



Annual Report

April 2013 to March 2014

Chairman's Report

This is my first Annual Report as Chairman of East Region, having taken over from Ian Mackenzie after last year's Annual Council Meeting. Ian had been the Regional Chairman since the inception of ASA East Region in 2005. After almost a year in post, I realise what a tremendous job Ian did and just how much time he devoted to the Region, as well as the ASA, his county and the swimming league. We are fortunate that Ian has remained on the Management Board as an Independent Board Member and that he also represents the Region on the ASA Sport Governing Board.

The past year has seen some significant changes for ASA East Region. As intimated in last year's Annual Report, the ASA made the decision that, in order to target resources into the drive to increase participation, Regional Directors were a luxury that could not be justified. As a consequence, the post was discontinued, leaving the management of the regional association in the hands of our volunteers that are members of the Management Board and its committees. We do, however, have the support of the Divisional Business Manager for London and East Division, who provides a link between the Region and ASA strategies. In February, the ASA also restructured the Regional Office administrative staff. As a consequence Kelly Stannard was appointed as Divisional Office Manager for London and East Division and Gita Sheth, as Divisional Administrator.

The Management Board has met on five occasions over the past year. The appointment of Chairman and Vice-Chairman at Annual Council Meeting in 2013 created two vacancies for Independent Board Members and these were duly advertised. Fortunately, Ian Cotton and Dave Harman, who both bring a wealth of experience in swimming, applied for these posts and were appointed by the Management Board. These were one year appointments and the posts are therefore up for re-election at the 2014 ACM.

Leanne Brace, Regional Club Development Officer has worked tirelessly over the past year to support clubs and assist with their development. Leanne, who is directly employed by the Region, works with the Club Development Group to organise development days, workshops and to promote opportunities to all our members. She has also worked hard to achieve a resolution to the difficulties clubs have experienced with the coach education provided by the IoS. Leanne is creating a portfolio of courses available in the Region and is liaising with clubs and discipline managers to ensure that this meets their needs.

The ASA East Region is working hard to ensure that, although it works in partnership with other organisations, we are acknowledged as a separate association. With a three tiered governance of swimming, where the ASA and counties each have differing areas of responsibilities, there is often confusion over who does what. Over the past year we have been developing a Regional Strategy, which sets out what we, as a Region do. This is supported by the four year development plans and one year budget plans that are produced by the discipline

committees and were considered by the Management Board in February. We have also looked at how we communicate with our clubs and members. As part of this process we have refreshed the website to focus on those areas for which the Region is responsible and will continue to put clubs at the heart of our strategies.

We were all saddened to hear of the sudden death of our former President Don Neate. Don was a key, and much loved, figure in the ASA East Region and worked incredibly hard for the benefit of swimming in the region and in Suffolk. Don's dedication to swimming was recognised when he became ASA President in 2010, a role which he carried out with his familiar enthusiasm and cheerfulness. Our sympathies are extended to Pat and their family in New Zealand.

Finally, I would like to conclude my report by thanking those who work to develop swimming in the East Region and particularly to all the volunteers who give their time, expertise and experience for the benefit of the sport.

Joan Wheeler
Chairman

Finance Report

The figures below are our current view of what we will be submitting to the Independent Examiner. The full set of accounts will be published separately once they have been seen by the Independent Examiner.

	2013/14	2012/13
Income	153,474.68	248,376.51
Expenditure	174,041.80	140,384.54
Surplus (Deficit)	(20,567.12)	107,991.97

Fixed Assets	8,941.72	12,380.34
Current Assets	266,814.98	285,064.96
Current Liabilities	753.41	1,874.89
Total Assets	275,003.29	295,570.41

The considerable difference in income between the two years is down to the way the ASA handled the collection of Affiliation Fees on behalf of the Region. The bulk of the Affiliation Fees should be received in March. This financial year no payment was received but in the previous year we received payments in April 2012 and March 2013 meaning we received two years worth in that financial year. The April payment was in respect of the 2011/12 year.

If the payments are attributed to their due years then the comparable figures are shown below. Going forward the payment will always be received in April.

	2013/14	2012/13
Income	238,474.68	196,836.51
Expenditure	174,041.80	140,384.54
Surplus (Deficit)	64,432.88	56,451.97

Club Development Group

The group finished its first year having completed some great achievements. Devised from the former swim21 regional panel, the new group encompasses representatives from the discipline committees and the counties. The Club Development Group (CDG) focuses on promoting good practice within clubs, providing development opportunities and supporting clubs through the swim21 accreditation process.

The new swim21 format has proved to be more complementary to clubs and their volunteers. The process is now less onerous and time consuming, and is reflective of the great work going on within clubs. The number of pieces of evidence required for submission is now a third of what it used to be, with a focus on the Good Governance of a club, rather than its registers, session plans and squad structures. The online portal available simplifies the process even more, with the ability to approve evidence continually, rather than waiting for hard copy folders to arrive in the post. With these changes, together with the swim21 bursary the Region is offering, swim21 accreditation is now something which really truly benefits our clubs and their members.

The group focuses on good practices found through the swim21 process, and utilises these to develop the Region. From the evidence submissions for swim21, it is clear where there is still a need for development, for example 'Time to Listen' courses, clearer guidance on budgeting and partnership working. These then form part of the work programme of the Region's Club Development Officer.

Some of the group's achievements in the past year include;

- 152 people attending Team Manager training
- 78 people attend Time to Listen workshops
- 68 young people attending a Helpers course
- 15 young people complete a Young Aquatic Leaders course
- 4 County conferences delivered
- 49 clubs completing the swim21 health check
- 12 new clubs accredited with swim21
- 13 best practice case studies on the website with 6849 downloads to date
- 7 coaches supported through a bursary scheme

Looking forward, the group aims to focus on education for the Region, encompassing workshops, courses and mentoring.

Disability Swimming

Yet again ASA East Region took a great team to Sheffield and emerged victorious, not just once, but twice, winning the Disability Sports Events (DSE) Senior Open Championship (in November 2013) and the DSE Junior/Youth Championship in March 2014. This is becoming a "gold" standard for the Region, and is testament both to the depth of athletes with disabilities coming through, and the ability of the coaching staff across the Region. It is, however, the end of an era, as the national events are to combine from November 2014, and initially move to Manchester. As ever, we offer our congratulations to the team, including the athletes and, of course, the team of volunteers who make it possible to take part in these major events. During the events we saw four GB Records (Jessica Jane Applegate), a Deaf Record (Kieran Harris) and a Down Syndrome Records (Mark Evens). This was a superb achievement from a team that worked together for success.

On a regional level, we have promoted a Regional Disability Championship event, in October 2013. This event was well attended as ever, and was managed for the first time by the new Disability team. A further East Region Disability Championships event is planned for May 2014. An ongoing issue for the Disability community is in attracting volunteers to support us in running our competitions. The Committee are actively looking at how best to manage this problem and expect to be advertising soon for an Event Coordinator, a role not unlike a project manager, for various specific elements within our discipline.

Just before the DSE Senior Short Course Championships in October we introduced a number of new families to the fold, with a coaching day at Basildon. We took the opportunity to talk to everybody, swimmers, coaches and parents to discuss training methods and, for some of the parents, what to expect at a major competition.

Disability swimming continues to grow in strength in the Region, and whilst clubs are pushing new talent upwards we are ever on the look-out for more coaches and volunteers to support our swimmers on their path to success. In addition to the swimming in the pool, we are also seeing some of our disability athletes taking to the open water events, with a small number entering into open water swimming events around the country. We will attempt to capitalise on this interest and drive it onwards in future years.

Diving

Competitions/Events

The East Region Championships continue to be well supported by clubs and divers, and were very successful again this year. Our small team of dedicated volunteers continues to deliver quality events for divers of all levels. Many of the Region's divers qualified for, and competed successfully, in all the National Events. Most East region Events managed to cover their costs due to the healthy increase in numbers of competitors.

ASA East Region Skills – Stevenage 17th March 2013

This was a very well supported event with good entries in each age group, demonstrating the growing depth of young talent in the Region. Five Clubs entered many of their new divers with some age groups having in excess of 20 divers competing, with many qualifying for the Nationals Skills event.

ASA East Region Age Groups – Southend 1st June 2013

Many divers had been working hard on their new dives enabling them to move from Skills events into Age groups and testing themselves quite successfully against the National qualifying standard. Many will now be competing at the National Age Groups in Sheffield in July 2014.

ASA East Region Diving Club Championships – Luton 29th September 2013

This new Club Event for Juniors (under 18yrs) and Seniors, was as well supported as all the other ER events and included all the diving disciplines: 1m & 3m Springboard, Highboard, and Synchronised diving. The overall Team Trophy was won by Southend Diving.

National Skills Finals 2014 - Sheffield

The East Region provided a large entry of divers from five clubs, and the committee appointed two judging officials to this event. The competition was designed for age-group novice/improvers, using the national test conditions designed for improving core development skills at grass roots level. This event showcases the up and coming young talent in the Country and was very strongly contested with up to 30 competitors per event! Congratulations then to Florence Simmers from Cambridge Diving who won Gold in 14/16yrs, and Silver medals from Jessie Milham 9yrs and Sam Mansfield 13 yrs both from Southend Diving.

Officials Development/Education

In January the ASA East Region Technical Diving Committee hosted a Technical Officials Seminar in Harlow. This was delivered by three Senior Regional Judges and twenty two candidates attended. Twelve candidates took the one hour exam at the conclusion of the day, with 60% passing the required Regional standard and being added to the Region's B list of Judges. Two new 'A list' judges were nominated by the Technical Diving Committee and were subsequently appointed to judge at National Skills Events. Others Officials were selected by the National Events Team to judge at the Senior Nationals, National Elites, and National Age-Groups.

The cost of L1 & L2 Coaching courses is still a major inhibitor to clubs, particularly with very few funding opportunities. The Region still requires Diving CPD's. Despite the Regional Club Development Officer's taking this up with the ASA for almost a year, they remain outstanding and need progressing. On the positive side Courses are now being planned into the new Calendar so that a L1 and a L2 Course each year are to be run at regular known intervals, most likely in May and September.

New Diving Coaches Forum

An East Region Diving Coaches Forum was set up by Sam Buck of Cambridge Diving Club - The forum, which held its first meeting at a recent Beacon Training Camp, has the potential to identify initiatives that will benefit Clubs and divers and should improve communications between divers, coaches and the Technical Diving Committee.

East Region Diving – General News

Following the success of its first series, the television programme of Celebrity `Splash`, hosted by Tom Daley, returned for a second series. The celebrities were again coached by Bill Clark and Damian Ball at the Southend Diving Centre, with the heats and finals being televised from the diving centre at Inspire; Luton Sports Village. The programme resulted in an increase in demand for beginner diving lessons around the Region, particularly from teens and adults.

Masters Swimming

The 2013 British Masters Long Course Championships were held in Plymouth in June 2013 with Eileen Luther (Rochford) breaking two British records in the 55/59 age group. These came in the 50m and 100m backstroke while Barry Chandler (Bishops Stortford) broke a British record in the 55/59 age group for 50m butterfly. The UEA City of Norwich quartet of Lynne Meale, Debbie Matless, Jo Johnson and Catherine Markwell broke two British relay records. The same swimmers lowered one of these when competing in the European Masters in Eindhoven in September.

The seventh ASA East Region Open Masters & 18-24 Age Group Championships took place on 5th October 2013 at Newmarket Leisure Centre. Many East Region records were broken during this popular event which saw swimmers competing from far and wide including a return visit of an enthusiastic group of competitors making the long journey from Spain.

A large number of swimmers from the East Region competed in the National Masters Short Course Championships in Sheffield at the end of October 2013. Collectively, they had an extremely successful weekend winning many medals and breaking scores of East Region records. The March Marlins team of Ashley Buck, Garry Mavin, Stephen Mavin and Martyn Fresher added two more British relay records to their list, one of which was also a European record. Not to be outdone the UEA City of Norwich team of Lynne Meale, Debbie Matless, Jo Johnson and Catherine Markwell also added a European Record to their collection. Two individual British records were broken by Geoff Thwaites (City of Cambridge) in the 65/69 age group, these came in the 100m and 200m breaststroke events.

The East Region heat of the annual Masters Inter County Team Competition took place at Newmarket Leisure Centre on Sunday November 17th 2013. The event saw five of the six counties from the East Region competing for our own trophy locally and, once all the regions in the country had submitted their results, against all counties nationwide. Essex ASA were the East Region winners with Hertfordshire receiving the runners up shield. These two teams swapped places in the national results with Hertfordshire finishing in 8th position just five points ahead of Essex in 9th position. Norfolk was 16th, Bedfordshire 18th and Suffolk 25th.

The end of 2013 saw Stephen Mavin (March Marlins) finish 3rd and Chris Dunn (Hatfield) 6th in the British Swimming Masters National Decathlon competition which is an annual competition for masters swimmers who try their hand at competing in races across a range of strokes and distances. The Decathlon competition has two main aims: one is to encourage greater participation across the different swimming events, and the

other is to encourage competition across the different Masters age groups. March Marlins Swimming Club finished overall 3rd in the men's competition.

Alan Jackson (East Anglian Swallow Tails) started 2014 off by achieving a British long course record in the 75/79 age group when competing at Crawley in February. This was in the 200m individual medley, and two weeks later added the 100m individual medley British short course record to his collection when competing at Sudbury.

Open Water Swimming

Although 2013 was somewhat quieter after the buzz of the Olympics in 2012, nationally, Open Water swimming continued to attract a widening number of supporters as the popularity of experiencing this side of the sport expands. For the vast majority of swimmers this experience has been gained at mass participation style events, such as those popularised by the "Great Swim" series. Within the ASA East Region this increased popularity has been mirrored in the increased competitor numbers at the regional championships.

The 2013 East Region Open Water Championships took place on Sunday 14th July, at Whitlingham Outdoor Education Centre, Norwich. The weather was wonderful and many swimmers and their families took the opportunity of combining this well regarded open water swimming event with a family picnic. All was set for a great day and the swimmers did not disappoint.

The five events (3K, 2K, 800 metre novice, 1.5K and 5K) were well supported both by swimmers from clubs across the Region, with the six East Region counties using the results for County Championship awards. In addition to local swimmers, the events included guest swimmers from outside the East. We thank the volunteers for their assistance in running the event and particularly those who travelled from other regions to add capacity.

For the second year in a row, the events list had been altered to accommodate improvements to the ASA's development of Youth Open Water Swimming, with competitors aged 15/16 years now required to compete over 2000m for a place in the Nationals, and those aged 17/18 competing over 3000m. As before from these championships, the ER swimmer winning their age group at 12, 13 and 14 over 1500m, 15/16 over 2000m, and 17/18 over 3000m gained automatic right to enter the British Gas ASA Open Water National Age Group and Youth Championships, without the requirement to have achieved a qualifying time in the pool. At the National Championships East Region was well represented with Nathan Hughes achieving 1st in the 1.5K Boys 13 Yrs Age Group, Danny Proffitt achieving 2nd in the 3K Boys 17/18 Yrs, and Timothy Shuttleworth achieving 3rd in the 2k Boys 15/16 Yrs.

The ASA East Region continues to offer training for those wishing to become Open Water Officials. In preparation for the 2014 Championships, which will take place on 20th July at Whitlingham, Judge Level 1 and Judge Level 2 courses have been provided. We wish all swimmers good luck with the competition this year and hope that the weather is as kind to us as it was in 2013.

Individual counties are looking at developing and delivering local open water training opportunities to their swimmers, subject to identifying suitable venues and timings. To-date Bedfordshire, Hertfordshire, and Norfolk have all proposed to move forward with this, and provide training and acclimatisation to their swimmers in an open water environment.

Swimming

2013 saw us again organise our three core regional competitions. The Youth Championships were in May at Luton and the BAGCATs over two weekends in June at Norwich and we returned to Norwich in December for the Winter Championships. After a year's break due to the London 2012 Olympics, the Regional Inter-County competition returned in July 2013. This competition, which is hosted on rotation by our six counties, was organised by Bedfordshire ASA, and for the first time was held as long course. All counties competed in this exciting event, with Essex taking the trophy, 28 points clear of Cambridgeshire with Suffolk placed third.

All our six counties were also in action at the British Gas National County Team event held at Ponds Forge in October, where Hertfordshire finished in 12th place in Division 1 whilst Essex finished 2nd in Division 2, gaining promotion to Division 1 for 2014.

In January 180 East swimmers joined with those from the East and West Midland regions to compete at the Zonal Meet held at Corby.

Following overcrowding at the 2013 Championships, there was a lot of discussion around qualifying times for the 2014 competitions. Despite some concerns being raised, the decision which was finally reached, in consultation with coaches, appears to have had the desired effect with entries for BAGCATs down from 395 to 382 and a reduction in the number of swims of 471, from 2177 to 1706. The target set by the Technical Swimming Committee was to try and reduce this figure by approximately 500 – 600 so we are getting closer.

The Youth Championships saw a healthy increase in entries, up from 340 to 433 swimmers, with an increase in swims from 1383 to 1734 (an increase of 93 swimmers and 351 swims). The 2013 Winter Championships saw a small drop in number of swimmers from 319 to 312, but an increase of 175 swims (up to a total of 1346). We will need to wait to see what this year's entries are like.

Our clubs and counties have also been busy running competitions for a range of swimmers in the Region. In the period covered by this report 103 licensed meets were held in the East. Of these 10 were Level 1, 24 Level 2 and 69 Level 3. In addition many clubs held their club championships as Level 4 licensed meets so that times could be entered onto the British Swimming rankings.

In March British Swimming announced a review of the competition structure. The proposals, which are currently out for consultation, could have significant implications for the organisation of regional competitions, as well as the framework of county, club and open meets that underpins these. The Technical Swimming Committee will have to look at the findings when they are published and discuss with coaches the options for our competitions. During the year we have also resurrected the East Region Swimming Coaches Forum and are working in partnership with the ASA Talent Team to develop a programme of coach education.

We held a series of talent camps in conjunction with England Talent to allow us to assess some of our top swimmers and hopefully motivate them to push on to the next level. For some swimmers the Regional Camp followed a first stage National Camp, with other age group swimmers being selected to join the group based on results at the 2013 Regional Championships. The Regional Camp was held in February at Culford School. 40 swimmers from clubs across the Region took part and enjoyed a full day of sessions that included pool and land based training as well as seminars. We thank those coaches who helped us deliver this development opportunity. A similar programme will continue next year.

We have a number of Commonwealth Games qualifiers from the Region, representing several countries. We congratulate these swimmers on their selection and hope they all fulfil their potential.

Swimming Officials

The East Region continues to enjoy success in the numbers of volunteers applying for technical officials' courses and those qualifying during the year. Counties continue to support the Region in the theory and practical training of officials from Timekeeper to Starter. The number of newly qualified at Judge L1 was 117 (compared to 121 in the previous year). The turnover of officials still continues to be an issue. As swimmers leave the sport in the main, their parents who are officials, also leave. Consequently, the importance of clubs continuing to train officials is vital as ever.

East Region officials' licensing has continued to increase during the year from 570 to 587 licensed officials (JL1+). This is a further improvement from last year where the numbers increased from 507 to 570. Overall we improved in gaining 38 more officials in total, 829 for the year, compared to 793 for the previous year. There is still room for improvement and, although there will always be some officials who do not wish to licence, we must continue to encourage more officials to become licensed.

Nationally, we continue to be one of the top performing regions. In March 2014, across the eight ASA regions, there were 4629 Judge Level 1's or above. The East Region has 829 of those officials, which represents 18% overall.

Five candidates from the East Region passed the British Swimming Referees examinations held in and November 2013.

Technical Officials Training 2013/14				
Qualification	Applications Received		Qualified during the year	
	2013/14	2012/13	2013/14	2012/13
Timekeeper	326	217	229	167
Judge Level 1	250	293	117	121
Judge Level 2	63	113	64	41
Judge Level 2s	29	23	22	18

The Swimming Officials Group continues to offer training and support to our volunteer technical officials during the year, together with support from our county volunteers. The courses we offered were: -

- British Swimming Referee training for new trainees
- British Swimming Contemporary Issues 2011 CPD
- British Swimming FINA Rules updates
- British Swimming Disability awareness officiating training CPD
- British Swimming Mentoring of Officials
- British Swimming Open Water Judge Courses
- Bi-annual Referee refresher training held in September 2013.

Officials from the Region continue to support the British Swimming, ASA National and the Disability Sport England championships. It is pleasing that we continue to have a large representation on the deck. The Region is fortunate to have all its swimming championships continually well supported by technical officials. This is certainly not reflected in other regions.

Three officials from the Region were selected to officiate at International Paralympic Committee (IPC) competitions, they were:-

Robert Outtram (Team Luton) – IPC Swimming Technical Committee

David Metcalf (Mid Beds Swim Squad) – Asian Youth Games in Malaysia

David Harman (Modernian SC) – IPC World Championships in Montreal

In addition, Paul Kendall (RAF Swim Team) was selected for FINA Open Water Events.

Competitive swimming relies on the continued support of our dedicated volunteer trainers and technical officials, who give their time freely to help others. We record our thanks to all those volunteers.

Synchronised Swimming

The Region has continued with two competitions held in Stevenage annually, one in October 2013 and one in March 2014, and two development days in Norwich and Chelmsford, each with varying activities. These four events form the backbone for the structure of regional synchronised swimming events in the East and are available to all swimmers.

May 2013 saw the first regional training opportunities for officials, with basic judge and basic skills assessor courses being held. The basic judge course had plenty of attendees from the Region and four swimmers under 18 who then had a try at judging at regional competitions. Several clubs also took the opportunity to train young coaches on the Coaching Synchronised Swimming Level 1 course that took place in Stevenage in August 2013.

The basic skills assessor course complemented the start of the first year of the regional synchronised swimming talent development squad. This selected some of the strongest swimmers in the Region to work towards skill levels and provided help to clubs, many of which do not have the coaches or pool time to incorporate skill levels into weekly training. Swimmers attended monthly sessions of pool and land-based training. In March 2014 the Region held its first skill level assessment day in Hertford which many members of the talent development squad attended and achieved new skill levels. Swimmers and parents of the development squad also took the opportunity to attend the National Age Groups in Gloucester in December 2013 for some inspiration.

Water Polo

Our strategy of developing junior water polo has achieved great success this year. Twelve of the Region's young players were selected for the National Talent Under-14 Boys Squad and a further fifteen in total for the U14, U15 and U17 Girls and Boys Squads. They will train and play with the country's best athletes, and their skills and experience will in turn benefit all of the Region's clubs.

We hosted the ASA Under-18 Boys Inter-Regional Championship at Basildon where East Region boys gained their best ever result, finishing 5th and being promoted to Division 1 for next year's event. We also entered the Under-16 Girls and Boys Inter-Regional Championships, giving our younger players their first taste of national competition where they finished 8th and 10th respectively.

In our own Inter-county Championships, Suffolk Girls and Hertfordshire Boys won the junior titles. We launched a new Senior Women's Championship alongside our well established Men's event and Essex lifted both trophies.

The Region was well represented in national competitions: new entrants Basildon joined Cambridge, Watford, Bedford and Iceni in the British Water Polo League, while Watford, Iceni and Chelmsford entered junior teams in the ASA National Age Group Championships.

This year saw the launch of the Eastern junior league for Essex and Suffolk clubs, complementing the Regional Training Centre programmes at Basildon and Holbrook.

Our referees and table officials have continued to support national competitions as well as our own events, and we now have another 4 qualified Grade D referees and 3 qualified Regional Table Officials thanks to the courses we organised during the year.

On a sadder note, this year's successes were overshadowed by the untimely death of Dave Warriner. Dave was the mainstay of Basildon and Essex water polo for many years and a founder member of the East Region water polo committee. He will be sorely missed.

End