

# Performance Centres Programme 2018 – 21

## Applicant Briefing Document

Thank you for applying to become a performance centre, please read the below to help you complete the application process.

### Introduction

Swim England wishes to create opportunities for talented swimmers to study in England by developing performance centres that provide support for them to transition to a senior world class performer whilst continuing their academic education.

For Swim England this will enable an increased number of talented swimmers to fulfil their potential and achieve at Commonwealth, World and Olympic level whilst at the same time ensuring that there is a network of education establishments that allow a flexible approach to sport and academic studies and thus allow students and academia to work seamlessly together for mutual benefit.

The programme is designed to meet the following objectives:

- Improve the number and quality of world standard athletes and coaches in England.
- Create “one-stop-shop” venues for the provision of elite facilities and services for athletes and coaches.
- Provide clearly defined pathway opportunities for athletes and coach progression.
- Develop environments that are a key component of a world-leading talent pathway.

### Rationale and Context

There are currently two national performance centres operated by British Swimming that cater for world class podium or podium potential swimmers, these are located in Bath and Loughborough. The athletes accepted onto the programmes in these centres are extremely high performing international swimmers, meaning that other talented swimmers are not able to access these centres.

By way of comparison, Scotland provide four options for talented swimmers to combine their swimming and education and Wales have two centres. Given the number of swimmers in the England talent programme, there is a lack of capacity to cater for talented young swimmers wanting to progress to senior level. Swim England wants to create additional capacity to cater for these highly talented swimmers by developing a network of centres that can support and fulfil their aspirations. This key programme will create a long-term, sustainable mechanism to identify and develop athletes for English and British Performance Pathways leading to increased and improved senior podium performances.

## Applicants

Swim England is seeking organisations to host and deliver Swimming Performance Centres. Organisations can apply to be the lead for a Performance Centre but a University must be either the lead or a key partner giving a clear, written commitment and purpose to the programme.

Swim England sees this as a partnership programme and is offering funding, coaching, technical advice and support to enable the Performance Centre to achieve its full potential and best meet the needs of the athletes.

Swim England will engage with the successful applicants to audit the support services and coaching offer. An initial 'audit' will establish areas of strengths and areas needing development or alignment to British Swimming's protocols.

It is envisaged that twice-yearly formal progress meetings will take place with the successful stakeholders to build the partnership and measure progress against Swim England KPIs. There will be monthly visits by the Swim England Talent team to support and guide the programme.

## Benefits

The successful Performance Centre applicants will receive the following benefits:

- Swim England funding of between £5k – £30K per annum. (There is a two tiered framework, see 'funding' section of this document)
- Accreditation as a Swim England Performance Centre.
- Space to promote the University and its Swim programme at identified Swim England events.
- Space to promote the University and its Swim programme on the Swim England 'Competitive Swimming' pages of their website.
- Support from the Swim England Talent Team in developing the programme.

## Criteria Outline

This is an abridged version of the Swim England Performance Centre criteria. The full criteria is contained within the Performance Partnership Plan.

- Cater for swimmers with the potential to transition to senior world class level
- Allow flexible study programmes, which include scholarships, bursaries and extended study for developing performance swimmers.
- Ensure appropriate and sustainable training provision for both pool and non-pool based training.
- Leadership of the programme by a credible performance coach, supported by a dynamic coaching and SSSM team to ensure an excellent daily performance environment.
- Link, expand and support current university swim programmes and ensure alignment with both club and school based local swimming programmes to ensure a seamless pathway of progression achieved for the long term development of the athlete.
- Create a team of associated SSSM support services, linked with EIS and local provision to include strength and conditioning, sports science, psychology, lifestyle and physiotherapy.
- Appropriate accommodation and pastoral care in close proximity to facilities and education sites.

- Adhere to Swim England policy requirements including relevant Swim Mark accreditation (for any clubs involved)

## Funding

Swim England views this as a long-term programme, creating a pathway for future generations of athletes. However, this programme is funded by Swim England via its investment from Sport England until 31 March 2021. There are no guarantees of funding after that date.

The Performance Centres will be allocated an agreed annual funding budget from Swim England to cover a proportion of the costs associated with delivering a Performance Centres. There will be two levels of funding.

Tier 1 Performance centre, up to £30,000 per annum

Tier 2 Performance centre, up to £10,000 per annum

It is expected that there will be one Tier 1 Performance Centre and three Tier 2 Performance Centres (NB Swim England reserves the right to alter this profile based at its own discretion).

Funding will be allocated at the absolute discretion of Swim England based on the Performance Partnership Plan and the key requirements listed in the plan. Successful applications will show a clear ability to help Swim England achieve pre-agreed KPIs with Sport England

A combination of Swim England funding, Performance Centre squad fees, annual membership and a contribution from the successful candidate and or its partners will constitute the principal sources of revenue. Value in kind contributions will also be considered and taken into consideration when evaluating applications.

Swim England will be responsible for the agreed funding budget allocations. Ensuring timely funding payments, as set out and agreed in the annual Performance Plans.

## Coaching

The Head Coach will provide the programme technical leadership and will be responsible for the performance outcomes of their Centre.

In addition to Performance Centre responsibilities the Head Coach will be assigned Swim England national responsibilities for selected coach education days, formalised coach mentoring and Swim England Talent Camps. To be agreed annually but not exceeding seven (Tier 1 Centre) / four (Tier 2 Centre) days per season.

Swim England expects that each Performance Centre will develop a strong working relationship with Swim England National Talent Staff, Swim England Clubs Team, Regional Staff and Network Clubs.

## Swimming Community

An important consideration for Swim England investment in a Performance Centre is the relationship of the Performance Centre with swimming activities in the geographical area. Such interaction is preferred to help provide a co-ordinated pathway for athlete progression but also to ensure that athletes and coaches attending the Performance Centre contribute to the promotion and development of the sport in that region.

## Pathway to Success

The establishment of a network of Performance Centres within England, along with the continued support of network clubs and individuals achieving world class performance results is expected to achieve a higher transference of athletes into the British Swimming World Class Programme for the 2024 Olympics and provide an ongoing legacy for the sport.

**It is imperative that each centre strives to achieve swimmers on Phase 2, Phase 3, 2024 and World Class Podium Potential national squads. Successful applicants will show this as an overriding priority and annual goal.**

## Application Process

The application process will be managed by the Swim England Talent Team who will be able to answer questions or requests for further information. Applications will be assessed by a group including Swim England and British Swimming representatives.

Applications will be assessed against the Performance Centre criteria. In addition, Swim England reserves the right to consider factors such as the geographical spread of centres, long-term sustainability and the best combination of programmes across the country when making its decision. Swim England will have complete discretion when appointing centres.

In order to clearly define key operational and performance objectives, applicants will be required to complete the Performance Partnership Plan. Underpinning the plan will be the following key supporting documents:-

- Financial Plan 2018-2021, including budget and reporting schedules.
- Indicative seasonal plans to include athlete individual performance plans & SSSM provision.
- Indicative Coach Development Plans.
- Operations and technical targets to include national representations as stated above.

In order to ensure that the Performance Centres operate on a philosophy of continuous improvement, there will be an annual evaluation/review process. The Performance Centre partners will be expected to adapt and develop its plan based on this evaluation and to provide improved services based on prior learning.

## Timeline

The 2018 application timelines are as follows:

- 23 March Information distributed to Swim Management Group, regional channels for Information and clarity purposes.
- W/c 2 April Information advertised via SE website and social media channels.
- W/c 2 April Application pack will be available from:  
[swimmingtalent@swimming.org](mailto:swimmingtalent@swimming.org)
- 25 May Completed application form returned to  
[swimmingtalent@swimming.org](mailto:swimmingtalent@swimming.org)
- 15 June Evaluation and approval of applications – Rejection of applications.
- 22 June Successful and non-successful applicants notified.
- 20 July Agreement signed; first instalment of funding investment.
- July-Sept Swim England Performance Centre starts.

## Swim England Contact and Support Details

- Grant Robins, Head of Talent, Swimming: [grant.robins@swimming.org](mailto:grant.robins@swimming.org)
- Mike Parker, England Talent Officer, Performance Centre Lead: [mike.parker@swimming.org](mailto:mike.parker@swimming.org)