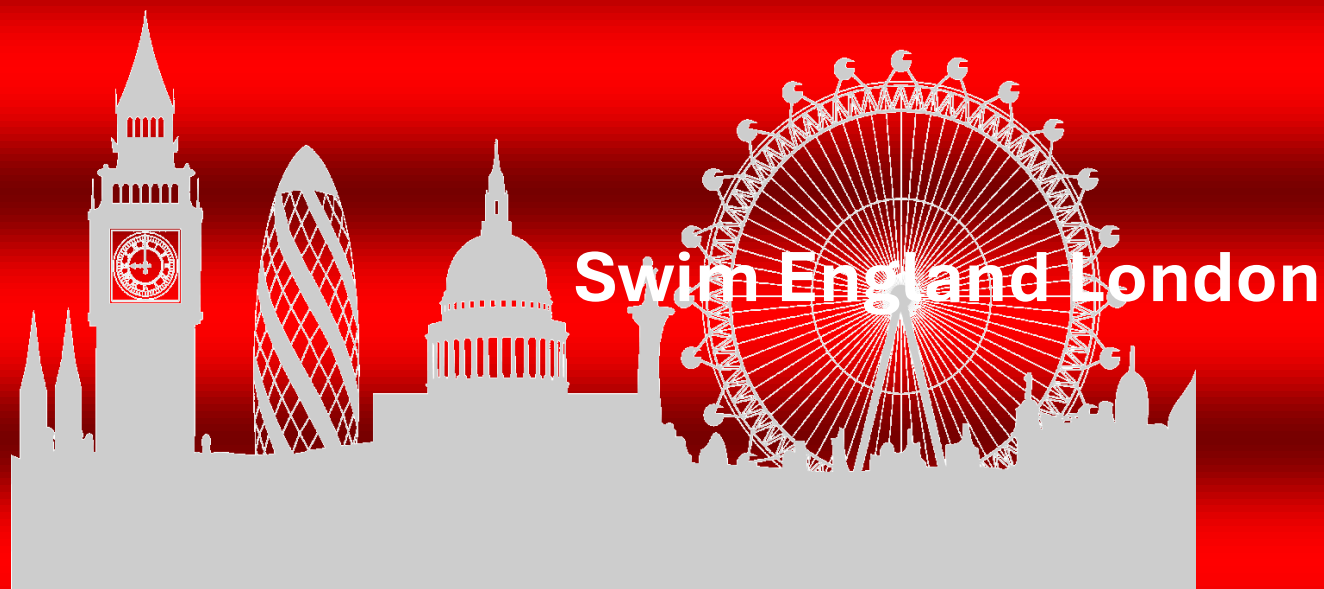




# Swim England London Strategy

## Our Vision

London The Capital City for all Aquatics



# Welcome to the Strategy

At its' core, this strategy encompasses a wide range of views and beliefs from across our membership.

Our ambition is to ensure that our aquatic disciplines are accessible to all who wish to participate or be involved in our sport from the athletes, coaches, parents, officials, and our trusted and invaluable volunteer workforce.

Our Mission is to guide, support and develop our clubs ensuring that our SAFE Plan (Safe Aquatics for Everyone) empowers all.

London

# STRATEGY

## OUR VISION

London the Capital City for all Aquatics

## OUR MISSION

To guide, support and develop our clubs ensuring our SAFE Plan empowers all.

## OUR VALUES

To be clear and transparent

To listen and respect others

To Spot Support and Signpost

To collaborate and consult

To be inclusive and diverse

## OUR GOALS

### Infrastructure

- Principled Culture
- Trusted Welfare & Safeguarding
- Operational Excellence
- Stronger Clubs
- Access to Water
- Effective Aquatic Talent Pathways
- Outstanding Events

### Grow

- Build Trust
- Outstanding People
- Strengthen Revenue
- Framework of good governance
- Develop all Aquatic Disciplines

### Engage and Unite

- Increasing Engagement
- Respected Partnerships
- Lifelong Participation in all aquatic disciplines
- Aquatics for Mental Health and Well Being

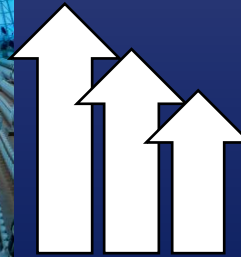
## KEY METRICS

Number of Regional Volunteers, Coaches & Officials, Membership Data, Participation Rates, Feedback Surveys, Referrals, Diverse Workforce, 360's



# OUR GOALS

## Infrastructure



### Principled Culture

The Region will build on the existing culture and continue to improve by, consistently demonstrating our organisations values, fostering open discussions about our ethos and integrating member feedback into our developing initiatives.

### Trusted Welfare and Safeguarding

In 2023 the region conducted a root to branch review of its Welfare and Safeguarding Structures and implemented our S.A.F.E Plan (Safe Aquatics for Everyone). We will continue to deliver the highest level of service to our members ensuring that our plan empowers all.

### Operational Excellence

Levelled by our infrastructure, Values, Goals and Strategic objectives the region commits to deliver operational excellence across all areas of our business. It will focus on continuous improvement of the organisations processes and systems to achieve better results.

### Stronger Clubs

The region recognises that our clubs are centric to all our aquatic sports and as an organisation we are committed in supporting them by offering the guidance and assistance required to provide safe, and inspiring places for everyone to participate.

### Access to Water

It is imperative that all our sports have access to appropriate facilities, but due to the current climate, this is proving to be a challenge. The region will continue to work closely with and influence our Local Authorities, operators and other organisations ensuring we have the pools we need for the future.

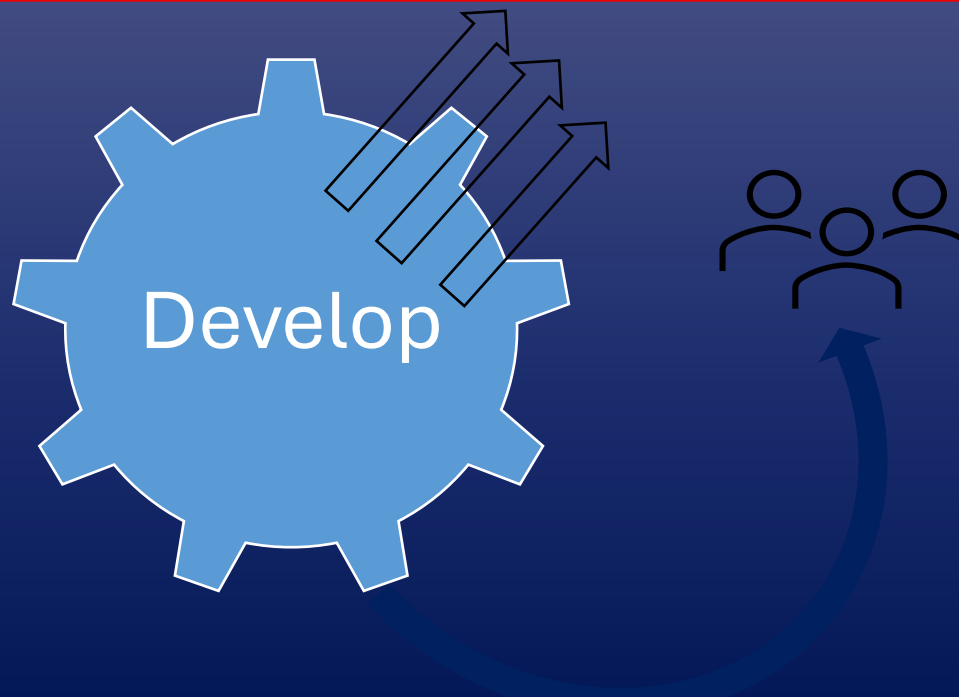
### Effective Aquatic Talent Pathways

Create a cohesive and effective pathway programme for each aquatic discipline, ensuring all our athletes feel supported and provided with equal opportunities to develop and achieve their individual goals.

### Outstanding Events

Our trusted regional events teams will continue to deliver high quality competitions in world class facilities, creating a safe, positive and empowering environment for our athletes, technical and non-technical officials, coaches, and parents,

# Grow



## Build Trust

We will continue to build trust and confidence with all our stakeholders by managing and meeting expectations, operating with integrity, keeping promises and being dependable.

## Outstanding People

Volunteers are the glue that hold our communities and sports together. Our resolute staff team, coaches, officials, tutors also work untiringly in transforming lives through aquatic activity. We will continue to empower all our workforce by providing clarity, support, and autonomy.

## Strengthen Revenue

Our focus is on maintaining and building upon the strong relationship with our members. The region will prioritise working towards self-sufficiency, enabling further opportunities to invest in development of activities and support across all our aquatic disciplines.

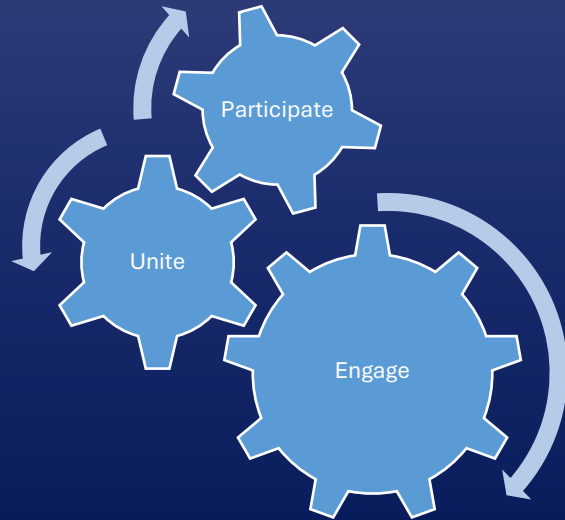
## Framework of Good Governance

The regions levels of transparency, diversity, inclusion, accountability, and integrity are at the heart of our strategy. We will ensure these principles are embedded into our planning and delivery across all the sports.

## Develop all Aquatic Disciplines

We will continue to raise awareness regarding the benefits of swimming and aquatic activity and the positive impact it has on all those who participate. The regions workforce will maintain its commitment in working towards increasing participation and development across all our aquatic sports.

# Engage and Unite



## Increasing Engagement

To increase engagement in our aquatic sports we will build on the trusted relationships already in place within our existing clubs and membership. Explore innovative ways to engage with our hard-to-reach communities, build confidence and work with our clubs to provide strong opportunities for all who wish to participate.

## Respected Partnerships

At the heart of any strong relationship lies trust, which is built on sound principles. The following four C's will underpin how we work effectively with all our stakeholders to enhance and build even stronger partnerships. **C**ollaborate, **C**larity, **C**onsult, and **C**onsider, underpinned by effective communication and trust.

Lets' work together.

## Life-Long Participation in all aquatic disciplines

Participation in sport has a positive influence in many aspects of peoples lives. This is demonstrated from learn to swim programmes to active Masters.

We will aim to increase participation and retain our existing membership by supporting our clubs in developing the sports.

## Aquatics for Mental Health and Wellbeing

Swimming and aquatic activities support positive mental health and improves social skills, along with promoting physical health. People can swim on their own or with friends.

We will continue to promote the benefits and link our communities with their local clubs.



2025

# Priorities

Swim England London are committed to work towards all our sixteen goals. However, to ensure collaboration with our National Governing Body and alignment with our current focus on specific areas, we have identified the following six organisational priorities to begin our journey in the implementation of this strategy.

## **Infrastructure**

Principled culture

Trusted Welfare & Safeguarding

Stronger Clubs

## **Grow**

Framework of Good Governance

Develop all Aquatic Disciplines

## **Engage and Unite**

Respected Partnerships

