



Welcome to swim21 – the ASA's quality mark for Clubs!

swim21 accreditation is the ASA's recognised kitemark for the development of effective, ethical and sustainable affiliated clubs. The opportunity to gain swim21 accreditation is available to all clubs, across any aquatic discipline (including Masters), regardless of size and activity delivered. swim21 is about creating the best possible swimming experience for all and raising the quality of aquatics provision across all areas.

swim21 club also offers national recognition that clubs are providing a quality service for all members, which is recognised by Sport England i.e. all clubs gaining ASA accreditation will automatically receive Clubmark status. Clubmark is widely recognised by potential funders, schools and other partners that can assist with club growth and development (<http://www.clubmark.org.uk>)

In May 2013, swim21 changed to a three module system for recognising quality in aquatic clubs:-

swim21 club Essential is a key module which will support clubs to grow membership, develop volunteers and ensure the sustainability of activity in line with the objective of the club

swim21 club Network is the second of the three modules to be launched. The aim is to quality assure clubs who work collaboratively to deliver the athlete pathway in their area, and ensure that athletes meet their potential and are retained in the sport. It will assist in identifying gaps in provision and opportunities available for clubs to increase and sustain membership. Each club in the network will be valued for their role. It is agreed between accredited clubs to work towards the following objectives:

- To retain and increase ASA club members
- To retain and increase volunteers, teachers, coaches and officials
- To raise the standards of performance across appropriate aquatic disciplines

To access swim21 club Network, your club will need to:

- Identify other clubs to form a network with
- Ensure all clubs in the network are ASA affiliated
- Have access to the swim21 online portal
- Be swim21 club Essential accredited

swim21 Performance Environment provides a benchmark for clubs coaching high level athletes across all 4 disciplines (Swimming, Diving, Waterpolo and Synchro). It is awarded to those clubs who can demonstrate that the pathways, physical environment, coaching practices and support services are all in place for athletes to reach the pinnacle of their aquatic sport, and that the club has historical evidence, to illustrate athletes regularly achieve success through this performance programme.

swim21 Performance will be assessed in three sections:

1. Pre-requisite / Self Assessment Criteria
2. Physical Environment Criteria
3. Coaching Programme Criteria

Please note: there is an expectation for any club looking to achieve swim21 Performance Environment to be part of a swim21 Network.

swim21 Online Portal

As part of the swim21 review, and in order to address the limited time for club volunteers to complete the accreditation, a new online portal was launched in September 2013 (paper submissions are no longer accepted). The portal allows more administration control i.e. to add users, change passwords and to review documents in a quicker manner to support clubs through the accreditation process.

There is support on hand should you require it, from your regional Club Development Officer and your local Club Coordinator (<http://www.swimming.org/asa/clubs-and-members/contact-us/>), in addition to a user manual to guide you step by step through the process.

For more information about swim21 please visit <http://www.swimming.org/asa/clubs-and-members/swim21-accreditation/>