

**Executive summary:** 103 parents were questioned at the asa's Age Group Championships (91) and the UK School Games (12).

It appears parents are well aware of swim21 (89% said they had heard of swim21 before the events) and they have an appreciation of what is involved (74% feel they know what it is).

They rate it as an important scheme (89% said it was very important or important to them) and 70% said it would influence which club they take their child to.

Nearly two thirds (65%) have seen improvements in their child's club since accreditation.

### Introduction

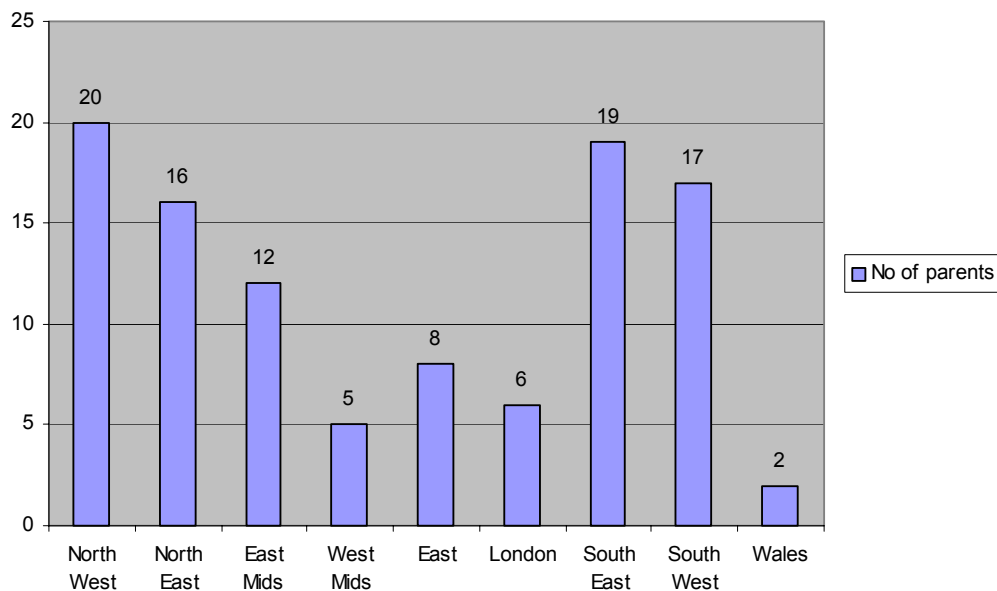
swim21 is the asa's way of ensuring every athlete – whatever their age or level of experience – belongs to a club that provides the best possible support and environment.

Although swim21 is already a successful accreditation scheme, the asa has been looking at how it can improve it further. Part of this has involved finding out what swimmers/parents of swimmers think of the scheme so their views can be used by the swim21 marcomms group in communication and promotion of the scheme.

In order to find out this information a swim21 stand was provided at two swimming events (the asa's Age Group Championship and the UK School Games). The stand carried information for parents about the swim21 scheme and staff were also on hand to answer questions personally.

In total 103 parents were questioned during the two events (91 at Age Group Championships and 12 at the UK School Games). There was a fair split in terms of gender (46 men and 57 women) and the regions\* the parents came from (see Fig1).

Fig 1: Regional split of parents completing the questionnaire



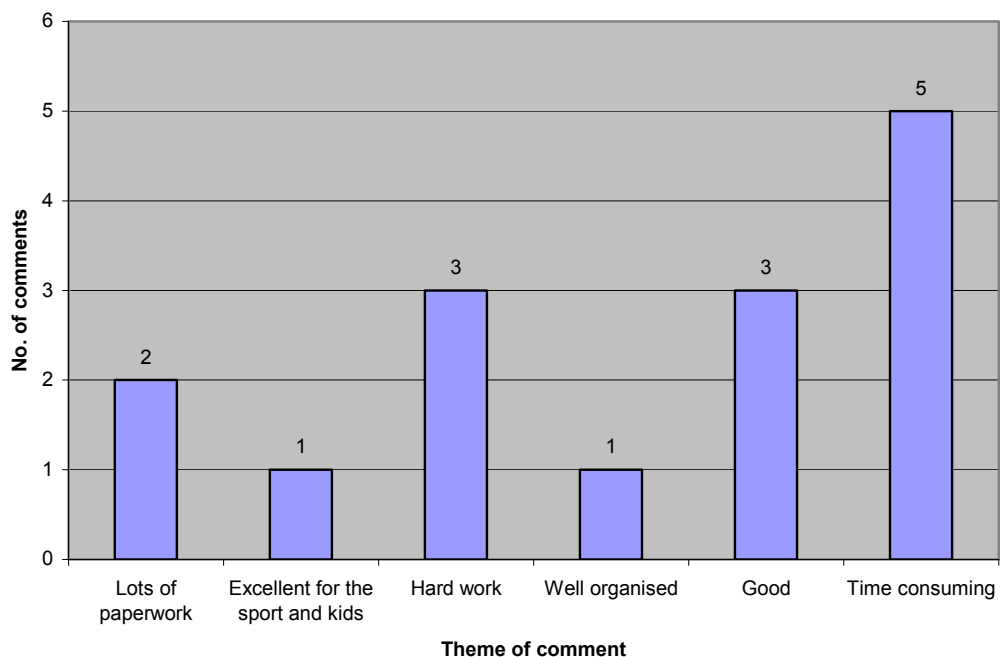
## **The results**

It appears parents are well aware of the swim21 accreditation scheme (89% said they had heard of swim21 before the events) and they have an appreciation of what is involved (74% said they felt they know what it is).

72% of parent knew if their child's club had or had not been accredited but the same percentage (72%) had not been directly involved in the process themselves.

Those who had been involved in the process were asked to comment on what they thought of it, without any prompting in terms of topic areas. 15 comments were made, with the main concern being how time consuming the process is and the most positive aspect being the feeling the process was worthwhile (see Fig 2).

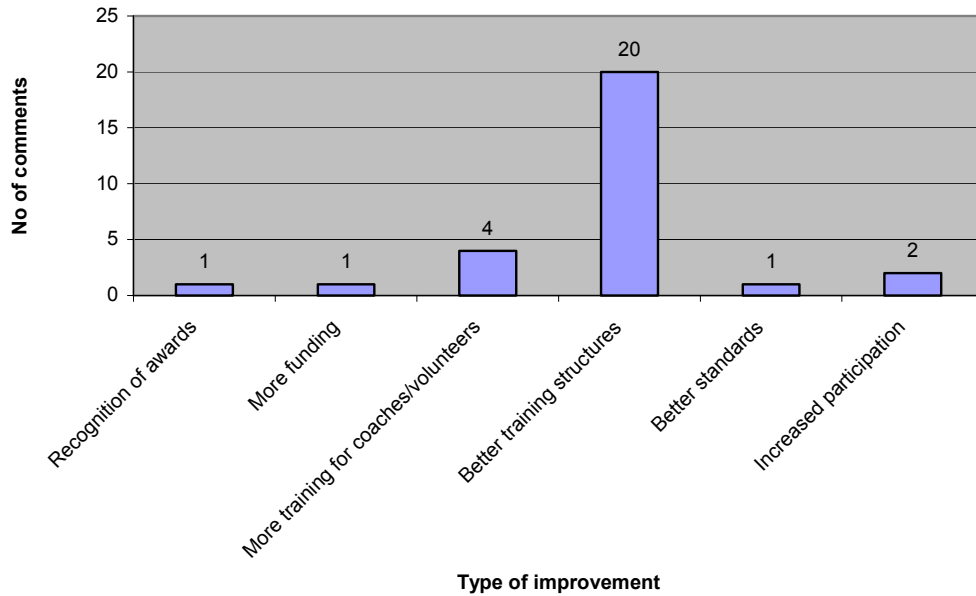
**Fig 2: Comments made about the swim21 process**



When asked about the outcomes from achieving swim21 accreditation, almost two in every three parents (65% of the 52 parent) said they had seen an improvement in their child's club.

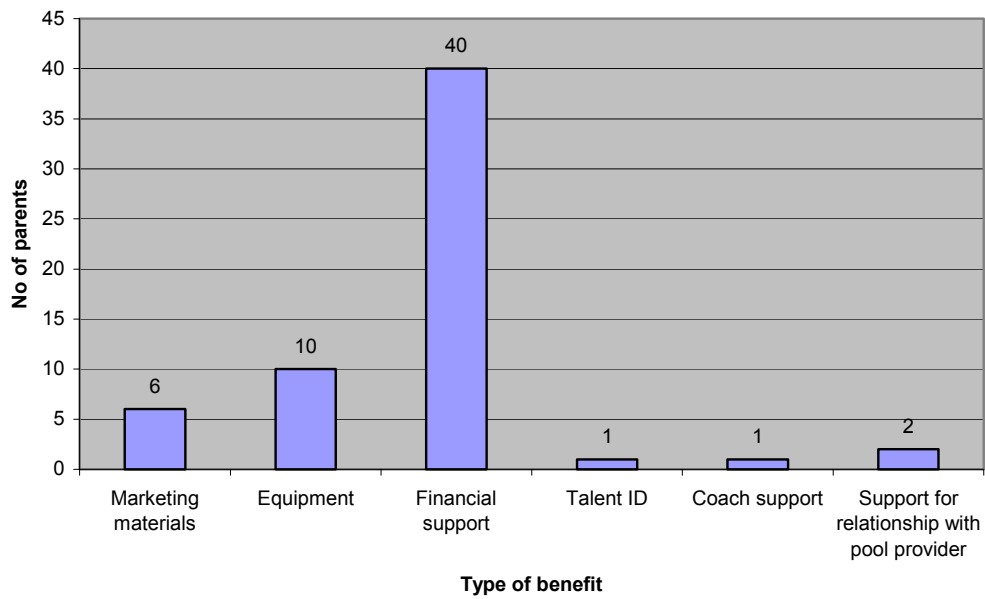
When asked about the exact improvements they had seen, the implementation of better training structures was by far the biggest improvement quoted by the parents, followed by more training for coaches and volunteers and increased participation (see Fig 3)

**Fig 3: Comments on what improvements swim21 accreditation brings**



It is interesting to learn from parents what they believe clubs should receive as a result of swim21 accreditation. By far the most popular benefit parents wanted was financial support for swim21 clubs (67% of parents wanted this), followed to a lesser degree by equipment (17%) and marketing materials (10%). See Fig 4.

**Fig 4: What benefits parents would like to see with swim21 accreditation**



Parents also rate swim21 accreditation as an important scheme (89% said it was very important or important to them).

Direct quotes from parents about why it is important/very important included swim21 being “a sign of a quality club” and the fact the scheme “maintains standards of excellence within swimming”.

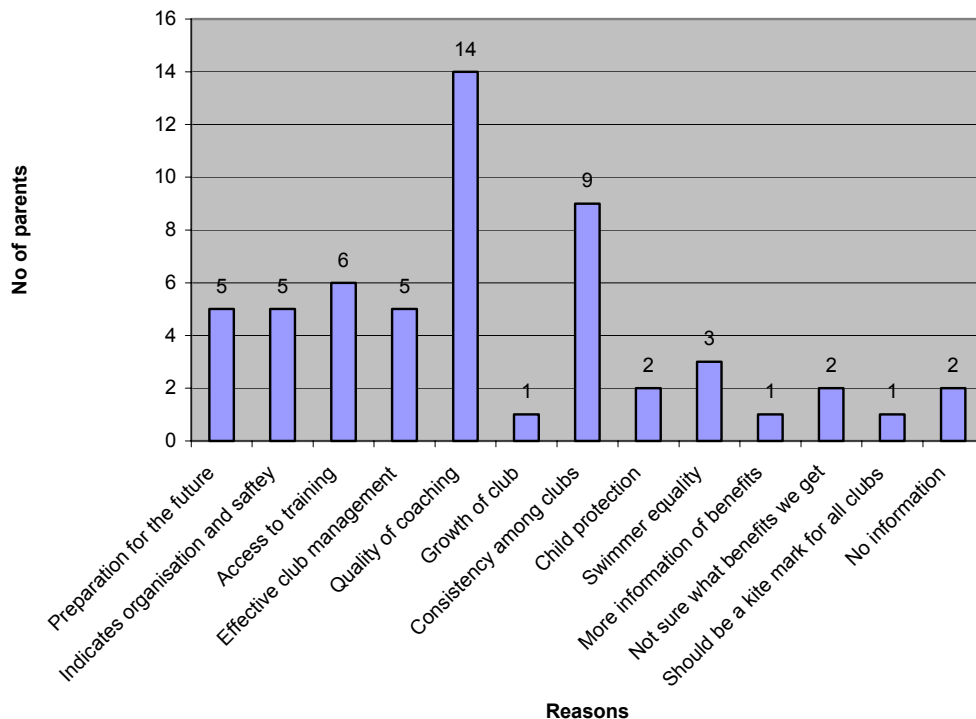
Other parents said it was important so they “know staff are child protection aware, they are qualified; there is structure to the club for the movement/development and I get what I pay for!” or because “I want my child to be given the skills and conditioning to compete at national level.”

But the quality of coaching and the fact it provides a universal standard were by far the most popular reasons cited by parents as to why it is so important. See Fig 5.

Those parents who were neutral about the benefits of swim21, or thought it was unimportant or very important, cited the fact they chose a club on its reputation. One said: “As long as the club has good training and coaches I don’t think swim21 makes a huge difference.” While another said: “I would look at the club results, reputation and the club’s reputation. If they were positive I would not consider swim21.”

There were also those who felt “swim21 does not seem to be promoted within the club. Little or no information has been given out.”

Fig 5: Reasons why parents feel swim21 is so important



More than two thirds of parents (70%) also said swim21 accreditation would influence which club they took your child to.

## Footnotes

\* The parents were selected on a purely random basis which is why there is discrepancy among the regions. The figures will also be biased because of the geographical location of the clubs swimming at the Age Group Champs.