

# Wiltshire Masters Newsletter 5

November 2017

## Introduction.

This is my fifth occasional newsletter. This one is dedicated to the Masters conference which I attended at the end of September. This was whole day event and so I have had to pick out aspects.

Quite surprised this is my fifth. I thought there would only be 2 or 3 in the year when I started but items keep coming along.

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## Short items

- The largest English swim club has 1,500 members (Ealing).
- There are 1061 English clubs affiliated to Swim England and 33 counties.
- The membership year is the calendar year. Renewals have to be received by the Swim England by 28th February.
- If you swim abroad (organised training or competition) then get International permit. It gives you insurance cover for hotel to pool, time in pool, pool back to hotel. Submit it to [internationalpermit@swimming.org](mailto:internationalpermit@swimming.org)
- There are 208 nations in FINA who each have a representative who can vote. Interesting if you compare this to the number of nations who have significant swimming teams.
- In 2018 the British championships are expected to be held in Plymouth on 8-10<sup>th</sup> June.
- In 2018 the 1500m will not be swum then. Different place and different time. They don't expect to have a qualifying time.
- The 2016 European championships which were run by LEN organised 27,000 swims (not swimmers) over 5 days in 2 competition pools. By comparison in the Worlds in Budapest this year FINA had 25,000 swims, over 7 days in 4 competition pools. Guess which one worked well !
- Make sure your On line Membership Services (OMS) details are up-to-date. (edit details to add disciplines you are interested in, etc.). This was launched in 2012. <https://www.swimmingmembers.org/Default.aspx>  
NB OMS is closed mid-December and opened on 1st January.  
If you haven't used it before you will need to activate it using your ASA membership number.  
It will give you access to Swim England newsletters etc.
- [Swimmingresults.org](http://Swimmingresults.org) has decathlon results on it for Cat 1 & Cat 2 swimmers. See definitions of these later.
- [Swimmingresults.org](http://Swimmingresults.org) also has rankings in which swims are ranked by order of gender / age / time per event over a date range. Only Cat 2 swimmer's results appear in these.
- The same place also has Individual Best Times for each of us over the years.
- Records are comprised of 18 individual age groups, 18 events, long course, short course, male, female and.  
8 relay age groups, 5 events, long course, short course, male, female, mixed.  
Total of 1,500 possible records to be broken!  
Since 1998 there have been 5250 record breaking swims.

## Overall structure of swimming organisations for us

Organisation	Level
FINA (Fédération Internationale de Natation)	World
LEN (Ligue Européenne de Natation)	Europe
British Swimming	UK
Swim England (Swim wales etc.)	Home nation
Swimming Club	Your club
Swimming member	You

## What's the difference between British Swimming and Swim England?

British Swimming	Swim England
<ul style="list-style-type: none"> <li>• The UK National Federation</li> <li>• Recognised by Fina/Len</li> <li>• Home countries are members</li> <li>• Represents the Home countries</li> <li>• Controlling Body for Swimmers wishing to swim overseas</li> </ul>	<ul style="list-style-type: none"> <li>• The National Governing Body</li> <li>• A member of British Swimming</li> <li>• Responsible for organising English competitions</li> <li>• Responsible for organising individual membership</li> </ul>
<i>Funding</i>	
<ul style="list-style-type: none"> <li>• UK Sport (lottery funds &amp; Exchequer income)</li> <li>• Sponsorship</li> <li>• Income generating activities</li> </ul>	<ul style="list-style-type: none"> <li>• Sport England</li> <li>• Membership Fees</li> <li>• Income generating activities e.g. awards/IOS</li> <li>• Sponsorship</li> </ul>

## Swim England Structure

- Sports Board & Group Board
- Swimming Management Group
- Masters Working Group
- Regional Boards & Reps
- County Swimming Committees & Reps
- Clubs & Members

## *Swim England - Club Membership*

Aimed at individuals who want a structured aquatic pathway from learn to swim to elite competition structure.

**Category 1** – Includes members of any age who are learning to swim or who are swimmers at any level, who do not compete in any discipline in open competition. (our three county galas are closed competitions – only Wiltshire swimmers)

**Category 2** – includes members of any age who compete in any discipline in open competitions.

**Category 3** – Includes Parents of Cat 1 & 2 members; administrators; associate members; coaches; helpers; honorary members; life members; officers; qualified officials of any discipline; patrons; teacher.

New **Just Swim** membership is just starting which is completely free, see <http://www.swimming.org/members/just-swim-membership/> .

### *Swim England currently has...*

- 184,869 Club Members

#### 80,200 Category 1 Members

- 3,285 Discipline Masters
- 2,120 Actual 18yrs – 24yrs
- 7,747 Actual 25yrs +

Q. Why isn't the number of Masters the same as 25+ numbers.

A. Because people have not selected masters in the discipline section of their details – see bit on OMS in Short items section at the start of the newsletter.

#### 69,895 Category 2 Members

- 6,293 Discipline Masters
- 4,787 Actual 18yrs – 24yrs
- 8,006 Actual 25yrs +

- 34,774 Category 3 Members

## *Umbrella Club Insurance*

By being a club member and Swim England member you are covered. But this cover does not extend to a public swim session.

- Public Liability £20m • Professional Indemnity £20m
- Employers Liability £10m • Management Liability (Directors & Officers) £20m
- Legal Defence £2.5m
- Personal Accident • **Limited benefit 70 – 75 years & 76 – 80 years • No cover 80 years and over**
- Legal Expenses

## *How do we know what Masters want?*

Feedback received via:

- Verbal and written feedback from members and clubs
- Feedback from county reps
- Feedback from Regional Reps
- Events surveys
- Masters survey
- Masters hub community page

### Masters survey results

Masters said they would like us to:

- Increase the awareness of the benefits of the Swim England membership
- Increase the promotion of Masters swimming
- Increase the communication to Masters swimmers
- Improve the information relating to Masters training (including suitable land based exercise)
- Improve the membership offer

*Increase the awareness of the benefits of the Swim England membership & improve the membership offer*

- New sponsors Tyr have given 25% discount to any members • Clubs can negotiate further discounts for bulk orders • Revised newsletter promoting benefits packages • Sponsorship department engaging with new sponsors in the future • New Just swim membership developed – ideal for pre masters.

*Increase the promotion of Masters swimming*

- Masters Officer promoting the adult swimming journey • Discussing possibilities with pool providers • Increasing links with universities • Swim England attending large events to promote masters Offer • New OW Representative on MWG

*Increase the communication to Masters swimmers*

- New Communication rep on MWG • New format to newsletter • Communication plan in place for articles to be included in newsletter and hub. • New look hub with lots more content now online

*Improve the information relating to Masters training*

- New articles now on Hub relating to training • Training plans available • Club Development Officers trying to improve training opportunities in local clubs • Open water identified as an area for development for Masters

*A few barriers to success*

- Need help identifying potential sponsors – people not ideas. • Need people to write interesting articles for Hub • Data protection Act – cannot send information to all members • Members not identifying themselves as Masters on OMS • We cannot 'make' pools, clubs, counties or regions do something • Masters are passionate people and everyone has a different opinion.