retaining volunteers
- 2 Increasing pool hire costs
- 3 Lack of pool time availability
- 4 Accessing funds/ sponsorship
- 5 Recruiting and retaining coaching/ teaching staff

Our Response

1 Retaining and recruiting volunteers

The Volunteer Engagement strategy is on page 20 – Workforce.

2 Increased pool hire costs

Whilst rising pool hire costs are beyond the ASA's control, our teams are working to reduce this impact as much as possible. Our Club Development Officers have worked with clubs to develop business plans that build in succession planning against any pool hire rises.

Our Facilities team continues to work with pools towards energy efficiency, thus more protection against utility rate rises. Our GPS (Get People Swimming) department continue to develop pool programmes with the support of Club Development Officers to ensure pools remain financially viable and sustainable.

3 Lack of pool time availability

Club Development Officers and Aquatic Officers work together to develop PPP agreements (see PPP section on page 34 for more details). Part of this process is an Aquatics Improvement Plan and a pool programming exercise, ensuring that clubs are integral to the facility in catering for community needs and delivering against the local athlete pathway. The development of Club Networks has been another avenue to ensure that unnecessary duplication is eradicated, and the offering, over a local area, is fit for purpose.

4 Accessing funds/ sponsorship

Our Club Development Administrator develops a Clubs Funding Matrix (updated monthly) which is shared with all clubs via our Club Development Officers and Regions.

5 Recruiting and retaining coaching/ teaching staff – please refer to the Workforce section/ IoS report on page 22 for more details.

Masters Swimming

The first dedicated ASA Masters Swimming Officer was appointed in 2014 to develop Masters Swimming (for ASA registered swimmers over the age of 25).

The developments so far have included a dedicated Masters Hub which has seen over 30,000 visitors per month. This website has also allowed future members to be directed to Masters clubs or sessions, and more effective dissemination of information to our Masters members.

The first National Masters Conference was held in November 2014, and a new annual Masters Satisfaction Survey has been introduced. Future projects will focus on promoting Masters in clubs, providing a short course for Masters coaches and investigating competitive open water opportunities for Masters.

English Masters have made a huge contribution to the GBR total of 253 European and 70 world masters records.

Satellite Sessions

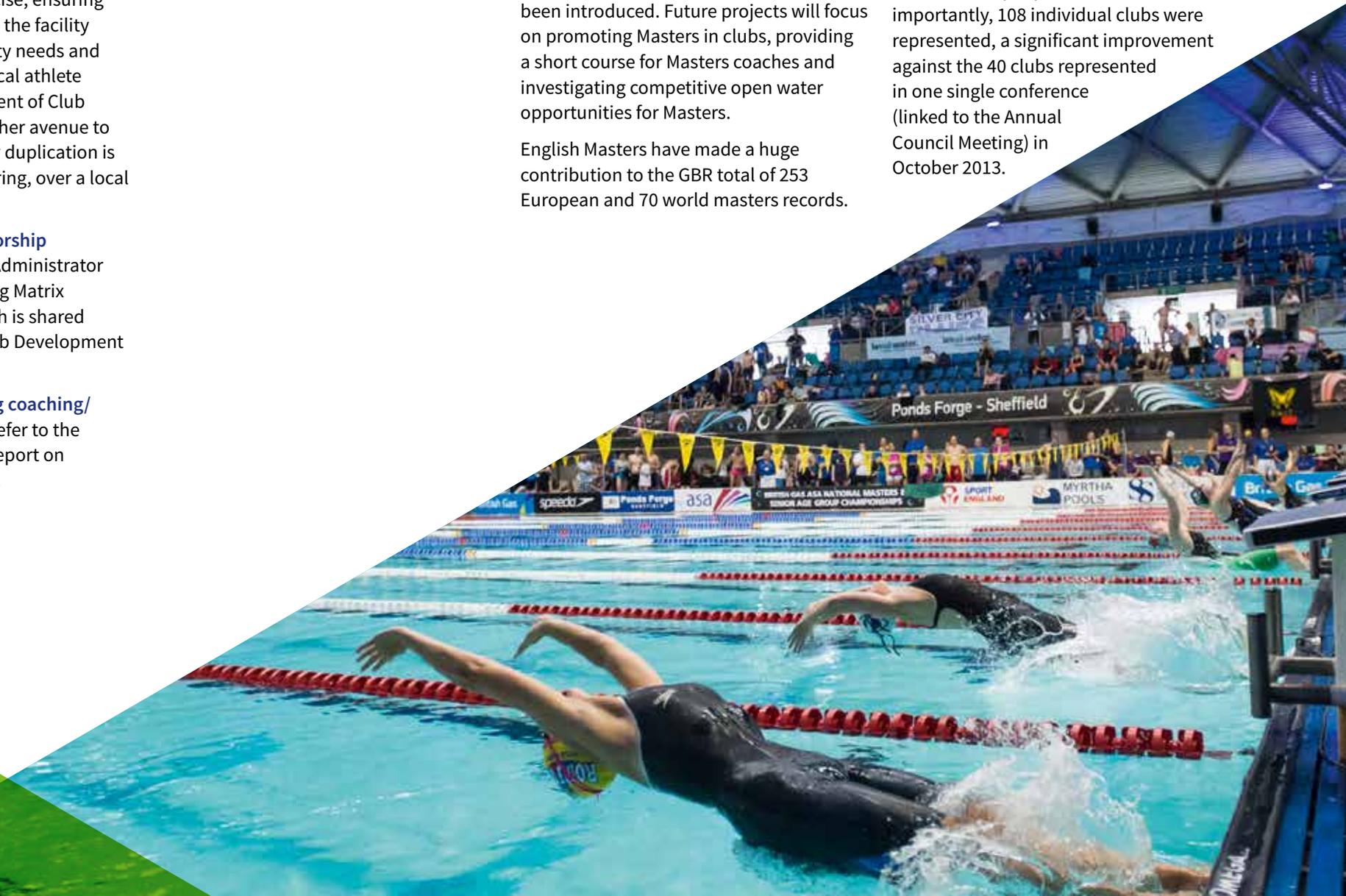
We have seen steady growth of Satellite sessions. However, the efforts and energies required to set up new Satellite sessions have been far greater than the rewards in terms of increasing participation and the recruitment of new members. The biggest challenge has been sourcing additional pool time outside the clubs' current offer.

ASA Club Conferences

Four Club Conferences were held throughout the year.

A total of 161 people attended and, most importantly, 108 individual clubs were represented, a significant improvement against the 40 clubs represented in one single conference (linked to the Annual Council Meeting) in October 2013.

The Masters Hub has seen over
30,000
 visitors per month



LEADERSHIP

To be the best managed
Governing Body in England

► Child Safeguarding

The ASA is now approaching the fifth year of the Framework for Maintaining and Embedding Safeguarding in and through Sport. The Framework for Sport England funded sports ensures that the positive developments in achieving the Advanced Safeguarding Standards are maintained and embedded throughout the organisation.

A key part of the framework is the Self Assessment Tool. This establishes an informed view of the organisation's current safeguarding position and progress which in turn then informs and shapes the organisation's safeguarding action plan to promote, develop and embed child safeguarding throughout the sport. The ASA was formally reviewed by a representative of the Child Protection in Sport Unit (CPSU) in March 2015, looking at both the ASA self-assessment and the Safeguarding Action Plan. The CPSU report to Sport England will recommend that they are confident that the ASA is committed to maintaining and embedding safeguarding throughout the sport.

ASA Child Safeguarding records have shown an increase in the numbers of children self-harming. Such cases have shown a need for improved guidance for our clubs and members. Many ASA clubs have provided excellent support to their swimmers and their parents in this very difficult area. New guidance in this area will form part of Wavempower 2016-2019, to be launched in December 2015, and is also available on request.

Wavempower 2016-2019

This will include updated guidance around the challenging areas of social media and electronic communication, as well as new advice and guidance to clubs on how to react, record and report incidents involving the taking of, sharing of and request to send indecent images.

The ASA Safeguarding team is working with the Masters co-ordinator to provide new guidance around the area of children and adults sharing the aquatic environment, both in the pool and the changing areas. The guidance aims to both encourage our members who have reached 18 years of age to stay in the sport, whether they are a casual swimmer, swimming for fitness or wishing to compete, and to safeguard both children and adults in providing a safe environment for this to happen.

In at the Deep End

'In at the Deep End' was a study of ASA safeguarding cases from January 1997 to February 2001. The aim of the original study was to establish more information about the nature of child abuse within our sport. 'In at the Deep End 2' will cover the period from February 2001 to December 2013 and will again look at the nature and context of the cases and enquiries dealt with. It will also show how the profile of child safeguarding in sport has changed since those early days. The document will be published on the ASA website in early 2016.

The Positive Behaviour Workshop

The Positive Behaviour Workshop, part of the Attitudes in Sport: Make Yours Count campaign which offers support and guidance for clubs to identify and address the negative behaviour of all who take part in our sport continues to receive positive feedback from attendees. Anyone within aquatics can attend the workshops with the overall aim of helping clubs to improve the experience for our young members. It is hoped that clubs will actively engage with this resource to ensure that their young members enjoy a positive and enjoyable experience at whatever age or ability.

Facilities

The industry is changing and pool owners are looking for new solutions to the way they procure and operate swimming facilities. It remains apparent that swimming facilities have a very important role to play in the healthy lifestyles of the nation. The public sector, which serves most of our swimming clubs, is continuing to develop new facilities to replace the old, unattractive and inefficient stock.

Often, this replacement is as part of a rationalisation strategy which results in fewer but larger facilities. This can be an effective solution, but does require a great deal of strategic planning to ensure that communities are not left without access to water space. The public sector, having lagged behind the commercial sector in swimming pool construction over the 20 years leading up to 2010, are now replacing facilities at a much higher rate than that of the commercial sector.

The education sector has seen a number of pools developed, especially in the independent school and university sectors, where the need to enhance the student experience is increasingly important. Indeed it is these sectors that are planning the nation's next 50m swimming pools. The ASA Facilities team has been engaged with six organisations planning 50m pools, four of which are educational institutions. The 50m pool being built by Nottingham City Council commenced on site during the year, under review and we look forward to seeing the World Cerebral Palsy Games taking place in the pool in the summer of 2015.

This year also saw the completion of the nationally significant East Manchester Leisure Centre. Developed in partnership with Manchester City Council, Manchester City Football Club and Sport England, this community facility is part of a regeneration programme providing state-of-the-art facilities for the community, containing a 25m eight lane pool and 21m x 8m learner pool. This facility then transforms into a water polo pitch to full international specification (35m x 21m) through the use of bulkheads and movable floors. It is also the first example of a pool with two temperatures in the same body of water, increasing the benefits to the entire swimmer pathway.

The ASA Facilities team is currently involved in 71 projects that are defining the strategic case to develop new pools and 68 projects where new pools are being designed or constructed.

Policy Defining Research

As the ASA Facilities team has an important role in defining and influencing policy, a programme of research commenced to better inform and influence key decision makers. The findings of this research will be published in 2015/16 and the programme extended into other important areas over the coming months.

The important roles we play with the Pool Water Treatment Advisory Group (PWTAG), the BSi working group for swimming pools, and health and safety for the industry, is ongoing.

In 2014/2015

44 swimming pools were built

These pools were split by the following ownership categories:

Public
32 pools on **17 sites**
with 17 x 25m swimming pools (4 x 8 lane, 10 x 6 lane, 3 x 4 lane)

Education
six pools on **six sites**
two of which are 25m pools

Commercial
six pools on **six sites**
none of the pools are 25m in length

Partnership Provider Programme

Since 2012, the ASA's Partnership Provider Programme (PPP) has helped to develop relationships with the industry by supporting the operators in all parts of their business. This in turn helps support the ASA's objective to 'maximise the effective use of water space

in England to attract, retain and grow the number of people taking part in regular aquatic activities'.

The PPP has helped operators to look at how they can use their water space more efficiently to meet the needs of the sport and the community.

It also uses expertise from the Learn to Swim, Club, Facilities, Insight, Health and Wellbeing and Marketing and Communications teams, working with operators to develop an Aquatic Improvement Plan that puts the consumer at the heart of the delivery.

There are
3,667
facilities
with pools in
England

Results of the 2014 Operator Survey

40
%

of respondents report an increase in value
Support and partnership working were the top reasons given

Two thirds of those who have a relationship with the ASA believe the brand is fundamental to their organisation (as it highlights a good quality service)

48
%

say it is also a fundamental brand for their customers

80
%

of operators surveyed stated that they are receiving or would want to receive bespoke advice and guidance from the ASA

The ASA has

761

sites under a PPP agreement

That's **20%**

of all sites in the country under an agreement as of 31 March 2015

Risk Management

The ASA has an established risk management strategy and framework embedded in all operations, teams and functions. The organisation continues to maintain strategic and operational risk registers to identify and monitor key risks which threaten achievement of the organisation's aims and objectives.

The ASA has a structure and process to help identify, assess, evaluate, manage and report organisation risks. The operational risk register allows departments to monitor risks that threaten the achievement of their annual operational plan and to escalate risks to the senior leadership team. The strategic risk register allows the senior leadership team to monitor and act on risks that threaten the achievement of the overall aims and objectives of the organisation.

The organisation has a business continuity plan which is in constant review to reflect changes in the organisation's risk profile.

Data Protection

We are building a consistent level of awareness of the importance of data protection and privacy among the workforce. A consistent and common understanding of the organisation's established data protection and privacy policies and procedures are being delivered, together with specific guidance on how to follow them.

During 2014-2015, the plan was reviewed and a number of key areas have been identified. The headline achievements and priority areas are as follows:

- There has been a steady increase in data protection queries coming through
- Development and maintenance of policies and procedures designed to ensure compliance with the Data Protection legislation

- Provision of advice and guidance to all areas of the organisation
- Undertaking of audits to monitor compliance
- Processing of Subject Access Requests (SAR) made under the provisions of the legislation
- Management of complaints procedures
- Management of relations with the Information Commissioner's Office and other external bodies
- Promotion of awareness of data protection compliance matters and the provision of training where necessary
- 2015 will see the introduction of 30 minute Club Workshops via WebEx.

Internal Control Framework

Effective corporate governance remains key to the ASA. Business controls are reviewed on an ongoing basis by the internal audit function. The organisation has benefited from the internal audit activity in highlighting gaps in the existing control framework.

When this happens an associated action plan is put in place to strengthen the control framework, including reducing fraud risks, governance issues, and other matters highlighted by the senior leadership team; the Audit, Risk and Probity Committee; and Group Board.

The following achievements have been made:

- Delivery of the 2014/15 internal audit plan
- Quarterly assurance reports to the Audit, Risk and Probity Committee
- Internal audit reports and associated action plan for each audit assignment
- 2015/16 internal audit plan approved by the Audit, Risk and Probity Committee.

The website swimming.org has an average of

400,000
visitors per month

Sport England Self-Assurance

The ASA achieved a green traffic light score for Sport England Self-Assurance. On the basis of the self-assurance statement submitted, and the evidence provided to support the statement, there is reasonable governance with a financial control framework in place.

Website

Swimming.org continues to enjoy very high levels of unique visitors. Our job advertising service, Careers in Aquatics, continues to go from strength to strength, delivering over £60,000 income per year to support our wider objectives, while offering ASA affiliated clubs a free advertising option to secure quality staff and lower their recruitment costs.

A social media platform and online magazine, AquaZone, dedicated to 9-15-year-old Category 2 members, has been launched and is proving popular with young athletes. Developed in conjunction with the ASA legal department and supported by CPSU, the secure, fully device-responsive magazine not only offers members great content and competitions but has helped us lower costs associated with the paper magazine version of AquaZone by £65,000 a year.

Finally, a new approach to the development and the future of the website is helping us engage better with members and boost participation.

2014-2015 Event Stats

20

national events were successfully delivered

tickets

Over

20,000

tickets were sold

tickets

providing a competition platform for over

6,000
competitors

These events could not have been delivered without the support of over

500

volunteers and officials

Events

We continue to reach out to fans through live streaming and dedicated event hubs which enable supporters to keep up to date with all of the action. The ASA National Swimming Championships reached out to the biggest audience yet with a record number of spectators visiting Ponds Forge. The event live stream received a huge 38,799 unique views with 58,000 unique visitors to the event website.

Marketing and Communications

The ASA Marketing and Communications team has continued to implement campaigns to support all of the objectives outlined in this report. Notable activity has included the launch of the 2014 School Swimming Charter and the launch of the ASA Manifesto ahead of the 2015 General Election.

There has been a particular focus this year on increasing the quality and visibility of our online presence. Regular features and news stories highlighting all aspects of the organisation have helped to significantly increase engagement across all the ASA's social media channels.

TALENT DEVELOPMENT

Increasing the number of English athletes progressing from England Talent to World Class Programmes



Swimming

After a year of consolidation, England Programmes continues to hone the skills of swimmers and coaches, a development that is becoming more aligned with the approach and aspirations of British Swimming's World Class Programme.

'Most swimmers can't work harder, what they can do is become more skillful'

Tim Jones, Head of Performance Pathway, British Swimming.

We do this by:

- Providing an environment that will promote long term development, based on outstanding foundation skills, aerobic development and four stroke efficiency, in line with the swimmer's age and ability, to enable participation at the 2020 or 2024 Olympic Games
- Providing up-to-date, progressive and innovative swimming education to ensure that our swimmers, coaches, support staff and parents are knowledgeable, well informed and independent
- Providing a seamless link between county and regional bodies and British Swimming's World Class programme at the centre of a fully aligned cohesive pathway
- Identifying swimmers through selection and profiling, and facilitating monitoring to record progress along the swimming pathway.

Athlete Identification and Development

In October and November, England Programmes ran eight development days involving 350 swimmers.

Subsequently, 120 swimmers were invited to attend one of three stroke camps.

Finally, as part of the international development of these athletes, 40 pool swimmers went to Italy to compete within

the newly formed competition window. In addition to this, 12 swimmers trained and competed with distinction at the open water camp in Majorca in May.

Our programme inspires swimmers to achieve Olympic podium success. We assist up to 400 swimmers a year to improve skills, raise expectations and increase motivation.

Coach Development

More than 100 coaches attended our camps. They gained great insight into skill development and acquisition. We also provide coach development opportunities through the club visit schedule.

Lindsay Dunn ran the national coach symposium dealing with the coaching process, swimmer maturation, physiology and the psychology of training.

Mike Parker brought 15 development coaches to attend specific seminars where they heard examples of good practice.

Fred Furniss led eight coaches through the Performance Coach Development Programme. Candidates then created their individual performance plan specifically tailored to their coaching aspirations.

Di Elliott held two one-day seminars for physiotherapy and strength and conditioning coaches.

We assist up to

 **400**
swimmers a year
to improve skills,
raise expectations and
increase motivation

▶ Para-Swimming

The ASA Para-Swimming team delivers both nationally and regionally.

Activity has included induction days for all the swimmers selected for the Talent Programme, zonal camps, where the focus is on swimming skills, and regional training days. Additionally, talent identification and development days have been delivered to help ensure teachers and coaches are trained to work with para-athletes.

Partnership Working

In the continuing attempt to identify new swimmers, the ASA Para-Swimming Officers work in partnership with numerous organisations to maximise the impact of the projects delivered.

90% of talent swimmers attended the highlight of the year – National Paralympic Day in August along with 22 coaches

On the same day, the ASA Disability Talent team delivered a Talent ID session with all those attending either signposted to a club or learn to swim programme. We were able to fast track a visually impaired swimmer who has since been classified and is now on the pathway.



Eleanor Robinson

CASE STUDY | One to watch!

Eleanor Robinson was selected from the Talent Programme and invited on to the World Class Potential programme in October 2014. Ellie started learn to swim lessons at the age of four and moved directly into Northampton SC (a mainstream club) two years ago.

She was invited on to the England Talent Programme; Spotlight. Within seven months Ellie had then moved on to the Development level of England Programmes, and, in October 2014, was selected for British Para-Swimming World Class Podium Potential.

Confidence and Belief

The England Talent Programmes really inspired her and gave her confidence and belief, and the opportunities offered helped her to progress. She really enjoyed meeting others on the programme and has made some really good friends.

The highlight of the year was attendance at the National Paralympic Day where Ellie was exposed to intense coaching and then had the opportunity to watch the elite.

Her best competition experience was the ASA Summer Nationals where she relished the pressure of heats and finals and the fact that she was with her peers.

Ellie's ultimate goal is to be selected to swim for GBR in Rio and/or Tokyo.

Image: Mark Pain

▶ Water Polo

Regional Training Centres (RTCs)

The RTCs have gone from strength to strength with over 500 players attending weekly programmes at 17 venues throughout England. Players are coached fundamental skills to enhance their first step on the talent pathway.

National Training Camps

Seven monthly domestic camps and additional overseas camps have seen the national programme flourish with the youngest ever squads assembling in Cardiff for training weekends and game play. The under 13s have already enjoyed trips to Hungary and Spain to gain experience of continental travel and opposition.

National Water Polo Academy – Millfield

Andrei Iosep, Romanian Olympian and senior British men's coach, was the star attraction at Millfield. Andrei was able to impress on the youngsters the importance of fundamental skills, in and out of the water, in preparation for top level performance. Talks on nutrition, lifestyle, drug awareness, and injury prevention were delivered daily to the 140 plus players at the five day camp. Staff were also able to study for their UKCC coaching and team manager certificates.

Coach Education Programme

Now into its fourth year, the coach education programme has spread to the regions in order to deliver a standardised approach by following the ASA Water Polo Development Manual. Four regions and over 50 coaches have gained valuable insights from Paul Metz, coach to the Dutch Olympic gold medal winners in Beijing 2008.

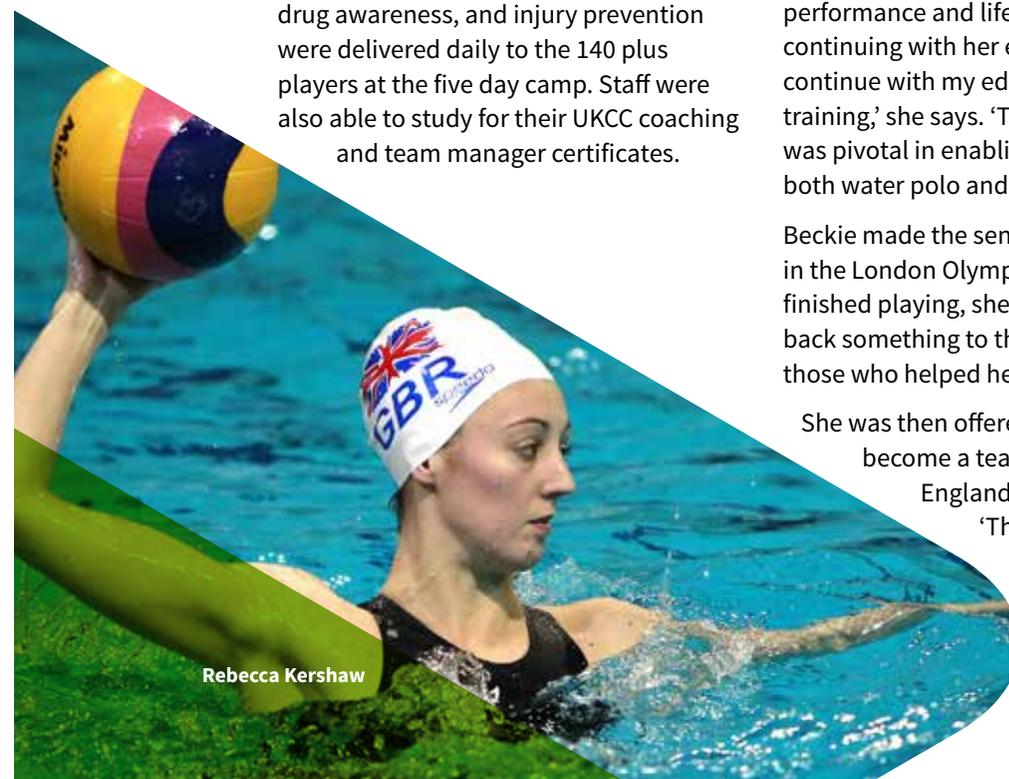
CASE STUDY | Complete Progression

Rebecca Kershaw started playing water polo at Lancaster City Swimming and Water Polo Club at 12 years old, and progressed through the regional teams to eventually represent Great Britain. She dedicated over 10 years of her life to playing water polo and was lucky enough to work with some of the best coaches and team managers in the country.

Whilst competing at junior international level, Beckie was also involved in the Advanced Apprenticeship in Sporting Excellence (AASE) programme which provided the skills to balance her performance and lifestyle, whilst continuing with her education. 'I chose to continue with my education alongside my training,' she says. 'The AASE programme was pivotal in enabling me to succeed in both water polo and my education'

Beckie made the senior squad and played in the London Olympics but, after she finished playing, she was keen to give back something to the sport, and repay all those who helped her as an athlete.

She was then offered the chance to become a team manager on the England Talent programme. 'This was a perfect fit,' she says, 'so I took on the role and I enjoy supporting the athletes'



Rebecca Kershaw

► Synchronised Swimming

Synchronised swimming in England has gone through a very challenging period but the athletes, parents, and coaches remain fully engaged in the sport, not just at the elite level but within the clubs in the England Talent programme. The 2014 squads are:

Level 3 –
Junior Squad,
15-18 years

Level 2 – Age Group
Squad, 13-15 years

Level 1 – Development Squad

In June 2014, two squads competed in Croatia; an age group team aged 13-15 and a junior team aged 15-18, and both won their respective events. Isabelle Thorpe and Kate Shortman won the duet competition; their first time on the international stage.

In September 2014, the England Talent Age Group Squad competed at the prestigious Mediterranean Cup. The standard was exceptionally high and the team secured a solid 10th place out of 16 countries.

The duet were the youngest pair and finished in a very creditable 12th place out of 22.

We have 42 athletes working within the programme. All athletes train with their club programmes but we have managed to continue running a condensed four-day centralised programme for the duet, as they work towards qualification for the Rio Olympics.

The all-English squad has done extremely well to qualify for the European Games in Baku, and had the 5th highest overall score, which was the target place.

The Age Group and Development Squads were selected in December 2014, with Beacon Club coaches Louise Ross (Rushmoor) and Sarah Speers (City of Leeds) heading up the coaching for the Age Group Squad. Maria Shortman (Bristol Central) delivers the Development Squad training and runs the Coach Development Programme.

2014-2015 Regional Beacon Squads

2014 was the first year of the regional Beacon programmes. The lead Beacon coaches delivered a similar syllabus as the England programme to their selected athletes. The programme was a great success, many of the athletes scoring well at the targeted competitions, improving on test results and obtaining places at the England trials in December. The athletes train with the host Beacon Club a number of times throughout the year.

The programme has evolved for 2015. The new batch of athletes was chosen after the England talent selections. Athletes, aged 9-12, are training along the same lines as 2014 but, this year, Bristol will host the first Beacon Games. All regional Beacon athletes will take part in the regional Beacon programme with the overall highest average score winning the championships.

► Diving

Selection events for the Talent Squads include the Talent Games and National Assessment Camp. The Talent Games provide an opportunity for divers aged 9-11 to be selected to the Talent Zone Programme. Divers are invited to The National Assessment Camp following performances at the Elite Junior Championships. Following the assessment camp, successful divers are invited on to either the National Talent Squad or Talented Athlete Scholarship Scheme (TASS) Squad.

Little Rippers School Testing

Funding for the 2014-2015 season was awarded to four clubs (Luton, Leeds, Harrogate and Southampton) allowing them to go into schools and test for the diving stars of the future. It also helps the clubs to create a talent squad within their programme with the aim of attending the Talent Games. The Talent team are currently in an application process to expand the programme, enabling clubs to reach a larger number of school children across the country through a National START Diving week.

Talent Zone Programme

Twelve English divers were selected on to the Zone Squad from the Talent Games 2014. Each of the seven camps has a specific theme that the divers will complete over two years.

Talent Games

The Diving Talent Games tests the best diving talent in the country across a series of physical and technical competitions. For the second year running, the Games were held at Luton Inspire Sports Village in November. Divers competed for individual honours in the Combined Dryland, Combined Pool and the All Round Winners. There were also team trophies for girls, boys and overall champions:

Boys –

City of Sheffield Diving

Girls – Star Diving

Overall – City of Sheffield Diving

Talent National Programme

Fifteen divers have been selected to the National Squad following the Elite Junior Championships.

Talented Athlete Scholarship Scheme (TASS)

Ten divers have been allocated TASS funding at Talented Athlete Centres in Leeds, Sheffield, London, Southampton, Hertfordshire and Reading. Two domestic camps have taken place in Plymouth and Leeds with a planned pre-season training camp in Rijeka, Croatia.

Performance Standards Pathway

At the 2015 Junior Elite Championships, a new performance standard was introduced for British team selections. The 'A' standard, based upon medal scores at European level, and the current 'B' standard, equivalent to 6th place in Europe. At the championships, 14 girls and 10 boys achieved the 'B' standard on 51 occasions and, of these divers, nine girls and six boys went on to achieve the 'A' standard on 28 occasions.

Of the 24 divers achieving the 'B' standard, 14 are current England Programmes and TASS divers, eight are GB Podium Potential and two are non-programme divers.

Of the 15 'A' standard divers, seven are current England or TASS divers, seven are GB Podium Potential and one is a non-programme diver.



COMMONWEALTH GAMES 2014



▶ The ASA would like to acknowledge the outstanding success of English swimmers and divers at the 2014 Commonwealth Games in Glasgow, and also the part played by British Swimming and Commonwealth Games England in the team's medal tally.

The English divers' 10 medals (four gold, three silver and three bronze) left them top of the medal table ahead of Canada and Australia whilst England's 10 gold medals for swimming equalled their best ever gold medal tally and 28 in total left them second on the medal table behind Australia.

England Diving Results

Gold

Jack Laugher	1m springboard
Jack Laugher and Chris Mears	3m springboard synchro
Rebecca Gallantree and Alicia Blagg	3m springboard synchro
Tom Daley	10m platform

Silver

Sarah Barrow and Tonia Couch	10m synchro
Jack Laugher	3m springboard
Tom Daley and James Denny	10m synchro

Bronze

Oliver Dingley	3m springboard
Nick Robinson-Baker and Freddie Woodward	3m synchro
Hannah Starling	3m springboard

3

Silver
Medals

4

Gold
Medals

3

Bronze
Medals

England Swimming Results

Gold

Ben Proud	50m butterfly	22.93 BR
Ben Proud	50m freestyle	21.92 (semi-final 21.76 BR, GR)
Chris Walker-Hebborn	100m backstroke	53.12 GR
Fran Halsall	50m freestyle	23.96 BR, GR
Adam Peaty	100m breaststroke	58.94 BR, GR
Siobhan-Marie O'Connor	200m IM	2:08.21 BR, GR
Fran Halsall	50m butterfly	25.20 BR, GR
Sophie Taylor	100m breaststroke	1:06.35 BR
Oliver Hynd	SM8 200m IM	2:26.94
Men's 4x100m medley relay		3:31.51 GR

(C Walker-Hebborn 53.40, A Peaty 58.59, A Barrett 51.02, A Brown 48.50)

Silver

Aimee Willmott	400m IM	4:33.01
Siobhan-Marie O'Connor	200m freestyle	1:55.82
Siobhan-Marie O'Connor	100m butterfly	57.45
Aimee Willmott	200m butterfly	2:08.07
Adam Peaty	50m breaststroke	26.78 BR
Lauren Quigley	50m backstroke	27.69
Stephanie Slater	S8 100m freestyle	1:05.73
Thomas Hamer	S14 200m freestyle	2:00.27
Women's 4x100m freestyle relay		3:35.72 BR

(S O'Connor 54.06, F Halsall 53.17, A Smith 53.88, R Turner 54.61)

Women's 4x100m medley relay 3:57.03 =BR

(L Quigley 1:00.17, S Taylor 1:06.39, S O'Connor 57.89, F Halsall 52.58)

Bronze

Andrew Willis	200m breaststroke	2:09.87
James Guy	400m freestyle	3:44.58 BR
Liam Tancock	100m backstroke	53.75
Liam Tancock	50m backstroke	24.98
Molly Renshaw	200m breaststroke	2:25.00
Adam Barrett	100m backstroke	51.93
Men's 4x100m freestyle relay		3:16.37

(A Brown 49.47, J Disney-May 48.81, A Barrett 49.04, B Proud 49.05)

Women's 4x200m freestyle relay 7:52.45

(S O'Connor 1:57.19, A Maughan 1:59.53, E Faulkner 1:58.08, R Turner 1:57.65)

BR – British Record, GR – Games Record



10
Silver
Medals

10
Gold
Medals

8
Bronze
Medals

KEY PERFORMANCE INDICATORS

Health and Participation

Measure	Target	Actual
Number of participants aged 14-25 swimming 1 x 30mins per week based on Active People Survey	542,517	527,400
Number of participants aged 26+ swimming 1 x 30mins per week based on Active People Survey	2,435,695	2,379,800
Number of participants aged 14+ with a disability swimming 1 x 30mins per week based on Active People Survey	445,382	438,800
Increase in national throughput data from 2.19%	3%	1.21%
Aquatic Improvement Plans in place four months after signing PPP from baseline of 50%	50%	47%
PPP partners delivering increase in disability participation	15	2
Number of operators with a signed PPP from baseline of 88	121	126
Number of sites under PPP agreement from baseline of 456	952	761
Number of operators with a developed Aquatic Improvement Plan from baseline of 41	85	92

Note: The target and actual number of participants aged 14-25 swimming 1 x 30mins per week in Year 1 (2013/14) became participants aged 16-25 as the age changed in year 2 (2014/15).

The target of 300 additional participants per PPP site will be measured on a site by site basis and reported on a site by site basis. The target will change as additional sites sign up to PPP and complete the Aquatic Improvement Plan.

Health and Participation

Measure	Target	Actual
Disability	445,382	401,600
16-25 strategic outcome	542,517	478,000
26+ strategic outcome	2,435,695	2,211,200

Learn to Swim

Measure	Target	Actual
% of schools providing school swimming in line with ASA school swimming recommendations	65%	78%
Number of National Curriculum Training Programme candidates	2,600	2,874
Number of primary school teacher training venues delivering the ASA National Curriculum Training on Swimming	12	12
National average KS2 swimming attainment level	53%	55%
Number of pools delivering the ASA Learn to Swim Pathway	696	718

Workforce

Measure	Target	Actual
Number of Level 1 (L1) qualifications awarded	5,091	5,808
Number of Level 2 (L2) qualifications awarded	3,603	3,241
Number of Level 3 (L3) qualifications awarded	100	55
Number of CPD certificates awarded	7,635	6,790
Number of Level 1 courses run by IoS	300	312
Number of Level 2 courses run by IoS	214	199
Number of learners enrolled onto Level 3 courses run by IoS	60	34
Number of apprenticeships recruited	417	380
Success rate of apprenticeships – employed	73%	69%
Success rate of apprenticeships – AASE	90%	85%

Clubs

Measure	Target	Actual
Number of Satellite clubs	26	23
Number of participants in Satellite clubs	416	332
Number of Beacon programmes	20	20
Swimming		
Number of athletes engaged within all Beacon programmes*	358	615
Number of athletes engaged with England Talent Programmes (ETP) within all Beacon programmes*	36	32
Number of category 2 members across the wider Beacon network	5,676	6,742
Number of clubs engaged in the network	35	43
Number of Beacon athletes competing at junior international level	51	37
Diving		
Number of athletes engaged within all Beacon programmes*	250	252
Number of athletes engaged with ETP within all Beacon programmes*	17	18
Number of category 2 members across the wider Beacon network	469	700
Number of clubs engaged in the network	20	20
Number of Beacon athletes competing at junior international level	22	15
Synchro		
Number of athletes engaged within all Beacon programmes*	200	215
Number of athletes engaged with ETP within all Beacon programmes*	20	32
Number of category 2 members across the wider Beacon network	208	371
Number of clubs engaged in the network	17	34
Number of Beacon athletes competing at junior international level	16	10
Water Polo		
Number of athletes engaged within all Beacon programmes*	197	446
Number of athletes engaged with ETP within all Beacon programmes*	20	48
Number of category 2 members across the wider Beacon network	268	332
Number of clubs engaged in the network	26	25
Number of Beacon athletes competing at junior international level	24	15
Number of accredited swim21 clubs – Essential	533	496
Number of accredited swim21 clubs – Network	15	9
Number of swim21 Performance Environments	8	2

* (daily and regional accumulative)

Talent – Swimming

Measure	Year 2 YTD	
	Target	Actual
Number of swimmers on the ETP who achieve the World Class programme pool or open water consideration standard	8-12	17
Number of swimmers selected to the ETP	320-360	360
Number of swimmers selected to Phase 2 of the ETP	100-120	132
Number of swimmers selected to Phase 3 of the ETP and eligible for an enhanced camp and competition exposure	30-40	40
% of Phase 2 and Phase 3 swimmers from previous year's ETP athlete pool that return to these levels of the programme or progress on to World Class	65%	63%
Number of ETP coaches engaged in formalised NGB led talent pathway coach CPD programme	8	23

Talent – Synchro

Number of athletes from Level 3 of the ETP who are selected for the GB Junior Squad	1-2	6
Number of athletes on the ETP at three distinct levels to include a minimum of five at each level	20-32	42
Number of athletes who progress a level within the ETP	3-7	9
Number of talent programme contact days for swimmers at L3 of the ETP	20-25	50

Talent – Para-Swimming

Number of ETP swimmers who achieve consideration standards for World Class Disability Swimming programmes	5-7	9
Number of swimmers involved and supported through the ETP Tiers 1 and 2	40-50	59
Number of potentially talented swimmers who obtain a classification	50-60	101

Talent – Diving

Number of ETP divers achieving benchmark qualification standards for European Junior Championships team	7	14
Number of ETP divers who progress onto World Class Podium Potential programme	1-3	2
Number of divers engaged on four tier English Talent (ET) pathway – L1	100-140	103
Number of divers engaged on four tier ET pathway – Level 2	24-32	26
Number of divers engaged on four tier ET pathway – Level 3	8-10	15
Number of divers engaged on four tier ET pathway – Level 4	2-4	10
Number of divers achieving core test standard aged 13-14 years	6-8	11
Number of ETP coaches who engage in the Diving Coaching Certificate UK Coaching Certificate (UKCC) Level 3 qualification	4-5	0

FINANCIAL OVERVIEW

Full details of the financial results are contained in the Report and Consolidated Financial Statements found at www.swimming.org/asaannualreport

Surplus

The operating surplus for the year was £1.0m (2014: £0.45m) driven by active control of discretionary expenditure. The surplus will be utilised in 2015/16 to fund the reduction in funding from Sport England to ensure we continue to deliver on our measures of success.

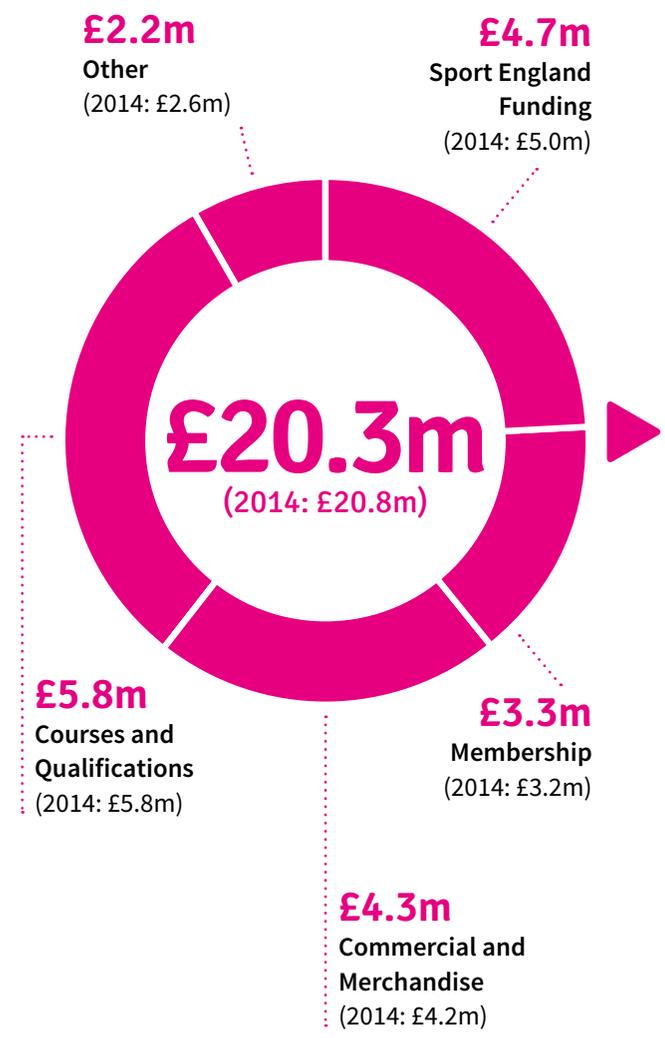
Income

Income reduced slightly in the year from £20.8m to £20.3m due to an anticipated reduction in Sport England funding and a reduction in management charges for services provided to British Swimming. We continued to see growth in our Commercial and Merchandise and Membership income.

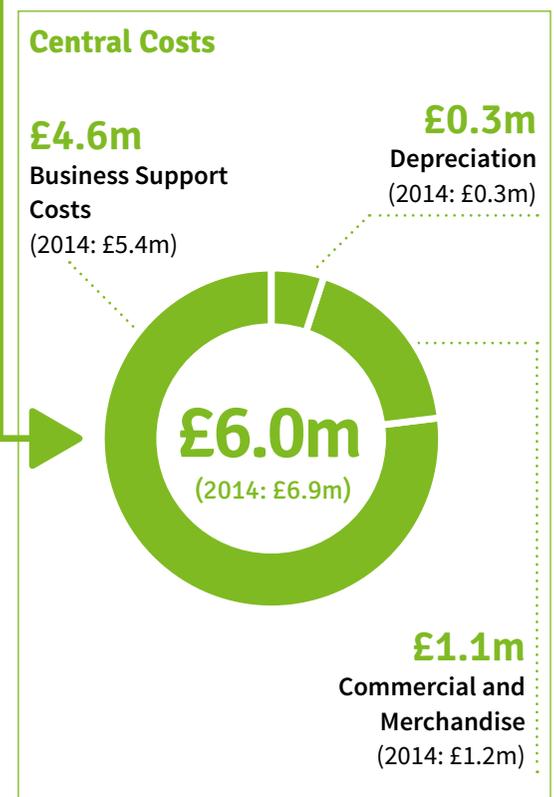
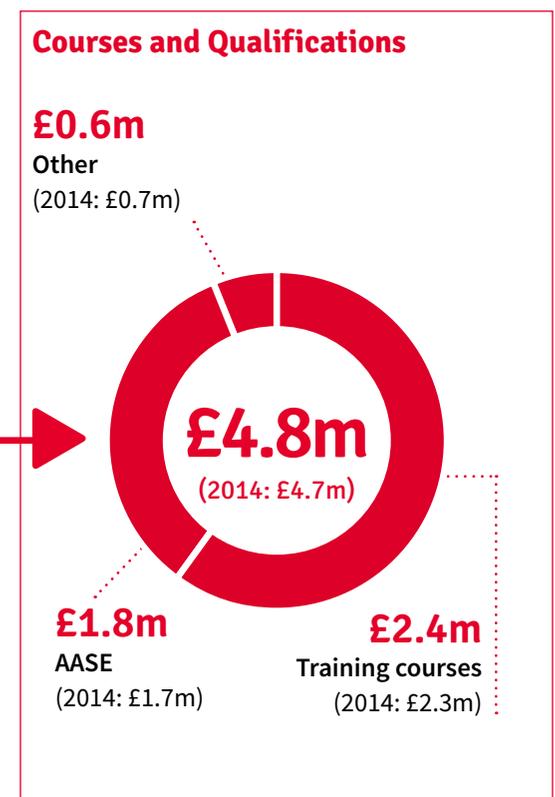
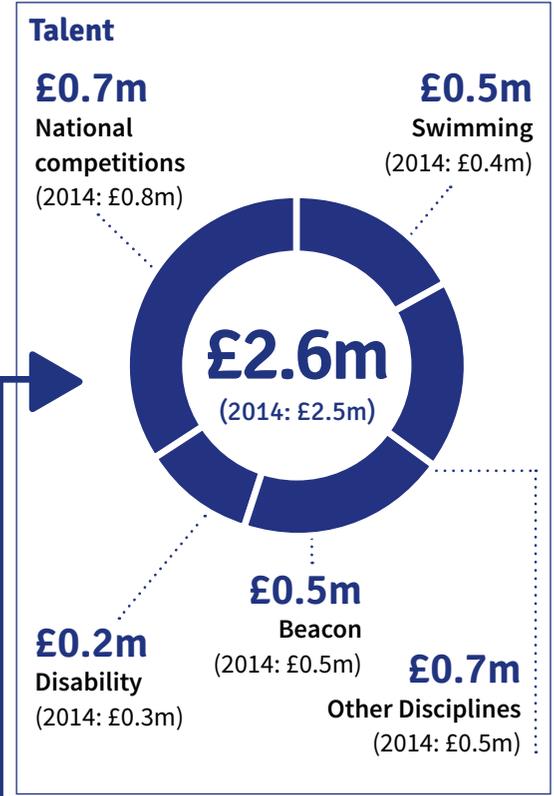
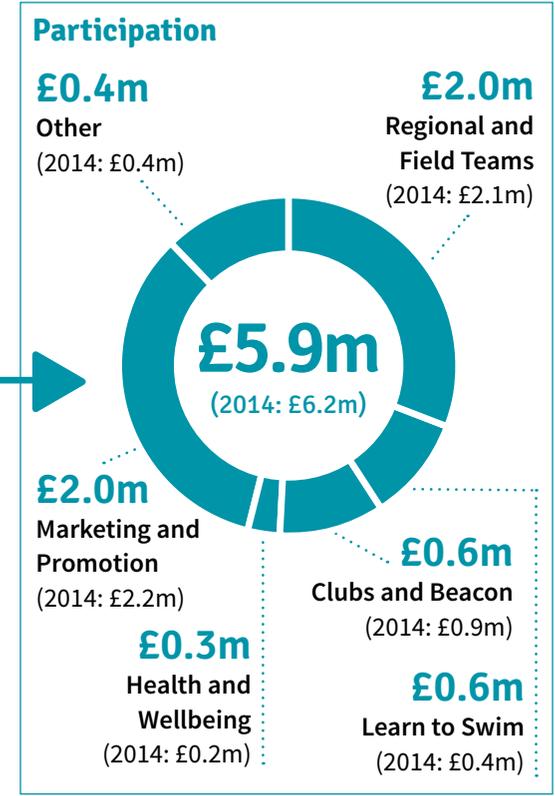
Investment

Investment was largely consistent to prior year in support of our measures of success – ensuring every child learns to swim; increasing the number of people participating more regularly and increasing the number of medals on the world stage despite the reduced income noted above. During the year we actively controlled our Business Support and Governance costs to enable future investment towards our measures of success.

Income



Investment



SPONSORS & SUPPORTERS

The ASA is grateful for the generous sponsorship and support, made in a variety of ways, from many companies and organisations.



THANK YOU

The ASA Boards' members wish to thank all the officers and members of the management groups, the teachers, coaches and tutors, the organisers and officials at national events, and many local authorities and leisure service departments who work in partnership with the ASA, providing facilities and administrative help in staging events. Our particular thanks to the many volunteers who generously give their time and effort for the good of our sport.

Thank you, also, to all contributors to this report.

This document is also available in HTML format
at www.swimming.org/asaannualreport

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