



West Midlands Diving Strategy

2021-2025

Diving in the West Midlands

This four-year strategy has been produced by Swim England in partnership with the Swim England West Midlands Region, with the aim of successfully implementing a diving pathway in the West Midlands and creating a sustainable sport from grassroots to performance.

Diving is a hugely social and highly competitive aquatic sport, which is popular due to its fun and daring nature. It is one of the most watched sports at the Olympic and Commonwealth Games in the UK and we see a huge spike in interest creating future Olympians.

The new Sandwell Aquatic Centre built for the 2022 Commonwealth Games will provide extensive opportunities for the sport of diving in the West Midlands and a platform for us to deliver this strategy.

Our aim is to develop an inclusive diving community and place for participation at all levels within the region. Divers, coaches and volunteer officials will come from diverse backgrounds and will be integral to the development and governance of the sport.

Achieving a collaborative working approach is key to the success of the pathway and each diving programme. This strategy intends to engage partners and set a clear direction of travel for diving in the West Midlands.



West Midlands Diving Strategy

2021-2025

Four-year plan to develop diving in the West Midlands

Our Vision

To provide an inclusive and sustainable diving programme in the West Midlands up to and beyond the Commonwealth Games in Birmingham 2022, capable of producing future International medalists.

Our Objectives

Workforce: Develop, train and engage a workforce ensuring an opportunity for diverse backgrounds.

Widening participation: Produce a pathway which is inclusive, accessible to all and meets the needs of the community it serves.

Diving pathway: Develop an inclusive diving pathway from community to performance, maximising the facilities that are available.

Partnership delivery: Work in partnership throughout the pathway with both the sport and non-sport sector.

Pivotal to the delivery of this strategy, will be the need to continue the role of the West Midlands Diving Development Officer by sourcing additional funding.

Diving governance structure



Key strategic themes



1. Workforce

Develop, train and engage a workforce ensuring an opportunity for diverse backgrounds.

What we will do:

- Work with the Swim England West Midlands Region to ensure that an annual calendar of coaching courses exists to meet the needs of the sport.
- Work with the Institute of Swimming to provide the Aquatic Skills Framework Stage 8-10 Diving CPD, Diving Assistant Coach and Diving Coach courses with the region.
- Streamline diving coaching courses and CPDs online.
- Create a development plan to generate a budget dedicated to upskilling and creating opportunities for coaching.
- Work with the Swim England West Midlands Region on previous and new projects to engage volunteers.
- Create a network or membership scheme for teachers and coaches, to facilitate communications, learning and sharing.

Partner support required:

- Advertise diving coaching courses and CPDs on suitable web pages and social media channels.
- Drive recruitment of teachers and coaches to deliver the Swim England diving frameworks.
- Promote opportunities for volunteers to engage with diving.

What success looks like:

- > A qualified diving coach with two assistant coaches in each centre with a diving programme.
- > A multitude of swimming teachers upskilled to be able to deliver the Stage 8-10 Diving outcomes.
- > A cohort of volunteers that have been educated in the sport and have the knowledge of how a successful diving competition runs.

2. Widening participation

Produce a pathway which is inclusive, accessible to all and meets the needs of the community it serves.

What we will do:

- Demonstrate the benefits and opportunities to an operator of delivering a diving programme.
- Work with operators to plan, launch and review their diving programme, including offering taster sessions to new audiences.
- Produce and provide template marketing collateral that can be used for promotion.
- Work to build relationships with gymnastics programmes in the region and other transfer sports to explore partnership working.
- Work with marketing on a PR plan ahead of, during and post Commonwealth Games.

Partner support required:

- Facilitate links to local community groups to raise awareness of the diving opportunities available and the benefits of participating.
- Utilise the Commonwealth Games 2022 coverage to promote the sport and provide local participation opportunities in leisure centres following the Games.
- Engage with primary and secondary school audiences by targeting education swimming lessons with a diving offer.
- Work with university audiences to attract students to adult sessions at Sandwell.
- Work with operators to produce accessible sessions for different needs, e.g. girls/women only.

What success looks like:

- > Primary and secondary schools offering diving lessons for those pupils that can already swim.
- > Full capacity of members in adult sessions at Sandwell Aquatic Centre.
- > A successful offering of diving taster sessions through the region.
- > A full marketing and PR plan to ensure that communication and exposure around diving in the lead up to and following the Commonwealth Games is maximised.



3. Diving pathway

Develop an inclusive diving pathway from community to performance, maximising the facilities that are available.

What we will do:

- Produce a formal pathway from Learn to Swim through to Learn to Dive with agreed standards at each stage.
- Engage with operators to build a network of diving activity, starting with Swim England's Stage 8-10 Diving Awards which progress into the Learn to Dive element of the pathway.
- Support all diving programmes to implement the Swim England Diving Awards Framework.
- Build relationships with key universities and higher education establishments to produce an offer to attract high performance athletes to the region.
- Ensure an appropriate competition structure to provide opportunity for those at every stage of the pathway.

Partner support required:

- Operators to implement Swim England's Stage 8-10 Diving Awards.
- Operators with diving boards to implement the Learn to Dive scheme with agreed standards.
- Conduct a talent identification search engaging with local schools and communities to find the next generation of talented athletes.
- Identify funding opportunities to deliver a Talent Identification process and programme.
- The Swim England West Midlands Region to support volunteer education around diving competitions.

What success looks like:

- > Swimming lessons around the region using the Diving Stage 8-10 awards in contrast activities.
- > Sustainable Learn to Dive feeder diving programmes at 75 per cent capacity, Sandwell Aquatic Centre Learn to Dive and squad divers at 80 per cent capacity by 2025.
- > Divers from the West Midlands attending Swim England Talent Games as the first step on the talent pathway.
- > An effective retention of diving members through the use of the Swim England Diving Awards running at all diving centres.



4. Partnership delivery

Work in partnership throughout the programme with both the sport and non-sport sector.



What we will do:

- Engage with a number of external stakeholders to develop the plan and work together towards a successful delivery – including governing bodies, Active Partnerships, local authorities, operators and clubs.
- Continue to evaluate the strategy with external stakeholders.
- Work to create partnerships with other transfer sports to scope any potential shared working.

Partner support required:

- Help source potential investment to support the sustainability and development of the diving strategy and diving programmes.
- Gather an insight to understand motivations and barriers in lower socioeconomic groups to build a relationship with the sport. For example, LGBTQ+, diverse ethnic community or faith groups.

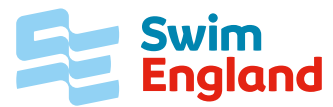
What success looks like:

- > Diving to be positioned in the legacy or strategic plans of partners including Sandwell Metropolitan Borough Council and Active Black Country.
- > Each local authority in the Black Country (Sandwell, Dudley, Wolverhampton and Walsall) along with Birmingham City Council to be engaged and delivering diving as part of their Learn to Swim Programme or as a stand-alone Learn to Dive Programme.
- > A strong relationship with organisations that enable engagement with participants from the diverse ethnic community, which creates a programme that is accessible to all, including those from lower socioeconomic groups.

Our commitment to diving in the West Midlands

- We will deliver the strategy within the West Midlands Region, its interaction will be with the rest of Swim England and other Active Partnerships, with the particular focus on development.
- We will create an action plan alongside our four-year strategy, key performance indicators will be set and quarterly updates will be reported to the region.
- We will ensure the different delivery partners can support the strategy.
- We will deliver a series of development days to help the feeder programmes develop. This will include negotiating with pool operators and recruiting divers as they leave the Learn to Dive Programmes to continue the diving pathway at the Sandwell Aquatic Centre.
- We will look for additional diving development finances to fund the strategy.
- We will look for additional sources of funding to help reduce the financial burden on divers and their families, as well as volunteers, and to make the strategy sustainable.
- We will market the sport of diving to the West Midlands population as a whole, to enable us to achieve the goals set in the strategy.





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