

Swim England Club Links Programme

Overview

Collaboration between clubs and operators is vital to providing opportunities for everyone to take part in our aquatic sports (artistic swimming, diving, swimming, and water polo). The Club Links Programme provides an exit route from learn to swim programmes into a club environment. It gives participants the opportunity to experience 'the next step' in the aquatics pathway, whilst continuing and completing the fundamental stages of the learn to swim programme.

The Club Links Programme provides a 'taster experience' of the club environment, which helps participants/parents make an informed decision about whether club activity is a route they would like to pursue further. Offering a Club Links Programme can also be used by learn to swim providers as a retention tool to help retain more swimmers in the earlier stages of learn to swim programmes as people work towards the opportunity.

We believe everyone should have the opportunity to join a Swim England club. Ensuring that clubs are visible in the local community is key to this.

How?

Working in collaboration:

- The operator and club will offer a programme of club taster sessions to participants who are interested in trying club activities. The suggested number of sessions for each programme is 10 x 45-minute sessions but this can be adapted to meet local needs.
- Ideally, a pool operator teacher and club coach from the relevant aquatic sport should facilitate the sessions.
- The sessions will be in addition to learn to swim sessions so participants can attend both.
- The club and the operator should agree when the sessions will take place, e.g., during existing club time, during swimming lesson time or at another time.
- At the start of the programme, parents/participants will require the following information:
 - The cost of the sessions
 - The time and location of all sessions
 - Details regarding the club and the sport

- At the conclusion of the programme, the club will contact the parents/participants to confirm whether they would like to join the club and support them through the process.
- If the participant is not ready or does not want to join the club, they will be signposted elsewhere e.g., back to learn to swim or another aquatic opportunity.

Programme support

To support the initial set up of the programme, Swim England will provide:

1. 50% funding towards the set up costs (for up to 12 weeks of sessions)
2. Template documents for operators and clubs to contact participants and parents.
3. Marketing assets to promote the programme.
4. Content for teachers/coaches to adapt for club link sessions.
5. Assessment tools to help track participant progress.
6. Insurance for club lead programmes, via the Swim England online membership system (OMS)

Resources included in the club links pack.

1. **Template letter for club/operator** – this letter provides a brief explanation of the club links programme and requests a meeting to discuss the opportunity further.
2. **Template letter to parent/participant (adult)** – to invite participants along to the club links programme.
3. **Template agreements** – these should you used to formalise any agreements related to the club links programme.
4. **Schemes of Work** – these templates can be used by clubs and operators to create an agreed delivery plan for club links programme sessions e.g., fundamental skills. There is an unpopulated scheme of work template and an example scheme of work for clubs to use.
5. **Assessment tools** – these can be used to assess and track participant progress throughout the programme and to identify which participants could/should be invited to join the club. There is an unpopulated assessment tool and an example assessment tool for clubs to use.
6. **FAQ's** – these documents are designed to help answer common queries about the club link programme. There is one for clubs, parents, and participants.
7. **Benefits of club swimming document** – this document outlines the social, physical, and mental health benefits of getting involved in swimming and aquatics.

Criteria for Swim England support

- The club and operator must demonstrate an agreement to work collaboratively together on the programme, by completing a memorandum of understanding (template provided).
- All clubs must be Swim England affiliated.
- All club links sessions must be delivered by teachers and/or coaches in accordance with Swim England's safeguarding policy and procedures as outlined in **Wavepower**.
- The participants in the programme **must** be covered by insurance by either the operator or club. Clubs can access Swim England club links programme insurance free of charge for the duration of the sessions via the online membership system.

Monitoring and Evaluation

To ensure Swim England can monitor the impact of the programme and the support provided, the lead partner for each programme will be required to complete a short online survey after the final session. This should take between 5-10 minutes. This feedback will help us capture the following information:

- Who was invited to take part, how many completed the programme, and how many joined the club afterwards.
- Demographic information about the participants e.g., age, ethnicity, and gender.
- Details about your programme e.g., location, duration, and cost.
- Feedback on the planning process and the Club Link Programme resource pack.

Case Studies

Clubs who participate in the programme will be invited to produce a short case study about the set-up, outcomes, and learnings from their programme. This will be used to help promote the programme to other clubs and partners and inspire them to take part.

How to apply

For further information on the club links programme along with how to apply for funding, please visit: www.swimming.org/swimengland/club-development or contact: clubdevelopment@swimming.org