

Impact Report

April - December 2019

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Foreword

Thank you for taking the time to read this Impact Report. The following pages cover the period April 2019 to December 2019 to reflect the change in our financial year from April - March to January - December and the fact that from January 2020 we incorporated and are now a company limited by guarantee, Swim England North East Limited.

You will see from the report that as ever much has been achieved during this period and this is a reflection of the hard work undertaken by both the paid staff of the Region and the dedicated volunteers on whom our sport is built. I am very grateful to this combined workforce for all of their efforts.

At the time of writing this foreword we already know that the financial year 2020 is going to be a challenge for the region, for clubs, for volunteers, athletes and people in general and doubtless that will be reflected in next year's report. However I remain confident that the resilience shown by our sport will ensure that we remain strong as a Region and that the efforts of staff and volunteers will mean that we are still reading about many positive impacts next year.

For now though, please enjoy this year's report and once again I offer my thanks to the staff, volunteers and participants for their continued efforts.

David Watson
Chair Swim England North East Ltd.

Section 1: Governance

Strategic Objectives

- Provide strong leadership and be the recognised authority for swimming in the North East Region.
- Lead the Region for the development of aquatic disciplines.

During the reporting period, Swim England North East Region has undertaken the following steps to ensure the governance of the organisation is best positioned moving forwards.

A Special General Meeting was held in May where a resolution was passed unanimously for the Region to become an incorporated body. As a result of this, Directors have been appointed as board members.

A new business plan has been written for the organisation and approved by Board Members for the period 2019 – 2022:

Mission

Swim England North East Ltd will be an innovative, sustainable organisation renowned for its commitment to helping people and organisations realise their potential in, or as a result of, aquatics.

Our Vision

- More people swimming regularly.
- High quality sustainable and innovative clubs.
- More medals won by regional athletes in all disciplines and competitive levels.

Principles

- All our services will be developed and delivered to meet the needs of people and clubs involved in aquatics in the North East.
- Ensuring greater self-sustainability.
- Independence of choice and decision making.
- Value for money for funders and members.
- We will strive for effectiveness, demonstrate this, and communicate it.

Summary of Strategic Objectives 2019 – 2022

1. Provide strong leadership and be the recognised authority for swimming in the North East Region.
2. Increase opportunities for swimmers to take up club membership.
3. Increase the diversity of those enjoying and benefiting from aquatic club membership.
4. Lead the Region for the development of aquatic disciplines
5. Deliver a high quality, diverse and motivated workforce in the North East Region.
6. Strengthen our organisational sustainability to continue effective support for the Region.

The development priorities within the plan and the relevant interventions have since been established and agreed by the Regional Development Officers and the board.

Section 2: Workforce

Strategic objective

- Deliver a high quality, diverse and motivated workforce in the North East Region.

The workforce training and development needs of clubs have been established through a variety of methods such as receiving requests from clubs, working with club networks and completing training needs analysis as part of a club's SwimMark accreditation. Other workforce training opportunities have also been promoted and developed when suitable opportunities have arisen.

Impact areas:

Coach Education Courses

- In partnership with the Institute of Swimming, local coaching and aquatic teaching courses have taken place across all aquatic disciplines.
- Training Needs Analysis (TNA's) completed with clubs and club networks.
- Appropriate local coach/teacher workshops/courses and coach education opportunities delivered as identified through TNA's.
- Appropriate partners engaged to support the delivery of education opportunities e.g. Institute of Swimming, Active Partnerships, England Talent Team and specialist Sport Science leads.

As a result, the following training uptakes have been recorded.

Qualification	Candidate Numbers
Assistant Swimming Teacher	354
Assistant Swimming Coach	83
Swimming Coach	11
Assistant Water Polo Coach	17
Water Polo Coach	0
Assistant Diving Coach	23
Diving Coach	12
Assistant Synchro Coach	0
Synchro Coach	5
Total	755

Case Study – NE Region Coach Education Funding Scheme

Introduction

The scheme has been introduced to support the Region's strategic objective to help build quality clubs through the delivery by a highly skilled, diverse and motivated workforce. The specific purpose is to increase the number and quality of the teaching and coaching workforce across all disciplines and abilities to support the needs of the membership.

Intervention

Clubs can apply for up to 50% funding to support up to three candidates from their club in a 24-month period. Clubs are required to submit relevant supporting information to evidence that the club is being managed effectively.

Impact

Since the scheme was introduced in the summer of 2019:

- Applications were received from 15 clubs for funding assistance to support 25 candidates to complete either an Assistant Coach (6 candidates) or Coach (19 candidates) education course.
- As of December 2019, 14 candidates were awarded funding:
 - 5 x Assistant Coaches (2 Swimming, 3 Water Polo)
 - 9 x Coaches (8 Swimming, 1 Diving)
- A total of £2,405 regional funding was committed during this period.
- The funding has helped to support the delivery of 12 coach education courses within the Region during this period:
 - 7 x Level 1 Assistant Coach courses
 - 5 x Level 2 Coach courses
- Most courses were delivered at the IoS 'Club Offer rate' which reduces the cost to candidates from between 35% to 40%.
- Clubs appear to have focussed their funding requests to the Region for candidates attending Level 2 courses.
- All candidates applying for funding for Level 2 courses need to be on the Swim England Coaching Register with the appropriate information (qualification, DBS and safeguarding all up to date). Level 1 candidates are asked to be on the register within 3 months of completing and passing the course.

Clubs stated in their applications that the investment would help deliver the following intended impacts in the following areas:

Workforce

- Helping to recruit, educate and retain identified volunteers.
- Helping to attract Swimming Teachers into a club coaching role.
- Assisting the club to gain the commitment of more experienced club coaches to mentor and support the newly qualified coaches.
- Supporting coach workforce succession planning.
- Aiding in the development of positive role models for others to aspire to.

Club Coaching Programme

- Providing the opportunity to increase club capacity (including Masters sections)
- Helping to sustain the clubs programme, particularly when other members of the club's coaching team are away at competitions or on leave.

Case Study Continued

- Supporting the expansion of the club's coaching programme.
- Giving members access to improved coaching.
- Providing better lane organisation, squad management and improved supervision of swimmers.
- Having a better qualified coaching workforce which will improve the standards of swimmers.

Competition Standards

- Enabling more swimmers to compete at various levels of competition.
- Improving the performance of swimmers within competitions.

Club Professionalism

- Enabling the club to invest their funds in other areas such as providing better equipment e.g. Starting Blocks and backstroke ledges.
- Helping to demonstrate investment in the club to members, parents, swimmers and volunteers.
- Improving club sustainability and inclusivity.

A club who received funding, and successfully completed their coaching certificate and completed their coaching hours reported the following impact:

Club Impact – City of Sheffield Diving

“The coach has completed 29 hours of voluntary coaching to date, coaching on the learn to dive and competitive squad programme. They have demonstrated a strong level of commitment and professionalism when completing their voluntary hours. Through taking part on the coaching course, the coach has improved their understanding of the principles of coaching and their knowledge of dive development and skills chains. It can be intimidating for newly qualified coaches to coach in large programmes such as Sheffield Diving. The experience gained through coaching voluntary hours has developed all the coach's confidence and poolside presence. The coach has improved their ability to project their voices on poolside and feel more self-confident when working with competitive squads alongside lessons.

The coach has gone onto undertake part employment at Sheffield Diving coaching on the learn to dive and competitive squad scheme. The club has a Level 3 mentor coach in place to continue to support their development. This employment has meant that Sheffield Diving has been able to increase participation through creating an additional Entry Diving Squad and a new Mighty Minis group for younger children. This has attracted 14 and 7 divers respectively.

Standards of coaching have improved on the learn to dive lesson scheme as the coaches that are working on the lesson scheme are passionate, professional, reliable and technically strong. This has led to improved retention rates of lesson children and effective talent identification of children to progress into Entry Squads.

The club has been able to increase participation through creating an additional Entry Diving Squad and a new Mighty Minis group. Entry Squad bridges the gap between diving lessons and the competitive programme and is a key part of the pathway. Mighty Minis is a new group aimed at younger children aged 5-7 years or age and feeds into the lessons programme. “

Coach CPD Opportunities

A range of coach development opportunities were made available for coaches:

Workshop	Nos Participating
Coaching roles at county, regional and Swim England national camps.	Approx. 24
S&C Dry land workshop	18
Sports Nutrition Workshop	19
Sports Psychology Workshop	19
CPD Choreography Development run by GB Coaches	tbc
Artistic Swimming Coaches Pilot Project	2

The interest from coaches to become upskilled and developed in these areas is an ongoing theme from previous years.

Club Workforce Support

Course	Number of Scheduled Courses	Number of Candidates
Team Manager Module 1	12	178
Team Manager Module 2	4	32
Time to Listen	3	9
Safeguarding Training	Workshops were scheduled and accessed through UK Coaching and the Active Sports Partnerships across the Region. It is therefore difficult to obtain an idea of the number of individuals who have accessed this training.	

Case Study – Young Volunteers

Background Information

For the last few years young volunteers have been offered a range of development initiatives including Team Manager, Aquatic Leaders and Volunteering workshops. Up to 75 young volunteers have engaged with this programme on an annual basis.

Intervention

During the period from April to December 2019 those young volunteers who engaged with previous training opportunities were provided with the opportunity to volunteer at events in a range of roles. These events included local, district, county, national and international level competitions. Examples included the City of Leeds National Qualifying event, Shipley Diving Novice event, British Diving Junior Elites, Swim England National Summer Championships and World Transplant Games. A variety of event volunteering roles were undertaken including front of house, field of play roles, medal ceremonies, timekeeping duties, recording results and VIP hosting.

Impact

16 young leaders took advantage of this opportunity and were provided with appropriate training and support.

The programme had a positive impact in a variety of areas including:

- Athlete retention at an age common for drop out from the sport
- The creation of positive role models for others,
- Supporting the delivery of events and competitions,
- The development of future volunteers
- Enhancing CV's and supporting with other awards such as the Duke of Edinburgh award scheme.

The young leaders themselves recorded the following benefits:

- Developing in confidence
- Improved organisational skills
- Having the opportunity to meet new people
- Adding value to their CV and helping with their GCSE's and DofE

One individual who volunteered at a variety of events commented:

"I have been offered many opportunities to attend events across the country at all different levels. Events I have attended include the Swim England Summer and Winter National Championships, the Yorkshire SA Masters event, the Yorkshire Winter Championships and the World Transplant Games 2019 at Sunderland Aquatic Centre. Through going to these events I have been chosen to be on the Swim England volunteer team and this will allow me to attend more high-level meets.

I have found volunteering at these events is very rewarding as you are helping run a meet that if it wasn't for volunteers, these couldn't be run. It might take some of your time up, but it is really worth it. I have attended meets as an official as well as a volunteer and recently passed my Judge Level 1. I am hoping to start my Judge Level 2 at the end of this year and continue upwards. Timekeeping at some of these events has added to my confidence and enhanced my abilities when completing the judging course.

I am also proud to be part of the volunteering squad and will hopefully continue to help at events up and down the country."

Case Study Continued

Rewards

In most cases volunteers received an event volunteering t-shirt, food and refreshments. Volunteers also had their travel expenses reimbursed.

These event volunteers were each rewarded and recognised by Swim England by receiving a certificate, pin badge and a thank you card for the commitment they have all shown.

Additional impacts

In addition, two of the young volunteers who were part of the programme are now members of the Swim England National Youth panel.

It has been noted that several young volunteers who have attended previous development opportunities have gone on to train and qualify as coaches in a variety of aquatic disciplines.

Section 3: Clubs

Strategic objectives

- Increase opportunities for swimmers to take up club membership.
- Increase the diversity of people enjoying and benefiting from aquatic club membership

Affiliated members	2019
Category 1	6,397
Category 2	7,001
Category 3	3,768
Total	17,166

Affiliated Clubs	143
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SwimMark Module	Accredited Clubs
Essential	74
Network	7
Performance	1

SwimMark accreditation has been used as a development tool to support clubs achieve and sustain appropriate professional standards across all areas of the club covering governance, workforce, the programme, planning for the future and working in partnership with others. The number of clubs achieving and sustaining Essential accreditation during this reporting period has slightly increased.

Section 4: Talent

The following are a few highlights of the success of individuals from the North East Region at a variety of competitions.

Key Success	Nos Impacted Upon	Achievement or general overall success
Artistic Swimming		
Fina Synchronised Swimming World Series 2019	1 coach, 3 athletes	Two athletes selected for GB in World Series Competitions in St Petersburg, Barcelona & Paris. Rosie Barrington – Swim England Synchro Coach for 2019 World Series in Barcelona – Head Coach Senior GB Free Team. Assistant Coach JR Europeans Prague June 2019 & Physio
Junior Europeans June 2019 Czech Republic	2 athletes	Millicent Costello and Isobel Davies selected for GB
Age Group Worlds Slovakia August 2019	2 athletes	Tilly Budd and Emma Laycock selected for GB Age Group Squad
Synchro Development Day Halifax Pool, September	tbc	
NE Synchro Summer Camp Queen Ethelburga's, York	tbc	
Water Polo		
International Selection: England - EU Nations Junior Mens Competition Apr 19	3 x NE Boys	7th Overall
International Selection: England - EU Nations Senior Ladies Competition May 19	3 x NE Ladies	5 th Overall
International Selection: GB - European Qualifier U17 Junior Men May 19	2 x NE Boys	
International Selection: England - Senior Men May 19	4 x NE Men	Beat Scotland
International Selection: England - EU Nations Senior Men Jun 19	3 x NE Men	9th Overall
NAGS City of Sheffield U17 Girls Winners	City of Sheffield	1st Overall - Gold
NAGS - Rotherham Metro U19 Girls May 19	Rotherham Metro	2nd Overall - Silver

NAGS - City of Sheffield U19 Boys	City of Sheffield	3rd Overall - Bronze
Duke of Cambridge Cup 2003 - Boys Jun 19	Players from Rotherham Sheffield and Sedgefield	
Duke of Cambridge Cup 2003 - Girls Jun 19	Players from Rotherham Sheffield and Sedgefield	
Inter-Regions: 2004 Boys	13 x NE Boys 2 x Coaches 1 x Team Manager	3rd Overall - Bronze
Inter-Regions: 2004 Girls	13 x NE Girls 2 x Coaches 1 x Team Manager	2 nd Overall - Silver
International Selection: World Student Games	3 x NE Men	
International Selection: GB - European Championships U17 Girls	2 x NE Girls	
International Selection: England - U19 Men	3 x NE Junior Men	
International Selection: England - Northsea Cup Junior Ladies Competition	4 x NE Junior Ladies 1 x Coaches 1 x Team Managers	
NAGS - Sedgefield U15 Boys	Sedgefield	1st Overall - Gold
NAGS - Sheffield U15 Girls	Sedgefield	3rd Overall - Bronze
Inter-Regions - U14 Boys	13 x NE Boys 2 x Coaches 1 x Team Manager	10th Overall
Inter-Regions - U14 Girls Dec 19	13 x NE Girls 2 x Coaches 1 x Team Manager	1st Overall - Gold

Section 5: Marketing & Communication

Strategic objective

- Effectively communicate and promote the opportunities within the Region to its members

The North East Region communicates with its members through a variety of methods including the North East Regional Website, Facebook, Twitter and Instagram accounts, its YouTube channel, a monthly Ezine (electronic newsletter) and emails to club contacts and club networks.

The Region continues grow its social media presence year on year, increasing its engagement with members from across the aquatic community in a variety of ways. Since 2016, the North East Region has made its regional swimming championships available to watch via live stream through its You Tube channel and Facebook page. The aim of this was to increase in the number of people able to access viewing the championships for no charge as well as developing a platform for sharing content such as workshops and presentations and looking at ways of attracting sponsorship for regional and county events.

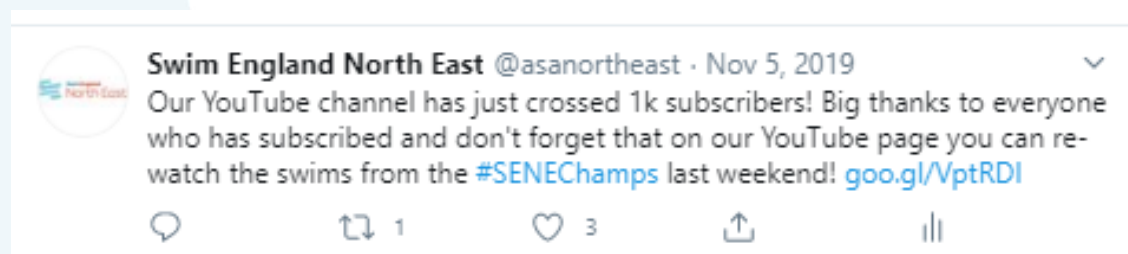
For the 2019 NE Region Swimming Championships, the Region hired 247 TV to live stream the Regional Age Group and Open Swimming Championships from Sheffield. This was the second year 247 TV had been involved with live streaming of the Championships having won the tender to deliver the service in 2018.

For the 2019 Championships, as part of their delivery package, 247 TV provided advanced graphics which overlaid swimmers names, times and splits during each event. This was something that was requested by the Region and its members previously. To add to the spectator experience, the Region also sourced two commentators, Bob Bollard and Teri Jeynes who provided commentary during the championships.

Within the reporting period, the YouTube page received 90.8k views, 12.3k hours of footage was watched and 443 new subscribers we gained. The top videos viewed from this period were the Regional Age Group Swimming Championships on the 11th and 12th May 2019 (7,745 and 6,698 views) highlighting the number of people accessing the live stream or watching the races back later in the day / coming weeks.

As an addition for 2019, the Region asked 247 TV to film the parents workshops delivered at the Championships including the Swim England Talent Presentation (574 views in this period) and the Nutritional Advice for Swimmers presentation (388 views received).

During the championships, there was also an increase in traffic through the regions social media pages with members positively engaging with the Region (see screen shots).





Teri Jaynes Events @terijevents · Nov 3, 2019



Back on the commentary mic this morning on Pool 2 (Age Groups) at [#SENEChamps](#) at Ponds Forge Sheffield. Make sure you tune in on the live stream!



↻ 2

♡ 2



Ireneo Visda @Rv_Santiago · Nov 2, 2019



[#SENEChamps](#) Great commentary from [@bobbballardsport](#) as always, nice to hear you in the livestream.



↻



Tina Maxwell
@TeenyM1



[@bobbballardsport](#) great commentary at the [@asanortheast](#) [#senechamps](#) great job greatly appreciated as live results havnt worked all morning 😞

12:55 PM · Nov 2, 2019 · [Twitter for iPhone](#)



↻



Bob Ballard @bobbballardsport · Nov 2, 2019



Replying to [@TeenyM1](#) and [@asanortheast](#)

My pleasure Tina.



↻

♡ 1





Swim England North East @asanortheast · Nov 3, 2019

Day 2 of the #SENEChamps in #Sheffield. Don't forget:

📺 #SENEChamps live streaming: tinyurl.com/la9r7to.

📋 #SENEChamps Age Group results: tinyurl.com/yyhzmfrh.

📋 #SENEChamps Open results: tinyurl.com/y6m94xtf.

Good luck everyone!



Moving forwards, live streaming should be an opportunity to bring revenue into the Region, both through sponsors and commercial partners given the audience reach live streaming events and presentations has.