



Welcome to the January Club Newsletter

Visit our Website



#YourMembershipCounts



2020 has been a difficult year for all our clubs, and whilst I write this newsletter, we are anticipating further restrictions announced by our Prime Minister.

We have come a long way together over 2020 and it is now more important than ever to keep the momentum going with our members, to engage in ways we never had considered before. It's important now to retain members to help protect the future of your club and your sport. We will come together again on poolside, and

we will continue to work with our clubs to help get you there.

Swim England has [created a toolkit to assist clubs](#) in retaining members during this difficult time. The toolkit includes social media messaging, letters to members, case studies, and retention top tips.

It also includes a [fantastic video showing thanks from Swim England](#) to our members. This video celebrates the achievements during 2020, despite the circumstances.

Retaining membership enables our clubs to survive, and also supports the governing body to champion our sports in the media, in campaigns and lobbying for our family of sports. Membership also makes sure your club is covered by insurance, for all activities that you do, whether this is in the pool, in competitions, or virtual activity such as zoom activities.

We also must not forget for Category 2 members, once our pools open again, your club can take part in Level X competitions and challenge your members against clubs locally and nationally through safe, effective methods. Watch this space for discipline specific versions coming soon!

Open Water Coaching Qualification

Are you interested in completing the Level 2 Coaching Open Water Swimming Qualification?

The region is asking those that are interested in the course, to complete a [Register of Interest form](#) so we can understand the demand. The course will be arranged once restrictions are eased and it is safe to deliver.

More information about the course, including entry requirements, can be found on the [Swim England website](#).



Following a workshop delivery drive by the region, we now have in place Register of Interests for the following workshops. If you are in need of a place, please let us know by following the link;

[Team Manager Module 1](#)

[Team Manager Module 2](#)

[Time to Listen Workshop](#)- We are organising another two workshops for our club Welfare Officers. We will release these dates soon. In the meantime, please sign our Register of Interest form, so we can notify you directly once the dates become available.

Regional Staff Contacts

Leanne Brace - East Region Development Manager
leanne.brace@swimming.org

Kevin Pickard - East Region Swimming Talent Officer
kevin.pickard@swimming.org

Jo Stalley - East Region Administrator
jo.stalley@swimming.org