

ASA East Region Annual Report

1st April 2008 - 31st March 2009




the **asa**
affiliated region

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CHAIRMAN'S REPORT

This ACM sees us celebrating the region's fourth anniversary, and the end of my four year term of office.

We have moved in those four years from two disparate groups, the districts of Southern Counties ASA and ASA Midlands, into a cohesive region with our six counties working towards improving swimming. Our vision – To enable everyone to benefit from swimming. Since the inaugural Council meeting there have been many new initiatives and changes implemented by the ASA and cascaded down to the region and these have severely changed the face of the 'paid' team. Roy Emmerson, one of the RDOs, decided to move on, and he was replaced by Carl Cooper.

Within a few months Carl and Phil Lown, the other RDO, were informed that the post of RDO was redundant, following the introduction of the 'Free Swimming' package, which would instead create six posts within the region providing one County Swimming Coordinator (CSC) in each county. The Education and Business Manager posts were also removed. Like Roy, Nikki Baker, our Education manager, decided to move on, and I take this opportunity to thank both Nikki and Roy for all they have done for the region. Our Business manager, Nikki Merrill took on the Coaching Systems Officer, covering East and East Midlands, Carl Cooper is now the Playground 2 Podium Officer for the East of England, and will continue to cover our region, and Phil Lown has been appointed to Suffolk as the Senior CSC for the East. We now look forward to the appointment of the other five CSCs.

Soon after the beginning of our year Debbie Emmons joined us in the office as our administrator, Patrick Ritchie continues to look after our day-to-day finances, and, although Kim Stevens has taken on a national role for three days a week, she continues to look after the region's administration for swim21.

Kevin Wray, the Regional Director works hard to keep the Management Board up to date with what is happening, and, with the Board, strives to make the region the best it can be, to benefit the swimmer however they take part in the sport – via lessons, leisure, club activities or training. We are fortunate to have a great team and their conscientious and dedicated support is acknowledged with thanks.

The Board comprising of a representative from each county, plus 6 independent members keeps a watchful eye over the disciplines and the other aquatic activities across the region. Their dedication and support for the disciplines and counties ensures that our vision is achievable.

Our volunteers have excelled yet again in every element of our sport. Each of the posts which we have struggled to fill recently has found a willing volunteer. Keith Belton has joined the Board as Finance Manager, Chris Galer has taken on the role of Membership Officer and Hayley Cullumbine has stepped into the post of Synchronised Swimming Manager. It is great to have these positions covered. The one role needing to be filled is that of Welfare Officer. I hope will be rectified at this coming ACM. The existing discipline managers, with their team of volunteer supporters, have ensured that our region is a leading light within the ASA. Our swimmers receive the dedicated help of the office and volunteers working together in one team,, and that is reflected in improving standards right across our region. Thorough this media I thank them all on behalf of the membership of ASA East Region and the national governing body.

The data recorded on the subsequent pages shows how the dedication within our region has resulted in high standards. We have achieved our objectives, even achieving the swim21 target, and have thus ensured that the bar is lifted at our clubs. This results in clubs of the highest standard to the benefit of the swimmer.

We are not complacent however and will continue to encourage all clubs to achieve accreditation. Owing to their dedication the team of RDOs have left behind them a framework to support the work of the volunteers until the CSCs are appointed.

Our sport is improving all the time. The 'notable achievements' highlighted in this report are evidence of this, but so are the achievements of swimmers at national, regional, county and club competitions throughout the year, with trophies and medals won, and PBs recorded. I hope that you will continue to support the region in whatever capacity you can, so that together we can make ASA East Region the best it can be for our swimmers.

ATHLETE DEVELOPMENT

This year saw us build on previous provision and provide further new opportunities for existing and new athletes.

This was reflected in the 6.6% increase in membership levels within the region over the year.

At the learn-to-swim stage, developments included: -

- Over 100 young children, including disabled children, benefiting from opportunities to learn to swim through the Kellogg's Swim Active programme in its final year
- Over 1000 children benefiting from PESSYP programmes helping them learn water polo and being able to go on to join clubs.

At the developing potential stage, developments included: -

- Extension of regional championships and competitions, with Open Water Championships including the British Series event, and the staging of a junior water polo tournament
- Introduction of regional camps for open water swimming
- Establishment of a regional disability training squad
- Establishment of a second regional training centre for water polo
- Continued achievement by swimmers of British and world records, with a regional records system established for all categories
- Beacon programme introduced at the UEA City of Norwich SC/Sportspark pool

At the lifelong participation stage, developments included: -

- Suffolk Everyday Swim providing a range of opportunities to get involved in swimming from learn-to-swim for older people, Aquahealth, Liquid Trailer and a free swimming pilot - a good example of best practice
- The Suffolk Everyday Swim conference sharing ideas and good practice to over 80 delegates

Progress against 2005-09 targets

Target	Progress	Comments
23,690 members by 2009	23,953 members	
Regional competition structures in place by 2009	Swimming, Masters, Disability, Water Polo, Diving and Open Water in place	Synchronised swimming development just coming on board in East Region
Regional training camps by 2009	Swimming, Open Water, Disability and Water Polo in place	
4 LEAP or equivalent projects in place	Everyday Swim and 3 Kellogg's projects run	

WORKFORCE DEVELOPMENT

A core UKCC/ASA programme of courses has now been established.

This enables additional courses for disciplines etc to be added as required.

- Competitive swimming officials
 - 274 newly-qualified officials
- Water polo
 - 10 new referees qualified
- Diving
 - 23 new judges qualified
- ASA East Region directly supported coaches to gain qualifications/undertake continuous professional development (CPD)
- 756 newly-qualified teachers/coaches to UKCC standards across disciplines
- 353 licensed officials
- Successful roll-out of the volunteer recognition scheme, with a range of nominations in all categories.

Progress against 2005-09 targets

Target	Progress	Comments
1000 newly-qualified teachers/coaches	Over 2000 newly-qualified teachers and coaches	New UKCC qualification introduced and implemented across all disciplines
1000 CPD attendances by teachers and coaches	1566 completed	This only includes the last two years
250 new officials	724 newly-qualified officials across three disciplines	
200 new team managers	104, many completing levels 1 and 2 as the course was offered together	
250 volunteers undergoing CPD	334 completed within courses undertaken by IoS/ASA ER	Does not include those attending courses offered by County Sports Partnerships
4 IPC officials	2 IPC officials	1 currently undertaking training
IPC classification team	Medical classifier trained	Will be undertaken nationally going forward.
Volunteer recognition awards	On-going	

CLUB DEVELOPMENT

This year saw a streamlining of the swim21 process and the introduction of the Foundation level.

The region also recruited an additional Regional Development Officer to further support clubs. ASA East Region provided financial support by subsidising specific courses, and introduced a discount on regional fees for accredited clubs.

Progress against 2005-09 targets

Target	Progress	Comments
48 swim21 accreditations	49 accreditations	Note - 48 was a revised target
Networks	No networks formally established	A number of clubs work together, but may not cover a complete pathway

PLANNING

- Supported the development of the ASA 2009-13 Strategy, to ensure the co-ordination and integration of work and targets
- Developed the ASA East Region Strategy 2009-13

Progress against 2005-09 targets

Target	Progress	Comments
25 Local Authority strategies	9 in place	New format of Local Aquatic Strategy being developed as a key part of 2009-13 developments
Support attainment of ASA 2005-2009 Strategy	As indicated throughout this document, there has been good achievement in most areas	

MARKETING AND COMMUNICATIONS

- Continuation of successful monthly e-newsletters to over 450 recipients
- Over 500 daily visits to the website

PARTNERSHIP WORKING

- Ongoing working with key regional and county partners
- Attendance at various national, regional and local events to support the development of swimming and share good practice
- Development of a new way of working owing to changes to national and county partnership structures/remit

Progress against 2005-09 targets

Target	Progress	Comments
6 funding agreements with County Sports Partnerships	Various funding agreements set up	Funding agreements had to vary because of changes in funding requirements and opportunities

GOVERNANCE

- Constitution updated
- Board training undertaken
- Administration calendar produced

Progress against 2005-09 targets

Target	Progress	Comments
Establish regional structure/governance	Completed	Council, board and sub groups established and functioning
Attendance at ASA committees by regional representatives	Good attendance and representation	
Region established on secure financial basis	Annual budgets with an agreed reserve, established.	
Establish board training	Established	Ongoing

SWIM21

With the introduction of a second Regional Development Officer (RDO) and the part time role of a swim21 co-ordinator for the region, good progress was made with swim21 throughout the year. The year ended with 49 accreditations, meeting the revised targets.

A good number of clubs showed real progress over the year and will be ready to look to accredit in the near future. We were also able to ensure that clubs were able to re-accredit, following their initial 4-year accreditation period. This involved further work by the clubs as they had to meet the new standards that had come into place since their initial accreditation. It was also pleasing to note that we were able to support a number of clubs whose accreditation had lapsed, to re-accredit.

The region continues to offer support to those clubs who are undertaking swim21, and thereby ensuring that their clubs are effectively operated for their members. This remains a priority for the region.

DIVING

Diving has had a very successful year with improvements in performances and in the number of divers competing.

A full competition calendar was completed with excellent participation at all levels. The partnership with London Region for the higher level events continued, with the East Region divers taking many of the honours at Tunbridge Wells, Stevenage, and Hornchurch. East Region divers have also taken numerous national diving age group titles and medals.

Late 2008 British Diving took a step forward in developing all aspects of diving with the introduction of a new hierarchy structure to its talent programme. The new initiative saw development squads being selected at regional level with many divers from the East Region being included in the initial squad.

2008 has been an active year for training of teachers, coaches and officials. Several UKCC Aquatics Level 1 courses were organised by the region, and more are planned for 2009

A successful regional judges' seminar was run by Hertfordshire, attracting 36 participants, with 23 East Region candidates qualifying at club, county or regional level.

Sharyn Bord from Cambridge was recognised by the region as Volunteer of the Year for her services to diving at all levels over a vast number of years.

Lottie Thompson, 17 yrs, from the Southend Diving Club won the British Junior 3m Springboard title in February 2009.

MASTERS

Our annual Masters and Senior Age Group Championships held at Bury St Edmunds in early October 2008 saw a small increase in the number of individual swims. Eight male records were broken and seven female records.

There was a strong representation at the National Masters and Senior Age Group Championships held at Ponds Forge, Sheffield in late October, which saw 44 male and 32 female regional records broken.

The National Inter-County Masters event was held at Thetford in November and proved to be a very closely fought competition between the holders, Essex, 2007 runners-up, Suffolk, and Hertfordshire. Suffolk eventually triumphed, to win the trophy for the first time.

It is hoped that, with the introduction of temporary membership, and with the inclusion, at some meets across the region, of 16-year-old swimmers, that more swimmers will be encouraged to participate in competitive swimming.

The re-vamped T30 competition has already seen numbers increase and it is hoped 2010 will see even more taking part and taking advantage of temporary membership.

The excellent decathlon competition that can be viewed on the British Swimming web site is also gathering momentum, and, with prizes for the top 10, is definitely encouraging Masters swimmers to compete and enter more events.

OPEN WATER

This year saw the inclusion of the British Grand Prix series 5km in the ASA East Region Championship event held at Whitlingham Outdoor Centre.

The number of people swimming in the championships doubled from the previous year, and following this success, and interest of the Olympic Open Water event, it is expected that entries will continue to grow.

There were also some opportunities to undertake open water training and the introduction of the English Talent Development programme included Open Water events in the region.

SWIMMING

The East Region had another successful year of championships, and for the first time the Winter Championships in November were held as short-course.

This was to come into line with the short-course season which runs from the start of the swimming season in September to the end of December. The event was held at UEA Norwich Sportspark, with the second 25m pool available during the whole event as a warm-up and swim-down pool. The decision has also been taken to run the 2009 Winter Championships in the same format.

The aim was to make the meet a high quality meet which would attract the best swimmers in the region, while giving all the eligible swimmers in the region the opportunity to swim against them. This aim was clearly met as over 20 new East Region records were set at the meet. We were also honoured to have the ASA President, Kay Grimshaw, attend on the Sunday to present the many trophies to the swimmers.

There were three levels of camp run in the region, by the English Talent department of the ASA. These were successful, but the region would also like to run a camp for the next level of swimmer, or provide other training opportunities for a wider range of swimmers.

DISABILITY SWIMMING

Disability Swimming enjoyed another successful year.

As well as a number of athletes representing the region at the Paralympics, Bob Ottram was the Paralympic Technical Director for the event. This was a well-deserved honour for Bob for all the work he has, and continues to do, on behalf of Swimming and Disability Swimming, locally, regionally, nationally and internationally.

A regional disability squad was established to support athletes and provide further training and development opportunities for them. The regional Disability Championships were again a success, as was the regional team visit to the DSE nationals.

SYNCHRONISED SWIMMING

The post of synchronised swimming manager was filled in late July 2008.

Since then we have managed to get a budget together for the coming year, and we have had our first successful regional meeting for the discipline. There are 10 clubs in the region. We have dates planned for the development of the sport in the region, and are currently working on a 4-year plan for the region, along with Karen Thorpe, the national co-ordinator, and Phil Lown, one of the Regional Development Officers for East Region.

July 2008 saw the first ASA East Region Synchronised Swimming development day. This was for both athletes and coaches and proved very successful, with over 30 athletes and 15 coaches attending the day.

WATER POLO

East Region Water Polo has had another very successful year.

We gained a splendid new venue in Watford Woodside pool with its moving floor which enables the game to be played properly in all-deep water.

We held a new competition, the Junior Inter-Club Summer Cup which was keenly contested by teams from across the region. The final, held at Woodside, saw Basildon clinch a thrilling victory against Watford juniors. The Junior Inter-County Championship at the same venue was won by Essex, with Hertfordshire collecting the silver medals. For the first time since East Region was set up all 6 counties entered teams in the Senior Championship. Newcomers Bedfordshire drew on all their National Water Polo League experience to win a narrow victory over Hertfordshire.

Two new water polo clubs have started at Dunstable and Hitchin, and a partnership with Essex schools has seen mini-polo on the curriculum, and many enthusiastic children taking up the sport.

On the development front, a new regional training centre (RTC) has started at Haberdashers Askes School to complement the existing Bedford RTC, now in its second year. RTCs are the pathway to national squads and competition for talented junior players and a vital part of the region's water polo plans. We also held a referees' course at Leys School, Cambridge, and the region now has another 10 qualified referees.

NOTABLE ACHIEVEMENTS AT INTERNATIONAL LEVEL

World Youth Swimming Championships – Mexico – July 2008

Chris Walker-Hebborn (teamipswich) – 2 golds & 1 bronze

Dave Champion (teamipswich) – Head coach

European Junior Championships – Serbia - August 2008

Chris Walker-Hebborn (teamipswich) - 4 gold medals

Anne Bochmann (UEA City of Norwich) - 3 gold medals

Roberto Pavoni (Brentwood) - 1 gold, 1 silver and 1 bronze medal

Olympic Games – Beijing – August 2008

Hayley Sage (Beaumont Dive Academy) – Diving

Adam Brown (Hatfield) – Swimming

Richard Charlesworth (Hatfield) – Swimming

Andrew Hunter (Berkhamstead Barracudas) - Swimming

Olivia Allison (Hatfield) – Synchronised Swimming

Paralympic Games – Beijing – September 2008

Emma Cattle (Luton)

Lauren Steadman (Huntingdon Piranhas)

Natalie Jones (Colchester Phoenix) – 2 bronze medals

Fran Williamson (Colchester Phoenix) – 1 silver and 1 bronze medal

Bob Outtram (Luton) – IPC Technical Director

Commonwealth Youth Games – India – October 2008

Bobby Cave (Hatfield)

Rachael George (Hatfield)

Nick Juba (Hatfield) – Head coach

FINA World Cup events – Stockholm & Berlin – November 2008

Anne Bochmann (UEA City of Norwich)

European Short Course Championships – Croatia – December 2008

Richard Charlesworth (Hatfield)

ASA EAST REGION ACHIEVEMENTS

Silver Pin

Bill Clark (Southend on Sea SC)

Sharyn Bord (Cambridge Dive Team)

Sheila Westall (teamipswich Swimming)

Jeanne Barker (City of Cambridge SC)

Bob Outtram (Dunstable SC)

Roberto (Bobbie) Wilson (Stowmarket SC)

Wendy Read (Mildenhall SC)

Dave Whelan (teamipswich Swimming)

Jean Green (Lowestoft & Oulton Broad SC)

Brian Rivett (Lowestoft & Oulton Broad SC)

Sid Allen (Dunstable SC)

Mike Woodbridge (Luton SC)

Joan Wheeler (Modernian SC)

Aquaforce Awards

Phil Nice (Thurrock SC) - Outstanding contribution at club level

Ian Cotton (Deben SC) - Outstanding contribution at county/regional level

Sharyn Bord (Cambridge Dive Team) - Long service (25 years or more)

Laura Cotton (Deben SC) - Young volunteer-under 18 years

Oliver John Christian (teamipswich Swimming) - Outstanding contribution by an 18-25 year old

Jeff Cook Salver

David Robinson (Mildenhall & District SC)

DSE National Junior Championships – March 2009

ASA East Region - top region

ASA EAST REGION NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31ST MARCH 2009

The financial statements have been prepared under the historic cost convention except where otherwise expressly stated and comply with current applicable accounting practise.

Expenditure has been accrued to the period in which it was incurred.

Income has been taken into account as it arises with the exception of bank interest and membership which has been accrued.

1 Fixed assets comprising office, technical swimming, promotional equipment and furniture falls into two categories. That which was purchased with East Region funds which is shown at historical cost less depreciation and that which was received by donation from ASA Loughborough, these latter items have been taken into account at an estimated cost valuation less depreciation. Assets valued at an estimated cost of £1,900.00 were disposed of during the year.

Assets Purchased by East Region	£ 6,905.99
Assets Donated	£ 6,875.00
Total Assets before depreciation	£ 13,780.99

The disposal of these assets has also led to a reduction in the Capital fund of £1,270.00, this being the estimated undepreciated residual value on disposal.

2 Assets have been depreciated on a straight line basis over their estimated useful life. This has been taken to be 5 years for office, technical swimming and promotional equipment. Furniture has been depreciated over 10 years.

3 Restricted funds represent the balance unspent from sums received during the year for specific purposes. These sums can only be used to fund the specific purposes attached to the donation.

Bedfordshire ASA	£ 12,071.84
Pessyp Grant	£ 9,770.43
Total	£ 21,842.27

4 Reserves at £115,034.92 represent the accumulated surpluses and deficits since the region commenced operating.

Period November 2005 – 31st March 2006	(£ 5,031.98)	Deficit
Year to 31st March 2007	£ 77,870.50	Surplus
Year to 31st March 2008	£ 19,345.06	Surplus
Less interest on overdue tax prior years	(£ 58.69)	
Year to 31st March 2009	£ 22,910.03	Surplus
Total Reserves	£115,034.92	

5 Debtors, is money owed to East Region at the financial year end.

ASA Kellogs West Norwich	£ 1,250.00
Institute of Swimming	£ 12,133.00
Disability Event Income	£ 462.20
Total Debtors	£ 13,845.20

6 Prepayments, costs paid in advance.

Pool Hire Charges	£ 6,951.00
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7 Stock is made up of championship medals, ASA insignia polo shirts and Blazer badges. These are charged out to the event where used.

Medals	£ 6,069.95
Polo Shirts	£ 715.69
Blazer Badges	£ 146.88
Total Stock	£ 6,932.52

8 Creditors, these are sums where the cost has been incurred during the financial year but at the year end is outstanding.

ASA Additional RDO	£ 27,171.00
Pessyp Grant Payments accrued	£ 2,212.17
ASA Affiliation	£ 166.00
Pool Hire Charges	£ 1,433.50
Independent Reporting Accountants fee	£ 500.00
Disability expenses & purchase	£ 839.29
Sundry items	£ 189.90
Total Creditors	£ 32,511.86

9 Deferred income represents membership income relating to the year 2009/10 which was received in the year 2008/09

Total	£ 7,295.50
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Paid staff are employed by ASA Loughborough who are responsible for salaries, national insurance and pensions, PAYE etc.

Chairmen and committee members do not receive any remuneration, but are reimbursed vouched expenses incurred on ASA East Region business.

ASA East Region is not registered for VAT.

ASA EAST REGION
INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2009

Expenditure	31/03/2008	31/03/2009	Income	31/03/2008	31/03/2009
Management	15,725.35	12,637.79	Membership	42,260.75	42,180.26
President	906.65	1,948.77	Interest	7,824.85	6,506.72
Website	3,719.87	4,080.25	Sponsorship	5,981.83	
Development/swim 21	13,519.20	7,540.17	Merchant Commission	159.00	
Additional RDO		27,218.64			
Office Expenses	10,591.54	12,913.86	Licensing	6,942.25	6,156.45
Swimming Committee	3,209.93	3,348.15	Winter Champs was LC	8,021.50	9,692.78
Winter Champs was LC	10,691.53	10,696.27	Youth Champs	10,744.01	13,243.20
Youth Champs	12,449.57	13,316.92	Bagcats	23,933.47	20,739.34
Bagcats Champs	17,494.52	19,099.03	Camps	702.35	
Camps	3,291.66	1,296.00	Inter County Gala	440.80	
Disability	1,430.00	2,521.16	Disability	1,812.00	1029.20
Diving	2,312.27	3,215.28	Diving	31.62	2,109.55
Masters	4,512.01	4,041.49	Masters	2,762.00	3,244.00
Open Water	2,589.32	4,359.62	Open Water	903.50	2,113.74
Synchronised Swimming	104.00	844.00	Synchronised Swimming		440.00
Water Polo	2,518.48	2,686.95	Water Polo		130.00
Counties	12,000.00		Grants	22,356.00	31,537.60
Kellogs	2,500.00		Grants Pessyp	6,000.00	7,209.57
Grants Pessyp		7,209.57	Grant Development		17,450.00
Tax on Bank Interest	1,564.97	1,298.46	Subtotal	140,875.93	163,782.41
Independent Reporting					
Accountant's Fee	400.00	600.00			
Subtotal	121,530.87	140,872.38			
Surplus	19,345.06	22,910.03			
TOTAL	140,875.93	163,782.41			

ASA EAST REGION
BALANCE SHEET AT 31ST MARCH 2009

	31/03/2008	31/03/2009	Note
Fixed Assets			
Equipment	14,085.99	12,185.99	1
Less Depreciation	5,913.79	7,908.84	2
Furniture & Fittings	1,595.00	1,595.00	
Less Depreciation	410.50	570.00	
Total Fixed Assets	9,356.70	5,302.15	
Current Assets			
Stock	8,036.92	6,932.52	7
Debtors	9,324.00	13,845.20	5
Prepayments	670.00	6,951.00	6
Bank Deposits	151,310.01	169,427.38	
Bank Current	7,582.97	16,632.88	
Money Market Account		40,279.92	
Total Current Assets	176,923.90	254,068.90	
Less Current Liabilities			
Creditors	9,065.20	32,511.86	8
Tax Liability	2,373.78	1,298.46	
Deferred Income		7,295.50	9
Total Current Liabilities	11,438.98	41,105.82	
Net Current Assets	165,484.92	212,963.08	
Total Assets	174,841.62	218,265.23	
Represented by Capital			
Capital Fund	82,658.04	81,388.04	1
Restricted Fund		21,842.27	3
Reserves	92,183.58	92,124.89	4
Surplus P & L		22,910.03	
Total Funds	174,841.62	218,265.23	

The notes on page 5 form part of these accounts



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