

Planning a future strategy – organisations that can help

The following organisations can provide information to help you:



The ASA

As the national governing body of swimming, the ASA is the first port of call for guidance and help in running pools. It has over 300 people working for it dedicated to the subject of swimming. Its resources are considerable. In addition, Swim Scotland and Swim Wales have similar guidance and resources on their websites. The main website is 'The Home of Swimming' and from there, it is possible to select options for England, Scotland and Wales:

The ASA

www.swimming.org/asa

Scottish Swimming

www.scottishswimming.com

Swim Wales

www.welshasa.co.uk

Below are a set of contacts and web pages based on potential issues that may arise with your project:

Facility issues- including pool programming, condition surveys and operating guidance

facilities@swimming.org

www.swimming.org/asa/facilities/facilities

Clubs, club administration, finding teachers and coaches-

www.swimming.org/asa/clubs-and-members

Teaching and coaching- includes school swimming, professional aquatic licensing

www.swimming.org/asa/teaching-and-coaching

Swimming awards, badges and merchandise

www.awardscentre.org/

The ASA website also provides a complete virtual library

www.swimming.org/asa/library





The Institute of Swimming

The Institute, which is a membership organisation, provides courses for all types of training for swimming teaching and aquatic professionals. It will therefore train any staff you are proposing to employ

www.swimming.org/ios/courses

It also trains the tutors of courses

www.swimming.org/ios/tutors

For more information on available courses including online booking and administration visit

www.theiosonline.com

Development Trusts Association

The Development Trusts Association is a network organisation of social enterprise practitioners. Originally established as part of an initiative by the Department of Communities and Local Government, it exists to offer advice to its member organisations as well as helping organisations to work with one another and to work more effectively. They can be found at

www.dta.org.uk

The DTA also offers *The Pool* which is a network of community enterprise practitioners that are dedicated to helping people set up community enterprises: Details are at-

www.thepooldta.co.uk

It also has a useful publications list which can be found at

www.dta.org.uk/resources/publications

Sporta

Sporta is the main organisation representing social enterprises in the culture and leisure sector. It represents 109 leisure and cultural trusts which manage more than 870 sites (378 in swimming) and attract more than 215 million visits in Britain across all activities. It includes many of the larger trusts. Founded in 1997, membership is open to non-profit distributing organisations that manage leisure facilities open to the general public on behalf of local authorities.

Find out more at:

www.sporta.org/index.cfm?fuseaction=c_pages.showPage&pageID=1



Pool user groups

Most pools or local authorities will have pool user groups or swim forums which comprise representatives of interest groups, such as ASA swimming clubs, scuba diving, triathlon clubs and customer representatives on behalf of individuals using pools. Schools are often unlikely to have this infrastructure so developing other methods to feedback and interact with the operation is important.

These groups normally have a strong interest in both the experience that customers undergo at their pool and the condition of the water and facilities allied to their swim. They make a natural start point for any likely change to the status of a pool and any seller should start by making this group aware of its thinking on the future of a pool.

Local pressure groups

In some areas, you may find that a local pressure group already exists in relation to sports and community facilities. Whilst it is important to keep them informed and to be able to tap into their expertise, you will need to make a careful assessment as to whether their objectives match yours. Sometimes these objectives are insufficiently similar.

Swimming clubs and other pool based clubs

Swimming clubs, life saving clubs and other sports organisations have a high vested interest in their pool. They are the pools most regular and, generally, long standing customers. If you are seeking contact with those groups and are not sure where to start, you may want to contact their national governing bodies or the governing bodies' regional offices.

Here are some contact points:

Swimming, diving, water polo, synchronised swimming and Masters swimming clubs-

Clubs in England

www.swimming.org/asa/clubs-and-members/regional-clubs-a-z

Clubs in Scotland

www.scottishswimming.com/index.php?id=39

Clubs in Wales

www.welshasa.co.uk/



Life Saving - through the Royal Life Saving Society

www.lifesavers.org.uk/index.php/get-involved/find-your-rlss-uk-branch-or-club

Triathlon clubs

www.britishtriathlon.org/clubs/index.php

Canoeing clubs-

www.bcu.org.uk/clubs-i-centres/

British Sub-Aqua Diving

www.bsac.com/default.asp