

Swim England North East Region Development priorities 2022

Strategic Objectives of the Business plan:

SO 1 - Provide strong leadership and be the recognised authority for swimming in the north east Region

SO 2 - Increase opportunities for swimmers to take up club membership

SO 3 - Increase the diversity of people enjoying and benefiting from aquatic club membership

SO 4 - Lead the Region in the development of aquatic disciplines

SO 5 - Building quality clubs through delivery by a highly skilled, diverse and motivated workforce in the north east Region

SO 6 - Strengthen our organisational sustainability to continue to provide effective support to the Region

To date, strategic objectives 2 to 5 have been a core focus of the development team.

Strategic objectives 1 and 6 have not been as much of a focus as other objectives are more of a priority with the resources that are available to the Region.

(1, 2, 3) – The current levels of priority for each intervention are indicated below.

Work Area	Action / Strategic Objective	Interventions / priority	Outcomes and Impact
Clubs	<i>Support overall club development</i> (SO - 2)	In conjunction with Swim England objectives, lead and support identified club needs within the North East Region (1)	Clubs meeting the needs of their members.
	<i>Equality, Diversity and Inclusion priority for clubs, to enable an increase of opportunity</i> (SO - 3)	- Support Swim England objectives to achieve overall governance standard. (1-2) - Work with clubs to promote equality of provision across the club programme. (3) - Work with pool operators to promote links from learn to swim programmes to clubs for all swimmers. (2) - Develop and deliver the Para pathway and Start programme within the Region (1)	Increase diversity A better educated and trained club workforce.
	<i>Retain and increase number of Swim England affiliated club members</i> (SO - 2)	- Improve the experience for new members (3) - Support clubs to optimise membership numbers (1) - Encourage volunteers to gain Swim England membership. (3) - Promote benefits of membership. (3)	Optimise membership numbers. Increased revenue for the Region. More sustainable clubs.
Workforce	<i>Increase the number and quality of the teaching and coaching workforce across all disciplines and abilities, to support the</i>	- Recruit, train, retrain and develop volunteers (1) - Flexible learning opportunities and more availability, to decrease the churn (1) - Increase number of coaching tutors operating and delivering L1&2 in the North East. (3) - Run local coaching and aquatic education courses across all aquatic disciplines. (1) - Deliver appropriate local coach/teacher workshops/courses & coach education training (1)	A better educated and motivated coaching and teaching workforce. Reduce the risk of redeployment, outside of the sport.

Swim England North East Region Development priorities 2022

	<i>needs of the membership.</i> (SO – 4 & 5)	Use appropriate partners to support the delivery of education opportunities e.g. IoS, Active Partnerships, England Programmes, Coach Mentors. (1)	Sustain local tutors in the Region as coach educators. Utilise coach mentors to assist clubs in all areas of development (coaching, business planning)
	<i>Increase number of active, trained, retained unpaid staff (volunteers) from all appropriate ages.</i> (SO - 5)	- Continue to develop the Youth Forum, particularly around training opportunities, and leading on research and insight (1) - Support the delivery of Young Volunteer Development days across the Region. (1) - Support the training, education, mentoring and retention of officials and club committees across disciplines. (2) - Support the training and development of competitive officials across all disciplines (2) - Promote Young Volunteer training opportunities with the support of the Youth Forum. (1)	Well trained and motivated volunteers. A drive in recruiting younger workforce More sustainable clubs.
	<i>Increase number of coaches engaged in coach development programmes on a local, county, Regional and national level</i> (SO - 5)	- Support clubs to recruit paid/unpaid roles (1) - Provide opportunities for coaches to deliver on Regional and county talent camps. (2) - Encourage coaches to engage with development programmes at a national level. (2)	An increase in capacity of well trained and motivated coaches. An increase in talented athletes.
Talent	<i>Support talented athletes by offering a talent development pathway at a county and Regional level which supports the national talent programmes.</i> (SO - 4)	- Support with all discipline Swim England talent camps that form part of the pathway. (1) - Support with county camps and other county development initiatives / performance programmes. (1) - Support clubs to help develop the talent levels below county level (1) - Integration of the Para athletes into mainstream camps (1) - Para camps to be delivered alongside mainstream camps (1) - Continual changing of the talent pool, encourage clubs to feed talented swimmers to appropriate level club. (3)	More support to enhance understanding and develop talent. Including coach and mentor development, optimal pool time athlete pathway and club administration.
	<i>Improve the learn to swim / club links to grow the talent pool.</i> (SO - 4)	- Facilitate workshops / seminars for clubs and learn to swim providers on outcomes for swimming lessons, skill / technique development etc. (2) - Improve the experience for new swimmers. (3)	Increased membership affiliation to the Region. More swimmers in clubs. Knowledgeable teachers and coaches working together for joint aims. High quality athletes.

Swim England North East Region Development priorities 2022

	<i>Organisation of Regional competitions.</i> (SO - 4)	• Support the delivery of appropriate Regional competitions for each aquatic discipline which suit the development needs of athletes within the Region. (1) • Have clear job roles and responsibilities for unpaid staff (volunteers) who run the competitions. (2) • Develop succession plans for roles of those organising competitions. (2) • Consult with coaches forums within the Region on how the competitions run. (1)	A sustained competition pathway, communicated to all athletes. Well organised and structured competitions. High quality athletes. Generate income for the Region.
Governance	<i>Ensure effective governance of the sport across the Region to ensure its sustainability, growth and development.</i> (SO - 1)	• Support clubs with governance and its importance. (1) • Influence and lead the governance of the County Associations (2) • Provide admin support to Counties and Regional competitions through Regional office. (2) • Support discipline managers with the development of discipline specific plans. (1)	A well organised progressive Region. More robust and resilient clubs.
	<i>Club affiliation.</i> (SO - 2)	• Support clubs with affiliation (1) • Support clubs with SwimMark accreditation (3) • Share good practice (2)	Clubs to be more accessible and are more sustainable with good governance
Marketing & Comms	<i>Effectively communicate and promote the opportunities within the Region to its members.</i> (SO - 1)	• Use relevant and appropriate methods of communication available including Regional website, social media (Facebook, Twitter, Instagram) Ezine, annual impact report, YouTube, Youth Forum, County Boards, County Coaches Forums, Club Networks, RDO contacts. (1) • Increase the understanding of the role of the Region (funding sources, Regional plan, Regional agreement) (3)	Better understanding and knowledge of membership needs. More clubs working towards achieving the Regional priorities.
Partnerships	<i>Work with relevant partners to develop opportunities that support the Region's priorities.</i> (SO - 2 & 3)	• Focus on successful income generation for the Region (1) • Maintain and develop effective working relationships with partners such as pool operators, leisure trusts, funding providers, Active Partnerships, local authorities, private swim schools, UK Coaching and Swim England. (2)	Meaningful, quality partners. Mapping of future income for the Region.