



## Wantage White Horses Swimming Club – Strategic plan

### Our goal...

We aim to give swimmers of all abilities the opportunity to compete to their full potential, thereby increasing the clubs participation in all levels of competition.

### Our action plan...

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#### SWIMMERS

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| <b>We will encourage all swimmers to set goals and targets in line with their age, abilities and aspirations</b> | By introducing a log book system for all swimmers within a year  |
| <b>We will clearly communicate expectations for training and competition</b>                                     | By introducing a squad system with clear criteria for each squad; and<br>By updating the code of conduct   |
| <b>We will encourage and provide opportunities for all swimmers to compete</b>                                   | By developing a training structure to allow swimmers to compete with confidence;<br>By running club championships;<br>By supporting a programme of open meets at all levels (1-4); and<br>By joining the Milton Keynes Mini League (with a three year goal of entering the Speedo league); |
| <b>We will increase the number of swims at county and regional competition</b>                                   | By implementing a cycle of training and competition to target entry times;<br>By introducing land training sessions ; and<br>By a measured increase in club membership   |
| <b>We will celebrate success at all levels</b>   | Via the newsletter and website; and<br>By introducing achievement awards   |
| <b>We will retain swimmers of all ages</b>   | By providing a flexible squad structure that recognises that not all swimmers have the same aspirations at all stages in their swimming career   |

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## **VOLUNTEERS**

**We recognise all contributions by volunteers of the club**

By remembering to respect them and say thank you;  
By providing appropriate training;  
By sharing responsibilities so not to put too much work on any one person; and  
BY making it easy for people to offer help.

**We will grow and develop our coaching team**

By fully supporting Simon to achieve his level 3 coaching qualification;  
By recognising the contribution made by the EMT coaches;  
By helping other coaches to identify learning & development opportunities and to support their training needs;  
To have one level 2 coach within 18 months and two within 3 years; and  
Within financial constraints to develop a pool of level 1 coaches and teachers.

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## **MEMBERSHIP**

**We welcome and involve all members of the club**

By being friendly and helpful; and  
By communicating regularly via newsletters and the website and holding periodic meetings for swimmers and parents.

**We will have a measured increase in club membership**

By looking for opportunities for additional pool time, possibly in Faringdon;  
By increasing liaison with local schools and swim schools.

**We will have fun**

By continuing to run social events such as the Christmas party and the summer BBQ.

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## **SWIM 21**

**We are fully committed to Swim 21**

By striving to implement our Swim 21 Action Plan

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## **FINANCE AND RESOURCES**

**We will continue to maintain a strong financial base to support our swimming programme**

By monitoring membership and training fees;  
By investigating possible additional sources of funding; and  
By monitoring costs

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## **PARTNERS**

**We believe strong links with other local swimming clubs is important**

The executive committee and the coaching team will communicate with other local clubs to look for ways to co-operate for the benefit of local swimmers.

**We recognise we are part of the ASA and we will continue to support county initiatives**

By regularly attending county meetings

**We want to have good links with SOLL as the provider of our pool time and the operator of the local swim school**

We will have monthly meetings with SOLL representatives; and  
We will investigate ways to smooth the transition from swim school to competitive swimming.

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June 2009