The Swim England **West Midlands** Strategy

Together we are



SWIM ENGLAND

Swim England West Midlands

Swim England West Midlands

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Welcome
To the Swim England West Midlands Strategy

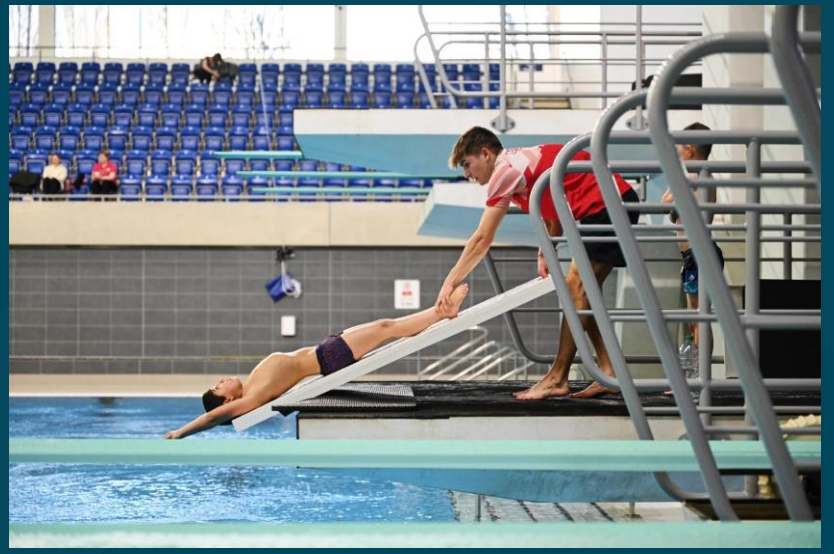
Swim England West Midlands is a not-for-profit organisation acting in the best interest of developing aquatics in the West Midlands. The region is a semi-autonomous constituent part of the National Governing Body, Swim England, and together we work closely to develop in partnership opportunities for aquatics in the region. We align to the One Swim England Strategy.











OUR VISION

Inspire, empower and unite the communities of the West Midlands through great experience in water. For all. For life.

OUR MISSION

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

OUR VALUES

- We **listen**
- We are **ambitious**
- We **collaborate**
- We are **Inclusive and diverse**

OUR STRATEGIC PRIORITIES

- **Trusted Welfare & Safeguarding**
- **Thriving Clubs**
- **Successful & Enjoyable Events**
- **Supported People**

METRICS | Membership data, participation rates, coaches & officials, number of regional volunteers, diverse workforce, club satisfaction surveys



Our Strategic Deliverables

Trusted Welfare and Safeguarding

A collective responsibility to create an environment where people feel listened to and heard, where concerns are addressed effectively.

Thriving Clubs

Well run and collaborative clubs, that share ideas and create a sense of belonging within the community and seek to recruit, retain and diversify their membership

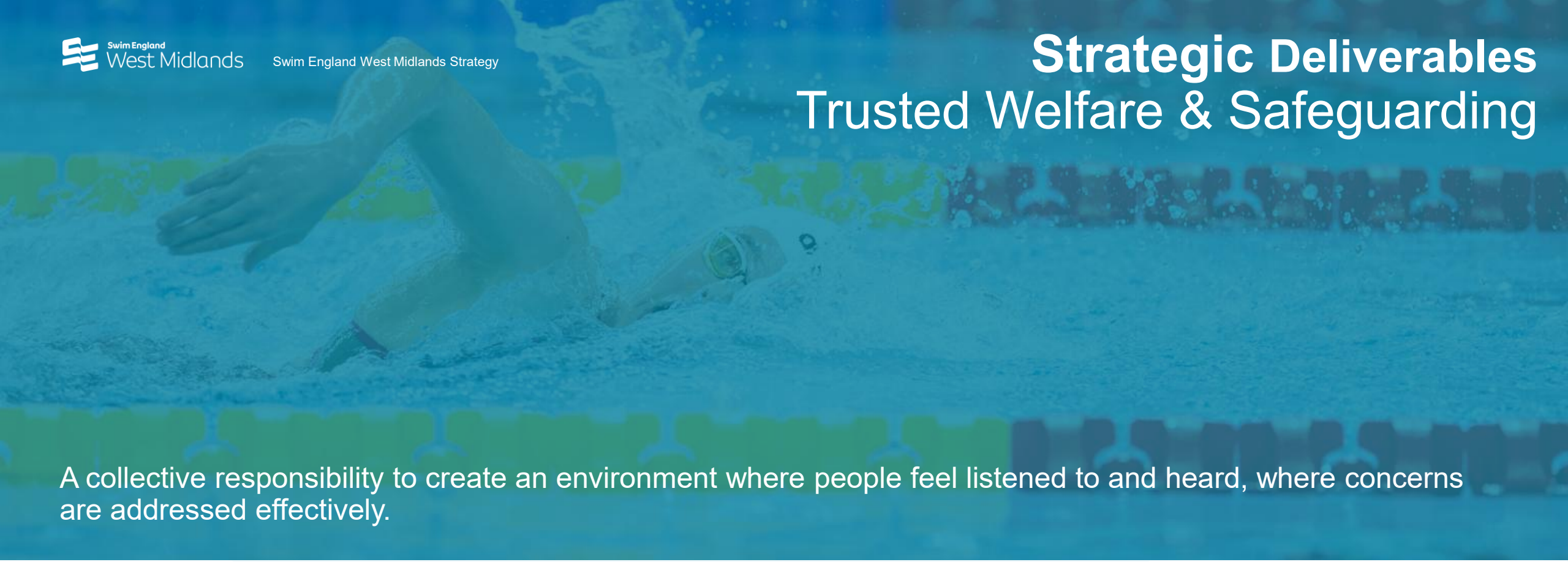
Successful & Enjoyable Events

Creating positive experiences that can showcase achievement, provide learning opportunities and ensure everyone feels valued and engaged.

Supported People

A swimming community that feels engaged with, included, understood, developed and valued.

Strategic Deliverables
Trusted Welfare & Safeguarding



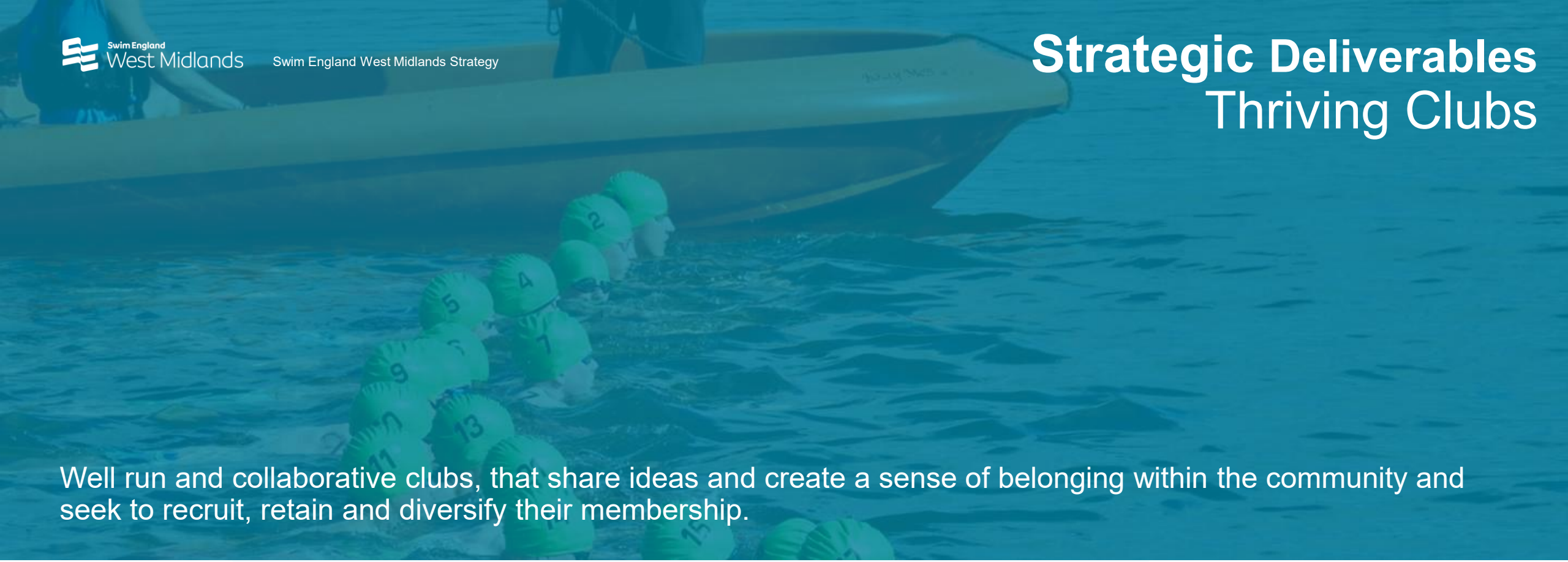
A collective responsibility to create an environment where people feel listened to and heard, where concerns are addressed effectively.

Providing a support network for Welfare Officers where they can seek advice, guidance and support.

Ensure a trusted regional welfare resource is appointed to support the membership.

Educate, train and support our club workforce.

Raising awareness and understanding of the reporting process



Strategic Deliverables
Thriving Clubs

Well run and collaborative clubs, that share ideas and create a sense of belonging within the community and seek to recruit, retain and diversify their membership.

Providing a clear Regional development support officer that meets the needs and requirements of individual clubs and their unique selling point.

Facilitating networking opportunities for clubs to work collectively and collaboratively, to retain members and diversify their offer.

Establishing opportunities for growth, partnership working and funding opportunities.

Increasing engagement with the opportunities we provide, focusing on building relationships between clubs and their members.

Strategic Deliverables
Successful & Enjoyable Events



Creating positive experiences, that can showcase achievement, provide learning opportunities and ensure everyone feels valued and engaged.

Understand and improve the spectator participant experience.

Create events where athletes can develop their skills and their achievements can be showcased.

Harness commercial opportunities for competitions of all levels.

Diversify our audience to enable growth and to inspire the next generation.

Strategic Deliverables
Supported People



A membership that feels engaged with, included, understood, developed and valued

Understanding the differing needs, requirements and expectations of our members.

Develop aquatic knowledge for parents, athletes, coaches, officials, volunteers and committee members.

Facilitate opportunities to engage proactively with our members, encouraging ideas and inspiration to further our sports.

Recognising and celebrating the diversity, skills and commitment of our members.

2026 Priorities

Swim England West Midlands are committed to working towards all our goals

- Trusted Safeguarding and Welfare
- Thriving Clubs
- Successful and Enjoyable Events
- Supported People

We have identified that we are taking a deep dive into the following priorities for 2026

- Thriving Clubs
- Successful & Enjoyable Events

