

# CLUB AFFILIATION & SWIMMARK SUPPORT BOOKLET



# WHAT IS CLUB AFFILIATION AND SWIMMARK

## Club Affiliation

This is the minimum standard that clubs need to demonstrate to remain affiliated to Swim England the Region.

**This is applicable to all aquatic discipline clubs (inc Masters).**

## SwimMark

SwimMark is Swim England's recognised kitemark for effective, ethical and sustainable affiliated clubs and can be used as a development tool, creating the best possible experience for everyone.

## The 6 main aims of Club Affiliation / SwimMark



Strengthen club  
governance



Enhance the  
experience  
of club members



Ensure the safety of  
all affiliated  
clubs & members



Provide stronger leadership  
for the sport



Strengthen  
sustainability



Align to Sport England's  
governance for community  
sports clubs



# BENEFITS OF SWIMMARK

Not sure the benefits of your SwimMark Accreditation or looking to upgrade from Club Affiliation?

Read some of the benefits of SwimMark below

Use of SwimMark Essential logo on club documentation

Access to Regional Funding

5% off Swim England Awards

Access to a range of best practice templates and policies

3 free Bronze listings per year for coaching vacancies on the Careers in Aquatics website.

Enhanced quality of coaching / teaching delivery

In partnership with Institute of Swimming, you are entitled to a SwimMark £100 credit to use towards future training costs.

Proof that your club exceeds the minimum affiliation standard and recognition of high standards of governance, sustainability and effectiveness.

Identification of workforce training needs to improve club operation



# KEY AREAS OF CONCERN

## **DBS is missing, expired or incorrect level / Safeguarding is missing or expired**

Look at your personnel report as soon as possible in case any Qualifications, Certificates, DBS checks or Safeguarding certificates are missing or expired. Please be mindful that the correct level of role for DBS check is in place – for Team Managers, Coaches, Assistant Coaches, Teachers and Assistant Teachers a DBS completed for the role 'Poolside helper' will not be sufficient.

- As per WavePower;
- All persons aged 16 or over in relevant roles require a DBS check,
- All persons aged 18 and over in relevant roles require Safeguarding training.

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## **AGM Minutes and Club Constitution Approval**

Two uploads now required

1. Evidence the Swim England region has approved the club constitution (in line with Regional Management Board Requirements).
2. Copy of the minutes from the clubs most recent AGM.

## **Sessions being run without a level 2 Coach on poolside**

As per our Coaching Policy for club coaching & training sessions, Swim England expects that there is at least 1 active Coach / Level 2 equivalent as a minimum on poolside who is responsible for the activities taking place. Information must be included with regards to the level of coach delivering the activity and the risks associated with that if the delivery is outside the normal programmed activity. Please be sure to clearly outline the level of coach you have at each session and what measure you put in place if they are unable to attend a session.

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## **Club Development Plan/Business Plan**

Please ensure your Club's Development / Business Plan includes a SWOT analysis. Please also ensure that your Objectives are further explained in your Plan.

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## **Club Finance Information**

This element **must** include your latest published accounts, current budget, one year forecast and evidence of club reserves. Information supplied for budget and forecast must include a breakdown of income and expenditure.



# REQUIREMENT TO UPDATE YOUR CONSTITUTION BY 2024

You will be aware that Swim England implemented a new model constitution for unincorporated clubs in 2022. All clubs will be required to update their constitution to ensure that it is compliant with these new model documents (and appropriate to their structure).

The West Midlands Region has agreed that all clubs must be compliant to the new models by their SwimMark / Club Affiliation panel submission in 2024. This provides all clubs 2 years to update their constitution which we feel is a reasonable and fair time scale. Thank you to the small number of clubs who have already updated to the new model.

As a reminder, when any change is made to a club constitution, it must be reviewed and agreed by the Region, before it is agreed by the club at an AGM meeting.

We would encourage clubs to begin the update process as soon as possible; please don't hesitate to get in touch with us if you have any questions or would like further support or guidance. If you have recently updated your constitution and is ready to be reviewed, please send it to: [westmidland@swimming.org](mailto:westmidland@swimming.org) for review and comment.

Further information, guidance and templates on the new model constitution can be found on the **[Swim England website](#)**



# CLUBS DUE TO REACCREDIT IN JULY

The following clubs are due to reaccredit in July.

To ensure you receive the relevant emails with support and guidance please check that you have an accreditation coordinator listed on OMS.

## Full SwimMark Accreditation

Birmingham Marlins  
Camp Hill Swimming Club  
Ledbury & Malvern Swimming Club  
Ludlow Swimming Club  
Market Drayton Swimming Club  
Redditch Swimming Club  
Stratford Sharks Swimming Club  
Wolverhampton Swimming Club  
Wombourne Swimming Club

## Health Check Accreditation

The University of Birmingham Swimming Club  
Boldmere Swimming & Water Polo Club

## SwimMark and Club Affiliation information sessions

This session is designed to share important information with clubs on completing the required elements for accreditation.

Each session will last no more than 90 minutes and will be delivered online via Zoom. The session will give attendees an opportunity to ask questions. Please note that once the survey is filled in and submitted, you will not receive a joining link until 1 week prior to the workshop date. Book your spot now!

Thursday 11th May 2023 - 6.30pm

Thursday 20th July 2023 - 6.30pm

Monday 14th August 2023 - 6.30pm

**<https://www.surveymonkey.co.uk/r/SMandCA>**



# REGIONAL DEADLINES



Monday 10th  
July 2023

## What this means

We would like to remind clubs who are due to complete SwimMark; both full accreditations and health checks, and Club Affiliation that you must have submitted all the required elements and had them green ticked at the time of the Regional Deadline.

## If you miss the Regional deadline and are completing a full SwimMark accreditation

You must have completed the 5 Club Affiliation elements to remain a Swim England affiliated club.

## If you miss the Regional Deadline and are completing SwimMark Health Check or Club Affiliation

You will no longer be an affiliated club of Swim England.