



PENZANCE SWIMMING ASSOCIATION AND WATER POLO CLUB

Club Development Plan 2018- 2019



Club Statement

Penance Swimming Association and Water Polo Club, founded in the 1860s, is one of the oldest clubs in the country and aims to provide opportunities for all its members to develop their skills to the highest level possible so enabling them to compete in competitions ranging from club to national level. We have an enthusiastic and approachable coaching team who provide the necessary support and advice needed for all swimmers to achieve their potential. The club is organised into several ability based swimming squads and also offers water polo training for both junior and senior members, with fixtures throughout the year. Suitable and differentiated training programs are provided to ensure the development of each swimmer.

The club is based at Penance Leisure Centre, and training takes place in the 25 metre, 6 lane swimming pool. In the summer months, water polo training takes place at the open air, art deco [Jubilee Pool](#) on Penance promenade, along with our annual outdoor swimming competition.

Since the last Development Plan:

The last year has seen much progression within the club, more personal bests, better results at meets, and better British rankings for senior swimmers. This has also been joined with a happier poolside, a more relaxed atmosphere and an improvement on swimmer autonomy.

Behind the scenes, the committee has seen improvement with meetings now taking place every month (rather than every two months) and a greater interest of new parents wishing to be a part of the club and help where they are able too.

We have more qualified timekeepers than ever before and some of those are looking at progressing beyond to take their Judge 2 qualification in the future. Club numbers have increased with the total number of swimmers in the club being the most it has been in the last decade.

The club unfortunately lost their longstanding Development/Junior Performance coach of 50 years meaning there has been a disruption to the normality of how the club works. Although all club members have done all they can to ensure that as little impact as possible has been passed onto the younger swimmers.



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Moving forward:

As head coach, the last SWOT analysis is still pretty accurate. Due to personal circumstances I have been unable to progress the club in the way that I have wanted over the past year.

The club remains open and accepting with a backbone of hardworking and committed committee, helpers and coaches. There is still space for improvement for swimmers progressing through the club, not enough qualified coaches, no social calendar, and no land training availability within the club setup.

The club is making better use of the club website for new starters and we are in the process of moving all information to an online swim club management suite so information can be accessed by all those who need it. There is still room to capitalise through social gatherings and events and we are now training in a 50m pool once a month for 2 hours.

The threats still stand as before, the loss of long term coach and swimmer commitments to other sports. However, swimming is seeming to slowly creep up the pecking order. The input of new swimmers is growing dramatically and this is thanks to our improver teachers, Jo Edwards and Kara Haines, who together have streamlined this and we are now attracting new swimmers from not just the learn to swim programme at Penance Leisure Centre, but from the surrounding areas as well.



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Objectives over the next year:

Section 1 – Governance

Objective (what needs to be done)	Action (how you intend to achieve objective)	Date due for completion	Lead Person	Finance/Resources	Status
Hold monthly committee meetings	Book dates in quarterly blocks - agreed date 2 nd Monday of each month	Quarterly	Club Secretary	Room Hire	In Progress
Promote committee members and fill any outstanding positions	Advertise on noticeboard, website and FB page. Email members/parents if any specific committee position needs filling	June 2018	Club Secretary Publicity Officer	Time	Ongoing



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Review constitution and check for any updates	Contact person responsible on Regional Board	December 2018	Chairman	Time	Not started
Review Wavepower policies	Welfare Officer to review and feedback to	April 2018	Welfare Officer	Time	In progress

	committee regarding any changes needed with the club based on review				
Action any changes needed within the club based on Wavepower review	Set out plan of action once review is received by committee	June 2018	Welfare Officer – committee	Time	



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Maintain and review appropriate fee structure	Review fees annually	May 2018 in time for notice of any changes to be sent to parents pre Swim England renewal	Club Treasurer and committee	Time	Not started
Fully implement Swim Manager	Audit member database and implement online payment for membership and gala entry fees	May 2018	Membership Secretary Treasurer and committee members	Swim Manager fee Time	In progress
Deliver a productive AGM	Run in accordance with Club Constitution	June 2018	Chairman	Room Hire	In progress

Section 2 – Athlete Pathway

Objective (what needs to be done)	Action (how you intend to achieve objective)	Date due for completion	Lead Person	Finance/Resources	Status
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Start producing documents outlining club pathway	Compile and create documents for display on club website, social media and provide handouts to all swimmers	April 2018	Head Coach with supports from assistant coaches	Time	In progress
Develop and execute land training program	Advice from British Swimming and strength and conditioning coaches	May 2018	Head Coach	To be determined	In progress
Attract members at an earlier age	Liaise with the teachers from the 'learn to swim' programme at Penzance Leisure Centre and from the surrounding areas as well.	Ongoing	Assistant Coach Teacher	None	



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Increase links with other clubs	Contact Swim England Club Development Officer Liaison with other club coaches	April 2018	Head Coach	Unknown	In progress
Work with Swim England Club Development Officer	Meetings – when appropriate	Ongoing	All coaches and committee members		



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Club Committee Details:

Position	Full Name	Email address	Please provide details of how you have thought about succession planning for this role
Chair	Anthony Stevenson		advertise within club
Secretary	Samantha Rixon		advertise within club
Treasurer	Laura Cockle		advertise within club
Welfare Officer	Dawn Kingston		Assistant welfare officer advertise within club
Head Coach	James Ryan		Assistant coach
Assistant Coach	Joanne Edwards		Young athletes - development
Assistant Coach	Iain Richards		Young athletes - development
Teacher	Kara Haines		Young athletes - development
Membership Secretary	Jeremy Cole		advertise within club
Competition Secretary	Muffy Dawson		advertise within club
Publicity Officer	Michele Rescorla		advertise within club
Equipment Officer	Vicki Rogers		advertise within club
Committee Member	Fi Mcleod		advertise within club



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Committee Member	Demelza Elliott		advertise within club
Committee Member	Luke Stevens		advertise within club
Committee Member	Maxine Hardy		advertise within club
Committee Member	Jackie Roberts		advertise within club

Section 3 – Workforce

Objective (what needs to be done)	Action (how you intend to achieve objective)	Date due for completion	Lead Person	Finance/Resources	Status
Increase numbers of volunteers	Encourage older swimmers onto poolside Promote different voluntary roles within club to parents	Ongoing	Publicity Officer with help of committee and coaches	None	Ongoing
Initiate Social Events	Appoint Social Secretary	Sept 2018	Committee	None	In progress



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Increase numbers of qualified officials on all levels	Organise officials training	Ongoing	Coaches Team Manager	Course fees	Ongoing
Update Workforce Plan	Review qualifications and identify CPDs. Obtain certificates from volunteers	Quarterly	Secretary with Head Coach where appropriate	None	

Coaching staff annual review	Rolling review programme	Annually	Chair/Secretary	None	
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Section 4 – Marketing and Communication

Objective (what needs to be done)	Action (how you intend to achieve objective)	Date due for completion	Lead Person	Finance/Resources	Status
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Streamline the look and use of club website and social media	Redesign club website using 3 rd party software	June 2018	Publicity officer Head Coach Secretary	£7.76 per month	In progress
Keep all members updated with club successes and activities	Update website and social media site regularly	Monthly	Publicity Officer At least one other administrator for website	Time	
Retain and enhance profile of club with local and surrounding areas	Liaise with local press to secure regular reports.	Ongoing	Committee	Variable	



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Make effective use of social media to communicate and engage with members	Use Facebook and other social media sites	Ongoing	Publicity officer		
Changes to club schedule and or other matters relating to the running of the club	Use website/social media for inform members of any short term changes Email members giving appropriate notice of change	Ongoing	Publicity officer Membership Sec Club Secretary	None	

James Ryan PZ SA&WPC Head Coach