



Swim England
West Midlands

ANNUAL REPORT & ACCOUNTS

1st January 2025 - 31st December 2025

www.westmidlandswimming.org.uk



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Note from the President & Chair, Elaine Gale



2025 has been a significant year for the West Midlands Region, marking continued progress in implementing the recommendations of the Listening Report, Western Report, and the One Swim England Strategy. Together, these provide clear direction, guiding our efforts to strengthen the organisation and better serve our members.

A central focus this year has been our commitment to a people-centred approach through all aquatic disciplines and clubs. Swimmers, players, coaches, teachers, and volunteers remain at the heart of everything we do, shaping both our decision-making and organisational culture. While meaningful progress has been made, we recognise there is more to do and remain committed to continuous improvement.

Supporting our members remains a core priority. We strive to ensure all members feel valued, supported, and confident in their participation. Creating an environment where concerns are addressed appropriately and where individuals feel heard and reassured is fundamental to our work.

We have also maintained a strong focus on widening participation and improving accessibility. Our initiatives seek to engage those interested in aquatics who may face barriers to involvement, in line with Swim England's place-based approach. Collaboration with members and partners will be key to developing effective and sustainable pathways for growth.

Partnerships with community organisations, Swim England, and our counties; Staffordshire, Shropshire, Warwickshire, and Worcestershire as well as Active Partnerships, remain essential. Through these collaborations, we expand opportunities, improve access to aquatics, and provide enhanced support and progression pathways. By working together, we can reach more people, reduce barriers to participation, and create inclusive, sustainable programmes that benefit the wider aquatic community.

Looking ahead, we encourage members to continue sharing their experiences, successes, and concerns. While not all matters can be resolved immediately, maintaining open dialogue is critical to learning, adapting, and improving.

Finally, I would like to extend my sincere thanks to everyone who has contributed their time, energy, and expertise throughout the year, including the Board and our staff. Your commitment, professionalism, and collaborative spirit have been instrumental in our progress and in fostering a positive, forward-looking environment across the Region.

Elaine Gale

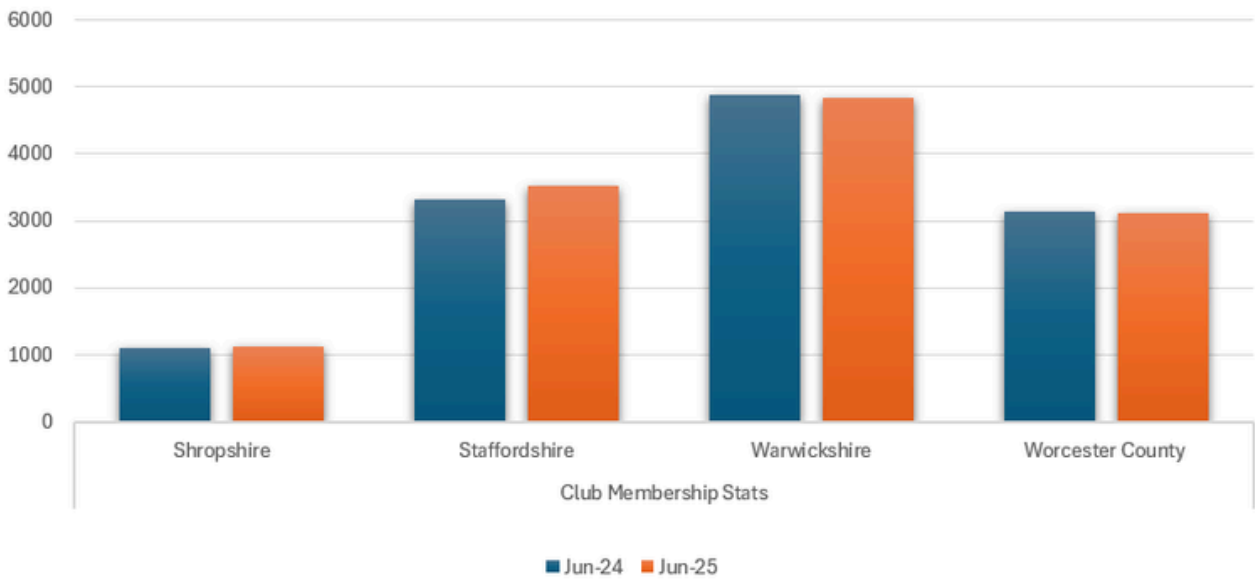
West Midland Regional President & Chair

Clubs

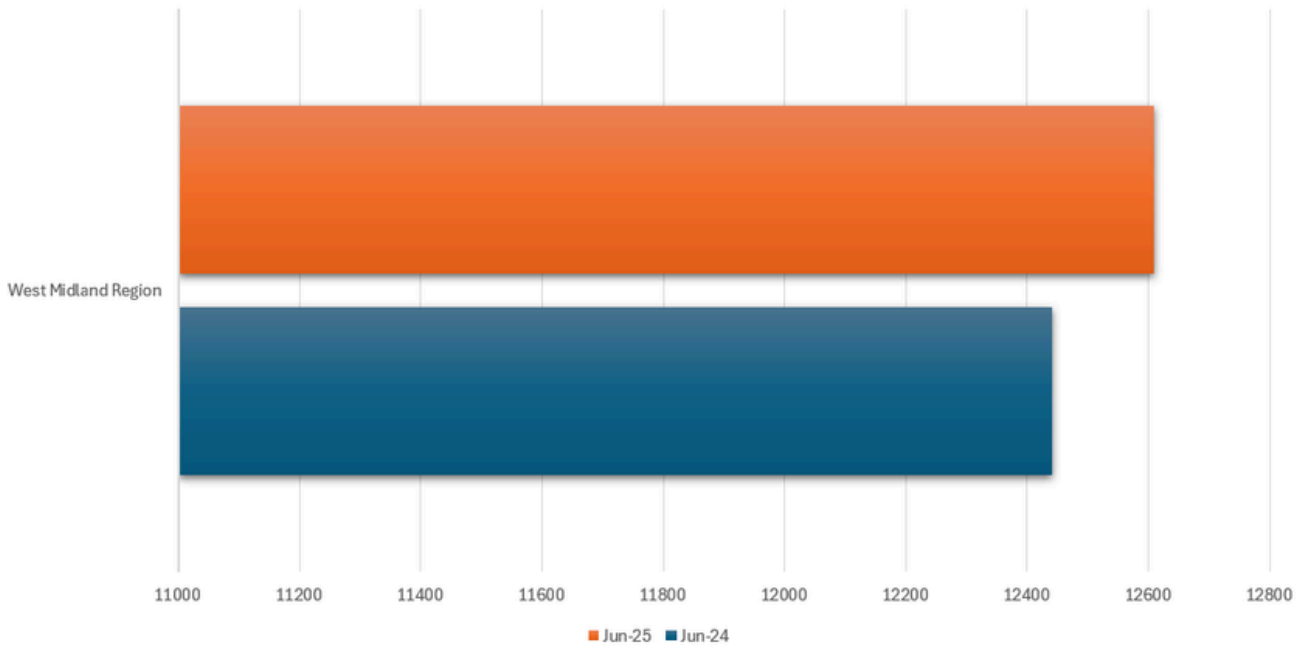


Membership Statistics

County Club Membership Stats



West Midland Region Club Membership



Club Compliance

Throughout 2025, the focus on strengthening club compliance has remained a key priority. We have continued to work closely with the National Safeguarding Team and our regional officers to ensure that DBS and safeguarding compliance consistently exceeded 90% across the full 12-month period. This data reflects the specific roles where these qualifications are required, including poolside helpers, coaches and welfare officers, and enables us to identify clubs where members may not yet meet the necessary requirements. This can often be due to expired certifications, members reaching the age of 16, or individuals moving into roles that now require appropriate checks.

The region concluded 2024 with an overall compliance rate of 94%. Building on this strong foundation, we have maintained close monitoring throughout 2025, achieving year-end figures of 94.1% for safeguarding and 95.8% for DBS.

During 2025, a total of 72 clubs successfully completed Club Affiliation, including the addition of Whitchurch Wasps. We extend our thanks and congratulations to all clubs for their efforts in achieving this.

Across each quarter, we have taken a proactive and collaborative approach in supporting clubs to ensure the process ran as smoothly as possible. This has included regular deadline reminders, clear guidance outlining each requirement, and direct support with E13 submissions, particularly in relation to Personnel Reports.

We would also like to recognise and sincerely thank the many coaches, teachers, officials, administrators and volunteers whose continued dedication ensures the ongoing delivery of club activity. Their commitment remains essential to the strength and sustainability of our club network.

Courses Delivered & Attendees



Club Development

During the year, in order to enhance operational effectiveness and support inclusive growth across the region's clubs, the Club Leadership Group restructured into two dedicated working groups: Club Compliance and Club Development. This change allows for a more focused approach in supporting clubs, aligning development opportunities with Swim England's wider objectives.

Overall regional membership has remained stable compared to 2024, with a modest increase of 150 members.

The 2025 competition calendar provided a wide range of opportunities for athletes to compete across all levels. The continued support of our regional volunteers has been instrumental in delivering these events to a consistently high standard, and we extend our sincere thanks to everyone involved.

Throughout the year, the team has maintained a strong presence through club and county visits, alongside attendance at regional events. These engagements have provided valuable opportunities to better understand the challenges faced by clubs and to ensure that regional support is directed where it is most needed.

At the Winter Regional Championships, Zoe successfully secured a wide range of spot prizes from partners including Swanns Goggles, Tonic Health, Instant Swimwear and ELEAT cereal. These were extremely well received by swimmers and added to the overall experience of the event.

Finally, I would like to express my personal thanks to our regional staff – Amanda, Laura, Zoe, Jen and Chris – for their continued hard work and dedication to aquatics across the West Midlands.



Kate Caddick

Board Director and Club Leadership Group Chair



West Midlands Regional Team Update

2025: a year of transformation.

We focused on a fundamental shift in our organisational culture and a commitment to building stronger, more transparent relationships with our clubs and disciplines. Central to this journey has been a significant change to the staff team, alongside a renewed way of working focussing on our 4 strategic priorities of Thriving Clubs, Successful & Enjoyable Events, Supported People, Trusted Safeguarding & Welfare.

We began by addressing our Regional Management Board structure, seeking new Directors for Community Development, Volunteers, Coaching, and Equality, Diversity and Inclusion (EDI). In April 2025, we appointed our new Chair, Elaine Gale. Elaine has since played a significant role in supporting the staff team and driving positive change across the region.

Early 2025 Highlights

One of our early highlights was the announcement of our formal partnership with Swim Club Manager—an initiative designed to streamline administrative burdens for our clubs. Recognising that volunteers are the backbone of our sport, we also launched the "Volunteer Spotlight" in our monthly newsletter. This small but impactful addition highlights the contributions our volunteers make to their clubs and the wider aquatics community.

In June, we hosted our first Welfare Officer Conference in collaboration with Swim England and Active Partnership Sport Welfare Officers. The event provided a vital opportunity for networking and education, forming a key part of our strategy to ensure welfare officers feel fully supported. Following the success of the day, we are already planning our next conference for September 2026.

Staffing & Structure

The summer saw significant changes to our staff team following the departures of Sian James (Sport Development Officer) and Ffion Edgeley (Club Development Officer). We would like to extend a huge thank you to Sian and Ffion for their contribution and commitment to aquatics in the West Midlands.

Following their departures, we reviewed our staffing structure and transitioned to a model of two Regional Development Officers, each overseeing a portfolio of approximately half the clubs. Their remits now include club affiliation, support, membership growth programmes, events, and discipline support. In July, Zoe Foster joined the team as a Regional Development Officer, followed shortly by Jude Denning in August. Jen Peniket joined the team in August as the Regional Administrator (Maternity Cover) whilst Laura Hood transitioned into her new role as Operations Manager (Maternity Cover). Not long after these changes did we announce the delightful news that Amanda Swan gave birth to a beautiful baby girl in August; we send her and her family our very best wishes.

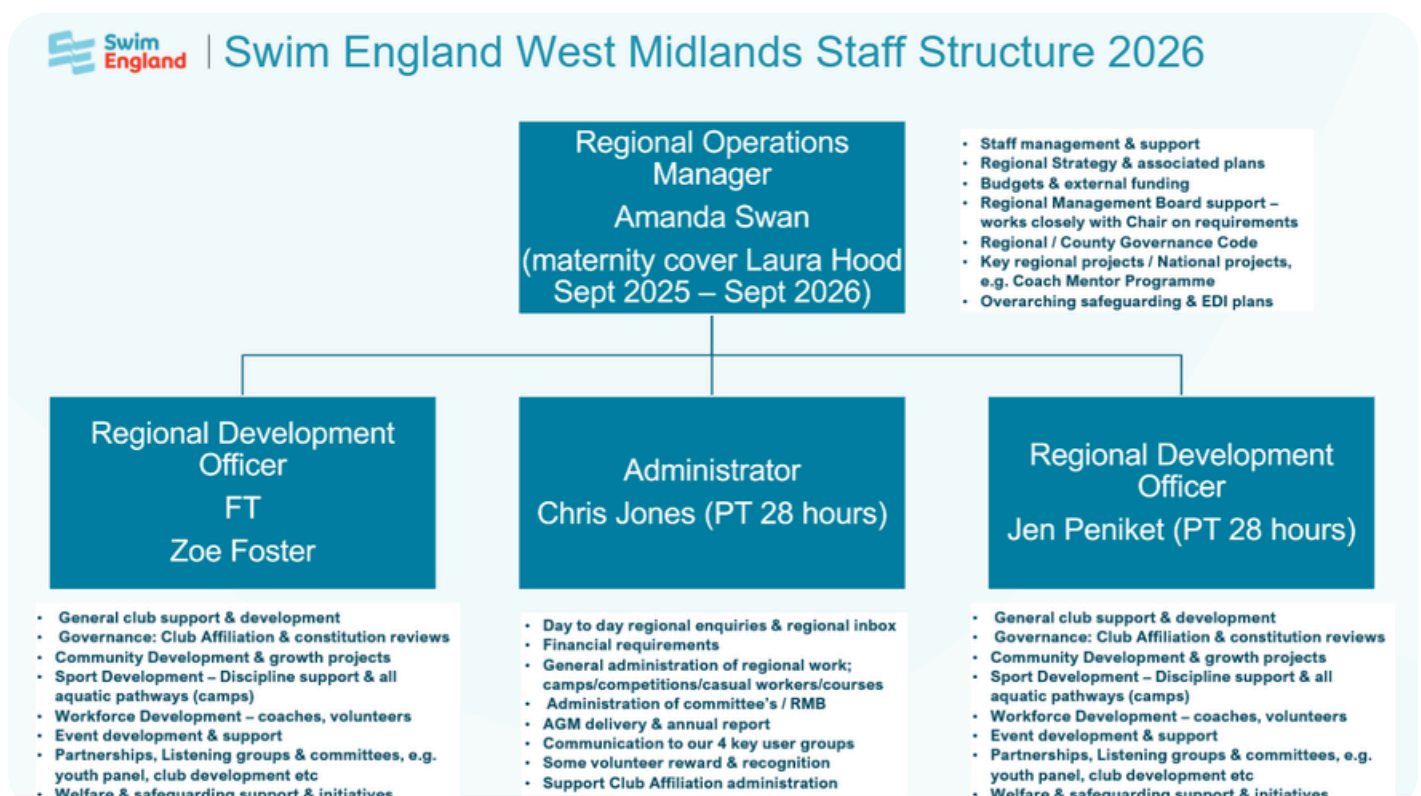
By September, our new team focused on embedding into their roles, building internal relationships, and getting to know the membership. The final quarter of 2025 was defined by change—evolving our ways of working, listening to feedback, and shifting our culture to improve our relationship with clubs.

Towards the end of the year, we wished Jude Denning all the best as he decided to focus on his coaching career and we were pleased to appoint Jen Peniket into the Regional Development Officer role, Jen transitioned from the Administrator role and has hit the ground running within her club’s remit.

We understand that change takes time, and we thank you all for your patience while we have developed as a new team. Now, in 2026, we are starting to see the results of that shift. We are putting our clubs and members first and are not afraid to try new initiatives.

Here’s to another brilliant year in aquatics.

Swim England West Midlands Staff Team



Disciplines



Artistic Swimming

Achievements

The year has seen a number of significant achievements across the region. Robyn Swatman and Eve Young reached the Free Duet Final at the World Championships in Singapore in July, marking an outstanding accomplishment at the highest level of competition.

Midland swimmers have continued to represent internationally across Youth, Junior and Senior levels, reflecting the strength and depth of talent within the region. The Regional Elite Squad delivered an excellent performance at the annual Regional Games in Bristol, securing a 2nd place finish at the High Performance Centre. Strong results were also achieved across the National Age Group, National and National Masters Championships, with swimmers earning an impressive range of medals.

Throughout the year, a variety of development opportunities have been provided across the pathway to support athlete progression. In addition, Midland officials Hannah Secher and Allison Pratt represented Great Britain as World Aquatics Grade A Judges, highlighting the strength of officiating within the region.

Competitions:

National Age Groups 2025:

- 8-10 Figures = Gold (Sebastian Reeve, City of Birmingham) and Bronze (Maisie Austin-Roberts, Bramcote AquaStars)
- 12U Figures = Gold (Teal Sutton, City of Birmingham)
- 13-15 Figures = Silver (Imogen Sutton, City of Birmingham) and Bronze (Frankie Klym, Rugby)
- 12U Solo = Gold (Teal Sutton, City of Birmingham)
- 13-15 Solo = Gold (Imogen Sutton, City of Birmingham) and Bronze (Keva Ennis, Rugby)
- 12U Mixed Duet = Gold (Teal Sutton and Sebastian Reeve, City of Birmingham)
- 12U Combo = Gold (City of Birmingham)
- 12U Free Team = Bronze (Rugby)
- 13-15 Free Team = Gold (Rugby)

National Championships 2025:

- Junior Free Solo = Silver (Imogen Sutton, City of Birmingham)
- Junior Tech Solo = Silver (Eve Young, Rugby)
- Overall Tech Solo = Silver (Eve Young, Rugby)
- Junior Free Duet = Bronze (Alyssa Anderson and Imogen Sutton, City of Birmingham)
- Overall Free Duet = Gold (Eve Young, Rugby) and Robyn Swatman, Walsall)
- Overall Tech Duet = Gold (Eve Young, Rugby) and Robyn Swatman, Walsall)
- Free Team = Silver (Rugby)

National Masters Championships 2025:

- Tech Solo 30-39 = Gold (Jessica Sanders, Bramcote AquaStars)
- Tech Duet 18-24 = Silver (Isabelle Watkins and Madeleine Bayliss-Cox, Walsall)
- Tech Duet 30-39 = Bronze (Alyssa Ward and Lauren Tann, Rykneld)
- Tech Duet 40-49 = Silver (Kirsty Coupe and Kelly Hubbuck, Rykneld)
- Tech Duet 60-69 = Silver (Ruth Maccallum and Joyce Williams, Rugby)
- Tech Team 18-24 = Gold (Walsall)
- Tech Team 18-24 = Bronze (Rykneld)
- Tech Team 35-49 = Bronze (Bramcote AquaStars)
- Free Combination 18-24 = Bronze (Bramcote AquaStars)
- Free Combination 40-64 = Silver (Rugby)

Artistic Swimming

Diploma in Sporting Excellence (DiSE):

Amelie Knight-Markegi (City of Birmingham)

Louise MacDonagh (City of Birmingham)

Trinity Townsend (City of Birmingham)

Eve Young (Rugby/Bramcote AquaStars)

GB Youth Squad:

Imogen Sutton (City of Birmingham)

Frankie Klym (Rugby)

Lola Huett (Rugby)

Keva Ennis (Rugby)

Molly Doolin (Rugby)

GB Junior Squad:

Alyssa Anderson - GB Junior Squad (City of Birmingham)

Magdalena Townsend (City of Birmingham)

GB Senior Squad:

Robyn Swatman (Walsall)

Eve Young (Rugby/Bramcote AquaStars)

Swimmer Development

The Regions continue to support and develop swimmers through Grade Assessments, Regional Competitions, Development Days and the Regional Elite Squad programme.

- 18 swimmers were selected to the Regional Elite Squad coached by Caleb Howard and Assisted by Ross Large.
- Over 30 swimmers attended the Regional Development Days in Huckall and Walsall in 2025
- 8 swimmers alongside Regional Elite Squad coach Caleb had the opportunity to attend the World Class Programme in April for an insight and experience of training at GB standard

Workforce Development

Alison Pratt - World Aquatics Judge A (City of Birmingham)

Hannah Secher - World Aquatics Judge A (Rugby)

Lenka Tanner

Chair – Midlands Artistic Swimming

Diving

Sandwell Diving Club has continued to build on the successes of 2024, with growth seen both in participation and performance at national level. During the year, the club hosted its first internal competition, welcoming divers from across the country. The event was a great success, providing valuable experience for athletes and creating opportunities for volunteers to contribute to what has become a standout addition to the diving calendar.

The club was recognised as West Midlands Diving Club of the Year and went on to achieve national recognition as Swim England National Diving Club of the Year. This reflects not only the commitment of volunteers who support the club's development, but also the strong performances delivered by its athletes.

A total of 26 divers qualified for national events, with 10 going on to win medals. Sophie Gallagher achieved the title of National Champion, earning selection to the England Talent Pathway. Later in the year, Indie Ashurst also gained selection to the programme following an excellent performance at the Swim England Talent Games. Lois Wilkinson was also recognised with a wildcard offer for the national programme, although she was not eligible for selection due to age.

This has been a highly successful year for the club, providing a strong platform to build upon as it continues to support divers in reaching their full potential.



Masters

The Masters year began with the Regional Masters Championships on Saturday 8th March 2025. It was a very successful event, with many personal bests achieved throughout the day. Once again, the event team delivered an exceptionally well-organised competition.

However, we continue to experience challenges in recruiting enough officials for Masters events. Securing sufficient numbers requires considerable follow-up and reminders, but their contribution remains vital to ensuring the events can take place.

The University of Birmingham Masters event followed, with strong participation from WMR Masters swimmers. The day saw many personal bests recorded and several records broken.

The British Masters Championships, held in London on 13th – 15th June, was another highly successful competition. Numerous British, European and World records were achieved alongside many personal bests. Many of our regional Masters swimmers enjoyed an excellent weekend of racing.

The Swim England Masters Championships took place on 24th – 26th October 2025. This event is held across two 25m pools running consecutively and is always regarded as one of the highlights of the Masters calendar. This year was no exception, with many personal bests and several British, European and World records recorded. It was a particularly successful event for our region's Masters swimmers. The Black Country & Potteries Ladies Masters 280+ team broke both European and World records. Congratulations to Kath Tunnicliffe, Barbara Boxall, Lindsey Gowland and Alyson Fordham for this outstanding achievement.



To conclude the year of Masters swimming, the Inter-County Masters Championships were hosted by East Midlands at Moorways Leisure Centre in Derby. This event brings together counties from both the East and West Midlands to compete. While it is a competitive event, it is also very enjoyable for all involved. The results are submitted to the Swim England National Masters group, where they are combined with results from other regions to produce a national outcome.

Many of our Masters swimmers also took part in Open Water events at both regional and national level during the year.

Finally, sincere thanks go to all the volunteers who help make our regional events successful. These events would not be possible without their dedication and tireless efforts. We are fortunate to have many outstanding volunteers who generously give their valuable time to support Masters swimming.

Open Water

Our regional Open Water event was once again held at Lake 86 in Cirencester. This year we shared the event with the East Midlands and South West regions and were also joined by Swim Wales. We had the largest number of swimmers participating this year, which made for a very long and busy day.

Many of our regional swimmers went on to qualify for the National Age Group Championships, which took place on Saturday 26 July, with the National Masters Championships following on Sunday 27th July.

This year we were also able to include a 1km event in the programme for younger swimmers who wanted to try Open Water swimming for the first time. We had a very good number of entries for this event and hope to see many of these swimmers returning in 2026 to take part in the longer distance races.

We also had several officials training to become Open Water technical officials during the year. Many successfully completed their training, meaning we now have a greater number of qualified Open Water officials within our region.

Our regional event in 2026 will take place on Sunday 21st June 2026 at Lake 86, Cirencester, with all four regions taking part.

The National Age Group and Masters Championships will be held on Saturday and Sunday 25th – 26th July 2026 at Rother Valley Country Park in Rotherham.

Finally, a big thank you must go to all the volunteers and officials who supported the Open Water events. Without their help and commitment, we would not be able to provide these opportunities for our swimmers to compete in Open Water events.

Para Swimming

The Regional Para-Swimming programme has continued to develop strongly, with more than twenty athletes from across the East and West Midlands regularly attending bi-monthly training sessions in Rugby. These sessions provide an important opportunity for swimmers to develop their skills, build confidence and train within a supportive and performance-focused environment.



A key highlight of the year came in September, when Bruce Dee (Northampton) represented Great Britain at the World Para Swimming Championships in Singapore. Competing at the highest level, Bruce progressed to the finals in all of his events and secured a silver medal as part of the 49pts 4x100m Medley Relay team, demonstrating both his ability and determination on the international stage.



In October, the Midland Para-Swimming Development Meet was hosted in Rugby, bringing together 40 athletes who competed across 136 races. The event created a positive and inclusive environment, offering valuable competition experience for developing swimmers, while also supporting the continued development of officials within para-swimming.

In addition, a face-to-face Para Swimming CPD session was delivered for officials during the Regional Para Championships, providing an opportunity to apply learning in a practical setting.

These achievements collectively reflect the continued growth and positive progression of para-swimming within the region.

Regional Development Programme & Regional Distance Development Programme

The Regional Talent Pathway continues to play an important role in supporting the development of young swimmers across the region. During 2025, the pathway has continued to build on the redesign of the Regional Development Programme (RDP) and the introduction of the Regional Distance Development Programme (RDDP), providing targeted development opportunities for the region's young swimmers.

Across the two programmes, a total of 84 swimmers were engaged within the pathway during the year, representing clubs from across the region and demonstrating the strength of emerging talent within our swimming community.

The continued growth of the programme has also been supported by an expanded workforce, with 15 staff members involved in delivery, including coaches, team managers and a dedicated Strength & Conditioning coach. This collaborative approach allows us to deliver a well-rounded programme that supports swimmers both in and out of the water.

Regional Development Programme (RDP)

The Regional Development Programme is designed to support swimmers showing strong potential through a series of development opportunities focusing on technical improvement, physical preparation and athlete education.

During the 2025 season, swimmers attended three development days, each consisting of:

- A pool-based technical session
- A Strength & Conditioning session
- An educational workshop covering key performance topics (Nutrition + Lifestyle Balance)

These development days aim to provide swimmers with a broader understanding of the technical, physical and behavioural factors that underpin long-term success in the sport.

As part of the programme this season, we also hosted a Coach CPD opportunity, inviting coaches from across the region to attend and observe the programme in action. This provided an opportunity for coaches to watch sessions, ask questions and engage in discussion around the coaching approach and athlete development within the pathway.

The aim of this initiative was to further support coach development within the region and strengthen the connection between the regional pathway and club programmes.

Regional Development Programme & Regional Distance Development Programme

Regional Distance Development Programme (RDDP)

The Regional Distance Development Programme, led by Nicola Bainbridge, continued to support swimmers specialising in distance and open water events.

Swimmers attended two development days, each including a pool-based technical session alongside an educational workshop, alongside the RDP. The programme concluded with a final open water development day, allowing swimmers to gain experience in an open water environment and develop the skills required ahead of the Open Water Championships.

The continued expansion of the pathway, alongside the introduction of a dedicated distance programme, has enabled us to provide more targeted development opportunities and greater support for young athletes during an important stage of their swimming journey.

The west midlands region would like to extend our sincere thanks to all swimmers, coaches, and support staff for their dedication and contributions across the programmes throughout the year. Your commitment has been invaluable, and we look forward to seeing how the pathway continues to grow and develop in the seasons ahead

Water Polo

It has been a busy and productive year for West Midlands Water Polo, and I am pleased to present my first report as Chair.

Following the introduction of national Talent Centres, regional training has moved towards a more targeted approach, focusing on preparation in the lead-up to major competitions. This model supported both the boys' and girls' squads at the U16 Inter-Regional Championships. The boys secured a bronze medal in Liverpool, while the girls achieved a 5th place finish in Division 1 in Blackpool. This level of competition continued with U14 events later in the year in Walsall.

Alongside performance pathways, there has been a continued emphasis on grassroots development through Water Polo Festivals held at Walsall Gala Baths. These events, delivered in February and March, were open to players born in 2011 and later and attracted over 100 participants. The format, combining players from different clubs into mixed teams, ensures accessibility for those without established junior squads and supports the development of teamwork and adaptability.

While these festivals have previously acted as a pathway into regional training, structural changes mean there is no longer a direct progression route. However, participation continues to grow, and feedback from players, parents and clubs remains extremely positive. The primary focus remains on enjoyment and engagement within the sport.

Finally, we extend our sincere thanks to Nigel Greenwood for his dedication and leadership during his time as Chair. His contribution has been instrumental in supporting and developing water polo across the region.



Regional Records

Age Group Swimming

We are currently in the process of updating our Swimming Records. Records that have been broken since March 2024 will be updated as soon as we are able to. To claim a Regional swimming record, please download and complete the application form then email it to westmidland@swimming.org.

*Please note – whilst we are endeavoring to update the records, the 28 day rule does not apply. If you believe you have broken a record since 8th April 2024, please complete an application form.

Masters Swimming

2025 Records Broken

	Female	Male	Mixed		Total	Previous
Individual	14	44			58	71
Relay	8	2	2		12	6
Total	22	46	2		70	77
Previous	37	37	3		77	77

There were 58 individual records broken this year, which is the lowest figure apart from during the Covid-19 years. Unusually, there were more male records broken than female in 2025 – the most since 2016-17. A major contributor to this was Arthur Lowe of Kenilworth, who entered the 90-94 age group this year and, on his favourite events, freestyle and backstroke sprints, broke 5 records a total of 11 times, which were all also British records.

Arthur was followed closely by James Wardle of Kenilworth (his second year in 40-44), who broke a superb 13 records across 100-200 freestyle, 100 backstroke, 50 butterfly and 200 and 400 IM, some several times (4 in the case of the 200 free). We should also mention Chris Tainty of Camp Hill Edwardians (new to 65-69) for breaking four records across distance freestyle, 400 IM and 100 backstroke, and Keith Ingram of Birmingham Masters (newly 85-89) for reducing all three breaststroke records. In the 30-34 age group, Guy Giles of Birmingham Masters broke records in 100 backstroke and 100 and 200 freestyle.

The ladies had a relatively quiet year, though Judy Wilson (Birmingham Masters) swam at Sheffield to break the 80-84 years 50- and 100-meter records in butterfly and freestyle. Kath Tunnicliffe (Black Country 'n' Potteries) reduced her own records from last year in 50 freestyle and 100 backstroke, while a newcomer to the records, Jo Hiley of Nuneaton, took on the 400 IM, breaking the record at her first attempt and reducing it further on the second.

The relays equalled their strongest year ever, with 12 new records. Four of these went to the Black Country 'n' Potteries 280+ ladies, who broke both long course national records in London (LC) and then in Sheffield (SC), both of which represented WM records. Kenilworth ladies 240+ broke both medley and freestyle records this year; the men's 120+ freestyle relay broke another, and the mixed took the 160+ freestyle and 120+ medley records down. The Kenilworth ladies 100+ also beat the previous mark for the medley relay held by Warwickshire, only for the county to reduce it further two weeks later.

Trevor Clark

Masters Records Co-ordinator

Licensed Open Meets

I am pleased to report that 2025 has been a more stable year, with a reduced number of licensed meets but increased swimmer attendance across those events.

There remains an ongoing challenge in rebuilding the number of qualified officials within the region, placing increased demand on those currently active. In response, the regional board has continued the implementation of licensing conditions for 2026 events:

- Level 1, 2 and 3 meets held on the same day must operate within a 25-mile radius of each other
- Lead Referee and Starter must be confirmed at the point of licence application

These conditions do not apply to county-organised events or Level 4 meets.

While there is good coverage of Level 3 and 4 meets supporting county and regional qualification, there remains a shortage of Level 1 and 2 competitions within the region, limiting opportunities for national qualification.

The table below shows the distribution of license levels across the region and counties respect since our report for 2024.

Region/County	Running License Events	L1 License	L2 License	L3 license	L4 License	Total
West Midlands	1	2	1	1	0	4
County	4	6	4	1	1	12
Shropshire ASA	9 Clubs	0	0	1	39	40
Staffordshire ASA	11 Clubs	0	0	10	30	40
Warwickshire ASA	13 Clubs	0	4	18	48	70
Worcester County	14 Clubs	0	0	12	58	70
Leagues	3 Leagues	0	1	8	17	26
British Para Champs	1	0	1			1
Permits	0	0	0	0		0
Total	56	8	11	51	193	263

Tony Green

Licensing Officer, West Midlands Region

Workforce



Coaches

Coach Mentor Programme

In 2025 the West Midlands launched a Coach Mentor Programme to provide structured support, guidance, and professional development for coaches in the Region.

Based on findings from the club culture report and the listening report, several critical areas for improvement were identified within our coaching workforce. The programme supports the following challenges:

-Isolation: many coaches reported feeling isolated and unsupported in their roles. Mentorship provides a consistent point of contact for professional and emotional support.

-Balancing technical coaching with softer skills: the programme refocuses on the craft of coaching, the art of coaching, communication and fostering relationships.

-Age-appropriate coaching: mentors will guide coaches in developing age-appropriate environments that prioritise long-term engagement over adult-centric performance metrics.

-Quality vs quantity: a better understanding around coaching philosophy
Our Coach Mentors for 2026:

The individuals were selected based on their expertise, experience, and commitment to the development of others.

James Hollis

Nick Sellwood

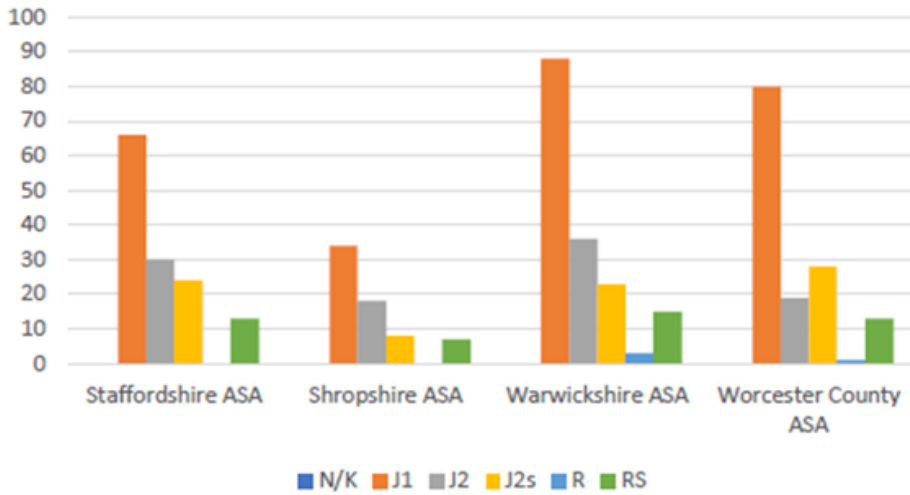
Nicola Bainbridge

David Lawrence

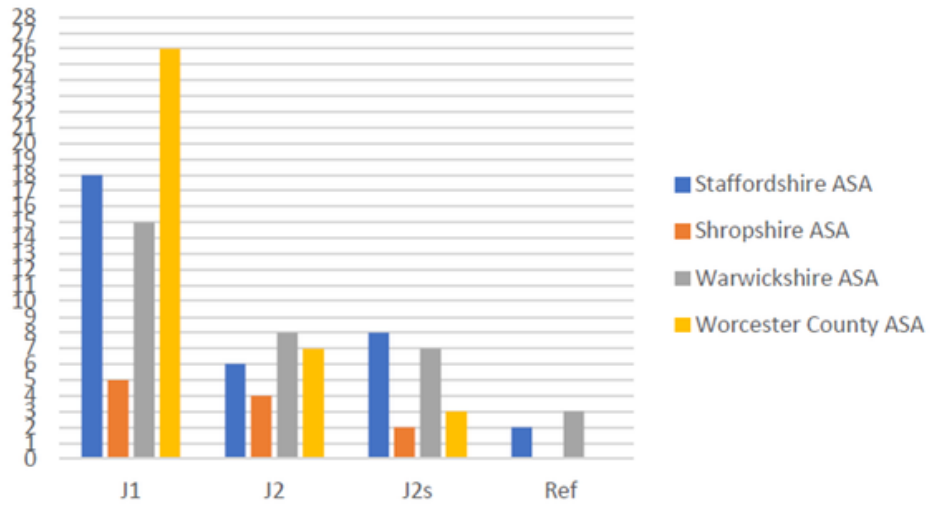
We are currently engaging with 16 coaches across the Region from various clubs. In 2026 we will be evaluating the programme and hope to continue to provide the successful opportunity for more coaches across aquatics with the West Midland Region.

Officials

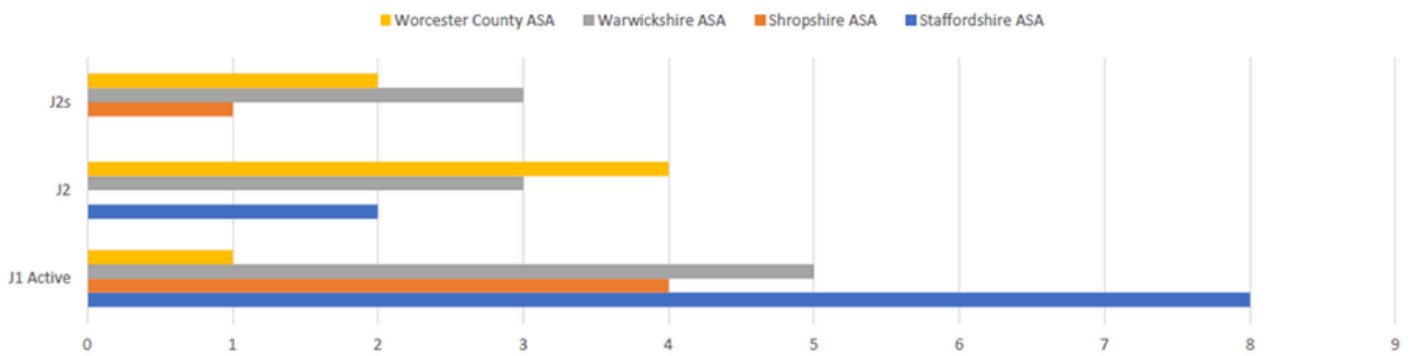
Licenced Officials



New Officials



Officials In Training



Ian Lamb
Regional Officials Co-ordinator

Volunteers

We would like to extend our heartfelt thanks to all the incredible volunteers at Swim England West Midlands. Your dedication, time, and passion make a lasting difference to swimmers, clubs, and communities across the region. Whether you're supporting events, coaching, officiating, or working behind the scenes, your commitment helps create opportunities and positive experiences for so many. Your efforts do not go unnoticed, and we are truly grateful for everything you do to keep the sport thriving.



Swim England
West Midlands
Regional Awards 2025



Diving Club of the Year - **Sandwell**



Artistic Swimming Club of the Year - **Rugby**



Swimming Club of the Year - **City of Coventry SC**



Technical Official of the Year -
Susanna Carden



Participation and Community
Coach of the Year - **Jon Fletcher**



Volunteer of the Year -
Stuart Gregg

Swim England West Midlands Regional Awards 2025



Outstanding Contribution (Harold Fern and Alfred H Turner Awards) - **Vivienne Williams-Hewitt**



Children/Age Group Coach of the Year -
Andy Eales



Young Volunteer of the Year -
Madeleine Gemmill



Water Polo Club of the Year - **Solihull**



Talent Development Coach of the Year -
Hannah Hinton

Swim England

National Awards

2025

Our Regional Award Winners had a great result at the Swim England National Awards at the University of Birmingham on Saturday 29th November 2025 bringing home multiple honours and showcasing the exceptional dedication and talent within our region. Their success reflects not only individual excellence but also the strength of our clubs, pathways and community support network. We are incredibly proud of everyone involved. Congratulations on your Awards!

Hannah Hinton – Talent Development Coach of the Year Solihull – Silver

Sandwell Diving – Diving Club of the Year – Gold

Jon Flether – Participation and Community Coach of the Year Redditch SC – Silver

Stuart Gregg – Volunteer of the Year Evesham SC – Silver

Imogen Sutton – Talent Athlete of the Year Artistic Swimming City of Birmingham ASC – Gold

Gary Humpage – Performance Coach of the Year University of Birmingham – Silver



County Updates



Shropshire

As we celebrate our 60th year, I would like to take this opportunity to thank everyone involved in Shropshire ASA. My sincere appreciation goes to those working tirelessly behind the scenes to ensure that opportunities across all aquatic disciplines remain accessible to participants of all abilities. We are fortunate to have such a dedicated and enthusiastic team, whose commitment continues to drive the organisation forward. As Chair, I extend my thanks to each and every one of you.



The Shropshire Inter-County team held a training session in September ahead of travelling to Sheffield for the National Inter-Counties Competition in October, led by captains Connor and Lexi. The team demonstrated excellent spirit throughout, proudly representing the county in Shropshire kit and creating a strong sense of unity. The support shown between swimmers across the event was particularly commendable.



The Shropshire Development Programme continues to provide valuable opportunities for young swimmers. In March, 34 swimmers attended the second training day at Thomas Telford School, taking part in both pool and dryside sessions alongside educational workshops on nutrition. The next cohort began in September, with 35 swimmers attending the first session.



It has been very encouraging to see swimmers from all Shropshire clubs qualifying for the West Midlands Summer Regionals, alongside strong representation at the Winter Championships. Several clubs also attended the Next Gen Championships and Summer Championships, providing valuable experience at a higher level of competition.

Congratulations to all Shropshire swimmers selected for the Regional Development Programme, Regional Distance Development Programme (RDDP), and Swim England's National Youth Development Programme.

Shropshire

The year has also seen continued progress in facility development across the county. Whitchurch Swimming Pool opened in March, while Wellington Pool reopened following an extensive refurbishment. Positive progress is also being made on the proposed development at Sundorne in Shrewsbury. The planned Dawley Pool at The Telford Langley School remains in development, with further updates expected in due course.

Schools

There was strong participation from Shropshire primary and secondary schools in both the ESSA individual and relay competitions. The Primary Schools Gala, held at The Quarry in June, saw Telford & Wrekin successfully retain the overall trophy.



Masters

Shropshire was well represented at the West Midlands Masters in March, the Swim England Masters championship in October. There was a great afternoon of swimming was had at the Inter County Masters Competition, we had a very good team with several swimmers finishing first. We put up a good fight and Shropshire finished a credible eight place.

Open Water

A number of swimmers and officials attended the Regional Open Water Championships in June, with several swimmers going on to qualify for the Swim England National Open Water Age Group Championships in July. We extend our sincere thanks to all Shropshire volunteers who supported the event in Cirencester.

Waterpolo

Shropshire continues to have a broad age range of water polo participants and a healthy membership base. However, the county is currently only able to field a team in the Senior Men's Midland League. Many players continue to represent other Midlands teams to gain additional competitive experience. The county remains represented at the highest level, with former player Cayden D selected for the GB Senior Men's squad and current member Isabella I representing the GB U18 team. Additional players are also competing in National and Conference Leagues, as well as National Age Group competitions.

Para Swimming

While the number of para swimmers within Shropshire remains relatively small, those within the programme have had a highly active and successful year. Swimmers have competed at the British Championships, National Junior Para Championships and Swim England Summer Championships.

A special mention goes to Akaash, who achieved a British Para record in the 50m Backstroke – an excellent accomplishment.



Officials

The County Championships and Summer Meet were well supported by officials from across all clubs, ensuring full coverage across each session. This also enabled effective mentoring opportunities for trainee officials. Over the course of the year, 16 new qualifications were achieved, with a further 9 officials currently in training.

Shropshire

Highlights of the Year

At the British Swimming & Para Swimming Championships in April, former Ludlow swimmer Olly Morgan broke his own British record in the 100m backstroke – an outstanding achievement.

Former Ellesmere swimmer Hector Pardoe was recognised with the 2025 BBC Green Sport Award for Athlete of the Year.

Congratulations to Madeleine, Faith and Ellie Boyes on their selection to the West Midlands Youth Ambassador Programme, with a special mention to Madeleine for also receiving the Regional Young Volunteer of the Year Award.

We are also delighted to welcome Whitchurch Swimming Club back into the county.

County Championship Round Up

The 2025 season began with the County Age Group Championships, held across January and February in Wolverhampton. The event marked a strong start to the year, with increased participation and excellent support from all clubs. Across five competitive days, swimmers achieved numerous personal bests, secured regional qualifying times and saw a county record broken by Rory (Northgate) in the 800m event

A notable highlight was the recognition of Dave Clarke's exceptional contribution, marking his 50th consecutive County Championships, first as a swimmer and later as a coach.

The event was delivered with the support of 27 volunteers and over 60 officials. We extend our sincere thanks to the event team, volunteers and officials whose time and commitment ensured the success of the championships.



Staffordshire



At the 2024 AGM, Caroline Jones was elected President for 2025, with Julie Shenton appointed as President Elect. Julie also provided valuable support throughout the year, stepping in when required, and we thank her for her continued contribution.



In February and March, Staffordshire hosted the 2025 County Championships at Sandwell Aquatics Centre for the second consecutive year as a long course event. Congratulations to all swimmers, volunteers and officials whose commitment ensured the successful delivery of the Championships. Sessions were well supported by officials, many of whom contributed across multiple sessions, allowing for valuable mentoring opportunities.

Staffordshire teams once again represented the county in two major inter-county competitions. In July, the team competed in the Three Counties Gala against Worcestershire and Gloucestershire in Wolverhampton. In October, Staffordshire took part in the National County Championships at Ponds Forge, competing in Division One for the first time.



Staffordshire

Open Water

The Regional Open Water Championships took place at Lake 86 in the Cotswolds on 20th June.

Staffordshire swimmers delivered strong performances across all age groups, with many achieving podium finishes and several qualifying for the National Championships. It was particularly encouraging to see success across a range of clubs, with Biddulph Swimming Club continuing to demonstrate strong engagement in open water, alongside growing support from other clubs introducing swimmers through taster sessions.

The National Open Water Championships were held at Rother Valley in July, where swimmers competed over longer distances in challenging conditions. Congratulations to all swimmers for their performances and resilience.

Looking ahead, the Regional Open Water Championships will return to Lake 86 on 21st June 2026, with the National Championships again scheduled to take place at Rother Valley.

Masters Swimming

Staffordshire Masters swimmers have delivered an exceptional year of performances. In particular, the Black Country & Potteries 280+ relay team of Alyson Fordham, Barbara Boxall, Lindsey Gowland and Kath Tunnicliffe achieved outstanding success, breaking multiple British, European and World records. Their achievements include the establishment of five World records alongside numerous European and British records across both long course and short course events.

European and British Records:

Blackpool 22-2-2025 SC
4x100medley relay 5:57:65
Blackpool SC 4x200 freestyle
11:29:12

Derby LC 16-3-2025
4x100medley relay 6:12:16
Derby LC 16-3-2025
4x200m freestyle 11:41:75

Stratford LC. 13-6-2025
4x100m freestyle 5:04:56
Stratford LC 13-6-25
4x50m freestyle 2:15:57
Stratford LC 14-6-2025
4x50m medley 2:37:01

Sheffield SC 25-10-2025
4x50m medley 2:34:03
Sheffield 25-10-2025
4x100m freestyle 5:59:59
Sheffield 26-10-2025
4x50m freestyle 2:12:37

World records:

Long course achieved at Derby 16-03-25
4 x 100m medley event in time of 16:12:16
4 x 200m freestyle time of 11:41:75

Stratford 13-6-25 LC
4x100m freestyle 5:04:66

Sheffield SC 25-10-2025
4x100 freestyle 5:59:59
4x50m freestyle 2:12:37

In recognition of these exceptional performances, the team was awarded the M.G. Evans Trophy for the most meritorious achievement of the year. In November, five Staffordshire Masters swimmers competed at the National Inter-Counties Championships in Derby, achieving an excellent 3rd place finish.

Staffordshire

Water Polo

Water polo activity within Staffordshire continues to develop, with Newcastle Staffs club introducing weekly sessions for players aged 9 to 14. It is hoped that this will lead to the formation of a team to compete in the Midland Water Polo League in 2026.

Currently, Newcastle Staffs remains the only club in the county offering water polo activity. A small number of qualified referees continue to support fixtures across various levels throughout the year.

Regional training sessions have continued at the Alan Higgs Pool in Coventry, with Walsall also hosting regular weekend competitions.

While plans were in place to introduce additional introductory sessions for younger players during 2025, these were not delivered due to challenges around coach availability and pool access. It is hoped that these opportunities can be developed in 2026.

Artistic Swimming

Artistic swimmers have participated in a wide range of competitions throughout 2025, including National Age Groups, National Championships, Midlands Championships, Masters events and international competition in Holland.

A key highlight of the year was the performance of Robyn Swatman and Eve Young at the World Championships in Singapore, where they reached the Free Duet final, finishing in 12th place.

The club has also made positive adjustments to its training structure, moving land training sessions poolside, which has been well received by swimmers across all levels.

Workforce development continues, with two swimmers enrolled on the Diploma in Sporting Excellence (DiSE) programme and two new Level 2 coaches qualifying during the year. Additional members are also undertaking further officiating qualifications.

Challenges remain around coach availability and committee support, and these will continue to be areas of focus moving forward.

Officials

The county has seen continued success in officiating development, with referee candidates from the November 2024 exam successfully completing their practical assessments in early 2025. Additional candidates also passed their referee exams in November 2025.

A number of officials have represented the county at both national and international level across a wide range of events, demonstrating the strength and depth of officiating within Staffordshire.

Staffordshire

Tony Ward, BEM

World Para Series Barcelona – Technical Delegate
World Para Championships Singapore – Referee
British Masters Championships London – Meet Director
National Masters Championships Sheffield – Meet Director
BUCS Sheffield – Referee
English Schools, Sandwell – Referee
British Championships, London – Technical Official

Catherine Roe

Aquatics GB Next Gen Championships – Technical Official
National Winter Championships (Dec 25) – Technical Official

Debbie Baddams

BUCS Sheffield - Technical Official
National Para Championships – Technical Official

Chris McFarlane

National Masters Championships Sheffield – Technical Official
National Winter Championships (Dec 25) – Technical Official

Jenny Edwards

National Masters Championships Sheffield – Technical Official
National Winter Championships (Dec 25) – Technical Official

Heather Summerill

National Winter Championships (Dec 24) – AOE Referee & Technical Official
British Masters Championships London – Technical Official

M.G.Evans Memorial Trophy

The M.G. Evans Memorial Trophy is awarded annually to the individual or team achieving the most outstanding performance of the year.

For 2025, the award was presented to the Black Country & Potteries Masters 280+ Female team in recognition of their exceptional achievements, including the breaking of five World records.



Warwickshire ASA

County Pathways

The County Pathway programme provided a valuable development experience for 48 swimmers, selected based on their performances at the County Championships. The programme included three in-person training days alongside an online session, incorporating both pool and land-based training to support technical and physical development.

This was led by Mark Mooney (Head Coach – Blythe Barracudas). For 2025, this will be led by Sam Fairchild (City of Coventry).



Junior Pathways

The Junior Pathway supported a further 48 swimmers aged 11, offering an introduction to the pathway and encouraging continued engagement in the sport. This programme plays an important role in supporting swimmers during the transition to secondary school.

This was led by Sarah Collings-Hands (Nuneaton) supported by 8 skills coaches from across the county.



Warwickshire ASA

Intercounties

On 5th October 2025, twenty-four swimmers from clubs across Warwickshire proudly represented the county at the National County Team Championships held at Ponds Forge, Sheffield.

The atmosphere was electric (and VERY loud!) as swimmers from across the country battled it out in a day of fierce competition and outstanding team spirit.

Leading the team in the opening parade were our captains Charlotte Gower and Lewis Dickinson, who drew plenty of attention as the Warwickshire Bear!

The Championships featured boys' and girls' 100m races in all four strokes, as well as medley relays across three age groups (12/13, 14/15 and 16/17). The event concluded with the ever-thrilling mixed cannon relay. With two 25m pools running races simultaneously, it was a fast-paced and action-packed day from start to finish.



Competing in Division 1, the Warwickshire swimmers showed incredible determination and team spirit cheering each other on and delivering exceptional performances throughout. Every swimmer contributed to the team's success, showing excellent race skills and achieving countless personal bests.

Warwickshire's consistency shone through, earning the team a 13th-place finish in Division 1 and for the second year running, we finished as the top West Midlands county!



Warwickshire ASA - Awards

2025 Swimmer of the Year - Charlotte Gower (City of Coventry)

At the 2025 County Championships, she won many events, and was Overall Warwickshire Champion for 50/100/200 Backstroke, followed by a very successful Summer Regionals becoming Regional Champion in multiple events.

Charlotte represented Warwickshire at Inter-counties, as Team Captain, where the team won the Trophy for the Highest Placed West Midlands Team for the second year in a row.

She also qualified for British Champs and NextGen Summer champs in seven events, finished in 4th place in the 200 Backstroke.

Charlotte was selected to represent Great Britain at the Deaflympics in Tokyo, where she came home as the most successful British Athlete - winning 3 Gold, 3 Silver and a Bronze and was chosen as flag bearer for the closing ceremony.

During 2025, Charlotte has broken the Warwickshire Junior Records for 100 Backstroke, as well as 200 Freestyle. She is also a Womens world record holder deaf swimming.



Scholarships

Ellen Gale Scholarship - Harry Connor (Stratford Sharks)

Eddie Blight Scholarship - Keva Ennis (Rugby Artistic)

Harry Walker Scholarship - Frankie Klym (Rugby Artistic)

The Ron Germany Scholarship - Lola Huett (Rugby Artistic)

County Record Breakers

Charlotte Gower (100 back, 200 Free)

Ellie Hull (200 Free, 400 Free, 800 Free and 1500 Free)

Worcester

Worcester County began the year with a number of clubs represented at the Regional Championships, where swimmers achieved a range of positive results.

Our three Development Camps were held at Malvern College under the guidance of Anthony Redfern, supported by several Worcester County coaches. All sessions were well attended and received positive feedback from both swimmers and parents.

The highly competitive Three Counties Gala took place in June, featuring Worcester, Staffordshire and Gloucestershire. Worcester swimmers delivered an excellent performance, resulting in an overall victory and a well-deserved celebration on the journey home.

Also in June, two county swimmers; Kaiden Hutchins (Halesowen) and Olivia Robins (Stourbridge) were selected to represent Team GB at the European Youth Olympic Festival in North Macedonia. This is a significant achievement and reflects the strength of talent within the county.



June also saw the County Relay event take place. All clubs were represented, although some were unable to enter every event due to squad sizes. Masters relays were held at the end of both the morning and afternoon sessions, which were particularly well received by younger swimmers, especially with the opportunity to see their coaches competing.

In September, the County Development Gala was delivered, providing an opportunity for developing swimmers to compete against others of a similar standard. The event continues to be extremely popular and is often oversubscribed, with swimmers valuing both the experience and the opportunity to achieve success.

Worcester

In October, the county competed at the Inter-Counties Championships in Sheffield, with 33 counties participating alongside two teams from Scotland and two from Wales. This event remains a highlight for swimmers, who benefit from both the competition experience and the team environment. As one of the smallest counties, with only 13 clubs, it was particularly pleasing to finish above the relegation zone in Division 1 – a level the county has maintained since 2022 – representing a strong collective achievement. The County Championships, held across January and February 2026 (with the exception of long-distance events), took place in a long course format at Sandwell. This was well received by both swimmers and coaches.

Water polo within the county continues to develop positively. Teams from both Sandwell and Worcester Crocodiles competed in the Midland Water Polo League, with Sandwell A finishing as joint winners alongside Solihull. The county has also been well represented within the wider pathway, with coaches contributing to the Talent Centre, West Midlands Inter-Regional Championships, and team management at GB U18 level.

This year marks the county's centenary, with a number of events planned to celebrate this significant milestone. It is also particularly fitting that a member of Worcester County will take on the role of Regional President for 2026–2027.

Accounts



Accounts - Income & Expenditure

SWIM ENGLAND WEST MIDLAND REGION LIMITED							
INCOME AND EXPENDITURE ACCOUNT							
For the year ended 31 December 2025							
				2025	2025	2024	2024
				£	£	£	£
INCOME							
Membership fees				131,456			107,980
Licensing of Open Meets				18,984			17,803
Midland Championships				(2,009)			6,317
West Midland Championships Surplus/(Deficit)				531			2,056
Sundry Income				405			150
				<u>149,367</u>			<u>134,306</u>
EXPENDITURE							
President's expenses				311		-	
Printing, postage and stationery				584		285	
Annual Report				-		34	
IT and website				971		2,349	
Meeting costs				1,146		3,863	
Travel				652		633	
Accountants' fee				500		500	
Small equipment purchases				765		-	
Sundry payments				808		3,367	
Development Plan				-		14,310	
Staff and office costs				134,093		134,679	
Rental of storage units				1,224		1,644	
Depreciation on office equipment				596		157	
Bank charges				215		189	
				<u>141,865</u>		<u>162,010</u>	
NET SURPLUS/(DEFICIT) BEFORE INTEREST AND TAX				7,502		(27,704)	
Interest received (gross)				6,713		7,677	
NET SURPLUS/(DEFICIT) BEFORE TAXATION				14,215		(20,027)	
Taxation				1,275		1,459	
NET SURPLUS/(DEFICIT) AFTER TAXATION				12,940		(21,486)	

Accounts - Balance Sheet

SWIM ENGLAND WEST MIDLAND REGION LIMITED							
BALANCE SHEET							
as at 31 December 2025							
			2025	2025		2024	2024
			£	£		£	£
FIXED ASSETS				1,422			2,018
BANK ACCOUNTS							
Lloyds current accounts			18,018			40,676	
Coventry Building Society			82,025			78,606	
Nationwide Building Society			71,353			59,689	
Teachers Building Society			87,702			86,072	
Cash in hand			212			212	
				259,310			265,255
DEBTORS AND PREPAYMENTS				7,624			22,708
TOTAL ASSETS				268,356			289,980
CURRENT LIABILITIES							
Creditors and accruals			35,537			56,221	
Income received in advance			3,380			20,468	
				38,917			76,689
TOTAL NET ASSETS				229,439			213,291
RESERVES RING-FENCED FOR DEVELOPMENT							
		note 3		77,347			74,139
GENERAL RESERVES							
At beginning of year			139,152			160,638	
Net Surplus/(Deficit) for the year			12,940			(21,486)	
				152,092			139,152
TOTAL RESERVES				229,439			213,291
Approved by the Board							