

# SCOTTISH *swimming* everyone can swim!

## **Who we are**

As the national governing body for swimming in Scotland, Scottish Swimming represents our clubs, swim schools, aquatic disciplines and thousands of talented and committed volunteers across the entire swimmer pathway from development and participation through to performance.

## ***Our vision is to ensure that everyone can swim.***

Swimming is the sport for all – the sport for life. Our strategy is to take advantage of the natural inclusiveness of our sport, developing quality initiatives that help people enjoy swimming to their full potential no matter which aquatic activity they pursue. Our key areas of business are as follows:

- **Development** – to improve the delivery of swimming in Scotland through the development of learn to swim, school swimming, clubs, participation programmes, volunteers, teachers and coaches and community partnerships.
- **Performance** – to improve the performance results of Scottish swimmers through better coaching and education, supported by our continuously evolving performance programme.
- **Services** – to lead a cutting edge organisation that supports and promotes our participation, development and performance initiatives, including attracting resources to invest in our sport.

While the organisation was originally for members, it has grown significantly over the past few years, with new products, services and target groups emerging as well as commercial opportunities for sponsors and income generation streams.

Scottish Swimming currently has a membership in excess of 20,000 people, with over 160 clubs affiliated to us. Our products and services reach a far wider audience through our relationship with all 32 local authorities.

The culture of the company has also changed to reflect the dynamic and fast-moving nature of our sport. This in turn has led to a more contemporary, proactive approach to marketing, not least of all through the use of social media to promote our products and services to a far reaching audience.

## **What we would like to keep**

In January 2014 Scottish Swimming launched its new website, fully responsive and developed by Glasgow-based Dog Digital. The site incorporates Swim Buzz, a unique feature pulling in content from all social media channels. We would like to keep the current web font Source Sans Pro, as well as the colour structure of the website and the Swim Buzz Logo.

<https://www.dropbox.com/s/klz1sya6vzptbke/source-sans-pro.zip> (Source Sans Pro)

[www.scottishswimming.com](http://www.scottishswimming.com) (Website)

<https://www.dropbox.com/s/xlb0bhfv6565jq/SwimBuzz%20logo%20landscape.png> (Swim Buzz Logo)

## **Work to do**

### **Corporate Plan Design**

The Scottish Swimming Corporate Plan is a top level, strategic document, which not only supports our funding application to sportscotland, but also highlights our vision and targets for the next six years as an organisation. While the document is available to those who wish to read through it, its main audience is sportscotland and both current and potential corporate partners.

We would like a fresh, minimalistic approach using our superb existing imagery and state of the art graphics. The report should reflect the integrative nature of our sport and the excellence of the organisation. The current document contains 24 pages and we envisage the new plan to be of similar length. We are open to ideas to enhance the printed version with a digital/online element.

While the content will be developed by Scottish Swimming staff we would like to engage the copywriting and design skills of experts in this field, to have a consistent look and feel.

### **New Corporate Logo and Identity**

Scottish Swimming created its current logo with vision strapline back in 2005; however, the logo is not used consistently across the business with the strapline 'everyone can swim' being removed on all performance-based work. The logo is not always easy to use in terms of branded materials and we feel this the right time to consider a change, a new corporate identity, which in turn will lead us to developing a full set of branding guidelines. As most of our marketing activity is online, the design of the logo should reflect that.

The new corporate identity needs to represent all areas of the business, appealing to a wide audience. It should strengthen our brand position and our status as one of Scotland's leading sports governing bodies. It should also showcase the organisation as a more customer-facing brand.

We would like a simple, minimalistic, look which has universal use. Along with the Corporate Identity we would expect to have clear and comprehensive guidelines.

### **Requirements**

We would like the agency to advise on how they would approach such a project.

### **Key Milestones**

- Proposals accepted until Friday 20 June 5pm
- Opportunity for initial meeting with Senior Management Team on 3 July
- Corporate Plan concept and first draft by mid-September
- Final draft to go to board and sportscotland by end of September
- Full document to sign off in January following final recommendations by sportscotland and board and incorporating new logo design
- Logo and corporate design finished and launched in February 2015 in time for AGM (28 Feb)

### **Costs**

We would like the agency to advise on the budget depending on the requirements needed to achieve the above mentioned outcomes.

### **Proposals**

Proposals should be sent to [k.phillips@scottishswimming.com](mailto:k.phillips@scottishswimming.com) before 5pm on 20 June 2014.