

Aquatic Development Plan – Executive Summary

1. **Vision:** - *To provide the opportunity to learn to swim and take part in aquatic activity to residents from all communities in Haringey.*

2. **Aims:** The aims of the Haringey Aquatic Development Plan (ADP) are:-
 - a) **Growth and Retention:**- to grow the number of people who can swim and to ensure that there are suitable and sufficient activities accessible to all people within the diverse communities in Haringey.
 - b) **Raising Standards:**- to create safe, friendly, welcoming, high quality opportunities within which to learn to swim and to participate regularly.
 - c) **Developing better swimmers:**- to create clear pathways for swimmers and those wishing to learn to swim to improve the standard of swimming across the borough. Raising the confidence of swimmers to take up other aquatic based activity.
 - d) **Workforce Development:**- to recruit and develop a suitably qualified and diverse pool of coaches, swimming teachers, lifeguards, volunteers and champions within Haringey.
 - e) **Facilities development:**- Develop the offer available at the three key pools within the schools network areas and identify the deficit of pool water space in the borough so to inform future community infrastructure planning.

3. **Objectives and outcomes:** To help deliver the vision and aims, the following objectives have been identified for the aquatic development programme, with performance indicators to be achieved by 2014. This will support the Sport England Targets of 1,000,000 more people participating regularly by 2012 and continue a sustained increase in people participating in swimming beyond the 2012 Olympic and Para Olympic Games.
 - a) **Growth and Retention:**
 - Adult Learn to Swim – Introduce new structured swim school in 2010 sufficient to cater for up to 4000 adults over an 18 month period. Current number of adults on learn to swim are 200 - 400 per annum.
 - Junior Learn to Swim - Introduce new structure swim school in 2010 sufficient to at least double the current participants (1368) to 3000 juniors per year.
 - Adult and Child & Preschool Swimming - Replicate the successful programme at Park Road Leisure Centre at Tottenham Green

Leisure Centre and where pool time allows at Northumberland Park School.

- Gender Specific Session – Working with representative groups to ensure that there is sufficient pool time programmed for gender specific sessions to meet demand.
- New disciplines – In partnership with Haringey Borough Swimming Club introduce Diving, Masters, Water Polo and triathlon training. For Haringey Council to introduce Mini Polo, Rookie Lifeguarding, Flip & Fun (diving), and under water hockey as elements within its School Holiday and Outreach programmes. To introduce one new discipline each year during the life of the ADP. To develop the aquatic exercise programme through the introduction of new classes within the group exercise programme (2 per annum per pool).
- Disability Swimming – Working with existing disability groups and colleagues within the Council to develop the mainstream offer to be as inclusive as possible. Where the disability requires specific programme or instruction to make space within the pool programme to accommodate this.
- Fun and enjoyment – expand successful fun and wave programme to include other engaging activities such as, inflatable water walkers (hamster balls on water), underwater sea scooters, snorkelling and other one off water based challenge events. An increase of 2 weekly fun and enjoyment sessions each year plus two one off water based events.
- School Swimming – identify opportunities to provide taster sessions within the school swimming programme.
- Open Days – programme in two open days at each of the three main pools to encourage new people to experience the breadth of the pool programme available.
- Free Swimming – review the effectiveness of the Governments free swimming offer in relation to Haringey and develop proposals for what could happen when the funding ends in March 2011.

b) Raising Standards:

- Consistent Approach - Introduce the ASA National Plan for Teaching, bringing a uniform approach to teaching across the Council and Club. Develop school swimming lesson approach to provide integration with the ASA National Plan for Teaching. Improve the management structure and level of resources to ensure compliance across the council centres and clubs.
- Quality Mark – Adopt swim21 ASA accreditation as the quality benchmark for swimming and seek to support Haringey Borough Swimming Club and the councils own provision to attain the accreditation which is equivalent to club mark or charter standard in other sports.

- Instruction – All coaches / instructors / volunteers to hold the relevant appropriate ASA standard qualifications for the lessons / disciplines they are instructing. To put in place a transition mechanism for those members of the Swim Teachers association that are currently not ASA qualified.
- Aquatics Steering Group – Develop an aquatics steering group to include, representatives from relevant council departments, Haringey Borough Swimming Club, interested voluntary sector organisations and London Swimming (regional body of the ASA) to take ownership of the Aquatic Development Plan and feedback performance and development information to the CSPAN.

c) Developing Better Swimmers:

- Development Pathways established – for each discipline available within the Aquatics Development Plan establish a clear pathway from non participant to competition level. Each pathway will establish the role of schools, clubs, the council and other organisations in delivering the pathway. One new pathway to be developed each year.
- Learn to swim outreach – identify under represented groups within the learn to swim programme and establish links with relevant community organisations, or Council approved suppliers, who are already working with or have the ability work with the under represented groups in order that they might develop their potential as swimmers. One target group per year.
- Confidence building – Provide opportunities within the programme for groups and individuals to experience new activities in safe and controlled manor where the emphasis is on confidence to participate. Explore opportunities for people to transfer from land based to water based activities.

d) Workforce Development:

- Establish, with part external funding available from London Swimming, an aquatics development management structure to drive the implementation of the Aquatic Development Plan and co-ordinate quality, training, teaching delivery, programme development and outcomes of the plan.
- Employment status – review the employment conditions, contracts and training issues to ensure sufficient well qualified motivated staff are available to deliver the Aquatics Development Plan.
- Training and Continuous Professional development – establish Tottenham Green Leisure Centre as an Institute of Swimming training venue and register as an ASA Partner. Deliver one Level 1 and one Level 2 ASA swimming teacher course per year. Provide a

programme of CPD accessible to staff, clubs and external parties. Continue with existing Lifeguard development activities.

- Disability awareness and complex needs – Work with colleagues within adult services and the equalities team to develop training opportunities for all leisure centre staff to ensure that a lack of skill and knowledge does not provide an additional barrier to participation. All staff to undergo this training during 2010/11.
- Community Swimming Champions – Work with other council colleagues and London Swimming to identify and establish a network of local community swimming champions who would be charged with engaging with different sections of the resident population and encouraging them to use the swimming pool facilities or access the learn to swim programme. At least one in each area assembly area.

e) Facilities Development

- A key pool within each Schools Network Area – In addition to the two directly provided pool sites in the east and west school network, Northumberland Park School Pool should be identified as the key pool to serve the North School Network Area.
- Identified Shortfall – ensure that the quantified current shortfall of pool water space within the central Wood Green area and projected future shortfall is clearly identified within the emerging Community Infrastructure Plan. Work up a business plan / identify external investment that would support opening of the lido all year round.
- Swimming offer across three sites – The Council should undertake to formalise partnership working arrangements with Northumberland Park School to develop a self financing learn to swim and aquatic activity programme that builds on the schools reputation of reaching out to hard to reach groups.
- Capital investment – deliver the planned improvement works at Park Road Leisure Centre as part of the Sport and Leisure Improvement Programme during 2010. Assist Northumberland Park School to secure improvements to the swimming pool and in particular improving the community changing facilities at that site.
- Mobile Pools – explore with London Swimming the opportunity to deploy mobile pools into the community as a form of outreach to communities and as a stepping stone to introducing people to the leisure centres.

4. **The local context:** The local context for Swimming in Haringey is as follows:

- a) The borough is characterised by great diversity, both in the ethnic and cultural mix of its residents, but also in geographical contrasts between areas of relative affluence in the west and deprivation in the east.
- b) The sports participation rates of Haringey as a whole appear to have fallen in the period 2006 - 2008 to levels below the regional and national averages. The 2006 'Active People' survey highlighted differences between the rates of activity for men and women, white and non-white groups and able-bodied and disabled people, which are much wider than the figures for London and England as a whole.
- c) The table below provides the percentages of people aged 16+ that have participated in swimming within the last 4 weeks. It demonstrates that participation in swimming has remained relatively consistent locally, regionally and nationally in recent years, though participation levels in Haringey remain below both the London and national averages.

PARTICIPATION IN SWIMMING	HARINGEY	LONDON	NATIONAL
APS1	12.12%	13.36%	13.84%
APS2	12.67%	13.84%	13.44%
APS3	Data available very soon		

- d) In common with many other relatively deprived areas, voluntary sector sport is not well developed in Haringey, with low rates of volunteering, club membership and involvement in organised competitive sport.
- e) The relatively low involvement rates of involvement of the voluntary sector highlight the importance of public sector provision (in particular facilities and programmes provided by the Council).
- f) Levels of satisfaction with sports provision in the borough have increased significantly and are now only marginally behind the average rates for London.
- g) Sport England's market segmentation data highlights the disproportionately large numbers in Haringey of men and women aged 18-35 from lower income groups and men aged 26-45 from the same socio-economic groups. There is considerable potential for attracting these groups and their children to Swimming development programmes in the borough.
- h) Overall rates and frequency of participation in sport by young people in Haringey is below the regional and national averages. Swimming is a very popular activity in the Borough and has the highest rate of unmet demand of people wanting to learn to swim. Whilst a significant number

swim outside of the borough due in part to limited provision in Haringey 11% of the demand for swimming remains unmet. A significant proportion of the population do not have access to cars (35%) and therefore local provision or good transport links are essential.

5. **The strategic context:** The implications for swimming development in Haringey are as follows:
 - a) **The Haringey Community Strategy:** Swimming development will contribute to the priorities to create community cohesion, improve the life chances of young people and tackling health inequalities through increased physical activity.
 - b) **The Haringey Sport and Physical Activity Strategy:** Swimming can play a key role in improving opportunities to participate in sport and physical activity. The School Network based offer and the proposed development programmes associated with it, will provide a framework for swimming facilities that will improve access to local opportunities.
 - c) **London Swimming's Strategy:** The document provides the regional context to the ASA's National Strategy 2009-13 and it identifies the following three key objectives of: more people in more pools; clear performance pathways that deliver internationally; a real / realistic legacy from 2012+. All of these objectives are consistent with the objectives of the Aquatics Development Plan.
 - d) **Inclusive and active:** The document contains proposals to increase participation by disabled people in London by 1% per annum, in part by creating more inclusive mainstream sports clubs and also by improving physical access for disabled people to sports facilities.
6. **Current swimming provision in Haringey:** A SWOT analysis reveals the following:
 - a) **Strengths:** These are as follows:
 - Swimming is the among the most popular participation sports in the country.
 - Swimming can particularly appeal to those groups more likely to be inactive, such as women, older people and disabled people
 - Current public facilities are well located to serve large sections of the community.
 - One pool exists in each of the three school network areas.
 - Agreed capital investment programme for Park Road Leisure Centre
 - Satisfaction with sports provision within the Borough has increased significantly between 2006 and 2009.
 - Staff committed to delivering high quality programmes.

- Diverse use of pool by many sections of the community
- Free swimming offer available to over 60's and 16's and under
- School Lessons offered to all year 6 primary school children
- One Borough Swimming Club aspiring to Swim21 quality standard
- Strong support from London Swimming to develop aquatics in Haringey.
- Many partners committed and willing to assisting the Council in developing its aquatics offer.

b) **Weaknesses:** These are as follows:

- Deficit of water space in central area of borough (Map 1) resulting in 27.4% of the Borough's demand being met by people travelling to neighbouring boroughs and 11% of demand remaining unmet.
- Insufficient qualified staff to deliver a consistent high quality learn to swim programme.
- Lack of consistency of across school / club / council learn to swim programme.
- School Swimming programme is limited in its effectiveness due to all most 50% of the time used up in testing or fun sessions.
- Marketing of swim offer is limited.
- Swimming pools are currently under utilised for learn to swim activities compared to other London boroughs.
- Insufficient resources to develop current programme or any future new provision.
- Private teachers are allowed to offer tuition in direct competition with council learn to swimming programme.

c) **Opportunities:** these are as follows:

- Swimming can particularly appeal to those groups more likely to be inactive, such as women, older people and disabled people
- Raise participation rates in aquatic activity to above the national rate of 14%.
- Possibility of launching a major adult learn to swim programme which would provide an unprecedented opportunity to develop participation in the Borough.
- Adoption of the National Plan for Teaching will bring consistency to the learn to swim programme
- London Swimming support through the County Swimming Co-ordinator and external funding to assist in the establishment of a swimming development post.
- Development of the partnership working with Haringey Borough Swimming Club and other agencies to see young people reach their potential in aquatic activities.

- Establish a self sustaining public swimming offer at Northumberland Park School that can be modelled at other venues in the Borough.
- Identify a long term free swim offer to continue after the Government funding ends in March 2011.
- Improve the quality of the aquatic experience by the club and the council achieving Swim 21 standards.
- Develop Tottenham Green Leisure Centre as an Institute of Swimming training centre.
- Provide high quality qualifications to new and existing staff along with new continuous professional development sessions.

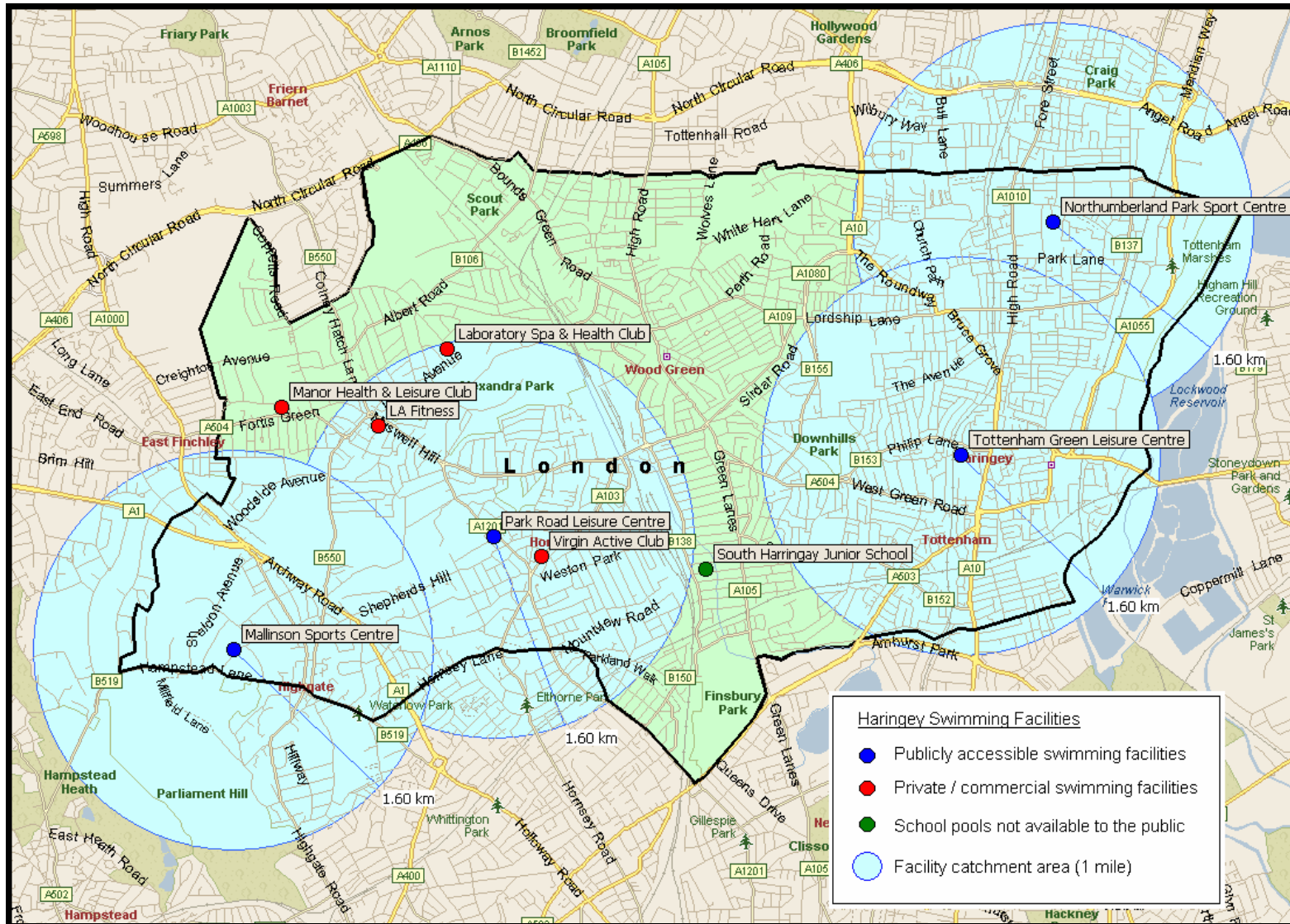
d) **Threats:** These are as follows:

- Limited facility supply: The success of swimming participation relies on the availability of good quality swimming pool provision. Therefore, if the current pools are not maintained or refurbished when required then this will have a negative affect on participation rates and will send swimming into a spiral of decline.
- Without new pool supply the availability of water space per 1000 population will decline further below regional and national averages (Table 2) and will act as a further brake on participation levels.
- Static sports participation rates: The Active People survey revealed that overall sports participation rates remains relatively static in the borough compared to the previous survey. Equally Swimming participation rates have remained relatively static over the last 20 years. Therefore, increases in swimming participation will need to change previous trends.

7. **Summary:** The developments proposed in Aquatic Development Plan have been devised to reflect national, regional and local priorities. Taken as a whole the combined effect will be to position swimming and aquatic activity as a key contributor to the activity levels of residents and consequently benefit the health of individuals and the community. The Aquatics Development plan:

- a) Reflect the priorities and targets in the ASA's and London Swimming plans.
- b) Builds upon the objectives set out in the documents forming the strategic context for the Aquatic Development Plan.
- c) Takes account of local circumstances in Haringey.
- d) Address local deficiencies identified through the SWOT analysis of local provision.
- e) Provides a framework within which future investment decisions can be made.

Map of Swimming Pool Facilities within Haringey from Sport England's Active Places Power database



Swimming Pool Facilities within Haringey and Capacity Ratios from Sport England's Active Places Power database

Table 1 – Haringey Swimming Pool Information from Active Places Power

Site Name	Ward	Pool Type	No. of Lanes	Length (m)	Width (m)	Area (m ²)	Min / Max Depth (m)	AccessType	OwnershipType	ManagementType	Facility Status	Year Built	Refurbished
Local Authority Pools													
Park Road Leisure Centre	Crouch End	Main/General	6	25	12.5	312.5	0.5 / 1.5	Pay and Play	Local Authority	Local Authority (in house)	Operational	1973	-
Park Road Leisure Centre	Crouch End	Learner/Teaching/Training	-	12.5	8	100	0.4	Pay and Play	Local Authority	Local Authority (in house)	Operational	1973	-
Park Road Leisure Centre	Crouch End	Diving	-	11.5	10.5	120.75	3.6	Pay and Play	Local Authority	Local Authority (in house)	Operational	1973	-
Park Road Leisure Centre	Crouch End	Lido	-	50	23	1150	1 / 2.4	Pay and Play	Local Authority	Local Authority (in house)	Operational	1973	-
Park Road Leisure Centre	Crouch End	Lido	-	10	6	60	0.2 / 0.4	Pay and Play	Local Authority	Local Authority (in house)	Operational	1973	-
Tottenham Green Leisure Centre	Tottenham Green	Main/General	6	25	10	250	0.9 / 3	Pay and Play	Local Authority	Local Authority (in house)	Operational	1991	2004
Tottenham Green Leisure Centre	Tottenham Green	Leisure Pool	4	25	13	325	0.9 / 1.5	Pay and Play	Local Authority	Local Authority (in house)	Operational	1991	2004
Other Pools Accessible to Public													
Mallinson Sports Centre	Highgate	Main/General	6	25	12.5	312.5	0.9 / 3.5	Pay and Play	Other Independent School	School/College/University (in house)	Operational	1989	-
Northumberland Park Sports Centre	Northumberland Park	Main/General	4	20	9	180	0.9 / 2	Sports Club / Community Association	Community school	Private Contractor (PPP/PFI)	Operational	1975	2002
Private/ Commercial Pools													
Fortismere School	Fortis Green	Lido	4	30	10	300	0.9 / 2	Private Use	Community school	School/College/University (in house)	Closed	1955	-
Laboratory Spa & Health Club (Muswell Hill)	Alexandra	Main/General	3	25	12	300	1.2	Registered Membership	Commercial	Commercial Management	Operational	1996	2004
LA Fitness (Muswell Hill)	Muswell Hill	Learner/Teaching/Training	1	11	7	77	1.35	Registered Membership	Commercial	Commercial Management	Operational	1996	2004
Manor Health & Leisure Club (Muswell Hill)	Fortis Green	Learner/Teaching/Training	-	12	10	120	1.35	Registered Membership	Commercial	Commercial Management	Operational	1994	2008
Virgin Active Club (Crouch End)	Crouch End	Main/General	2	17	6	102	1.4	Registered Membership	Commercial	Commercial Management	Operational	1997	-
						Total pool provision accessible to the public in Haringey:	2810.75						
						Total pool provision in Haringey:	3709.75						
						Total pool provision in Haringey excluding Fortismere School lido:	3409.75						

Table 2 – Capacity Ratios for Haringey Pool Provision

Current Provision	Provision (m ²)	Capacity Ratio (Facility Type per 1000 Population)										Deficiency (m ² in comparison to regional average - based on 2001 population and current facility provision)				
		Year	2001	2010	2012	2014	2016	2018	2020	Regional Average (all pool types vs 2001 population)	National Average (all pool types vs 2001 population)	Year	Current 2010	2012	2016	2020
		Haringey Population	216,507	227,700	229,600	231,600	233,700	236,000	238,200							
Publicly Accessible Swimming Facilities	2810.75		12.98	12.34	12.24	12.14	12.03	11.91	11.80	17.18	18.53		1101.14 deficit	1133.78 deficit	1204.22 deficit	1281.53 deficit

*Includes learner/training pools, diving pool and lido's on publicly accessible sites