

# The ASA annual report and accounts 2008 - 2009



# Aims and Objectives

The Amateur Swimming Association is the governing body of swimming in England. It comprises eight Regions through which we affiliate 1,200 clubs, who in turn have 50,000 registered swimmers, and more than 175,000 members.

## Swimming's mission

*Swimming is a sport for life*

- To ensure everyone has an opportunity to learn to swim
- To ensure everyone can achieve his or her personal goals
- To ensure everyone has the opportunity to enjoy swimming as part of a healthy lifestyle
- To ensure that we achieve gold medal success

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Right Manchester's Kate Teasdale and Sheffield's Elinor Weatherill in the girls 91/92 final at the ASA National Water Polo Championships in Manchester

Cover image Olympic champion Rebecca Adlington with her two gold medals from the 2008 Beijing Olympic Games



## Chief Executive's Report



David Sparkes Chief Executive

It would be hard not to have some pride in what has been achieved during the last year as we have made significant progress throughout the sport. We all shared in the excitement of the Olympics and Paralympics in Beijing where English athletes contributed to the best Games for swimming for 100 years. We also staged our first ever World Swimming Championships in Manchester, and moved the sport's presentation on to new levels whilst our athletes set new standards for performance.

However, this year has also been one in which we have laid down secure foundations for more success in the future with the establishment of even stronger partnerships including new support from British Gas, as our principal partner, alongside increased investment from our other partners, Speedo and Kellogg's. Coupled with unprecedented public investment from Sport England, this has given us a platform on which to build an even stronger sport as we continue to work towards the London Olympics in 2012.

Much of the current year has also been spent on planning for the unprecedented

£140m investment into free swimming for the over 60's and under 16's that will ensure our sport remains the number one participation activity for England. Alongside the building of a network of Beacon Programmes, this investment will take English swimming to new levels.

We also finally resolved to move to modern offices that will ensure we can all work together in a more effective way to provide leadership and support services in the future. This move is long overdue and will ensure the sport has a strong working relationship with Loughborough University and consequently, a base in Loughborough for many years to come.

Finally, I must reflect on what really makes our sport so great - people. We have so many good people in our sport

working either professionally or voluntarily and making a massive contribution to our success. This year, we have seen the new UKCC programme settling down and I am determined that the development of all personnel in our sport will continue and that the legacy from the London Games will be a stronger, more skilful workforce in every pool in England, inspiring both young children and adults to get involved and become passionate, like the rest of us, about our sport of swimming.

[Rebecca Adlington surges to a new world record and Olympic gold in the 800m freestyle](#)



## Section 1: Learn to Swim

### The PE and Sport Strategy for Young People (PESSYP)

The ASA has continued to contribute to the key outcomes of the PESSYP strategy which has strands designed to maximise opportunities for young people to access high quality PE and school sport.

The aim is to create a world-class system for PE and sport for all children and young people, which will stimulate, sustain and increase their participation in sport.

The key PESSYP work strands for the ASA are:

- School Club Links
- School Swimming Improvement Programme
- Professional Development for Deliverers of School Swimming
- Pools in Schools
- School Swimming Projects

### Key National Outcomes

#### School to Club Links

The PESSYP National Survey measured individual links between school and clubs. The number of individual schools linked to clubs for 2008 was 9,953, which represents 46.7 per cent of total schools, an increase of 21 per cent since 2003/04.

#### School Swimming Improvement Programme

The School Swimming Improvement Programme has been delivered to over 140,000 pupils with 62 per cent of the participants being able to swim a minimum of 25m by the end of their programme. During the current academic year, the ASA has continued to support the development of school swimming with financial support from the Department for Children, Schools and Families (DCSF).

#### Professional Development for Teachers

The delivery of high quality school swimming lessons is an essential element of school swimming provision, to ensure pupils are given the best possible introduction to aquatics. Through PESSYP funding, over 241 free National Curriculum Training Courses have been

provided to over 4,000 deliverers of school swimming.

#### Direct Intervention, Pools in Schools

Throughout 2008, the ASA worked in partnership with Total Swimming to deliver a Direct Intervention programme, which includes placing a portable pool within a school sports partnership. High quality intensive lessons were provided to at least 1,000 pupils at each site. The projects delivered in 2008 achieved an average of 72 per cent Key Stage 2 attainment. However, these are pilot projects and we are exploring a more sustainable business model which could be adopted by local authorities. During 2009, British Gas will support Pools 4 Schools and their additional investment will allow wider community access.

#### Targeted School Swimming Projects

Additional grant allocations were made to School Sport Partnerships (SSPs) in the top 20 per cent most deprived areas. Specific funding was given to SSPs with projects which engage with Special Educational Needs Schools (SEN) and Black Asian and Minority Ethnic (BAME) pupils. Projects were required to show how they address low attainment targets



by BAME and SEN pupils. Good practice from the projects will be shared with other partnerships to ensure inequalities in provision can be addressed.

### Workforce Development

Through British Swimming, the ASA is continuing to be the 'accelerated trailblazer' for the UK Coaching Framework (UKCF), as chosen by sports coach UK. This has included working closely with sports coach UK on the planning of the new coach development framework. The UKCF has five strategic areas that set out the blueprint of how national governing bodies can best recruit, train, support and retain teachers and coaches. The document will challenge the ASA to look at how it can develop coaches over and above qualifications, CPD seminars and licensing. The challenge is to have the best coach development programme in the world by 2016. The high-level strategic plan is at the developmental stage, and will eventually consist of one national delivery plan and localised delivery plans.



### VISION

To ensure everyone has an opportunity to learn to swim, taught by fully qualified teachers in a quality, structured environment ensuring that all children can swim 25m unaided by Key Stage 2.

KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
200 Local Authorities offering Top Up opportunities.	200	452	200 Local Authorities offering Top Up opportunities.
Number of teachers accessing the NCTP.	1,300	3,235	1,300 teachers accessing National Curriculum Teaching Plan (NCTP).
1,000 Swim Programmes using NPTS.	1,000	1,226	1,000 swim programmes using British Gas ASA National Plan for Teaching Swimming
150 accredited Learn to Swim programmes (Aquamark).	150	44	150 accredited Learn to Swim programmes.
48,692 qualified teachers and coaches.	48,692	48,611	Additional 48,692 qualified swimming teachers and coaches.
8,652 CPD attendances by swimming teachers and coaches.	8,652	30,419	
Those unable to swim reduced to 5%	5%	17%	Those unable to swim reduced from 20% to 5%.
96 trained ASA/UKCC Tutors.	96	23	
96 trained National Presenters.	96	226	
200 trained vocational trainers.	200	286	



#### Qualifications and Quality Assured CPD

The target for the number of teachers and coaches trained and who attend Continuous Professional Development (CPD) has been exceeded again this year despite the major changes to the education programme. The 2008/2009 target of 9,000 attendees has been over achieved with 11,257 delegates attending ASA accredited seminars. The IoS has recruited 100 new tutors from all disciplines and has rolled out training during 2008/2009 - from which, 18 tutors have been upskilled to deliver UKCC courses. There are now 231 tutors (including Wales, Ireland and overseas) who can deliver UKCC courses.

Our library of Quality Assured CPDs continues to grow, taking the total to 39. Presenters continue to be trained by the IoS to deliver this increasing number of seminars. This will allow us to grow the delivery programme in order to meet the ever-increasing demand for CPDs.

#### Institute of Swimming

Education Officers worked on a regional basis with key partners to develop a needs-led annual training plan. Three full-time IoS tutors - Northern, Southern and Aquatic Fitness - are in post and deliver UKCC and Aquatic Fitness courses. The IoS has successfully delivered 287 Level 1

UKCC courses and 145 Level 2 UKCC courses over the last year. To support the assessment of the UKCC Level 2 Unit 6, the Expert Witness role was created. The purpose of this role was to provide evidence to the course tutor, in the form of witness testimony, in relation to agreed practical outcomes. A further 168 coaches have been enrolled onto the UKCC level 3 Coaching qualification, continuing the momentum from the previous year. Two hundred and fifty pools are now working within the IoS approved centre network.

#### The ASA Awarding Body

The re-structure and review, in line with the latest Qualification and Curriculum Authority Guidelines, has been completed. This has led to a rewrite of all existing policies and procedures with clear operational targets established to meet customers' needs. The Awarding Body has ensured that all resources are provided to approved centres within three weeks of the start of an authorised registered course. The resulting and certification targets for candidates have been achieved and delivered within the eight weeks guidelines.

New External Verification and Internal Verification processes have been introduced to maintain high standards

and support both approved centres and key individuals involved with the organisation and delivery of courses. The review of the Teacher and Coach Licensing Scheme has been completed, in liaison with teachers, coaches and industry groups. The new scheme was launched on April 1 2009 for both individuals and corporate organisations, and provides greater flexibility for those actively involved in teaching and coaching.

#### Business Team and the NPTS

This year has been challenging as two members of the Business Team left the ASA, but the remaining team members rose to the challenge.

Implementation of the ASA National Plan for Teaching Swimming, powered by British Gas, has continued to progress with lesson providers valuing the opportunity to develop their swimming teaching staff prior to full implementation. There are now close to 1,000 sites running with the ASA National Plan for Teaching Swimming 07 version, with all the key management companies taking the plan on board: DC Leisure, SLM Community Leisure Trust, GLL, Parkwood Leisure, Leisure Connections. Also using the plan are David Lloyd and Virgin Active.

The year included the biggest and most successful 'Get Safe for Summer' event. Held in Skegness and organised in partnership with the RLSS and East Lindsey District Council, the event was attended by over 1,100 children from a number of schools in and around Skegness. The day included a demonstration of a sea rescue, involving the beach lifeguards, RNLI lifeboat and rescue helicopter, watched not only by the school children, but all the holiday makers on the beach too.

The new structure of County Swimming Coordinators will ensure the outstanding 'customer care' based work ethos, started by the Business Team, will continue and develop further, so offering our customers the very best opportunities to develop their swimming programmes to the highest of standards.



## Section 2: Lifelong Participation

### VISION

To ensure everyone has the opportunity to enjoy swimming as part of a healthy lifestyle and to ensure everyone can achieve his or her personal goals. The ASA will continue to work to ensure that everyone learning to swim continues to benefit from participation in the sport to the level to which they aspire throughout their lifetime.

KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
32 Local Exercise Action Plans (LEAP) or equivalent programmes incorporating swimming.	32	32	32 LEAP or equivalent programmes incorporating swimming.
9 Everyday Swim pilots.	9	8	Establish 9 Everyday Swim pilots.
4,000 registered Swimfit members.	4,000	420	4,000 registered Swimfit members.
11,000 registered Masters swimmers.	11,000	7,306	11,000 registered Masters competitors accessing a national competition for their discipline.
121,200 swimming members.	121,200	169,069	Increase participation in swimming by 1% year on year.

### Free Swimming

The national Free Swimming programme involves the majority of English councils allowing those aged 60 and over and 16 and under to swim for free. The programme started in April 2009 and current funding runs to March 2011. The ASA has worked closely with its partners on the Free Swimming Programme Board to ensure that the programme is designed to attract and retain new swimmers as well as

Swimmers aged 63 to 84 looking forward to free swimming in Durham

encouraging existing swimmers to swim more often. The ASA County Swimming Coordinators have a key role working with local authorities and other partners to ensure that Free Swimming is used as an opportunity to showcase and promote swimming – making for a positive experience at the pool. One in five adults are unable to swim (increasing to two in five among older adults) and so the programme also includes lessons to enable people to access the free swimming opportunities.

### Everyday Swim

The first phase of Everyday Swim concluded on March 31 2009. All the project areas made significant strides in improving the way swimming is delivered and perceived. People across the country have benefited from the projects – whether by overcoming a lifelong fear of water or simply through being able to try out some fun new activities at the pool.

To share what has worked (and what hasn't) from the Everyday Swim pilot projects, a set of learning resources has been made available online at [www.everydayswim.org](http://www.everydayswim.org). These resources are aimed at those who provide or influence swimming and they include a free DVD on how to use a pool well to attract and retain new swimmers. The final report of the independent monitoring and evaluation team will be made available in summer 2009.

Phase two, which runs until March 2010, has two of the initial project areas – Suffolk and Islington (London) – continuing their work and becoming Everyday Swim Good Practice Centres. The Centres will host visits and learning events to share the successes from Everyday Swim. A full programme of learning opportunities is available at [www.everydayswim.org](http://www.everydayswim.org).





Everyday Swim ambassador Duncan Goodhew took swimming to the streets of Telford. More than 3,000 people visited Splash, an eight metre pool set up in the centre of the town

### National Partnership Working

The ASA continues to work closely with national partners including several government departments and the Local Government Association as well as Sport England and our swimming industry partners. The ASA has worked closely with the Department of Health on the Swim4Life (a sub brand of Change4Life), developing resources to support families to take up swimming and promoting the Swim4Life brand.

### Kellogg's Swim Active

The Kellogg's Swim Active projects, delivered across the ASA regions, continue to break new ground in removing barriers to participation and encouraging those who have been reluctant to take to the pool. Swimming opportunities have been provided to a diverse range of target groups including looked after children, families on low incomes, children with learning and physical disabilities, children and their families who are overweight or at risk of obesity, single parent families, teenage mums and those whose family cultural backgrounds have not previously embraced swimming. To date, over 46,000 individuals have benefited and Kellogg's has committed to a further three years of funding to support future Swim Active initiatives.

### Swimfit

Swimfit, powered by British Gas, has been totally redeveloped and the website ([www.swimfit.com](http://www.swimfit.com)) was launched in May 2009. This is now a great product, free for all to register and monitor swimming progress. It is a motivational tool to help keep swimmers swimming more often through specially designed sessions aimed at four areas: health, shape up and tone, fitness and competitive. It is a resource for swimmers of all ages and abilities where they can gain more information and guidance.

### Masters Swimming

The masters had a very successful year with 154 British, 29 European and 17 world records broken. The decathlon event which aims to encourage greater participation and competition across the age groups as well as enhancing the current ranking system, had over 1,400 women and 1,900 men taking part. During the 2008 British and ASA nationals, masters swimmers were given the opportunity to become qualified timekeepers by attending a seminar and practical session. This has been warmly received with over 20 now qualified to act as timekeepers at masters events.

### Post 16 Years Participation

The T-30 Challenge event had over 300 swimmers, a 14 per cent increase on last year with 11 taking part who were not members of the ASA. Interestingly, more women took part than men.

The first Great North Swim took place in Lake Windermere. Organised by NOVA International in partnership with the ASA, it was open to anyone aged 16 years and over. Over 2,000 took part in the one mile swim with and without wetsuits in a water temperature of 15 degrees. Fifty two per cent were women and the main age group was 30-39 years. There was also an elite male and female event including Britain's three open water Olympic medallists – overall a very successful partnership.

At sub regional level, Devon County Swimming Association developed opportunities for those aged 15 years and over to participate in a less competitive environment by including 15/16 years and 17/18 years into their existing masters championship. This allowed over 30 swimmers to remain within a competitive environment without the restrictions of qualifying times. It is hoped that more counties will adopt this idea over the next 12 months.

The ASA has identified a calendar of events with British University and Colleges Sport (BUCS) and British Colleges Sport (BCS) that will encourage participation across a range of ability levels. New competitions will provide additional opportunities to those traditionally available. The ASA has encouraged student participation through promotion of the ASA challenge events and the Great North Swim. Events have been marketed to target the student population by enhancing the social and all round experience.

The ASA has agreed a law change to enable an individual, who is not currently part of an affiliated club, to obtain temporary membership. This was in response to an identified challenge for existing Higher Education (HE) and Further Education (FE) students who are not ASA members and therefore ineligible to compete in ASA competitions. Students will now be able to compete on a temporary basis and volunteers will be able to experience the benefits of being an ASA member for up to one year before they are required to join a club.



## Section 3: Athlete Development

### VISION

To ensure everyone can achieve his or her personal goals and to ensure that we achieve gold medal success. The development of swimmers to their full individual potential is an important factor and we will achieve this by ensuring that all swimmers have a quality coaching and training environment at each stage of their development.

KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
800 Swim 21 clubs.	800	492	504 accredited Swim 21 clubs (revised fig).
72 networks of Swim 21 accredited clubs.	72	30	72 networks of accredited clubs.

### swim21

This has been a challenging year for swim21. A slowdown in accreditations led to research indicating that some clubs were struggling with the accreditation process that was perceived as overly bureaucratic and time consuming. A review group was set up which made a number of recommendations around reducing duplication and simplifying the evidence requirements. Combined with the hard work of the Regional Development Officers (RDO's), over 146 accreditations were agreed during the year giving a total of 492 clubs accredited.

A communications plan was prepared to promote and raise awareness of swim21. Activity took place at the National Age Groups event, supported by the RDO's who manned the stand each day. Parents were consulted on their perception of swim21, resulting in the almost universal backing of the programme. Work was started to develop a benefits package to enhance the values of swim21 to our clubs for delivery in 2009.

The programme continues to develop with a Foundation level being introduced for affiliated university and masters clubs to gain accreditation as well as offering an accreditation for non-competitive/participation clubs. Introducing Foundation level has helped to identify more masters clubs and masters sections in swimming clubs to promote lifelong participation.

### Athlete Development

Following a review in early 2008, talent development delivery was reorganised into a multi-discipline team with Talent Development Officers replacing National Development Officers and the Regional Talent Development Coaches. This new team has focussed resources into providing integrated delivery of the Advanced Apprenticeship in Sporting Excellence (AASE) programme and delivering discipline-specific Talent Development programmes, including camps and clinics linked to coach education, support staff development and competitive opportunities.

The swimming aspect of this programme, which is structured at three levels from Age (Level 1), Youth (Level 2) and National (Level 3) was expanded to deliver a regional and national Open Water camp programme, including specific coach and athlete education units.

The swimming talent programme provided opportunities for 447 athletes, 82 coaches, 13 physiotherapists, 15 team managers and 20 sports professionals to participate in this programme. At national level, race analysis support was introduced and linked to delivery on an off-shore camp.

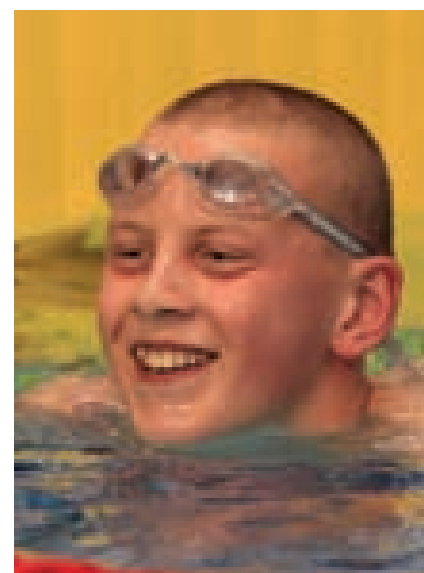
The physiotherapy-screening programme provided each swimmer with personal, core stability, exercise programmes. This was aimed at addressing imbalances at an early stage in order to enhance these

developing athletes' chances of fulfilling their potential.

A new initiative was the introduction of CPD delivery at the talent camps and these oversubscribed clinics attracted coaches from all four disciplines.

The synchronised swimming talent programme catered for 138 athletes, 20 coaches, nine team managers and 14 sports professionals within a programme that encompassed regional development training days in two regions, through to regional squads across five regions, to multi-regional talent squads in three zones and a national squad that has 35 days of contact.

National Age Group Championships 12yrs 400m freestyle winner, Caleb Hughes (Mid Beds)



Within the delivery of the synchronised swimming programme, a range of professional support was included from dance and gym coaches, sports psychologists and nutritionists.

The diving talent programme delivered six one-day regional camps, in three venues between December and March, incorporating 56 divers and 26 coaches from which a further squad of 12 divers and four coaches attended the Berlin international camp.

The ASA Talent Identification Guidelines have been revised in conjunction with the England Talent Technical Panel made up of British Diving staff, Olympic coaches and club representatives. Following this revision, funding was allocated to seven club programmes to undertake talent identification within their local schools to test a minimum of 1,500 children per area.

The water polo talent programme catered for 440 athletes and 22 coaches via the regional training centre scheme situated in 11 venues across England.

Within Disability Swimming, the successful training programme for classifiers has led to classification sessions taking place both regionally and nationally. Seventy new swimmers have been classified this year. New, young, potentially talented swimmers have been identified through Talent ID days, newcomer meets and eight regional championships. Twenty-three swimmers moved on to the newly-established regional talent programmes which have been developed to underpin the World Class programmes.

As a result of the structures now established within the regions, 15 of the 17 swimmers on World Class Talent are English.

Funding has been secured for the delivery of Playground to Podium that will provide a seamless pathway, for young disabled people, from school swimming to the Paralympic podium.

### Beacon Programmes

In partnership with host clubs and local

authorities, there have been appointments made for head coaches to lead this initiative in Leeds, Manchester, Norwich and Sunderland. Along with further new programmes in other regions of England, these schemes will provide athletes with sports science support, coaches/teachers with educational and development opportunities and assist in developing new support staff for all aquatic disciplines.

Beacon programmes are targeted at multi-discipline programme delivery and they will be delivery agencies for UKCF and CPD's in conjunction with the Institute of Swimming. One important aspect of the Beacon programme is the support they give to the swim21 performance clubs in each region. This is achieved by creating regional training sessions for athletes and coaches, who are selected by the ASA Regional Coaches Forum. This managed programme provides regular access to pool space, support services and educational opportunities.

The next stage of this development is the creation of multi-discipline networks of coaching schemes - in diving, synchronised swimming and water polo - some of which are in conjunction with Beacon programmes, but others will be created on club bases in areas of limited opportunity. This is aimed at developing sustainable networks of clubs through to performance level that provide coverage of the whole of the country and are underpinned by newly developed operational plans for each discipline, delivering a complete pathway from foundation level through to world class performance.

A positive aspect of the athlete development programme has been the support and interaction between the ASA officers and the various technical committees to accelerate the development of the various initiatives and provide guidance on key aspects. This has been an area of strength for our sport.

National Age Group champion, Phoebe Lenderyou



## Water polo

Over 40 tutors/presenters have now attended upskilling seminars throughout all regions to deliver the national plan in conjunction with mini-polo! cpd.

UKCC Level 1 courses are now being delivered with over 70 candidates successful. Level 2 courses are also underway with 15 passes. Level 3 is expected to be sanctioned by July 2009.

Thirty-five water polo sections successfully applied for Aquastart equipment, funding for which has now come to an end. An Aquasplash Festival resource pack has been published and is available to download from the British Swimming website.

Norwich, Bingham, Loughborough, Northampton and Dorset hosted core technique workshops with over 70 coaches in attendance.

## Diving

Good progress has been made in relation to a dry-land facility in Sheffield. This has resulted in the provision of cameras, televisions and associated hardware to provide analysis and feedback on equipment and diver performance.

In addition, further equipment has been ordered for the centre in Southampton including a new dry board. This is an exciting development which will hopefully assist all athletes and coaches in their preparations for London 2012.

## Syncho

Two UKCC Level 2 courses have been run successfully in the North West and South East regions whilst the UKCC Level 1 and unit 2's continue across the country. UKCC Level 3 is awaiting. Meanwhile, Aquafun CPD courses have continued, which is increasing participation and helping to develop clubs.

## Advanced Apprenticeship in Sporting Excellence (AASE)

The Advanced Apprenticeship in Sporting Excellence is for athletes aged 16-18 who have the realistic potential to achieve excellence in their sport and are seeking to perform at the highest level as their main career goal, whilst continuing with their



Above Action from the British junior syncho team's training camp in Sicily before they headed for the World Junior Championships

education. Notionally taking two years to complete, the AASE framework provides a structured national training and development route across all sports for talented young athletes.

The apprenticeship is the first to offer elite and potentially elite athletes proper recognition of the skills, knowledge and understanding they are gaining in their quest for excellence. The ASA launched the AASE programme in 2006 across all aquatic disciplines as part of the England Talent Development Programme.

In 2008, the AASE programme saw its first athletes achieve the apprenticeships, and held its first annual awards dinner at the Nottingham Belfry to award and congratulate the 94 athletes who succeeded in the programme.

### Apprentice of the Year winners 2008

Swimming – Kate Weaver  
Diving – Sarah Barrow

Water polo – Cara Dunsbee  
Disability swimming – Shane Scullion  
Synchronised swimming – Jenna Randall

Currently, the AASE programme has 225 athletes on the programme, and takes on 120 new athletes across all disciplines per year. Athletes attend workshops on nutrition, strength & conditioning, finance, career planning and media. All disciplines attend an offshore camp as part of the programme and experience training outdoors.

The programme has developed innovative resources to support athletes in understanding the requirements of being an elite athlete. Athletes on the programme can access funding for all professional courses such as UKCC Coaching and Teaching Level 2 in any sporting discipline, RLSS Lifeguard qualification, Gym Instructors Level 2 and many other sporting professional qualifications.

## Section 4: Excellence

<b>VISION</b>   Swimming remains focussed on the achievement of success at Commonwealth Games as part of our Olympic and Paralympic aspirations.			
KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
English athletes in world top 25 rankings (Swimming).	38	38	719 English athletes (across all disciplines) in world top 25 rankings.
English athletes in world top 25 rankings (Diving).	8	9	
English athletes in world top 25 rankings (Disability).	180	259	
English athletes in world top 25 rankings (Open water).	10	10	
English athletes in world top 25 rankings (Synchronised Swimming).	11	12	
English athletes in world top 10 rankings (Masters).	472	225	
English athletes in British Teams.	90%	90%	90% of the GB team comprising of English athletes.

### Swimming

At the Beijing Olympic Games, Rebecca Adlington's victory in the 400m freestyle (the first swimming gold by a British woman since Anita Lonsbrough in Rome in 1960) and then the 800m freestyle, dismantling the oldest world record in the book, made her the first ever British woman swimmer to win double gold at the same Olympics.

Britain's other indoor swimming medal was won by Jo Jackson, bronze in the 400m freestyle. In open water, two silvers and a bronze from Keri-Anne Payne, Welshman David Davies, and Cassie Patten respectively made the overall six medal haul the best by a British team since 1908, and better than the last four Olympics put together.

### Disability Swimming

Eleven gold medals, 12 silvers and 18 bronze (a total of 41) led Britain to fourth place on the Beijing Paralympic Games medal table behind the USA, China and Ukraine. Particularly notable is the achievement of Eleanor Simmonds who became the youngest ever British Paralympic champion at the age of 13.

### Synchro

The British duet of Jenna Randall and Olivia Allison finished a creditable 14<sup>th</sup> at the Olympic Games, the first British representation since 1992. The British senior team competed for the first time since 1995 at a world event, finishing seventh at the FINA Trophy.

The free combination routine and solo medalled at the 2009 German Open with the team finishing fourth and duet fifth. This rapid progress has been noted by the top countries creating interest and speculation about Britain's progress.

Eleven athletes are centralised at the High Performance Centre (HPC) at Aldershot following a full time training programme.

### Water polo

Manchester's World Class programme has suffered from the shortfall in funding for elite sport which has meant a 75 per cent cut from the last four-year cycle. The focus of the remaining funding will be for the women's team. However, further support for the men's team is to be sought in an attempt to have both teams competing in the home Olympic Games.

National performance director, Nick Hume, who had a big impact on developing British water polo, decided to move on, as did men's head coach Jerome Read, so Cristian Iordache now coaches the men.

Both squads are entered into their respective European Cup of Nations – in July for the senior women, and September for the senior men and junior women, and will therefore continue to train at the high performance centre.

### Diving

British Diving had its biggest team ever at the Olympic Games, including representatives in all four of the synchro events. Unfortunately, no medals were won. However, the divers achieved six top eight places in comparison to five in Athens in 2004 and two in Sydney 2000.

In September the juniors travelled to Aachen in Germany for the FINA World Junior Diving Championships and won two silver medals to finish third overall in the medal table behind China and Russia, the team's best ever world junior championship result.

## Section 5: Volunteering

### With thanks

Our sport could not exist without the passion and commitment of the thousands of volunteers running clubs, organising events and sitting on the many committees that ensure our success.

### Recognition

With over 130 nominations nationally, the Aquaforce Volunteer Awards are growing year on year, giving recognition to the invaluable work achieved by volunteers. This year, the Awards were judged by volunteers that sit on the ASA National Volunteer and Youth Forum.

#### The winners included:

*For the Outstanding Contribution at Club Level Award* – Graeme Smith from Middlesbrough Swimming Club.

*Our sport could not exist without thousands of volunteers – both young and old*



*For the Outstanding Contribution at County/Regional Level Award* – Fred Murray from the North East Region.

*For the Long Service Award* – Joseph Eyley from Wantage Youth Swimming Club.

*For the Outstanding Contribution by an 18 to 25-year-old* – Anastacia Long from

Merton School of Diving and Trampolining.

*For the Young Volunteer Award* – Laura Cotton from Deben Swimming Club.

All 28 Regional Aquaforce Award winners and their guests were invited to the ASA Volunteer Awards lunch at Sheffield where the five national winners were presented with their awards.

### Advice and guidance

Building on the positive feedback from the ASA Good Club Guides, produced to support club administration roles, the ASA Volunteer Forum have written a new 'How to run an Aquatic Event'. The booklet was produced by experienced event organisers to provide guidance and good practice for volunteers who are organising a new event or competition at a local level.

### Planning for the future

The ASA Youth Forum has worked together for the last 18 months and achieved some great successes including the publication of the ASA Good Club Captain Guide, assisting in the launch of Child Power, publishing research into the motivations and barriers of young volunteers and raising the profile of involving young people in decision-making processes across the sport.

As we support more young people to take up roles on local, regional and national committees, the ASA is also focusing on ensuring that there is a new



generation of event organisers and technical officials being trained within schools and clubs. The Young Aquatic Organiser Award has trained over 100 young people who are volunteering in swim21 clubs.

The network of technical officials course leaders has also helped to train hundreds of young officials, many of whom were given the opportunity to officiate at the multi-sport UK School Games. Twenty six technical officials under 25 years old were motivated by the experience of working with other technical officials at the event, and were able to learn from their experiences of other national and international events.

### Officials

The ASA Swimming Officials Group is making steady progress in the education and training of officials. Regions are receiving regular comprehensive reports from the database in order to monitor progress not only in qualification but also with the uptake of licensing the numbers of officials attending CPD opportunities required in the re-licensing of officials. Officials' licensing is steadily increasing and at the end of the financial year, 41 per cent of officials are licensed. It is expected that both the number of new

officials trained – 600 per annum – together with the 45 per cent target of the total number being licensed at the end of the first full year of licensing should be achieved.

All regions have delivered the contemporary issues module required in association with re-licensing and will continue with this on a regular basis as

Vickie Bracken from the ASA Youth Forum presents Deben SC teacher, coach, lifeguard and disability officer Laura Cotton with the national Aquaforce young volunteer award



well as introducing the FINA Rules update later this year.

The Young Officials' Development Programme has continued into a second year and the number of young people trained has exceeded ASA targets. The provision of packs for young officials has proven to be very popular. In addition, the opportunity has been taken to recruit and train some new course leaders in a number of areas of the country.

The ASA is also focusing on ensuring that there is a new generation of event organisers and technical officials being trained within schools and clubs.

### VISION

To ensure everyone can achieve his or her personal goals. Swimming understands what motivates volunteers and will continue to develop the partnerships that enable the goals of the sport to be achieved.

KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
2,000 newly qualified officials.	2,000	3,971	8,000 additional trained volunteers, including 2,000 new officials.
2,947 newly qualified team managers.	2,947	2,071	
3,053 volunteers undergoing CPD and training opportunities.	3,053	4,278	3,053 volunteers accessing CPD and training opportunities.
Classification team per region (1 technical and 1 medical classifier).	8	7	1 classification team and 1 IPC accredited swimming official per region.
IPC accredited swimming official in each region.	8	29	



## Section 6: Facilities

The Sunderland Aquatic Centre opened in April 2008



The limited supply of capital funding for pool developments continues to be a problem. The increased attention for swimming from central and local government has improved this position but the current recession is resulting in some schemes for new pools being put on hold. Nevertheless there has been a number of positives.

### Community Club Development Programme (CCDP)

The scheme ran for five years, ending in March 2009. Over this period, £2.88m was received by the Association.

Funding has been allocated to 15 projects involving improvement works on areas such as changing accommodation, disability access, ventilation, and contributions towards major projects in Brixham, which involved the rebuilding of the pool, and Highworth, where the outdoor pool was converted to an indoor facility with diving. Without these contributions, the pools would have closed.

Additionally, the CCDP funding has been used to provide 51 'Aqua Packs' which comprise of equipment needed to encourage participation and development in diving, synchronised swimming, open water swimming and water polo.

### 50m Pools

The Sunderland Aquatic Centre opened in April 2008 bringing the total of 50m pools in England to 18 (including two in the Manchester Aquatic Centre). However, the Wigan International Pool closed and it is to be replaced by a 25m by 8 lane pool.

Work continues on the refurbishment of the Crystal Palace National Sports Centre with a view to keeping the swimming facilities open until after the Olympics when a replacement is promised. The 50m pool and the diving facilities are due to be back in use shortly.

The year also saw construction proceeding on the new 50m pools in

Corby, Hillingdon, Portsmouth and Guildford. There are committed schemes in Basildon, Bristol, Luton, Plymouth and Birmingham. All the pools will incorporate moveable floors and bulkheads in order to be as flexible as possible and the Plymouth, Luton and Birmingham facilities will also provide diving to international standards together with dry-land training areas.

### 25m by 8 Lane Pools

Presently, there are 53 25m by 8 lane pools of which five – Abingdon School, Braintree, Durham, Watford and Whitgift School – opened in the year. In addition, there are new pools either under construction or with planning approval in Bolton, Darwen, East Lindsey, Harlow, Leeds University, Matlock, Newcastle under Lyme, Southend, St Albans and Warrington.

### International Diving Facilities

At the start of the year, there were four diving facilities which complied with FINA international standard

requirements: the John Charles Centre for Sport in Leeds, Manchester Aquatic Centre, Ponds Forge, Sheffield and The Quays in Southampton.

The ongoing work at Crystal Palace on the diving facilities will see this facility added to the list and all of these, except for the Manchester Aquatic Centre, have some form of provision for dry-land diving training.

The new Sunderland 50m pool will include diving facilities up to 5m, the boards being to international standards with some dry-land training facilities. A similar situation will apply to the new Corby Pool.

### Other Pools

New 25m by 6 lane pools have opened in Chesterfield, Driffield, Hexham, Leigh, Newmarket, Rochdale and Rugeley.

### Building Schools for the Future (BSF)

The booklet 'Building Schools for the Future – Added Value from Swimming' was published in January 2008 with the

intention of drawing attention to the value of school swimming pools as an important community asset and to their possible loss as a result of the BSF programme. The booklet was widely distributed to all secondary schools in England, appropriate local authority officers, county sports partnerships and all English Members of Parliament as well as being published on the ASA/British Swimming website.

The booklet appears to have had some success and has encouraged a number of schools and local authorities to give further consideration to ensuring that pools in secondary schools are either retained or replaced. Indeed, a number of the bids for funding from the Free Swimming Capital Modernisation Programme have been initiated as a result of the booklet.

### Other Matters

During the course of the year, almost 2,500 requests for assistance from swimming clubs, consultants, architects, local authorities and other organisations were received and a response given.

Whilst the majority related to matters of design, there has been an increase in requests for the provision of facility planning strategies and, on average, two per month have been produced. Similarly, there has been an increase in the number of questions concerning Health and Safety issues particularly in relation to the practical interpretation of the various guidance documents. Additionally, there has been a need to produce further Health and Safety Guidance for staff members and this has included matters relating to Fire Safety, where there is now training as part of the induction procedure for new staff, Pregnancy and Working from Home.

Presently, there are 53 25m by 8 lane pools of which five opened in the year. In addition, there are 10 new pools either under construction or with planning approval.

## VISION

The provision of suitable and appropriate facilities for the needs of the sport is fundamental to achieve all of Swimming's Mission. There is a need to ensure that both the individual and collective needs of the community are addressed, as well as the specific and diverse needs of aquatic disciplines, including the need to ensure adequate training facilities and the facility requirements for major events.

The National Facilities Strategy will continue to provide much needed guidance material for the provision of adequate facilities for all aquatic disciplines.

KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
Number of 50m pools.	26	17	26 x 50m pools.
Number of 25m 8 lane pools.	53	53	53 x 25m 8 lane
Number of 25m 10 lane pools.	3	3	3 x 25m 10 lane pools.
Number of international standard diving venues.	8	6	8 x international standard diving facilities.
Number of national standard diving venues.	8	4	8 x Regional Diving Centres with synchronised springboards and platforms to 5m – all at 3m width.  8 x Regional Dry Land Centres specific for diving.  Influence the increase in the number of venues suitable for competition/ training to 98.

## Section 7: International influence

### VISION

To ensure that we achieve gold medal success. The ASA acknowledges the significant role it plays in providing skilled and knowledgeable administrators who, where appropriate, can influence the sport at an international level by providing a pathway for officials and administrators to gain experience in the governance of the sport.

KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
Number of officials/administrators on training programme.	20	21	Increase in members on a training programme leading to international experience to 20.  20 officials and administrators per year on a recognised training programme and attending major conferences.
Number of technical officials trained to officiate at Commonwealth Games.	6	45	6 more technical officials equipped to officiate at Commonwealth Games.

The ASA continues to ensure officials and administrators are developed and mentored to represent the sport on the international stage. Members of the ASA currently hold the following offices within FINA, LEN and the BPA:

FINA Disciplinary Committee  
**David Sparkes**

FINA Open Water Committee  
**Alan Clarkson**

FINA Diving World Series Director  
**Melanie Beck**

LEN Bureau  
**David Sparkes**

LEN Masters Committee  
**Simon Rothwell (Chairman)**

LEN Open Water Committee  
**Sam Greetham (Secretary)**

LEN Synchronised Swimming Committee  
**Jenny Gray (Vice Chair)**

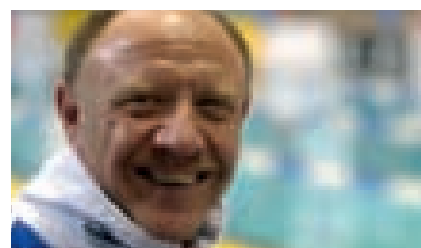
LEN Medical Committee  
**Ian Gordon**  
**David Sparkes (Bureau Liaison Member)**

LEN Audit Process  
**Alan Clarkson**

LEN EU Policy Commission  
**David Sparkes**

British Paralympic Association  
**Tim Reddish (Chairman)**

In addition, England had two members graduate from the UK Sport International Leadership Programme (Craig Hunter and Charlotte O'Neill). In addition, Katie Brazier has been selected for the 2009/10 programme. Melanie Beck has completed the Women and Leadership Development programme which is run in conjunction with UK Sport, the British Olympics Foundation and CCPR. Thirty seven English officials are on FINA Officials' lists. In addition, David Sparkes is also a mentor for the UK Sport International Leadership programme.



Above Tim Reddish, British Paralympic Association Chairman

Left Chris Baillieu (left) presents Alan Clarkson with his British Swimming Fellowship award



## Section 8: Equity and Ethics

### Equity

Since achieving the Intermediate level of the 'Equality Standard for Sport' in 2007, the ASA has continued its commitment to tackling discrimination and promoting equality. This has been demonstrated not only through initiatives and programmes throughout the year but also by the fact that the new ASA Strategy 2009-2013 underwent a comprehensive equality impact assessment which supported the ASA's commitment to promote equality across race, gender, disability, age, sexual orientation and faith.

Throughout 2008-9, we have continued to provide numerous training workshops for Equality and Diversity for staff, volunteers and coaches. At an operational level, staff working in the regions have a strong equality and cultural awareness relevant to the needs of their client group and communities.

The ASA undertakes an annual equalities profile of members and some of the key findings for this year are set out below.

Gender – 53 per cent of members are women and 47 per cent are men

Age – 68 per cent of members are aged 15 years and below, with 12 per cent being over 45 years of age

Disability - Individuals with a disability make up 0.4 per cent of the ASA membership.

Ethnicity – Swimming still attracts a predominance of white - British members with 97.4 per cent being in this category. All other categories are below the national population percentage, except mixed - white and black, mixed - white Asian and mixed - other, which all have

The ASA has become one of the first major sports to be successful in achieving the Advanced Level Standard for Safeguarding and Protecting Children in Sport



World disability record-holder Natalie Jones

membership above the national population percentage.

Good practice initiatives in the area of equalities and diversity designed to improve the services in 2008-09 included:

- Swim 21
- Schools Improvement Service
- Playground to podium programme (just started)
- Everyday swim
- Kellogg's Swim Active
- Regional initiatives and targeted programmes with specific local authorities
- Policy reviews
- Equality Standard Foundation, Preliminary and Intermediate level

However, there is recognition that more work is required in addressing under representation of Black and Ethnic communities and people with a disability – both as swimmers and in the governance of the sport, and this will be a focus.

### Ethics

The ASA remains totally committed to child safeguarding and, as a result, has become one of the first major sports to be successful in achieving the Advanced Level Standard for Safeguarding and Protecting Children in Sport.

The ASA was highly commended by the assessment panel for a strong portfolio demonstrating a total commitment to improve and share best practice in order

to safeguard our younger members. A key strategic initiative has been to engage with our young membership and listen to their needs and actively seek their input and feedback so we can provide information, guidance and resources which meet their needs. The panel praised the ASA for this excellent communication and the exciting new resources which have been developed and implemented for our younger members. The new Child Power website and leaflet dedicated to our younger members has received particular praise and we invite all readers to take a look.

After extensive consultation with children and young people, parents and carers and all those who work with our younger members in our clubs, the new Wavepower 2009-11 is due to be published in early June 2009. The Advanced Standards Panel praised the comprehensive and excellent standard of information and guidance in this new document and the way the ASA has listened and acted on the feedback received during the consultation process. Wavepower 2009-11 is significantly larger than the document it will replace and, as such, we have taken the opportunity to produce it in a loose-leaf format contained in a fully indexed ring binder.

This will mean easier communication with our clubs allowing us to send out updates in the rapidly changing area of child safeguarding with such updates being simply added to the folder. Wavepower 2009-11 will be sent free of charge to every club, county and regional welfare officer and will be available to view as a PDF file on our website.

**VISION** | Swimming believes in the principle of sports equity and fair play to deliver the Mission.

KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
Achievement of Equality Standard - Foundation and Preliminary level.	100%	Already achieved	
Achievement of Equality Standard - Intermediate level.	–	Already achieved	Achievement of Advanced level of the Equality Standards.
Achievement of Intermediate level - SE Child Protection Charter.	–	Already achieved	Achievement of Advanced level of the Sport England Child Protection Charter.

The ASA is actively involved as a key stakeholder with other sports at the Independent Safeguarding Authority (ISA) Consultation Group to discuss and provide feedback regarding the ISA Vetting and Barring Scheme that is due to be launched in July 2010. This process

of consultation has presented many challenges and opportunities for the sport sector and the ASA will be in a position to provide further detailed guidance as this information becomes available from the ISA. Up to date information is already published on our

website and we would invite readers to keep checking for further updates.

*Pupils from Twyford Preparatory School before the start of their Royal Life Saving Society's Rookie Lifeguarding programme*



## Section 9: Governance, Structures and Partnerships

### VISION

Swimming, as a major sport, recognises the importance of ensuring that the business activities follow best practice in corporate governance. There is also recognition that to achieve the Mission there is a need to forge partnerships with a variety of agencies. The ASA provides strategic leadership for Swimming in England connecting together the overall planning processes at National, Regional and County levels.

KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
Annual review of policies and business practices.	1	1	Annual compliance with Sport England Assurance Statements.
30 members/employees trained on corporate governance.	30	44	30 members and employees trained on corporate governance.
Funding agreements with CSPs or other sub-regional partnerships.	45	31	45 funding agreements with County Sports Partnerships.
Number of links with School Sports Partnerships.	n/a	452	Create ongoing links with School Sports Partnerships.
Local Authorities implementing aquatic strategies.	15%	29%	10 sponsored programmes. Increase in membership to 121,200.

The ASA has once again achieved Green Status / Fit for Purpose following the submission of the annual Sport England Assurance Statement. The ASA has consistently achieved this status since the standards were set.

President Kay Grimshaw is welcomed into her year of office by the other members of the ASA Board



Internal audits were conducted with four regions, and follow up audits were conducted with three regions to review progress against the action plans. In addition, the internal audit team conducted audits on the travel department and are currently finalising an audit on recruitment and selection. We also commissioned our external auditors to undertake an audit of the sales ledger systems and controls within

the Finance department. The Awards Centre underwent a BSI audit and was given a clean assessment with no outstanding non-conformities.

We have successfully complied with all grant conditions and submitted all accounts and returns in a timely manner which ensures excellent continuing relationships with external funders.

A review of risk and the way in which we record risk is currently being undertaken which builds on the solid foundation of risk assessments and contingency plans already in place.

A review of the structure of the ASA Board is underway ensuring the principles of best practice in corporate governance are followed. One of the independent members of the ASA Board, Marc Taylor, has responsibility for monitoring compliance on corporate governance and works alongside the Chief Operating Officer on the Strategic Delivery Group set up for this purpose.



## Section 10: Monitoring and Evaluation

The ASA continues to expand the comprehensive database as a monitoring and evaluation tool. Work is continuing to provide a readily available suite of reports to provide fast and accurate information based on the requirements of the new ASA strategy.

A new Customer Relationship System is being implemented for use by the new team of County Coordinators that will link into the main database for monitoring and evaluation purposes.

Work programmes and procedure manuals are in place throughout the organisation and these are reviewed and evaluated during the annual appraisal process.

The work programmes and individual objectives are linked to the new strategy ensuring progress can be easily monitored against the agreed outcomes.

Lancashire celebrate their seventh consecutive title in Division One of the National County Team Championships



**VISION** | Swimming recognises that there is a need to establish clear lines of responsibility, accountability and reporting.

KEY PERFORMANCE INDICATOR	TARGET 2008/09	ACTUAL	BY 2009 (ORIGINAL TARGET AGREED IN 2005)
System fully implemented and accessed by the regions and sport.	1	1	Centralised tracking system implemented.  Standardised monitoring and evaluation system in place.  System implemented and accessed by the regions and sport.

Athens Olympian and Commonwealth Games medallist Adrian Turner swapped his goggles for some woggles when he made a guest appearance at the opening of Lewisham Council's six-lane 25m pool at Wavelengths Leisure Centre, Deptford. He is pictured with some of the 100 youngsters who took part in a range of activities, including games, mini-polo and Rookie Lifeguard





# Report and financial statements

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## Financial review for the year 1 April 2008 - 31 March 2009

### Overview

The year ending on 31 March 2009 shows a deficit of £94,000 against a budgeted surplus of £684. This is due to the ASA Board approving two exceptional items to be taken from reserves. The first relates to the write off of the final portion of the loan (£61,000) to British Swimming Ltd. All the Home Countries have agreed to convert the remaining portion of the loan to a donation to British Swimming to enable British Swimming to build up reserves for future projects. The second is the support the ASA is providing to enable the Swimming Trust to employ a Fundraiser to work on attracting funds from Corporate Social Responsibility Funds (£37,000). The ASA Board has agreed to further support the Swimming Trust up to a maximum of £150,000 in total.

The ASA has reserves at the year-end in excess of £1.1 million supported by cash in excess of £4 million.

### Income

Income from the Awards Centre is down on the previous year due to the continuing effects of the launch of the new National Plan for Teaching Swimming.

Income from sponsorship appears lower than in 2008. However, sponsorship from Kellogg's for the Swim Active programme is now treated as a grant funded project. The total amount of sponsorship is £773k. The deficit between 2008 and 2009 is due to the residual amount from the Cheestrings contract.

Sundry income is higher than 2009 due to the inclusion of income from LOCOG for a secondment. The matching expenditure is in the salary line.

### Expenditure

Insurance expenditure appears lower than in 2008. This is due to a change in accounting practice for VAT purposes. Insurance costs are now invoiced to each company rather than en bloc to the ASA and re-charged through management charges.

Publications are lower than 2008 due to Swimming Times funding one issue of Aqua Zone.

Grants to other bodies include a late invoice due from ESSA which was subsequently paid in 2009.

The increase in legal and professional fees is due to consultancy fees instrumental in the ASA gaining the Free Swimming grant.

### Balance sheet

The loan to ASA Enterprises Ltd. is more than adequately covered by the underlying value of the property owned at Redditch.

Stock represents badges, certificates and related products held at Redditch and are valued at the lower of cost or recoverable value.

The increase in creditors, due within one year is due to the prepayment of membership income and will be released into the 2009 accounts.

The Association's cash and working capital position remains strong.

During the financial year Council approved the move to the Sportspark and also approved the relevant financial commitment.

**Mel Goldberg**  
Chairman

Approved by the Board on 26 June 2009.

## Independent auditors' report to the members of Amateur Swimming Association

We have audited the financial statements of Amateur Swimming Association for the year ended 31 March 2009, which comprise the Income and Expenditure Account, the Balance Sheet, and the related notes. They are set out on pages 27 to 33. These financial statements have been prepared under the historical cost convention and the accounting policies set out therein.

This report is made solely to the Association's members, as a body. Our audit work has been undertaken so that we might state to the Association's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Association and the Association's members as a body, for our audit work, for this report, or for the opinions we have formed.

### Respective responsibilities of board and auditors

The Board are responsible for the preparation of the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the relevant law. We also report to you whether in our opinion the information given in the financial review is consistent with the financial statements.

In addition we report to you if, in our opinion, the Association has not kept proper accounting records, if we have not received all the information and explanations we require for our audit.

We read other information contained in the annual report and consider whether it is consistent with the audited financial statements. This other information comprises only the financial review. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the financial statements. Our responsibilities do not extend to any other information.

### Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgments made by the Association in the preparation of the financial statements, and of whether the accounting policies are appropriate to the Association's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

### Opinion

In our opinion:

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the Association's affairs as at 31 March 2009 and of its deficit for the year then ended;
- the financial statements have been properly prepared in accordance with the relevant law; and
- the information given in the financial review is consistent with the financial statements.

### haysmacintyre

Chartered Accountants  
Registered Auditors  
Fairfax House  
15 Fulwood Place  
London  
WC1V 6AY

26 June 2009



## Income and expenditure account for the year ended 31 March 2009

	Notes	2009 £000	2008 £000
<b>INCOME</b>	1, 2	11,449	10,065
Operating expenses	3	(11,468)	(10,103)
<b>OPERATING DEFICIT</b>		(19)	(38)
<b>EXCEPTIONAL ITEMS</b>			
Donations	4	(98)	-
<b>DEFICIT ON ORDINARY ACTIVITIES BEFORE INTEREST</b>		(117)	(38)
Investment income		28	57
<b>(DEFICIT)/SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		(89)	19
Tax on investment income		(5)	(12)
<b>(DEFICIT)/SURPLUS FOR THE FINANCIAL YEAR</b>		(94)	7

All amounts relate to continuing operations.

There were no recognised gains and losses for 2009 or 2008 other than those included in the income and expenditure account.

The notes on pages 28 to 33 form part of these financial statements.

## Balance sheet as at 31 March 2009

	Notes	£000	2009 £000	£000	2008 £000
<b>FIXED ASSETS</b>					
Tangible fixed assets	5		220		270
Unquoted investments	6		80		80
			300		350
<b>CURRENT ASSETS</b>					
Stocks	7	175		189	
Debtors	8	2,493		2,437	
Cash at bank and in hand		4,008		3,618	
		6,676		6,244	
<b>CREDITORS:</b>					
Amounts falling due within one year	9	(5,816)		(5,340)	
<b>NET CURRENT ASSETS</b>			860		904
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			1,160		1,254
<b>CAPITAL AND RESERVES</b>					
Income and expenditure account	10		1,160		1,254
<b>FUNDS</b>			1,160		1,254

The financial statements were approved and authorised for issue by the Board and were signed on its behalf on 26 June 2009

**Mel Goldberg**

Chairman

The notes on pages 28 to 33 form part of these financial statements.

## Notes to the financial statements for the year ended 31 March 2009

### 1. Accounting policies

#### 1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards.

#### 1.2 Income

Income comprises revenue recognised by the Amateur Swimming Association in respect of grant funding, membership subscriptions and other income receivable, less Value Added Tax where applicable.

#### 1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Freehold property	- 2% straight line
Fixtures & fittings	- 33% straight line
Office equipment	- 33% straight line
Computer equipment	- 33% straight line

#### 1.4 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks.

#### 1.5 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the income and expenditure account.

#### 1.6 Tax

Corporation Tax is based on 21% of investment income.

### 2. Operating income

	2009 £000	2008 £000
Awards Scheme (net)	(1,566)	(1,655)
Membership fees	(1,661)	(1,547)
Education	(690)	(596)
Delivery Body	-	(78)
Grand funded projects (see note 13)	(3,617)	(2,224)
Grants - Whole Sport Plan	(2,010)	(1,810)
Competition income	(297)	(260)
Sponsorship and marketing fees	(460)	(822)
Management charges	(774)	(748)
Swimfit	(1)	(17)
English programmes	(309)	(283)
Sundry income	(64)	(25)
	<u>(11,449)</u>	<u>(10,065)</u>

### 3. Operating expenditure

	2009 £000	2008 £000
Staff and Related costs (see note 14)	4,608	4,211
Competition costs	485	445
Contribution to British Swimming Ltd	116	140
Office costs	381	387
Education	200	235
Delivery Body	-	24
Insurance	283	385
Irrecoverable VAT	198	171
Development	637	596
ASA Regional Grants	304	294
Committee Meetings	89	80
Publications	53	107
Depreciation	89	97
Office equipment & IT costs	158	232
Swimfit	7	11
Sponsorship and marketing	261	481
Grants to other bodies	80	48
Legal and professional fees	306	201
HR Training and recruitment	205	189
Grant Funded Projects (see note 13)	2,801	1,580
Project Services	14	-
Sundry expenses	193	189
	<u>11,468</u>	<u>10,103</u>

### 4. Exceptional items

	2009 £000	2008 £000
Donation to British Swimming Limited	61	-
Services provided to The Swimming Trust	37	-
	<u>98</u>	<u>-</u>

## 5. Tangible fixed assets

	Land and buildings £000	Furniture, fittings and equipment £000	Total £000
<b>COST</b>			
At 1 April 2008	183	719	902
Additions	-	39	39
	<hr/>	<hr/>	<hr/>
At 31 March 2009	183	758	941
	<hr/>	<hr/>	<hr/>
<b>DEPRECIATION</b>			
At 1 April 2008	28	604	632
Charge for the year	4	85	89
	<hr/>	<hr/>	<hr/>
At 31 March 2009	32	689	721
	<hr/>	<hr/>	<hr/>
<b>NET BOOK VALUE</b>			
At 31 March 2009	151	69	220
	<hr/>	<hr/>	<hr/>
At 31 March 2008	155	115	270
	<hr/>	<hr/>	<hr/>

## 6. Unquoted investments

	Percentage %	2009 £000	2008 £000
Swimming Times Limited	100	20	20
ASA Swimming Enterprises Limited	100	50	50
Institute of Swimming Limited	100	10	10
	<hr/>	<hr/>	<hr/>
Total	-	80	80
	<hr/>	<hr/>	<hr/>

## 7. Stocks

	2009 £000	2008 £000
Finished goods and goods for resale	175	189
	<hr/>	<hr/>

## 8. Debtors

	2009 £000	2008 £000
<b>DUE AFTER MORE THAN ONE YEAR</b>		
Amounts owed by group undertakings (see note 11)	145	145
<b>DUE WITHIN ONE YEAR</b>		
Trade debtors	1,076	1,559
Amounts owed by group undertakings including regions	290	270
Other debtors	639	208
Prepayments and accrued income	343	255
	<u>2,493</u>	<u>2,437</u>

## 9. Creditors

	2009 £000	2008 £000
<b>AMOUNTS FALLING DUE WITHIN ONE YEAR</b>		
Trade creditors	952	795
Deferred grant income (see note 15)	2,157	2,448
Amounts owed to group undertakings	76	13
Corporation tax	6	12
Social security and other taxes	260	208
Other creditors including membership income	2,303	1,459
Accruals and deferred income	62	405
	<u>5,818</u>	<u>5,340</u>

## 10. Reserves

	Income and expenditure account £000
At 1 April 2008	1,254
Deficit for the year	(94)
At 31 March 2009	<u>1,160</u>

## 11. Capital commitments

Prior to the year-end the Amateur Swimming Association signed and agreed terms for a £5.9m loan to fund the purchase of a property to base their headquarters. Contracts will be exchanged later in 2009.

## 12. Debtors due after more than one year

Included within this is an interest free loan of £145,000 with no fixed repayment term. The Amateur Swimming Association holds a fixed and floating charge over the assets of ASA Swimming Enterprises Limited.

## 13. Grant funded projects

The expenditure against ring-fenced funded projects and the associated grants received in the year were as follows:

	2009 Charged Costs £000	2009 Grant Income £000	2008 Charged Costs £000	2008 Grant Income £000
Volunteer Support	31	(31)	41	(41)
School Club Links	329	(329)	330	(330)
Everyday Swim	1,285	(1,285)	894	(894)
Free Swim	177	(177)	5	(5)
Section 64	43	(43)	89	(89)
Top Up Swim	624	(624)	285	(285)
Northern Rock	21	(21)	33	(33)
School Swim Project	36	(36)	188	(188)
London Active Partnership	192	(192)	144	(144)
UK School Games	83	(83)	41	(41)
Community Club Development	74	(74)	36	(36)
UKCC	1	(1)	26	(26)
Club and Coach Development	373	(373)	63	(63)
Integra	-	-	49	(49)
Youth Sport Trust	22	(22)	-	-
Office Modernisation	24	(24)	-	-
National Curriculum	98	(98)	-	-
Kelloggs Swim Active	172	(172)	-	-
Team Kelloggs	32	(32)	-	-
Less: expenditure included in staff and related costs	(816)	-	(644)	-
<b>Total</b>	<b>2,801</b>	<b>(3,617)</b>	<b>1,580</b>	<b>(2,224)</b>



## 14. Salaries

	Annualised 2009	Annualised 2008
<b>SALARIES BY BANDS</b>		
Up to £5000	7	5
£5001 - £10,000	15	12
£10,001 - £15,000	16	21
£15,001 - £20,000	30	26
£20,001 - £25,000	14	20
£25,001 - £30,000	27	34
£30,001 - £35,000	11	16
£35,001 - £40,000	17	5
£40,001 - £45,000	6	7
£45,001 - £50,000	2	1
£50,001 - £55,000	3	1
£55,001 - £60,000	2	-
£65,001 - £70,000	-	2
£75,001 - £80,000	2	-
£110,001 - £115,000	-	1
£125,001 - £130,000	1	-
	<u>153</u>	<u>151</u>

## 15. Deferred income

	2009 £000	2008 £000
<b>INCOME RECEIVED AND DEFERRED AT THE YEAR END WAS AS FOLLOWS:</b>		
Swim Active - Kelloggs	(2)	-
Swim Active - National Sports Foundation	(198)	(79)
Coach Education	(65)	(169)
Section 64	-	(33)
Volunteer Support	(8)	(7)
Top Up Swimming	(197)	(31)
Northern Rock	(20)	(8)
School Swim Project	-	(28)
London Active Partnerships	(52)	(80)
Everyday Swim	(1,106)	(1,374)
UK School Games	(6)	(32)
Free Swim	-	(6)
UKCC	(37)	(19)
School Club Links	(194)	(173)
Club and Coach Development	(30)	(386)
E Learning	-	(23)
National Curriculum Training Plan	(152)	-
Playground to Podium	(90)	-
	<u>(2,157)</u>	<u>(2,448)</u>

## Thank you

The ASA Board members wish to thank all the officers and members of the technical committees, the teachers, coaches and tutors, the organisers and officials at national events and many local authorities and leisure service departments who work in partnership with the ASA providing facilities and administrative help in staging events.

Our particular thanks to the many volunteers who generously give their time and effort for the good of our sport.

And thank you to all contributors to this report.

### Sponsors and supporters

The Association is grateful for the generous sponsorship and support, made in a variety of ways, from many companies and organisations.



Action from the Great North Swim







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