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ASA South East Region

Management Board Meeting - 10th January 2007

REPORT

For information and circulation to: Sub-Regional Secretaries and Regional-Group Managers

Items on the Agenda included:

Regional Masters Group

The Regional Groups through their Managers have each been asked to attend one of the Regional Management Board meetings scheduled between January and May 2007 to update the Board on their achievements and raise any outstanding issues they might have.

The Regional Masters Group Manager attended the RMB in January. Geoff Stokes informed the Board of the most significant achievements and asked the Board to consider three documents - the Regional Masters Group Report, Operational Plan and Terms of Reference.

A number of specific points related to the Regional Masters Group were raised:

- the use of the term *committee* in the Terms of reference for the “Masters Committee”; it was felt that the term *group* would better reflect the current governance terminology used by the Region.
- there should be emphasis on ‘doers’ rather than ‘representatives’, as discipline groups are important agents of delivery. The make up of the Group should be based on skill requirements. However, it was acknowledged that a network of Sub-Regional contacts would be useful. It was felt that it is not a matter for the Board to determine how the Group conducts its business, as long as sensible conventions are followed.
- the Group should advise the Board on matters concerning Masters swimming.
- the Group should have an operational plan and budget approved by the Board, should implement the operational plan and monitor it against the budget. Any significant changes to the operational plan and budget should be brought to the attention of the RMB through the Regional Director.

A general point was made that Group Managers should decide on the engravings / ribbons for their events and consider the costs involved, then request them from Sue Green, the Regional Trophies Officer. The RMB had previously agreed that there should be ‘discipline specific’ ribbons for medals.

Commercial Audit Action Plan

Goodform Ltd has carried out a Commercial Audit on the South East Region and as a result a Commercial Group was set up to consider an action plan.

The Commercial Group has produced an Action Plan which the Board approved at its meeting held on 12 September 2006. The following areas of the action plan have been considered at the December RMB:

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Website – to carry out a research programme to better understand the requirements and expectations of existing users of the website and the extent to which it meets those expectations; RMB to establish a clear statement of objectives for the website, and to analyse the existing website against the results of the research programme and the objectives established by the RMB.

Sponsorship – to request that Goodform Ltd revise their proposal with the main focus on the development of a sponsorship pack / sponsorship material within an agreed timeframe. Also, to ask Goodform Ltd to put forward two to three specific proposals to demonstrate how these would generate additional income for the Region within an agreed period of time and commission levels; to investigate a possibility of engaging with an agency / university that can provide a suitable individual to work with the Region on income generation as part of their training / course.

Club Funding Workshops and Family Learning Funding - Fundsport UK Ltd put forward two proposals: (i) to run club funding workshops, which the Board felt would provide clubs with an opportunity to maximise external sources of income, (ii) to bid for additional funding to develop clubs with support from professional staff.

Alteration of boundaries of ONB and BSB County Associations

The Board was asked to consider a proposal to delete “Oxfordshire” from the BSB boundary. The Board **agreed** the recommendation, which means that six clubs will be reallocated to ONB.

Funding of SER Workforce Development Strategy

In the current climate of funding workforce development, a region is required to have a Workforce Development Strategy. Without a strategy, it is less likely that the Region will be able to access new funding streams. The Board **agreed** the need for a Workforce Development Strategy and has allocated funding for this purpose.

Communication of RMB papers

The Board was asked to consider a proposal to make papers for RMB meetings available on the Regional Website along with approved minutes. The Board **agreed** to publish agenda / papers prior to an RMB meeting and to continue the practice of putting RMB minutes on the website once these have been approved.

Regional Dinner

The Region strongly believes that there is a need to recognise efforts made by clubs to gain Swim21 club accreditation. The Board considered the value of recognising Swim 21 Clubs by offering free places at the Regional Annual Dinner. The Board **agreed** that the Regional Finance Group should consider a paper with costings produced by the staff / Communication Group and make recommendations to the next Board meeting.

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KPIs 2007/08

The Region has a three-year Operational Plan, which was put together as a result of consultations with Sub-Regions. An Annual Operational Plan was developed for 2006/07. An annual plan is being formulated for 2007/08. The Board was asked to consider Key Performance Indicators for 2007/08. The Board *agreed* that the proposed KPIs should be considered by the Regional Development Group and, if necessary, brought back to the Board to a meeting in February /March 2007.

Management Accounts for Current Year

The Board considered income and expenditure to 31 December 2006. Members gave a positive opinion regarding the new layout of the ASA SE Region Management Accounts detail and content. The Board *agreed* that Discipline Managers should receive a statement of transactions every month and a set of management accounts for their meetings. The RMB should receive up-dates on a monthly basis, but only discuss the management accounts quarterly. The Board also *agreed* that the Regional Finance Group should give further consideration to the layout of the budget.

Submission to Sport England – Regional Talent Development Pathway

The Region has developed a Talent Development application, which was submitted to Sport England South East on 10 January 2007. The amount applied for is £1,013,234 for each year of a three-year period. A decision is expected by March 2007.

ASA Minutes

The Regional ASA Board representative updated the RMB Board on main points arising from the ASA Board meetings.

A general discussion ensued regarding reporting procedure of regional representatives on ASA Technical Committees. It was *agreed* that Regional Technical Committee Representatives should report on any significant issues to their Sub-Regional contacts and Regional Discipline Groups. Regional Group Managers should be reminded of the requirement to provide minutes of their Group meetings on the regional website.

Swimming Times Magazine

The Chairman acknowledged the contribution staff have made to include items in the January issue of the Swimming Times magazine. Group Managers and Sub-Regional Secretaries should be reminded to forward articles to the regional office. A question was asked regarding discipline articles, as these can appear either in the discipline section of the magazine or in the Regional round up. It was suggested that the articles should be sent to the magazine and to the regional office to ensure that their publication is followed up.

RGP / EK-C
January 2007