



ASA East Region

Minutes of the Management Board meeting

9th September 2017 – Freckenham Village Hall

Present	Mrs Joan Wheeler (JW)	Chairman
	Mr David Metcalf (DM)	Vice-Chairman and ASA Sport Governing Board Substitute Representative
	Mr Keith Belton (KB)	Finance Manager
	Elected Members	
	Mr Ian Mackenzie (IM)	ASA Sport Governing Board Representative
	Mr Tom Baster (TB)	
	Mr Ian Cotton (IC)	
	Mrs Gerry Metcalf (GM)	
	Mr Andy Morton (AM)	
	Mr Marcello Tontodonati (MT)	
	County Representatives	
	Mr Phil Pelling (PP)	Bedfordshire ASA
	Mr Ian Knight (IK)	Cambridgeshire ASA
	Mr Paul Hayes (PH)	Essex County ASA
	Mrs Sheila Mackenzie (SMM)	Hertfordshire ASA
	Mr Stewart Murray (SM)	Norfolk County ASA and East Region President
	Mr David Robinson (DR)	Suffolk County ASA

Also present: Leanne Brace (LB), Regional Development Manager

17/53 Apologies for Absence

17/53.1 All Board members were present.

17/54 Declarations of Conflict of Interest

17/54.1 None received.

17/55 Previous Minutes

17/55.1 The minutes of the meeting held on 17th July 2017 were confirmed as a correct record of the meeting.

17/56**Matters Arising**

- 17/56.1 Item 17/43.2- DR raised a query regarding progress with the Ipswich pool possibility. JW confirmed that Dennis Freeman-Wright, from the Swim England Facilities Team was retiring soon, but that she would make contact with his replacement, when appointed.

17/57**Ratification of Items Agreed Since the Last Board Meeting**

- 17/57.1 There were no items to ratify at this meeting.

17/58**Matters Arising from the Annual Council Meeting**

- 17/58.1 i) Vacant Posts
- President Elect- This post will be re-advertised on the website and via the monthly club update. The advert will include a quote from IK, Past President, about the highlights of the role.
- 17/58.1.1 The Board discussed the issue of the President Elect needing to complete self-nomination form to become the President, asking for reasons to justify the nomination. It was felt that this was not necessary, and therefore agreed the Management Committee would look at options and report to the December Board meeting.
- 17/58.1.2 Diving Manager- The Diving Committee is still working well without a Diving Manager in post, with thanks to IM for assisting them in the interim. IM reported that he would continue to attempt to identify a Diving Manager from within the diving community.
- 17/58.2 ii) ASA ACM 14th October 2017
- All 10 delegate places were now filled, and JW will circulate an email providing details of the event to those members.
- 17/58.2.1 IK suggested the question to ask at the ASA ACM, “when it is appropriate to use the name ‘ASA’ and when to use ‘Swim England’?” JW ask this question on behalf of the region. JW reminded the Board that further questions should be sent to her.

17/59**Finance**

- 17/59.1 KB provided a report on the current budgets, confirming there were no major concerns. KB highlighted a discussion he has had with Martin Atkinson, Water Polo Manager, concerning the development plan and delivery. There was still some confusion around this, and the Management Committee had therefore asked Leanne Brace to arrange a face to face meeting with Martin, along with KB, Dean Walker, East Region Water Polo Coach, and Amy Bryant, East Region Discipline Officer.
- 17/59.2 TB raised a concern that the number of clubs delivering Water Polo in Essex was shrinking and GM confirmed that this also appeared to be the case in Bedfordshire. Amy Bryant will be asked to pick this up with the National Water Polo Officer to discuss the plans to develop water polo at a grass root level.
- 17/59.3 Following Kelly Stannard leaving to work for London Region, and Jo Stalley taking on the finance role, the following alterations need to take place;
- 17/59.4 Kelly is to be removed as a signatory to all accounts.
- 17/59.5 Jo is to be added as a signatory to all accounts with online access to all.

- 17/59.6 Bank mandates will be completed showing the above.
- 17/59.7 The necessary paperwork will be completed for the bank to make the required changes.

17/60 Reports from Regional Development Manager

- 17/60.1 LB highlighted that over half of the region's clubs were now accredited with SwimMark. This was a great achievement, and more is being done to increase this further.
- 17/60.2 Workshop delivery was going well across the region, although delivery via partnership working in Essex, was not happening as well as she would like. LB has a meeting arranged with the Secretary of Essex County ASA, to see what can be done to overcome this.
- 17/60.3 LB confirmed the Regional Strategy had gone out to consultation, and after feedback, there was some minor alterations. The Management Board agreed the final version of the strategy, subject to a few minor grammatical corrections.

17/61 ASA Issues

- 17/61.1 IM presented the group with a verbal report, as there had been no Sport Governing Board meeting since the last Management Board meeting.
- 17/61.2 IM advised that Swim England will be discussing the proposed change of name from Synchronised Swimming to Artistic Swimming at the next meeting.
- 17/61.3 Subject to a vote at the forthcoming ASA ACM, there will be a lot of change ahead, with a unitary Board to be set up, to replace the existing ASA Sport Governing Board, and ASA Group Board.

17/62 Branding

- 17/62.1 Following the discussion at the Board meeting on 11th June, JW had exchanged emails with Mike Thompson (Swim England Chief Marketing Officer) and Karen Williams (Swim England Head of Brand Marketing) seeking further information on the request to re-brand the region. As a result, both attended the recent Management Committee meeting to present on the various options. JW displayed some slides provided by Mike and Karen, showing the rationale for asking regions to follow the Swim England branding and the options available to the Board.
- 17/62.2 The Management Board were asked to consider three options to take the proposed brand change forward;
- Option 1, to change to Swim England East
 - Option 2, to change to Swim England East Region
 - Option 3, to keep the ASA East Region logo and name
- 17/62.3 A formal proposal that the region adopt the trading name Swim England East Region, but keep the ASA East Region name and logo for constitutional purposes, was made and seconded. There were no amendments proposed, and the proposal was therefore put to the vote. The vote was carried by 12 votes in favour, with two abstentions.

- 17/62.4 KB referred to the spreadsheet showing the potential impact on expenditure from a name change, which had been circulated with the agenda. This had been reviewed by the Management Committee to accommodate a policy of replenishment, and to allow for the retention of the current name and logo. KB proposed that a more gradual approach be adopted with the region only replenishing with new branded stock once old stock had been used up; staff would need new uniform as they are public facing regularly; Management Board shirts would be replenished gradually (as will Officials shirts); medals will continue to have the ASA ER logo in the centre; Window stickers, paper and compliments slips will be replaced rather than replenished. There was general agreement to this proposal.
- 17/63 Information Pack**
- 17/63.1 A draft Induction Pack was circulated with the agenda. The draft was accepted, and will become available to existing members, and new members, in an electronic format.
- 17/64 President's Report**
- 17/64.1 A report from IK, on his activities as President during July and August had been circulated to the Board, and was noted. It was clarified that LB would get the email address changed so SM now would receive the President's emails.
- 17/65 Membership Report**
- 17/65.1 A written report was provided in advance, by Chris Galer, ASA East Region Membership Officer. There were no questions regarding this report.
- 17/66 Management Board Representatives on Committees**
- 17/66.1 It was confirmed that existing roles would continue as they are currently.
- 17/67 Sub Group Items**
- 17/67.1 Minutes of the following Committee meetings were received and noted;
 Management Committee meeting 3rd August 2017
 Management Committee meeting 7th September 2017
 Swimming Committee meeting 14th June 2017
- 17/67.2 GM said that the draft Swimming Committee minutes had not been circulated to the committee and that she was unaware of the proposed date of the next meeting until she had received the Board papers. TB agreed to clarify the date of next meeting with the committee.
- 17/67.3 Updated Terms of Reference for committees were circulated prior to the meeting. Subject to making sure they are all in a consistent format, all ToRs were agreed. The Board noted that the Synchronised Swimming Committee had proposed club, rather than county, representatives and were content with this change.

17/68**Any other urgent business**

- 17/68.1 IM notified the Board that John Russell, an ASA Past President, has passed away. The Management Board were sorry to hear this sad news.
- 17/68.2 SMM queried the process for selecting the award winners, and asked whether the Board should approve the recommendations of the Awards Panel. In the discussion that followed, it was recalled that, the Management Board had delegated this responsibility to a small panel to decide the winners, and that the current timescales precluded their recommendations coming to the Board for approval.
- 17/68.3 It was agreed that the Management Committee should review the awards process and report further to the Management Board in time for next year's awards.
- 17/68.4 TB notified the Management Board of his acceptance of the role of Manager of the Swim England Swimming Management Group. The Board congratulated TB on his new role.
- 17/68.5 SM presented JW with her Gold Pin, and thanked her for all she has done for the Board and the region in the six years she has served on the Board.

17/69**Confidential Items**

- 17/69.1 There were no confidential items.

17/70**Next Meeting**

- 17/70.1 The next meeting will take place at the East Region Office on the 10th December.