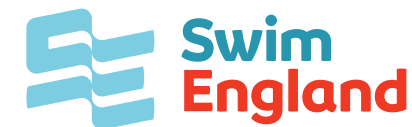


One Page Strategic Plan from 20 May 2020



Our Vision – A nation swimming

Our Mission

Creating a happier, healthier and more successful nation through swimming

Our Cause

“Swimming: Every child learns, every community enjoys, every medal inspires”

Our Values

Quality Purpose Togetherness Fun Resourceful

Guiding Principles

Innovation / Digital Transformation

Foster a culture of innovation and connect with the entire aquatic family through a programme of digital transformation.

Membership support

Deliver exceptional support and value to all members, regions, counties and clubs.

Partnership and accountability

Work openly and constructively with our stakeholders, partners and community.

Employer and Volunteer workforce of choice

Engage employees and volunteers with fairness, dignity and respect.

Leadership

Foster pro-active leadership as the recognised authority for swimming.

Responsible stewardship and governance

Manage our finances and infrastructure prudently within a sound governance framework.

Sustainability

Foster a culture of revenue generation to support all our aquatic activities.

Inclusion

Equality and diversity is owned by the entire organisation and embedded throughout our programmes.

Strategic Goals

Clubs and Membership	Sport Development	Workforce	Swimming for Life	Facilities partner support / Leadership
<p>Membership front and centre in everything that we do.</p> <p>Provide value and exceptional support to our clubs and core members.</p> <p>Significantly grow our membership by providing an opportunity for all those swimming regularly to be part of the Swim England family.</p> <p>Connect directly with all our members retaining them in our activity and sports.</p>	<p>Increase the visibility of the aquatic sports and make them a clear and accessible choice for all young people.</p> <p>Enable access to our sports for a diverse range of participants and ensure that they all develop all round character skills.</p> <p>Enable the most talented to fulfil their potential through inclusive and seamless pathways to World Class Programmes.</p>	<p>Retain and attract talented and motivated volunteers and employees.</p> <p>Provide high quality training and support to the whole aquatics industry. Ensuring access for all without barriers.</p>	<p>Provide expert resources, knowledge and influence to ensure everyone has the opportunity to learn to swim and continue to enjoy swimming for health, fitness and fun throughout their life.</p> <p>Improve the number of children learning to swim, in particular, disadvantaged groups where we know the swimming attainment levels are lower.</p>	<p>Provide expert guidance and support to the aquatics industry to ensure there is sufficient, quality water space, trained staff and effective programmes to enable everyone to enjoy regular swimming.</p> <p>On behalf of the industry and our members, campaign for issues affecting the sector and lead collective campaigns to engage current and potential participants.</p>
Sustainability/Innovation				
<p>Provide innovative solutions to streamline business processes and increase member/partner engagement.</p> <p>Create and retain appropriate sustainable revenue streams.</p> <p>Operate under a sound financial and governance umbrella.</p>				