

**Winsford ASC Committee Meeting  
Sunday 12th January 2025  
Winsford Lifestyle Centre**

**Attendees**

Barry Keeling – Chairman  
Hayley Lee– Treasurer  
Rob Hancock - Incoming Treasurer  
Jacqui Jones – Secretary  
Michael Secker - Coach  
Nickie Ma - Coach  
Sue Wright – Gala Manager  
Oli Wright - IT  
Jim Skimming - IT  
Aki Brennan - Squad rep  
Cally Buso - Welfare

**Apologies**

Nina Jackson - Lead Official  
Dani Stonier - Team Manager and Arena League coordinator  
Claire Turner - Social Committee

Barry opened the meeting welcoming all present and introducing Rob Hancock our incoming treasurer.

### **Scoreboard**

The club has been researching options for a new scoreboard and has obtained three quotes:

- 1) LED Synergy: total including VAT and installation £9,840  
8 weeks delivery  
This is the preferred option
- 2) APG leisure: total including VAT and installation £24,335.80  
12-15 weeks delivery
- 3) Quickscore QS100: total for screen only £10,800  
Would need to add controller, cabling and installation
  - Oli Wright and Jim Skimming, our experts in the IT and scoring systems, have worked closely with the quoting companies and agree on option 1 from LED synergy.
  - There is an optional 5 year extended warranty available for £2975 + VAT. The committee agreed this would be a good idea and we will negotiate to pay this on an annual basis.
  - Jacqui has applied for funding to Swim England ( £2000), North Midlands ( £1000) and Swim Cheshire ( £1000). The order should not be placed until we hear back as we cannot claim for funds already spent.
  - It is likely that Brio will want to use the board for advertising and if they are going to benefit from revenues it was proposed that we ask to offset our costs e.g. by reducing pool fees for galas.
  - We will also be able to use the screen for messaging e.g. sponsoring companies (see below)
  - The cost includes the removal and disposal of the existing board; we will need a removal and installation plan with Brio as the pool may need to be closed for safety reasons while the work is being done.
  - The committee thanked Jim and Oli for all the work done on this and agreed to move forward. Barry will discuss next steps with Brio.

## Sponsorship

- Following the success in the Arena league the club has been approached by several parties interested in sponsorship. In the short term this could be in support of the Arena League final e.g. T-shirts, hats, flags
- Longer time items could include mobile pace clocks, backstroke flags, a new banner and the scoreboard.
- Swim England has some guidance on creating a sponsorship package on their website and Jacqui agreed to compile a package that can be used to promote the club for sponsorship purposes. Jacqui will also follow up immediately with those who have already expressed an interest prior to placing orders for the Arena League final.
- The potential offerings discussed for a sponsoring company were:
  - logos on clothing and equipment
  - banners on display during galas including the scoreboard once we have it
  - advertising on the website and social media

No.	Date	Outstanding Actions	Owner	Update
1	12/01/25	Obtain final quote including 5 year extended warranty from LED Synergy	<b>B. Keeling</b>	
2	12/01/25	Place order once funding feedback has been received from the three organisations	<b>B. Keeling</b>	
3	12/01/25	Agree installation plan and usage with Brio	<b>B. Keeling</b>	
4	12/01/25	Create sponsorship package	<b>J. Jones</b>	
5	12/01/25	Contact all parties who have already expressed interest with a sponsorship proposal	<b>J, Jones</b>	

12.01.25