



AGM Friday 11 March 2016

Annual Review

Key Highlights from 2015/2016

- Introduction of self- employed contracts for coaches & review of corresponding coach payment structure, which has now been finalised and implemented
- Monthly fee structure reviewed, with subsequent increase to offset increase in annual coaching costs effective from 1/03/2016
- Level 1 coaching qualification funded for 4 volunteer coaches. The funding for future coaches will be reviewed for FY16 and a formal Training & Development Policy will be developed for this.
- Launch of Swim Shop, with introduction of new Team sponsorship packages & Bonus Ball scheme to provide financial support for championship & league events, including provision of coaches kit, team shirts & hats & providing funding towards competition entries, in addition to launch of new kit range, with plans to develop this further for the coming season
- Introduction of Team Building Event & social funding by the Sweetshop e.g the very successful Coasteering /Wet and Wild events, with more of the same planned for the coming year.
- Fantastic support of parents and local business with regards to sponsorship and donations for events, not least in terms of the time invested to help and support the club
- Investment in new equipment i.e. starting blocks and photocopier/printer
- 40th Anniversary event – lovely to welcome John Renshaw former head coach & co-founder of the club, and it was a great night for those who managed to attend
- 40th Anniversary gala, resounding success and attended by significant number of clubs from a wide radius including Leeds & Dumfries as well as regional clubs and we received a lot of positive feedback from our own parents and those of visiting clubs
- Christmas presentation evening, slight deviation from previous years but after a few logistical ‘niggles’ it was a resounding success with the highest attendance of 180 swimmers and parents, and again there was a lot of positive feedback
- Club communication; following issues with previous website host, host has now been changed and contract with independent media company cancelled last year. Website is currently completely managed in-house with significant reduction in costs, which facilitated overhaul of website design & improvement in website updates. Dormant Facebook account resurrected, and used as a regular interface with members



Future Plans

- Overhaul of Club Bank Account to support more efficient financial control and introduction of online payment facilities for members i.e. gala payments
- Creation of a 4/5 year Club Development Plan essential for continued growth and success of the club
- Social Development – introduce greater opportunity to develop social element within the club, new social calendar in place with team build and social events planned across each squad from small pool through to A squad.
- Swim Camps – exploring feasibility of targeted swim camps with coaches to refine skills & technique

Acknowledgements

- Thanks to Frank Bell for stepping up at a difficult time, to chair new committee in 2015.
- Special mention to Gail Burns and Barbara Routledge for their continued voluntary work for CLS ASC over many years
- The coaches for the commitment and long hours when coaching and attending galas
- All our other parent volunteers who devote a significant amount of time and effort into the running of the club, all of whom without which the club couldn't function. So many thanks on behalf of the committee



Committee Restructure

For the coming year we have conducted an overhaul of how the club will be managed. As cited in our Club Constitution (clause 7.7) , the committee may appoint subcommittees to assist in the running of the club.

- Going forward, CLS committee will consist of five management and three general committee members.
- Four management committee members, the Secretary, Treasurer, Lead Coach and Membership Secretary will head and support four subcommittees consisting of club members. The fifth management post will be that of the Chairperson. Three general committee members will hold volunteer posts within the subcommittees.
- Each subcommittee will focus on specific tasks, spreading the workload and involving expertise from outside the Management Committee. Each subcommittee member will have a particular role to fulfil.
- Terms of reference will be drawn up so that the members of the subcommittee know their remit and guidelines by which to operate, but ultimately, the Management Committee will be responsible for decisions and actions affecting the club.



Head Coach's Report

2015 Season Achievements

- **Junior League**

Well done to both the swimmers and coaches for achieving promotion to Division 1 in the Diddy League. A special mention must be made to Kelvin and his team for all their hard work. Good luck for the next JL galas.

- **N and D's**

We have had great results with the largest ever number of qualifiers for the N and D's from the club (35). Great team effort.

- **British Championships London**

We had 3 qualifiers; Adam, Lauren and Elle. Adam made the final of the 200 fly. The qualifying standards were extremely hard and it was a fantastic achievement to have three of our swimmers qualify. It should be noted that this year's British Championships are actually the qualifying rounds for the Olympics.

- **NER's**

We had 22 swimmers qualify for the NER's, which is the largest number ever. This was another great achievement and down to the hard work of all our coaches and swimmers.

- **British nationals**

To enter Nationals swimmers had to be ranked in the top 24 in Britain. We had four athletes qualify for these Championships. Adam qualified but was injured and couldn't swim, Lauren who had two swims and two finals, Alex who had four swims and made four finals and Chris who achieved his first National qualifying time.

- **English Nationals**

We had four qualifiers at English Nationals who were ranked in the top 44 in Britain. Elle who made finals and won a bronze in the 800, Gabrielle who made final of 400IM, Daniel who came 5th in the 1500 and Alex who achieved a gold in the 50 back.

Our 14/16 Boys 400m Freestyle Relay Team also qualified for the event, comprising of Chris Heppell, Oliver Wallace, Jamie Keyworth & Alex Mason finishing in 12th position.



- **England Talent Programme**

Alex Mason, Daniel Butler and Elle Brown were all selected to take part in a national talent programme. This was a huge personal achievement, reflecting their outstanding performances throughout last season and their continued hard work and commitment. Elle was then selected to progress to the second stage of the programme at the end of the year, a fantastic achievement of which the club was extremely proud.

- **GBDSC Club Championships**

Nicola McConnell represented the club at the GB Deaf Swimming Club Championships in March of last year. GBDSC is an ASA affiliated swimming club, run by volunteers who are keen to help create opportunities for deaf swimmers. The club hosts annual championships with swimmers competing from clubs nationwide, which act as trials for international team selection. This year's event is due to be held in a couple of weeks and we wish Nicola the best of luck and look forward to hearing how she got on.

2016 Objectives – The Vision

- The natural cycle of the club is that we are continually losing our older swimmers. Some retire and others move on to university where they continue to swim. We must endeavour to encourage those who move away to always consider Chester le Street ASC as their home club and welcome them back at every opportunity. At present Adam is swimming in America but always trains at Chester on his return visits.
- We need to carry on producing swimmers at all levels. It is very important to ensure a constant feed into the lower end to keep the club moving forwards and upwards. A well thought out advertising plan is essential for progress.
- Funding, water time and numbers of coaches need to increase as the club grows, however this is a constant struggle. My aim is to continue to forge links with Tynemouth ASC so that in the future the possibility of a swim camp can become a reality.

Gary Renshaw

Head Coach



Funding & Sponsorship

Current funding /Fundraising

- Sponsorship secured for Junior League, Northumberland and Durham Championship, North East Region and National teams (*WSS Recruitment, Michael English Roofing, Wright Professional Solutions Limited, Gordon Brown Law Firm*)
- Gala sponsors October Gala - UK Mail, April Gala - Unfilled at present - work in progress
- General Club Sponsorship/donations – Harland Accountants 40th celebrations
- Sainsbury's Active Kids Vouchers - Collection until May of this year, to be used to obtain land training equipment
- Rag Bag Fundraiser – year round fundraiser

Funding Plans/Opportunities

- Appointment of Fundraising Co-ordinator March 2016 and dedicated fundraising roles (*Sarah Fairbairn & Lisa Ward*)
- Securing long term Gala Sponsors for both April & October Galas
- Exploring potential of Squad sponsorship as an avenue of sustainable funding
- Grants and community support – workshops, one-to one support scheduled for next couple of months to help progress and exploit numerous funding opportunities available
- Club Funding resource pack developed to support ongoing club development and succession planning

Potential Projects

- Extended land training programme inclusive of gym, cycling and other cardio training programmes
- Masters programme/pathway



Volunteers

- There are still several vacancies and roles which we are always looking for extra help with for example:
 - Web Administration and Communications
 - Volunteer Co-Ordinator
 - Swim 21 Co-ordinator
 - Marketing/PR

and we welcome anyone who would like to help.