



Case study

Topic – Denton Artistic Swimming Club – Academy Development

Overview

The Tameside Sport & Physical Activity Network is managed and developed by Active Tameside. Its main aim is to give 1-1 local support and advice to all affiliated members on any aspect of club or group development within the borough of Tameside.

The network is now working with over 100 sports clubs and Physical Activity groups within Tameside.

Name of Club – Denton Artistic Swimming Club (DASC)

What you said, - The club wanted to grow its membership by giving young people the chance to be part of a 12-week Artistic Swimming academy programme with the outcome being that they would graduate to become full squad members, the club have limited contact with local schools and on social media so required support to maximise its reach to attract young people from a range of diverse backgrounds.

What the Network did to support the Club – The network offered to contact local schools, then further helping by send the flyer round to the Active Tameside network, school swimming and learn to swim programme families, the network also provided advice on the design of the flyer and information needed to make the booking process easy to follow.

The outcome and result – Elizabeth Fitzgerald (Head Coach – DASC) – said - We had an almost immediate response and filled the entire Academy (10 places) from the Active Tameside network. Our Academy course ran from May through to the end of July. The standard of the swimmers has been incredible, and all the Academy graduates have since become full club members. We will be running another course soon and the Active Tameside Sport & Physical Activity Network have already offered to help, this is a fantastic support resource to ensure the growth and future sustainability of our great club!

for further information email or Tsportsnetwork@activetameside.com or visit –

www.tamesidesportsnetwork.co.uk



TAMESIDE SPORT & PHYSICAL ACTIVITY NETWORK

