

Partnership Meeting – GLL, Cornwall ASA and Swim England

9th July 2019 @ Saltash Leisure Centre, Cornwall

Attendees: Stephanie Gadd (Swim England - Club Development Officer SW), Jon Keating (Swim England - Club Development Director), Chris Elliott (Regional Management Board Rep and Club Development Officer Cornwall ASA), Dan Corbett (Treasurer - Cornwall ASA), James Curry (GLL - Head of Service) Emma Lewis (GLL - National Swimming Development Manager) and Andrew Clark (GLL - National Sports and Aquatics Manager).

1. Question and Answer Session Update

Group revisited the questions raised by the local Cornwall clubs at the meeting on 28th May in Roche. It was agreed that it was important the clubs were updated on the questions that were raised but couldn't be answered at the clubs meeting to ensure trust and transparency moving forward. Please see revised *GLL Question and Answers Summary - Updated Version July 2019* attached (Updates in red).

2. Partnership Working – Exploring the opportunities

The group revisited the list of opportunities gathered at the clubs meeting on 28th May to see which ones could/should be a made a priority in terms of building closer partnership working in the future to help clubs manage the effect of GLL price increases. Some quick/easy wins were identified as well as some ideas which linked into existing Swim England/GLL programmes such as Talent Lane projects. Below is a summary of these discussions.

Actions in red. Aims in blue.

- **Learn to Swim/Club Links** - Currently no clubs have official links with Learn to Swim programmes. Opportunity to create local pathways. Need to ensure that it is a good fit e.g. right type of swimmer who is ready to leave LTS into a club who have capacity to take on these swimmers. **Action:** GLL to run a report about number of people currently engaged in their LTS sessions at each centre to identify priority sites for Talent Lane projects. GLL to liaise with Steph on which clubs are best placed to ensure the projects are as successful as possible. GLL need assurances they are referring their users to good, well run clubs. **Action:** Steph to talk to Jackie Hilleard about hosting Swim Mark workshop in Cornwall. **Aim:** To increase swimmers transferring into clubs to enable clubs to grow and generate more income from membership. Support clubs to achieve Swim Mark so they can access more funding streams to support club development.
- **Website, noticeboards, screens** - Group discussed there are potentially lots of easy opportunities to improve communication to benefit everyone clubs and GLL. Guidance for all parties is needed to ensure everything remains 'on GLL brand'. Clubs can help advertise LTS programme. Central marketing person (GLL) based on Saltash Leisure Centre who can liaise with clubs regularly to coordinate local marketing opportunities e.g. advertising 'Home Club' for each centre. Cornwall ASA said this should work as each club operated out of a different centre so no conflict at present. GLL remarked that they need to know what clubs they are promoting to their customers e.g. are they Swim Mark accredited? **Action:** Steph to forward GLL a list of Swim Mark clubs and club contact details. GLL to speak to Marketing Manager about how approaching local clubs to discuss how they can work more closely on mutual

promotion. **Aim:** To increase local visibility of clubs to encourage more people to join and therefore increase membership at clubs to help them generate more income.

- **Meeting with clubs and General Manager's** - Agreed this is a good idea to build and strengthen local relationships but guidelines are needed for these meetings to manage what is being discussed. **Action:** GLL to compile some guidance for these meetings and circulate to clubs/GM's. Cornwall ASA to ask clubs when they start their membership year so the club/GM meetings can be scheduled appropriately. **Aim:** To identify local opportunities and ensure communication is better between GLL and clubs to ensure good planning for any future price increases.
- **Sharing spaces** - GLL agreed they could potentially host courses and meetings e.g. provide a free/reduced rate venue. **Action:** Clubs to discuss their individual needs at club/GM meetings. **Aim:** Use partnership to reduce cost of venue hire for local clubs therefore reducing overall club expenditure.
- **County Performance Centre** - Group discussed if this would be welcomed by clubs. **Action:** Cornwall ASA to take the idea back by Cornwall ASA to talk to clubs and provide some feedback to GLL and Swim England. Cornwall ASA willing to fund the project. Lindsay and Steph from Swim England can work on this if clubs wish to pursue the idea. Would need to be appointed Head Coaches to run sessions, rotation basis might work best. **Aim:** To ensure a local pathway where talented swimmers could remain swimming locally rather than go out of county. Reduce travel time and costs for clubs, coaches and swimmers.
- **Effective Pool time** - Group discussed the need to ascertain how effectively clubs were using their current pool time. Suggestion to work with a small number of clubs to provide some real life case studies e.g. do head count sheets to monitor club usage and link this data to other projects such as Talent Lanes. **Action:** Cornwall ASA to identify 1-2 clubs to take part initially. **Aim:** To see if clubs are using their pool time effectively. Clubs could potentially reduce their pool time, therefore saving them money on pool hire fees.
- **Shared Workforce** - Group discussed if there was scope for clubs to provide their own lifeguards in return for reduced pool hire fees. GLL suggested they can give access to NPLQ courses if need be. **Action:** James to look into which qualifications club volunteers/coaches would need to provide alternative cover. **Aim:** This would help reduce GLL's overheads in terms of staffing costs. If clubs can provide their own lifeguards they could benefit from reduced pool hire fees, therefore reduced club expenditure.