Minutes of meeting held on 6th February 2010 commencing at 8.30am.
at Burleigh Court, Loughborough

**Present:**
- Mr J A Crowther  Chairman
- Mr J Russell   President
- Mr D Neate    President Elect
- Mrs A Clark   East Midlands Region
- Mr P Wells    West Midlands Region
- Mrs K Grimshaw  London Region
- Mr R Margetts South West Region
- Mr S Rothwell North West Region
- Mr R Gordon  North East Region
- Mr R Hedger   South East Region
- Mr I Mackenzie East Region
- Mr C Bostock  Independent Member
- Mr D Fletcher Independent Member
- Mr M Taylor Independent Member
- Dr L Robinson  Independent Member

**Also in attendance (non-voting):**
- Mr D Sparkes  Chief Executive
- Miss J M Nickerson Chief Operating Officer
- Mrs A Adams-King Director of English Programmes
- Mr A Gray  Director of Regulatory & Legal Affairs

**By Invitation:**
- Katie Bosdet  British Gas
- Pamela Brown  British Gas
- Rebecca Dibb-Simkin  British Gas
- Lara Lill  Health & Participation Officer
- Alistair Gray British Swimming Board Chairman

1 **Welcome**
The Chairman welcomed Katie, Bosdet, Pamela Brown and Rebecca Dibb-Simkin of British Gas, Lara Lill, Health and Participation Officer and Alistair Gray, Chairman of British Swimming to the meeting.

2 **Presentation**
Dr Leigh Robinson was presented with the ASA Silver Pin for long service on the ASA Board. Congratulations were also extended to Dr Robinson on her appointment as Chair of Sport Management at Stirling University.
3  **Apologies**
None

4  **Declarations of Interest**
None

5  **Presentation by British Gas**
Katie Bosdet made a presentation to the Board members which highlighted the following areas:
- The Journey so Far
- Paddling pool to podium
- Early Results
- Vision and execution
- Going from good to great

Pamela Brown outlined to the Board members the Vision and Strategy which had been produced in conjunction with British Swimming and key agencies.
This was a 3 pronged strategy covering:
- Awareness
- Interest and Inspiration
- Involvement

A detailed copy of the presentation was circulated to all Board members.
Katie and Pamela were thanked for their presentation.

6  **Grow Strategy**
The Grow Strategy paper circulated to the Board was supported by the presentation made by the DOEP on the strategy being implemented to ensure that we meet the targets of the Grow Agenda, the importance of which was highlighted. The outline of the presentation was as follows:

**Target to get 270,000 people swimming once a week.**
- Still number 1 participation sport with 3million swimming per week
- Good latent demand levels and Olympics/Paralympics on the horizon
- Infrastructure to deliver
- Key of objective of government.

**How do we get 270,000 people swimming once a week**
- Work together to change the customer experience
- Increase demand and improve supply
- Pool operators working differently

**The Grow Action Plan**
- Industrialisation of initiatives
- Marketing
- PR opportunities
- Manage the process

**Managing the process**
- Leading the way
- Strategic review team in place
- Project plan being developed
- Links from free swimming – health, DWP, CLG, DCSF and DCMS Marketing group now established
- Engagement of Sport England needed – supportive but not yet active
- Health initiatives moving too slowly

In conclusion the DOEP confirmed that this is a challenging target but agreement has been reached with Sport England that an additional 100,000 from our current base line by March 2011 is an acceptable stretch target.
Health and Participation
The Health and Participation Office presented to the Board their Action Plan on getting 270,000 more people swimming and how this could support the Grow Agenda.
Three outcomes:
- Improve health
- Increase participation
- Reduce health inequalities

So far
- Lets get moving
- National health trainer network
- Market segmentation – mapping tool
- National organisations eg Sure Start, Age Concern, British Heart Foundation
- Lets Get Swimming – structured sessions
- Training / workforce development
- British Gas Swimfit
- Everyday Swimming final report
- WSFF ‘Active is Attractive’ campaign

The Swimmers Journey
- Learn to Swim
- Beginners
- Regulars

Seamless Pathway – aid by:
- Kelloggs Champion
- Aquatic lifestyle advisor
- Leader
- Instructor

Every Activity on the menu must be
- Measurable
- Accountable
- Benchmarked
- Direct impact of each activity = results
- Develop good practice and best ideas
- Campaigns to develop positive image

Health & Participation Strategy
- Clear policy document to influence government and national organisation
- Strong partnership drive
- Continue the influence and success

Alistair Gray – Chairman British Swimming

8.1 The BS Chairman advised the Board members of the strategy weekend that had recently taken place where the opportunity had been taken to go over strategic objectives. Previously 6 main areas had been identified.
- Building the brand
- Innovation
- Sustainable finance
- Performance
- Working in partnership
- World Class People

8.2 The BS Chairman highlighted the following points
- 2009 was a memorable year 8 swimming medals against stretch target of 6, 27 finalists, and the partnership with British Gas.
- Reykivik had produced 94 medals.
- Excellent resources
- There are challenges to be face but we are building best training environment
• First goal set is to be best ever Olympic Games in 2012
• Considered risks have been taken and new appointments made to give our athletes the best chance of achieving.
• The vision has been set for 2020 and we are looking to achieve 2nd place ranking in the pool in the world. The Diving team to be the number 1 in Europe. Disability to be no 1 in the world. Synchronised Swimming and Women’s water polo to be back in the medals.
• Strong sustainable funding streams

8.3 In conclusion the Chairman said that the aim is to set the standard with strong sustainable funding streams and to achieve excellence in everything we do at whatever level of the sport. The BS Chairman was thanked for his presentation.

9 Report Of The Chief Executive
The report of the CEO had been circulated and there were two items of update.

9.1 Commonwealth Games 2010
9.1 An outline agreement has been reached with Speedo to supply some team kit which is outside of the Speedo contract and it is hoped that this will be at little or no cost to the organisation.

9.2 Legacy
9.2.1 The CEO advised that an initial meeting had taken place with the CEO of the Olympic Park Legacy Company and their Director of Venues.

9.3 LOCOG
9.3.1 Test Events
Members were advised of plans to host a 10KM event in the Serpentine in 2011 and for this event to be alongside a mass participation event run by the London Region. Other test events or events where testing will take place are identified as follows:
• FINA diving world cup
• Synchro FINA Olympic qualification
• Swimming British Gas Olympic trials
• Supplementary open meet run by British Swimming
• Water polo women’s tournament

9.3.2 Accommodation Olympic Games – A number of opportunities are being explored with regards to renting accommodation for hospitality and a proposal will be brought to the Board at the October meeting.

10 New Headquarters
Members were advised of progress regarding the SportPark. The keys will be handed over on the 11th February and all is in hand for IT to move into the building early March. It is anticipated that an official opening will be held when the staff are in the building. The University are considering an official opening.

11 Finance Review
11.1 The paper submitted by the COO was noted and the COO confirmed that the forecasted under spends on the English Programmes had been agreed with Sport England. It was noted that the draft budget is nearing completion and will be sent to the Board members with Finance responsibility shortly. Once approved it will then be circulated to all Board members for comment with formal approval being sought at the April meeting.

11.2 Swimming Trust – a paper will be brought to the next board meeting with proposals for moving this forward.

12 Report Of The Director Of Regulatory And Legal Affairs
12.1 Corporate Gifts and Hospitality Policy – the policy as submitted was agreed (see appendix 1).
12.1.1 It was agreed that a list of gifts should be provided to the Audit & Probity Committee for review on an annual basis.

12.2 **Athlete Nationality Transfer** – Lauren Smith (England to Scotland). The application for Lauren Smith to move her nationality to Scotland was approved

13 **Update on Actions from Council** – noted

14 **ASA/Council Conference**
14.1 The paper circulated by the COO and the following recommendations noted:
- A conference including workshops and training sessions for club administrator to be staged being open to all members on a first come / first served basis. Counties and Regions to decide if they wish to provide financial support to attendees
- Market place to be set up around the conference showcasing key projects, departments, volunteer activity.
- “Newsnight” style question time – open to all conference and Council delegates. Questions to be submitted in advance.
- Formal Council meeting in the style of a corporate AGM which includes a presentation on the financial accounts showing expenditure linked to the strategy.
- Inauguration of the President to be held following the Council meeting at a scheduled time. This will ensure the guests of the President know when the ceremony will take place and to ensure a “sense of occasion.”
- ASA Gala Dinner to honour the incoming President, Award winners, major partners etc. (No one long top table – several VIP round tables with appropriate hosts. Board members to assist in hosting tables of guests etc. rather than sitting with own region.)
- Award ceremony as part of the dinner, brief citations read out for each Award winner by a Compère (Splash Awards style) ensuring a sense of ceremony and achievement.
- Event to be held at Loughborough University and tours arranged around Swimming’s Headquarters at SportPark. (Additional financial support to be provided to the incoming President to ensure family and guests can attend.)

14.2 The reports was endorsed and the Working Group are to progress.

15 **Correspondence National Water Polo League**
15.1 It was noted that the National Water Polo League and Women’s Water Polo League had recently merged and were seeking to use “British” in their new title “British Water Polo League”. The Board agreed this request and expressed a view for increased dialogue between organisations.

16 **Minutes Of The Meeting Held 27/28 November 2009**
16.1 The minutes were agreed as a correct record.

17 **Actions Arising from the Minutes**
17.1 **Min 128 Future Jobs Fund** – Clarification was sought on this and it was confirmed that this is moving ahead and a briefing document had been circulated.

18 **Matters Arising from the Minutes**
18.1 **Min 137 President 2011/2012** – Ray Gordon thanked the Board members for his appointment to the post of President for 2011/2012.

19 **Confirmation of decisions made by post or email**
19.1 None
Risk Register
20.1 The Board approved the revised Policy and Strategy
20.2 The Board were advised that the strategic risk register has been completed and operational risk registers are being developed.
20.3 There were no movement of risks from green to amber or amber to red to report

Website
21.1 Following circulation of the paper the COO was able to confirm to the Board that phase 1 of the Website project is on track. The project is being led by Chris Denny, supported by the Company Project Manager (Andrea Tidy) and the website team. The COO advised that a social media meeting had recently been held with all our partners with a view to identifying how we can access this ever growing area safely.
21.2 It was confirmed that there will be an opportunity for Regions on the website and a proposal is currently being put together for them to link in. The COO advised that Regions can still use Sportcentric until June 2010. COO to ascertain timeframe that Skylab can offer.

Director of Marketing and Communications
The COO outlined the work being undertaken by the Director of Marketing and Communications. A full Marketing and Communications Strategy will be presented to the Board at the June meeting.

SE Governance Review Report
23.1 The ASA has achieved reasonable assurance (highest level). However, there are a number of recommendations for the ASA to consider. The Board noted the management response to the recommendations and agreed that the SDG for Corporate Governance should carry out a review of the governance of the ASA and report back to the June meeting setting out a clear action plan and timetable.
23.2 It was noted that the SDG Group comprised of the following members:
   Chris Bostock – ASA Board Independent Member (Chairman of SDG)
   Marc Taylor – ASA Board Independent Member
   Luis Campbell – KMPG
   Les Jones – haysmacintyre
   Jane Nickerson - COO

Minutes of the Members Forum 24 November 2009
The minutes were noted for information. Date of next meeting is scheduled for 23rd May following which a proposal for membership fees will be tabled at the June ASA Board meeting.

Any Other Business
25.1 The DOEP advised members of the Board that Noel Winter, ASA Facilities Officer was retiring at the end February. The Board wished to record their thanks to Noel for all his work over the year both in a professional capacity for the ASA and as a volunteer within the sport.
25.2 ASA Board Meeting 19/20 November. Venue to be moved to Stratford to co-incide with the Swinmastic Awards.

Date of Next Meeting
16th April 2010 Loughborough - SportPark