

Membership Growth Projects

Funding programme to grow club members

Membership Growth Projects is a Swim England funded programme designed to increase the number of club members.

Applications are open to any SwimMark accredited club that intend to deliver new sessions, or put in place any interventions to grow club membership.

The key focus is on growing club membership without trying to be too prescriptive, and is open to all aquatic disciplines.

Some potential ideas for investment:

- Talent Lane Programmes (new session that link Learn to Swim with club sessions)
- Staff Training in order to develop new sessions
- Learn to Swim Gala / Schools Gala to talent spot potential club members
- Marketing Campaign – leaflets / notice boards etc. to target a captive audience (parents/guardians from Learn to Swim programmes)

The Programme

SwimMark accredited clubs have the opportunity to apply for small grants of up to £1000 to support their delivery of new activity.

The investment can be spent in the following areas:

- Lane Hire
- Coach Hire
- Staff Training
- Basic Equipment Costs
- Marketing Costs

The Application Process

Funding will be allocated following an open application process. Any SwimMark accredited club section is eligible to apply for funding.

A recognised club committee member from within the club will be responsible for completing an online application form. The form will be comprised of a series of sections, each of which is required.

Section 1: Applicant club details

Section 2: Details of person authorised to complete the application

Section 3: Basis of application with projected participation figures

Section 4: Financial request

Following the closure of the process all applications will be reviewed and all applicants will be notified of their success or otherwise. Applications will be assessed on the level of impact of the investment and the potential to attract and retain new participants.

The Application process will open on: **27/09/2019**

The Application process will close on: **18/10/2019**

The online form can be found here:

<https://www.surveymonkey.co.uk/r/membershipgrowthfunding2019>

Frequently asked questions

What is the aim of the programme?

Membership Growth Project is a Swim England funded programme designed to increase the number of members within a club.

Who can apply?

Applications are open to any SwimMark accredited club aiming to increase membership

How much can be applied for?

The highest award will be £1000. An applicant may apply for a total less than this.

What is the application process?

The process requires applicants to complete an online form.

How will I receive the payment?

Payments will be made to a recognised club account upon receipt of an invoice.

What can and can't be funded?

The investment can be spent on the following areas:

- Lane Hire
- Coach Hire
- Staff Training
- Basic Equipment Costs
- Marketing Costs

No retrospective payments will be made

Are there any other conditions?

- Applicant clubs must be [SwimMark accredited](#)
- Coaches must be listed on the [Swim England Coaching and Teaching Register](#).
- To provide some basic information at the end of the programme