



Swim England
London

Strategy



2025

17th July 2025



Swim England London

Welcome to the Strategy Roadshow

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.

Overview and Content

- Introduction
- Overview of the Strategy
- 2025 Priorities
- Key Metrics and Tracking
- Meet the Region
- Starred Questions
- Wrap Up and Feedback

Roadshow Objectives

- Raise Awareness of the Strategy and its Objectives
- Promote a culture of respect, trust and safe aquatics
- Listen and collaborate with our members
- Get to know the London Team

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



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

Example of Goal Progress Tracking/Metrics

Principled Culture	DO	DS	RL	RS	Status	Performance/ Actions				
2025 Objectives	AH	ML	SP	KS JW			Q1	Q2	Q3	Q4
Embed our values into the 3 point plan						Ongoing		Build on existing culture	Integrate member feedback	
Collaborate with & listen to our members						Roadshow/ New Regional Annual Survey		Road show planning	Deliver Road show Draft Annual Survey	
Improve the visibility of our Directors						Roadshow/Link Directors Skills matrix		Link Directors appointed	Attendance at the Roadshow	Review

Meet the Directors

Alex Harrison - Chair
Suzanne Philpot
Jackie Bedford
Daniel Vernis
Ralph Shortland
Di Gamble
Alan Thurlow
Angela Eguakhide
Michael Laniyan
Ruth Giradet
John Handley

Meet the Workforce

Suzanne Philpot	Operation's, Safe Aquatics
James Warrener	Discipline/Club Development
Kelly Stannard	Finance/Business
Daniel Vernis	Artistic Swimming
Anna Down	Swimming
Adrian Wood	Water Polo
Beth Molyneaux	Diving
David Skinner	Open Water Swimming
Julia Shannahan	Masters Swimming
Stewart Nicklin	Disability & Para Swimming

Roadshow Objectives

- Raise Awareness of the Strategy and its Objectives
- Promote a culture of respect, trust and safe aquatics
- Listen and collaborate with our members
- Get to know the London Team

Starred Questions

Please confirm date for 2026 London Region Masters Competition?

Answer

Saturday 16th May 2026 at The London Aquatic Centre (1 day)

Volunteers do not necessarily have
the time;

They have the heart 

Thank you for all your support



Swim England
London