

Investing in Excellence Fund 2026 - 2027

Swim England Cambridgeshire Funding Proposals

According to the current stable and positive financial position for the County, we are pleased to open a forward-looking conversation around how best to invest in the Cambridgeshire aquatics community for the 2026 - 2027 season.

"Investing in Excellence 2026–2027" contains six funding stream proposals set out below. Encouragingly, we are now in a position where greater investment is possible, and we want to ensure that funding is directed where it will have the greatest impact across all our clubs, athletes, coaches, and officials as best we can.

To utilise time effectively at the AGM (18.7.26), club Executives are asked to review these proposals and complete the Google Form to rank them in order of priority for your club. Financial data is withheld at this stage (County Development Camp Series) to establish genuine priority rankings; detailed costs will be shared shortly, in advance of the AGM. The outcomes of this process will inform proposals to be formally voted on at the AGM in July 2026.

This is an exciting opportunity for the County to invest proactively in our aquatics community and we value your input toward building an impactful and future thinking funding strategy. Please do share any questions or thoughts and we look forward to hearing from you all with your feedback at the form, link contained in the covering email.

[Club Feedback: Investing in Excellence Fund 2026-2027](#)

1. Future Coaches Fund:

Investing in the next generation of coaching talent, we propose supporting the coaching community (all aquatics disciplines) through subsidised qualifications so as to develop the next generation of coaches on their training pathways. This funding initiative is designed to support coaches on their coaching journey by helping to reduce the financial barriers associated with gaining qualifications. This may look like coach course funding or contribution to travel or events that form part of coaching development.

The funding is limited and will be allocated based on the number and quality of applications received. The County will contribute up to a maximum of 80% reimbursement of approved

coaching courses/related costs. Applicants are encouraged to demonstrate commitment, progression, and a clear vision for how this funding will support both their personal development and their club environment. In addition to demonstrating such commitment, SECC would expect coaches to be available to contribute to the County Development Camp series (relevant to their discipline); an opportunity to gain coaching experience and simultaneously give back to the community. The form is attached (appendix 1) to this proposal to share the details required.

2. County Development Camp Series 26/27 (CONTINUED FUNDING)

The County proposes a continued investment in the County Development Camp Series (Ages 11–12). This would be the second year of the County Development Camp Series (“CCDS”). The programme will be repeated with refinements based on lessons learnt during the first season. Four camp dates will be agreed upon before the season commences to ensure the availability of staff, speakers, and facilities. This proposal is to be refined with the Coaches' Forum mid June.

A new intake of 2014 age group would be introduced, according to the selection process: County Championship medals and FINA points. Once again the County would invite other disciplines and groups to join the camp days or hold separate camp days and SECC proposes to work together with the County representatives in those areas (eg. Masters, Diving, Water Polo, Para swimming, etc.)

2025/2026 Model as delivered to be repeated:

- 1–2 Lead Coaches to oversee all camps (continuity + planning)
- 3–5 Club-Nominated Coaches to rotate or be assigned to specific camps, ensuring club representation and development. Camp TMs existing and proposal to recruit from camp parents (offering TM training as part of involvement);
- 40 swimmers selected on pre-agreed criteria

POTENTIAL ADDITIONS/IMPROVEMENTS:

- Offering Official & TM Courses (Integrated CPD). E.G., Offer Officials Level 1 or TM1 course on site during camps during Parent Information Sessions. This would be great for recruiting and building long-term volunteer base.
- Additionally, a Coach Development Pathway to:
 - Upskill across the county, especially junior coaches
 - Foster shared identity and standards
 - Create space for idea exchange, collaboration, community
- Run CPD alongside Talent Camps (or on camp-free weekends): Topics: LTAD, Skills Progression, Athlete Wellbeing, Club Culture. Collaborate with nearby counties or Swim England East Region

3. Yr 2 County Development Camp Series 2013 age group

Continuing the programme from the current cohort of swimmers. Noting there may be a small number of spaces to be filled due to altered commitment of some swimmers. The Coaches' Forum proposes to add to the development swimmers following the same entry criteria as per the first year.

Taking into account the experience already gained, the group entering the U14 category would be developed accordingly. Dates will be set this season to facilitate planning and ensure pool bookings remain within the proposed budget. The proposal is being discussed at the upcoming County Development Championships with the Coaches' Forum to ensure all details are available to the AGM attendees.

4. Long Course Training Sessions

Long Course (50m) swimming training sessions for swimming clubs in Cambridgeshire. The training would take place at Oundle School. Ideally to allow year round Long Course training rather than a single opportunity on the CCDS.

5. Pocket AI - A Digital Assistant for Clubs AND 6. Annual Club Photography Programme

As part of Swim England Cambridgeshire's ongoing commitment to supporting our clubs and modernising how we engage with swimmers, parents, volunteers, coaches, and sponsors, we would like to introduce two initiatives that we believe could bring significant value across the county:

- Pocket AI Digital Assistant Platform
- Annual Club Photography Programme

Together, these initiatives have the potential to improve communication, reduce administrative workload, strengthen club branding, increase engagement across social media platforms, and create new sponsorship opportunities that can generate additional income for clubs.

5. Pocket AI - A Digital Assistant for Clubs

Many of our clubs rely heavily on volunteers who already dedicate a tremendous amount of time to supporting swimming within our county.

Pocket AI is a simple but powerful tool that can automatically record and summarise meetings, coaching discussions, event planning sessions, volunteer briefings, and committee meetings.

The platform can automatically generate:

- Meeting minutes
- Action lists
- Follow-up tasks
- Event planning notes

- Decision logs
- Searchable records of previous discussions

The benefits for clubs include:

- Reduced administration time for volunteers
- Improved committee governance
- Better communication and accountability
- Easier handover between committee members and volunteers
- Preservation of club knowledge and historical decisions
- More efficient event planning and organisation

At a County level, Pocket AI could also help create a central knowledge base that allows clubs to share best practices, event planning processes, and operational experience more effectively.

6. Annual Club Photography Programme

The second initiative is the creation of a professional annual photography programme across participating clubs.

The vision is to establish a professional photography studio setup that visits clubs annually and captures high-quality images of swimmers, coaches, volunteers, and teams.

These images would become valuable assets for:

- Club websites
- Social media channels
- Event promotions
- Competition announcements
- Swimmer achievement posts
- County championship programmes
- Sponsorship packages
- Press releases and local media coverage

By creating a consistent library of professional images, clubs will be able to present themselves in a far more professional and engaging way while celebrating the achievements of their swimmers.

Supporting Social Media Growth

One of the biggest opportunities for swimming clubs today is increasing engagement through social media. The annual photography programme would provide content that can be used throughout the year across:

- Instagram
- Facebook
- TikTok
- Club websites
- Event promotions

This would allow clubs to regularly showcase:

- Swimmer achievements

- Personal bests
- Competition results
- Team successes
- Volunteer recognition
- Coaching achievements

Ultimately, this helps strengthen club culture, improve swimmer retention, and increase community engagement.

Creating Sponsorship Opportunities

Perhaps the most exciting opportunity is the potential to create additional revenue streams for clubs. Professional imagery and structured social media activity significantly increase the value clubs can offer to sponsors. Sponsors are increasingly looking for measurable digital exposure rather than simply having their logo displayed on a banner at an event.

Through a coordinated media programme, clubs could offer sponsors:

- Branded social media posts
- Event exposure
- Swimmer profile sponsorship
- Digital advertising opportunities
- Event photography sponsorship
- County-wide visibility across multiple clubs

This creates a more professional sponsorship proposition and opens opportunities for long-term commercial partnerships that can help support swimming development across Cambridgeshire.

Proposed Approach

We would propose launching Pocket A1 initially as a pilot programme during the upcoming season.

The objectives would be to:

- Demonstrate the benefits to clubs
- Gather feedback from swimmers, parents and volunteers
- Assess operational requirements
- Develop a sustainable county-wide model
- Build a stronger digital presence for Cambridgeshire swimming

We believe these initiatives have the potential to modernise how our clubs operate, improve engagement across our swimming community, and create new opportunities for growth and sponsorship across the county.

Thank you for taking the time to consider these funding streams toward investing in an excellent future for aquatics in Cambridgeshire.



We look forward to receiving your “priority vote” to the google form and discussing each of these ideas further, and hearing your thoughts.

Please direct any questions to

chair@swimcambs.org and secretary@swimcambs.org

Please complete the Google form no later than **30 June 2026**.