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AMATEUR SWIMMING ASSOCIATION

Annual Report and Accounts



2004





ATHENS 2004



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ATHENS 2004



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AIMS AND OBJECTIVES

The Amateur Swimming Association is the governing body of swimming in England. It comprises five Districts through which we affiliate 1,570 clubs, who in turn have 45,000 registered swimmers, and more than 190,000 members.

SWIMMING'S MISSION

Swimming is a sport for life

- To ensure everyone has an opportunity to learn to swim
- To ensure everyone can achieve his or her personal goals
- To ensure everyone has the opportunity to enjoy swimming as part of a healthy lifestyle
- To ensure that we achieve gold medal success

LEON TAYLOR (left) and
PETE WATERFIELD won
Britain's first Olympic diving
medal for 44 years in the
platform synchro



MIKE GLOVER
President

FOUNDATIONS LAID FOR FUTURE SUCCESS

I began my year on an extremely sad note. Jeff Cook, my predecessor as ASA President and a tireless worker for our sport, died suddenly soon after leaving office. Jeff will be greatly missed by everyone in the sport both at national and international level. However, the legacy of his work will provide a lasting tribute to his memory.

I am now two-thirds of the way through my term of office and am looking forward to an extremely busy time ahead with many events still to attend.

When I accepted the honour of President of the Amateur Swimming Association, it was with some trepidation when I thought of the many duties it would entail, especially coming, as I do, from the cloistered environment of water polo. I recognised that I did not have a deep and comprehensive knowledge of the other disciplines and so anticipated having to follow an extremely steep learning curve.

My fears were, however, completely unfounded as I have been exceptionally well received everywhere I have been. I have had the opportunity to meet a

large number of enthusiastic volunteers who are, without doubt, the lifeblood of our sport. I can only admire their dedication and enthusiasm, giving freely of their time and seeking no reward other than the satisfaction of a job well done.

I have visited every district and seen something of every discipline in our sport. I have some very happy memories of age group diving at Southampton, inter-district synchro at Knottingley, open water at Holme Pierrepont, swimming, diving and masters at Ponds Forge and Manchester, and water polo at Grantham and Walsall to name but a few.

I thoroughly enjoyed the excellent Olympic Trials and could only marvel at the sheer dedication of our fine Paralympic swimmers who competed with distinction at the Paralympic Games and came home with a fantastic number of medals.

I was extremely fortunate to be able to attend the Olympic Games in Athens. This was a tremendous experience and one that I will treasure for many years to come. Although we



would have liked to have won more aquatic medals, we knew it was never going to be easy to turn the results around in such a short time. I am sure that the foundations have been well and truly laid for future success and I would like to thank all our athletes and staff who represented their country with pride and ability during this event.

I am looking forward to the next few months with further visits to Ponds Forge for the Inter Counties and Masters swimming, Harrogate for North Eastern Counties Bagcats and to Atherton SC annual club gala just to mention a few. I am sure I will meet some old friends and hopefully have a chance to make some new ones.

Our sport is thriving, it is in good hands, well-taught, coached and administered. I am sure that by pulling together we will be able to rise to the challenges ahead to ensure a positive and successful future for our sport.

REFLECTING ON SUCCESS IN ATHENS



S1 swimmer **DANIELLE WATTS** won four Paralympic medals despite having to swim against S2s

This report in Olympic and Paralympic year must reflect on the success we have achieved for English athletes at both the Olympics and Paralympics. We saw our fortunes change in the swimming pool, perhaps not to the degree that some of us had hoped. However, perhaps this itself was a reality check. The Olympic Games is the ultimate achievement in our sport and to see an English swimmer achieve medal success, an English swimmer who has also worked for the Association, must bring a tinge of pride to us all.

We also saw our divers achieve medal success after many years of under-performing and, despite our reservations, we saw English Paralympic swimmers rising to the challenge of the ever-increasing standards in the Paralympic arena and achieving success.

While strictly matters for British Swimming, it is with some pride that the ASA must reflect that it has provided the pathway for these athletes to achieve success.

It has been a busy year, a year of change. Change is something that is almost inevitable now in sport as we are challenged more and more by our funding partners to deliver clear outcomes against their ever-increasing investment in our sport. Swimming however has not been slow to take on the challenge of change and as the Regionalisation implementation moves forward with the establishment of some regional professionalisation projects and the development of the regional structure, we look forward to the formal launch of the new regions next year.

The regionalisation debate has been underpinned by an in-depth review of our own membership structure and Council will have to consider the very challenging report that has been put forward supported by both the ASA

Committee and the Regionalisation Project Board. This report will again enable the sport to seize the initiative and restructure its membership to meet the challenges of the future – in particular, to build on the work of engaging with the increasingly important private sector and private swim schools, which will become increasingly important as we move forward.

Alongside the membership review has been the review of the work of the Institute of Swimming Teachers and Coaches. It was inevitable that this too would prove to be thought-provoking, and as we move forward with the concept of the Institute of Swimming, the opportunities which a rejuvenated Institute has for the sport are extremely exciting.

Without doubt, modernisation is at the heart of all our work, as is the recognition that we all have to modernise to take on board the challenges. Modernisation itself, however, has to be underpinned by clear strategic planning and our work on the Whole Sport Plan and the development of an ASA Strategic Plan with its roots firmly in our agreed Vision will provide a really strong framework for delivery against clear objectives as we move forward, not only for the ASA, but also for our Regions, Counties and Clubs.

We were sad to lose the services during the year of Diana Bishop, who has done so much for the sport as our Director of Development. However the opportunity has been taken to review the role of the Director of Development and to establish a new post, the Director of English Programmes, to link together all the work of the ASA. Anne Adams-King has taken up this post and is already beginning to influence the direction of English sport as the policy emerges from our strategic planning initiative.

In some ways however the greatest challenge that we have faced this year is to engage in the Health Agenda. The reason it is our greatest challenge is that it is uncharted territory. It is emerging as a new work programme for swimming. What is the role of the ASA, how can we influence policy in this area? Inevitably the ASA has a role and it is important that we play a part. How much money will be available? What will it mean to our clubs? There are many questions to answer but the ASA Committee is committed to continuing to work in this area with new partners and to establish a clear role, not for the delivery of the Health Agenda but in the strategic planning and policy initiatives at the highest level.

A few years ago Schools' Swimming was seen as an area of concern, schools' swimming was in decline. However, without doubt this year has seen a sea-change in schools' swimming. The launch of the Charter for Schools' Swimming, the roll-out of regional seminars to develop the Schools'

Charter, a commitment to more money in future years to assist schools' swimming to be delivered, particularly in inner city and country areas. It has taken a long time and hard work to convince the Department for Education and Skills that the ASA is an effective partner in delivering schools' swimming. We will however continue to develop this relationship. There is no question that there is more optimism about schools' swimming but there is not complacency.

In concluding this report, we should not forget the tremendous contribution made to our sport by volunteers without whom the sport would not achieve what it does. A clear volunteer strategy has been established, a commitment to working in a new way with volunteers in partnership with the professional staff. Recognising roles and responsibilities, providing better training for volunteers, recognition of volunteers and capacity building within the volunteer structure.

An exciting year, a year of change, a year of achievement and one that will be followed with more success as English swimming strives for success and the ASA continues to establish itself as a significant governing body of sport engaging in all aspects of swimming and at all levels.



STEPHEN PARRY celebrates after winning his Olympic semi-final to qualify fastest for the 200m butterfly final

PROGRESS IN EQUALITY AND DIVERSITY

After achieving the CRE/Sport England standard for Racial Equality at Preliminary level, the ASA submitted its portfolio for Intermediate level in early 2004 and work is continuing to complete this assessment by the end of 2004. This will pave the way for the Association to move towards implementation of the new Equality standards, which will encompass all equality issues and provide a framework to build on our existing work.

Since 2003 consultants from Ottaway Strategic Management Ltd have carried out 10 Equality and diversity training sessions with staff and volunteers in the ASA both in its Headquarters Team, regional staff, Committee members, and through two regional committees. A further set of sessions are planned for 2004-05.

Development staff have met with EFDS regional officers to discuss integrated plans for swimming for people with disabilities.

CHILD WELFARE IN SWIMMING

The launch of "Wave Power", the new ASA Child Welfare in Swimming Procedures document, is imminent. The ASA working in conjunction with NSPCC and the Child Protection in Sport Unit has taken the opportunity to further refine its policy together with producing updated operational procedures and supporting documentation.

The ASA has been successful in achieving the first two National Standards for Child Protection in Sport, set by the CPSU the body responsible for monitoring the performance in this area of English sporting governing bodies.

The ASA has continued to demonstrate its commitment to addressing matters of Child Welfare in swimming as a paramount objective and work with British Swimming is now being

undertaken to evolve a policy for the protection of Vulnerable Adults involved in our sport.

Significant challenges are faced in the diversity of cases that are encountered although increased use is now made of the Swim Line Volunteer Group who working in conjunction with the Independent Child Protection Officer will, in appropriate cases, endeavour to provide practical support and assistance to club welfare officers in dealing with particular situations. To further assist club welfare officers the ASA has embarked upon a programme of welfare officer training targeted initially at County Welfare Officers to assist them in providing further guidance and support to member clubs. Responsibility for individual case management will continue to be addressed centrally under the supervision of the Independent Child Protection Officer and Head of Legal Affairs.

With the development of the Integra database incorporating Child Protection, Autumn 2004 also saw the commencement of the rolling programme of CRB Enhanced Disclosure checks upon all existing ASA members who have previously submitted ASA self-declaration documents.



Equality and diversity training is carried out for staff, committee members and volunteers



INCREASED FOCUS

CORPORATE IDENTITY

During the last year we have created and implemented a cohesive and consistent corporate identity and house style for the ASA. The purpose of introducing the guidelines is to ensure consistency in the look, feel and way in which the ASA is presented to all our various stakeholders. By better managing the use of our logos and brands we will protect their value and ability to generate new revenue, present ourselves in a more professional and united way across all departments and programmes.

WEBSITE

The website continues to be an important focal point for the exchange of news and information across our sport. Under the leadership of Communications Officer, Amanda Smith the website has been re-launched with a new design and quicker, easier navigation. The new home page layout allows more information to be displayed at any one time from headline news, features and quick-link boxes to items such as event results. The flexibility and ease of use of the new content management system means each discipline and department can now update their own areas as and when they want. The site is always under review to ascertain improvements and work is currently under way to provide a search facility.

MEDIA RELATIONS

Through the hard work of Dave Richards, Senior Press Officer, supported by Amanda Smith, this year has seen a significant improvement and increase in the reporting of both domestic and international competition results across all disciplines. With a proactive approach of regular website news updates and press release distribution, more national and regional media have now allocated journalists to cover our sport. Dave's primary focus has been to deal with media relations for the senior swimming team, which has meant a very busy year travelling with the team to various

events including the Olympic Games in Athens. Amanda, meanwhile, has provided the media relations support for disability swimming and attended the Paralympics.

SWIMMING MAGAZINE AND AQUA ZONE

Under the editorship of Peter Hassall, Swimming magazine continues to maintain its high standards, reporting on all levels and disciplines of the sport from grass roots through to international competition. The financially sound footing developed in the previous year has been solidly maintained. Likewise the redesigned Aqua Zone is still well received by our under 17 registered swimmers. After winning our Olympic Trials website competition, young Natasha Perriam spent a VIP day in Sheffield and became our first guest reporter, an opportunity we hope to give to more budding young reporters in the future.

SPONSORSHIP

The Cheestings sponsorship of the Age Group Championships has grown from strength to strength in its second year. During 2004 20 Counties participated as well as all five Districts. Media interest was increased through Cheestings' PR campaign. Over 220 pieces of regional press coverage were generated reaching some 17.6 million people. There were also six regional TV news reports reaching a further 2.2 million viewers. Radio interviews reached 5 million listeners, all adding to awareness of our sport and the achievements of our young swimmers.

We worked closely with the Kellogg's team to help them take a more active approach to their sponsorship of the Awards scheme. The results have seen for the first time Kellogg's Frosties TV advertising feature swimming with Tony the Tiger taking part in a learn to swim lesson and encouraging adults to teach their children to learn to swim with the ASA Kellogg's Frosties Awards Scheme.

Kellogg's are also encouraging children to get active, participate and earn their stripes and awards through placing banners in pools, including information on swimming on their website and, to come in late 2004, the ASA and Awards Scheme will be features on the side panels of 5.9 million Frosties boxes. Southern Water's Learn to Swim Scheme sponsorship, is now in its 12th year. Across Kent, East and West Sussex, Hampshire and the Isle of Wight, Southern Water is providing support to 74 leisure centres and their swimming teachers. Since the start of the scheme some 400,000 children have benefited.

INCREASED FOCUS AND RESOURCES

From the start of the 2004/5 financial year, the Communications Department will change its name to Media and Marketing to better reflect the work undertaken by the team. Dave Richards and Amanda Smith will continue to deal with media enquires and build stronger relationships to support increased coverage of our elite national teams whilst also proactively building awareness and support around issues such as facilities, schools swimming and the health agenda. Roanne Peace joins the team as Marketing Officer and will support the Commercial Director Katie Brazier on marketing activity including sponsor services, managing the corporate identify, liaising with departments and programmes to co-ordinate the design and production of marketing materials and literature (both in print and electronic formats), developing and enhancing the range of membership benefits and managing the Swimfit programme.

CONTINUING TO EVOLVE

The Membership Services and Resources section continues to evolve to meet the changing needs of the sport and now comprises the following departments, companies and responsibilities:

- Customer Services
- Premises Management including Health and Safety
- National Events
- Systems
- Human Resources
- International Travel – Staff, Officials, Water Polo, Diving, Synchronised Swimming and Open Water
- Rankings
- Reception and Switchboard
- ISTC
- Project Management – for example: Modernisation, Business Planning, Membership
- Review

During the year a review of the method of providing customer services was undertaken and it became apparent that advances in technology and the growth of people using the internet has changed the nature and type of queries posed to the Customer Services

department. Many general enquiries are now dealt with by resources available on the website and many new enquiries are now of a highly technical nature and require specialist advice. It became clear that the former method of having one department accepting and answering all queries was no longer appropriate for the needs of the sport. However, it was also apparent that customers did not want to have to seek out the relevant person in a department to answer their query. In response to this we have set up a Customer Services call centre where all queries by e-mail and phone are directed. The staff members at the centre are trained on general matters and have access to both the website and to printed resources. Complex queries are passed to the relevant 'expert' in the relevant department who in turn responds to the query direct.

Through the Government's Modernisation Fund the Association purchased a new database system which went live in January 2004. The database now includes membership data on all categories of member instead of just registered swimmers and officials. The benefit of collecting data on all members is several fold. It has helped to reduce

the escalating cost of insurance as the Brokers are keen to ensure that we know who all our members are and, in the event of a claim, we can easily certify membership. It also helps us to provide accurate data on the number of volunteers involved in the sport and the number of participants of different ages and such like. Much of this data is required by our major funding partners, Sport England, as they require the data to prove to the Government that they are achieving their overall targets; this unlocks the funding which the sport enjoys. Swimming is considered to be one of the leaders in this field. The management of the database is the core role of the Systems department which is now led by a Systems Manager. The ASA is grateful for the co-operation of all club membership administrators in providing this information for the first time; not an easy task. The Systems department is now working closely with a group of volunteers to streamline the collection of the data further to try to minimise the workload for club volunteers.

The Modernisation project as a whole is ongoing. The main focus during this year was the transfer of membership data from the old system to the new, the transfer of the Child Protection database and the input of all new data. This has been achieved and work is now in progress to transfer additional databases resulting in a single database for the sport.

Considerable work has been undertaken on reviewing the concept of membership for the future, both from a Regionalisation perspective and from a 'changing needs' perspective. Considerable consultation took place and substantive papers recommending changes in both membership and affiliation will be put before Council in February 2005.

The ranking system is one of the most popular aspects of the website and considerable enhancements were made to this system during the year.



LISA CHAPMAN won the 100m individual medley at the British short course championships



The ASA Inter-County competition at Ponds Forge

These changes include the facility for the office staff to upload the changes on a weekly basis thereby ensuring that the rankings are as up-to-date as possible. Other changes include the facility to rank using any given day for age on day competitions as well as December 31. The majority of these changes are due to the work of one of Swimming's many volunteers, Chris Bostock and thanks are due to Chris for his invaluable work in this area.

The sport has focused on the production of comprehensive business plans this year which are now under consideration by both UK Sport and Sport England. These plans effectively form a bid for funding for our activities for the next four years. The process has been extremely helpful to the sport and has enabled us to outline exactly what we want to achieve to meet the mission statements set out in our Vision. The plans will be underpinned by one year operational plans which will form the work programme for committees and staff.

The National Events Department has continued to work closely with Swimming's army of volunteers to stage national events in each discipline. Tight financial control is maintained and the accounts show that the events have been delivered within budget and with enhanced event presentation in many areas.

During the year we have looked closely at the relationship between the Institute of Swimming Teachers and Coaches (ISTC) and the ASA and have undertaken a review of the activities of the ISTC to ensure that we continue to grow membership and provide members with the support and benefits they require. Two meetings have been held with the Regional Chairmen and Secretaries and their thoughts and recommendations for the future have been taken on board. The majority of ISTC regions have held CPD seminars during the year and have now agreed to work closely with the Education section of the ASA to ensure that seminars are held to meet local needs.

One of the major benefits ISTC members wish to retain from their membership is that of advice on employment issues and therefore we retained the services of Dennis Freeman-Wright on a consultancy basis to manage these issues and to also provide expertise on health and safety matters.

The management of the ISTC database is now within the remit of the Systems department and during 2005 will be transferred to the new database system.

THE CONTINUING NEED FOR INVESTMENT

SWIMMING UNDER THREAT

Last year's report began by referring to the parlous state of swimming facilities and the need for an investment of an estimated £2bn on the refurbishment of existing and the building of new facilities over the next six to eight years just to maintain the status quo.

It would have been good to say that the situation had begun to improve but with further closures under consideration in all parts of the country and plans for refurbishment or replacement being fraught with financial difficulties or being of a long term nature the prognosis is that things are likely to worsen rather than improve, certainly in the near future.

THE SPORTS LOTTERY

The National Lottery is celebrating its tenth anniversary and at its outset the sports section of the lottery was hailed as the saviour of the facility infrastructure of sport in this country and it has to be said that swimming benefited considerably. This was especially the case in the first five years with over 20 per cent of the grant disbursed going to swimming pool projects and indeed the level over the next three years was not greatly dissimilar. This largesse was the catalyst for a burst of spending on pools and saw the number of 50m pools in England increase by over 50 per cent.

However, a substantial contribution from the sports lottery towards the capital costs of refurbishment or replacement of pools is likely to be a thing of the past. Disbursement of grant from the Community Investment Fund is through the Regional Councils for Sport and if the forecasts are correct each of the Councils will have no more than £2m per year in total

to spend on capital projects across all sports. Grants of £1 to 2 million or more, which were commonplace in the past, are highly unlikely and maximum grants in the order of £200k may well be the norm.

LONDON

There is good news in that London overcame the first hurdle towards hosting the 2012 Olympics when it qualified as one of the Candidate Cities and work has commenced in the Lower Lea Valley on the clearance of land for the site on which the Aquatic Complex will be built. The intention is that the facility should rank with the best and to this end some of the world's top architectural design teams are in competition to produce a conceptual iconic design which, it is hoped, may help to sway the International Olympic Committee in the direction of London as the favoured city.

There was further good news for London and the South East with the decision that the Crystal Palace sports facilities were to be kept open and for certain remedial works, including improvements to the access for disabled people, to be undertaken. The future for the site and the facilities is the subject of public consultation but Crystal Palace features strongly in the ASA strategy for a 50m pool in each quadrant of the area bounded by the M25 and the Association is pressing for a 50m pool to be part of whatever happens as a result of the consultation, and the need for diving facilities is also being pursued.

Lastly the scheme for a 50m pool in Hillingdon, which is also a part of the London strategy and has been dormant, is again being progressed.

OTHER 50M POOL SCHEMES

The situation with other 50m pool schemes is as follows:

SCHEMES HAVING OBTAINED ALL APPROVALS

- **Crawley** – replacement of Crawley Leisure Centre by a sports complex containing a 50m by 8 lane pool which includes some diving facilities – completion spring 2006.
- **Leeds** – replacement of the Leeds International Pool by a 50m by 10 lane pool plus 10m diving at South Leeds Stadium – completion Autumn 2006.
- **Liverpool** – replacement of Picton Road Baths by a 50m by 8 lane pool – completion Autumn 2006.
- **Portsmouth** – new 50m by 8 lane pool at the Mountbatten Centre – completion Summer 2007.
- **Sunderland** – new 50m by 10 lane pool and a regional diving centre at the Stadium of Light – completion Summer 2007.

SCHEMES ON WHICH PROGRESS IS CONTINUING

- **Aston University, Birmingham** – approval by the University Council for the steering group to further the proposal for a 50m by 8 lane pool.
- **Basildon** – proposal to develop a sports park including a replacement for the Gloucester Park Pool by a 50m by 8 lane pool confirmed.
- **Bristol** – design work ongoing on 50m pool at Hengrove Park as part of the rationalisation of swimming facilities in the City.
- **Cambridge University** - plans prepared for a 50m pool on the west side of the city.
- **Cheshire** – plans for a sports complex in Middlewich which will include a 50m by 8 lane pool.

- **Coventry** – study by consultants detailing options for refurbishment of the existing 50m pool or its replacement still under consideration, possible collaboration with Warwick University.
- **Cumbria** – plans for a sports village in Broughton Moor which will include a 50m by 8 lane pool.
- **Luton** – proposal to replace the Wardown Pool with a 50m by 8 lane pool including 10m diving, still under consideration.
- **Plymouth** – proposal to replace the Central Park Pool with a 50m by 10 lane pool plus 10m diving, still under consideration.
- **Reading** – proposal to replace the Central Pool with a 50m by 8 lane pool including diving as a joint project between the University and the Council still under consideration.
- **University of Central Lancashire, Preston** – proposal for 50m by 8 lane pool, feasibility study being prepared.

OTHER 50M POOLS

- **Newcastle** – plan for a 50m by 8 lane pool plus learner pool to replace the City Pool deferred.
- **Wigan** – proposal for rationalisation of swimming facilities including closure of the International Pool and its replacement by a 25m by 10 lane pool.

OTHER POOLS

During the year there was progress with the provision of 25m by 8 lane pools with the opening of the replacement for the Pingles Pool in Nuneaton, construction work proceeding apace on pools in Leicester, Beverley, Blackpool and Bristol and design work commenced on pools in Brighton, Elmbridge and Redbridge.

Also, despite the problems of the Sports Lottery, there is still a willingness by some local authorities, universities and schools to consider new facilities or the refurbishment of existing ones. However, in some instances to be able

to afford the costs involved there has to be a rationalisation of existing facilities often involving closures and where replacements are being considered they may not always match up to the expectations of clubs.

OTHER MATTERS

During the course of the year almost 1,000 requests for assistance from swimming clubs, consultants, architects, local authorities and other organisations were received and a response given. The majority related to matters of design and planning although the number of questions concerning health and safety issues and in particular the practical interpretation of the various guidance documents is increasing.

The new 5m Soar Valley Leisure Centre, including 25m pool, at Mountsorrel, Leicestershire



CHARTER BOOST FOR SCHOOLS SWIMMING

SCHOOLS SWIMMING

2004 saw the launch of the Schools Swimming Charter produced by the Department for Education and Skills and DCMS with help and support from the ASA. The Charter provides guidance for local authority recreation departments, LEAs and schools and has at its centre the need for these key partners to work together in order to assist schools to develop an effective swimming programme. It is supported by a number of case studies which provide practical examples of how local authorities and schools have overcome some of the perceived difficulties related to schools swimming in order to provide effective programmes. The Charter had a national launch on January 21 when Steven Twigg MP, Parliamentary Under Secretary of State for Schools, provided the political support for what is already becoming an important document for all the major partners. The national



MATT STURGES was appointed Volunteer Strategy Co-ordinator

launch has been followed by a series of five one-day training events where key principles related to the Charter and supporting programmes have been disseminated. The regional events have been held at Harrow, Bristol, Norwich, Loughborough and Leeds and all have been well supported by enthusiastic swimming teachers, local authorities and LEAs. It is hoped that the Charter will be the stimulus for local swimming action groups focusing upon schools swimming.

INITIAL TRAINING AND CPD

2004 has seen quite a significant increase in the number of candidates embarking upon ASA qualifications with the figure rising from 10,945 in 2003 to 12,316 in 2004. In addition those attending CPD events has again risen slightly with about 7,000 attendances in 2004. This year has also seen the inclusion of on-line opportunities for teachers who want to complete CPD credits and there is no doubt that this has been well received even though it is still in its infancy. To quote from Mhairi A Monroe: 'I just want to say that I think the on-line CPD modules are fantastic. I work full-time and teach swimming part-time and therefore find it pretty tough to attend CPD courses and that's why I am very keen to keep up to date with on-line work.' Hopefully 2005 will see an increase in the number of on-line modules that are available.

2004 also saw the introduction of a new Level 3 qualification aimed at swimming teachers. The final version ended up slightly different from that indicated in the 2003 report and is titled 'Level 3 Certificate for the Development and Management of Swimming Programmes'. The qualification has also been accepted on to the National Qualifications Framework and is therefore able to access public funding. As indicated in the title, this qualification requires the candidate to have more of a strategic overview of swim programmes and

to work closely with the teachers most involved in delivery. It also follows a slightly different delivery model than other ASA qualifications in that this is not course-based but requires candidates to generate evidence against the stated criteria through workplace activity. The assessment for the qualification is on a one-to-one basis with the assessor visiting the candidate in the workplace. A series of orientation seminars are planned to be held around the country.

The UK Coach Certificate (UKCC, previously known as the National Coaching Certificate) continues to be developed by SportsCoach UK and the ASA is working as one of the six pilot sports. British Swimming has been appointed as the national source for these developments within aquatics and a series of separate strands are being developed. At the time of writing the ASA is pursuing three different strands – Coaching, Teaching and Healthy Living – and it is anticipated that qualifications will be developed for each of these. The area that is particularly new is 'healthy living' and this is obviously a response to the Government's agenda of increasing activity in order to help to overcome a variety of health issues including obesity. The details for each of these three strands will be completed by mid 2005 with implementation during 2006. The UKCC has been divided into five levels and each sport and, in the case of aquatics, each strand will determine how many levels are most appropriate. It may be, for example, that teaching and coaching have five levels but healthy living may only have two or three. There is still a significant amount of work to be completed on this development, although swimming is well placed due to its well-established teaching/coaching structure. All ASA disciplines have convened groups to consider how the UKCC will affect the different areas that come under the ASA umbrella.



Schools sports minister **STEPHEN TWIGG** with youngsters at the launch of the Schools Swimming Charter at Newham, London

The 2003 report indicated changes to the way in which NVQs would be delivered within swimming and 20 centres have now been accredited for NVQ assessment. In essence, these centres are well equipped to provide opportunities for any employee who has an ASA Level 2 Certificate and who may wish to work towards an NVQ. Candidates approaching the ASA with a desire to achieve an NVQ will also be directed to these centres in the first instance but if the location of the centres presents a particular difficulty, then consideration will also be given to facilitating NVQ accreditation in the individual's workplace.

ASA VOLUNTEER SUPPORT STRATEGY

Following the departure of Linda Freeman to Sport England, Matt Sturgess was appointed as the Volunteer Strategy Co-ordinator and, with the support of his part time administrator Lorna Fenlon, has begun to make inroads into the

somewhat daunting task of encouraging more volunteers to participate in the sport. One of the initial steps was to appoint a network of county volunteer co-ordinators and while this is taking a little time, eight counties have made such an appointment and these are now fully involved in supporting the work of Matt. In addition, the volunteer section of the website has been developed to provide support materials and as a means of communication with volunteers. Helpful links have also been established with the Junior Sports Leaders Awards and the Community Sports Leader Awards. Matt has also been working with Dennis Yeoman and Rick Bailey to finalise details of the team managers' training programme and is in the process of establishing a national programme of support to clubs in terms of key management issues. Matt has also been working on the development of an awards system for volunteers which it is hoped will be implemented nationally and

will provide consistency in respect of how the ASA and its clubs recognise the contribution of volunteers. Some form of national celebration of volunteering is also being planned.

AWARDS SCHEME

ANOTHER GRRREAT YEAR

It's been another financially successful year for the Kellogg's Frosties ASA Awards Scheme proving that the new approach, using business development managers to proactively support pools to increase their participation and revenue levels through the use of ASA programmes, is a successful formula. Throughout the country we have seen more pools implement the National Plan for Teaching of Swimming and using the ASA Kellogg's Frosties Awards Scheme as their preferred way to reward and motivate the achievement of their swimmers. Over 600,000 National Swim awards were sold last year alone. We have particularly seen an increase in involvement from the private sector operators and both David Lloyd Leisure and Cannons Health and Fitness have become official ASA partners.

GET SAFE CAMPAIGN

2004 was the third year of the Get Safe 4 Summer Campaign and it has developed year on year and from strength to strength. It is an annual national education campaign aimed at parents and children (primarily of primary school age) and is designed to:

- promote and raise awareness of the importance of learning to swim and water confidence
- increase knowledge and practical water safety skills
- introduce new water based skills such as snorkelling
- promote swimming as part of a healthy lifestyle and family activity
- provide a fun and memorable experience
- increase support to primary teachers in the delivery of national curriculum swimming

In year one, 2002, activity was based on press release activity only whilst in 2003 it included a national event to launch the campaign. In

2004, the Campaign took a further step forward through the generous support of sponsors Goodyear Tyres and Kellogg's, funding from the Department for Education and Skills (DfES), a grant from Sportsmatch and invaluable contributions from The Royal Lifesaving Society (RLSS), the British Sub-Aqua Club (BSAC) and The Maritime and Coastguard Agency (Sea Smart). The Campaign also included a national launch at Harrow Leisure Centre, 11 regional events, more than 20 local events, media activity, resources and training for participating schools.

Through the national and regional events, the Campaign has reached 130 schools and 1500 children. An additional 17,000 Get Safe information leaflets including the Water Safety Code and Beach Flags were distributed via local events, exhibitions and mailings to ASA Awards scheme customers. Media coverage was gained in numerous print media titles and broadcast media coverage included ITV1's programme "City Survival Guide" shown in London on August 11. The resources provided to the participating schools allowed the water safety message to reach all the children within each school and not just those who were chosen to come along to the events. It is estimated that the Campaign reached in excess of 50,000 children.

OLYMPIC AWARD

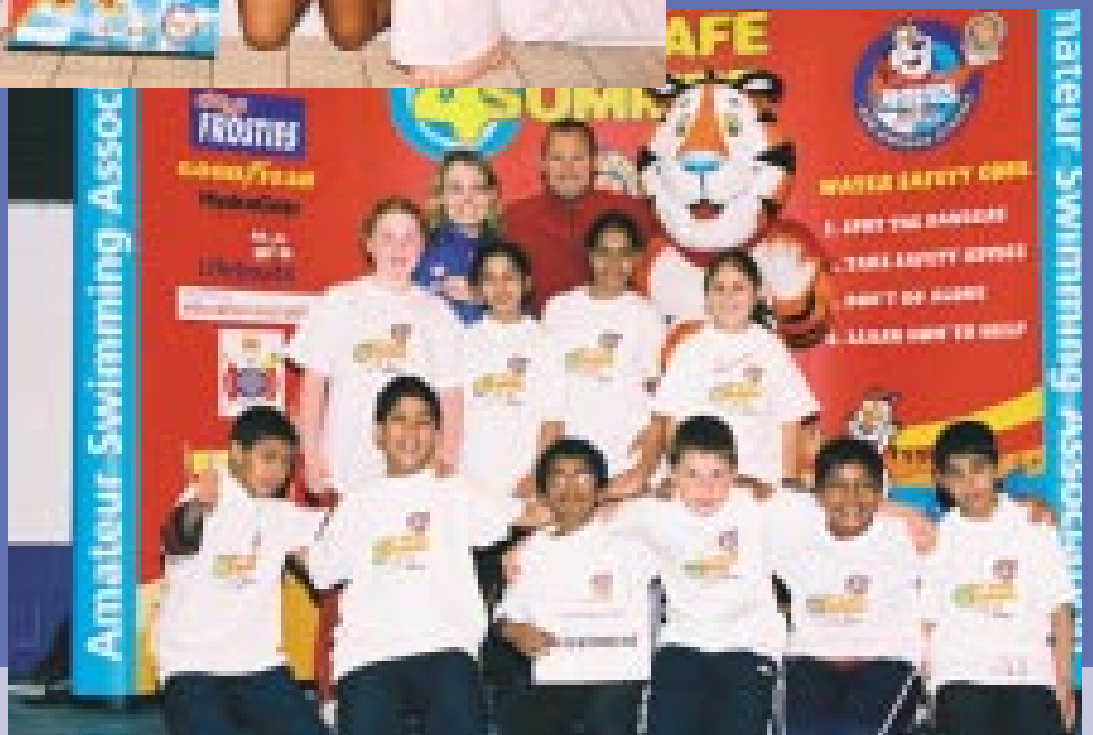
Olympic fever caught our customers again this year following the Games in Athens, when the ASA together with the BOA launched the Olympic Award. Already around 2000 awards have been issued to young swimmers all over the country. This award has been specifically designed for children between the ages of 7 and 15 to achieve a standard that is particularly challenging for those who have developed basic aquatic skills, and combines swimming technique and stamina with skills required for water polo, diving and synchronised swimming.

SWIMTASTIC

The Annual Awards Gala Dinner, now known as Swimtastic, was held in Stratford-upon-Avon with tremendous support from Stratford Sharks Swim Club (SSSC) who helped to host the Awards. The Master of Ceremonies was Central TV weather girl, Charlie Neil, and the presentations were made by Sharron Davies, Olympic sportswoman and television personality. Other swimming stars who helped make the event sparkle were: Karen Pickering MBE, Nick Gillingham MBE, Sarah Bailey MBE, Simonne Cunliffe, Darren Mew, Adam Ruckwood, and synchronised swimmers Marie-Claire Lambe and Gemma Millward. Local musicians 'Blue Litmus', (all past members of SSSC) and Pantechnic Steel Band added to the celebration of some outstanding award recipients. Tony the Tiger was of course around to lend a helping paw of support to everyone.



Action from the launch of the Get Safe for Summer campaign in Harrow



A YEAR OF PLANNING AND REVIEW

This has been a year of planning and review for the Development team with the emphasis on the:

- preparation of the relevant areas of the Whole Sport Plan (WSP) – our four year corporate plan for submission to Sport England
- integration of Long Term Athlete Development into our programmes
- development of discipline-specific club accreditation
- review of Swim 21
- expansion of PE, sport and school links
- preparation for regionalisation

In March 2004 Diana Bishop retired after eight years with the ASA leaving a strong legacy for the new position of Director of English programmes, Anne Adams-King who was appointed

in June to oversee development, education and lifelong participation.

WHOLE SPORT PLAN

The Whole Sport planning process has focused the department on what the needs of the Association will be to deliver the Vision for the sport in England in the coming four years. This was submitted to Sport England at the end of October 2004.

LONG TERM ATHLETE DEVELOPMENT

The Long Term Athlete Development (LTAD) model continues to be integrated into ASA programmes as they are being reviewed. Currently this is happening with Swim 21 and the National Plan for Teaching Swimming.

The model for swimming has now been extended to water polo, diving and synchro. Water polo and diving



NICK GILLINGHAM
with the Get Safe for
Summer campaign in
Harrow, Middlesex

will be launching their LTAD models in November 2004. Synchro has developed an initial document, prepared in consultation with districts, clubs and coaches, that is now with Sport England for further comment.

It is likely that swimming will be the first multi-discipline sport to complete LTAD across the whole spectrum of its activities.

SWIM 21

This year has seen a progressive increase in the number of clubs applying for and gaining Swim 21 accreditation. The current position after the September 2004 panel meeting is 103 clubs accredited at 125 levels, 37 teaching, 67 skill development, 11 competitive development and 10 performance level. This club development programme is forming a major proportion of the RDOs' work.

A working party is currently evaluating the accreditation process and recommending changes to update and improve the programme. A major change is proposed in the concept. Clubs will complete a core section to cover all club administration aspects, together with their choice of activities – diving, swimming, synchronised swimming or water polo. This will enable various sections of multi-disciplined clubs to become accredited at their own pace once the core module is completed. There are expected to be minor changes to the elements bringing them into line with other current national programmes and initiatives.

It is proposed to publish the revised documentation early in 2005, to give clubs actioning their assessment files prior to applying for accreditation the opportunity to select which programme to be assessed against until February 2006, when the revised standards will become fully operational.

ACTIVE SPORTS/COUNTY SPORTS PARTNERSHIPS

Thirty-eight County or Active Sports partnerships are in receipt of Sport England funding to deliver Active Sports. Twenty-two partnerships, including the seven currently outside Active Sports, are in line to benefit from WSP Funding in 2005-06 as the funding period for Active Sports expires. The remaining 23 partnerships are midway through their Sport England five-year funding and will come on board from 2006 onwards. Most County Sports partnerships (CSPs) have either full- or part-time partnership swimming development officers. There is a clear need to ensure that there is a thorough understanding of the future role of CSPs and their significance in being able to deliver on our behalf.

PE AND SCHOOL CLUB LINKS

The roll out of School Club Links:

This has now started to pick up some real momentum. The design and development has been passed to the local Swimming Action Groups (SWAGs) or Local Swimming Forums (LSFs). Project plans have been submitted for approval and funding.

Disability: All ASA Districts have been requested to develop disability - specific programmes – one developed directly with a special school and one aimed at pupils with disabilities integrated with mainstream schools.

Curriculum Development: School swimming teachers have been identified as being key players in the development of School Club Links - to provide quality teaching and to be able to signpost the children to Swim 21 clubs and Aquamark learn-to-swim schemes. To support these teachers the following resources are being provided: Revised TOPs swimming cards; National Plan for Teaching Swimming; delivered through a School Club Links workshop. Tutors



ANNE ADAMS-KING was appointed to oversee development, education and lifelong participation

have been trained and a pilot workshop has been delivered in Suffolk.

Club Development: Resources have been allocated for Swim 21 clubs to add value, depending on the needs that they identify during the development of the School Club Link process.

Get Safe For Summer (GSFS): As part of the GSFS campaign additional funding was obtained from the DfES to provide curriculum training to around 300 school teachers whose schools/school sport partnership took part in the GSFS campaign.

PREPARING THE ROAD TO THE TOP



Measuring for success: **CHELSEA WARR** at work

The World Class Potential and Start programme again provided training camp opportunities to over 200 swimmers and coaches through the season. As well as the swimmers who have had access to camps, opportunities for coaches, managers and specialist staff have also been provided since the programme commenced in February 2001. More than 100 staff have been involved in delivering the programme in this period. This would not be possible without the swimming clubs recognising the benefits of the programme and releasing staff to attend these camps. Without the support of the clubs the programme would not have grown to the level it is at today. In all, the Potential programme conducted a training camp and a competition experience to the youth swimmers and six camps at age level and the Start programme supported this with six camps and six clinics.

THE 2003-04 PROGRAMME

The Potential programme was initially an English programme with support from Sport England but has developed into a British programme with swimmers from Scotland and Wales participating in all areas of the camps. This has proved to be very successful and will continue in the 2004-05 swimming season, with the Potential programme becoming the National Youth programme and the Start programme becoming the National Age programme.

Both Potential and Start offer assistance to the swimmers and coaches so that they develop the skills needed to face the challenges of successfully representing Great Britain on the national open team at major international competitions (Olympic Games, world championships, European championships and Commonwealth Games). This programme has the goal of being the best in the world at preparing athletes and coaches for their future in swimming.

The swimmers on the Potential age programme attended two weekend training camps and a full week camp at Loughborough University. The youth swimmers also attended a week-long camp in Loughborough in October 2003 and this was followed up with a group of 15 swimmers attending the World Cup meets in Stockholm and Berlin in January 2004.

During their involvement with the programme, the swimmers receive a number of education sessions covering the following,

- Lifestyle and self management skills
- Land work training (strength, power and speed)
- Swimming training and test sets
- Biomechanical analysis and videoing
- Physiology
- Team building exercises
- Race plans and performance modelling
- Dealing with the media

The Start programme was again delivered as two programmes with an age group squad and a 200 IM development squad. The Start Age Northern and Southern squads each have 25 swimmers aged 12 to 14.

The Start Age programme took part in four weekend camps. The Start 200 IM programme participated in three clinics that covered skill development for the swimmers and parental education sessions.

In the 2004-05 swimming season we will see the programme developing further with the introduction of the National Age Group programme (Start) and a new National Age Group coach. This will in turn allow the National Youth coach to run the Youth programme (Potential).

Chelsea Warr also commenced in post this year as the Talent ID and Tracking Manager and has already made a significant contribution with the talent

spotters and talent ID testing at the National Age and Youth Championships in 2004. This role will develop over the next year with support being offered to swimmers who are selected to be part of the smart-track, where they will be offered additional opportunities and support.

OFFSHORE TRAINING CENTRE

The offshore training centre headed by coach Dave Calleja has continued to grow and develop. Six swimmers from the centre represented Great Britain at the European Junior Championships in 2004.

There are now 10 swimmers based at the school while they complete their final two years of secondary school education and combine this with their swimming training.

Swimmers who have been funded through Potential/Start and competed for the GB Junior Team have had the following results since February 2001.

	GOLD	SILVER	BRONZE	TOTAL MEDALS	FINALS 4TH TO 8TH
Olympic Games 2004	-	-	1	1	5
World LC Championships 2001 & 2003	-	-	-	-	2
Commonwealth Games 2002	1	-	3	4	4
European SC Championships 2001-2004 (4 Championships)	1	3	-	4	4
European Junior Championships 2001-2004 (4 Championships)	11	10	19	40	62
European Youth Olympic Festival 2001 & 2003	8	9	12	29	17

A YEAR OF CONSOLIDATION

2004 has been a year of consolidation for the Technical Swimming Committee. It continues to be responsible for making policy, communicating and implementing processes, the practical application of which is derived from a number of project groups.

The Competition Working Group has had a busy year. As well as continuing with work to ensure there are common standards for District Championships and a smooth transition into Regional Championships, it has commissioned an audit of County Championships and Swimming Leagues. Preparations are being made for a pilot competition in July 2005 aimed at non-National qualifiers in the new East Region, East and West Midland Regions. If this is successful it is hoped to introduce three Multi-Regional events in 2006.

The new system of Licensed Open Meets has completed its first year of operation. As well as providing swimmers with the opportunity of competing in appropriate, quality competition to enable them to achieve their true potential it has provided the GB Ranking system with additional results. This data, together with other historic data, is used to calculate not only National Qualifying standards but to track and monitor performances at all levels. Work has been undertaken by a working group to monitor and validate the qualifying time setting process with the ultimate aim of producing accurate qualifying times quickly at the end of the competition year. The British Swimming Web ranking system has been enhanced to display swimmers ranked on any date selected. Future work in this area will aim to introduce Level 4 Licensed meets, thus increasing the number of meets eligible to have results included in the National Rankings.

The National Age Group and Youth Championships remain the highlight of the year for many of our swimmers and the culmination of a year of

preparation and commitment. Through a close working partnership with the World Class Team, our volunteers that deliver our events display similar commitment in trying to provide the right environment for the competitors to help them achieve their potential. Event presentation remains a key ingredient of our event strategy as we seek to deliver the event in a way that is attractive and informative to the swimmers and their coaches, together with the spectators – not forgetting those that can't be at the venue but are 'looking in' through the internet.

The installation of a 'state of the art' combined score-board and video board at Ponds Forge, Sheffield helped that process significantly and the investment at Sheffield clearly demonstrates the commitment to keeping Ponds Forge at the forefront as a major swimming venue. Our use of these new facilities was explored during this event successfully, and will be expanded in future events as we learn how best to exploit the potential, while at the same time, taking care to protect the interests and welfare of our young swimmers.

The skills needed to deliver major events are wide and various and we must increase our efforts in future years to ensure we are developing and harnessing new talent in order to meet the needs of the sport throughout the country, not just in Sheffield and Manchester, where the quality facilities are today and where our major events are centred.

The ASA National Championships is an event that continues to find it difficult to identify a meaningful purpose and place in the calendar, but discussions continue. Changes to the programme in 2005 are necessary, to facilitate the lead-up to the Commonwealth Games in the spring of 2006 in Australia and it seems likely that this might present an opportunity for change and a new sense of purpose.

A year without the Inter-County competition would be unthinkable – it continues to occupy a key part in our swimming calendar, bringing together all that is best about grass roots swimming in the ASA. Competition for places is keenly contested within each County and the final is an experience in itself. It gives an opportunity for representative honours to many that would not normally scale such heights and is a useful training ground for coaches and team managers alike.

Working in partnership with British Disability Swimming, districts have commenced a Disability Inclusive Competition strategy. It is expected some counties will be taking part in pilot schemes during their forthcoming championships.

A new booklet linking the Long Term Athlete Development model for Swimming with previously published literature explaining the current competitive programme for young swimmers has been produced and distributed to counties and clubs.

A swimming conference was held in November. This is seen as a valuable communication tool as not only does it give the Committee the opportunity of direct communication with districts, counties and clubs, but also it promotes debate and the exchange of new ideas.

The Swim 21 Club Development and Accreditation programme continues to grow and the committee is in favour of introducing a Standing Development Committee dedicated to this programme.

Work has commenced on the preparation for Regionalisation and how it involves the working of the Swimming Committee. To this end a document has been prepared proposing the future structure of the Committee. A key element is the work undertaken by specialist working groups that are formed as required for new projects.



City of Sheffield's **MAX PARTRIDGE** set new age group records in the 100 and 200m breaststroke

Lincoln Vulcans' 13-year-old **LIZZIE SIMMONDS** was the outstanding performer of the age group championships, taking seven individual gold medals and two in relays

OLIVIA RAWLINSON (Isle of Man), 11yrs Bagcats winner

SUCCESS FROM START TO ELITE

PARALYMPICS

It has been another tremendously successful year for our elite athletes who, competing as part of the British team at the Athens Paralympic Games, contributed to an overall medal tally of 16 gold, 20 silver and 16 bronze, to leave the team in second place in the medal table behind China, although Britain's swimmers won 11 more medals overall than anyone.

CLASSIFICATION

The ASA have provided five opportunities for classification to take place this year, three were national and two International. A similar number have been planned for 2005. New in post is the Classification Co-ordinator, Gill Hindle: gillian.hindle@swimming.org who will be organising classification dates and the training of our classifiers. There is a new system of national level classification with three levels: Provisional, New and Review Status. This will enable us to classify more young swimmers nationally.

Trainee classifiers have attended two classifier training weekends, both included an IPC seminar and so far they have been a great success. It is anticipated that by 2008/9 there will be a minimum of one classification team and one IPC accredited swimming official within each ASA region.

DISABILITY CONFERENCES

The National Development Officer for Disability Swimming, Carole Barough, has organised two conferences for 2005. One in the North and one in the South. The target audience will be swimming teachers and coaches.

WORLD CLASS START

Following some initial problems in 2003 the World Class Start programme is now well underway. There are currently 24 swimmers on the World Class Start Programme who have attended 4 World Class Start Training and Information Days run by World Class Staff around the country.



Action from the Paralympic trials

WORLD CLASS POTENTIAL

It's been a successful year for the World Class Potential Programme with three swimmers making the qualifying time for the Athens 2004 Paralympic Games. Claire Cashmore brought home two bronze medals for the team and made a real breakthrough on the international scene. The 19-strong World Class Potential squad have split into two: Potential Age and Potential Youth. Since April 2004 the swimmers have attended an Orientation Camp, a Potential Age Camp, a Potential Youth Camp and two combined camps. Their coaches were also given the opportunity to attend a Coach Education weekend in September. Visits to home-based clubs and programmes are ongoing and a crucial part of swimmer/coach education and support. The visits will continue to be key in producing swimmers for the future. An international competition in Denmark is planned for 2005 to provide young talented swimmers on the World Class Potential Programme with an opportunity to compete abroad against the best in the world.

ASA DISTRICTS

For the first time swimmers with a disability have been fully integrated into ASA District competition. At November's Senior and Junior Championships all five Districts ran disability inclusive events. Feedback is still coming in about how these events can be improved at future District competitions, however, initial reports have been extremely positive. Due to a new results system developed by Graham Sykes and the enthusiasm and co-operation from the Districts we have been able to implement the competition smoothly.



DAVID HILL qualified as the youngest member of Britain's Paralympic team for Athens

Action from the Paralympic trials



WORLD CLASS PROGRAMMES

WORLD CUP

English Divers have achieved some remarkable results at various Grand Prix events and the 2004 World FINA Diving cup.

The big test was the World Cup, which was Great Britain's final chance to qualify in the 2004 Olympics. This was the toughest event seen in over 30 years of international competitions. Everyone was there with the men's 3-metre event having 60 competitors and all the other individual events boasting more than 40. The synchronised events also attracted the largest-ever entry, each event having 18-20 competing nations. To qualify would be a huge effort.

In the four synchronised events, Britain made the final 12 in each, a remarkable effort. In three of the four events, GB made the top six and qualified for the Olympics. Only in the women's platform synchronised did we fail to qualify for the Games but the performance was excellent and achieved a personal best score internationally. We were simply outgunned in that event.

The men's platform synchronised event saw Peter Waterfield and Leon Taylor in top form and their display earned a silver medal. The best thing about the performance was that they both have something in reserve as their first two dives could be better and they missed their 207C slightly.

A tremendous performance from Jane Smith and Tandi Gerrard and Mark Shipman and Tony Ally in their respective synchro events as both teams had to perform the dive of their lives on the last round to qualify. Super stuff.

SUCCESSFUL CAMPS

Two very successful camps were run prior to the World Cup and undoubtedly helped our results in Athens in February. The first camp was in Dublin at their fabulous new pool and they were so helpful

that it was inspiring to go to training and be appreciated. The second camp was Patras, Greece, and again this turned out to be very successful. The people were most helpful, accommodation excellent and the pool fine. We used this place again for our final Olympic preparations.

COACH SCHOLARSHIP

UK Sport has announced an Elite Coach Scholarship scheme and British Diving nominated two people to the position. Adam Sotheran has been successful and we wish him well.

OLYMPIC MEDAL

The 2004 Olympic Games in Athens finally stamped British Diving as one of the world's leading nations and this was reflected in not only the silver medal but the fact that only seven nations were medallists in the diving tally compared with eight in Sydney.

While the highlight was naturally the men's 10m synchronised event in which Leon Taylor and Peter Waterfield won the silver medal (and almost the gold), the overall performances of the team with personal best performances and results never achieved before were also great highlights.

Jane Smith and Tandi Gerrard were responsible for getting the British diving team on track with an outstanding display in the 3m synchronised final and were never too far from the bronze medal. Their performance smashed their personal best by some 15 points and their score would have earned the bronze in the past major competitions including Sydney Olympics. The final result – fourth.

Leon Taylor and Peter Waterfield were simply brilliant and their performance was worthy of the silver medal. Going into the last dive, they needed 102 points to snatch the gold from China but in the end their synchronisation was out and they had to settle for silver – our first silver medal in diving for 80 years!

Overall the results have been incredible and nearly all the results were planned and realistically thought possible prior to the Games. Performances don't always match hopes or expectations but this time they did. There is no doubt we could also have done better but it is a pleasing aspect that there is room for improvement, which will give hope and faith to the future Olympic divers coming through.

Congratulations to all divers and support staff and huge congratulations to the coaches for their belief and hard work.

WORLD CLASS POTENTIAL

We have now completed three years of Lottery Funding for Diving's World Class Potential Programme. Each year diving has hit its performance targets and goals and this year was no exception. At the 2004 European Junior Championships in Aachen, Germany, Britain achieved three medals. One silver and two bronze medals was a superb effort, considering our top three junior boys were either in plaster or fresh out of plaster due to broken limbs through training accidents. More importantly one of the bronze medals was for the girls' 3m springboard synchronised event, just ahead of our hugely successful results in Athens.

The number of divers achieving the tough standards to qualify for the Junior Olympic Programme (JOP) has increased to 16. This looks very good for the future and as a maximum of 20 has been agreed, British Diving is not far off its long-term goal for the JOP in 2008.

The increase in training times and more importantly the volume and intensity of their training sessions shows a true commitment from the divers, coaches and parents.

The British Diving team are hugely respected all over the world for its incredible rise in standards over the past four years and also for the team's change in attitude and mindset.



KAREN SMITH, pictured in action in Barcelona, has become ASA National Diving Development Officer



LEON TAYLOR and PETER WATERFIELD on their way to a silver medal at the Olympics in Athens

A key factor helping the JOP to achieve their targets is a first rate sports science and medicine team that has been working with the JOP from the start. They have a wealth of knowledge and experience, which the divers benefit from, ultimately keeping them in top form, both mentally and physically.

British Diving is now a force to be reckoned with and the JOP has the opportunity to follow in the recent success of our Olympic team. The challenge is set and the work has already started with the countdown to Beijing in 2008. The JOP will have its first training camp in Beijing in March 2005. They are up for it!

JUNIOR TALENT PROGRAMME

The Junior Talent Programme (British Diving's World Class Start Programme) has endured many changes throughout the 2004 season. Firstly a big shake up in the staff with Chelsea Warr moving over to British Swimming and Chen Yang leaving to take on a coaching appointment in London. Julian Bellan started as manager in March 2004, and the first job was to ensure that the current crop of talent was catered for and the quality of the programmes in place not only continued but improved. To do this

two Olympic coaches, Lindsey Fraser and Adrian Hinchliffe, have taken on the roles of zone co-ordinators and coaching mentors.

Working well as a team has been a priority and a strong feeling of unity has been built upon both for the divers and the coaching staff working with the divers. The divers on the programme are monitored not only at competitions but throughout the year at training camps and physical testing days. The big carrot for them is to qualify for an international training camp at the end of 2004 in Aachen in Germany. Not only do the divers have to win events throughout the year but also prove themselves in the gym and on the trampoline. In the pool divers get valuable points from 'ripped entries in competition, average dive scores in their lists, high dive scores, group coverage with special points awarded to the reverse and twisting groups, and consistency across competitions'.

In September 2004 the 'Zone Trials' were introduced. Divers from around the country were assessed on their physical ability and technical capability in the pool and on the trampoline. The series of tests were aimed to identify those young divers who possessed the ability to become our future Waterfields,

Taylor, Smiths and Gerrards. The two zone squads are in place to underpin the National JTP squad and provide a transitional programme for new divers to aspire to and gravitate from. More than 20 new divers joined in September on trial until January 2005. In the background is the Talent Identification Programme which seeks out the raw talent from primary schools adjacent to our top diving programmes. City of Leeds finished its process of selection in May, having trawled through 2,000 children from 20 schools to make up a squad of 20 divers, the top 1 per cent of physically capable children. Already some of the group have started competing and are knocking on the door of established competitors.

It was pleasing to see that the fruits of the TID programme have filtered through to the JTP. A number of divers who were successful in the JTP Zone trials were selected the season before for the Sheffield TID programme. One diver surpassed expectations and qualified as the top diver in the country to the National JTP after only 18 months of diving.

In the coming season it is hoped that the excellent education programmes from the sport science staff will continue to benefit the divers, coaches and parents of divers on the programme. It is the intention to combine a number of initiatives with the World Class Potential Programme. Some of the divers on the JTP who have displayed good performances have also been given the opportunity to train on a day basis with the JOP programme, again forging closer links between the two programmes.

EDUCATION AND DEVELOPMENT

2004 welcomed the production of the new Diving Skills CD ROM, already hailed as one of the best developmental tools ever made in the world. Numerous countries have been trying to buy the CD but it is currently only available to British Diving coaches. The Diving handbook has also been created and is a handy A5 information resource for any coach. The British Diving Coaches

Association sent one out to all its members and regular updates will be added in the coming year covering topics such as volunteer recruitment/retention and Long Term Athlete Development.

Karen Smith, took over as National Development Officer for Diving and started her role by running two regional level judges' seminars, in the North and South. Olympic judge Syd Boothroyd presented both seminars, which were extremely well supported by many new judges, who also used the day to sit the National Judges' Exam. Two A-listed international judges were also invited to support the event and discuss ways to standardise delivery of judging seminars in the future.

Diving has funded the development and production of 10 wireless judging pads. These are to be used at the 2005 national championships along with detailed guidance and technical support. It will be a big step forward towards modernisation of our national championships and will significantly help judges and recorders work more efficiently.

A bid for Community Club Development has been put forward and we are waiting on feedback from Sport England. If successful, the money will help fund three new synchronised diving venues, modernise existing facilities within clubs and provide diving specific dry land equipment for the teaching of fundamental diving skills. This will move towards ensuring a consistent quality of delivery across the country. It will lay foundations for coach education and development, volunteer recruitment and school club links. Clubs at these facilities will be expected to work towards club accreditation and promote links with schools, while increasing participation significantly within the sport.

An enlightening dryland/pool Diving Development Day for club coaches was held at Trowbridge in September. This followed on from the successful formation of the club a couple of months ago and was led by Steve Gladding, one of our World Class Performance coaches. Its aim was to teach basic progression skills for diving and to promote the relevance and effectiveness of dryland practices

for young divers. Another Development Day pursued in the South at Tunbridge Wells with over 20 diving coaches attending from surrounding clubs.

Diving started a pilot coach mentoring programme at a club in Guildford last month. A World Class coach has been invited to work alongside the club coaches for a three-month period, during which he will advise and guide the club to meet set objectives and targets.

'Star Volunteers' was formed, an initiative to link diving clubs with sport colleges/universities whilst increasing the number of qualified volunteers on poolside. The aim is to introduce more young people to the sport, therefore reducing the workload and increasing the potential for growth in participation and development. British Diving will run a series of volunteer road shows at various diving festivals around the country in 2005 promoting and encouraging the population to give some of their time to help sport.

It looks a promising year ahead for development, especially with the overwhelming interest that has been generated from our recent Olympic success. Future plans for synchronised diving venues, upgrading of facilities around the country and the focus on School Club Links are all in place, along with the formation of a new club accreditation system and diving festivals delivering FUNdamental skills as supported by LTAD principles and National Plan.



LOUISE VAN HOOF (left) and **HAYLEY SAGE**, won the 3m synchro bronze medal at the European junior championships in Aachen, Germany

NEW DIRECTION FOR THE SPORT

LTAD – THE PLAYER PATHWAY

The Long Term Athlete Development Framework for Water Polo (LTAD) has been finalised and is currently being agreed with Dr Istvan Balyi and Sport England. LTAD will form the basis for the strategic direction of the entire sport, providing guidance for all involved with water polo. It places the player at the centre of every element of our structures, ensuring that every player has the opportunity to achieve success at whatever level they decide to play.

The concept was launched at this year's annual conference and dinner, and was welcomed as being the catalyst for cultural change within water polo which will lead not only to increased participation but also success on the world stage.

MINI-POLO!

Mini-polo! continues to grow nationally. Mini-polo! seminars are being delivered across the country to local authority swimming teachers, sports development officers, PE teachers and indeed other sports in addition to a CPD version for

teachers, coaches and tutors. These seminars are growing in popularity and have become the mouthpiece for water polo development at a young age. While mini-polo! is slowly edging its way into the realms of club development, local authorities (through schemes, individual tasters or simply as a contrasting activity) remain the predominant user. Regional festivals have given players an excellent opportunity to enter the Player Pathway and enjoy water polo in a FUN way.

DEVELOPMENT CLINICS

Regional and local development clinics are now running across the country to introduce basic skills to young players and their coaches, also giving players with talent and desire direct access into the Academy programme.

NATIONAL WATER POLO ACADEMY

The National Academy is a development programme which aims to introduce the sport's most talented players to life as an elite athlete. This year's Academy at Millfield was the culmination of

two years' hard work and marked the transition from development to performance programmes for 70 young players. For the first time, the national team trained alongside the Academy, with players, coaches and officials getting together to cement what has become the hub of the Player Pathway. A Coaches' Programme was also held alongside the National Academy which gave more than 20 coaches the opportunity to be updated on current skills, drills and related issues. For coaches who were unable to attend the Academy, core skills seminars have been introduced across the country which, alongside mini-polo! seminars, have updated teachers and coaches while the UK Coaching Certificate strand for water polo is produced in line with national frameworks.

REGIONAL ACADEMIES

Many of the Coaches who attended the National Academy will be putting what they have learned into practice by coaching at the Regional Academies, which have been established across the country and are taking place at the



Britain's **CAROL MOHAN** scores one of the 19 goals that made her joint top scorer at the European Junior Women's Championships

The South's winning Academy Inter-District team (back row, l-r) **ED MCDONAGH** (Beckenham/Invicta), **ROBERT WORLAND** (Sutton), **TOM BURRIDGE** (Hythe/Invicta), **ROBERT SMITH** (Croydon Amphibians), **JACK WALLER** (Hailsham/Invicta), **GREG JACKSON** (Beckenham/Invicta), **ALAN CHAMBERS** (Hailsham/Invicta), **MATT HOLLAND** (Sutton), **MATT MAXWELL** (Haywards Heath), **ROBERT PADDEN** (Brentwood/Invicta), **STEVEN BAYLES** (Sutton), **ANTHONY ANDREWS** (Sutton).
 Front row: **SEAN KING** (Beckenham/Invicta), **MICHAEL SMITH** (captain, Sutton), **ANDREW LAWRENCE** (Sutton)



Regional Training Centres (RTCs).
 These centres will give players with the talent and desire to become an elite athlete the opportunity to access weekly training which focuses on the fundamental skills required by elite water polo players.

CLUB DEVELOPMENT – WATER POLO 21

This year saw Water Polo 21 (WP21) begin as a pilot with 12 clubs testing the process in order to give feedback on the programme. Based in principle on Swim21 and linked to Sport England's Clubmark, WP21 is the sport's club development programme and will, in its final guise, provide a quality accreditation standard for clubs, ensuring that they are not only fit for the purpose but are continuously developing.

TECHNICAL WATER POLO COMMITTEE

This year has been a dynamic year for Water Polo, with many changes and developments within the sport.

NATIONAL WATER POLO CO-ORDINATOR

Sarah Dunsbee has been appointed as the National Water Polo Co-ordinator and will work with the National

Performance Director, National Development Officer and TWPC to co-ordinate the sport.

NATIONAL CHAMPIONSHIPS

The Inter District winners for 2004 were as follows:

Academy women: Midlands
 Academy men: South

The clubs' finals results were:

Senior women: City of Sheffield
 Senior men: Cheltenham
 Senior Men's Plate: City of Lancaster
 Junior women: City of Liverpool
 Junior men: City of Manchester
 Youth women: City of Lancaster
 Youth men: Sedgfield 75

SPOTLIGHT ON THE FUTURE OF MASTERS SWIMMING



NUALA MUIR-COCHRANE and **MATT CHAPPELL** each won four titles at the World Masters in Riccione

COMMITTEE

Composition and meetings:

The 11-strong Committee continued to comprise the five district representatives: Tony Ward (Midlands), Fred Bolton (North), Roy MacAlister (North-East), Anthony Gimson (South), and Herbie Adams (West), plus four specialist members in David Chaney, Verity Dobbie, Bob Lord, and Ian Woollard, together with the chairman Geoff Stokes and committee administrator Andy Wilson. The Committee met on four occasions, two meetings being devoted to a special consideration of the future relationship of Masters swimming with the ASA and the contribution Masters could make to the Government's 'healthy living' agenda.

Main preoccupations:

The Committee's main concern was to consider, at the suggestion of the ASA Committee, the pros and cons of forming a Masters body independent of the ASA. While an attractive prospect to a certain extent, close examination suggested that the Masters organization in England was so tightly embedded within the parent body as to make a separate body unviable. However, a valuable dialogue was established with the Chief Executive and a better understanding of Masters' needs and aspirations was created on the one hand, and an increased awareness among the Masters community of the benefits of being part of a parent organisation on the other.

Of less immediate concern, but of great importance to the serious competitive Masters swimmers, has been the wide consultation of the Masters community regarding the future management of entries to the ASA Masters Championships. The increasing popularity of this event means that, if left in its present form, it could attract a larger entry that can be accommodated in our only suitable venue, Ponds Forge. The website, Swimming magazine,

and the Masters newsletter have been used to elicit views from masters at large. These views will be analysed and evaluated by the Committee and decisions taken for the 2005 event.

ASA MASTERS CHAMPIONSHIPS 2003

This major competition was, as is now traditional, held at Sheffield's Ponds Forge at the end of October 2003. A total of 1056 competitors entered, plus 95 relay teams, resulting in upwards of 4000 'splashes' over the weekend and 140 new records. This event is possible only as a result of the immense contribution of volunteer officials, and our thanks go to all of them for their good-humoured support in sometimes challenging circumstances.

INTER-COUNTY CHAMPIONSHIP 2003

The Masters Inter-Counties Competition was again held on a regional basis, with four district meets (Midlands, North and North East combined, South, and West) combining their results to

produce a national result. For the first time the overall winners were Warwickshire, with Sussex runners-up. More significant was that only three counties, out of 33, did not participate. The Committee's thanks go to Icklepeople software for their work in combining the four separate sets of results into one overall national result.

INTERNATIONAL AFFAIRS

The major international event of the year was the World Masters Championships at Riccione in northern Italy. Three hundred British swimmers made the trip (about 4 per cent of an enormous entry) and won 12 per cent of the medals, an indication of the high standard of British Masters swimming.

COMMUNICATIONS

The ASA/ASFGB website is proving a valuable tool in enhancing communication between Masters swimmers and the 'administration' generally, particularly the sections listing competitive opportunities, where meet details and entry forms

are available. The website also carries the electronic version of the Masters newsletter, edited by the Committee's chairman Geoff Stokes. A paper version of the two bi-annual editions is circulated to all registered Masters swimmers.

Swimming magazine continues to relay Masters news and opinion through Verity Dobbie's monthly column.

VIVIENNE AND LEONARD CHERRIMAN AWARD

The Committee was pleased that the GB Masters Committee awarded the Cherriman Award for 2004 to David Chaney. David has worked tirelessly over the past five years keeping the lists of British records up to date and ensuring that British performances which better European and world records have been put forward to the appropriate authorities. In the ever-improving discipline of masters swimming, this has involved David, who is an unpaid volunteer, in a never-ending round of administration for which we are all very grateful.



HAROLD DODD, 84, won three titles at the World Masters Championships

DEVELOPMENT CONTINUES

THREE STRANDS OF DEVELOPMENT

There have been three major strands of synchro development during 2004:

1. The development of young athletes through a monitored training programme led by Gayle Adamson. This involved the monitoring of on-going training through logbooks, the attendance at 14 day training camps and competing in the COMEN Cup in Egypt. This is a competition for 13 to 15-year-old swimmers. Natasha Lau finished 10th in the solo event and together with Oliva Allison came eighth in the duet. In the team event the squad finished eighth. The full programme was financed by ASA development funding, parental contributions and a contribution from the ASA synchro fund-raising working party.
2. The development of young coaches. Coaches from each district were invited to attend the 13 to 15-year-old training camps and worked under the guidance of Gayle Adamson.
3. The development of the LTAD plan. The initial document was prepared and then, through the districts, clubs as well as coaches were consulted. The current LTAD document is with Sport England and comment is awaited. This is a radical plan that will hopefully allow us to get back on to the international scene.

POTENTIAL WORLD CLASS REPORT

The top two junior athletes finished seventh in the junior Europeans duet, qualifying for Junior World Championships. The duet finished 17th in junior worlds, closing the gap on achieving a place in the finals. The same athletes won the Dusseldorf junior open in April.

The top three 13 to 15-year-olds attended some junior duet camps to experience elite training and develop their skills alongside Britain's top junior athletes. The Director set up a monitoring system via logbooks, for recording information such as training, assessment results and feedback between the Director, athlete and the athlete's coach.

The junior duet athletes were funded by British Swimming and parental contributions.

A new four-year plan has been drawn up to lead the current junior potential into an elite preparation and competitive plan not only to achieve duet qualification for the 2008 Olympics, but to compete successfully at that Olympic Games and beyond.

Two coaches have experienced working with the junior athletes at training camps, under the guidance of Adele Carlsen. One coach, whose athlete was in the duet squad, was taken to the events to experience working with athletes in world class internationals, and to learn from world class coaches and athletes. The five judging officials all received good evaluations in international events.

LEN awarded a grant for Britain to hold an athlete and coach development seminar in 2004 with an international world class coach to share their expertise.

MARGARET COYNE

Margaret Coyne sadly passed away at the beginning of the year. Margaret was a past GB Team Manager and ASA Technical Synchronised Swimming Secretary from 1991 until 2001 and was still serving on the committee as a specialist. Margaret will be remembered for her total commitment to all athletes throughout the country and especially to her own club Walsall.

TEACHERS AND COACHES DEVELOPMENT

A seminar was held late last year for teachers and coaches. This proved highly successful, although attendance was not as high as in previous years. The committee has approved three new referees, helping to boost our number of officials, which is an ongoing development plan.

MASTERS

The 20-25 age group was added to the Masters competition this year. This event was another success due to the organisation by Mrs Yvonne Price. Yvonne announced her retirement at the end of the competition.

REGIONALISATION

Several meetings have taken place regarding regionalisation. The competitive year plan was reviewed and updated to come in line with the changing international scene. New competitions and entry criteria have been changed to encourage more swimmers and clubs to participate.

SYNCHRONISED SWIMMING



Bristol won the 15-17yrs national age groups team title at Wigan

HANNAH MASSEY (left) and **JENNA RANDALL**, joint winners of the Kerry Shacklock Trophy for the best aggregate score at the national age groups

The England development squad in Cairo (l-r) **SOPHIE NEVIN** (Rushmoor), **ASHA RANDALL** (Rushmoor), **REBECCA DAVIES** (Reading), **OLIVIA ALLISON** (Rushmoor), **GRAINNE SHAUGHNESSY** (Reading), **HELEN MORRIS** (Reading), **NATASHA LAU** (Rushmoor), **ELEANOR GEORGE** (Portsmouth), **MELANIE DE'VOY** (Reading) and **JAZMINE STANSBURY** (Reading)



SQUAD PLANNED

OPEN WATER DEVELOPMENT

This year we have been focusing on the development of Open Water swimming in England. This report focuses on the development of the sport through the five English districts. The British Swimming report that will be published later will focus on the elite end of the discipline.

DEVELOPMENT

During the year two development activities have taken place. In July, English swimmers were selected to go to St Affrique in France. They swam either in the 5K European Junior Championships or the 10K LEN Cup the following day. Both events were high class and gave the swimmers an insight into the improvements they need to make to compete with the best in Europe.

The second activity involved a party of English swimmers selected from a number of competitions during the season travelling to a French Cup event in Dunkerque. The swimmers included Khalid Jhugroo, Daniel

Mason, Matthew Vyse, Heather Frederiksen, Erica Brown and Sophie Mitchinson. The majority were new to an English open water team. As well as the competition, a number of training sessions were held in both the pool and the sea.

The swimmers met with difficult conditions including strong winds on the day of the swim. This did not prevent them from performing well with Heather Frederiksen in first place in the ladies' event followed by Sophie Mitchinson and Erica Brown. The men finished fifth, sixth and seventh against strong French men.

NATIONAL COMPETITIONS

This year, two ASA competitions were held, the 3K Masters in June followed by the National Age Group and Team Competitions in August. Again we had record numbers in both events with a 44 per cent increase in the Masters event and 9 per cent in the Age Group competitions.

Once again the most exciting event in our calendar is the National Age

Groups and County Team Competitions. This ever-popular event is swum over 1500, 1750 or 2000m depending on the age of the swimmer. It was a real spectacle to see over 100 swimmers with different coloured hats in the water together.

Winners were:

17-24yrs 2000m

Boys: Khalid Jhugroo (Tyldesley).

Girls: Hannah Jones (Stafford Apex).

15-16yrs: 1750m

Boys: Matthew Vyse (Hatfield).

Girls: Jennifer Clegg (Halifax).

13-14years 2000m

Boys: Martin Kerr (City of Glasgow).

Girls: Caroline Saxon (Stafford Apex).

GRAND PRIX SERIES

The Grand Prix series was again swum over eight events, each District holding an event with two events being held in the North East and Scotland. This year we had 47 men and 38 women competing. The final event was the Southern Counties, at Southsea, Portsmouth. This year we had five lake swims with the other three in the sea.

Winners of the series were:

Men: John Owen (Heart of Midlothian).

Women: Erica Brown (Chesterfield).

THE FUTURE

The future lies in working closely with the Districts to develop the English swimmers who will then move forward to the elite end of the sport.

Next year we will be looking at forming an open water development squad, which will focus on a training and competitive programme, mentoring of selected swimmers and providing a training base for potential team staff.



Grand Prix series winner,
ERICA BROWN



KHALID JHUGROO won the boys' 17-24yrs 2000m at the age groups

MATTHEW VYSE (Hatfield), **LUKE OSBOURNE** (Stroud) and **MARTIN DOHERTY** (Co Glasgow) won gold, silver and bronze in the 15-16yrs 1750m race at the ASA open water age group nationals

ALFRED TURNER AWARD - FRANCES DALRYMPLE-SMITH



FRANCES DALRYMPLE-SMITH

Frances Dalrymple-Smith's original profession was as a nurse and midwife. To assist with her tutoring skills, she successfully completed stage two of the RACOFEM Certificate in Adult Education.

Her first involvement in swimming came in 1975, when she joined Matlock Swimming Club. She began teaching in their learn-to-swim programme soon after. She joined Rykneld Swimming Club in 1979 and is still a member.

Her qualifications in swimming teaching are numerous. They include the ASA Advanced Teachers Certificate (Swimming), ASA Teachers Certificate (Disabled), ASA Advanced Teachers Certificate (Synchronised Swimming), ASA Principal Tutor (Swimming) and ASA Principal Tutor (Disability).

In competitive swimming, she became a timekeeper and judge in 1981, referee and national referee in 1985 and a FINA referee (open water) in 1997. She has officiated at county, district, national and international levels and has been team manager for open water teams

in the USA and Italy. She is a regular lecturer at national referees' weekends. In synchronised swimming, she is a Grade B examiner.

Frances holds the National Vocational Qualifications D32, 33, 34 and 36 City and Guilds. Over the past twenty years she has tutored many courses all over the country. As a senior/principal tutor, she has also moderated and assessed countless courses. This involves visiting courses to ensure that standards are maintained and that candidates are receiving correct instructions as laid down by the ASA Regulations. At higher levels it also includes a written examination and logbook which have to be assessed against prescribed standards.

Frances has held numerous ASA posts in recent years, including Chairman of the Education Committee, Secretary of the Disability Committee, Secretary of Open Water Committee, DJT member (1998-2004), member of the Midland District Executive (1990-1997), Midland District Facilities Officer, member of the Midland District Education Committee (1992-1998), President, Secretary and Synchronised Swimming Secretary of Derbyshire ASA. Her present posts include Area Administrator for People with Disabilities, Internal Verifier for City and Guilds, Chairman of the Midland District Open Water Committee, Chairman of ASFGB Open Water Committee and Midland representative on the ASA Open Water Committee.

When the European Swimming Championships and the FINA World Masters Championships were held in Sheffield, Frances was in charge of all poolside volunteers on both occasions. She also officiated at the World Masters open water events in Japan. In Seville, she spoke at a seminar on the subject of Organising an Open Water Event and gave a similar talk before the LEN Cup event at Scarborough.

While a member of Education, Frances was co-author with Vera Way and John Lawton of the publication 'Introduction to Swimming Teaching and Coaching' and was a contributor to the National Curriculum Resource Pack for Swimming and Water Safety.

Her interest in disabilities arises from her nursing career. After running a course at Clay Cross, she initiated the setting up of a club for people with disabilities in 1985 and is still involved in the running of this as Chairman. At the ASA's request, she contributes to Continuing Professional Development days on The Integration of a Swimmer into Mainstream Swimming Clubs. These seminars have been held all over England.

In was on the basis of the above contributions to the sport that the ASA Midland District strongly recommended Frances Dalrymple-Smith as a worthy nominee for the Alfred Turner Award.

HAROLD FERN AWARD - ROGER HARGREAVES



ROGER HARGREAVES

Roger Hargreaves was educated at Bablake School, Coventry, and Leeds University, where he held his first administrative post as fixture secretary of the University Swimming Club. It was at Leeds that he met and married Jill, another swimmer. After graduating, he spent the whole of his working career in management with the National Coal Board and its successors, until early retirement in 1989.

He began swimming with the Coventry S&LSS, following the example of his parents, who were both swimmers, while a long water polo career started for the Nuneaton club senior team in the local league at 12 years old (with his father in goal!). He represented the Universities Athletic Union, as it then was, was awarded county badges for both Warwickshire and Leicestershire and played for Leamington Spa in the First Division of the National Water Polo League, gaining an ASA Club Championship winner's medal in 1975 with the club. He finally retired

from playing at the age of 56, when old age and common sense got the better of his desire.

An even longer refereeing career started in 1958 at the age of 19, when he first joined the panel of the Birmingham and District Water Polo League. By the age of 27 he had progressed sufficiently to be selected for the National Water Polo League panel from which he retired in 2003. He later refereed at international level for some years, officiating at European Championships and World Masters Championships.

Following retirement from international refereeing, he acted as the team manager for the successful City of Coventry women's team in several of their forays into European competition.

An aptitude for administration meant that since 1962 he has continuously been a secretary within at least one body in the sport including Nuneaton Swimming Club, the Birmingham and District Water Polo League (now the Midland Water Polo League), the National Water Polo League, the ASA Midland District and the ASA. In addition, he has served spells as treasurer to the National Water Polo League and the Midland Water Polo League.

As the representative for the ASA MD, he was a member of the ASA Technical Water Polo Committee for 19 years and for much of that time the ASFGB TWPC, and was chairman of both of them for some years. On his retirement from the ASA TWPC he received the Swimming Times Water Polo Award.

Other posts have included the chairmanship of the ASA MD Executive for four interesting years, firstly with a year ex-officio as district president and then as the first elected chairman.

Currently, he is still secretary and treasurer of the Midland Water Polo League, secretary of the ASA MD Rules Committee and secretary of the ASA Rules Committee and the shadow representative of the ASA West Midland Region on the ASA Committee.

In 2002, he was appointed to the ASA Constitutional Review Group which met to consider the potential problems which would be caused by the adoption of the Boundary Commission report and then on the Constitutional and Governance Project Group which was part of the organisation set up to solve them.

Roger has been involved in the sport of swimming and water polo from an early age and continues to be involved on the administrative side, making him a worthy recipient of the Harold Fern Award.

ASA JUNIOR ACHIEVER - STEPHANIE PROUD



STEPHANIE PROUD

As Durham University Aquatics' Stephanie Proud heads off to Australia for a hectic training schedule, she looks back at a great year in the pool, where she became double European junior champion – and the most decorated Briton in the history of the junior championships.

'The European juniors in Portugal was my main focus for the year and winning four medals there was perhaps more important than the youth nationals. Becoming double European champion feels like a good achievement because

I was the first person to achieve this in an Olympic event in the 100m and 200m backstroke. I was obviously pleased with my swims at the youth nationals as well because I won five individual gold medals as well as gold, silver and bronze in the relays.

'Although I had a great European juniors, I think that my 400m individual medley at the British Short Course Championships in Manchester was my best swim of the year. I had a poor three days beforehand but I knew my main events were on the last day. I really wanted to win because there were two Canadian swimmers who qualified faster than me into the final. I swam a good race and knocked three-and-a-half seconds off my PB, which would also have been three and a half seconds off the British junior record. However, it was the day of my 16th birthday so I got my first British senior title instead.

'The Olympic Trials were a bit disappointing for me, and I felt under a great deal of pressure because I hadn't experienced an Olympic Trials before. I think that's why I didn't swim very well. However, at the European juniors I knew I was expected to win because I won the 200m backstroke last year. I think this expectation helped rather

than hindered me because I knew I was good enough to win.

'I gain a lot of inspiration in the pool from Steve Parry, who is always approachable and has good advice for young swimmers. I am also pushed by my main rivals, Sarah Price and Katy Sexton, whom I have been swimming against over the past three years. My coach Kevin Renshaw is always a great support but he will also rap my knuckles when I deserve it.

'My goal for the next year is to make the team for the World Championships but the selection policy is very tough. After that I think it is very hard to forecast and predict how I am going to swim in the future. I would love to make the Melbourne Commonwealth Games in 2006 and the Beijing Olympics in 2008. In the meantime I will be training in Australia at Southport School on the Gold Coast until the World Championship Trials in March. I am looking forward to long course training and spending time in the sun during the English winter.'



Four medals in Lisbon and five in Glasgow in 2003 have made **STEPHANIE PROUD** Britain's most successful European junior championship swimmer

REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2004



FINANCIAL REVIEW

For the year ended 30 September 2004

OVERVIEW

The year ended 30 September 2004 continued the previous years consolidation, reporting a small surplus of £12,000 against a budgeted loss of £61,000.

The Association's reserves remain in excess of £1.5 million supported by cash in hand in excess of £1.4 million.

INCOME

Total income has increased in the year by £216,000 compared to last year.

Competition income of £180,000, with Swimming and Masters programmes showing the largest rises, increased by 18% on last year.

Education income reported a modest decrease on the previous year, although there was a significant increase in general examination income, which increased by 18% on the previous year and 12% against budget. The 2003 Financial Report indicated that the Crystal Palace site was expected to close in March 2004. This, however, did not occur and a full years trading was achieved returning similar income to the previous year.

Despite a major restructuring of membership fees, income was similar to last year.

Sponsorship for the year achieved budget level with receipts from Kellogg's for the Awards Scheme, Kerry Foods for the National Age Groups and Southern Water. Increased income did however come out of other marketing activity.

The major increase in income for the year related to income receipts from Government Agencies in support of the Associations Special Projects where £113,000 was received in support of Volunteer Support Project, School Links, Regionalisation and The Charter for Swimming.

EXPENDITURE

Salaries and wages costs increased as expected in line with inflation. Competition costs remained broadly in line with the previous year.

Education costs, excluding Crystal Palace, reported a decrease on the previous year of 19%. However, this is distorted by the current year's Department of Education and Skills expenditure being reported separately in special projects previously these were reported within Education.

Development expenditure rose for the year with increased spending on Active Sports and County Sports Partnership Development. Costs increased by 53% on the previous year and 27% on budget.

General Operating costs reported costs in line with the previous year and an overall favourable variance to budget. Included within the favourable variance was a substantial VAT recovery arising from a change in method of recovery

SALARIES

All persons employed are counted as one head whether they are full or part-time.

The increase in staff numbers is due to having a full complement of Development staff at this year end.

BALANCE SHEET

The loan to ASA Swimming Enterprises is more than adequately covered by the underlying value of the property owned at Redditch.

Stock represents badges, certificates and related products held at Redditch.

BALANCE SHEET

As at 30 September 2004

	Note	2004 £000s	2003 £000s
FIXED ASSETS	2		
Freehold Properties		168	172
Fixtures & Fittings		62	74
Motor Vehicles		-	7
		<u>230</u>	<u>253</u>
INVESTMENTS AT COST			
Unquoted	3	85	85
CURRENT ASSETS			
Bank and Cash Balances		1,467	822
Sundry Debtors		531	489
Loan to ASA Swimming Enterprises Limited	4	145	145
Stock		141	119
		<u>2,284</u>	<u>1,575</u>
SUB TOTAL		2,599	1,913
CURRENT LIABILITIES			
Sundry Creditors		(520)	(370)
Deferred Income	14	(685)	(147)
Charitable Donation	11	(3)	(17)
		<u>(1,208)</u>	<u>(534)</u>
Amounts due from Amateur Swimming Federation of Great Britain Ltd		184	184
NET ASSETS		1,575	1,563
RESERVES			
Accumulated Fund	10	1,500	1,480
Premises Reserve Fund	12	75	83
		<u>1,575</u>	<u>1,563</u>

M W Beard, FCA
 Chairman and Trustee
 20 November 2004

INCOME AND EXPENDITURE ACCOUNT

For the year ended 30 September 2004

	Note	2004 £000s	2003 £000s
Operating Income	5	4,462	4,246
Investment Income		5	8
		<u>4,467</u>	<u>4,254</u>
Operating Expenditure	6	(4,453)	(4,250)
Surplus For The Year		14	4
Taxation	9	(2)	(2)
Retained Surplus after Taxation		<u>12</u>	<u>2</u>

STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES

	Note	2004 £000s	2003 £000s
Total net Surplus recognised since last annual report	10	<u>12</u>	<u>2</u>

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2004

1. ACCOUNTING POLICIES

- The accounting policies are prepared under the historical cost convention.
- Stock is valued at the lower of cost or net realisable value and represents finished goods.
- Unquoted investments are held on a long-term basis and no provision is made against annual fluctuations in value.
- Freehold properties and improvements are depreciated over an estimated life of 50 years.
- Fixtures and Fittings are depreciated over 2 - 5 years on a straight-line basis depending on the type of asset.
- Motor vehicles are depreciated over 4 years on a straight-line basis.

2. FIXED ASSETS

	Freehold Properties £000s	Fixtures and Fittings £000s	Motor Vehicles £000s	Total £000s
Cost				
As at 1 October 2003	183	370	35	588
Additions	-	36	-	36
Disposals	-	(1)	(6)	(7)
As at 30 September 2004	<u>183</u>	<u>405</u>	<u>29</u>	<u>617</u>
Depreciation				
As at 1 October 2003	11	296	28	335
Depreciation	4	47	7	58
Disposals	-	-	(6)	(6)
As at 30 September 2004	<u>15</u>	<u>343</u>	<u>29</u>	<u>387</u>
Net Book Value as at 30 September 2004	168	62	-	230
Net book value as at 1 October 2003	172	74	7	253

3. QUOTED INVESTMENTS

	Holding	2004 £000s	2003 £000s
Swimming Times Limited	100%	25	25
ASA Swimming Enterprises Limited	100%	50	50
Institute of Swimming Limited	100%	10	10
		<u>85</u>	<u>85</u>

4. LOAN TO ASA SWIMMING ENTERPRISES LIMITED

This is an interest free loan with no fixed repayment term. The Amateur Swimming Association holds a fixed and floating charge over the assets of ASA Swimming Enterprises Limited.

5. OPERATING INCOME

	2004 £000s	2003 £000s
Awards Scheme (net)	1,599	1,517
Membership Fees	1,155	1,159
Education	611	619
Grants & Funding Sport Council & Government Agencies	453	348
Competition Income	180	152
Sponsorship & Marketing Fees	293	250
Management Charges	142	169
Crystal Palace (net)	9	17
Swimfit	11	-
Sundry Income	9	15
	<u>4,462</u>	<u>4,246</u>

6. OPERATING EXPENDITURE

	2004 £000s	2003 £000s
Staff & Related Cost (see note 7)	1,686	1,645
Competition Costs	387	390
Contribution to ASFGB Limited	357	341
Office Costs	259	230
Education	255	315
Insurance	229	243
Irrecoverable VAT	68	122
Development	159	104
ASA District Grants (see note 8)	135	108
Committee Meetings	135	141
Publications	57	110
Depreciation	58	80
Office Equipment, Information Technology & Website	73	81
Swimfit Costs	18	17
Sponsorship & Marketing Costs	167	70
Grants to Other Bodies	64	64
Legal & Professional fees	102	66
Training & Recruitment	47	56
Commonwealth Games	-	2
Grant Funded Projects (see note 13)	143	7
Sundry Expenses	54	58
	<u>4,453</u>	<u>4,250</u>

7. SALARIES

	2004 £000s	2003 £000s
Salaries by Bands		
Up to £5,000	10	10
£5,000 - £10,000	16	17
£10,001 - £15,000	18	13
£15,001 - £20,000	14	12
£20,001 - £25,000	6	5
£25,001 - £30,000	12	7
£30,001 - £35,000	5	4
£35,001 - £40,000	1	2
£40,001 - £45,000	3	4
£45,001 - £50,000	-	-
£50,001 - £55,000	1	-
£70,000 - £75,000	-	-
£75,001 - £80,000	1	1
	<u>87</u>	<u>75</u>

8. DISTRIBUTION OF GRANTS AND OTHER FUNDING TO DISTRICTS

	NCASA £000s	NECASA £000s	ASAMD £000s	SCASA £000s	WCASA £000s
District Grants	7	7	7	7	7
Competition Planning & Development	<u>12</u>	<u>25</u>	<u>28</u>	<u>17</u>	<u>18</u>
	<u>19</u>	<u>32</u>	<u>35</u>	<u>24</u>	<u>25</u>

9. TAXATION

	2004 £000s	2003 £000s
Corporation tax on income	<u>2</u>	<u>2</u>

10. ACCUMULATED FUND

	2004 £000s	2003 £000s
Balance as at 1 October 2003	1,480	1,478
Surplus for the year	12	2
Transfer from Premises Reserve Fund	8	-
Balance as at 30 September 2004	<u>1,500</u>	<u>1,480</u>

11. CHARITABLE DONATION

In 1999 - 2000 the Amateur Swimming Association received a donation of £22,000 from the Swimming and Personal Survival Trust with a proviso that the funds were specifically used to provide financial support to club volunteers who wished to take Amateur Swimming Association teaching and coaching qualifications.

As at 30 September 2004, £3,000 remained unspent (2003 £17,000).

12. PREMISES RESERVE FUND

	2004 £000s	2003 £000s
Balance as at 1 October 2003	83	83
Transfer to Accumulated Fund	(8)	-
Balance as at 30 September 2004	<u>75</u>	<u>83</u>

13. GRANT FUNDED PROJECTS

The expenditure against funded projects and the associated grants received in the year were as follows:

	Charged Costs £000s	2004 Grant Received £000s	Charged Costs £000s	2003 Grant Received £000s
Volunteer Support	38	30	7	7
School Links	55	45	-	-
Regionalisation	37	25	-	-
DfES Swim Charter	13	13	-	-
	<u>143</u>	<u>113</u>	<u>7</u>	<u>7</u>

14. DEFERRED INCOME

Income received and deferred at year end was as follows:

	2004 £000s	2003 £000s
Kelloggs	30	-
Sponsorship Southern Water	13	13
Crystal Palace	50	60
Department of Education and Skills	6	-
School Links Project	304	23
Step Into Sport	50	-
All Sport Plan	209	-
Volunteer Strategy	13	43
Competitions	10	8
	<u>685</u>	<u>147</u>

STATEMENT OF ASA COMMITTEE'S RESPONSIBILITIES

The Association's Constitution requires the ASA Committee to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Association and its surplus or deficit of income over expenditure for that period.

In preparing the financial statements, the ASA Committee is required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent

The ASA Committee is responsible for keeping proper accounting records, which will show with reasonable accuracy the Association's financial position at any time and are sufficiently detailed to enable accounts to be prepared. It is responsible for safeguarding the assets of the Association and hence for taking reasonable steps for the prevention of fraud and other irregularities.

INDEPENDENT AUDITOR'S REPORT TO AMATEUR SWIMMING ASSOCIATION MEMBERS

For the year ended 30 September 2004

We have audited the financial statements which comprise the Balance Sheet, Income and Expenditure Account, Statement of Total Recognised Gains and Losses and the related notes. These Financial Statements have been prepared under the historical cost convention and accounting policies set out therein.

This report is made solely to the Association's members, as a body. Our audit work has been undertaken so that we might state to the members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Association and the Association's members as a body, for our audit work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF ASA COMMITTEE AND AUDITORS

The ASA Committee is responsible for the preparation of the financial statements.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and United Kingdom Auditing Standards.

We report to you our opinion as to whether the financial statements give a true and fair view.

We read the other information contained in the Report and consider whether it is consistent with the audited financial statements. This other information comprises only the Financial Review. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the financial statements. Our responsibilities do not extend to any other information.

BASIS OF OPINION

We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes an examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the ASA Committee in the preparation of the financial statements and whether the accounting policies are appropriate to the Association's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error.

In forming our opinion, we have also evaluated the overall adequacy of the presentation of information in the financial statements.

OPINION

In our opinion the financial statements give a true and fair view of the state of affairs of the Association as at 30 September 2004 and of the surplus for the year then ended.

haysmacintyre
CHARTERED ACCOUNTANTS
REGISTERED AUDITORS

20 November 2004

Fairfax House
15 Fulwood Place
London
WC1V 6AY

THANK YOU

Members of the ASA Committee would like to place on record their heartfelt thanks to all the volunteers, officers and members of the technical committees, the teachers, coaches and tutors, the organisers and officials at national events and many local authorities and leisure service departments who work in partnership with the ASA, providing facilities and administrative help in staging events.

Our particular thanks to the many volunteers who generously give their time and effort for the good of the sport.

AND THANK YOU TO ALL CONTRIBUTORS TO THIS REPORT

Mike Glover	ASA President
Mike Beard	ASA Chairman
David Sparkes	Chief Executive
Kiran Chauhan	Director of Finance
Jane Nickerson	Director of Membership Services & Resources
Andy Gray	Head of Legal Affairs
Barbara Barrett	Independent Child Protection Officer
Anne Adams-King	Director of English Programmes
Katie Brazier	Commercial Director
Noel Winter	Facilities Officer
John Lawton	Director of Education
Mandy Church	Business Development Manager (ASA Awards)
John Atkinson	National Youth Coach
Jane Davies	Administrator Technical Swimming Committee
Bob Outtram	Hon Sec Swimming Officials Committee
Dennis Yeoman	Project Director, National Events
Sarah Starbuck	Disability Swimming, World Class Co-ordinator
Julian Bellan	Diving National Development Officer
Piers Martin	NDO Water Polo
Andy Wilson	Administrator Masters Committee
Pam Haworth	Hon Sec Synchronised Swimming Committee
Mike Hemmings	Chairman Open Water Committee
Peter Hassall	Editor, Swimming Magazine
Roger Guttridge	Sub Editor, Swimming Magazine
Dave Richards	Senior Press Officer
Ben Duffy	Photographer, SWpix.com
Simon Wilkinson	Photographer, SWpix.com
John Beswick	Photographer
Stephanie Proud	ASA Junior Achiever
John Carrie	ASA Committee Member



SPONSORS AND SUPPORTERS

The Association is grateful for the generous sponsorship and support, made in a variety of ways from many companies and organisations.





STEVE PARRY with his bronze medal from the Olympic Games in Athens