BENEFITS AND OUTCOMES

The benefits of becoming a swim21 Accredited Club are mainly seen through the process itself. The programme enhances club management, strengthens the structures and unites the club with a philosophy and programmes that ensures the best environment is available for our swimmers.

However, some key outcomes and benefits are listed below:

SWIMMER ACHIEVEMENT/DEVELOPMENT

swim21 accreditation enables clubs to help swimmers achieve their full potential. swim21 is a planning tool based upon the needs of swimmers and strives to provide them with the best possible environment. It provides protection for children, quality coaching and top training for swimmers. It provides clear pathways for individuals through the club structure.

RECOGNITION

swim21 accreditation offers national recognition that you are providing a quality service for all your members. All swim21 accredited clubs are listed under our 'Accredited Clubs' list and the ASA promotes the scheme in all its relevant publicity work. swim21 Club Accreditation also bestows recognition from Sport England that your club is safe, effective and child friendly, as all clubs gaining swim21 accreditation automatically receive Sport England's Clubmark status.

RESOURCES

Upon completion of your Audit, your club will have access to a wide array of resource materials - in the form of Information Sheets, Templates, Resource Packs and Workshops. These will assist your club through the swim21 programme and ensure that your club implements good practice throughout its daily activity. Your County Swimming Co-ordinator will direct you to the resources that best match the needs of your club.

FUNDING

swim21 accreditation offers enhanced access to various sources of funding. Clubs who are working towards or have achieved swim21 accreditation may be looked upon more favourably when applying for sources of funding. For example, swim21 Accredited Clubs are prioritised to form links with local schools and PESSCL (Physical Education, School Sport Club Links) funding is available to support school-club link projects. In addition, accreditation can be used as a negotiation tool with Local Authorities, in terms of seeking additional water time or a reduction in its cost (because your work towards swim21 may help achieve their objectives in terms of quality service provision).

OTHER BENEFITS THAT SWIM21 CLUB ACCREDITATION PROVIDES FOR YOUR CLUB:

- The opportunity to recruit/attract:
  More members
  More coaches
  More officials/volunteers
- A more organised and resourced club
- Greater support from ASA and other networks
- Club sustainability/longevity/development
- A successful method of spreading a club's workload