



SWIMMER RECRUITMENT	Issue Date JUNE 2008
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Issuing Organisation BLUEFINS COMMITTEE	Effective Date JULY 2008

BLUEFINS CLUB AIM

To provide everyone within Basingstoke with the opportunity to learn to swim and to offer long-term swimming development for all levels of swimmers to the highest possible standards utilising the skills and experience of the club to enable best practice in all areas.

OBJECTIVE

To recruit sufficient swimmers to run a viable club to meet this aim.

METHODS

1. Lessons programme

- The majority of children on our Lessons Programme hear of the Club through word of mouth. To this end it is important that our lessons are seen to be run in a professional manner, to be well staffed with teachers who are qualified, knowledgeable, enthusiastic and committed. We encourage our older swimmers to become Water Helpers, then teachers, so that they can pass their swimming experience to the next generation of swimmers.
- Costs are kept within reasonable limits, ensuring we do not charge above the average for lessons in the area.
- Groups are small, allowing for individual teaching where needed.
- Parents are kept informed of children's progress through Records of Achievement and contact with individuals.
- Bluefins follows the National Plan for Teaching Swimming so that children and parents are aware of the progression within the lessons
- Adverts are placed in local publications such as Parish Magazines
- Bluefins runs Holiday courses up to 3 times per year, charging a nominal fee and inviting children from local schools to participate
- Bluefins staff help to organise and run lessons for schools which in turn gives visibility to the Club within local schools.

2. Squads



- Children move from Bluefins Lessons programme to Squads as they are ready
- Bluefins has links with other lessons providers and children often move into squads when they have reached the limit of their present lessons.
- The coaching staff holds assessment sessions weekly for children wishing to join the club from outside sources. These are well attended and result in new members on many occasions.
- Our website is well used and kept up to date with current activities, resulting in enquiries from prospective members
- Bluefins has links with local Special Schools which result in swimmers joining the Disability Squad