



 Swim England
North East



Swim England North East

Strategy 2024-2027





Swim England North East Region Overview

Swim England North East Region is a company limited by guarantee and registered in England and Wales (Company number 12215986). We are governed by a Board of Directors who have appointed a skilled and experienced management and administration team. We have discipline managers who design and deliver programmes of activity throughout the year, and we also have a Youth Forum.

Swim England North East Region focuses on the needs of our clubs and members, ensuring that our practices and policies keep up to date with the needs of clubs across all aquatic disciplines.

We work in partnership with Swim England to ensure that we have compatible strategies and development plans, and also work closely with our county associations to make sure that, by working together, we meet the varying needs of our members.



Swim England Strategy Overview

The vision is aspirational - ‘Great Experiences in Water. For All. For Life.’ The mission is simple - ‘To lead and serve an aquatics community to enable safe, enjoyable and successful experiences.’

Swim England CEO, Andy Salmon; “This strategy places a strong focus on values - the behaviours that will guide everything we do and what we expect of each other - and are a direct result of what the community told us really mattered as we gathered our insights. It also signals our intent to enable great experiences in water for everyone, no matter their ability, age or background.

At the heart of our mission is a safe, inclusive and welcoming environment where all feel valued, supported, and motivated to excel - whether you are a participant (novice to elite), parent, coach, club volunteer, swimming teacher or operator. We are dedicated to making your experience as seamless and enjoyable as possible, providing the resources, support and guidance you need to succeed and thrive in your role - so you can focus on what you do best.”

This strategy is Swim England’s new roadmap for the future.

To read One Swim England in full, please [click here](#).



SWIM ENGLAND



Swim England NE Aspirations

The North East Region's focus on the development and growth of aquatics continues to be a central theme of our work and, with this strategy, we are setting out how we will consolidate the good work done so far and build upon this to develop the sport further. Our commitment to development so far has led to a steady rise in membership numbers and we will support clubs, coaches, volunteers and officials to enable continued sustainable growth. Our ambition to retain and grow means we remain committed to supporting the aquatics system within the Region. This includes using the Region's - and external bodies' - financial resources and directly supporting individuals and clubs who provide the right opportunities for people to engage in the sport. We maintain a diverse range of experience in the professional team employed by the Region, supported by knowledgeable volunteers at board level, and strong governance is an important factor for the Board. In recent years, we have recruited more independent members to add to our diversity of thinking and to ensure the provision of checks and challenges against our aims, objectives and progress.

We will build on our opportunities in the Region to ensure those who get in the water, stay in the water and support our existing clubs to expand their offer and retain members, whilst recognising that water space is limited. Part of our role is to work with the resources we and partners have and to protect them where necessary, recognising that we are fortunate as a Region to have access to a range of facilities not seen elsewhere in the country.

Volunteers and coaches are a vital consideration for the Region, not only for the work they do at club level but also at county and regional level. We will continue to focus on the recruitment, retention and development of the workforce and increase our support to them where possible and, through new workforce development initiatives, support a healthy supply of those willing to put their hand up for a variety of roles at all levels of the sport.

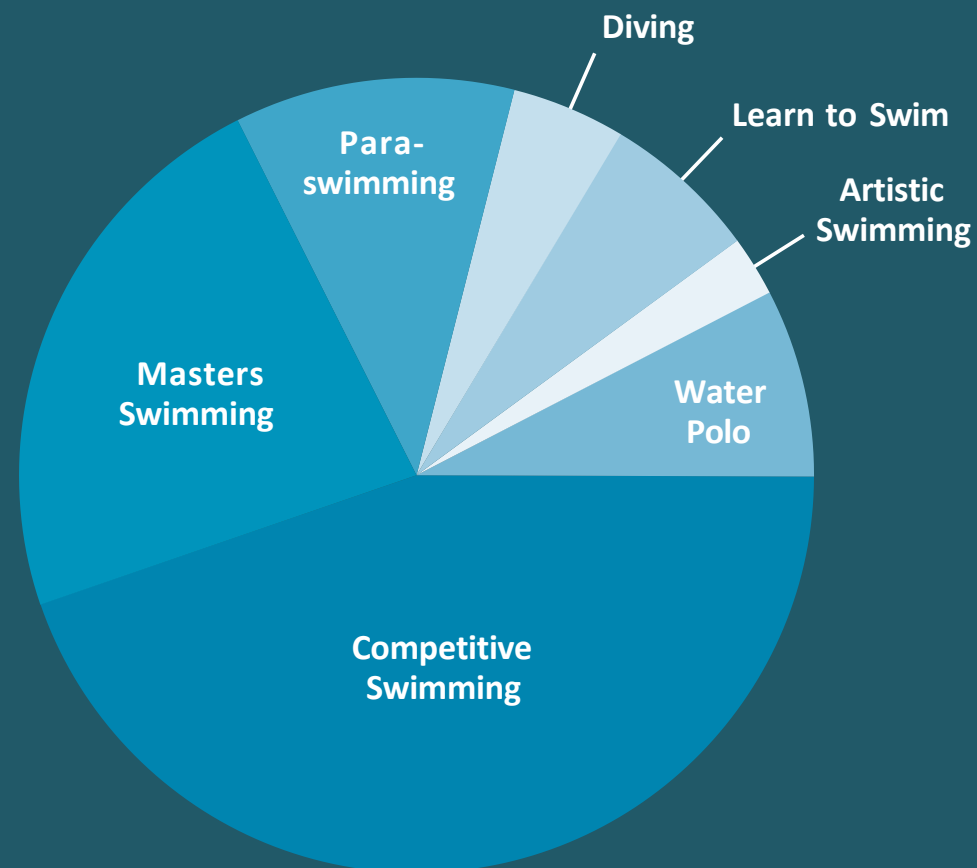
Our commitment to retaining what we have and growing where we can is intended to inspire our clubs, counties and partners to work with us to support the further development of aquatics within the Region.



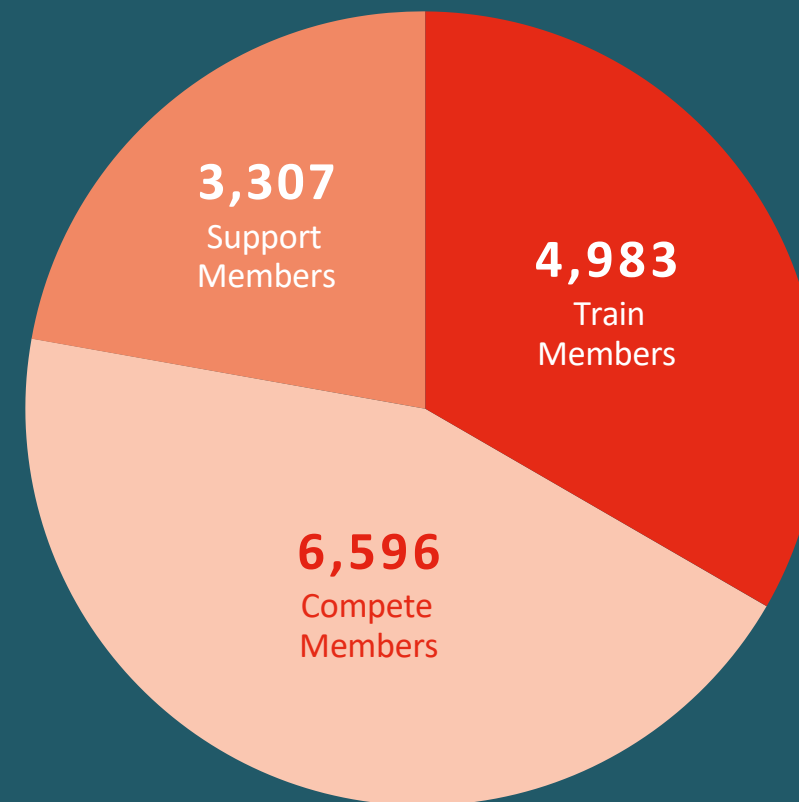
Regional landscape

The North East Region has two counties and, as of 2023, 128 affiliated clubs.

These clubs represent the following disciplines:



During 2023, the Region had the following fee-paying members:





Our Vision

“Promoting a lifelong love of aquatics”

Swimming is a vitally important life-saving skill that opens up the gateway to countless, fun, water-based activities.

In the North East Region, we are aiming to inspire people of all ages and abilities to Get in the water.

Millions of people in England already enjoy aquatics recreationally each year, so our challenge is to help them Stay in the water by continuing to participate, coach, volunteer or educate for many years to come.

Swim England Vision

**“Great experiences in water. For
all. For life”**



Our Mission

‘Enriching lives and making lasting memories’

Our mission is to welcome new participants into our world of aquatics (‘get in the water’) and, once there, our pledge is to inspire them to ‘stay in the water’ by creating an environment where people feel welcomed, safe and valued. Our aspiration is for members to make memories and friendships in aquatics that will last a lifetime, whether they participate, deliver teaching or coaching, or help out as a volunteer. We simply want them to join aquatics and never leave.

Swim England Mission

“To lead and serve an aquatics community to enable safe, enjoyable and successful experiences”



Our Values

We share the One Swim England values:

We include
We are ambitious
We collaborate
We do what's right



SWIM ENGLAND





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
Benefits of lifelong
participation



Swimming as a Gateway

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



Participant Journey

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





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