

Policy for Startup Funding

Swim England South East is pro-active in the development of the sport within the region, in particular through the formation of new clubs and new sections of existing clubs in the disciplines of Water Polo, Synchro and Diving. In setting up new clubs or new sections, funding may be needed to pay in advance for pool time and other items, before any funds are accumulated from athletes paying membership and training fees, and any grants from funding bodies have been received.

The Region will assist clubs through the Regional Development Officers and if necessary the provision of temporary funding to overcome cash-flow issues.

Applying for Startup Funding

Project Details

- Identify who is to lead the project
- Identify the need in terms of current lack of opportunities for athletes.
- Contact one of the South East Region Development Officers to assist with the application to external bodies and for Startup funding from the Region.
- Work with the pool provider to Identify pool time that can be used, and costs
- Identify potential sources of funding

Develop the Business Plan including:

- The startup of the club or section over the period from initiation to normal running.
- Identify sources of funding and when they are expected.
- Identify what funding is needed and when it is needed.
- Provide an estimate of the build up of membership.
- Aim for a balanced budget for startup and on-going running
- Identify where there are cash flow problems and how they could be alleviated by a loan from the South East Region.
- Submit the Business Plan to the Regional Development Group

If/when the plan is approved by the Regional Development Group

- The South East Region will provide back-up funding as a loan while the activities are started
- Make bookings for pool time and other facilities if needed.
- Apply for External Funding

Run the startup

- Run the activities
- Track the finances in terms of money spent and received

- Keep the SER Development group informed of progress and finance on a monthly basis via the RDO
- When external funding has been received and finances are balanced
- Repay the startup funding to the South East Region

John Davies
Chairman Development Group
Swim England South East