



## Swim England Club Development

**Name of Club** Bury and Elton ASC

**Year(s)** 2019 – 2021

### Club Statement

Bury & Elton Amateur Swimming Club was founded in 1893, and swam out of the old Bury's Victorian public baths, which was situated in St Mary's Place, Bury. The building itself was built in 1864 and served B&E well until 1976. It was in 1976 that B&E's new home of the Castle Leisure Centre was built and until this date has been our base.

The club presently has in excess of 140 members ranging from beginners to the more experienced and senior swimmers. One of the pleasing aspects for the club is that not only do we have varying abilities and ages but we also have a diverse membership enforcing our modern day approach to inclusivity.

The club presently trains four times a week and the main club sessions being that of a Wednesday evening and Sunday afternoon with two quieter sessions on a Monday and Friday evening, where at these sessions a more in-depth technical instruction and improvement to techniques are imparted to the club members.

Even though the club has a robust operational structure, led by its Committee, which along with previous committees have seen the club prosper and remain viable throughout its 122 year existence. This is a credit to not only the present encumbrance but also to their predecessors.



## Swim England Club Development

### Club Vision/Club Values

B&E has been in existence in various forms since 1893 to address the growing diversity of the community of Bury in learning to swim and furthermore to enhance and develop swimming techniques in the more profound swimming. Since 18993, the organisation is at the forefront of local development and innovation in the field of swimming to ensure that young children have the ability to learn to swim.

The key contextual points to note regarding B&E's commitment to our swimming members for the period of this plan are:

- During their time, our coaches have acquired a wealth of knowledge and expertise with regards to the technical aspects of swimming and it is the organisation's aim to use this information to help, drive and develop swimming standards across the borough of Bury.
- The financial constraints in which not only sporting clubs, but life in modern day time has the potential to radically change B&E over the duration of this plan.
- A long standing feature of B&E is gala participation which provides for our swimmers to test their abilities in an environment that is challenging but which can also be rewarding and most certainly developing. At the galas they have the opportunity to test their skills against swimmers from other clubs which developing further.
- The changing environment in which practitioners are able to acquire, develop and maintain their skills and knowledge. In particular the ever increasing changes to techniques, legislation and impacts from outside organisations. However this can be offset, hopefully with opportunities to develop and practice skills and techniques.
- B&E also work closely with Castle Leisure and more recently other swimming clubs where it is able to share knowledge and best practice. It is hoped this may expand further in the forthcoming years.
- With these broad contextual points in mind, it is logical that the strategic objectives take account not only of the aspirations of the organisation itself, but also how it can support, drive and where necessary influence the outcomes of these contextual challenges.

A range of strategic objectives have been established that underpin B&E's vision and provide the necessary framework that will enable its realisation. These objectives are outlined in the following pages and the specific actions that we plan to deliver are also detailed.

The B&E vision is therefore to support the advancement of swimming skills through a range of activities and products, all of which serve the needs of the community in its widest sense. These activities and products are part of the B&E vision to support the advancement of the strategic aims and action plan.



## Swim England Club Development

### Two Year Plan

<p><b>Clubs Overall Objectives</b></p>	<ol style="list-style-type: none"> <li>1) To ensure the future of Bury and Elton Swimming Club and its operational efficiency</li> <li>2) To develop and improve techniques and abilities, whilst challenging in galas both individually and as a team.</li> <li>3) To develop the club coaching staff and swimmers to the best of their abilities</li> <li>4) To maintain and strengthen all financial aspects of Bury and Elton Swimming Club</li> <li>5) To develop partnerships with other clubs and local authorities</li> </ol>
<p><b>Year 1 Objective(s)</b></p>	<ol style="list-style-type: none"> <li>1) Build numbers in the Development Squads through progression and advertising</li> <li>2) Revue membership and training fees to ensure club is viable and can withstand pool cost increases</li> <li>3) Develop the workforce from within the club by providing training and mentoring opportunities</li> <li>4) Audit of pool time to be carried out to ensure pool space is used efficiently across all groups in the club</li> </ol>
<p><b>Year 2 Objective(s)</b></p>	<ol style="list-style-type: none"> <li>1) Establish new areas of promotion of the club, in the local community and through school links to maintain and or increase membership</li> <li>2) Increase percentage of swimmers reaching, county, regional and national standards</li> <li>3) Increase number of poolside staff both paid and volunteers</li> </ol>



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Club Objective	Action	By	Lead Person(s)	Finance / Resources	Status
<b>Section 1 - GOVERNANCE</b>					
To review the constitution of the club and ensure it is fit for purpose in this day.	Contact person responsible on Regional Board	2020	Committee	Time	
To review each role of the organization and produce role descriptions	Sub group to meet to discuss and review and bring back to committee	2020	Committee	Time	
Review our policies and procedures to ensure they are fit for purpose and visible	Sub group to meet to discuss and review and bring back to committee	2021	Committee	Time	
Review and ensure our child protection policies are in line with national procedures	Sub group to meet to discuss and review and bring back to committee	2020	Committee	Time	
Ensure swimmers are registered at each swim session and placed on fire roll	Ensure a full register is undertaken at each swim	2020	Treasurer/ Head Coach	Time	
Ensure club is financially viable	Monitor and review our financial governance and ensure they are fit for purposes	2020	Treasurer	Time	
Ensure club is financially viable	Review our financial policies and procedures on all financial matters associated with the club.	2020	Treasurer	Time	
Hold monthly committee meetings	Book dates one year in advance	2020	Committee	Time	
Fill outstanding committee positions for key roles in terms of succession planning	Create a poster and advertise on Website, Facebook and our poolside notice board	2020	Committee	Time	
Review Code of Conduct for all members	Sub group to meet to discuss and review and bring back to committee	2020	Chair	Time	



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Club Objective	Action	By	Lead Person(s)	Finance / Resources	Status
Review Wavepower policies	Welfare Officer to review and feedback to committee regarding any changes needed with the club based on review	2021	Welfare Officer	Time	
Action any changes needed within the club based on Wavepower review	Set out plan for action once review is received by committee	2021	Committee	Time	



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Club Objective	Action	By	Lead Person(s)	Finance / Resources	Status
<b>Section 2 - ATHLETE PATHWAY</b>					
To contribute to both the Central Lancashire & Manchester Leagues program.	Enter leagues and promote through social media	2020	Committee	Time	
To develop our swimmers sufficiently so that they will complete at a regional or national level.	Develop swim training plans, macro and micro cycles and yearly plans	2020	Head Coach	Time	
To formulate a development scheme that will involve plans for each swimmer	Develop swimmer assessment plans based on Swim England templates	2021	Head Coach	Time	
Increase links with other clubs and or Performance Swimming group in the area	Contact Swim England, Club Development Officer	2020	Head Coach	Time	
Attract members at an earlier age	Work with Leisure Operator to organise link with LTS programme	2020	Committee	Time	
Create Links with private swim schools	Send letters and work out an offer to establish a two way stream of athletes	2020	Head Coach	Time	
Become part of an active Club Network	Contact Swim England, Club Development Officer	2021	Head Coach	Time	
Make amendments to Squad Criteria to establish minimum number of hours of attendance for each squad	Look at other clubs criteria and ask advice from Club Development Officer and England Programme Officer	2020	Head Coach	Time	
Audit Water time for each group within club	Ensure correct registers are kept through three month period of audit – club committee volunteers to regularly check registers poolside throughout audit period	2020	Head Coach	Time	



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Club Objective	Action	By	Lead Person(s)	Finance / Resources	Status
<b>Section 3 - WORKFORCE</b>					
Undertake succession planning for all roles within the club	Encourage older swimmers onto poolside and speak regularly to parents about volunteering	2020	Committee	Time	
Ensure we have sufficient coaches to meet the demands of our training sessions.	Advertise for a Level 2 coaches	2020	Chair	TBD Cost of advertising	
Increase numbers of volunteers	Encourage older swimmers onto poolside and speak regularly to parents about volunteering	2020	Committee	Time	
Increase numbers of qualified officials at all levels	Organise officials training and promote to all sections of the club	2021	Committee	TBC Cost of courses	
Update Workforce Plan	Review qualifications and identify CPDs. Obtain certificates from staff and volunteers	2020	Committee	Time	
All coaching staff to have an annual review. Ensure they understand their role, responsibilities and line management. Develop PDPs	Rolling review programme	2020	Head Coach/Chair	Time	
Ensure all staff and volunteers required, have attended Safeguarding workshop	Review database and colour code appropriately. Organise training and keep up to date	2020	Head Coach/Chair	Time	



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<b>Section 4 - MARKETING &amp; COMMUNICATION</b>					
To ensure full use of social media is utilised to promote the club.	Keep social media and website up to date	2020	Head Coach/Chair	Time	
To review and as a club decided on the concept of seeking a club sponsor	Find details of person responsible and set up initial meeting	2021	Committee	Time	
Keep all members updated with club successes and activities	Issue a monthly online newsletter and update website regularly	2020	Head Coach	Time	
Retain and enhance profile of club with local and surrounding areas	Liaise with local press to secure regular reports. Advertise club in free local papers on a quarterly basis. Distribute flyers	2020	Committee	Time	
Monitor customer satisfaction levels and identify problems to enable action	Yearly survey to all members, survey monkey?	2020	Committee	Time	
Promote understanding across parent/athlete body of what it means to be a competitive swimmer	Head Coach of each section to hold half yearly talks with parents of each discipline	2020	Head Coach	Time	





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<b>Section 5 - Partnerships</b>					
Develop relationships with key partners to support the delivery of Bury and Elton Swimming Club.	Find details of person responsible and set up initial meeting	2020	Committee	Time	
Work with Local Authority	Find details of person responsible and set up initial meeting	2020	Committee	Time	
Work with other local clubs and Performance Programmes	Contact local clubs and liaise at competitions	2020	Committee	Time	
Work with Swim England Club Development Officer	Meet regularly as appropriate	2020	Committee	Time	
Take an active part in any Club Networks that are local enough to access	Contact the Swim England Club Development Officer	2020	Committee	Time	



## Swim England Club Development

### Club Committee Details:

Position	Full Name	Email address	Please provide details of how you have thought about succession planning for this role
<i>Chair</i>	<i>Jason Carter</i>	<i>Club email</i>	<i>A vice chairman has been appointed to succeed the chairman</i>
<i>Vice chairman (if applicable)</i>	<i>Chris Ellison</i>		<i>A number of new committee members have recently joined and over the next 3 months will be approached to provide a succession for this role</i>
<i>Secretary</i>	<i>Jean Kalns</i>		<i>A number of new committee members have recently joined and over the next 3 months will be approached to provide a succession for this role</i>
<i>Treasurer / Finance Officer</i>	<i>Andy Melbourne</i>		<i>This role was hard to fill and Andy has young swimmers with the club and has committed long term. We do have other new committee members which have recently joined and over the next 3 months will be approached to provide a succession for this role</i>
<i>Welfare Officer (if applicable)</i>	<i>Louise Saville</i>		<i>A number of new committee members have recently joined and over the next 3 months will be approached to provide a succession for this role</i>
<i>Workforce Coordinator</i>	<i>Gillian Duxbury</i>		<i>The chairman and other coaches can succeed this role. All are safeguard trained</i>



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Position	Full Name	Email address	Please provide details of how you have thought about succession planning for this role
<i>Head Coach</i>	<i>Jason Carter</i>		<i>The club is advertising for more coaches and a level 2 coach will take the deputy role.</i>
<i>Assistant Coach (if applicable)</i>	<i>TBC</i>		<i>The club is advertising for more coaches and a level 2 coach will take the deputy role.</i>
<i>SwimMark Coordinator</i>	<i>Jason Carter</i>		<i>Supported by the rest of the committee</i>
<i>Membership Coordinator</i>	<i>Kirsty Popelier</i>		
<i>Committee Member</i>	<i>Hazel Hall</i>		
<i>Committee Member</i>	<i>Elaine Hakin</i>		
<i>Committee Member</i>	<i>Hazel Hall</i>		
<i>Committee Member</i>	<i>Darren Levy</i>		
<i>Committee Member</i>	<i>Anne Bannon</i>		