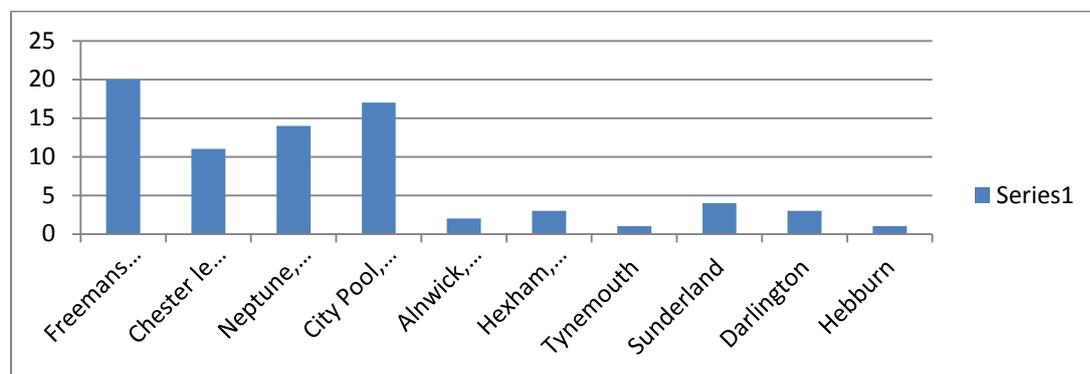


## N & D Masters Survey Results – Sept 2011

Please see below the results of the questionnaire and the recommendations to the N & D Masters Forum.

Q1. Which Competitive venue would you like to see the N & D Masters Championships held?



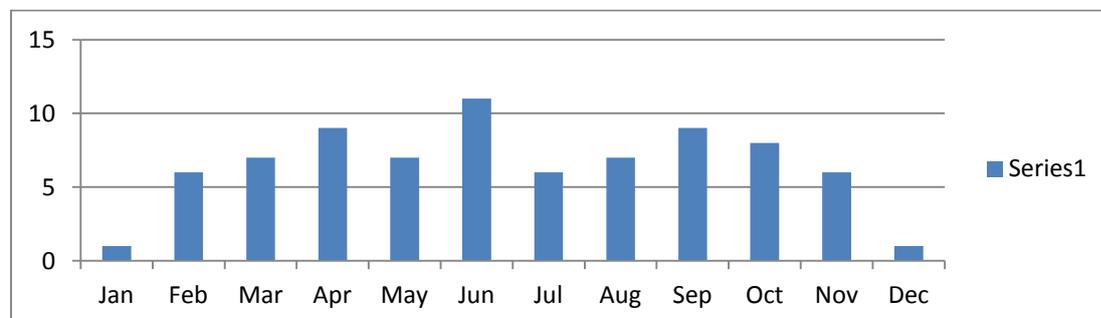
**Recommendation: 1<sup>st</sup> Choice Freemans Quay, 2<sup>nd</sup> Choice City Pool**

**Option of rotating year on year between venues in Tyne & Wear, Northumberland, Durham and Tees Valley**

**Masters Forum Decision: Investigate booking Freemans Quay, ensure we provide details on parking on entry form**

**Action: KS to enquire re booking and ensure parking arrangements go on entry form.**

Q2. What month would you like to see the Championships held? (please take into consideration other events in the ASA calendar)

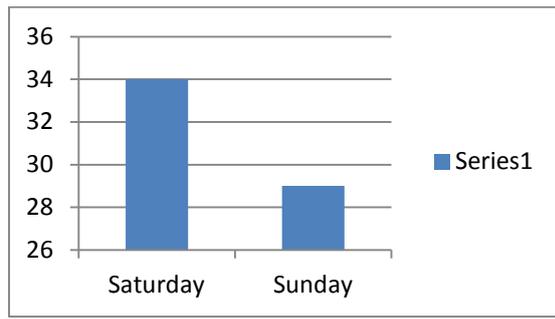


**Recommendation: 16<sup>th</sup> or 30<sup>th</sup> June 2012**

**Masters Forum Decision: 16<sup>th</sup> clashes with the worlds, pursue 30<sup>th</sup> June**

**Action: Enquire about 30<sup>th</sup> June at Freemans Quay**

Q3. What day would you like to see the Championships held?

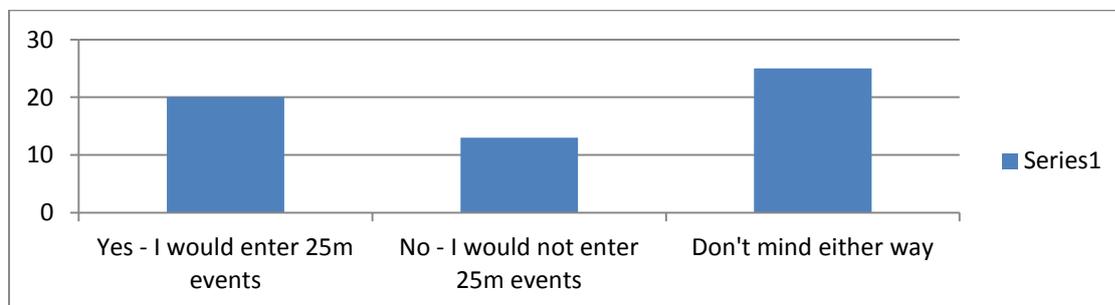


**Recommendation: Look to run on a Saturday**

Masters Forum Decision: Enquire about Sat 30<sup>th</sup> June

Action: KS to enquire at the venue. Venue have advised that they do not hire out the pool on a Sat for competitions.

Q4. Would you like to see 25m races feature in the Championship?

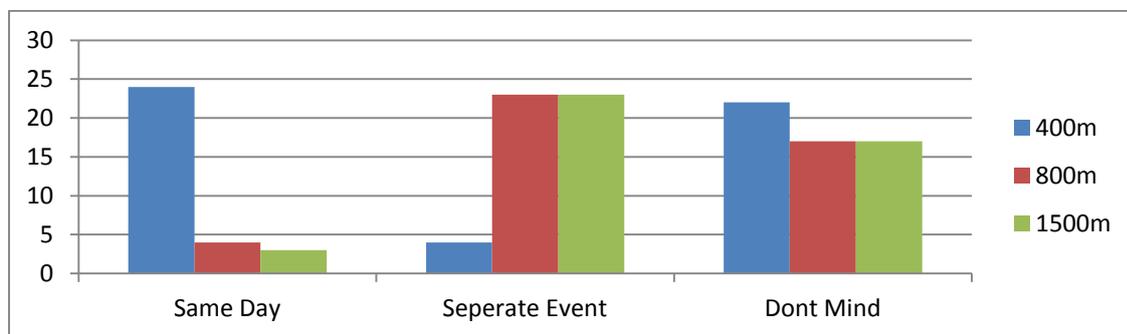


**Recommendation: Reinstate 25m events**

Masters Forum Decision: AR expressed concern that this did not conform to other championships. However the forum agreed that in an attempt to encourage participation and as a result of the feedback from the survey that 25m events would be reinstated.

Action: 25m on all strokes reinstated on a trial basis (forum to review number of entries following the 2012 championships)

Q5. Would you like to see a distance event either on the same day or as a separate event?

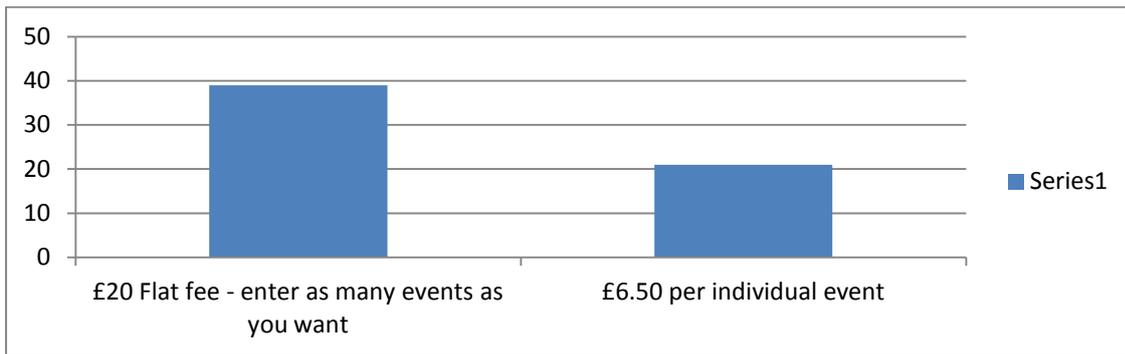


**Recommendation: Include a 400m swim on the day of county championships, arrange a separate 1500m/800m swim (N&D Board have advised that the open age group at N&D counties can include masters, so we could advertise this as the masters event?)**

Masters Forum Decision: Following the above feedback the forum will include a 400m freestyle event. It was discussed if 200m on all strokes was to be included as these events appeared on the 2011 entry, the group will trial the removal of the 200m freestyle, backstroke, breaststroke and butterfly and insert 200m & 100m IM (forum to review after 2012 championships). It was discussed that there was a need for a distance masters event. AR to enquire with the N&D championship entry rep as to the feasibility of running some masters heats during the 800m N & D championships.

Action: Amend programme as above and AR to investigate the distance event

Q6. What payment structure would you like to see?

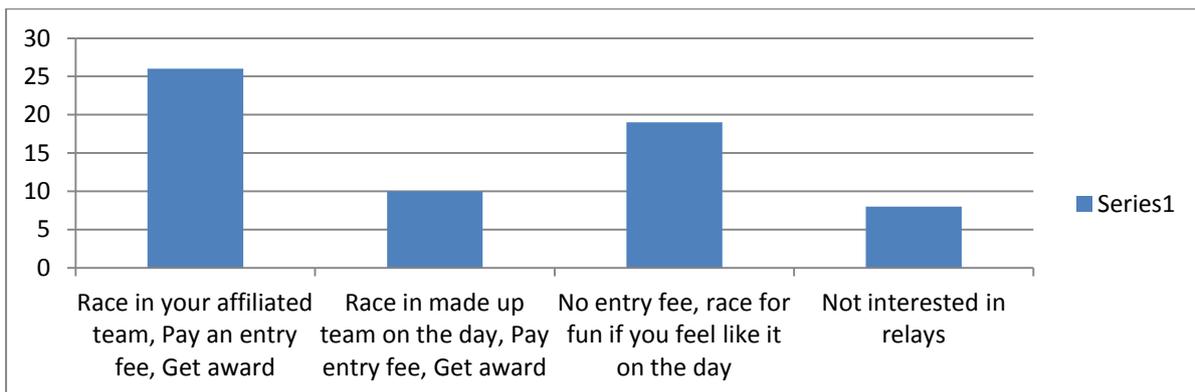


**Recommendation: Flat fee of £20 or a staggered fee e.g. 1 Race = £8, 2 Races £14, 3 Races = £18, 4+ Races £20**

**Masters Forum Decision:** The forum agreed that a high entry fee would put off some masters who want to enter a few events, but they understood the need to make enough income to cover costs. It was agreed to trial £5.50 per event, £20 flat fee if entering 4 or more events.

**Action:** Apply the above prices

Q7. Relays - What format would you like to see?

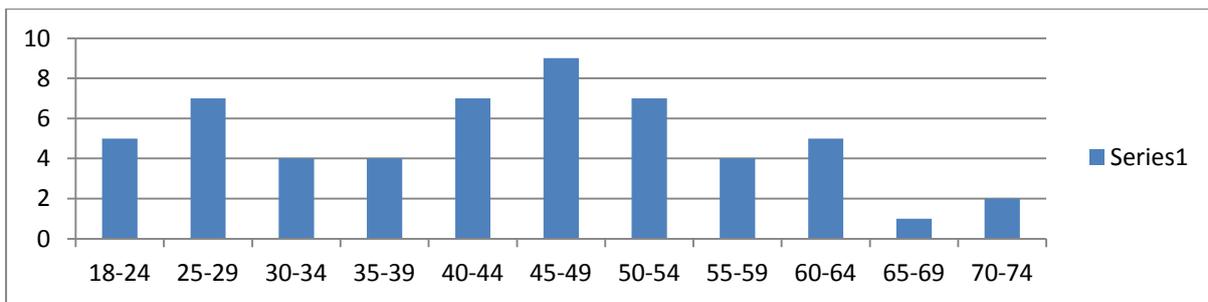


**Recommendation: Reinstate traditional relays in affiliated team with entry fee and award**

**Masters Forum Decision:** Although the first option was most popular in the survey, to encourage participation and reduce administration it was agreed that the No entry fee, race for fun on the day would be trialed

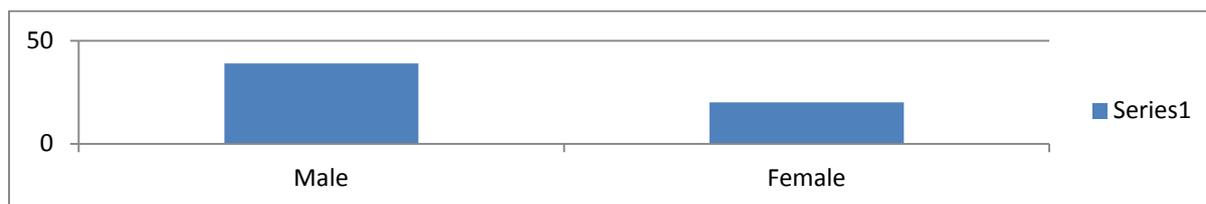
**Action:** Trial relays on the day

Q8. What Masters age group are you in?



**Results show a more or less even feedback across the age groups**

#### Q9. Are you Male or Female?



**Results from Males slightly more than Females**

#### Q10. Any other comments to improve the next event... (e.g. Did you have enough notice about the event?)

##### Marketing/Publicity

- needs more publicity and wider circulation , I am new to masters swimming and found out too late
- not advertised on the masters calendar
- The event needs to be more widely publicised. My team found out by word of mouth at another competition; however, without this would have been unaware of the event. I would suggest using e-mail distribution lists and getting the event details uploaded onto the British swimming website.
- Try and get it on the events calendar early in the year giving as much notice as possible
- Not seen any adverts about the event but got this survey.
- not aware of said event to be honest
- More Promotion of the Event would be great. The Timing of the Gala is the most important thing so we catch the Major Championships, i:e the NERs has the GB Masters Covered.
- I was not aware of when the championship was so I didn't know it was on so would be better to send info to the swimming clubs so more interest is give more chance of people knowing where and when it is.
- I didn't know anything about the event...
- Much more notice, preferably before New Year, and entry forms available sooner.
- More notice, on British Swimming calendar
- BETTER PUBLICITY TO ALL CLUBS
- The 2011 event would have received more interest if it had been advertised on the British Swimming web site.
- Publish event on ASA Masters site well in advance

**In response to the above, this meeting and subsequent early planning, creation of a distribution list should avoid these issues in 2012. I will ensure it is listed on the British Swimming Calendar.**

##### Venue

- The venue is too far away this make it an extremely long day is there not somewhere more central to the region.

**This was the only comment regarding distance to venue, alternating between venues should compensate for this if we feel this is a positive way forward.**

##### Cancellation

- I had entered the event, but it was cancelled. I am not really concerned when or where the event is, but sometimes other commitments may affect entering that have nothing to do with when and where or how much.
- Event was cancelled before the closing date; I was waiting to see work commitments before deciding if I was able to swim.
- It was cancelled due to lack of interest before the closing date? How did that happen?
- I was about to enter the competition it was cancelled before I got the opportunity.
- Would be nice if they happened?
- Additionally, the event was cancelled prior to the closing date- I and the majority of others within my club tend to submit their entries in the days leading up to the closing date.

**This has been noted and will be avoided in 2012 (I am hoping that the prior planning will ensure the competition goes ahead).**

##### Other

- The question re entry fee is strange, I would not pay £20 for a 1500, but would probably only do a 1500 on one day as it tires me out! **Noted**
- Make the meet licensed
- I see the English Schools (ESSA) have reorganised the boundaries to include a larger area in each division. This must be to attract more swimmers. Maybe more interest can be generated if this process was introduced to the Masters Championships

**N&D Masters Championships allows times to go on the Masters rankings. The championships do not allow qualification for British championships, entry to the N&D championships in the open category will allow qualification. Only a minority will require this so it isn't deemed**

- wrong time of year holidays clash in July. Must keep 25m events for individuals and teams. This has helped our new masters to have a go. Thanks **Addressed in Q2 – June most popular**
- We have a small group of new masters who would like to try a gala but the full membership fee to compete in Category 2 for 1 or 2 galas is too high. **Affiliation fees are set Nationally, are essential to allow events to run etc**
- Age groups need to be up to 70/74 or Over 70 at least. **Noted**
- Unlikely to attend gala as swim for fitness and fun rather than competition -
- Re-instate 25m swims. Thank you. **Noted and will be reinstated**
- This year coincided with the NWR meet. There is perhaps a need for a meet in NE early in the year for those aging up! We travel to Crawley (LC) and Shrewsbury (SC) for early time markers, but then we are perhaps the exception (G & J) **Addressed in Q2 – June most popular**
- If other people enter I am more likely. Weekends are busy and I had a clash -
- Yes but too many sessions with no start time specified no good if you need child care or have events in different sessions to wait around for **Start times will be dependent on number of entries, all we can do is estimate**
- Would have swum but have been prevented because of eye operation. -
- Just don't have time at the minute for competing - hope to be back next year. -
- It wasn't the lack of notice it was the total change of time of year! Everyone is used to the 'N&D, NER, Nationals' cycle in the autumn. If N&D want to change the time of year from autumn I personally think Feb/March/April (before Easter) would be okay. Once it gets later in the year people are thinking about summer hols, kids doing exams and perhaps doing exams themselves. **Addressed in Q2 – June most popular**
- Include age groups up to at least 70+ Consider entry fee of £6-50 per swim or £20 for as many as you like (i.e. 2 events £13, 3 events £19-50, 4 or more events £20) **Noted**

#### Awards/Costs

Discuss medals and Age groups.

**Masters Forum Decision: The comments were discussed and a number of items were agreed:**

- **To provide a longer closing date to provide an opportunity for any late entries to be consider and to ensure a decision is not made prior to the closing date.**
- **Include all age bands so that we are fully inclusive and running the event within the ethos of Masters swimming (also in response to the feedback and that over 13% of respondents fit the over 60 bracket).**
- **Explore ideas to enhance the competition – social event and massages**
- **Look at an alternative to medals (as these are costly and not always desired by swimmers). Suggestion accepted was to have a points system and an award (NESS voucher e.g. £15-20) given to the top male/female in each age group. AR advised to produce a budget to put to the N & D board.**

**Action:**

**KS to investigate the above.**