



Swim England Club Development/Business 2-Year Plan



Name of Club: SOUNDWELL SWIMMING CLUB

Year: 2022- 2024

September August

Club Statement

Soundwell Swimming Club was established in 1962 and is based at Kingswood Leisure Centre, Bristol. Our role is to create well rounded young athletes through a stimulating, competitive and challenging environment, in which the swimmers are encouraged to blossom and reach their individual potential whilst being supported every step of the way. We are affiliated to the Swim England South West and Gloucester County ASA. We hold Swim Mark accreditation and are recognised as a safe, effective and child-friendly sports club.

Club Vision/Club Values

- To continually progress the sport of swimming
- Provide swimmers with the best possible coaching and teaching
- Promote the sport and increase participation levels
- Encourage positive mental attitudes and provide a productive and enjoyable environment
- Teach life skills to create well rounded young athletes
- Recognise each individual for their role within the club and the club's success
- Create a balanced training and competition calendar for each swimmer to achieve their true potential



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Two Year Plan

Club's Overall Objectives	1) Ensure each swimmer swims to their fullest potential 2) Ensure Club structure and training opportunities are optimized for swimmers at all levels within the time and facilities available 3) Increase level of participation in swimming 4) Develop and strengthen a North Bristol Network with a view to creating a Performance Hub for smaller Clubs 5) Develop and strengthen pathways from learn to swim into competitive swimming 6) Develop and increase Performance swimming within the Club 7) Create and sustain a thriving volunteer workforce within the club 8) Maintain SwimMark Accreditation 9) Create long-term financial stability, re-establishing pre-COVID financial reserves.
Year 1 Objective(s)	1) Re-establish and widen pathway sessions with Kingswood and Longwell Green leisure centres. 2) Identify, establish and develop networks with private swim teaching providers to create a pathway into competitive swimming. 3) Improve Club's community profile through improved social media and other promotion 4) Develop/optimize dry land training for whole club structure. 5) Review effectiveness of Bristol North link and develop where needed. 6) Ensure effective staffing of Learn to Swim programme through external recruitment of paid teachers. 7) Establish hardship fund (not at the detriment of the club). 8) Continue to review Club Policies & Procedures, ensuring they are current and align with Swim England's requirements. 9) Identify and secure sponsorship and funding opportunities.
Year 2 Objective(s)	1) Review networking relationships, ensuring they are effective and creating the best possible opportunities for all. 2) Increase training and CPD for all coaching/teaching staff. 3) Increase professional coaching staff. 4) Source additional long course pool time. 5) Increase volunteer workforce, ensuring appropriate training is carried out. 6) Review and establish club status. 7) Re-establish club's cash reserves ensuring pool programme is financially viable.



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SECTION 1:

GOVERNANCE

Club Objective (what needs to be done)	Action (how you intend to achieve objective)	Date Due for Completion	Lead Person(s)	Finance/ Resources	Status (Completed/In Progress/Not Started) – <u>Only complete at</u> Health Check stage
Maintain SwimMark accreditation	Collate information and evidence for SwimMark Essential together for all modules. Continue gathering of evidence /signing of forms as necessary.	Sept 2023 (full submission) and September 2024 (partial submission)	SwimMark Co-ordinator/Club Chair	None	
Continue to display Club Policies and Codes of Conduct, Wavepower and SwimMark info	Place on Club website and notice board where appropriate. Update as necessary.	Ongoing – Current documentation to be displayed at all times	SwimMark Co-ord & Web Co-ord	None	
Maintain Club Social Media Policies in line with Swim England guidelines	Review social media in-line with the Swim England guidelines. Continue to monitor.	Ongoing	Committee	None	
Provide support and oversight to Head Coach	Catch ups are held with the Head Coach as required. Club Chair is available for support whenever needed.	Ongoing	Committee	Various	
Increase qualified Level 2 coaching and qualified learn to swim teachers	Move to paid Level 2 coaching and Learn to Swim teachers. Advertise for paid roles.	January 2023 and ongoing as required	Head Coach & LTS Co-ordinator	Recovered through existing fee structure	
Increase qualified Level 1 coaches and assistants	Review coaching staff and training needs quarterly, ensuring appropriate training is identified and arranged	At quarterly intervals	Chair, Head Coach and Workforce Co-ordinator	Pursue funding through grants and sponsorship if possible	
Develop club financial support policies with the aim of providing a hardship fund.	Review Swim England advice and investigate whether hardship funds in existence within other clubs are suitable for use in SSC.	July 2023	Committee	External funding through local groups to be pursued.	
Review Club status	Investigate implications of different club types, (Ltd, Community Amateur Sports Assoc)	December 2023	Chair /Treasurer/ committee	TBD	



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SECTION 2:

ATHLETE PATHWAY

Club Objective (what needs to be done)	Action (how you intend to achieve objective)	Date Due for Completion	Lead Person(s)	Finance/ Resources	Status (Completed/In Progress/Not Started) – Only complete at Health Check stage
Provide opportunity for all squad swimmers to participate in a Level 3 Meet to achieve County and Regional qualification.	Run two Open Meets annually. Apply for licence, book pool and advertise, notice displayed for helpers	March and December 2023 and 2024	Open Meet Co-ordinator and Comp secretary	Pool Hire Cost (cost reimbursed by entry fees)	
Provide a full competition calendar linked to swimmers' ability and goals	Decide Open Meets/Galas for Club to attend. Swimmer Competition Calendar updated for new season (Sept onwards).	Ongoing	Head Coach	None	
Arena League selection over 3 rounds	Selection of swimmers for A team and B team (with Bristol North SC). Book any travel arrangements	Enroll in League (Jan 23 and Jan 24)	Head Coach Competition Secretary	Coach cost is too prohibitive. Car sharing between swimmers recommended to minimize costs.	
Run annual Swim camps, alternating between UK and Overseas where possible	Organise travel, accommodation and leisure activities. 1x UK Camp to be run in 2023 and 1 x Overseas Camp to be run in 2024.	Oct 2023 and Oct 2024	Camp Lead Head Coach	Cost to parents. Club to fund accommodation for coaches & subsidise Team Managers.	
Ensure swimmers have support on lifestyle requirements to support swimming training	Nutrition and lifestyle talk for National Potential and Regional Age squads Identify date – to be done during land training sessions	Sept 2023	Chair and Head Coach	Already covered by fees	
Understand characteristics of performance swimmers in line with OADF framework to tailor approach to squad training	OADF Framework and Character survey to be run with National Potential swimmers via sit down meeting.	Jun 2023	Head coach	None	
Increase competition participation, particularly for less experienced swimmers.	Run a Club Champs Level 4. Agree date, apply for licence, book pool, advertise targeted, swimmer criteria.	July 2023 and July 2024	Committee	Cost of Pool hire- covered within fees	



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SECTION 3:

WORKFORCE

Club Objective (what needs to be done)	Action	Date Due for Completion	Lead Person(s)	Finance/ Resources	Status (Completed/In Progress/Not Started) – <u>Only complete at Health Check stage</u>
Ensure continuation of effective Club governance and operation through committee and coach roles	Look at succession planning for key committee and coaching roles.	Ongoing	Chair (with committee) Head Coach	None	
	Ensure Swim England Online Membership system is up to date, and renewals of DBS and refresher training is carried out as required.	Ongoing	Welfare Officer/ Membership Secretary	None	
	Ensure new volunteers complete all required Swim England training and checks prior to taking up new roles	Ongoing	Welfare Officer/ Workforce co-ord/Officials Co-ord	£10 per course	
Ensure Membership Renewal is completed annually, removing any expired memberships	- Ensure all swimmers are registered on Team Unify - Ensure all workforce personnel and committee have Swim England membership - Review volunteer list annually to remove renewals for former volunteers	Ongoing – part of joining process	Membership Secretary	None	
		Ongoing – as part of starting volunteer role	Membership Secretary/Chair		
Increase volunteer workforce across all roles in the Club	- Send regular written comms to parents/carers to encourage volunteering in all roles - Have face to face discussions with parents/carers at training to encourage participation	Jan 2023 and Jan 2024	Chair/Head Coach/Officials Co-ord /Workforce Co-ord		
		At least quarterly	Chair	None	
		On an ongoing basis	All current volunteers	None	



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SECTION 4:

MARKETING & COMMUNICATION

Club Objective (what needs to be done)	Action	Date Due for Completion	Lead Person	Finance/ Resources	Status (Completed/In Progress/Not Started) – <u>Only complete at Health Check stage</u>
Provide an active and effective social media presence	Recruit volunteer social media lead for Club	Ongoing	Chair, Secretary & Head Coach	None	
	Improve Twitter and Facebook usage and techniques to increase reach	Ongoing	Chair, Head Coach and Social Media Lead		
	Develop and provide other social media engagement, eg Instagram	Sept 2023	Social Media Lead		
Identify and increase fundraising activities and opportunities	Conduct sponsorship campaign to identify new sponsors	March 2023	Chair & Fundraising Co-ordinator	None	
	Identify opportunities for activities to raise Club funds	Ongoing	Chair & Fundraising Co-ord	To be costed when activities identified	
	Identify community and private sector grant opportunities	Ongoing	Fundraising Co-ord	Unknown	



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SECTION 5:

Partnerships

i.e. CSP's, Beacons, Networks, Local Schools, Learn to Swim programmes, University/Colleges

Club Objective (what needs to be done)	Action	Date Due for Completion	Lead Person	Finance/ Resources	Status (Completed/In Progress/Not Started) – <u>Only complete at Health Check stage</u>
Manage pathways/ links with Circadian Trust learn to swim	Continue communication with center swim coordinator	Ongoing	Head Coach / Chair / LTS Coordinator	N/A	
Review and optimise North Bristol Network	Continue to organise joint training/education sessions	July 2023	Head Coach / Chair	TBC	
Develop links with local Private Schools and swimming lesson providers to provide a pathway into competitive squads	Make contact, develop opportunities for referral	July 2023	Head Coach, Assistant Coach, Club Chair, LTS Co-ordinator	TBC	



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Club Committee Details:

Please provide the following details for your club. Your club data will not be shared other than for the purposes of Swim England

Position	Full Name	Email address	Please provide details of how you have thought about succession planning for this role
Chair	Sarah Taylor	chair@soundwellswim.org.uk	Both Chair and Vice Chair have younger children at Club and are committed over the longer term.
Secretary	Emma May	secretary@soundwellswim.org.uk	Has left Club but stayed on additional year to help. Urgent successor is appointed ASAP
Treasurer / Finance Officer	Matt Chubb	treasurer@soundwellswim.org.uk	New in post in 2020. Advertise the role within the club when required
Welfare Officer (if applicable)	Fi West and Vacant	Welfare@soundwellswim.org.uk Welfare2@soundwellswim.org.uk	New in post in 2020. Role needs advertising again to share load between Welfare Officers
Workforce Coordinator	Maxine Adams	workforce@soundwellswim.org.uk	New in post in September 2022. Advertise the role within the club when required
Officials Secretary	Steve Witcombe	officials@soundwellswim.org.uk	Advertise the role within the club when required
Head Coach	Jon Wills	headcoach@soundwellswim.org.uk	Advertise the role on Swim England when required
Assistant Coach (if applicable)	Ashley Barnett and Paul Laughey		Future Level 2 coach roles will be advertised when required.
Swimmark Coordinator	Barbara Gaunt	swim21@soundwellswim.org.uk	New in post in 2020. Advertise the role within the club when required.
Competition Secretary	Sarah England	competition@soundwellswim.org.uk	New in post in September 2022
Academy Coordinator	Emma Dodd	learntoswim@soundwellswim.org.uk	Changed to a volunteer role in 2020. May need to advertise as paid role if current incumbent leaves.
Fundraising	Simon Turner	fundraising@soundwellswim.org.uk	New in post in October 2022. Advertise the role within the Club if required.
Swim England Registration	Sue Long	membership@soundwellswim.org.uk	New in post in Sept 2021. Advertise the role within the club when required
Club Shop/Desk	Jess Chubb		New in post in Sept 2022. Advertise the role within the Club when required.
Pool bookings	Sonja Dalgarno		New in post in Sept 2022. Advertise the role within the Club when required.