



World best Swimming Nation

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How do we do this?

- More people winning more medals
- More people swimming more often and having more fun



Key Objectives

- Everyone learns to swim
- Worlds best talent pathway
- More people swimming more often
- Gold medals



Learn to Swim

- Tide turning in school swimming
- Worlds best Teacher Training Programme
- Interventions into new areas
- Innovative ideas like temporary pools
- New schools competition programme
- Stronger links with ESSA and BUCS
- A Charter for School Swimming



Talent Pathway

- Worlds best Coach education system
- Beacon Programme linked to our 50m pools
- Clubs building quality into what they do through Swim 21
- A competition programme that fits the needs of the athlete
- Increasing numbers in membership



More people having fun

- Building culture change into swimming
- Placing the customer at the centre improving the customer experience
- Aquatic strategies
- Finding new markets
- Developing new products-Swimfit
- Network of swimming development staff
- £140M into free swimming
- BG Family swim for free
- Great big Swims



More Medals

- Beijing the best for 100years
- Great World Championships
- Not just 9 medals but 40 British Records and 27 British Finalists
- 5 ITC's now established with 4 centres for Diving and one for Synchro and Water Polo
- Unprecedented investment in our sport £40M
- London will be the best ever Games



Britain's Favourite sport



How will we achieve this?

- Massive investment into the sport
- World's best coaches and teachers
- Attraction of massive sponsorship income
- Our swimmers becoming household names
- Beijing the No1 Sport with the media
- We remain the No1 sport to participate
- We are the sport more people want to do



Challenges

- Public funding will be under pressure
- We need to drive up our own income
- New models for pool provision and management
- Learning how to manage success
- Avoid complacency
- Focus today on the future not the past



What is our role?

- Drive the talent process
- Work in partnership with the Local Authority and others to drive up participation
- Build a network of strong Swim 21 clubs at all levels
- Up skill everyone in the sport
- Link into the CSP network
- Do more of what we are doing



What does a modern vibrant ASA look like?

- Well it looks like the ASA today
- The agenda now is massive and we need external help to drive the programme
- Use expertise where you can and work with partners and professionals
- Today's agenda is about partnership and outcomes.
- Council is about policy and strategy



We are the people who will
make this happen

Thank you

