

# Context of the ASA restructure and development



You may be aware that as of 1 March 2009 the ASA underwent a restructure to help it deliver its strategic objectives more effectively, as well to facilitate deliver the government's Free Swimming programme.

We have decided on this course of action because our key partners stated they would prefer a 'one stop shop' when dealing with the ASA and its services. We also believe by having 49 County Swimming Co-ordinator (CSC) positions within the ASA we can spread the philosophy and message of the Government's Free Swimming Initiative and inspire good practice.

The County Swimming Co-ordinators will cover the work previously carried out by the ASA's Regional Development Officers, Education Officers and Business Managers. They will be the first point of contact for any of the ASA services or products, including education, club development and assistance to pool providers.

They will be working with all of our partners in their county.

## **The CSC/SCSC's role**

The CSC's main role will be to share the ASA's knowledge and expertise to encourage more people in the county to swim more often and achieve their personal goals.

We have worked hard to identify the right people to take up the CSC roles. We have attached a copy of the CSC job description so you can see exactly what the CSCs have been tasked with achieving.



Nine of the 49 CSCs will be Senior CSCs (SCSCs) and will be responsible for managing and mentoring a team of CSCs, as well as acting as a CSC within their designated area. They will be involved with promoting the Government's Free Swimming initiative, with initial emphasis on the over 60 age range and will ensure the delivery of agreed KPIs. The role will also involve creating successful partnerships with key stakeholders e.g. with local authorities, to secure the desired culture change required in and around swimming to encourage people to swim and to swim more frequently.



## County Swimming Co-ordinator Job Description

### AIMS

- to spread the philosophy and message of the Government's Free Swimming initiative as widely as possible, in their counties
- to work in effective partnership with local authorities engaged in the Free Swimming Programme and with pool operators
- to implement the ASA policy and practise, in the county, with local authorities, pool operators, swimming clubs, etc - securing the desired "culture change" as widely and effectively as possible
- to represent the ASA in the county and work to achieve ASA goals and targets, in particular to help get more people swimming, and to market ASA products/services.

### KEY TASKS

- explain, discuss and sell the Government's Free Swimming initiative to LAs, to build commitment to the programme
- work with LAs engaged in the Programme to make sure their Free Swimming offers conform to Government and ASA policies and guidelines
- work with LAs, and pool operators, to try to ensure the success of the Free Swimming initiative
- provide all necessary support and advice to LAs, to help them achieve the Programme goals and their own local aims
- achieve the targets and KPIs set
- aid the monitoring & evaluation programmes - working to Government/ASA guidelines
- implement the ASA policies and good practise, within the county, by working with LAs, pool operators, clubs, etc
- sell, teach and spread the "Culture change" ASA messages, so that there is a real difference in swimming in the county - as measured by KPIs etc to be confirmed by the ASA management
- work with the ASA regional managers & staff to help achieve regional goals & targets
- market and sell the ASA products & services - to targets, guidelines, etc, from ASA management
- to represent the ASA effectively, liaising with LAs, operators, clubs, other organisations, etc, to sell the ASA brand, philosophy and products/services as widely and fully as possible - and thus to get more people in the county swimming, more often and achieving their personal goals.