



## Summer Newsletter - July 2019

### End of Season Update

Let's start with an apology for the lateness of this update, it's certainly well overdue!

So, let's kick off in the pool, it could be said that this has been the best season we have ever had, swimming standards are at an all time high and to support this we can look at the number of County and Regional qualification times we had, massively up beyond our best hopes and dreams. After last season's success we're now swimming in the Arena Premier League and we had loads of fun in this summer's Mercian League with a healthy third in the B final.

Our junior team in the Nuneaton League got off to a slow start but then steadily improved round on round, our coaches are already planning for next season and changes are afoot, not only do



we have a lot fantastic youngsters in the Academy Squads, there will be a series of Inter-Club Galas which are aimed at developing all areas of the club. For those of us who attended

the County Relays we again showed the county why we're the most improved club around, finishing a healthy third. I am sure you all have had your personal favourite moments during the season, for me the successes are fantastic, but the CLUB spirit shown to a young swimmer finishing well behind in their first club championships 200m breaststroke was fantastic and summed up the magic feel our club has.



Club finances are not where we had hoped they would be and with our pool providers set again to raise their prices we will again have to put a small increase on the membership fee this year. The good news though is that we have kept that increase the same as last year and the revised fees from September for each squad are attached. Fees form the largest part of our income so again it's all about numbers in the club, the budget has been set for the next financial year and this time we must get our membership well over three hundred to continue to provide the great training opportunities we do. Currently we have two hundred and eighty swimmers, so quite a



shortfall. You will all be aware we have been running our '4 for Free' campaign for our Learn to Swim lessons, this has really helped our numbers at a time when normally they remain static, so this promotion will continue for the foreseeable future. We have always said that the best form of advertising the club gets is from it's membership, by 'word of mouth' or 'recommendation' so what we really need is for you to promote the club, share the 'Facebook' promotions or simply just tell your friends how good we are, if every existing member bought one friend all of our problems would be solved.

On the Committee front, I am pleased to say that as the summer break begins, we have a healthy Committee who have taken the club to a new level of professionalism, full of drive and enthusiasm and so motivated it's a pleasure to be Chair of such a great group of people. However, we are always looking for new people to add value, so please don't hesitate to offer help, perhaps to the Red Army or to the Officials team in white. Club Championships were very tight on trained officials, whilst we ran legally had we had any illness we could have had to cancel the event. Now why is this? Club Champs like our Open Meets are licensed through Swim England, for all of our galas we have to have the correct amount of officials, failure to comply with this would mean we would lose our licence, which would leave us unable to have our open meets which currently bring in £30,000 of revenue, and fees would massively increase due to this loss of income. So please, volunteer to assist us in fulfilling these.

## **THE WFSC MEMBER SATISFACTION SURVEY 2019**

The next two pages illustrate the headline results of our first ever member satisfaction survey. This survey forms an integral part of our recruitment and retention strategy. Whilst we are making huge efforts to recruit new members, it's equally important we make sure we retain the members we have in order for the club to survive. Whilst some of the feedback was difficult to read, this exercise has certainly proven beneficial in giving us insight into what we're doing well and what we need to focus on. In addition, we have also introduced new welcome and leaver surveys to get better customer insights.

The next couple of months will see some real effort being put into planning not only what we can do to build on what we're doing well, but most importantly, improve on the areas clearly needing some work.

Thank you to everyone who participated, and we hope you'll see suitable responses to your feedback in future communications.

We continue to strive to make WFSC the club everyone is proud to be a part of, and we welcome anyone who is willing to get involved. Whether you have experience or not, please get in touch and be part of ours and your swimmer's future. The next steps will be to develop a measurable action plan that we can work on over the next twelve months to build on this year's results!



## THANK YOU!

100 RESPONSES

# 37.5%

OF ALL WFSC SWIMMERS REPRESENTED

We managed to get a fantastic 100 responses to our first Member Satisfaction Survey! The next steps are for the management and coaching teams to absorb your views, and whilst there is always room for improvement, no matter how good something is we need to ensure we continue doing what we're doing well and address areas that clearly need improvement.

NET PROMOTER SCORE

# 42%

WOULD PROMOTE WFSC

## OVERALL

Asking our members to generally rate the club, provide feedback and whether or not they would recommend WFSC helps to understand how our members broadly feel about the club. Having not carried out a survey of this sort before this has given us a bench mark for next year and the responses and helpful, constructive comments have certainly given us a steer in regards to next steps.

AVERAGE RATING

# 3.78

OUT OF FIVE

# 46

COMMENTS

## ENGAGEMENT

AVERAGE ENGAGEMENT RATING

# 2.81

OUT OF FIVE

This is an area we clearly need to improve. The feedback we've received has a common theme from all squads. We recognise there is an expectation from our members to understand how the swimmers are progressing, what they are doing well and what they need to work on. As a club we like to know this, hence the survey, so why wouldn't you.

## COMMUNICATION

We have received both positive and constructive feedback throughout the club so clearly we're not getting it right consistently. We will be focusing on where we're getting it right and replicate that across the club.

*"As a parent I feel there is very little information as to how and/or when swimmers will be assessed and what they need to do to get to the next level. It would be useful to have this better communicated."*

AVERAGE COMMUNICATION RATING

# 3.50

OUT OF FIVE

*"...more regular, relevant and appropriate communications would be appreciated..."*

## WELFARE

Beyond medals, PB's and league positions, our members' safety and welfare is paramount. Ensuring we provide a safe secure environment for our swimmers to train remains our highest priority, and hopefully you'll agreed this score indicates we're doing this, although there's always room for improvement!

AVERAGE WELFARE RATING

# 4.18

OUT OF FIVE

## QUALITY

We asked our members to rate both the training environment and the quality of coaching and training they receive. Interestingly the results are similar which hopefully suggests we're delivering a balance of both, however whilst the feedback suggests we're getting it right in some parts of the club others area still need work.

AVERAGE TRAINING ENVIRONMENT RATING

# 3.69

OUT OF FIVE

AVERAGE TRAINING & COACHING RATING

# 3.66

OUT OF FIVE

*"More recently some really good sessions with clear sections of warm up, helpful drills, stroke technique. Great stuff.... Would be good for head coach to spend time with other squads supporting training and development of kids and coaches. Sessions to still have a fun element even if it's just relays at the end. Lots of kids are still very young in the squads and to keep swimming they need to have fun and enjoy. Some positive changes.. great to see."*



## VALUE FOR MONEY



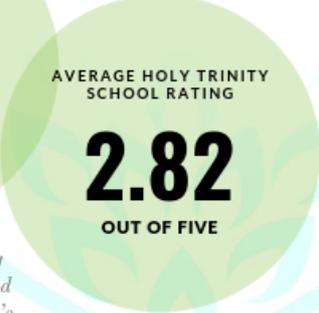
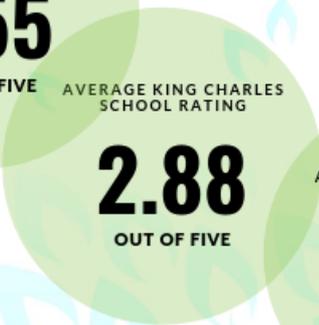
WFSC is a non-profit organisation. We strive to provide the best possible service and quality to help our swimmers achieve all they can without making swimming an elitist sport. Our overheads are mostly out of our control but what our members get for their money is. This survey has identified areas in which we need to focus and in doing so we hope our members will see more value for their money.

*"...we love the club... have always felt welcome and feel we had a balance between serious sport, socialising and fun... but would be even better if there was a better induction process both for swimmers and parents..."*

## SOCIAL EVENTS



Our annual Summer BBQ and Club Presentation Night provide opportunities for our swimmers to simply have fun outside the pool, with their friends whilst raising much needed funds for the club. We will work harder to publicise these events, building on their previous success and making them even more popular!



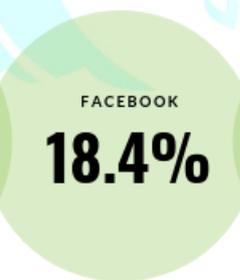
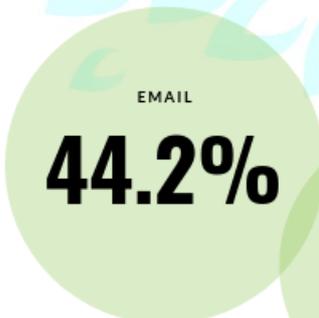
## FACILITIES

Not surprising the Wyre Forest Leisure Centre came out on top followed by King Charles and then Holy Trinity. Unfortunately we have very little control over the condition of the facilities other than ensuring our swimmers respect them when using them, but we will pass on your responses and comments with the intention of seeing them improve.

*"...I think the cleanliness of the poolside, changing rooms and toilets at King Charles isn't a very good standard at all and I would go as far as saying it's extremely poor."*

## METHODS OF COMMUNICATION

Currently the club's main communication methods are Email and Facebook and occasional text messaging but due to cost we currently only use texts for Swim Camp alerts and Pool Closures. We wanted to get an indication whether we can expand how we interact with our members. This question focuses on what method is most favorable. Combined with our approach to improving communication as a whole these responses will be considered as part of our improvement strategy.



## FINAL WORD...

Once again thank you to all who responded and others who have subsequently provided further feedback both in writing and verbally. The results have certainly inspired the club to repeat this survey next year so we can measure our improvements. Hopefully, with all best efforts we will see those areas we're doing well continue to do so, if not then exceed this year's results, and improvements in areas we now know where to focus reflected in your feedback. It would be fantastic if we could receive feedback consistently from across the club as we did from one parent...

*"Wyre Forest is a brilliant club, and we could not be any happier following our daughters recent move. We see it as a friendly, well run club with terrific communication, and great opportunities to compete in a structured, well thought out manner. We would certainly recommend to others."*



# WYRE FOREST Swimming Club



We had a great fun afternoon at our Summer Picnic at Far Forest, with I am sure so many memories made. The water slide was without a doubt the best ever and what was so nice was that we had a good turn out, not only from the main squads, but also from our LTS section.

Let's get an early plug in for the club Presentation Evening in January 2019. The venue is still to be decided with several very nice venues being looked at, so more to follow on this.



Does the club offer value for money in terms of sponsorship? Well naturally we believe the answer is yes! Any potential sponsor would be buying into us as a club and would get a massive amount of publicity with their names on all pool-shirts; all of our social media outlets like Twitter and Instagram; and as you would expect, our website. So if you know of any companies who may be interested in seeing what we could offer, or you have a friend whose company could be worth us approaching, please do contact me as soon as possible.

Early into the season we will be doing a huge charity fundraiser for an ex WFSC swimmer who has leukaemia. Olympic medallist Claire Cashmore, former swimmer and life member of WFSC, has so generously donated a lot of her personal swimming gear to go towards this, we will compile a full list soon, but get ready because there are some real gems in there.



**WYRE FOREST** Swimming Club



We hope you all enjoy the two week closure and we look forward to seeing you raring to go next season. As always, if you have any questions please don't hesitate to drop me an email and I will be only too happy to answer any questions.

Here's to another fantastic season.

**Nigel**

Chairman, WFSC

