

## ASA Beacon Programme

The concept of developing Beacon programmes across England has evolved from a review of the delivery structures within our country and the identification of challenges our sport faces, if we are to achieve our goals in the first part of the 21<sup>st</sup> century.

English swimming has been intrinsically linked to British Swimming with the underpinning programme being predominantly club led. This has led to inconsistency of opportunities at a local / regional level and a focus on elite performance. This programme tries to address those issues by developing a stronger network of clubs, combining the work on workforce development and the competition framework and creates a 'beacon' environment in each region to raise the standards of the sport. Thereby not only maintaining the opportunities to progress into elite swimming, but also ensuring that all swimmers have the opportunity to achieve their potential.

It is also recognised that England has limited 50m facilities and those we have are not all being utilised effectively to develop talent. However, if we are to be successful in 2012 and beyond we need to get the swimmers into the right pool with the appropriate support structures, allied to working with coaches with the right skill set for each stage of the talent development pathway and provide a strong network of inter-linked Swim 21 accredited clubs.

We envisage the Beacon programmes to be modelled on a hub and satellite basis with a Performance club heading every sub-regional Swim 21 network of clubs and the Beacon programme providing a focal role for these regional networks, as well as providing for their own sub-region. These Beacon programmes will provide comprehensive coverage across England.

The business structure of the Beacon programme is a unit that is an evolving integrated, and vertically managed business unit that creates a quality assured environment for the delivery of all stages in the talent pathways, embracing lifelong participation.

More specifically, the key areas of operation are connected to: **Athlete Development (at all stages) Workforce Development, Health Related Fitness and Cross Sport links.**

**Athlete Development:** – an LTAD based swimming development programme that provides opportunities from learn to swim through to performance, this would also include recreational opportunities for swimmers who do not necessarily want to commit to the performance pathway (LTAD is a two pronged process – talent and lifelong participation). The Beacon programme will provide quality assured programmes of coaching & development and where appropriate competition, at

every stage of the talent pathway from Foundation through to World Class Podium and encompassing continued lifelong participation in aquatics. This is achieved within an integrated, programme where all aspects of the development process are effectively and efficiently inter-linked.

**Workforce Development:** One aspect would be the connection of being a focus centre for UKCF delivery and the delivery of other connected formal educational programmes. Included in this aspect is the delivery of generic educational programmes, which could be accessed from a number of sports and businesses. A second aspect is the development of opportunities for coaches, officials, team managers, sports science & other support staff to be mentored or experience new opportunities via a structured, co-ordinated informal process. A third aspect is the opportunity to identify personnel and provide development opportunities that extend their scope of expertise within the Beacon programme and leading to a clearer career pathway. Finally, the development of strong links between the Beacon programme and schools, F.E. colleges, Higher Education, Training providers and business are key to maximising the WFD opportunities and we envisage the capacity for co-operative working that allows for practical research and development of new technologies to be undertaken. An aspect of the close links between a Beacon programme and educational & business establishments is the opportunity to develop promotional tools targeted at students and workers, derived for their particular lifestyles.

As a key partner within communities the Beacon programme creates an environment that is attractive for volunteer participation, in that, it provides a well-managed, quality product that is attractive for individuals to be associated with and in some cases their employer or school, university may have formal links with. Additionally, it will provide a range of volunteering opportunities that encompass a “once a year – one hour commitment”, through to a regular structured commitment that eventually leads to qualifications or employment.

**Health Related Fitness:** The learning outcomes from the Everyday Swim programme would be incorporated into the Beacon programme to assist in the development of the environment for all aspects of a quality experience.

**Cross Sports Links:** ASA Beacon programmes will play a role in developing athletes and staff for other sports. , as a bi-product of it's athlete development and WFD programmes. Additionally, Beacon programmes are expected to help develop new technologies or strategies for sports. If these are successful, then we expect this to be shared across other British sports.

Please see attached document [Appendix A] that graphically outlines aspects of a Beacon programme.

#### Conclusion

The priority for our sport is the creation of a Beacon programme in every region. . The concept is for the Region to have a no compromise Beacon programme that

Beacon programme - N D Sellwood

would deliver 'excellence' for swimmers, coaches, teachers and volunteers involved in aquatics. By providing an 'excellent service' we will encourage more people to become involved and to stay involved in the sport.

Nick Sellwood [Jan '08]