



# Swimming development plan for Norwich

2008-12



**NORWICH**  
City Council



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# Introduction

This plan replaces the *Swimming development plan for Norwich 2002-07* and seeks to continue to address the key areas previously identified as well as future developments.

Swimming is arguably the only sport that provides opportunities for people of all ages and abilities to participate, whether it is recreational, maintaining health and fitness, achieving personal goals or winning medals on the world stage. Swimming and water based activities are fun, sociable and teach skills that can save lives.

The plan was produced by the Norwich Swimming Forum partnership to promote the co-ordination of the existing structure within Norwich as well as supporting future developments and embrace change within the sport.

It seeks to increase the provision for swimming across Norwich and enable everyone to benefit from one of the most popular forms of physical activity. It aims to provide support to a whole range of aquatic activities and water based initiatives including water safety education, learn to swim, competition, triathlon and fitness swimming.

In line with the Amateur Swimming Association's (ASA) county, regional and national swimming plans objectives, this plan aims to support the relevant points locally.

The plan promotes partnership working with other Norfolk swimming forums, clubs, schools, facilities, county and regional swimming bodies.

The Norwich Swimming Forum is committed to supporting all aspects of the sport and with the 2012 Olympics on the horizon and the legacy it will leave; it is an exciting time ahead.



# Local statistics

**Norwich 2007 mid year population estimate** = 132,200; this is an increase of 8% (9,800 people) since 2001.

Norwich City Council area – age ranges:

age range	number
0-15	20,600
16-29	37,600
30-44	27,600
45-59	20,900
60-74	14,800
75+	10,600

## Deprivation

**The Index of Deprivation 2007** shows:

- Norwich is the second most deprived LA district in the Eastern Region
- 19% of people in Norwich are income deprived
- 32% of children in Norwich are affected by income deprivation
- In five wards in Norwich – Bowthorpe, Lakenham, Mancroft, Mile Cross and Wensum – more than a quarter of the population are income deprived.

## Child Wellbeing Index

On the recently published Child Wellbeing Index, Norwich ranks 329th (worst) out of 354 nationally.

## Health

The latest data shows 21 per cent of Norwich children to be overweight or obese (Source: Child height/weight survey).

19.4 per cent of residents reported that they had a long term illness, health problem or disability which limits their daily activities or work.

The Active People Survey results for adults in Norwich showed 25.1 per cent participated in sport and active recreation at moderate intensity (30 minutes on three or more days per week).



## Present school pool provision

School	size	depth
Hewett School	25m x 10m	0.9-2.8m
Norwich High School for girls (Independent)	25m x 8m	0.9-1.8m
Colman Junior School	15m x 6m	0.9-0.9m
Eaton Primary School	12m x 8m	1m-1m
Nelson Infant School	10m x 8m	0.8-0.8m
Town Close Prep School (Independent)	17m x 8m	0.9-1.8m
Earlham High School	18m x 5m	0.9-1.m
Heartsease Middle School	15m x 6m	0.9-0.9m
Recreation Road	18m x 5m	0.9-1.1m

The swimming pools attached to local education authority schools are all between 25 and 45 years old, if not older. Only the Hewett School, along with the two independent school pools, offer a depth of 1.8m which is suitable for racing dives.

## Present public pool provision

Public pool	size	depth
Sportspark, University of East Anglia Operated in both 2 x 25m and 50m modes	50m x 20m	0.0-1.8m
Riverside Leisure Centre Learner pool	25m x 12.5 12.05 x 8m	1m-1.8m 0.75-0.9m

- There is also a variety of pools within private health clubs requiring membership for access.



# Aim and purpose of the plan

- To promote development of clear swimming pathways from learn to swim to international representation in the Norwich area.
- To support all clubs and organisations to achieve Swim 21/Clubmark accreditation or similar levels of high quality delivery of service.
- To encourage the main facilities within Norwich (Sportspark, UEA and Riverside Leisure Centre) to provide comprehensive and complementary swimming programmes.
- To establish a progressive, common core programme of swimming lessons using the ASA National Plan for Teaching Swimming as a model throughout Norwich.
- To develop formal links between the school swimming programmes and their swimming development pathways.
- To establish clear roles and responsibilities for all parties involved in the delivery of swimming development activities.
- To provide opportunities for volunteers within swimming clubs to become qualified to the appropriate ASA standards.
- To provide opportunities for continued professional development and access to courses leading to professional qualifications.
- To actively promote the ASA Child Protection and equity policies and procedures.



# Developing swimming

The action plan is based on the development of swimming and related disciplines broken down into the following categories to best meet the aims and objectives:

## Athlete development

The ASA National Teaching Plan for swimming offers a clear structure from playground to podium and includes an introduction to other water based disciplines. There is a pathway to masters, synchro, open water and disability swimming. Water safety education to schools is addressed in the plan through delivery of the Get Safe 4 Summer events.

## Workforce development

Norfolk County ASA continues to provide an ongoing programme of courses for officials. Active Norfolk, the County Sports Partnership, provides a very comprehensive programme of coach and club development open to all at greatly reduced rates. Continued professional development is delivered in partnership with the ASA education department.

## Club development

The two major swimming clubs have met the high quality of delivery required for the Swim 21/Clubmark accreditation. Through the ASA's future expansion of the accreditation system there will be an opportunity for masters and other discipline clubs to accredit. As local statistics show, there are pockets of high deprivation in Norwich. Support of a low cost learn to swim scheme seeks to address this.

## Facilities

The Norwich Swimming Forum was a major force in supporting Norwich City Council's bid for Sport England lottery funding for Riverside Leisure Centre. The city still is short of water space and with ever aging school swimming pools the forum will seek to support any future plans. The Norfolk Sports Facilities Strategy 2008-16 produced by Sport England recognises there will be a need for new facilities by 2016.

## Partnership and education links

The plan seeks to continue to build upon the progress already made through agencies working together. The swim festivals, top up schemes and Get Safe 4 Summer events have proved very successful in forwarding school club links through work with the Norwich School Sports Partnership. Norwich City Council, Active Norfolk and the Sports Partnership around Norwich (SPAN) all have elements in their strategies to develop swimming and water based activities.

# Swimming development action plan – 2008-12

## Athlete development

Objective	Action point	Parties involved	Timescale
Update National Plan for Teaching of Swimming (NPTS)	Introduction of the revised ASA National Teaching Plan throughout all swimming lesson programmes to achieved a standardised approach	Amateur Swimming Association (ASA) Lesson providers Norwich City Council (NCC)	2009
	Provide update training to all Norwich Forum members teachers in the NPTS	ASA Lesson providers NCC	2008-09
Marketing of swimming opportunities	Produce an up to date leaflet containing all swimming opportunities in Norwich and Broadland	Sports Partnership Around Norwich (SPAN)	Editions in 2008, 2010 and 2012
Co-ordination of the Learn to Swim schemes to provide sustainability	Introduce a forum for swim schemes in Norwich to share information, best practice and pathways for swimmers	Clubs Learn to swim providers	2009
Transition of swimmers from facility schemes to clubs	Provide opportunities for swimmers from Riverside swim school who have reached level 7 of the NPTS to move into Norwich Swan and UEA City of Norwich programmes as agreed	Swim Schools Leisure Connection Limited Clubs	2008-12
	Encourage all swim schools in Norwich to progress their swimmers on to Norwich Swan and UEA City of Norwich at the appropriate level.		



Objective	Action point	Parties involved	Timescale
Development of water safety education	A Get Safe 4 Summer event to be delivered to primary school children at Riverside. Additional events to be arranged in school pools to increase numbers involved.	Schools Sports Partnerships NCC Clubs Riverside LC SPAN	Events to be delivered each year
PE and School Sport Club Links (PESSCL)	Swim festival to be held to attract new members to clubs	Norfolk Partnership Swimming Development Officer Clubs	2008
Adult/Masters	Promotion of adult learn to swim and improvers with links to masters club	Adult Education East Anglia Swallowtails Other adult lesson providers	2008-12
Triathlon	Increase participation and support promotion of the sport and events	Triathlon club Tri a Sport	2008-12
Open water	Taster sessions to be set up with a view to ongoing provision of training and competition opportunities	Active Norfolk ASA Clubs	2008-12
Synchro	Continue to provide synchro opportunities and introduce sessions into schools	Clubs School Sports Partnership	2008-12
Disability	Increase participation of children and adults with a disability. Continue to support existing provision and seek funding for sustainability	Clubs NCC	2008-12
	Provide competition for children and adults with a disability	Clubs NCC Norfolk ASA Active Norfolk	2008-12



<b>Objective</b>	<b>Action point</b>	<b>Parties involved</b>	<b>Timescale</b>
Lifesaving	Secure a life saving club as a member of the Forum	All parties	2009
Water Polo	Secure a water polo club as a member of the Forum	All parties	2009
Schools competition	Junior, intermediate and senior school events to be held each year with teams entering as School Sports Partnerships where possible	School Sports Partnership Norfolk Schools Gala Committee Sportspark	June and October every year



## Workforce development

Objective	Action point	Parties involved	Timescale
Assess needs of Norwich swimming workforce	Organisational needs analysis and training needs analysis continue to be carried out	Active Norfolk Organisations and clubs	2008-09
Continued professional development	ASA CPD course to be held for all Forum teachers	NCC ASA Riverside Clubs	2008-12
	Active Norfolk generic coach development courses to be made available to all forum members	Active Norfolk Clubs	2008-12
Licensing	Coaches to commit to the UK Coaching Certificate licensing scheme	Clubs ASA	2010
Qualifications	Teacher level one and two courses to be delivered in the Norwich area	ASA Clubs Active Norfolk	2009-12
	Aqua fit qualification course to be delivered in the region	ASA Clubs Active Norfolk	2009
	ASA official courses to be delivered for timekeepers, judges and referees	Norfolk ASA	Ongoing



## Club development

Objective	Action point	Parties involved	Timescale
Swim 21	Support EAST and Norwich and District Disabled Persons SC to achieve Swim 21 accreditation	EAST and NDDPSC ASA Regional Development Officer (RDO)	2009 (if scheme available)
	Support Norwich Swan and UEA City of Norwich SC to continue accreditation	Clubs RDO	2008-12
Establish network between local clubs in all disciplines	Norwich Swimming Forum to support all water based disciplines	All parties	2008-12
Increase profile of club swimming in Norwich	Increase the number of articles to raise the profile of Norwich swimming through local, regional and national press reporting events and competitions	All parties	2008-12
Retention of participants 14 years and over	Support the delivery of levels of NPTS which include water polo, lifesaving and open water	Clubs	2009-12
Support low cost learn to swim programme	Continue to support the West Norwich Swimming Club with bids for funding to enable delivery of low cost lessons for those on low income	All parties	2009-12
Pathways for swimmers to coaching programme	Clubs to follow the long term athlete development principles and observe NPTS exit routes structure	Clubs	2008-12



## Facilities

Objective	Action point	Parties involved	Timescale
Co-ordination of timetable, galas etc.	Work with the Norfolk ASA to coordinate galas to increase opportunities for competition	Norfolk ASA Norwich Schools Sports Partnership Active Norfolk Competition Managers Facilities	2008-12
Improve school swimming facilities	Support Norfolk facility strategy	All	2008-12
Audit water provision in Norwich	Support Norfolk facility strategy	All	2008-12
Ensure Disability Discrimination Act is acted upon to ensure all children can access school swim lessons	Supports Norfolk facility strategy	Norfolk County Council Schools Swimming Teachers Active Norfolk Norwich School Sports Partnership	2008-12



## Partnerships/Education links

Objective	Action point	Parties involved	Timescale
PESSCL schemes	Deliver swim festivals to promote membership of the Norwich clubs	Norwich School Sports Partnership School Swimming Teachers Clubs Norfolk partnership development officer/ Active Norfolk	2009
Top ups	Assist Norwich School Sports Partnership to deliver the top up schemes aimed at getting year 6 pupils to the curriculum target level of 25m	Norwich Schools Sports Partnership Clubs ASA School Swimming Teachers	2009-12
Support local sports strategy	Assist in delivery of relevant points in the Norwich City Council <i>Sports development strategy action plan</i>	All	2009-12
Support ASA county and regional plans	Assist in delivery of the <i>Norfolk swimming development plan</i>	All	2009-12
Support Community Sports Network plan	In partnership with Sports Partnership Around Norwich (SPAN) support the delivery of the swimming elements of their strategy	All	2009-12
Make links with other Norfolk swimming forums	Hold annual conference day with forums from other districts to share best practice	Norfolk ASA All Forum members	2009





# Consultation

The *Swimming development plan for Norwich 2008-12* was produced in consultation with the Norwich Swimming Forum members as listed below:

Norwich City Council  
Norfolk County Council  
Active Norfolk (County Sports Partnership)  
Sports Partnership Around Norwich (SPAN – Community Sports Network)  
Norwich School Sports Partnership  
Norwich Schools Swimming Teachers Forum  
Norfolk ASA  
East Region ASA  
Royal Life Saving Society  
Norwich Swan Swimming Club  
UEA City of Norwich Swimming Club  
Norwich & District Disabled Persons Swimming Club  
Norwich Synchronised Swimming Club  
West Norwich Swimming Club  
Sportspark, UEA  
Swimming Teachers Association (STA)  
East Anglian Swallowtails Masters Swimming Club (EAST)  
Riverside Leisure Centre (Leisure Connection)  
Tri Anglia Triathlete Club  
Adult Education

**Related documents are available on:**

[www.norwich.gov.uk](http://www.norwich.gov.uk)

[www.activenorfolk.org](http://www.activenorfolk.org)

[www.eastswimming.org](http://www.eastswimming.org)

[www.britishswimming.org](http://www.britishswimming.org)

**This plan was produced by Norwich City Council on behalf of the NSF.**

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**If you require this plan in another language or format,  
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