NGB Relationships: Supporting the ASA in the implementation of their research and strategy

Living Sport identified swimming as a priority sport, and as such, wanted to ensure we could add value in supporting the dissemination and implementation of their Behavioural Change insight, as well as sharing the ASA’s new participation strategy across Cambridgeshire and Peterborough.

ASA identified Cambridgeshire and Peterborough to pilot their ‘Let’s go Swimming’ Project

ASA behavioural change insight and new participation strategy

Living Sport team, insight into local contacts and our ability to broker relationships.

Living Sport was invited on to the ASA ‘Let’s Go Swimming’ Steering Group. Enabling Living Sport to support the project by introducing new partner networks, allowing access to appropriate audiences, and effectively communicating pool changes and updates throughout the CSP networks (e.g. new Aqua-relax).

Living Sport specifically brokered relationships with the ASA and three LA’s providing the ASA the opportunity to present insight on a location specific basis. Following this, Living Sport organised and hosted a ‘Strategy Launch Event’ for the ASA to disseminate information on the new strategy to 10 local operators.

Living Sport invited the ASA to their NGB engagement day, developing their work with Addenbrookes Frank Lee Centre enabling a third party grant application to be written by Living Sport called ‘Go, Give and Game On’.

ASA insight presented to 3 Local Authorities

2 partners were introduced to ‘Let’s Go Swimming’

A £10,000 funding application to include swimming at Addenbrookes.

ASA Strategy presented to 15 reps from 10 sites

‘good work on chasing, your support has been fantastic.’ Collette Railton ASA speaking of the Strategy Launch Event.

‘That is quite a good turnout which is great.’ Mark Burgess Head of ASA delivery

‘I am now (thanks you your networking event) working a lot closer with the Sports Centre Manager and Addenbrookes Health at Work Team. We have already been implementing a few things and started an action plan.’ Collette Railton, Aquatics Officer.