



Head Coaches Report - AGM 2017

Introduction - Our long term goals and philosophy

Hackney Aquatics is one of the fastest growing swimming clubs in London and are seeing year on year progression. In 2016/17, we recorded our highest ever number of British and English National Qualifiers, Regional Finalists and Medallists and were promoted to the top division of the M11 Junior League.

The coaching vision of Hackney Aquatics for the past 2 seasons has been to create, manage and promote a programme that provides opportunities for all types of swimmer whatever their goals or ambitions - from learn to swim to competitive or performance swimming, to non-competitive swimming or masters.

In the September of the 2017/18 season after months of planning, we changed our club structure to allow this vision to become a reality and in doing so, we changed our club motto to become 'a swim club for life'. We now have pathways that swimmers can progress through that allow them to swim with the club throughout their life, whatever their goals or ability.

We are also committed to helping swimmers stay in the sport in other ways and most successfully through our Young Volunteer Scheme which trains and mentors the next generation of coaches and officials. In 2016/17, 3 of our Young Volunteers became level 2 qualified and now have paid positions at the club.

Moving forwards we have 3 main coaching goals to accomplish as part of our 5 year plan:

1. To continue to provide and develop a leading aquatic pathway that allows swimming opportunities for the whole community, regardless of ability or goals, with the structure in place to one day produce Olympic/International swimmers in Hackney.
2. To become the most successful London club within 5 years at Age/Youth Group level with swimmers at national and junior international level whilst being renowned for producing incredibly skillful, technical and well-disciplined swimmers.
3. To continue to train and mentor a future generation of coaches and provide opportunities for swimmers to work or swim with the club for life.

The coaching team will work closely together to achieve these goals and in doing so, ensure that every child that enters the Hackney Aquatics programme will develop core values that will stand them in good stead for life, including, a love of the sport, teamwork and mutual support, punctuality, commitment, discipline, time management, understanding preparation and hard work and mental toughness. We are as much about developing these transferable 'student/athlete' skills as we are developing the skills in the pool.

Club Numbers – Swimming Only

Date	Age Group (under 18) Swimmers	Masters Swimmers	Learn to Swim	Total
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Sept 15	115	60	0	175
Jan 16	136	60	0	196
May 16	157	57	0	214
May 17	197	61	0	258
Oct 17	216	77	35	328

Date	Permanent Coaches	Support Staff	Young Volunteers
Sept 15	3	1 (team manager)	0
Sept 16	4	1 (yoga)	8
Sept 17	8	4 (yoga, physio, mindset, pilates)	11
Oct 17	8	4 (yoga, physio, mindset, pilates)	16 (TBC)

What was inherited in Summer 2015

- Financially unstable
- Losing members, especially at younger age groups and masters
- Complicated squad structure
- No land training
- Infrequent attendance
- Negative attitudes
- Infrequent galas
- 3 Permanent Coaching Staff including myself
- A cool relationship with the pool provider, GLL and Hackney Council

In 2015/16 we worked hard to improve these issues and the club developed significantly (see Head Coaches Report 2015/16). In 2016/17 we have dramatically improved both structure and resources across the club and are now looking to continue to build throughout the 2017/18 season.

What we have achieved in 2016 2017 (and start of 2017/18)

Governance

- Continued financial stability as outlined in the Chairman's report.
- Strong governance with new driven and hard working committee members.
- A very strong working relationship with GLL and Hackney Council. This backed up with logos of GLL and Hackney Council on the new team kit.
- Relationship with club network at LAC

Squad Developments and Additions

- Implemented a new squad structure with 5 pathways that allows swimmers the opportunity to train regardless of the goals or ability
- An increase of 114 swimmers across all squads from May 16 to Oct 17
- Learn to Swim Academy - now operating 2 days per week - 35 swimmers in total
- Increased pool time at LAC, Kings Hall, Lido and Clissold for all squads
- Increased land training provision for all squads
- Pilates introduced for Performance and Competition Youth Squads
- Physio developed land training programme
- Gym programme for Performance and Competition Youth Squads
- Athlete screening for Performance and Competition Squads
- Monthly physio visits
- Goal and mind set training for swimmers in A (Performance) Squad - once per month
- New Equipment purchased including backstroke starting wedge, medballs, therabands, land mats
- New club handbook
- 3 skill and academy clinics held throughout the year

Media and Marketing

- Brand new website with easy to use interface
- New sponsorship/marketing secretary
- New pull up banners



- New flyers for squads and academy
- New branding for all marketing material

Team Ethos, Socials and Events

- First ever HAC Development Gala held in June 2017
- New Club Championships format held in Sept 2016
- Duel in the Pool - held twice through the year
- Picnic in the park in September 2017 - 75+ attended
- Xmas Party and Presentation 2016 - biggest ever attendance with 140 people
- Social media with highest ever number of followers - Facebook, Twitter and Instagram - aimed at swimmers and parents and updated regularly
- Striking new club kit
- New club towels

Swimmer and Coaching Achievements

- Nominated for 'Club of the Year Award' by the ASA for the London Sports Awards
- Nominated for Hackney club of the year and coach of the year at Hackney Sports Awards
- 2 swimmers selected for ASA England Talent Phase 1 camp - Kai Ogden (2016), Jude Costley (2017)
- Promoted from M11 Junior League Division 2 - 2nd overall
- 3 swimmers at British and English Nationals with 1 Gold Medal
- Highest ever number of Regional and County swimmers and medallists.
- Head Coach Rick Hall selected for Middlesex and London Region Talent Camps
- Rick also asked to become Middlesex County Head Coach
- 3 Junior Coaches put through ASA Level 1 and Level 2 teaching aquatics qualifications
- 8 permanent coaches - big thanks to Naomi, Richard, Sam, Lynsey, Harry, Tony and Avian
- 4 new support staff - big thanks to Kirsty (Yoga), Cass (Physio), Liat (Pilates), Wendy (Mindset)
- New recruitment of Young Volunteers - 11 last season and potentially 16 this season

Competition Results

Last season was our most successful season in the pool with significant improvements on qualifiers and medals at all major competitions.

Competition	Year	Qualifiers	Medals	Finals/ Top 8
County Championships (Age + Yth)	2015/16	21	13 - 1G, 4S, 4B, 2relays	56
County Age Championships	2016/17	15	8 - 3G, 2S (relays) , 3B	12
County Youth Championships	2016/17	22	16 - 2G, 2S, 12B	
Total	2016/17	37	24 - 5G, 4S, 15B	
Winter Regionals	2015/16	3	1 B	
	2016/17	11	1 B	
	2017/18	20		
LC Regionals Youth	2015/16	5	0	2
	2016/17	9	2 - 1S, 1B	10
LC Regionals Age	2015/16	11	2 B	14
	2016/17	12	4 - 2S, 2B	20
British Summer Nationals	2015/16	0		
	2016/17	3 (4 swims)		
English Summer Nationals	2015/16	1 (2 swims)		1
	2016/17	3 (5 swims)	1 - 1G	1

Welsh Summer Nationals	2015/16	N/A	0	
	2016/17	N/A	4 - 1S, 3B	
Overseas National Champs	2015/16	1 (Israel)	1 S 2 B	4
	2016/17	0		
Arena League	2015/16	4th in Div 2 final		
	2016/17	3rd in Div 2 final		
M11 League 2016	2015/16	6th in Div 1 final		
	2016/17	2nd in Div 2 final (promoted)		
Top Club Awards	2015/16	0		
	2016/17	2	Redbridge Oct 16, BWF July 17	
	2017/18	1 (ongoing)	Redbridge Oct 17	

Conclusion

We are now in the third year in a 5 year plan to build Hackney Aquatics Swimming Club to become a successful and inclusive programme in London with our overall goals reflected in the introduction.

This season we have set the foundations out of the pool as well as making our mark in it and now have a platform to build on in the coming seasons.

Thank you

I would like to personally thank my coaching team for the hours of hard work they put in to making our club successful. Richard came in last year and has transformed our younger age group swimmers. He is now successfully leading two squads and seeing great results. Naomi has been the face of the club for many years and is doing a superb job with our youngest swimmers as well as the branding and design work. Sam, our masters coach is incredibly passionate and is now seeing an increase in numbers in the Masters programme. Tony, Avian and Harry, our Junior coaches, have continued to develop throughout the season and have grown in confidence and ability. Lynsey has set up and now leads our incredibly successful Academy that adopts her fun and friendly approach. Our support staff, Kirsty, Cass, Liat and



Wendy have helped add to our provision that we can provide for the swimmers and been a huge benefit to all.

Next Season

Next season our goal in the pool is to see more swimmers at National, Regional and County level as well as developing our younger competitive squads. We also want to give more support to swimmers with different training goals at all levels of the programme. Out the pool we want to continue adding more provision and support to the programme. We also hope to have regular development galas, team socials and training camps.