

Winsford Amateur Swimming Club

AGM

16.00 hours - Sunday 16th March 2025

Winsford Lifestyle Centre

	Comments	Action
1	Chair's welcome and Apologies Chair welcomed everyone to the Club's Annual General Meeting. Present : 25 Barry Keeling - Chairman Jacqui Jones - Secretary Rob Hancock - Treasurer Michael Secker - Coaches Rep Isobella Burton - Coach Nicola Ma - Coach Lucy Lee - Welfare Claire Turner - Social Committee 17 Parents / Carers Apologies; Sue Wright Nina Jackson	

2	Chair's Report Chair noted that with Dan leaving as Head Coach in May 2024 and no replacement head coach the Club had to reorganise the coaching structure. Chair acknowledged that this structure is working well with positive feedback from members. Michael is part of the committee and continues to run lessons and the Transition squad, Molly is Head of Performance leading the Juggernauts and Izzy is Head of Development. They are assisted by our parent volunteer coaches Andy, Nickie and John. Chair identified that the Club operates differently to most other Swim England clubs with a decentralised committee and teams that run themselves: - Gala team - Officials team - Team manager team - Fundraising team - Coaches team - Membership team - Welfare team - Social team This structure has the advantage of allowing more people to contribute to the running of the club, spreading the workload so no one role becomes too onerous. There was a discussion amongst the group about updating the website with more details on roles and responsibilities along with updated contact details	Collect role descriptions and contact details and update the website - Jacqui Jones/Sue Wright
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3	Treasurer's Report 2024 Year End Financial Report - Membership fees in 2024 were £140k (2023: £131). Increase reflects additional members, increase in lessons and 2024 fee increases. - Galas (Winsford & External) generated £20k (2023: £20k). The cost associated with Galas was £10k, therefore bringing in a net profit of £10k. - Fundraising efforts were fantastic again this year. We raised just short of £4k. - Direct costs were £137k (2023: £128k) representing pool hire costs £57k, teaching/coaching costs £64k, lifeguarding £5k and Swim England membership fees £14k. - Other running costs were £4k. - The net profit for the year was £13k (2023: £19k). The reduction in profit reflects inflation not fully recovered with fee increases, additional 50m training costs, a slight increase in other costs. - Looking at Membership Fees and running costs in isolation the club reported a £1k loss in 2024 (2023: £2k profit) due to all inflationary costs not being passed on through membership fees. The underlying profit was generated from fund-raising and Gala's, especially the Winsford Galas. - We have cash reserves of just under £77k at the end of the year. This level of cash is required to be held by the club for significant events such as a full pool closure, this is an increase of £7k from the end of 2023. - Thanks to Helen Jones, a past Treasurer, who has agreed to audit the financial records: - Proposed B. Keeling, seconded J. Jones	
4	Coaches Report In May 2024 Dan Goodwin left our club as Head Coach after a wonderful and successful 13years. With no suitable recruit externally for the Head Coach position, we restructured our approach. Molly agreed to take on Head of Performance, I took on Head of Development, alongside Michael as Head of Transition and lessons programme. Reece has continued to support the club both coaching and officiating. We have also had the amazing help of our assistant coaches: Andy, Nickie and John (who has now completed his coaching qualification). Molly and I truly believe we would have really struggled as a club to	

maintain the session volume as neither of us (or many other coaches) could commit to the hours Dan did. This year has been extremely challenging but incredibly rewarding.

I know Molly has talked about not feeling experienced enough for the role at the time and feeling very overwhelmed by taking on things like Nationals last year for the first time as coaches, but we both think the club's success this year is beyond our dreams and we feel very proud of everyone's accomplishments and we are very optimistic and excited for the future.

Squad Numbers

Lessons - 107 (25 waiting)

Transition - 52

Development - 53

Juggernaut- 72

Gala Success

North Midlands Championships top club for the 13th year running 100+ competing swimmers.

Cheshire County Championships

2nd in Cheshire (improved from 3rd in 2024) & Most improved club in Cheshire. 10 Trophies & 123 Medals.

Cheshire Relay Record Breakers & Winners of the 8x50m Canon event 2025.

Up by 14 more qualifiers than 2024.

SENW Regionals - Qualifiers up by 9 giving us 57 qualifiers. Relays across all age groups entered.

Nationals- Summer, Winter & British.

3 Summer British qualifiers 2024 with Kate placing 4th in 100m Backstroke.

Kate became Junior National Winter Champion for 50m Backstroke.

We had 3 Open Water National qualifiers for 2024.

We had 12 different English National Qualifiers for 2024.

We had 5 Winter National Qualifiers for 2024.

We have currently have 3 British Champs Qualifiers for London in April 2025.

National Arena League

We are the only team in NW to have a team in the premier league and Division 1.

2023 the A team placed 5th in the NW final, this year obviously we placed a dramatic 1st with nearly every single relay team being faster than 2023 which meant we got a place in the national A final, where we placed 9th in the country out of all 300 + teams.

2023 the B Team were promoted to Division 1 where we placed 4th in the B final and secured our place for 2025 in the same league.

	Swim Camps 38 Swimmers taken away to Cyprus with a huge success leading to 53 sign ups for 2026 and organisation underway. Moreton Hall 2025 pending but excellent number of sign ups and we are optimistic for another successful camp. Other success: 1 Swimmer took part in the National Age Group Programme 2 Swimmers received International call ups for events in 2025. 2 Swimmers took part in the DISE Programme. 2 Swimmers took part in the Open Water Regional Pathway. 4 Swimmers took part in the Regional Pathway. 6 Swimmers took part in the Cheshire Development programme. As always punching well above our weight at County, Regional and National level. The most successful year in our clubs history. We'd like to thank all teachers and coaches who are involved with the club, without you we wouldn't have so many fantastic swimmers.	
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5	Fees Increase The fee structure for 2025 has had to consider the cost increases that that are being seen, which include: - - Brio Pool Hire +3% (this increases to 5% including the hall & studio). - Coaching / Teaching +5% (impacted by the increase in minimum wage). - Swim England +14% (driven largely by the NW Regional Fee increase). However, the strong financial position of the Swimming Club has allowed us to restrict the impact of these above inflation increases on membership fees to an average of 3.4% uplift, circa £2 per month. The increase per squad will vary slightly due to the number of swimming hours, range is 3% to 5%.	
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Below are the new fees from April 2025:

Squad	Current Fees	Proposed Fees	Increase	Increase %
Transition B	39	41	2.00	105%
Transition A	42	44	2.00	105%
Bronze B	44	46	2.00	105%
Bronze A	48	49	1.00	102%
Silver	51.5	53	1.50	103%
Gold	57	58.5	1.50	103%
Juggernaut C	63	66	3.00	105%
Juggernaut	69	71	2.00	103%

Tuesday morning practices will be stopped as they have very low attendance but the Club is looking to increase pool time to accommodate both the increase in demand for lessons and the size of the squads, in particular the Juggernauts. Possibilities include:

- Extra 30 minutes on Sundays if Brio will agree to close at 7pm instead of 6:30pm
- Northwich Brio, although this seems currently unlikely due to the current demands on pool time
- Christleton, probably the most likely option but only after the Northgate Brio refurbishment is completed as they are using Christleton in the interim (about 1 year out)

It was noted that the morning sessions are generally under-utilised and we could encourage swimmers to attend these quieter sessions.

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Committee Roles

Anyone wishing to take on committee roles already occupied was tabled, no volunteers were forthcoming therefore current occupied roles to remain the same.

The coaching team proposed a coaching email address that could be used for parents who wanted to contact coaches directly. In the past the Club has had squad parent reps to interface between parents and coaches but it was generally agreed that direct contact was more appropriate. It was suggested that the email address should have an automatic reply with expectations on how quickly the sender could expect a response.

The outgoing Treasurer, Hayley Lee, and the Secretary, Lee Turner, were both thanked for all their hard work in the roles.

Any Other Business

- Scoreboard: the Club is planning to purchase a new scoreboard for use during galas. This will be funded by a Swim England grant of £2000, North Midlands £500, a parent donation and the remainder from this year's fundraising drive.
- The club has also been successful in securing sponsorships from a few companies, funding Arena League Final polo shirts and Manchester training sessions. Jacqui will continue to explore sponsorship opportunities and anyone interested can contact her directly on clubsecwasc@gmail.com.
- The fundraising page will remain open at least until the spring development gala on April 12th.
- Michael highlighted other purchases the club was looking to make: pace clocks for training at Brio, backstroke flags in Winsford colours and a replacement banner for the pool.
- The Club needs more volunteers from parents of younger swimmers in order to continue being successful. Team Managers and Officials in particular are needed as we are obliged to send a certain number to the galas we compete in. Identifying the roles and their descriptions on the website should make recruitment easier.
- Claire Turner reported that the presentation evening planned for September could no longer be held at Winnington Recreational Hall this year as they are closing. We currently have a reservation at Crewe Alex with the restriction that if there is a home match the room will not be available until 7pm. Claire is currently looking for alternatives that are closer to home and can take 300 people at a reasonable price point.

Chairman thanked everyone for their attendance, meeting closed.