



Case study: City of Coventry Swimming Club

Parent reps supporting the relationship between parents, coaches and the committee

“At City of Coventry, we have a long-standing structural set up including parent reps, which works well for us. Each squad has one parent rep as a minimum, who is the first point of contact for all questions from parents for the squad coach. For the coach, having a parent rep saves them time and administration, as they only liaise with one parent and gives them the chance to build a strong relationship with them. Additionally, there is one Head Parent Rep who acts as the coordinator for the other reps and the voice for all parents in committee meetings.

We really encourage the coaches to work on building the relationship with their parent rep, they can see them informally 2/3 or more times a week and having them on side is a huge asset. We find parent reps help nip problems in the bud early; either by avoiding miscommunication or offering another perspective. We think our parent reps embody our club values and help us bring them to life by assisting in sharing key messages, two way regular and effective communication without over burdening the coaches.”

Jo Deakins, City of Coventry Swimming Club

