



Why do we collect so much information?

From time to time we are asked why we need to collect so much information, not just from the membership renewals but from various questionnaires and during the Swim 21 accreditation process. This short article sets out the main reasons for the collection of data and how, when used for statistical purposes, it benefits the sport.

The primary reason for maintaining a central register of all members is for insurance purposes. As part of our negotiations on the insurance package the ASA undertook to maintain a comprehensive register of all members. The minimum information we agreed to hold is full name, address and category of member. The date of birth of each individual is preferred, mainly because it helps provide a more detailed identifier of each member – very useful when you have a number of members with the same name, and even some with the same name at the same address.

More detailed information is required by our major funding partner, Sport England. Sport England does not receive individual data on members but we have to use the individual data to provide statistical information. Our funding from Sport England this year is over £3m which is obtained by Sport England from Government funding. Sport England has to justify this to the Government by providing detailed statistics regarding participation in our sport.

The type of information Sport England requires from us is as follows:

- ❖ Number of people that have participated in the sport within the past 12 months (excluding teaching, coaching or officiating.) The data has to be broken down into gender, age, ethnicity and disability. (Another reason for asking for the date of birth!)
- ❖ Number of accredited clubs. We therefore monitor the number of clubs achieving Swim 21.
- ❖ Number of active club members (excluding teaching, coaching or officiating.) This data is collected by our membership categories – category one and category two. This data has to be broken down into the same groups as above (gender, age, ethnicity and disability.)
- ❖ Number of qualified and active coaches. This includes swimming teachers and again has to be broken down by gender, age, ethnicity and disability. We collect this data from the ASA and Institute of Swimming members.
- ❖ Performance by team and individuals in world rankings: We take this data from our own rankings matched against the World rankings.
- ❖ Percentage of English athletes in Great Britain teams: This data is collected by the World Class team.

Please note the ASA will not use your data for any mailing purposes without your written consent. Sport England does not receive any information on individual members – we simply provide numbers.