

BOROUGH OF WALTHAM FOREST SWIMMING CLUB



BWFSC Swimmer Recruitment Policy

Borough of Waltham Forest Swimming Club is a competitive swimming club for young people and adults in the Borough of Waltham Forest. The club's connection with the Borough of Waltham Forest has helped to ensure the regular recruitment of new swimmers into the club, especially at the learn swim and pre-competition level.

The Membership Administrator and the Publicity Co-ordinator will be responsible for the recruitment of new swimmers into the Club.

The Learn to Swim section will be the main focus of the recruitment, as we would hope that swimmers will continue through their swimming career with our club, starting in the Learn to Swim section.

Swimmers are recruited into Borough of Waltham Forest Swimming Club in a variety of different ways:-

External Advertising

Borough of Waltham Forest Newspaper

- The club is keen to maintain its profile in local media, such as the local newspaper, the Waltham Forest Guardian (paper and on line version)
- The club's Publicity Administrator endeavours to ensure that the club's achievements are described and publicised as much as possible, in particular communicating the results of meets and celebrating the achievement of its members.
- This channel of communication and publicity enables to the club to bring more public awareness to what the club does and what it's about.

The Chingford Directory

- Twice a year the club advertises for new learn to swim members in the free Chingford Directory. The Chingford Directory is free and is distributed to 10,000 households in the Chingford and Highams Park Area.

Waltham Forest College Newsletter

- The club publicizes its most recent achievement and achievements of its swimmers encouraging new members to join the club.

Local Primary and Nursery Schools

- With the permission and co-operation of individual nurseries, the club recruits new swimmers into the learn to swim by distributing leaflets and flyers to children via their book bags.
- Primary Schools are targeted via the Borough Schools Galas and support from parents who volunteer to take leaflets into their local primary school. Leaflets are bundled into 30s to make it easier for the school to distribute to the classes.

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Other leaflet distribution

- Throughout the year leaflets are distributed to local shops to display in their shop windows.
- Batches of leaflets are also given to local libraries, some GP surgeries, and points of interest.
- The club is also in discussion with Sainsburys, Chingford to have a stand at their store and for swimmers to hand out leaflets at check-out points.
- With the permission of Brownie leaders and gala organisers, the publicity administrator attends the Borough of Waltham Forest Brownie Gala to hand out leaflets to parents where interested swimmers are invited to the club for a free swimming lesson.

Internal Communication

Monthly Newsletter

- The club has its own monthly newsletter which is emailed to all its member's parents and is posted on the club website.
- The newsletter celebrates the achievement of meets, individual swimmers, Jack Petchey award winners, a view from coaches and committee members and profiles a swimmer each month.

Notice Board

- The club has a notice board permanently on display at Waltham Forest Pool and Track with a leaflet distribution.
- The club also places posters for its learn to swim at Forest School and Larkwood Leisure Centre

Social Media and Website

The club has a Twitter and Facebook account both of which are administered by the BWFSC Club Liaison Officer with assistance from the BWFSC Club Captain. Both social media sites are operated in adherence to the Good Practice Guidelines on the use of Social Sites by ASA Clubs and Club Members as detailed in Section 2 of the [ASA Wavepower document](#). Links to the Club's Facebook and Twitter accounts can be found on the home page of the [club's website](#).

The Twitter feed is used as an internal communication tool for club members to remind members about galas etc. The Club "follows" swimming related Twitter users and will retweet useful facts and information about swimming.

The Facebook account is used to communicate to members, to promote swimming and BWFSC to other Facebook users which may attract new swimmers.

The club also has its own website which is easily accessible for those searching for swimming lessons.