

**Aquatic Club Development Plan**

**[Club Name]**

**2023-2024**

**Friday, 24 January 2025**

**Club Vision and Strategy**

**About the Club**

*…. In this section, clubs are invited to write a brief overview and description of their club. This can include history, current structure, notable successes by members or alumni, or anything else the club wants to mention. It can also be as simple as stating the year the club was founded and that it is affiliated to Swim Wales.*

**SWOT Analysis**

*Clubs can complete an analysis of their current strengths, weaknesses, opportunities and threats.*

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
| **Weaknesses** | **Threats** |

**Club Vision/Mission Statement**

*…. Here, clubs must outline their mission statement/vision.*

**Club Strategy**

*…. An overview of how the club hopes to achieve its vision/goals set out in the mission statement.*

**Strategic Objectives and Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Objective *(What needs to be done?)* | Tactic *(How do you intend to achieve your objective?)* | Outcome *(What will be achieved by reaching your objective?)* | Responsibility *(Who is responsible for achieving this objective?)* | Timescale *(By when do you aim to have achieved your objective?)* | Financial *(How much will it cost to achieve your objective?)* |
| *E.G.: Progress ‘X’ amount of coaches from level 1 to level 2* |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Governance**

**Committee Members**

|  |  |  |
| --- | --- | --- |
|  | Position | Name |
| Management Committee | Chairperson |  |
| Secretary |  |
| Treasurer |  |
| Other Required Positions | Welfare Officer |  |
| Optional Positions (add as applicable) |  |  |
|  |  |  |
|  |  |  |

**Swim Wales Governance Compliance**

1. Does the club have a signed and up-to-date Swim Wales Club Constitution in place?

Yes [ ]

No [ ]

1. Does the club fully adhere to Swim Wales rules?

Yes [ ]

No [ ]

1. In what month does the club hold its AGM?

Click or tap here to enter text.

1. Does your club have a dedicated equality, diversity and inclusion policy that is available to members?

Yes [ ]

No [ ]

1. Has the Welfare Officer completed the ‘Time to Listen’ training?

Yes [ ]

No [ ]

1. Do all volunteers at your club hold a current safeguarding certificate?

Yes [ ]

No [ ]

1. Do you have a club welcome pack?

Yes [ ]

No [ ]

1. Do you have the Swim Wales club guide accessible for members?

Yes [ ]

No [ ]

1. Does your club have the Swim Wales Child Safeguarding Policy (SWCSP)?

Yes [ ]

No [ ]

1. Do your members, parents and workforce sign a code of conduct?

Yes [ ]

No [ ]

1. Is your club fully aware of Swim Wales rules, policies and procedures and where these can be accessed?

Yes [ ]

No [ ]

1. How does your club monitor the status of members’ DBS and safeguarding certificates?

Click or tap here to enter text.

**Membership and Volunteers**

**Membership Numbers and Recruitment**

Overall membership

|  |  |
| --- | --- |
| Membership Type/Role | Total |
| Club – coach |  |
| Club – competitive |  |
| Club – training |  |
| Club – volunteer |  |
| Development |  |
| Other |  |
| Total members |  |

Coaches

|  |  |
| --- | --- |
| Level | Total |
| Level 1 (Assistant Coach) |  |
| Level 2 (Coach) |  |
| Level 3 (Senior/Head Coach) |  |
| Swim Wales Leader |  |

Technical Officials

|  |  |
| --- | --- |
| Role | Total |
| Starter |  |
| Referee |  |
| Timekeeper/Judge |  |
| Team Manager |  |

1. What percentage of its overall capacity is your club currently operating at?

Click or tap here to enter text.

1. How does your club recruit new members (including swimmers, volunteers and Management Committee members)?

Click or tap here to enter text.

1. On average, how long do swimmers remain affiliated with your club?

 Click or tap here to enter text.

1. What is the main reason swimmers leave your club?

 Click or tap here to enter text.

**Membership & Volunteer Data Audit**

1. Is all membership information up to date on JustGo, including having people assigned to the correct volunteer/committee/coaching roles?

Yes [ ]

No [ ]

1. Does your club have an up-to-date database of volunteers?

Yes [ ]

No [ ]

1. Do you offer training opportunities to volunteers?

Yes [ ]

No [ ]

1. Are you aware of continuous professional development (CPD)/training opportunities available for members?

Yes [ ]

No [ ]

**Athlete Provision and Pathway**

1. Does the club have a clear pathway available that is regularly communicated with athletes?

Yes [ ]

No [ ]

1. Does your club currently offer Para Swimming?

Yes [ ]

No [ ]

1. Would you like to offer any aquatic provisions or sports in addition to those your club currently offers? If so, please state:

Click or tap here to enter text.

**Finance, Facilities and Partnerships**

**Swim Wales Financial Audit**

1. Has the club submitted annual accounts to Swim Wales for the previous 12 months?

Yes [ ]

No [ ]

1. Has the club paid all annual affiliation/membership fees?

Yes [ ]

No [ ]

1. Is 100% of your club revenue generated from club membership fees?

Yes [ ]

No [ ]

1. What grants and alternative funding avenues (if any) does your club use?

Click or tap here to enter text.

**Facilities**

Please complete the below table with the relevant information for every facility your club uses.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Facility 1 | Facility 2 | Facility 3 |
| Operator name |  |  |  |
| Pool hire cost (per lane, per hour) |  |  |  |
| Total number of hours per week used |  |  |  |

**Partners**

Which key partners does your club work with to increase aquatic activities?

Click or tap here to enter text.

**Marketing and Communication**

Does your club have a website?

Yes [ ]

No [ ]

Which social media channels does your club currently utilise? Click or tap here to enter text.

How does your club communicate with members? Click or tap here to enter text.

Does your club hold regular social events?

Yes [ ]

No [ ]

Completed by: Click or tap here to enter text.

Date: Friday, 24 January 2025