



SIMPLY THE BEST!

Survive and Save Club / Survive & Save Training achieves 'ASA Aquamark PREMIER Status'

Introduction

The Amateur Swimming Association (ASA) *Aquamark* scheme is designed to improve and enhance the quality of learn to swim programmes in the UK focusing on a best value service principle. The objectives of the scheme include:

- To ensure effective implementation of ASA National Plan for Teaching Swimming, or the principles implicit in the National Plan for Teaching Swimming;
- To assist the provision of a consistently effective service to customers and participants, and to ensure that this service continues to improve in the future;
- To provide a framework to assist organisations to meet the requirements of Best Value;
- To provide a benchmark to which swimming programme providers can aspire;
- To facilitate sharing of best practice and to develop role models;
- To encourage the continuing professional development of teachers and coaches;
- To provide information on effectiveness of service delivery to customers and participants;
- To provide an external validation of performance.

The Aquamark consists of the programme criteria, a self assessment against these areas and an official assessment. There are four modules which are divided in to 21 areas:

Module 1: Programme Operation 1.1 Teaching Methodology 1.2. Programme Content 1.3. Lesson Planning 1.4. Programme Delivery 1.5. Programme Monitoring 1.6 Health and Safety Management 1.7 Child Protection 1.8. Facilities and Equipment	Module 3: Customer Relations 3.1 Participant/Customer Care 3.2 Participant/Customer Feedback 3.3 Session Bookings 3.4 Advertising and Promotions
Module 2: Staffing 2.1 Staff Planning and Recruitment 2.2 Staff Education, Training and Development 2.3 Staff Communication 2.4 Child Protection	Module 4: Policy and Strategy 4.1 Strategy Development and Implementation 4.2 Research 4.3 Financial Management 4.4 Partnerships 4.5 Management Style

We gained the 'ASA Approved Scheme for Teaching and Coaching of Swimming' September 2007 focusing on the quality of the programme operation & staffing. We then completed the modules 3 & 4 to lead to the 'ASA Premier Scheme for Teaching and Coaching of Swimming' in the summer of 2009. Each area had a number of elements that followed a four point scale. The element has:

.... not been considered or implemented	0
.... been considered but not implemented	1
.... been partly implemented	2
.... been fully implemented	3



.... demonstrated excellence through continuous improvement; role model	4
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Results

The club was visited by Sue Webb, the ASA Appointed assessor on a 'mystery' guest visit September 2007 for modules 1 & 2. Subsequently modules 3 & 4 were assessed in July 2009. The results are as follows:

Ref	Unit 1 – Programme Operation	No. of Elements	Required minimum score	Actual score	Maximum score available
1.1	Teaching Methodology	(4)	9	15	16
1.2	Programme Design and Content	(7)	16	19	28
1.3	Session Planning	(7)	16	26	28
1.4	Programme Delivery	(20)	48	57	80
1.5	Programme Monitoring	(7)	16	27	28
1.6	Health and Safety Management	(7)	16	18	28
1.7	Facilities and Equipment	(6)	14	15	24
TOTAL SCORE FOR UNIT 1 (76%)			135	177	232

Ref	Unit 2 - Staffing	No. of Elements	Required minimum score	Actual score	Maximum score available
2.1	Staff Planning and Recruitment	(8)	19	31	32
2.2	Staff Education, Training and Development	(10)	24	37	40
2.3	Staff Communication	(6)	14	19	24
2.4	Child Protection	(5)	12	14	20
TOTAL SCORE FOR UNIT 2 (87%)			69	101	116

Ref	Unit 3 – Participant / Customer Relations	No. of Elements	Required minimum score	Actual score	Maximum score available
3.1	Participant Customer Care	(7)	16	21	28
3.2	Participant Customer Feedback	(7)	16	22	28
3.3	Session Bookings	(7)	16	25	28
3.4	Advertising and Promotions	(5)	12	15	20
TOTAL SCORE FOR UNIT 3 (80%)			60	83	104

Ref	Unit 4 – Policy and strategy	No. of Elements	Required minimum score	Actual score	Maximum score available
4.1	Strategy Development and implementation	(11)	26	40	44
4.2	Research	(6)	14	24	24
4.3	Financial	(8)	19	28	32
4.4	Partnerships	(7)	16	21	28
4.5	Management Style	(7)	16	27	28



TOTAL SCORE FOR UNIT 4 (90%)	91	141	156
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OVERALL AVERAGE FOR ALL UNITS 83%



Strengths

We achieved outstanding scores in:

- 1.1 teaching methodology
- 1.3 session planning
- 1.5 programme monitoring
- 2.1 staff planning and recruitment
- 2.2 Staff education, training and development
- 3.3 Bookings
- 4.1 Strategy
- 4.2 Research
- 4.3 Financial Management
- 4.5 Management Style.

Noticeably, we had achieved a number of four points “demonstrated excellence through continuous improvement; role model” in those areas especially in 4.2 Research where FULL marks were achieved.

Areas for development

- Customer service & satisfaction
- Further communication between the parents and the club
- Website development

Assessor Comments

Sue Webb in the Premier report (August 2009) writes;

- Survive and Save Club have scored well in all areas of Module 3 and Module 4 and have exceeded expectations in each element. In 2007 the club achieved the *Aquamark* Approved Scheme and have once again, made an excellent presentation for the *Aquamark* Premier Scheme.
- Whilst many learn to swim schemes would aspire to this level of achievement Survive and Save are constantly looking to develop and improve and therefore the following observations are offered.
- The club has focused heavily, quite rightly, on strategy and the achievement of goals and awards. It has approached these in a business like and professional manner.
- Survive and Save Club are to be commended for developing their scheme and through hard work and training by staff, offering club members the rare opportunity of trying all disciplines at NPTS Stages 8, 9 and 10.
- Survive and Save Club's clear strategy has led them to achieve full *Aquamark* Premier Scheme status. Since achieving *Aquamark* Approved Scheme they have set up Survive and Save Training Ltd and by combining the expertise of Finance, Education and Development this training company will greatly enhance an already very successful club.
- Survive and Save Training Ltd will complement Survive and Save Club by financing equipment and staff training and by making training easily accessible to staff on site and within the club environment to provide qualified and competent staff to directly meet the club's needs. By setting up this company Survive and Save Club once again lead the way in developing education within the club environment to benefit club members, staff, the community and other swim providers.
- **They are a role model for all learn to swim clubs. Survive and Save Club have proved that if it can be imagined it can be achieved, providing you are prepared to work for it.**



Education & Development Officer Response

We are delighted to have received this prestigious accreditation. The Aquamark Premier scheme is the highest quality assurance given by the ASA and is associated with industry standards within swim schools, companies and local authorities running learn to swim schemes. We are the only ASA Affiliated club in the country to have attained this honour which significantly supersedes our recent full re-accreditation of Swim 21 Teaching level. It is important to highlight that our executive committee is made up of volunteers who provide an exceptional service just as proficiently as the professionals. We have exceeded our expectations in a number of areas demonstrating "excellence through continuous improvement; role model".

Our small friendly swimming and lifesaving club continues to strive for excellence. 80% of our members and the committee are from a Black and Minority Ethnic background. This is also represented within our teaching and support teams. We have run the National Plan for Teaching Swimming since January 2007 and piloted the Rookie Lifeguard Programme from September 2006. This has made a significant impact in raising the quality of our learn to swim programme. The swimmer's skills and stroke development have improved. This continues to provide a solid foundation for our Royal Life Saving Society lifesaving programmes leading up to the Distinction award. Our unique 'Aquatics' programme has enabled swimmers at Stages 8, 9 & 10 to experience Competitive Swimming, AquaFun, Flip'n'Fun, Mini Polo and Rookie Lifeguard on a carousel programme to stimulate and wet their appetite for the other disciplines associated with swimming.

We have a highly committed team providing aquatics and lifesaving activities to over two hundred swimmers on a Friday evening. Two thirds of our teachers are trained to ASA Level 2 Teacher standards for the first time of the club's history. We will be initiating a standardisation and training DVD for the National Plan for Spring 2010 similar to the one produced in December 2006.

The distinctive feature of our sister company Survive and Save Training has certainly boosted not only our teaching staff and our commitment to Continuing Professional Development but raising the quality of aquatic teachers within London and the surrounding areas. We have trained over 165 teachers to ASA/UKCC standards and 300 people in total since the company was established in 2007 and has been recognised by British Swimming as an outstanding provider for training leading to ASA/UKCC qualifications in its recent assessment on the quality of tutor delivery and administration.

I would like to congratulate the swimmers, teachers, parents and the executive committee for all their hard work. The public can certainly be assured that our Club Learn to Swim programme in the London Borough of Harrow has developed a high quality programme that will continue to strive for excellence!

Ray Lau

Education & Development Officer, Survive and Save Club
September 2009



www.surviveandsave.org
www.surviveandsave-training.org

