



Swim England

West Midlands

Supporting & Developing Clubs throughout the West Midlands

Regional Strategy
2019-2022

Swim England West Midland Regional Strategy

The Swim England West Midland Regional Strategy sets out the regions redefined approach to prioritise future support and revenue investment. Its aim is to influence, enable and encourage future support and development across all disciplines.

This strategy complements Swim England's strategic plan; Towards a Nation Swimming and supports Sport England's strategic direction in addressing physical inactivity. By focusing development activity towards volunteers the strategy acknowledges the vital contribution that volunteers make towards successful and effective club and competitions.



Swim England West Midlands Vision

Offering enhanced opportunities for all, supported by a trained, motivated workforce

Core Values

Communicating
Effectively

Respecting and including
all sections of the
community

Quality working in all
aspects of our activities

Encouraging team work
and sharing of knowledge
and good practice

Creating an enjoyable
environment



West Midlands Strategic Objectives:

1. Good Governance
2. Regional Finance
3. Marketing & Communication
4. Supporting Clubs
5. Developing the Workforce
6. Competitions & Events
7. Developing Talent





Objective

Outcome

Measured by

Good Governance

A constitution relevant to the needs of the region

An annual review

Committees aligned with Swim England

A regional Board review

Regional Finance

Counties feel engaged and valued by the region

Annual meeting with all Counties

Committee and Board succession planning

Role descriptions up to date and published

Robust financial records to maintain financial stability

Clean report annually from independent Accountants

Prudent investments

Cash balances invested at no risk with best return available

Available finance to develop and support the sport

Sports Development plans fully costed and supported

Marketing and Communication

Regional website and social media presence

Increased website hits, Facebook followers and Tweets

Communication plan

Annual communication plan produced and shared with members

Club engagement

Quarterly club newsletter produced and shared with members

Objective

Outcome

Measured by

Supporting clubs

SwimMark Accreditation

Number of clubs with accreditation

Intensive club support

Increased in club membership / Links to LTS

Club Networks

Number of club networks

Increased partners within networks

Facility advice

National advice & contacts shared

Development of a Regional facilities strategy

Member satisfaction

Annual club survey

Club Development Grant Aid

Increased number of supported clubs

Developing the workforce

Develop volunteer workforce

Increased number of workshops across region

Officials development

An annual programme of officials training

Volunteer opportunities

An annual programme of volunteer opportunities

Recognition

Increased nominations for regional and national awards

Coach and Teacher training

An Annual plan for regional coach and teacher courses

67% of West Midland clubs have SwimMark Essential accreditation

In 2018 the West Midland region invested £50,000 to develop clubs and train coaches and teachers across the region



In 2018 over 150 volunteers help to make regional events run smoothly and efficiently

In 2018 40 coaches and 50 swimmers were part of the regional overseas competition experience, regional development days and club conference.

Objective

Outcome

Measured by

Competitions and Events

- Deliver quality and sustainable regional championships
- Event manual with role descriptions
- Meet licensing

- Survey responses & financial stability
- Annually updated
- Published calendar of regionally licensed competitions

Developing Talent

- Athlete Development days
- Coach Development
- Overseas competition experience (Swimming)
- County support
- Regional Coach Forum & Talent Committee (Swimming)

- Regional programme of development days for athletes from all disciplines
- Regional coach conference and workshops
- Selected team to represent West Midlands region
- Support County Associations to deliver County Development Camps
- Increased engagement of coaches with region



For further information please contact
the regional office

Unit 7 Basepoint Business Centre,
Isidore Road, Bromsgrove, Worcs
B60 3ET
T. 01527 888 929
westmidland@swimming.org

www.westmidlandswimming.org.uk

 www.facebook.com/westmidlandasa/
 www.twitter.com/westmidswimming

