

## ***Regional Director's Report***

### **PURPOSE OF REPORT**

To provide the Board with a summary of significant developments achieved by the Region during the period of 1 October to 31 December 2006.

### **PROPOSED ACTION**

That the Board accepts the Report.

### Corporate Governance

1. In October 2006, the Regional Annual Council Meeting and Annual Dinner took place. The attendance at the ACM was disappointing while the Dinner attracted a promising number of members. The Board agreed that action needs to be taken to ensure a better attendance at both events in 2007.
2. The Development Team and Regional Business Manager made presentations at the Annual Southern Water Learn to Swim Conference held on 11 October organised by the ASA and Southern Water. Over 200 swimming teachers attended the conference. In future, the Region will be running the event, which will offer a great opportunity to communicate to teachers in the Region changes to the National Plan for Teaching Swimming and UKCC qualifications.
3. The Commercial Audit Group met on 14 December to progress the Action Plan. Work has begun to produce a sponsorship pack and to submit applications with a view to generate external funding for the development of swimming in the Region.
4. Regional Management Board
  - 4.1 Two new members were appointed to the Regional Management Board:
    - Shelley Robinson
    - David Harman
  - 4.2 The Board agreed to have a joint Board Training Day with the South West Region in January 2007.
  - 4.3 The Board evaluated the first six months of Region's performance against key targets. The Region is on target to achieve most KPIs set for the first year of its three-year Operational Plan. Where progress is slower than expected, re-adjustment of targets for the following year(s) has taken place to ensure that by year 3 all targets are achieved.
  - 4.4 Kent held a successful consultation evening to agree a strategic direction beyond March 2007 for a further 2 years in line with the Regional Operational Plan, which covers the period of 2006 - 2009.
5. Staffing
  - 2.1 Jenny Norvill was appointed as the Regional Education Officer.
  - 2.2 Interviews for the Regional Office and Finance Administrator were held on 27 November.
  - 2.3 Steve Fivash was appointed as the Talent and Development Coach for Disability Swimming to cover South East and South West Regions. Steve will work closely with

the Region to ensure that athletes on the AASE and those with the talent have appropriate training and competitive opportunities available to them in the Region.

## 6. Finance

The Board reviewed the first six months of Region's performance against set budget for 2006/07. While income was broadly on target (except in respect of ASA Development Grant), expenditure was substantially below profile. This was primarily due to two factors – the significant surplus currently shown against "Swimming" and the low performance in respect of Development activities: this impacts on the Development Grant claimable from the ASA. As a result, as at 31 October, net expenditure stood at a paltry £3.68k.

## 7. Development

### *7.1 Athlete Development*

The Region is working on a submission to Sport England South East to support the proposed talent development pathway.

Identified hub clubs have been invited to submit their expressions of interest to pilot Swim21 network, an important part of the regional talent development pathway.

### *7.2 Club Development*

Five clubs gained Swim21 accreditation during the last quarter of 2006 bringing it a total to 46 clubs: 13 clubs at teaching level, 27 clubs at skill development level, 2 clubs at competitive development level and 4 clubs at performance level. This number also includes Reading Royals Synchronised Swimming Club, the first for a discipline other than speed swimming to achieve Swim21 accreditation.

### *7.3 Volunteer Development*

The main thrust of Regional Education Officer's work has been on establishing a Regional Network of Education Centres and raising awareness of changes made to education system within the ASA amongst tutors, coaches and teachers.

### *7.4 Competitions*

A number of Regional events took place such as SER Development Event, SER Winter Championships, SER Age Group Synchronised Championships and SER Inter-Counties Masters Championships.

## 8. Health and Physical Activity

Everyday Swim Coordinator has produced a strategy and business plan for the duration of the pilot project in Woking (until December 2008). Partnerships are being forged to ensure smooth delivery of planned activities. A launch is being planned for February.

On 28 October, a launch of Kellogg's Swim Active Brighton and Hove project took place. The Mayor of Brighton and a number of partners attended the event along with young participants and their parents / guardians.