

Regional Club Survey Results 2025

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From Feedback to Action



**SURVEY
FEEDBACK**

**KEY
THEMES**

**STRATEGIC
OUTCOMES**

**ACTIONS
FOR 2026**

Key Themes

- Club Engagement & Communication
- Safeguarding & Welfare
- Coach & Volunteer Development
- Competition & Event Experience
- Inclusivity & Diversity
- Governance & Support Needs
- Facilities & Access
- Future Planning & Feedback

London Region Club Survey – Headline Findings

The London Region's first Club Survey was completed by **46 respondents** and supports delivery of the **2026 key strategic objectives**.

The survey achieved broad representation across:

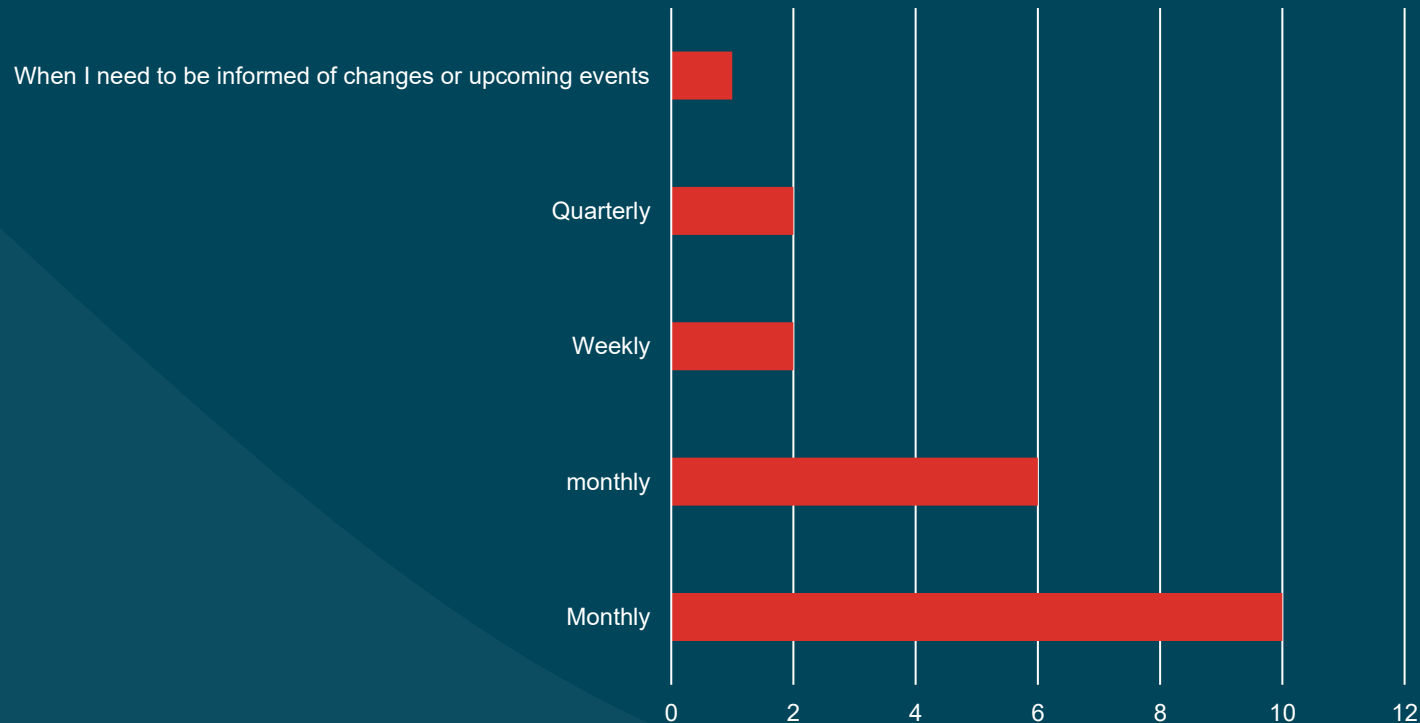
- aquatic disciplines (with strong swimming engagement)
- club leadership, coaching, volunteers and parents

Despite differences in size and discipline, clubs reported **remarkably consistent experiences**, highlighting:

- shared strengths in community and commitment
- increasing pressures on volunteers and governance
- common priorities for regional support

Club Engagement & Communication

How Often would you like to receive regional updates?



Clubs request clearer, more accessible information, particularly around:

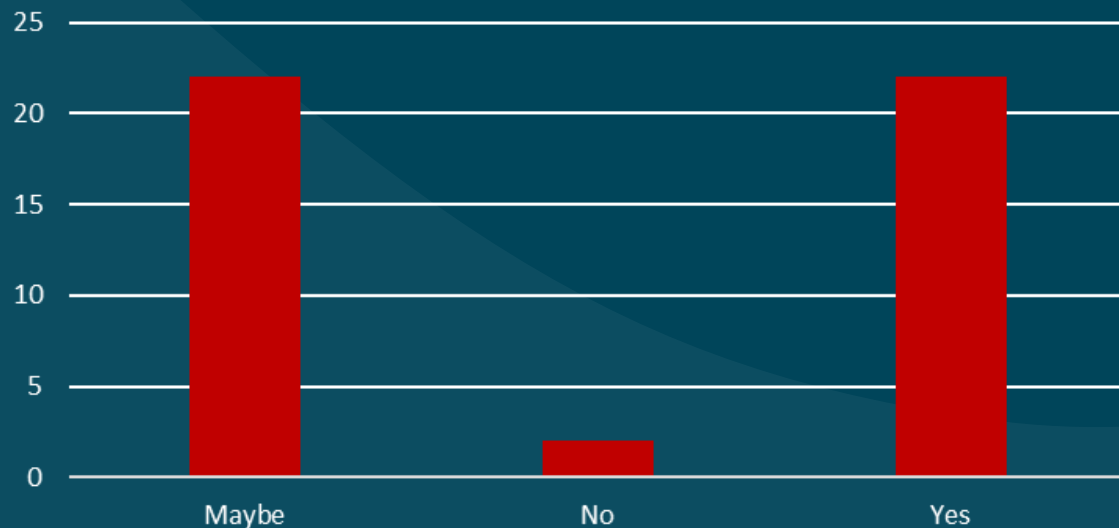
- Regional governance structure
- Committee/board activities
- Event information

Volunteers & Officials

- Volunteer fatigue and low parent engagement
- Burden of officials requirements (training, logbooks, courses)
- Need for more local courses and flexible course delivery (evenings, weekends, online).
- Licensing requirements for open meets are considered too strict, making event staffing difficult.



Would your club be interested in regional mentoring or networking opportunities

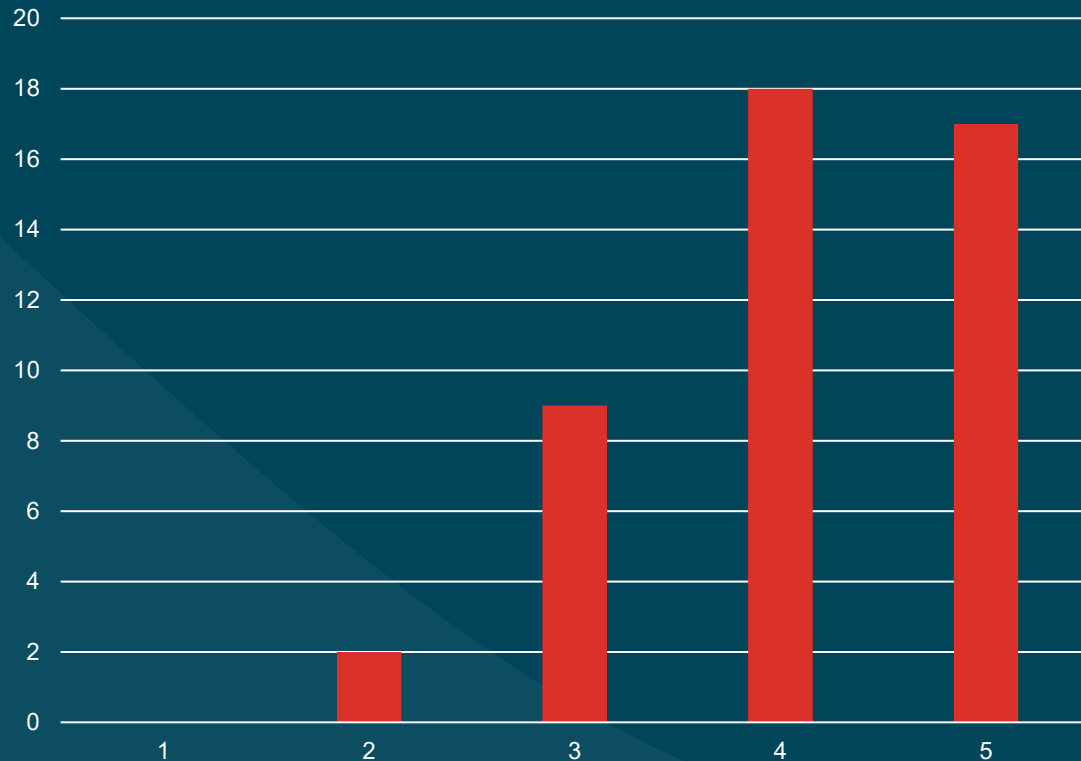


Coaches

- Shortage of qualified coaches, (particularly Level 2)
- Retention challenges (cost of living, pay, hours and young coaches leaving for university)
- CPD priorities:
 - Skill development
 - Neurodivergent support
 - Performance coaching
 - Age-group planning
- Communication with teenagers

Competition & Event Experience

How would you rate the quality and organisation of regional competitions?



Challenges Raised Were:

- High costs (entry fees, coach passes, parking, travel)
- Atmosphere concerns (LAC too large, poor energy)
- Lack of inclusivity at events for slower swimmers or lower-ability athletes

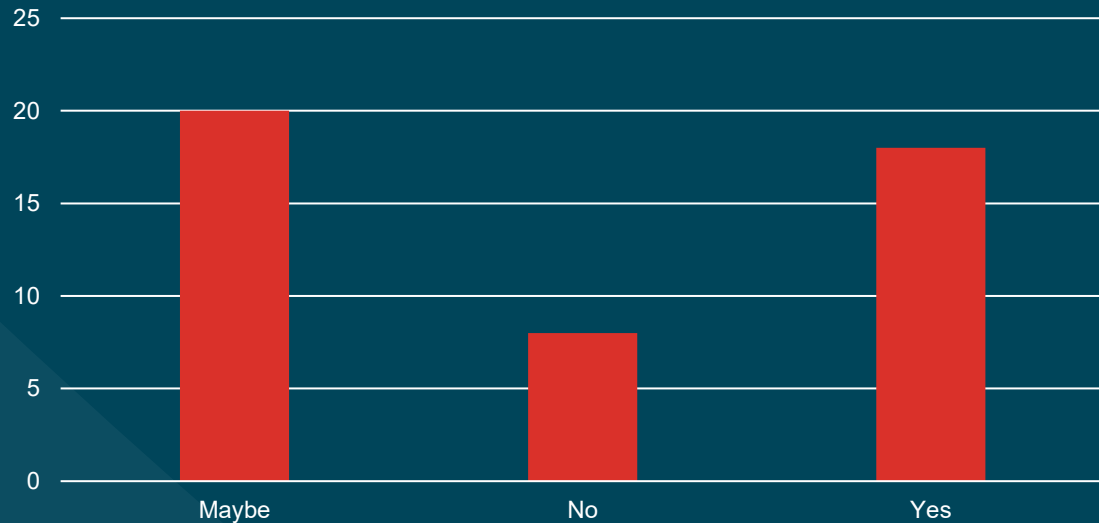


Clubs Asked For:

- Quiet study areas during exam season
- A Swim Shop at Regional Events
- Re-introduction of medal ceremonies
- More Masters & Artistic Swimming regional events

Inclusivity & Diversity

Count of Would you be interested in regional initiatives focused on inclusion?



Clubs say they are inclusive but want support with:

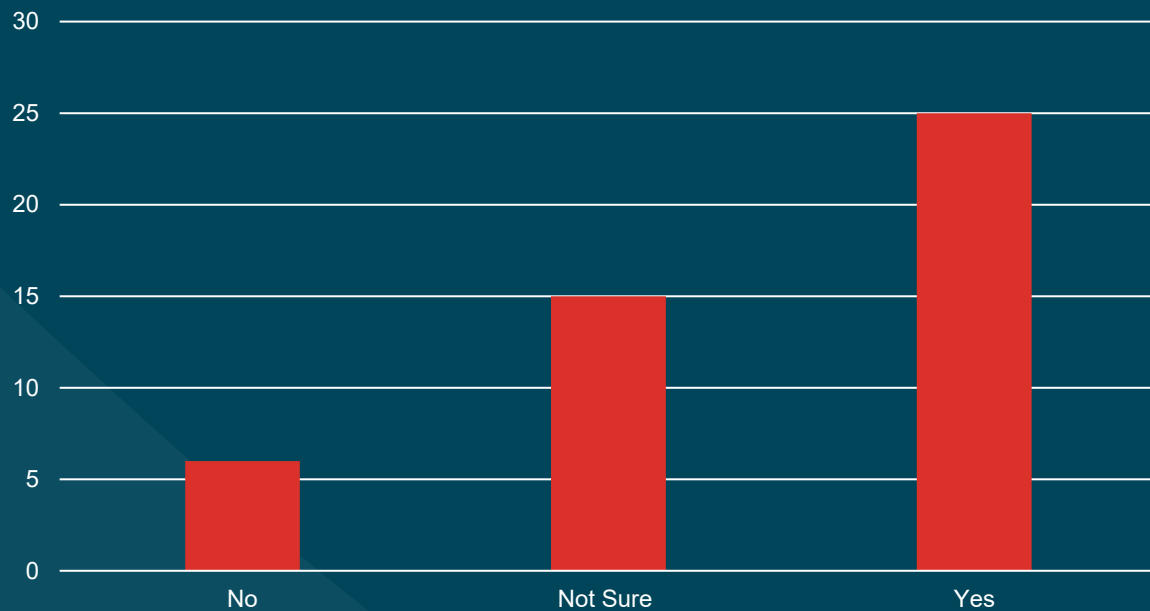
- Partnerships with EDI organisations
- Support for economically disadvantaged swimmers
 - Lower-cost, accessible development events
- Workshops for girls' and women's participation

Common barrier:

- Cost limiting inclusion

Governance & Support Needs

Are you aware of Swim England's club support resources?



Recurring themes in governance:

- Committee burnout
- Role stagnation & lack of succession planning
- Limited governance support for coaches/volunteers
- Conflicts involving coaches or staff

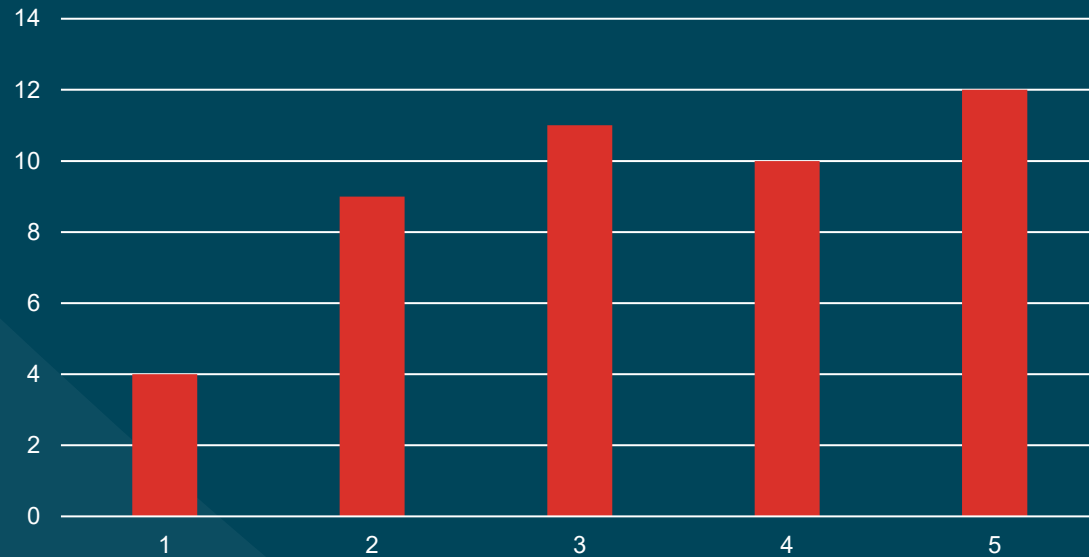


Clubs Asked for:

- On-site support
- Clearer guidance
- Governance training
- A “troubleshooter” team

Facilities & Access

How would you rate your club's access to suitable training facilities?



Club issues include:

- Limited pool space
 - High hire costs
- Unsuitable depths (especially for artistic & diving)
 - Late or fragmented training slots
- Poor maintenance (boilers, air quality, water temperature)
 - Limited access to 50m pools

YOU SAID, WE'RE ACTING

Your Voice is Shaping Our Future

Closing Insight: What the Survey Tells Us

Areas Clubs Are Asking the Region to Strengthen

- Better communication
- Practical governance support
- More inclusive & affordable events
- Local CPD workshops (all disciplines)
- Coaching development pathways
- Access to regional mentoring & Networking opportunities
- Support negotiating with pool operators
- Targeted EDI initiatives
- More visible regional presence and club visits

Infrastructure

Trusted Welfare & Safeguarding

Outstanding Events

Access to Water

Grow

Develop all Aquatic Disciplines

Outstanding People

Engage & Unite

Increase Engagement

Your Voice, Our Actions: Shaping the Region Together

Volunteers may not always
have the time—

but they always have the heart

Thank you for all your support.



Swim England
London