

ASA  
**VOLUNTEER**  
ENGAGEMENT

# The ASA Volunteer Engagement Handbook

Developing Your Volunteer Workforce

September 2015 – September 2016



# Welcome

Welcome to the ASA Volunteer Engagement Handbook.

The first of its kind, this annual handbook aims to support and benefit your club by assisting you to build and enhance your volunteer workforce.

Volunteers are the lifeblood of the ASA and our clubs; without the dedicated workforce across the country, aquatic activity simply could not take place as it does today. The ASA wants to support you to ensure that you are aware of available training and development opportunities, as well as providing information and guidance on resources and staff support.

This handbook will help to summarise some of the key facts when it comes to recruiting and training your volunteers. It will point you in the direction of further information on the ASA website, the new Volunteering Hub and via external sources.

Should you have any queries regarding this material, please contact [volunteering@swimming.org](mailto:volunteering@swimming.org). Thank you for taking a proactive approach to workforce development and for the time you are contributing.

Kind regards,

Steph Elliott

ASA Volunteer Engagement Manager

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## 1. Our Volunteering Vision

We aim to ensure that throughout the sport of aquatics, there is a well-trained, well developed and motivated volunteer workforce. This handbook is designed to assist clubs in supporting their workforce, finding new members, and to offer guidance on retaining volunteers through reward, recognition and acknowledgement. Volunteering has many great benefits, not only for clubs, but for the volunteers themselves. Volunteering should be a rewarding experience for all involved. The ASA wants to help you to make this happen.

## 2. Why Should We Invest in Developing Our Workforce?

All sports clubs should take the time to consider their future. Where will our club be in five or ten years' time? Where will our volunteers be? What if our key volunteers leave? Will all their skills and knowledge go with them? How do we ensure the club survives?

Succession planning is crucial to a sustainable future. As part of this process, it's important to look at how the club has developed thus far, taking stock of its current position and thinking about where it needs to go in the future. Ultimately, succession planning should help you achieve the club's objectives moving forwards, by ensuring your club has the right volunteers, with the right skills, at the right time. It's important to put a system in place which ensures that when a volunteer leaves the club, you retain their vital knowledge and expertise. The club needs to have identified, recruited and be in the process of developing and preparing volunteers, so that the next generation is ready and able to help.

### Why is this so important?

Well firstly, this ensures that when one volunteer leaves, there is a smooth transition from one person having the role, to another taking over. It will enable you to share the load amongst your volunteers to prevent any

one person becoming overloaded. By encouraging the process of sharing knowledge, mentoring and shadowing becomes second nature. This creates a more comfortable and appealing environment for volunteers, particularly if new volunteers feel there is a great level of club support available. It's reassuring for them to know that they are not taking on this role alone.

It is important to be proactive, to expect and plan for change, instead of waiting for a crucial member of the team to leave and only then doing something about it. When a knowledgeable volunteer leaves, another individual needs to be ready to pick up the role. Ideally they already need to know what's required of them. They need to have had training and know who they need to work with to get the job done.

In order for effective succession planning to take place, you need to think outside of the box. Try not to remain stuck in the traditional way of doing things; be open to new possibilities. Don't be fearful of change; your succession plans can be continually reviewed and improved through trial and error. Use your most experienced volunteers to help with the succession planning process.

The ASA is also here to help you with your succession planning. We can offer support and guidance on recruiting, training and deploying volunteers.



### 3. Policies and Procedures

The ASA aims to build a positive working relationship with all of our ASA clubs and volunteers. As part of their membership, ASA members are bound by certain organisational policies. These policies not only protect the ASA, but you as members. We recommend that all volunteers familiarise themselves with the documents below.

Policy	Link
ASA Volunteer Policy	<a href="http://www.swimming.org/assets/uploads/library/amateur_swimming_association_volunteer_policy.pdf">www.swimming.org/assets/uploads/library/amateur_swimming_association_volunteer_policy.pdf</a>
Data Protection Policy	<a href="http://www.swimming.org/asa/about-us/policy-documents/data-protection-policy/24014">www.swimming.org/asa/about-us/policy-documents/data-protection-policy/24014</a>
Code of Ethics	<a href="http://www.swimming.org/asa/clubs-and-members/code-of-ethics">www.swimming.org/asa/clubs-and-members/code-of-ethics</a>
Legal Information – Judicial	<a href="http://www.swimming.org/asa/clubs-and-members/legal-information">www.swimming.org/asa/clubs-and-members/legal-information</a>
Governance	<a href="http://www.swimming.org/asa/clubs-and-members/constitution">www.swimming.org/asa/clubs-and-members/constitution</a>
Wavepower – Safeguarding Policies and Procedures	<a href="http://www.swimming.org/asa/clubs-and-members/safeguarding-children">www.swimming.org/asa/clubs-and-members/safeguarding-children</a>
ASA Handbook	<a href="http://www.swimming.org/asa/clubs-and-members/asa-handbook-2014">www.swimming.org/asa/clubs-and-members/asa-handbook-2014</a>
Organisational Policy including environmental, board, finance, conflict of interest, etc.	<a href="http://www.swimming.org/asa/about-us/policy-documents">www.swimming.org/asa/about-us/policy-documents</a>
Privacy Policy	<a href="http://www.swimming.org/asa/about-us/privacy-policy">www.swimming.org/asa/about-us/privacy-policy</a>
Equality and Diversity	<a href="http://www.swimming.org/asa/about-us/equality">www.swimming.org/asa/about-us/equality</a>

### 4. Our Volunteer Charter

The aim of this Charter is to set out standards about how the ASA works with volunteers that are directly involved with the organisation at a national and regional level. It also aspires to encourage good practice for the support and supervision of volunteers who work within the wider swimming community and the ASA's affiliated clubs. The intention is that it will provide clarity and consistency for volunteers working with central and regional departments within the ASA and establish a basis for the involvement of volunteers across the sport. It will also help to ensure that ASA employees understand the role of our volunteers and the importance they have within our organisation.

This Charter sets out what volunteers should expect from the ASA, and what, in return, the ASA expects from our volunteers. This Charter is not legally binding and does not seek to form a contract with volunteers.

As a volunteer with the ASA you can expect to:

- Have an ASA named contact who will support you and respond to any questions and queries you may have.
- Receive guidance about what a role entails (role descriptions are available on the volunteering hub).
- Be recognised and valued for the contribution you make.
- Be consulted and made aware of changes that impact upon you.
- Be kept up to date with news and good practice advice.
- Receive clear guidance about what is expected from you and what you can expect in return.
- Be covered by civil and employers' liability insurance, personal accident insurance and legal expenses insurance, once registered as a club member or as a member of the IoS.
- Have any problems or complaints resolved as quickly as possible.
- Be treated with respect and courtesy.

- Be supported to access training opportunities that are relevant or required in order to fulfil your role.
- Abide by the policy on confidentiality and respect all confidential information.

In return we ask that you:

- Be an affiliated member of an ASA club or a member of the IoS.
- Be committed to the aims and objectives of the ASA and/or your ASA region.
- Observe the policies and procedures of the ASA, especially those relating to Health and Safety, Equality and Child Protection.
- Treat other volunteers, staff and members of the public with respect and courtesy.
- Show diligence and duty of care at all times.
- Abide by the policy on confidentiality and respect all confidential information relating to the ASA and its members.
- Agree to volunteer in an outlined role and inform your ASA representative if a change in your circumstances impacts upon the role you are fulfilling.
- Avoid any word or deed that will bring the ASA and its members into disrepute.

If you have any questions about this Charter or if you are unhappy about how you have been treated as a volunteer by the ASA please email [volunteering@swimming.org](mailto:volunteering@swimming.org).



## 5. Volunteer Recruitment

According to the ASA Club Survey 2014, you identified that one of the top five challenges you will face this year is recruiting/retaining your volunteer workforce.

Attracting new volunteers to your club can be challenging, but with the right advertising in the right places you can increase your potential audience and encourage the right people to come forwards. Effective recruitment is important, but it is essential to remember recruitment must go hand in hand with retaining your volunteers, by providing them with the right volunteer experience. You will not retain volunteers if a positive experience isn't received once they have joined. Putting that aside for the moment, let's focus specifically on recruitment.

We've included four key steps below.

### 1. Identify what volunteers you need

Most clubs are in need of a bit of extra help, but in order to attract the right volunteers your first task is to identify exactly where you need it – would your club benefit from a 'computer whizz' to run your website and social media channels? Is your Secretary drowning in paperwork and could use some admin support? You could identify the extra help you would benefit most from at a committee meeting, or by asking your volunteers individually where they would like support. By giving careful consideration to what you really need to help your club flourish, you can start to identify where the gaps are. You can also identify where your volunteer skill sets are limited to one individual.

## 2. Create a volunteer advert

Once you have an idea of the role you need to fill and the necessary skills required, you can create a vacancy advert. The advert should include a description of the role, the skills your ideal volunteer should have, their responsibilities and any other useful information, such as how many hours a week they may be asked to commit, or if their role can be done from home, etc. Prospective volunteers will be looking for roles that are fun and rewarding, so your vacancy advert should be short and catchy.

Example role descriptions can be found on the ASA Volunteering Hub, which you can download and amend to suit the role you are looking for.

## 3. Advertise

If you are looking for volunteers with specific skill sets, you will need to think carefully about the audience you want to reach and the most suitable advertising platforms for the roles you have available. Through clever advertising you can attract volunteers from outside the club and the world of swimming, with the skills that can really benefit your club.

There are a number of options, most of which are completely free of charge:

- **ASA Volunteering Hub:** [www.swimming.org/volunteering](http://www.swimming.org/volunteering)  
You can now advertise volunteering roles for free directly on the hub!
- **Careers In Aquatics:** [www.swimming.org/careers](http://www.swimming.org/careers)  
The ASA and British Swimming's online advertising service, which is free of charge to any ASA, Scottish Swimming or WASA affiliated club.
- **Join In:** [www.joininuk.org](http://www.joininuk.org)  
Join In is a charity specifically for sports club volunteers, and allows people to search for local opportunities. Clubs can set up a profile on the website which will then appear in search results.

- **Do-it:** [www.do-it.org](http://www.do-it.org)  
Do-it is an organisation which offers a free online service for advertising volunteering opportunities. The website can also put you in touch with your local Volunteer Bureau which is a localised centre for people looking to get involved in volunteering. Give it a go!
- **vInspired:** [www.vinspired.com](http://www.vinspired.com)  
vInspired is a charity focusing specifically on volunteering for young people between the ages of 14 and 25, providing opportunities to volunteer in areas that interest them.
- **Volunteer Centres:** [www.volunteering.org.uk/where-do-i-start](http://www.volunteering.org.uk/where-do-i-start)  
Located throughout the country, your local volunteer centre is a great place to advertise your vacancies. They will also post on a number of volunteer sites free of charge on your behalf.
- **Other Websites:** There are a number of other websites offering free listing of volunteering roles:
  - **The Guardian:** [www.guardianjobsrecruiter.co.uk](http://www.guardianjobsrecruiter.co.uk)
  - **Timebank:** [timebank.org.uk](http://timebank.org.uk)
  - **Charity Job:** [www.charityjob.co.uk](http://www.charityjob.co.uk)

Depending on the role you are advertising, you should also hunt for more skill-specific sites, e.g. 'web design vacancies', 'fundraising volunteers', etc, to open up even more avenues for promotion.

- **Social Media:** Sites like Facebook and Twitter are great for advertising new opportunities. Make sure you include @ASAaquatics in your post, so we can retweet for you to help reach a wider audience.
- **Universities:** Most universities have volunteering programmes and students are often looking for ways to build their skills and experience, so a local university could be a great source of enthusiastic and knowledgeable volunteers for your club. Most universities will advertise volunteer vacancies free of charge so get in touch with the careers centre at your local university for further information.

#### 4. Induct new volunteers

Once you have successfully attracted volunteers to your club, it is vital that they are given a full induction. A club environment can be quite daunting to a new volunteer – particularly if they are not from an aquatics background. A supportive and inclusive induction will help to ensure your volunteers are happy in their role and committed to the club.

- Invite them along to a training session or competition to see what goes on. Even if their role doesn't require it, experiencing first-hand what their time is doing for the club will really motivate your new volunteer and give them a better understanding of their role.
- Introduce them to key people at the club such as coaches, committee members and team captains.
- Ensure they have all the information they need such as their role description, codes of conduct, relevant contact details etc.
- Buddy them up with a more experienced volunteer to act as a mentor and answer any questions they have.
- Try not to overwhelm them – there can be a lot to take in for a new volunteer, so keep this in mind and be patient. Introduce tasks and responsibilities gradually and ensure your new volunteer is clear and comfortable with what they need to do.

It may seem like a lot of effort, but once you have put the time in to complete these steps, your new volunteer should be happily settled into their role and making a tangible difference to your club. Keeping up the reward and recognition of all volunteers will help to ensure your club goes from strength to strength. More information on inducting volunteers can be found in the ASA Workforce Coordinator online guide (for more details see volunteer training).

#### 6. Think Inclusive

Ask yourself; is your club as inclusive as it could be? Does it open its doors to any volunteer who wants to get involved and help? Does your club truly reflect the local demographics to the greatest extent possible?

Being inclusive means that regardless of age, gender, race or ability, your club allows all volunteers to have an equal opportunity to participate at a level they choose. Being inclusive means welcoming everyone. Opening your club to everyone will aid with sustainability and add new dimensions to the club's social element. You may even find talent in many different forms, perhaps where you least expect it.

Some of the benefits of being inclusive include:

- Increased membership of your club.
- Increase in the number of volunteers, administrators, and participants who can help contribute to the success and running of the club.
- Increase in the level of skills and abilities within your club.
- A richer club environment in which members appreciate and learn from each others' backgrounds and experiences.
- Strengthening of the community as a whole by encouraging everyone to contribute to building a stronger society.

Read more about the ASA's commitment to equality and diversity and find further support for clubs at this link: [www.swimming.org/asa/about-us/equality/](http://www.swimming.org/asa/about-us/equality/).

The ASA has also created a Good Club Guide to support clubs to help you think inclusively. You can access this resource via the Volunteering Hub.

## 7. Volunteer Engagement Training Opportunities

The ASA coordinates a number of different training opportunities for volunteers. We try to keep training costs as little as possible to make it more accessible. Should you have any queries regarding any of the opportunities below, please contact [volunteering@swimming.org](mailto:volunteering@swimming.org).

Training	Recommended For	Further Details	Age Requirement	Length	Cost	Delivery
Aquatic Helper Workshop	Young people who wish to actively assist on poolside in an aquatic environment. Suitable for all disciplines.	The workshop covers pool safety, identifying risks, effective communication, good practice and benefits of Long Term Athlete Development (LTAD). Ideal for young leaders who would like to go on to take their teaching/coaching qualifications.	13-16 (over 16s are able to participate. Please read the conditions which can be found on the IoS online).	3 hours theory and 3 hours practical.	Free	Can be delivered by UKCC Level 2 Coach.
Young Aquatic Leader Certificate (YALC)	Those who wish to become an aquatic leader, providing them with the knowledge to actively assist in an aquatic environment. Suitable for all disciplines.	The workshop consists of an introduction to timekeeping in swimming, an introduction to officiating in water polo, running an aquatic youth club and running an aquatic competition.	14-19 (over 19s can participate).	6 hours theory and 2 hours practical.	Free	Delivered by those with experience of training young people.

Training	Recommended For	Further Details	Age Requirement	Length	Cost	Delivery
Team Manager Module 1 and 2	Those who are currently in the process of becoming, or who want to become, a Team Manager or Assistant Team Manager. Suitable for all disciplines.	The ASA's Team Manager training equips volunteers with the necessary skills and knowledge to undertake an Assistant Team Manager or Team Manager Role at competitions. There are two Team Manager modules: the first for local competitions and the second covering overnight stays. Modules must be completed in order.	Minimum age 16. Must be 18 to take on full role of Team Manager.	3 hours theory per module.	Please check with your ASA region	Delivered by a Team Manager Trainer. Contact <a href="mailto:volunteering@swimming.org">volunteering@swimming.org</a> for more info.
ASA/ NSPCC Time to Listen Training	The Time to Listen module is aimed at club Welfare Officers (WOs). Suitable for all disciplines.	The Time to Listen programme provides an opportunity to consider the role and responsibilities of WO's and the action taken should any incident occur. The ASA recommends that all WO's attend the training as it will support them to carry out their role effectively and safely, and it is a requirement for swim21. All participants need to have attended a Safeguarding and Protecting Children workshop prior to attending Time to Listen.	Must be 16 to complete Safeguarding and Protecting Children workshop – pre-requisite of Time to Listen.	3-4 hours theory.	Please check with your ASA region	Time to Listen Tutor – contact your regional office to find out more (contacts below – divisional office managers).

Training	Recommended For	Further Details	Age Requirement	Length	Cost	Delivery
Positive Behaviour Workshop	All club members including parents. Suitable for all disciplines.	Parents and spectators play an essential role in supporting a child's participation in sport and many have a positive influence in both club and competitive environments. However, many grassroots swimming clubs are struggling to address the increasing problem of negative parental and spectator behavior. The ASA's Positive Behaviour Workshop offers support and guidance for clubs to identify and address negative behaviour.	No minimum age.	90 minutes theory.	Free	Ideally delivered by the club Welfare Officer with the support of young people. All resources are available to download from the ASA Volunteering Hub.
Workforce Coordinator	Current Workforce Coordinators or those who want to be in the future. Suitable for all disciplines.	The Workforce Coordinator Online guide is available via the IoS online and aims to provide you with support, advice, guidance and templates to assist you in your role and save you time.	Ideal for over 18s but no minimum age.	45 minute online module.	Free	Online module.
Club Captain	Current Club Captains and young leaders who want to get more involved in their clubs activities. Suitable for all disciplines.	The Club Captain interactive online resource is an ideal resource for young leaders who want to have a greater level of involvement within their club.	No minimum age. We recommend that those who are under 14 should complete with an adult.	45 minute online module.	Free	Online module.

To download registration forms or access the above, please visit the ASA Volunteering Hub.

For more information on Technical Official qualifications within all aquatic disciplines, please visit [www.swimming.org/britishswimming](http://www.swimming.org/britishswimming).

For more information on teaching and coaching qualifications, please visit the IoS online, or the ASA Awarding Body Hub for a full list of training [www.awardingbodyasa.co.uk](http://www.awardingbodyasa.co.uk).



## 8. Becoming a Presenter

### 8.1. Team Manager

If you are interested in delivering the ASA Team Manager modules and training up the next generation of Team Managers, you can look to become a registered Team Manager Presenter.

Presenters must have completed the ASA Team Manager modules previously, and have extensive experience as a Team Manager. You must meet the criteria, and send the completed Team Manager Presenter form with written evidence of this to [volunteering@swimming.org](mailto:volunteering@swimming.org). We will then confirm your suitability and support you in taking the next steps of the process which include shadowing a more experienced presenter, and delivering a course whilst being observed.

We are looking for Team Manager Presenters in all aquatic disciplines. For more information, please visit the ASA Volunteering Hub.



### 8.2. Time to Listen

In order to become a Time to Listen Presenter, you must meet the following criteria:

- Be able to demonstrate experience of training adults.
- Have a good working knowledge of aquatics and safeguarding.
- Have knowledge and experience of responding to safeguarding queries commensurate with the club Welfare Officer (WO) role.
- Have experience of tutoring the Safeguarding and Protecting Children workshop (SPC) or an equivalent safeguarding workshop.
- Have attended an adult training course, e.g. scUK, Training for Trainers course.

All presenters must be trained by the CPSU, but approved by the National Governing Body. To be considered for future training opportunities, please email [volunteering@swimming.org](mailto:volunteering@swimming.org) for more information.

## 9. Club Spotlight: Norton Radstock SC

The ASA Volunteering Manager caught up with Nicky Vause from Norton Radstock Swimming Club to find out more about how the club supports their thriving and effective volunteer workforce.

### What does the landscape of your current workforce look like?

The landscape is quite diverse, ranging from young volunteers to experienced volunteers with many years' experience. In recent years, promotion and engagement with the ASA county, regional and national programmes has resulted in excellent training opportunities for our workforce. The availability of locally held courses and events encourages attendance. This has especially made a huge impact on the number of young volunteers who have been inspired to continue developing their potential. This investment in training opportunities will ensure their retention in aquatics. The committee are proud of the volunteering culture we promote to our young members. It's not just about what they can do for their club and community, it can be so much more.

### Recruitment of volunteers is vital to ensuring you continue to build and grow your workforce. Can you tell us a little bit about how you recruit your volunteers?

- On the club membership form, new parents/carers are made aware that the club operates totally by volunteers. Help is requested for the variety of roles available to set a precedence.
- Requests are regularly made via email/newsletters/club notice board and by word of mouth when opportunities become available.
- Mentoring/shadowing opportunities exist, progress is monitored and support is readily available from the Workforce Coordinator.
- Club guides and resources are made available to support volunteers.
- Volunteers are made aware of the ASA Good Club Guides available to support their roles and of the free online training available from the IoS.

### You mentioned training above, what sort of training is offered to your volunteers?

- In-house training for poolside staff by the Head Coach and visiting coaches.
- Details of ASA county, regional and national training programmes and development days are circulated.
- 100% of course fees are paid for by seeking grants and bursaries for regular volunteers who agree to help for a set period post-qualification.
- Ownership of training needs is encouraged through personal development plans for young volunteers.
- Free online training available from the ASA/IoS is promoted.

### All volunteers like to feel valued and recognised for the time they dedicate. How do you recognise your workforce?

Our workforce are recognised in a number of different ways, from a verbal thank you to specific activities, for example:

- National Volunteers Week – we have celebrated this for the past three years, awarding certificates to young volunteers and writing articles to recognise volunteers' commitment to the sport.
- Articles are regularly submitted to local publications to recognise volunteering achievements.
- Nominations are made to ASA county, regional, national awards, West of England Sports Trust, Bath & North East Somerset Chairman's Awards and Midsomer Norton Town Council Civic Awards to recognise outstanding contributions.
- Life Membership awarded for outstanding commitment.
- Paid course fees for regular volunteers who agree to help for a set period, post-qualification.
- Fee reductions for parent volunteers engaged in club officer administration roles, group coaches/teachers or other supporting roles.

### **Are there any great programmes that you are a part of which have really helped to develop your workforce?**

Yes, the ASA South West/Somerset Young Volunteer Programme has engaged our young adults in a structured development programme. This has helped to retain talented individuals within aquatics who act as excellent role models for our members and are ambassadors for our sport. Their success has encouraged other young adults to volunteer.

For more information on the ASA South West Young Volunteer programme, please contact the South West Club Development Officer. You will find details in the Contacts section at the rear of the handbook.

### **So you have developed links with the county/regional ASA staff and your network – how has this benefitted the club and your volunteers?**

We have developed a variety of links and this has benefitted our workforce and club in a number of different ways:

- We maintain regular communication and engage with Somerset Workforce Coordinator, Kelly Podbury, and ASA South West Club Development Officer, Emily Taylor. This has built up a positive relationship with the club, as they understand our workforce needs, which has assisted with planning, and has therefore increased locally-held development opportunities for our club members.
- Engagement with the Aquae Sulis Network by attending meetings has maximised the benefits for long term athlete development and workforce development. Club visits, training sessions and meetings with Head Coach, John Dougall, have built up a positive working relationship. Attendance at the network club meetings by Emily Taylor and Lindsay Dunn (England Programmes Officer) ensures all member clubs are aware of opportunities within the South West Region.

- Workforce training needs are identified through the club's swim21 process and fed into the network document. Training needs for 12 clubs were addressed with a closed Level 2 Coaching course, Team Manager Modules 1 and 2 and Safeguarding and Protecting Children which were held at a reduced rate. Clubs have also benefitted from courses held by member clubs advertised within the network with Time to Listen, Safeguarding and Protection Children and Level 1 Coaching attended by our volunteers.

### **Thinking about succession planning, how do you engage your young volunteers?**

As a club, we:

- Promote volunteering and its personal benefits. For example, benefits include:
  - › The development of interpersonal skills.
  - › Enjoying a fun and productive way to spend their free time.
  - › The impact that volunteering will have on their CV.
- Encourage participation in the ASA SW/Somerset Young Volunteer Programme which delivers a well-structured development programme, providing participants the opportunities to experience many volunteering roles. The club's Workforce Development Plan documents this as a requirement for young volunteers who wish to have a funded place on a Level 1 course in the future.

If you would like to hear more about any of the above, please contact the South West Club Development Officer.

## 10. Useful Resources

### 10.1. ASA Volunteering Hub

The ASA has a dedicated Volunteering Hub which provides information about training and development opportunities, has guidance and resources to support you as a volunteer and is full of news stories, case studies and the latest on national volunteering programmes.

Visit [www.swimming.org/volunteering](http://www.swimming.org/volunteering) for more information. If you have a good news story you would like us to share on the hub, please contact us at [volunteering@swimming.org](mailto:volunteering@swimming.org).

#### Volunteering Newsletter

The Volunteering Newsletter 'Making a Difference' is released bi-monthly and contains updates on all things volunteering! We would recommend that all volunteers sign up to receive this to stay up to date on our latest programmes, projects and initiatives.

If you would like to receive volunteering news, please email [volunteering@swimming.org](mailto:volunteering@swimming.org) to be added to the mailing list or visit the Volunteering hub to sign up.



### 10.2. Good Club Guides

The Good Club Guides have been specifically designed to support certain volunteering roles within a club. They provide an outline of the duties and responsibilities of the volunteers, and guidance on what sort of activities they should be taking on. Good Club Guides are currently available for:

- A Club Chairperson
- A Club Secretary
- A Treasurer
- A Workforce Coordinator
- A Team Manager
- A Club Captain
- A Fundraising Officer
- A Marketing and Press Officer
- A Welfare Officer
- A Swim Meet Announcer
- Engaging Young Volunteers
- Running an Aquatic Event
- Inclusivity

To download these resources, visit the Volunteering Hub. We are always expanding our range of guides so keep a look out for more details.

### 10.3. Club Officer Toolkit

The Club Officer Toolkit is an online resource designed to assist club officers to fulfil their role in ASA clubs.

In this toolkit you will find advice on:

- Club Officer Roles
- Insurance, Health and Safety

- Organising an Event
- Employment Information and Club Staff
- Club Website and Social Media Guidance
- Safeguarding Children
- ASA Membership Administration
- Secretary's Checklist

Visit [www.swimming.org/asa/clubs-and-members/club-officers-toolkit](http://www.swimming.org/asa/clubs-and-members/club-officers-toolkit) to find out more.

#### 10.4. Club Matters

Launched by Sport England in February 2015, Club Matters is a one-stop shop offering support, learning and guidance for all sports clubs.

Club Matters can assist with all aspects of running your aquatics club, whether it is large, small, formal or informal. Club Matters offers free, simple and bite-size support to all ASA aquatics clubs.

Club Matters can help you with:

- **Online Support** – There is a range of support available, including online toolkits, quick reference guides and e-learning modules.
- **Workshops** – Club Matters workshops are free, short training sessions delivered across the country by experts in a range of specific areas.
- **Mentoring** – Whether you want long term support, or just a short call to sound out your ideas, Club Matters mentors can help. Their flexible mentoring scheme will offer personal support to you and your club.
- **Club Improvement Plan** – An online health check for clubs of all sizes and at all stages of their development, to establish where they are performing well and whether/how they can develop. This will provide your club with a tailored development plan.
- **Club Views** – A club review tool allowing you to ask your members and volunteers what they think about your club.

## 11. Retaining and Rewarding Your Workforce

Volunteers should always feel that they are an important part of your club. They should be involved in decision making, and their commitment and achievements should be recognised.

There are many ways to reward volunteers; certificates, parties and gifts are great ways to make volunteers feel valued. But more important than the big gestures, are the everyday things you do to let your volunteers know they are important. A simple 'thank you' goes a long way. Different people value different forms of recognition, so make sure you think of the most appropriate way of showing your appreciation to each individual in a way that means something to them.

If you have a dedicated volunteer within your club who has gone above and beyond, please email us at [volunteering@swimming.org](mailto:volunteering@swimming.org) – we'd love to include your stories on our website or in our newsletter.

### Showing your appreciation

The most effective volunteer recognition occurs in the day to day interchange between volunteers. This type of recognition is more powerful because it's much more frequent. A once a year dinner does not carry as much impact as 365 days of good working relationships. Here are some suggestions on how you could show your volunteers how much your club appreciates them.

**Informal**

- Take the time to say 'thank you'.
- Make sure volunteers have enough tasks to keep them engaged and motivated.
- Where possible try to ensure volunteers are given roles relevant to their skills, interests and level of experience.
- Include volunteers in social events – going out for lunch, etc., so that they can enjoy the social aspect of volunteering.
- Ask volunteers for opinions on informal matters, such as where a new notice board should go, etc.
- Complete a 'debrief' at the end of an event or training session so that volunteers feel part of the team.
- Ensure volunteers receive equal treatment.

**Formal**

- Provide each volunteer with a clear role description for the role they will be doing, which covers what is expected, who to go to for help, and any other relevant information.
- Ensure new volunteers have an induction to the club and their role – obtain expectations from both sides and allow for questions to be asked.
- Assign mentors or 'buddies' to new volunteers so that they have a designated 'go-to' person for help, or appoint a Volunteer/Workforce Coordinator.

- Make volunteers aware of available training and qualifications which would be suitable for them, and if the club is not in a position to be able to cover costs ensure the volunteers are made aware of available funding options for these.
- Run volunteer events such as a 'thank you event'. This could be anything from an awards evening to a meal out or a game of rounders.
- Include volunteers in decisions that affect them – invite them to meetings or working groups or request feedback on future plans.

The ASA has created a Volunteer 'Thank You' certificate which can be downloaded and given to your club members at any point throughout the year. Visit the Volunteering Hub to find out more.



## 12. National, Local and External Awards

### ASA Aquatic Awards

After many great years, we will be saying goodbye to the Swimtastic and Aquaforce Awards and introducing the new ASA Aquatics Awards, which will combine elements of both events, as well as welcoming a host of exciting new award categories.

For the first time in ASA history, the celebration will recognise participants along the entire ASA pathway, from youngsters learning to swim, through to our elite athletes on the international stage, and all those whose continued dedication ensures the smooth running of the sport.

The ceremony, which will be held annually, will see English aquatics participants recognised across twenty categories. This will be a fantastic opportunity to celebrate the achievements of the aquatics community, including athletes, volunteers, operators, coaches and many more. For more information on the Aquatics Awards, visit [www.swimming.org/asa/about-us/asa-aquatics-awards](http://www.swimming.org/asa/about-us/asa-aquatics-awards).

### External Awards

There are many different ways you could recognise your club and your workforce outside of the ASA. For example, you could provide nominations for:

- **Sport & Recreation Alliance Awards**  
Normally take place between March-May
- **BBC Unsung Hero Awards**  
Nominations normally open September-October
- **Sports Coach UK Awards**  
Nominations normally open late July-September

### Local Awards

The majority of CSPs and local councils will also have annual awards which allow your volunteers to be recognised amongst other sports. For more information visit your local CSP or council website. You may also find that your ASA county or region has an awards process to recognise your workforce. Check with your regional office for more information.

## 13. ASA Volunteer Engagement Satisfaction Survey

The ASA Volunteer Satisfaction survey ran for the first time in 2014, the results of which will be released annually at the end of each year. The satisfaction survey offers the opportunity to put your comments forward and keep us updated on what additional support or training you would like to be able to receive as an ASA volunteer and member.

We would welcome and encourage all volunteers to put their views forward. It not only gives you the opportunity to tell us what you feel we aren't quite getting right, but to inform us of what works, and what you would like to see more of. The survey contributes directly to the operational plan for Volunteer Engagement, and ensures our activities are meeting your needs. For more information on how to take part, keep an eye on the Volunteering Hub.

## 14. ASA Club Online Membership System (OMS)

All clubs can now access the ASA Online Membership System (OMS). The OMS allows you 24-hours-a-day, 365-days-a-year access to your members' details and club finances. Clubs can add new members, make amendments to existing members and submit these to the ASA without the need to complete membership forms and post these to us, thus saving you time and money.

The OMS also allows your club to manage their finances, providing accurate estimates of ASA fees, access to detailed historical invoices and live statements of your club account. In addition to this, the OMS provides you with a selection of reporting tools to export member details in pdf and Microsoft Excel format.

## 15. Club Members OMS

ASA affiliated club members can now register and log in to a dedicated web portal to view and make amendments to their personal details.

The portal allows individual club members to view the details of their club membership including ASA membership number, category of membership, contact details, club details and qualifications. They can also monitor any amendments that their club makes to their membership. Members can update their personal details including their contact details, marketing and website visibility options, and club ranking preferences.

## Accessing OMS

To access both the club and members OMS go to [www.swimmingmembers.org](http://www.swimmingmembers.org) and select Active Membership. You will be requested to enter your ASA membership number, email address and surname. These details are verified against your current membership information and an activation email will be sent to you with a link to allow you access to set up a password and view and amend ASA membership details.

For queries and support regarding the OMS please email: [renewals@swimming.org](mailto:renewals@swimming.org) or contact ASA Membership Services on 01509 640727.

## 16. swim21

swim21 is the ASA's quality mark for the development of effective, ethical and sustainable clubs. It is a basic business model that allows you to look at how your club operates. It gives your club a singular focus on what you are doing now, what you want to achieve in the future and what needs to be done to make your club sustainable ensuring the best environment for your swimmers long term. The opportunity to gain swim21 accreditation is available to all ASA affiliated clubs, across any of the aquatic disciplines, regardless of size or activity delivered. swim21 is about creating the best possible swimming experience for all and raising the quality of aquatic provision across all areas.

To find out more about swim21 and the associated benefits, please visit: <http://www.swimming.org/asa/clubs-and-members/swim21-accreditation>.

## 17. Useful Contacts

### ASA Volunteer Engagement

Name	Position	Email
Steph Elliott	Volunteer Engagement Manager	volunteering@swimming.org

### ASA National Clubs Team

Name	Position	Email
Jon Keating	Head of Clubs	jon.keating@swimming.org
Lisa Berry	Programme Manager	lisa.berry@swimming.org
Julie Harrison	Club Development Administrator	julie.harrison@swimming.org
Emily Taylor	Club Development Officer – South West	emily.taylor@swimming.org
Rosa Gallop	Club Development Officer – South East	rosa.gallop@swimming.org
Esther Hill	Club Development Officer – London	esther.hill@swimming.org
Dean Walker	Club Development Officer – East	dean.walker@swimming.org
Helen Slatter	Club Development Officer – West Midlands	helen.slatter@swimming.org
Holly Powell	Club Development Officer – East Midlands (Job share)	holly.powell@swimming.org
Sue Paget	Club Development Officer – East Midlands (Job share)	sue.paget@swimming.org
Karen Carter	Club Development Officer – North West	karen.carter@swimming.org
Dan Ramm	Club Development Officer – North East	dan.ramm@swimming.org

Name	Position	Email
Becky Milnes	National Diving Development Officer	becky.milnes@swimming.org
Sarah Darragh	National Synchro Development Officer	sarah.darragh@swimming.org
Suzy Stevenson	National Water Polo Development Officer	suzy.stevenson@swimming.org

### Regional Officers

Name	Position	Email
Jackie Hilleard	Regional Development Coordinator – South West	jackie.hilleard@wesport.org.uk
Kristie Jarrett	Regional Club Development Officer – South East	kristie.jarrett@freedom-leisure.co.uk
Helen Mack	Regional Club Development Officer – South East	helen.mack@freedom-leisure.co.uk
Sophie Joinson	Regional Club Development Officer – London	sophie.joinson@swimming.org
Leanne Brace	Regional Club Development Officer – East	leanne.brace@swimming.org
Amy Bryant	Regional Development Support Officer – East	amy.bryant@swimming.org
Jon Fletcher	Regional Club Coordinator – West Midlands	jon.fletcher@swimming.org
Amanda Swan	Regional Club Coordinator – West Midlands	amanda.swan@swimming.org
Fiona Conway	Regional Club Coordinator – East Midlands (Leicestershire & Northamptonshire)	fiona.conway@swimming.org
Emma Irlam-Carter	Regional Club Coordinator – East Midlands (Derbyshire & Nottinghamshire)	emma.irlam-carter@swimming.org

Name	Position	Email
Wendy McNeil	Regional Club Coordinator – North West (Cheshire & Merseyside)	wendy.mcneil@swimming.org
Jonathan Harrison	Regional Club Coordinator – North West (Lancashire)	jonathan.harrison@swimming.org
Sarah Small	Regional Development Officer – North East	sarah.small@swimnortheast.org
David Parry	Regional Development Officer – North East	david.parry@swimnortheast.org

### Divisional Offices

Name	Position	Email
Diane Stafford	Office Manager – North	North East – swimnortheast@swimming.org
Linda Tjaguns	Divisional Administrator	North West – swimnorthwest@swimming.org
Kelly Stannard	Office Manager – East & London	East – east@swimming.org
Gita Sheth	Divisional Administrator	London – london@swimming.org
Jane Campbell	Office Manager – Central	East Midlands – eastmidland@swimming.org
Nicole Johnson	Divisional Administrator	West Midlands – westmidland@swimming.org
Bryony Gibbs	Office Manager – South	South East – office@southeastswimming.org South West – asasouthwest@swimming.org

### Technical Officials – Swimming

For all queries relating to British Swimming Technical Officials Training (Swimming) please contact:

Name	Position	Email
Helen Whittle	Regional Officials Coordinator – North West	helen1809@hotmail.com
Fred Murray	Regional Officials Coordinator – North East	fredjmurray@sky.com
Ian Lamb	Regional Officials Coordinator – West Midlands	ian.lamb@blueyonder.co.uk
Terry Bream	Regional Officials Coordinator – East Midlands	t.bream@btinternet.com
David Metcalf	Regional Officials Coordinator – East	swimofficials@eastswimming.org
Ann Van Beukelen	Regional Officials Coordinator – London	wvanb@btopenworld.com
Roger Prior	Regional Officials Coordinator – South East	rgprior@rgprior.com
Jill Beard	Regional Officials Coordinator – South West	beardfamilyuk@yahoo.co.uk

### Technical Officials – Diving, Water Polo and Synchro

For queries relating to British Swimming Technical Officials Training (Diving, Water Polo and Synchro) please contact:

Name	Position	Email
Julie Thompson	Water Polo Administrator	julie.thompson@swimming.org
Julie Thompson	Synchro Administrator	julie.thompson@swimming.org
Tracey Carecci	Diving Administrator	tracey.carecci@swimming.org

**Technical Officials – Open Water**

For all queries relating to British Swimming Technical Officials Training (Open Water) please contact:

Name	Position	Email
Paul Kendall	Regional Coordinator – East	openwater@eastswimming.org
Wendy Coles	Regional Coordinator – East Midlands	wendy.coles1@btinternet.com
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Moira Foster	Regional Coordinator – North East	mfocls@yahoo.co.uk
Mark Davies	Regional Coordinator – North West	mark.davies@swimmingvolunteers.org
Keith Barber	Regional Coordinator – South East	s.e.openwater@gmail.com
John Helme	Regional Coordinator – South West	johnhelme.owsec@milnet.uk.net
Jean Childs	Regional Coordinator – West Midlands	childs234@btinternet.com

Correct as of 1st September 2015. Any changes will take effect on the ASA website [www.swimming.org](http://www.swimming.org).





**The ASA**

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