

Swim England West Midlands Inclusive Club Fund

Background

Inspire 2022 aims to help diverse and disadvantaged communities learn to swim as part of a Commonwealth Games legacy project. Swim England is one of 21 national governing bodies to receive Sport England funding to create long-lasting national impact following the success of the Birmingham 2022 Commonwealth Games.

This funding aims to use innovative and accessible opportunities to help people from all kinds of backgrounds in the West Midlands take part in swimming. This will be achieved by working with a range of partners in Birmingham and the Black Country to tackle issues of water safety, help both adults and children learn to swim and ensure our clubs are accessible to all. We are particularly passionate about extending club provision beyond the traditional competitive programme and are looking for innovative approaches focused on enjoyment and inclusion that will grow club membership.

The Inclusive Club Fund pot will distribute £10,000 of this funding to clubs within the Region and aims to support successful applicants to provide an inclusive club offer. Bid amounts are set at £2500 or £5000 to allow for significant work at a community level whilst also enabling multiple clubs to benefit.

Genuinely innovative applications that can explain how they will engage with ethnically diverse communities and/or disabled people will be prioritised. For example, we are not looking for clubs to host one-off 'have a go' sessions before directing attendees to existing squads.

We would strongly recommend that clubs consider and detail how the suggested activities will be added to/ integrated within the existing club programme in order to ensure sustainability.

What can funding be spent on?

We recognise that starting a new section or initiative within a club comes with associated costs, examples of things the funding can be spent on include:

- Pool hire for project-specific work
- Subsidised travel
- Subsidised membership (if this will continue to be provided once the funding has ended)
- Teaching or Coaching Qualifications
- Sundries e.g. food and drink after sessions.

What can't funding be spent on?

The funding provided must be spent on the activities detailed within your application.

Examples of things the funding cannot be spent on include:

- Core club costs
- Pool hire for other sections or teams at the club

- Coaching costs (unless it is evidenced this provision will continue after funding has ended).

If you are unsure please contact equality@swimming.org

What additional support will be provided?

We recognise that clubs may need assistance when developing their projects and in their delivery. As a result we will also provide the following as part of the Inclusive Club Fund:

- **DIAP Support** – This will include support with writing your DIAP and ensuring that it reflects your project aims and objectives. Feedback will be provided on the support/partners that will be most appropriate.
- **EDI Training** – This will be tailored based on the needs of the club and the community you wish to target. It may include aspects such as language, cultural awareness, accessibility etc.

Any training will be co-produced with the community you wish to engage.

Prior to completing your application we would also strongly recommend that you take the time to complete the [Foundations of Inclusivity eLearning](#). The CPD is free of charge and provides a number of case studies from across sporting world of clubs or projects who have successfully and sustainably engaged with underrepresented groups.

If you have any further questions please contact equality@swimming.org

Expression of Interest

Please note, a word limit of 1000 words has been agreed for this EOI. Please feel free to delete the explanatory text as you complete each section.

Name of Club

Primary Contact

Name:
Email:
Phone:

If another member of the club will be leading the project please provide their details below:

Name:
Email:
Phone:

Has the Club Committee endorsed this application/ project? Yes / No

Funding Requested:

£2500 / £5000 (please delete as applicable)

What would you spend the funding on?

Please provide a brief overview of what you would like to deliver. Priority will be given to innovative projects that look to expand the 'traditional' club offer.

Which community partners would you work with?

Please let us know if you have existing relationships with local partners that would assist you in delivering your proposed work successfully. If discussions are already underway please provide further detail.

How will you ensure your work is sustainable?

A key consideration of this application is the continuation of activity beyond the initial funding. Please explain how this would be managed and how the cessation of funding may impact the participants.

Please provide an approximate breakdown of costs:

We recognise that this will be an approximation. The requested breakdown is to ensure funding is not spent disproportionately in one area across all funded projects.

Additional Information

Please feel free to provide any further information you believe would be relevant to your application. Examples could include why you have identified this target group and what data you may have to back up this need?

Many thanks for taking the time to complete an expression of interest. Please submit your completed form to equality@swimming.org

All applications will be considered by Swim England in partnership with the West Midlands Regional team. All applicants will be contacted with the outcome within 4 weeks of the application deadline. Successful applicants will be invited to discuss their proposal.