

## OUR MISSION

Our purpose / mission is to provide a welcoming and supportive environment for all swimmers, with excellent coaching, so that everyone can be the best swimmer they can...

- ✔ Support each other with dignity and respect, both as a Club member and outside of the swimming community.
- ✔ Wholehearted commitment and courage to be the best we can be.
- ✔ Integrity and leadership - we do what we say and hold ourselves accountable.
- ✔ Make the most of each moment - we should have fun in the water.



## OUR PRIORITIES

We want our members to be part of something great, so we will work hard to achieve our mission / purpose and live our values.

Our focus will be on the following four areas so that we can make sure every swimmer, coach and volunteer at Long Eaton Swimming Club is proud to be part of a strong, healthy, and excellent club:



### PERFORMANCE EXCELLENCE

Continue to offer an environment where swimmers of all abilities and ages can improve and strive for excellence.



### FINANCIAL STABILITY

Make sure the Club finances are looked after so we can continue to do what we do well and give more swimmers the chance to join us.



### MEMBERSHIP MATURITY

Work with our members to understand what they love about the Club, and use this to bring new members in.



### GOOD LEADERSHIP

Have an open approach to how the Club is run, following governing body guidance, and always looking for new ways to be better.



## OUR VISION

A world where everyone has the chance to swim competitively in a fun, friendly environment OR that everyone in Derbyshire has the chance to.

*"Helping you to grow your ability."*

## Contact Us



<https://uk.teamunify.com/team/lesc/page/home>



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*"Become part of something **Great**!"*

*"Have **Fun**!"*

*"Be the **Best** of **You**"*



**LONG EATON**  
**SWIMMING CLUB**

**STRATEGIC PLAN**  
2024-2029

