



**ASA East Region
Strategy 2017 to 2021**

Introduction

Comprising of the counties of Bedfordshire, Cambridgeshire, Essex (excluding those areas of Essex that are London Boroughs), Hertfordshire, Norfolk and Suffolk, ASA East Region is one of eight regions in England. Regions form the middle of three tiers of national, regional and county swimming governance, each with specific areas of responsibility. ASA East Region is managed at a strategic level by a Management Board, with the day to day responsibility for the aquatic disciplines lying with its volunteer managers and committees.

A Club Development Group focuses on the specific needs of clubs, ensuring that our practices and policies keep up to date with the needs of clubs across all aquatic disciplines. We communicate with our clubs and members via our website, newsletters and social media, and endeavour to ensure that they have all relevant information and news.

ASA East Region works in partnership with Swim England to ensure that we have compatible strategies and development plans. We also work closely with our county associations, who have representatives on the ASA East Region Management Board, and its committees.

Development is a key priority for ASA East Region. The Region employs a small team of Development Officers to ensure that our clubs, athletes, coaches and volunteers are able to access the support, training and education they need to reach their full potential. We are confident that by investing in development, swimming in the East Region will continue to improve, and that we will see more of our athletes succeeding on the national and international stage.

The Region also strives to provide a high standard of regional competitions for athletes from all disciplines. We see regional competition as the stepping stone towards competing at a national and international level, and are committed to providing competitions that prepare athletes for progression to the next level.

ASA East Region maintains a Regional Office in Kentford, Suffolk. This office is central to the Region, provides a base for our staff, and is an ideal location for meetings and training courses.

This document gives an overview of the main areas of activity for ASA East Region for the period 2017 to 2021. It is supported by the annual plans and budgets, produced for each of the aquatics disciplines.

Joan Wheeler
Chairman

Our Strategic Objectives

Over the next four years we will:

GOVERNANCE

Ensure there is effective governance in place to manage the ASA East Region

COMPETITIONS

Deliver high quality regional competitions for all disciplines, enabling our athletes to reach their full potential

SUPPORT

Provide support and guidance to our clubs and members by listening to their needs and priorities

DEVELOPMENT

Provide opportunities for our members to learn and develop, enabling them to reach their full potential

Delivering our strategic objectives

We will achieve these objectives by:

GOVERNANCE

Ensure there is effective governance in place to manage the ASA East Region

- ASA Region strives to achieve high standards of governance throughout its management structure
- We will ensure that decisions are made without influence of personal interest, and in the best interest of the Region's clubs and their members as a whole.
- We will continue to develop an inspiring organisation, to which our members are proud to belong.
- We will continue to develop rigorous policies and procedures that demonstrate best practice, and ensure that decisions are published and communicated.
- We will strive to ensure that the Management Board recruits individuals from open recruitment, with relevant skills and experiences, and enable board members to access appropriate information and training.
- We will benchmark ASA East Region against other regions, in a range of areas, to measure performance..
- We will continue to hold an Annual Council Meeting to report to our member clubs on the decisions made by the Management Board and its committees.
- ASA East Region will set budgets that are fair and realistic, balancing the need to develop disciplines within the funding available.
- We will produce an Annual Report to enable members to have confidence that the Region is well managed and is meeting their needs.
- Minutes of meetings will be published on the website to ensure transparency of the decisions of the Management Board and its committees.
- We will ensure that the principles of Best Value are applied, particularly when setting fees and charges.

COMPETITIONS

Deliver high quality regional competitions for all our disciplines, enabling our athletes to reach their full potential

- Through its discipline managers and committees, the ASA East Region will continue to organise purposeful competitions to enable its members to compete at a regional level.
- There will be an appropriate range of high quality competitions for the individual discipline.
- Entry levels will be set to be challenging and to encourage athlete development as part of the pathway to national competition
- Events will be well managed to facilitate the highest standards of competition.
- All events will comply with ASA Law and technical rules of the discipline, as well as the guidelines, including those relating to equality and safeguarding, found in Wavepower.
- Event planning will include the facility for competitor/ coach/ parent feedback.

SUPPORT

Provide support and guidance to our clubs and members by listening to their needs and priorities

- ASA East Region puts clubs at the heart of our business, and will support clubs in gaining SwimMark, ensuring that the Region has strong, sustainable clubs that meet the needs of their communities, both now and in the future.
- We will work with clubs to create a swimming environment that is more inclusive, enabling a growth in the diversity of our members.
- We will provide support to clubs to meet the needs of their members, and their communities. We will ensure that there is regular communication of information and guidance, using a variety of methods, and in a timely fashion.
- We will ensure that the ASA East Region website can be used both as a resource to access news and current information for all disciplines, and a library of useful documents and resources.
- Where appropriate, the Region will signpost clubs to access advice and support from other bodies such as Swim England, counties and local sports partnerships.
- ASA East Region will be accessible to its clubs and members, providing opportunities to enable key stakeholders to communicate their views to us.
- We will act as voice for East Region clubs in raising common concerns with Swim England, and other bodies.
- We will assist our clubs to continuously improve their governance and sustainability, so that they become stronger and more successful.

DEVELOPMENT

Provide opportunities for our members to learn and develop, enabling them to reach their full potential

- ASA East Region recognises that investment in the development of athletes, coaches and volunteers is key to raising standards across the Region.
- In addition to competitions, ASA East Region will provide development opportunities for our athletes, by providing talent camps, regional training and development days that align to the national talent pathway.
- We will continue to support the development of coaches in the Region by organising 'club offer' coaching courses at a reduced rate for our members, delivered by a team of skilled tutors.
- We will work with Swim England, and our coaches, to ensure that we provide flexible and accessible development opportunities for existing coaches, through development days, observation opportunities and mentoring practices.
- In recognition that a skilled workforce is pivotal to developing aquatics in the Region, we will signpost, promote and organise education and workshops for our clubs' workforce, in partnership with other organisations.
- We will recognise the outstanding contributions made by our volunteers, by organising an annual award scheme.
- We will support our counties to deliver appropriate development needs for their members through courses, camps and development days.
- ASA East Region will work with partners to implement innovative programmes, campaigns and initiatives that enhance the experience and satisfaction of all volunteers.
- We will ensure that we have an appropriately skilled and diverse workforce to support our clubs and athletes.
- We recognise SwimMark as a kitemark of good governance, and we target funding opportunities to SwimMark clubs to assist with workforce upskilling, membership increase and retention of athletes.
- We will put in place a range of performance indicators to measure whether the Region's policies are achieving success, and use these to review development priorities.

Measuring success

Over the next four years, the Region will continue to strive for success in all that we do. In order to know we are achieving our goals, we must use a variety of measures against performance. These measures will enable the Region to identify, not only the successes, but also the areas in which we need to focus our development.

By working together as a team, the volunteers and staff within the Region can utilise these measures as a benchmark for success, and deliver the best we can for the Region's clubs and their members.

Committee Structure

