



2014 -
2020

Aquatics Strategy



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1 Executive Summary

Welcome to the Aberdeen Aquatics Strategy which seeks to plan for the current and future development of Aquatic sport and activity between 2014 and 2020. This strategy is one of a suite of two associated documents namely:

- **Aberdeen Aquatics Strategy**
- **Action Plans for Aquatics – 2014-2016 and 2017-2020 (to be developed)**

The strategy provides detailed information on aquatic sport and relates to the policy for the management of water in Aberdeen. It also contains a framework which has been created for delivering key objectives, and captures what success will look like in the future. Action plans aligned to the framework will be developed to guide and direct partners on implementing work plans for achieving key measurable targets. To ensure this is a successful process, baseline data must be collated across the City along with current key performance indicators. From this information, actions and additional kpi's will be set for measuring progress in the future.

The direction and guidance from the strategy will be helpful in ensuring the provision of aquatic activities meets the needs of all citizens regardless of age, ability or background. With a stock of high quality facilities, particularly the newly refurbished community swimming pool at Tullos, and the new Aberdeen Sports Village Aquatic Centre, the City has some unique opportunities to offer users such as:

- **Improved access for disabled people**
- **Access to participate and compete in aquatic disciplines such as Diving, Water Polo, Swimming, Synchro and other aquatic activities**
- **Localised access to a world class 50m swimming pool**
- **Hosting high calibre Aquatic events in the City**
- **Attracting more visitors and students to the City**

Foreword from Director of Education, Culture and Sport, Gayle Gorman

Foreword from Chief Executive Scottish Swimming, Forbes Dunlop



Scottish Swimming congratulates national and local partners for their vision, commitment and collaboration in developing the outstanding new Aberdeen Aquatics Centre. Critically the partners have used this development as the catalyst to review and renew the Aquatics Strategy for Aberdeen, providing vision and direction for the development of aquatics across Aberdeen for years to come.

Scottish Swimming believes passionately that every child should be given the opportunity to learn to swim, this strategy makes a commitment to make this happen in Aberdeen, again Scottish Swimming congratulates partners on this commitment and looks forward to working with them in years to come to make this a reality.

With the addition of the Aquatics Centre, Aberdeen now has a suite of facilities which can provide for all user groups, from learn to swim to performance, community access to major events. The management and programming of all facilities will be critical to delivering the ambitions within this Strategy.

The development of the Aquatics Strategy has engaged national and local stakeholders and critically the local aquatics clubs and the volunteers who run these clubs. The commitment and passion for aquatics has been clear from all those engaged, not surprising given the history of Aberdeen and the North in providing a rich source of athletes, volunteers, coaches and officials who not only make things happen locally but also contribute significantly to national developments.

In summary, this is an ambitious strategy which will require the continued support and commitment from all involved with aquatics to make it happen in the coming years – Scottish Swimming are committed to playing our part.



3 Local Hero's

Aberdeen City has a long standing historical background of Aquatic activity, dating as far back to 1877 when the first game of Water Polo was played on the River Dee at the Bon Accord Festival. As Aquatic sport has evolved, Aberdeen has been successful on the world class stage, gaining a reputation and recognition for producing athletes of a high calibre.

Aberdeen recognises and is proud to showcase former and current athletes.



IAN BLACK – 1958

Olympic, European and British Empire and Commonwealth Games. Three times European Gold medallist and double Silver medallist.

Insert picture

NEIL COCHRAN – 1984

Olympic Games Los Angeles. Double Bronze medallist.



DAVID CARRY – 2006 – 2010

World and European and Commonwealth Games. Double Gold, double Silver and Bronze medallist at Commonwealth Games. Silver medallist at World and European Championships.



ROBBIE RENWICK – 2008 to date

World Championships and Commonwealth Games. Gold and double silver medallist at Commonwealth Games. Silver and Bronze medallist at World Championships.



HANNAH MILEY – 2005 to date
World/European Championships
Gold, Silver and Bronze medallist.
Commonwealth Gold medallist and
Olympic finalist.

Success continues for City athletes who compete from local to International level.



SULEMAN BUTT -

ANDREW McGOVERN -

JACK NESS -



MARK CAMPBELL -

4 Building a Plan for the City!

The key objectives are taken from the already established, 'Fit for the Future' – a Sport and Physical activity strategy for Aberdeen City.

Fit For The Future was launched in 2009. The overall vision sport and physical activity is:

“More People, More Active, More Often”

Fit for the Future identified five key areas of activity and set objectives to:

1. Promote and increase opportunities for participation in sport and physical activity for everyone in Aberdeen.
2. Provide a comprehensive and high quality range of sports facilities in Aberdeen.
3. Maximise the social, educational, health and economic benefits of sport and physical activity in Aberdeen.
4. Develop and sustain pathways which nurture local, regional and national sporting people to reach their potential.
5. Raise the profile of sport in Aberdeen.

Below the key objectives are statements that explain how each objective will be met in relation to Aquatic activity. These statements also reflect an **aquatic vision up to 2023** and a set of **Water Management Core Principles** which were derived from the Water Management Planning Group. The group consists of representatives from the following groups:

- Aberdeen Sports Village
- Sport Aberdeen
- Scottish Swimming
- Disability Swimming
- University of Aberdeen
- Robert Gordon's University
- Scottish Amateur Swimming Association - North District
- Sportscotland
- Aberdeen City Council



Partnerships & Investing In Aquatic Sport and Activity

The Water Management group is an example of effective partnership working from those associated with developing Aquatic sport at national, regional and local levels. There are many benefits for all key partners working together. For example, without strong and effective partnership working the development of Aberdeen Sports Village world class Aquatics Centre would not have been possible.

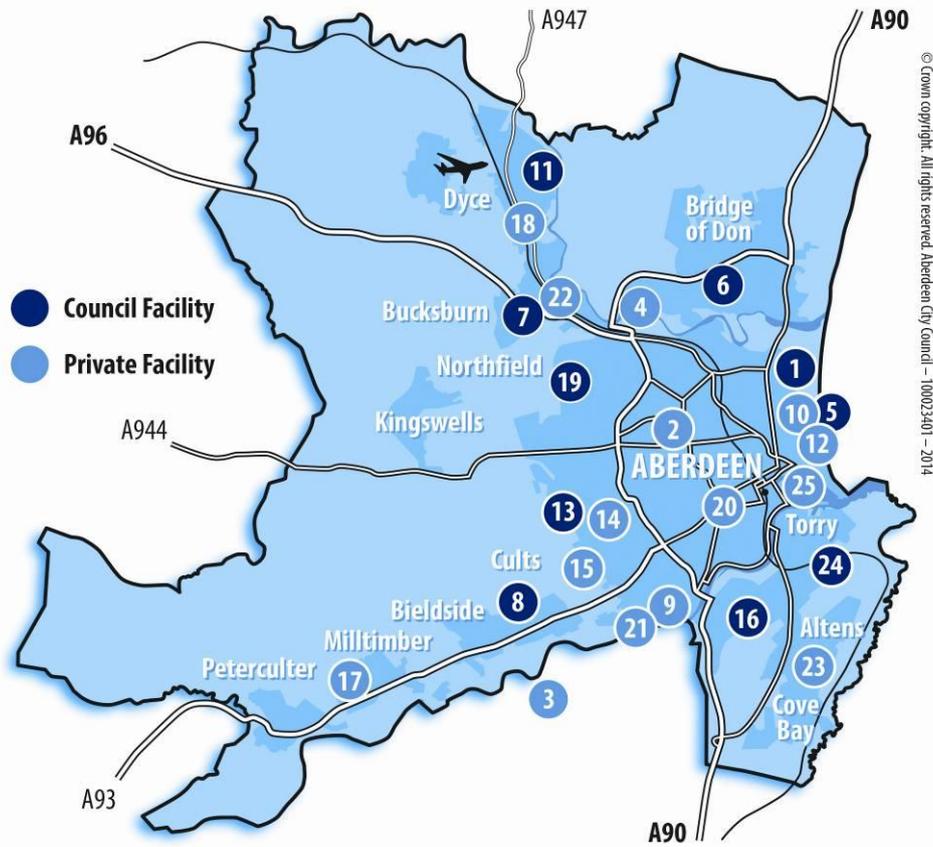
The partnership working is helpful in creating opportunities for funding current and future aquatic programmes and projects. In April 2014, key partners created a Steering Group for hosting the “Homecoming” 3rd Commonwealth Water Polo Championships in Aberdeen. The group comprised members of Aberdeen Sports Village, Aberdeen City Council, British Swimming, Scottish Swimming and Event Scotland. Through partners collaborating, financial resources were secured for the event and for Water Polo development programmes. Consequently, this major event raises the profile of sport for the City, and brings a positive impact on the local economy; with over 6000 tickets sold and over 2000 beds booked through Visit Scotland and other agencies.

Having a long standing history of supporting aquatic sport and activities in the City, Aberdeen must remain ambitious in this area, and continue to keep Aquatic sport and activities as key priorities for the future.

Defining Aquatics

- Swimming
- Diving
- Synchronised Swimming
- Water Polo
- Sub Aqua
- Lifesaving/ lifeguarding
- Aqua Fit (and associated activities)
- Under Water Hockey

Aberdeen Pool Facilities Map



- | | |
|-----------------------------------|--|
| 1 Aberdeen Aquatics Centre | 14 Hilton Aberdeen Treetops |
| 2 Aberdeen Grammar School | 15 International School |
| 3 Ardoe House Hotel | 16 Kincorth Academy |
| 4 Bannatyne's Aberdeen | 17 Kippie Lodge Sports and Country Club |
| 5 Beach Leisure Centre | 18 Marriott Dyce |
| 6 Bridge of Don Academy | 19 Northfield Swimming Pool |
| 7 Bucksburn Swimming Pool | 20 Nuffield Aberdeen |
| 8 Cults Academy | 21 Robert Gordon University - Garthdee |
| 9 David Lloyd Aberdeen | 22 Spindles Health & Leisure Club |
| 10 Double Tree Hilton | 23 Thistle Hotel Altens |
| 11 Dyce Academy | 24 Tullos Swimming Pool |
| 12 DW Sports Fitness | 25 The Warehouse Health Club |
| 13 Hazlehead Swimming Pool | |

Aquatics Vision for 2023

Aberdeen's aquatic facilities consist of an appropriate mix of high quality well maintained facilities in suitable places. The facilities are accessible to all and include a performance centre along with a range of community facilities.

Aberdeen's core aquatics development pathways are a model of best practice in UK/ Europe. Through effective joined up delivery and integrated planning, Aberdeen delivers an appropriate balance of inclusive recreational as well as competitive programmes, allowing all citizens of and visitors to Aberdeen to enjoy water based activities, maintain and improve their fitness levels and quality of life and realise their performance potential.

In Aberdeen, all young people are able to swim by the time that they move onto secondary school. World class athletes stay in and are attracted to come to Aberdeen to train and compete. Local people regularly enjoy participating in aquatics activities.

The facilities and their associated programmes and activities are part of an economically sustainable water management infrastructure.

4.1 Water Management Principles

A set of core principles has been developed and grouped into:

- Participation and Pathways
- Facilities and Programming
- Branding and Marketing

Participation and Pathways

Every child in Aberdeen is supported to achieve the Scotland Safe Swimming award by the end of primary school through an entitlement to swimming in curriculum time.

An appropriate aquatics pathway is in place:

- There are clear and effective links between learn to swim and aquatic sports clubs.
- The transition between learn to swim and swimming club swimming development takes place at an appropriate level (the appropriate level is currently identified as level 7).
- Experiences within learn to swim, clubs, courses and activities are of a high quality.
- Staff, coaches and volunteers have the appropriate level of skills and training, supported by an appropriate educational programme.
- Different stages in the swimming development pathway (learn to swim through to performance swimming) are delivered by the appropriate delivery vehicle.
- The aquatics development pathway is fully inclusive where children, young people and adults with disabilities are supported and encouraged to reach their potential.
- There are clear links between Active Schools and Aquatics development.
- There are clear links between Active Communities and GP referrals and Aquatics development.

- The swimming club level of the swimming development pathway is always delivered by swimming clubs.
- Secondary School PE aquatics activities have clear links to the aquatics pathway.
- There is a single performance programme for swimming and a single performance programme for diving in Aberdeen.
- Performance programmes for aquatic sports are supported.

Facilities and Programming

Access to recreational swimming

From 7am through to 9pm Monday to Friday and 8am – 5pm at weekends there is access to the public for recreational swimming and swimming for fitness at a community swimming pool in the North of the City and a community swimming pool in the South of the City.

- There is public access to the Aquatics Centre for swimming during opening hours (apart from during major events.)
- Across the city there are a range of specific sessions on a weekly basis, at an appropriate time, for the following groups:

Ethnic Minority Groups
Physical Disability Groups
Groups with learning disabilities
Young mums
GP referrals
Parents and Children
Women
Older people
Masters
Pre and Post Natal

There is an appropriate amount of high quality water space in Aberdeen, which is appropriately programmed to meet the needs of the population

- Access to community pools (both freestanding and linked to schools) is arranged through an effective booking process which maximises and effectively balances the use of these facilities by schools and the wider community.
- Every recognised community aquatics club has a “home” pool.
- The “home” pool for the city’s swimming and diving performance programmes is the Aquatics Centre.
- Recognised clubs for swimmers with a disability have a fit for purpose “home” pool.
- Aquatics clubs are allocated water space linked to set criteria, including the number of swimmers, club accreditation and the performance of the club.

Branding and Marketing

There is a single programme identity for aquatics provision and development in the city.

- There is an effective single portal (one stop shop) for information about aquatics provision and development in the city.





4.2 Aquatic Framework

OBJECTIVE 1

Promoting and increasing the opportunities for participation in sport and physical activity for everyone in Aberdeen

STATEMENT	WHAT WOULD SUCCESS LOOK LIKE?
<p>Creating and supporting learn to swim programmes that will support participation in aquatic sports</p>	<p>An increase in opportunities through a wider range of aquatic activities</p>
<p>Developing structures that will ensure every child in Aberdeen is supported to achieve the Scotland Safe Swimming award by the end of primary school through an entitlement to swimming in curriculum time</p>	<p>A sustainable structure and finance in place to support the Scotland Safe Swimmer Award for all pupils in local authority schools</p>
<p>Engaging with schools, universities and health care providers to grow participation in aquatic sports and create clear links into aquatic pathways</p> <p>Developing, enhancing and promoting links between Active Communities, GP referrals, Active schools and Aquatic staff to increase opportunities for Aquatic development</p>	<p>Key partners collaborating to achieve shared goals</p> <p>Increased awareness and benefits of participating in aquatic sport</p> <p>Behavioural change from inactivity to regular active participation</p>
<p>Maintaining a fully inclusive development pathway where children, young people and adults regardless of</p>	<p>All providers remain committed to ensuring everyone has the opportunity to participate in aquatic activities and</p>

ethnicity, age, background or ability are fully supported and encouraged to reach their potential	no individual discriminated against for reasons of gender, race, disability, age, religion, political belief, sexual orientation or social background	15
Developing new partnerships in the public and private sector and building on existing partnerships	Sustained and effective partnership working through understanding and accepting limitations and opportunities where partners can support each other	
Actively seeking investment through partnerships to support participation programmes	Sustainability and growth in supporting existing participation programmes and providing support for new initiatives	
Ensuring the range of experiences associated with aquatic activity is of the highest quality	Quality assurance process implemented	

OBJECTIVE 2**Providing a comprehensive and high quality range of sports facilities in Aberdeen**

STATEMENT	WHAT WOULD SUCCESS LOOK LIKE?
<p>Maintaining an appropriate amount of high quality water space in Aberdeen which is appropriately programmed to meet the needs of the population.</p> <p>Creating a clear set of programming guidelines that will afford access to the public, including those with specialist requirements for recreational swimming and swimming for fitness at local community swimming pools</p>	<p>A clear and flexible set of programming guidelines reflecting needs of local communities and incentives for targeted groups</p>
<p>Creating and maintaining effective booking processes which maximise and effectively balance the use of community pools</p>	<p>Effective booking process created and implemented</p>
<p>Ensuring there is adequate public access to the Aquatics Centre for swimming during opening hours (apart from during major events)</p>	<p>Public access in line with provision that is appropriate to the needs of the public and frequently reviewed</p>
<p>Ensuring that every recognised community aquatics club and performance programme has a “home” pool that is fit for the needs of the club/programme</p>	<p>Home pools are allocated</p> <p>Identity and stability for clubs in the community</p> <p>Performance programme hosts appropriate athletes at Aberdeen Aquatic Centre</p>

The needs of aquatics clubs are identified and promoted using a supportive system which allocates water space linked to set criteria.

Creating a system whereby aquatics clubs are allocated water space linked to set criteria, including the number of swimmers, club accreditation and the performance of the club

Guidelines are identified and adhered to

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OBJECTIVE 3**Maximising the social, educational, health and economic benefit of sport and physical activity in Aberdeen**

STATEMENT	WHAT WOULD SUCCESS LOOK LIKE?
Engaging with partners in maximising potential for promoting a diverse and exciting range of aquatic activities	Partnerships in place and delivery of suitable programmes that meet the needs in communities
Supporting young people and to motivate and inspire more young people to participate in aquatics	An increase in young people becoming involved in aquatic activities
Raising awareness of opportunities to participate in aquatics through schools, clubs and healthy living initiatives	Stronger engagement from the workforce to encourage participation
Raising awareness and promoting major aquatic events in the City	Successful marketing Securing significant aquatic events Increased opportunities for recruiting and retaining volunteers New activities established through succession planning by partners
Collaborating on a regular basis with partners and identified groups to maximise the benefits of aquatic resources	A full and well balanced programme of activities in facilities across the City

OBJECTIVE 4

Developing and sustaining pathways which nurture local, regional and national sporting people to reach their potential

STATEMENT	WHAT WOULD SUCCESS LOOK LIKE?
Identifying appropriate groups as deliverers for coaching and Pool Operators as deliverers of learn to swim programmes in Local Authority/partnership facilities	Clear roles and responsibilities at every stage of the pathway
Provide clear and effective links between learn to swim and aquatic sports clubs with the transition between learn to swim and clubs taking place at level 7	Strong partnerships evidenced between Learn to swim deliverers and clubs. Agreed levels of transition attained
Creating and sustaining clear pathways for competitors in all aquatic sports through Clubs and Teams to National representation in all aquatic disciplines	Retaining all athletes in their competitive pathway and participants in various recreational activities
Recognising a single performance programme for swimming and a single performance programme for diving in Aberdeen, where performance for aquatic sports is supported through opportunities and appropriate funding	Support services and finances directed towards both performance programmes Successful implementation of marketing plans
Establishing and supporting education programmes that encourage participation of teachers, coaches, officials and support staff at all levels	An education programme that identifies and meets the needs of people who wish to contribute towards the delivery of aquatic sport
Nurturing a high performance attitude	A recognised culture of excellence

from competitive athletes, coaches, and officials	amongst peers.	20
Implementing and monitoring quality assurance for National Governing Body endorsed pathways across the City	Sustainability through attainment of quality assurance at each level of the pathway across the City	
Increasing the number of athletes, coaches, officials and support staff on National teams for all aquatic sports	Increased number of local coaches, athletes, and officials on National Teams	
Building and maintaining productive relationships between providers in Aberdeen City, Club Associations and National Governing Bodies	Key partners collaborating to achieve shared goals	

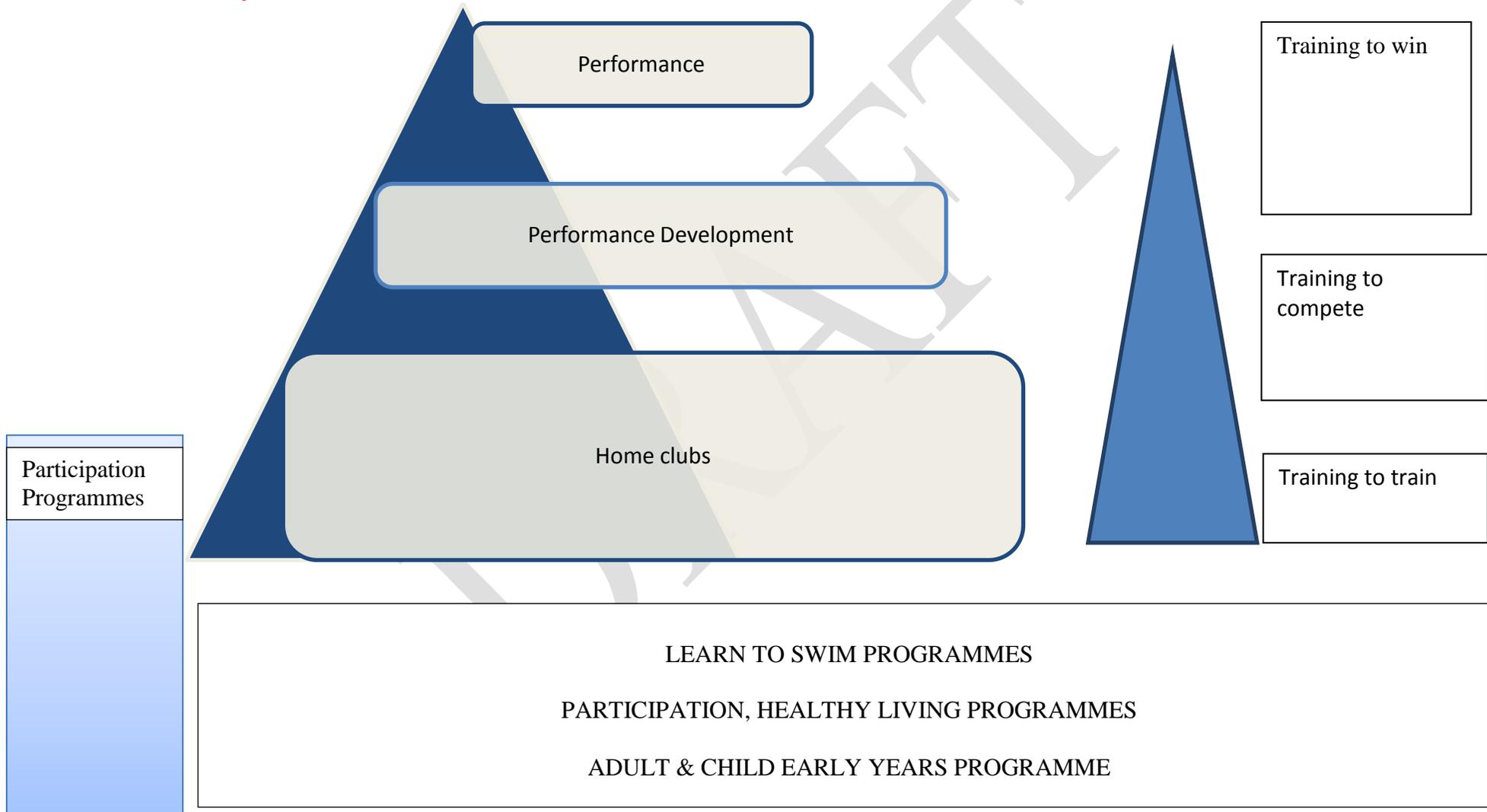
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Objective 5**Raising the profile of sport in Aberdeen**

STATEMENT	WHAT WOULD SUCCESS LOOK LIKE?
<p>Attracting and delivering local, regional, national and international competition to the highest standards</p> <p>Promoting and encouraging participation and spectator attendance at all aquatic events in the City of Aberdeen</p>	<p>Support from local communities and increased participation in events</p>
<p>Promoting aquatic sports through the selection and promotion of local aquatic sporting ambassadors</p>	<p>Showcasing and supporting our local athletes</p>
<p>Promoting participation in aquatic sports at every opportunity through active marketing</p>	<p>Implement a marketing plan successfully and achieve targets</p>
<p>There is a single programme identity for aquatics provision and development in the city</p>	<p>The identity of 'City of Aberdeen' as a national brand/logo for aquatic sport of the City</p>
<p>Create an effective one stop portal for information about aquatics provision and development in the city</p>	<p>People gaining access to a user friendly portal that communicates the range and availability of aquatic activities and directs users to deliverers' booking systems</p>

5 Pathways

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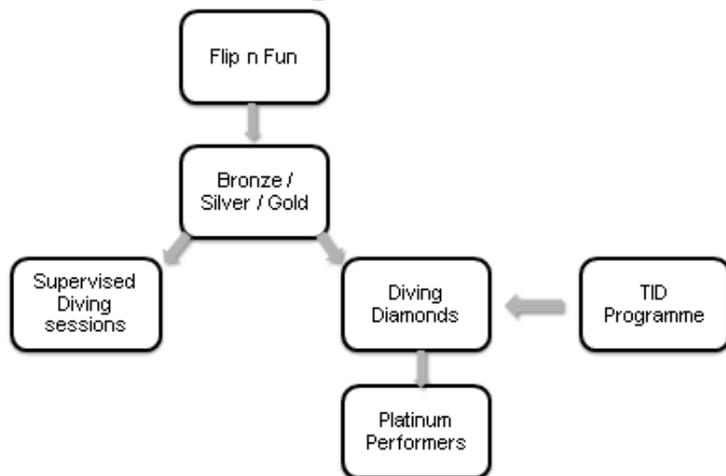
Diving Pathway

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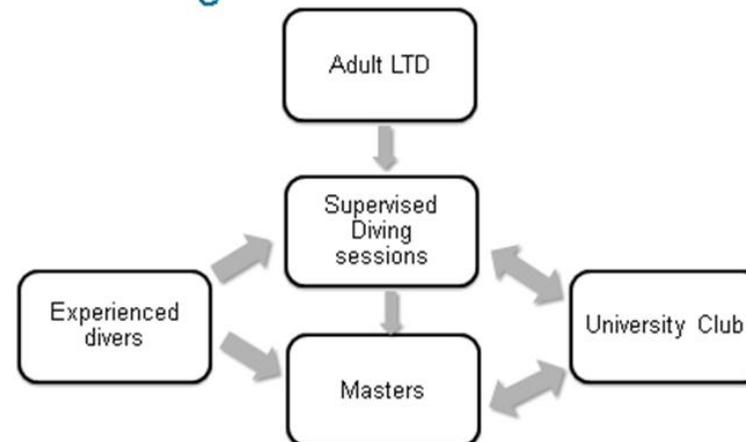
Aim's and Objectives

- Reintroduce diving to Aberdeen
- Provide developmental recreational and competitive opportunities for all ages and abilities
- Develop coaching network and expertise
- Work with other diving facilities to develop the programme and ensure involvement in national programme development

Children's Programme



Adult Programme



ABERDEEN CITY WATERPOLO PATHWAY

