



STRATEGY

2024-2027

OUR VISION : Promoting a lifelong love of aquatics

OUR MISSION : Enriching lives and making lasting memories

‘ONE SWIM ENGLAND’ VALUES

**We
include**

**We
are ambitious**

**We
collaborate**

**We
do the right thing**

OUR THEMES

Workforce Development

Outstanding people
Great coaching
Welfare & safeguarding at the heart of what we do

Education for All

Increasing engagement and strengthening clubs
Championing volunteers
Lifelong participation

Swimming as a Gateway

Growing the disciplines
Aquatics for health
Talent transfer & multi-discipline participation

Participant Journey

Outstanding events
Celebrating success at all levels
Tackling inequalities and removing barriers for families

METRICS : Participation rates and demographics, member satisfaction rates, membership data, diversity of membership data, number of volunteers, teachers, coaches and officials, environmental sustainability.