



University of Aberdeen Performance Swimming

Strategic Framework 2017-2021



University of Aberdeen
**PERFORMANCE
SWIMMING**



University of Aberdeen Performance Swimming (UOAPS) - Strategic Framework 2017/2021

NO.	OBJECTIVE
1.0	Athlete Focussed: Nurturing and maximising athletic potential.
1.1	Provide every swimmer joining the programme with a comprehensive and structured induction.
1.2	Meet with the parents of younger swimmers (15 or under) as part of the induction process and provide opportunities for parents to meet with the coaches.
1.3	Provide regular informal coaching feedback to all swimmers with more formal quarterly discussions to explore all aspects of training, performance and target setting.
1.4	Provide swimmers with an opportunity to give feedback on the programme via biannual swimmer surveys.
1.5	Seek feedback from swimmers departing the programme via feedback surveys.
2.0	Performance Focussed: Creating an ambitious performance environment.
2.1	Provide every swimmer with a clear coaching plan ensuring they understand the focus and purpose of their training and the goals they are working towards.
2.2	Establish clear expectations of the swimmers via a handbook or equivalent including expectations regarding behaviour, attitude, attendance, code of conduct.
2.3	Ensure that all swimmers on the programme participate fully in the pool and land-based training appropriate to their level.
2.4	Work with the swimmers to ensure they understand what they can do independently to support that e.g. nutrition and lifestyle.
2.5	Analyse the overall performance of the programme on a regular basis, including squad-by-squad analysis and regular programme reports.
3.0	Good Governance: Establishing a robust, sustainable programme.
3.1	Conduct regular Club Management Committee Meetings and Performance Management Group (PMG) meetings.
3.2	Ensure a Club AGM is held annually and that robust procedures are in place to ensure that all critical roles on the Club Management Committee are filled.
3.3	Ensure that appropriate Club policies are in place and regularly reviewed.
3.4	Establish delineated roles, remits and responsibilities for the Club Management Committee and the PMG.
3.5	Develop, report and review the financial sustainability of the programme.
3.6	Work to ensure that the coaching resource is resilient, sustainable and appropriate to the programme with realistic expectations on the coaching team.
3.7	Ensure the Club satisfies the governance expectations of NGBs and other swimming authorities.

NO.	OBJECTIVE
4.0	Strong Network: Building a collaborative swimming community.
4.1	Develop and improve communication with swimmers, parents and clubs.
4.2	Develop and maintain an appropriate web presence for the UOAPS club.
4.3	Build the UOAPS social media presence.
4.4	Work to secure media coverage via press releases and other media around major events and competitions and to mark notable successes and landmarks.
4.5	Conduct regular engagement and feedback sessions with participating clubs.

	PERFORMANCE METRICS
A	Contribute to Scottish Swimming's national target of increasing the number of swimmers in the World Top 16 Rankings and/or the World IPC Top 7 Rankings.
B	Contribute to Scottish Swimming's aim to see an improving trend in individual Scottish swimmers selected for GB National Teams and medallists in identified meets.
C	Improve trend of individuals achieving season / personal best times at identified benchmark meets e.g. British Champ's or British Summer Nationals.
D	Improve trend of performance and or achievement of swimmers entering the programme, measured across the duration of their participation in the programme.
E	Improve trend of individual UOAPS junior swimmers (i.e. 15-18 y/o) represented at the British Summer Nationals and achieving seasonal and or personal best times.
F	Improve trend in the quality of athletes training in the programme as measured by percentage of swimmers involved in both British and Scottish Programmes.
G	Increase trend in the number of swimmers progressing from junior to senior age group either within or out-with the UOAPS programme (i.e. 17/18yrs +).
H	Improve/maintain trend of the team performance of UOAPS athletes at the Scottish National Age Groups as measured by team points and position.

UOAPS Strategic Framework: 2017-2021

The University of Aberdeen Performance Swimming (UOAPS) programme was established in 2017 to provide a city-wide pathway for Aberdeen's most able swimmers.

The programme provides a structured development framework for talented club swimmers, enabling them to progress from the club environment into a high performance programme.

The programme itself has the flexibility to welcome high-performing athletes from further afield, integrating elite swimmers alongside those demonstrating elite potential.

The strategic framework for the UOAPS programme is built upon the following four key elements:

Athlete Focussed

Nurturing and maximising athlete potential.

Performance Culture

Creating an ambitious performance environment.

Good Governance

Establishing a robust, sustainable programme.

Strong Network

Building a collaborative swimming community.

The programme aspires to enable individual swimmers to make the most of their talent by providing high-quality coaching delivered in world-class training facilities.

The programme aims to build a local, regional, national and international reputation and to support the development of Aberdeen as a major development centre for able-bodied and para swimmers.

VISION & MISSION

Our vision:

to establish Aberdeen as a city with an international reputation for performance swimming.

Our mission:

to deliver a world-class performance swimming programme in Aberdeen.

Our strategic partners:

Aberdeen City Council
Aberdeen Sports Village
University of Aberdeen
Scottish Swimming

Our partner clubs:

Bridge of Don ASC
Bon Accord Thistle ASC
Bucksburn ASC
Cults Otters ASC
Dyce ASC
Aberdeen University
Swimming & Water Polo Club