

June 09

Dear Colleague

Earlier in the year you will be aware that the ASA underwent a re-structure. Through the introduction of the Government initiative Free Swimming, this has seen a National roll out of new County Swimming Co-ordinator posts. Consequently within the ASA North East Region this has brought about many changes in the way we will be working.

WHAT HAS CHANGED?

Previously we had the following posts held by Team Members as stated below:-

Regional Education Officer	Fiorna Cairns Smith
Regional Development Officers	Craig Nicholson Vicky Norman
Regional Business Manager	Di Wilson
Everyday Swim Co-ordinator	Duane Newton
Partnership Swim Development Officer	Jane Roche (Tees Valley) Jenny Glossop (Northumberland)

THE REGIONAL STRUCTURE NOW

Senior County Swimming Co-ordinators Tees Valley South Yorkshire	Di Wilson Gemma Ripley
County Swimming Co-ordinators Northumberland Tyne & Wear Durham North Yorkshire West Yorkshire Humber	Jenny Glossop Kate Smith Duane Newton Jane Roche Vicky Norman Zoe Howe
Coaching Systems Officer This role will be to work with the Sports Coach UK Coaching Framework which will be making sure right coaches are in the right place at the right time	Fiorna Cairns Smith
Regional Development Coach (Disability Swimming)	Jo Barber

WHAT DOES THIS MEAN TO YOUR CLUB?

The role of County Swimming Co-ordinator is not a replacement of the Regional Development Officer, therefore the role of these new posts will primarily be to:-

- Deliver the Free Swimming Initiative
- Continue with the established Swimming Action Groups but review the representation to include Facility Operators
- Introduce a varied agenda of Swimming and Aquatic Disciplines to Pool Programmes
- Increase the awareness of swimming as a high participation sport



THE NEW ASA NORTH EAST REGION APPROACH

From today any enquiry regarding your club or the membership will be taken through the ASA North East Regional Office. This may include the following:

Swim 21	Sign up, audit, action plan, accreditation and re-validation
Funding	Grant Aid for Workforce Development, Education courses
Education Courses	If you are looking for a course, all registered courses can be found on our website (www.swimnortheast.org) or if you have a query please direct this through our Regional Office.
General Enquiries	Affiliation forms, Annual Council Meeting, etc.

The ASA North East Regional Office is situated in Darlington and can be contacted on:

The Arts Centre, Vane Terrace, Darlington, Co. Durham, DL3 7AX
01325 481260
swimnortheast@swimming.org
www.swimnortheast.org.uk

Linda Tjaguns and Jo Short work 9 am – 2 pm Monday to Thursday. Once you have made an enquiry we will endeavour to respond to you or at least make contact with you within 7 days.

If the Regional Office is unable to answer your query immediately, we have a team of volunteers on hand to assist. The role of the County Swimming Co-ordinator at this time will be indirect. They will also be assisting the Regional Office in the responses but you won't have any direct contact with them. The County Swimming Co-ordinator network will be having links to the County Association Management Boards, the Regional and National Swim 21 Panel and local partners.

Whilst the new changes will be a very different way of working, I would like to take this opportunity to reassure you that we will maintain our high level of commitment to swimming development within the ASA North East Region and will continue to be pro-active and keep the membership fully briefed and involved in all of the work we do.

I hope this letter provides you with an overview of the new ASA North East Regional structure. If you do have any queries please don't hesitate to contact the Regional Office as per the earlier contact details.

I thank you in advance for your understanding as we make this transition.

Yours sincerely

Lara Lill

Lara Lill
Regional Director