

# A Vision for Swimming



## Introduction

Sport in general is recognised as beneficial to the nation's well being and health and as a sporting nation we also value success on the World stage; its contribution to good health, quality of life and engagement of young people is well documented.

Swimming, as the country's most popular sporting activity, has a unique role to play in delivering these agendas and supporting local and national government in the implementation of its strategies. This unique role covers all areas of swimming activities from learn to swim, non swimming water based fitness activities, lifelong participation, swimming or water activities for health, development and elite competition in all aquatic disciplines.

Over 11 million people swim regularly in England. The National Survey of Culture, Leisure and Sport commissioned in 2005/2006 stated "of all adults, the most common type of active sport participated in during the past twelve months was swimming or diving (indoors.) Swimming or diving outdoors was the fourth most common type of active sport.<sup>i</sup> At least 19.65 million people over the age of 6 in England swim at least once per year.<sup>ii</sup>

The Amateur Swimming Association (ASA), the Scottish Amateur Swimming Association (SASA) and the Welsh Amateur Swimming Association (WASA) are the National Governing Bodies responsible for governing swimming in England, Scotland and Wales respectively. The three Associations are the constituent members of British Swimming which is responsible for the strategic direction and management of the elite aspect of the sport within Great Britain. British Swimming also represents Great Britain on the European and World Governing Bodies, Ligue Européenne de Natation (LEN) and Fédération Internationale de Natation (FINA) and therefore deals with all international issues and doping.

The Home Countries focus on swimming as a healthy lifelong activity and development of the sport at all levels from learn to swim to performance including a clear focus on the Commonwealth Games.

The delivery of the sport is divided into the programme areas of Learn to Swim, Lifelong Participation, Swimming for Health, Talent Development and Excellence. These activities are delivered on a solid foundation comprising of people (Workforce), Facilities and International Influence underpinned by our values; Governance, Environment, Equality, Child Protection, Ethics and Anti-Doping.

There are 195,398 registered members and 1,569 clubs in England, Scotland and Wales<sup>iii</sup>



i DCMS

ii A guide to Swimming participation statistics in England - Sport Industry Research Centre

iii Integra Database 2007

## Vision Re-visited

### Swimming in the 21st Century

A Vision for Swimming was first published fifteen years ago and revised five years ago. During that period it has been used to shape our strategic direction. The world in which we live is constantly changing and our Vision needs to reflect the opportunities and challenges of the next decade.

The key focus for sport in the eyes of the Government is twofold: Success on the World Stage – Olympic Games and Paralympic Games; ensuring more of the population become active.

We support these priorities as our goals match Government targets in health – promoting a fit and active lifestyle; in education – providing young people with the motivation to stay in education; in anti-crime – giving young people a sense of purpose and pride.

Sporting success also inspires the nation to celebrate achievement in tangible terms – improved morale, higher productivity, national pride. We also need to capitalise on the legacy aspects of major events, Commonwealth Games (2002), World Short Course Swimming Championships (2008), Olympic Games (2012), Paralympic Games (2012) and if Glasgow's bid is successful, the Commonwealth Games (2014).

This Vision is for the whole sport and activity of swimming. The aims and objectives will be set out in detail in strategic and corporate plans owned by British Swimming, ASA, SASA and WASA. These plans will be delivered in partnership with a range of new and existing partners using opportunities which will continue to increase our engagement with communities and continue to move us into a range of activities which in the past, sat outside our remit.

The Vision is based on our fundamental priority of ensuring swimming is accessible to all, regardless of age, gender, creed, ethnic origin, sexual orientation, economic position, disability and level of ability. Swimming is one of the few activities that can be enjoyed by everyone throughout their life.



## Swimming's Mission

### Swimming is for Life

To ensure everyone has the opportunity to learn to swim

To ensure everyone has the opportunity to enjoy swimming or water based fitness activities for health and fun throughout their lifetime.

To ensure everyone achieves their different personal goals throughout their lifetime

To ensure we achieve gold medal success on the world stage

## Objectives

### Learn to Swim

#### The Magic Moment

Swimming is an essential life skill which enables participants to enjoy water based activities safely throughout their life. Swimming aims to further enhance the provision of swimming, especially in schools, to take positive steps to ensure all children have access to a high quality learn to swim programme and to assist in the continued reduction in the number of people drowned in the UK each year.

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Whilst there have been significant improvements since 1860 when 2,264 people drowned in the UK there is still an alarming number of accidental drownings with 435 in 2005 of which 39 involved children.<sup>v</sup>

Swimming will:

> Work to ensure every child has the opportunity to participate in a high quality swimming programme, delivered by appropriately qualified swimming teachers, school teachers and adults supporting learning.

> Continue to promote National Plans for Swimming Teaching in the Home Countries through training and professional development.

> Ensure school and swimming teachers have the necessary training, skills and access to resources to deliver a high quality teaching programme.

> Work closely with Government Agencies to develop resources and set "kite marked standards" that provide a framework for delivering water safety in the pool and in the classroom.

> Continue to work with the Government and other agencies to develop policies that will ensure quality delivery of school swimming and opportunities for pupils to participate.

> Assist schools and other appropriate agencies to provide all children with an awareness and understanding of water safety.

> Encourage swimmers to graduate from learn to swim programmes into organised club or activity programmes.



## Lifelong Participation

### Adding life to years and years to life

Swimming is the major participation sport amongst young people and we will continue to work to ensure everyone learning to swim continues to benefit from participation in the sport throughout their lifetime. Furthermore swimming has long been acknowledged as an activity that is beneficial to the nation's health. Maintaining a healthy and active lifestyle at all times of life is a prime consideration and one which swimming can and does deliver.

Swimming has massive potential for growth with 13% of the inactive prepared to consider swimming as part of a more active lifestyle.<sup>v</sup>

Swimming will:

- > Work with all agencies to promote swimming to encourage swimming at all levels and ages, in particular Black Minority Ethnic (BME) communities, faith groupings, disabled people, people from under represented sections of the community, non users and to encourage people back into the water.
- > Take a strategic role in developing swimming as an activity for all.
- > Ensure information about swimming and local pools is clear and encouraging and pool programming reflects the needs of the whole community.
- > Develop people, products and services to support pool providers in meeting the needs of the 21st Century customer.

- > Work with local authorities to encourage partnership schemes between clubs, fitness sessions and GP surgeries.
- > Expand opportunities for lifelong fitness swimming or activity at levels appropriate to each individual including non-swimmers.
- > Act as an advocate taking a strategic role in the provision of health and physical activity and ensure the dissemination of good practice.
- > Work with all appropriate agencies to continue to promote Aquafit for swimmers and non-swimmers.



## Swimmer Development

### Achieving individual potential

The development of swimmers to their full individual potential is an important factor and we will achieve this by ensuring all swimmers have access to the appropriate environment at every stage of their career.

Scientific research has identified that it takes at least 10 years, or 10,000 hours for talented athletes to achieve sporting excellence. There are no short cuts!<sup>vi</sup>

Swimming will:

- > Continue to build all programmes around a well-researched Long Term Athlete Development Model (LTAD).
- > Continue to develop seamless pathways from early skill development to the Olympic and Paralympic podium.
- > Ensure all programmes, such as coach development, club development and sports science contribute to these areas.
- > Continue to recognise and promote the importance of the club structure and continue to develop strong links with members.
- > Continue the tradition of working in partnership with all appropriate agencies such as local authorities, further and higher education and the private sector.

v DCMS

vi Swimming's Long Term Athlete Development Model

## Swimming Excellence

### Swimming to win

Swimming remains focussed on the achievement of success at Olympic and Paralympic level through the development of multi-agency partnerships providing a second to none world class programme for swimmers.



I learned that the only way you are going to get anywhere in life is to work hard at it. Whether you are a musician, a writer, an athlete or a business man, there is no getting around it. If you do, you'll win – if you don't, you won't.<sup>vii</sup>

Swimming will:

- > Continue to source, develop and mentor world-class coaches through implementation of the UK Coaching Framework.
- > Utilise the best training facilities and opportunities for our developing and elite swimmers.
- > All programmes will be athlete centred and will be linked to ensure there are no barriers to success.
- > Provide a comprehensive sport science and medicine support programme within a high performance environment.
- > Provide a comprehensive, integrated pathway of structured competition based on the Long Term Athlete Development Model (LTAD).
- > Ensure those with the ability to succeed at the highest level will receive the support they need to realise Gold medal performances in Olympic and Paralympics.

## Foundation

### Workforce Development

#### People make the difference

For swimming to achieve its vision and objectives it relies profoundly on the skills, knowledge and commitment of its workforce which comprises of a vast number of volunteers working in partnership with a vocational workforce.



There are over 30,000 volunteers involved in swimming in the UK which represents approximately 2.75 million hours work per year at a value of £30 million. The industry contributes £6.8 Billion to the nation's GDP.<sup>viii</sup>

Swimming will:

- > Provide a comprehensive teacher / coach education and development programme through implementation of the UK Coaching Framework.
- > Continue to pursue and implement new opportunities with sport, youth and volunteering organisations to progress policies that ensure the continued development of an effective, knowledgeable and valued workforce.
- > Continue to support and educate clubs about good practice that will ensure they can successfully recruit and retain their workforce whilst supporting them to fulfil their ambitions.
- > Continue to support the recruitment, training and deployment of volunteers ensuring there is a new generation of volunteers that have the skills, knowledge and commitment to allow our sport to continue to grow.



vii Bruce Jenner, Olympic Gold Medalist, Decathlon

viii Workforce Development Survey

## Facilities

### Providing access for all

> The provision of suitable and appropriate facilities for the needs of the sport and the public is fundamental. There is a requirement to ensure the individual needs of the community and the different aquatic disciplines are addressed including learn to swim, fitness swimming, swimming activities for non-swimmers, elite training and major events.

The National Facilities Strategies will continue to provide guidance for the provision of adequate facilities for all aquatic disciplines.

Swimming will:

- > Work closely with local authorities, schools, colleges and universities, the private sector, funding agencies and the Government to ensure a comprehensive, affordable and hierarchical network of facilities is developed to service the future demands of the community and the sport.
- > Encourage those involved in the building of new facilities to ensure they are designed in such a way that there are no barriers to access for reasons of affordability, culture, disability or religion.
- > Continue to lobby the Government to act on the poor condition of many of our public and school pools which are in need of replacement and to increase facility provision as the nation becomes more active.
- > Continue to lobby for facilities to provide appropriate and affordable access for all programmes.

> Continue to lobby to ensure facilities are kept well maintained and up to date to service the needs of the customer.

> Work closely with pool operators to ensure pools are programmed for optimum use for all disciplines and levels of swimming.



## International Influence

### Making a difference to World Swimming

Swimming is an Olympic, Paralympic and Commonwealth sport with over 190 nations competing throughout the world. British Swimming seeks to position representatives in influential roles at World and European level through a comprehensive identification, selection, development and mentoring programme. This underpins our core objective of achieving gold medal success.

Effective representation at a global level can result in benefits for domestic sports and athletes and contribute to the ethical development of sport worldwide.<sup>ix</sup>

Swimming will:

- > Ensure the interests and policies of British Swimming are promoted throughout the world.
- > Maximise the influence of British Swimming within all international swimming key decision making bodies and organisations.
- > Pursue a clear major event bidding strategy in partnership with British cities that complements our performance programme.
- > Contribute to the global development of swimming.

ix UK Sport

## Values

### Governance

#### Delivering the sport with integrity

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

Corporate Governance is concerned with holding the balance between economic and social goals and between individual and communal goals. The corporate governance framework is there to encourage the efficient use of resources and equally to require accountability for the stewardship of those resources. The aim is to align as nearly as possible the interests of individuals, corporations and society. <sup>x</sup>

Swimming will:

- > Ensure all those involved in the governance of the sport comply with the seven principles of public life, selflessness, openness, integrity, objectivity, accountability, honesty and leadership.
- > Ensure all business processes are robust and tested by both internal and external audit procedures.
- > Develop best practice throughout the sport, ensuring all policies are transparent, fair and just and where applicable, have an appropriate appeals process.
- > Review the effectiveness of the organisation using quality management tools and effecting appropriate change.

### Environmental Impact

#### Realising the effect of our actions on the environment

Swimming recognises our operations have an effect on local, regional, national and global environments and is committed to working to substantially minimise an adverse impact on the environment by identifying potential hazards and risks to the environment and ensuring preventive and control measures are implemented.

No one person has to do it all but if each one of us follow our heart and our own inclinations we will find the small things that we can do to create a sustainable future and a healthy environment. <sup>xi</sup>

Swimming will:

- > Implement energy management schemes to reduce gas, electricity and vehicle fuel consumption.
- > Implement waste management schemes to reduce landfill waste consumption.
- > Implement a bottled water consumption reduction scheme.
- > Conduct research into best practice to encourage facility designers to provide low energy buildings using the latest technologies to limit heat loss and waste water.

### Equality

#### Opportunity for all

- o Swimming believes in the principles of sports equality by working to recognise inequalities and taking positive action to overcome them.

Everyone should be able to make the most of the rich culture and sport around the country. <sup>xii</sup>

Swimming will:

- > Establish policies, systems and practices to mainstream equality and diversity, by engaging with staff, volunteers, coaches and officials to ensure awareness is raised and realistic planning put in place.
- > Achieve appropriate levels of the Equality Standard to ensure continuous improvement in terms of gender, ethnicity, age and disability. Seek to address issues of faith and sexual orientation in both policies and practices.
- > Continue to develop new interventions to take swimming to those who have not traditionally participated and who face barriers to participation.

x Sir Adrian Cadbury

xi John Denver

xii DCMS

## Safe Guarding Children and Vulnerable Adults

### A safe sport for all participants

Our Child Protection policies and strategies strive to ensure:

Parents and carers view swimming as a sport where children and vulnerable adults are free from harm and where child protection is an integral part of the culture.

We provide a safe and encouraging environment in which children and young people can take part in swimming, have the opportunity to gain enjoyment from the sport and achieve their optimum level of success.



All our programmes are athlete-centred, designed and implemented with the interests of the swimmer as the focus.

Swimming will:

- > Continue to work with appropriate external agencies to ensure any concerns are dealt with in an appropriate, timely and transparent manner.
- > Ensure our recruitment policies comply with best practice in the recruitment of employees and volunteers and continue to undertake applicable Criminal Record Bureau (CRB) checks and obtain references on all those who have contact with children and vulnerable adults placed in our care.
- > Promote and be an exponent of best practice in all aspects of the safeguarding of vulnerable adults.
- > Work with the Child Protection in Sport Unit and other governmental and external agencies to promote awareness of and resources for safeguarding of vulnerable groups in sport.



## Ethics

### Ensuring a level playing field

Swimming passionately believes all involved in the sport should comply with the principles of fair play to ensure all participants develop moral virtues, dedication, integrity, courage and fairness.

Winning is without value if victory has been achieved unfairly.<sup>xiii</sup>

Swimming will:

- > Ensure coaches and teachers are trained to instil the values of fair play, including respect for others, in the athletes under their care.
- > Develop and maintain an internal sports dispute resolution section and transparent judicial system which ensures fair hearings for any complaints.
- > Publish and communicate the code of ethics for all participants, ensuring compliance with the code is monitored.
- > Ensure all athletes are trained to understand the importance of standards of excellence, standards of fair play and standards of appropriate conduct.
- > Ensure officials are trained to deliver a fair and equitable standard of officiating.

## Anti Doping

### Drug free sport

Swimming believes in striving to achieve a drugs free environment through all disciplines:

The public have a right to be able to watch sport and believe in the purity and quality of the performances and youngsters taking up sport for the first time need to know that they can compete fairly to the best of their ability and progress as far as they are capable of doing.<sup>xiv</sup>

Swimming will:

- > Work in partnership with key anti doping agencies to provide a comprehensive education programme to all athletes and teams representing the sport at international level.
- > Ensure the sport is an exponent of best practice in all aspects of anti doping in sport.
- > Police the sport, both in and out of competition, within a framework of fair procedures that deal with doping infractions in a timely and just manner.

xiii Malta Olympic Committee

xiv Paula Radcliffe



## **Summary**

### **Our commitment**



Our Vision is to ensure everyone has the opportunity to participate in swimming at whatever level they choose throughout their life. Our programmes will be underpinned by strong values and delivered by a committed, well trained workforce in facilities which meet the needs of all.

# A Vision for Swimming