

Communications Plan for 150th Anniversary Celebrations

Summary

In 2019 the Amateur Swimming Association will mark its 150th Anniversary. This provides Swim England with the opportunity to celebrate past and current successes, raise awareness of our work, and engage new audiences.

A programme of activity is being developed to ensure every opportunity is utilised during the year to raise awareness of our legacy. In addition, a legacy project involving the creation of a digital library with historical competitive results and key documents/information will be created. This will be an ongoing project and act as support to the Library and Historical archive situated at SportPark.

A range of marketing collateral and 150th Anniversary-branded materials will be produced. This includes Swimming Certificates (Stages 1-7), letter templates, and other event-related items that are being developed.

All our work will be linked to at least one of the agreed three themes: Celebration, Education and Legacy. The following information will show how we aim to achieve these outcomes during 2019.

Stakeholders

Our members are central to the 2019 celebrations. In addition, our broad range of stakeholders and partners means we have a wide network of supporters to help us deliver messages to the public. Below are the key stakeholders we will be aiming to engage with during the year:

- Swim England members and clubs including past, present and future athletes and coaches.
- Swim England team members.
- The swimming workforce, including pool operators, swimming teachers, tutors.
- International swimming federations and sport governing bodies.
- The general public and media.

Key objectives

- **To celebrate our history; raise awareness of Swim England; create a swimming legacy.**

- To raise awareness of Swim England and its wide remit within the aquatics sector.
- To raise awareness of Swim England and with the general public.
- To make clubs and members feel more connected with the Swim England.
- To acknowledge and thank members, particularly volunteers.
- To create a digital archive for members and the public to access.

Key timings

Date	Activity
End November	Regions and clubs to receive support materials and marketing information to use during 2019.
1 Jan	Website changed to incorporate 150th anniversary logo and beginning of roll-out of key activity (details in calendar below).
7 Jan	Anniversary of the first meeting of the Association: First comms and information to go live on the website.
30 May	150 th day of 2019: in pool celebratory event with partners (tbc subject to partner support).
Xx July	London Otter celebration event at the London Aquatics Centre: Club gala with London Otter vs 'the rest of the nation' showcase.
Various	All events to use 150th branding and include a celebratory 'moment' to engage members, clubs and the media.
December	Round-up of the year; looking ahead to 2020.

Key Messages

- During 2019 Swim England celebrates its 150th Anniversary.
- Swim England has been leading the aquatics sector for 150 years, setting the rules of the sport, providing expert teaching and coaching for the workforce and creating a pathway for our talented athletes.
- Swimming is as important and relevant today as it was 150 years ago.

Additional messages to be agreed and added.

Key statistics/information (through the years)

These will include stats relating to:

- Membership past and present
- Learn to swim numbers
- Competitive achievements

Calendar: Tactics and activity

Key: white = not started yet; orange = in progress; red = urgent to complete; green = completed.

Date	Opportunity	Messaging/info	Channel	Target audience	Lead	Status
2018						
01/11/18	Swimming Times	Raising awareness of anniversary year	Magazine	Swim England and IoS members	Comms Ed	
07/11/18	Pooling Resources newsletter	Updating readers with 150th celebrations plans	Newsletter	Pool ops / workforce	Int Comms	
21/11/18	Members newsletter	Updating readers with 150th celebrations plans and informing when they will receive marketing materials.	Newsletter	Swim England members	Int Comms	
30/11/18	Support materials and resource pack circulated to clubs and regions.	Overview of activity. Suggestions how to get involved; support materials to make the most of the 150th events and celebrations	E-comms	Clubs and regions	Comms	
2019						
01/01/19	Start of celebration year	New branding live on the website; new materials to be used; celebration email sent to all members welcoming them to the new year.	Digital E-comms	Members	Comms	
01/01/19	Rollout of #DailySwimmingFact	Each day a new fact about our history/swimming in general will be pushed out on social media	Social media	Digital users	Comms	
07/01/19	Anniversary of first documented meeting (at the German Gymnasium)	Embargoed news story about celebration live on website	Media Website Internal	All	Comms	
07/01/19	Rollout of monthly 'spotlight on' web articles	Programme of articles highlighting all aspects of our work. Focus: creation of the national governing body	Website	Swimming sector	Comms	
14/01/19	SLT Briefing	Launch of internal challenge for team members: "swimming around the nation"	Internal	Team members	Int comms	
25/01/19	Swim England Digital Club Tour	Digital relay across England, highlighting different clubs and events. Anticipation for different Club focus each weekend (Clubs currently being recruited)	Local press Website	Club members	Comms / Web / Clubs	
End Jan	Launch of Youth Forum's: "Showcasing the present to inspire the future"	Bi-monthly look at current inspirational people involved with aquatics.	Website Media	Swimming sector	Youth Forum / Comms	

Feb tbc	Launch of digital archive	New online archive for people to find a range of historical information including competition results from xx to xx.	Website Media	Members, general public, ex-swimmers	Comms / Operations	
01/02/19	Swim England Digital Club Tour	Club focus: TBC	Local press Website	Club members	Comms/web / Clubs	
07/02/19	'Spotlight on' web article	Focus: TBC	Website	Swimming sector	Comms	
02/03/19	National Arena League 50th Year Cup final	TBC: opp to share messaging and celebrate #NASL2019	Media Website	Members	TBC	
07/03/19	'Spotlight on' web article	Focus: TBC	Website	Swimming sector	Comms	
March	Launch of Swim England Hall of Fame	Include someone from each discipline for launch (or roll out during the year). Then revert to annual December Hall of Fame (to link with National Awards	Website Media	Swimming sector	Comms / operations	
End of Mar	Youth Forum: "Showcasing the present to inspire the future"	Bi-monthly look at current inspirational people involved with aquatics.	Website Media	Swimming sector	Youth Forum / Comms	
01/04/19 TBC	Launch of Club relay challenge (ongoing for six months)	An online 'Alternative Relay Race' for members to get involved in that celebrates all our disciplines (similar format to the T-30 competition)	E-comms Website	Members	Youth Forum / Web	
April	Synchro National Champs	Synchro 150 years celebration stunt: 150 syncho display/pic	Website	General public	Events / Clubs	
April	Water polo U19s	Water polo 150 years celebration activity: tbc	Website	General public	Events / Clubs	
07/04/19	'Spotlight on' web article	Focus: TBC	Website	Swimming sector	Comms	
07/05/19	'Spotlight on' web article	Focus: TBC	Website	Swimming sector	Comms	
16 or 23 May	Team conference	150th anniversary theme	Internal	Internal team members	People Dev	
End of May	Youth Forum's: "Showcasing the present to inspire the future"	Bi-monthly look at current inspirational people involved with aquatics.	Website Media	Swimming sector	Youth Forum / Comms	
30/05/19	150 days of 2019	Potential in-pool participation event. Details tbc but looking at joint event with Everyone Active	All	General public	TBC	
07/06/19	Monthly 'spotlight on' web article	Focus: Swim England involvement in developing water safety and drowning prevention schemes	Website	Swimming sector	Comms	
June tbc	National Age Group Diving Champs	Diving 150 years celebration activity: TBC	Website	General public	Events / Clubs	
July tbc	Otter 150th Celebration event at London Aquatics Centre	Link up with event: London Otter vs The Rest of the Nation: Swim England to provide athletes and volunteer support (potential for APPG)	Media E-comms Website	Swimming sector General public	Comms / Volunteering	

07/07/19	Monthly 'spotlight on' web article	Focus: link with FINA and LEN, and other international bodies.	Website	Swimming sector	Comms	
19/07/19	FINA anniversary (1908)	Joint messaging about relationship	Social media	Intl swimming sector	Comms	
July tbc	Open Water Festival	Outdoor swimming 150 years celebration activity: TBC	Website	General public	Events / Clubs	
End of July	Youth Forum's: "Showcasing the present to inspire the future"	Bi-monthly look at current inspirational people involved with aquatics.	Website Media	Swimming sector	Youth Forum / Comms	
Aug tbc	Swim England Summer Meet	Swimming 150 years celebration activity: TBC – 150 yrs competition	Website	General public	Events / Clubs	
06/08/19	London Otter 150th Anniversary	Joint messaging	Social media	Media Swimming sector	Comms	
07/08/19	'Spotlight on' web article	Focus: Club structure and development	Website	Members	Clubs / Comms	
07/09/19	'Spotlight on' web article	Focus: TBC	Website	Swimming sector	Comms	
End of Sept	Youth Forum's: "Showcasing the present to inspire the future"	Bi-monthly look at current inspirational people involved with aquatics.	Website Media	Swimming sector	Youth Forum / Comms	
07/10/19	'Spotlight on' web article	Focus: TBC	Website	Swimming sector	Comms	
Oct tbc	National County Team Champs	County 150 years celebration activity: TBC	Website	General public	Events / Counties	
Oct tbc	Water polo National Age Groups (U15)	Water polo 150 years celebration activity: tbc	Website	General public	Events / Clubs	
07/11/19	'Spotlight on' web article	Focus: Development of swimming in schools	Website	Swimming sector	Comms	
Nov tbc	National Synchro Masters	Synchro 150 years celebration activity: tbc	Website	General public	Events / Clubs	
Nov tbc	Big School Swim	150 years theme; bespoke education materials				
Nov tbc	Swim England National Awards	Include a new category to mark 150 years	Media Website	All	Volunteer	
Nov tbc	Presidents Dinner	150 years theme; potential to invite CWG medallists and/or wider range of swimming dignitaries	Website Media	Swimming sector	Operations	
End of Nov	Youth Forum's: "Showcasing the present to inspire the future"	Bi-monthly look at current inspirational people involved with aquatics.	Website Media	Swimming sector	Youth Forum / Comms	

01/12/19	2020 Swim England Hall of Fame nominee announcement	2020 nominee announced (nomination period earlier in the year)	Media Website	Swimming sector	Comms / operations	
07/12/19	'Spotlight on' web article	Focus: the Next 150 years.	Website	Swimming sector	Comms	
Dec tbc	Winter Meet	Swimming 150 years celebration activity: tbc	Website	General public	Events / Clubs	
Re-occurring features:						
Daily	#DailySwimmingFact	Social media fact				
Weekly (Friday's)	Swim England Digital Club Tour	Digital web-based tour of England to highlight clubs				
Monthly	'Focus on'	Indepth article/video content				
Bi-monthly	Swimming Times	Articles/images/memories etc				
Bi-monthly	Youth Forum's: "Showcasing the present to inspire the future"	Bi-monthly look at current inspirational people involved with aquatics.				