

SPORT ENGLAND CLUBMARK FACTSHEET

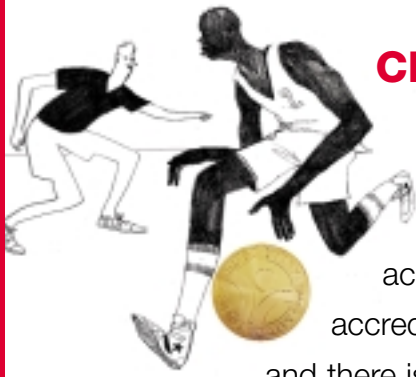


WHAT IS CLUBMARK?

Sport England's Clubmark is a cross-sport accreditation for sports clubs with junior sections in recognition of a quality club. It has been introduced to :

- Ensure sport's national governing bodies (NGBs) have core common criteria to ensure good practice runs through all development and accreditation schemes.
- To empower parent(s)/carer(s) in choosing a club for their children.
- To recognise an accredited club through a common approach to branding.
- To provide a focus around which national governing bodies (NGBs), Sport England, sports coach UK, Child Protection in Sport Unit, County Sports Partnerships, English Federation of Disability Sport, Womens Sports Foundation, Sporting Equals, local authorities and others can come together to support good practice in sports clubs working with children and young people.





CLUBMARK AND NATIONAL GOVERNING BODIES OF SPORT

The basis of club accreditation is that NGBs incorporate the Clubmark criteria into their own development and accreditation programmes through which clubs gain accreditation. There is no duplication of effort required by clubs and there is one process and one set of paperwork to complete.

WORKING TOWARDS ACCREDITATION

Clubs working towards accreditation can receive support and advice from their NGB and through other partners such as their County Sports Partnership. Sport England has produced a generic Resource Pack for clubs to use during their accreditation process. Running Sport workshops will also benefit clubs developing their policies and programmes. Clubs go through a process of action planning and development as they work towards accreditation.





ACHIEVING ACCREDITATION

Each club that achieves accreditation will be recognised and promoted as a Clubmark club; thereby giving it cross-sport recognition and status as a quality club. Clubs will be identified as having achieved Clubmark status on a national database and other forms of club directories, and will be able to promote this locally.

MAINTAINING ACCREDITATION

Accreditation is usually renewed every four years and there is a simple annual procedure of self-assessment and declaration organised by NGBs. Clubmark clubs can go on to develop even better standards of service and programmes to children and young people with further support and advice. Some NGBs have club development programmes that encourage further development of clubs.





BENEFITS TO CLUBS

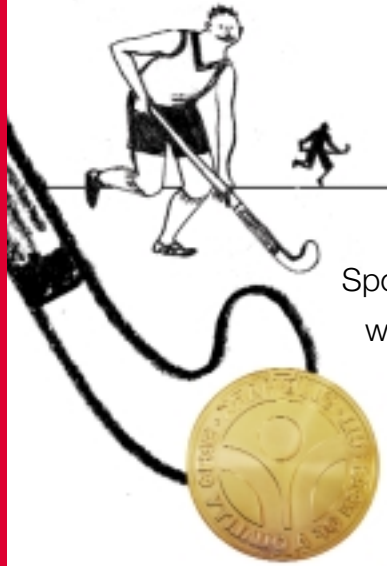
Each club that works towards qualifying for Sport England Clubmark accreditation will:

- Receive support from sports development professionals.
- Improve the quality of coaches in the club so that their club can be even more successful and competitive.
- Access workshops to capitalise on the latest thinking in relation to motivating young people, protecting them, being accessible to all young people in the community and developing their club.
- Become a member of the Sport England Volunteer Investment Programme (VIP), giving them access to specialist support and materials regarding the recruitment, management, retention and motivation of their volunteer workforce.

Each club that gains accreditation will:

- Be better organised and resourced as a club and able to further develop.
- Increase membership and so ensure the future of their club whilst increasing the competitive pool from which to draw in the future.
- Be networked into local and national sports organisations that can provide further support to Clubmark clubs.
- Be promoted in their local community and on a national database.





WE'RE HERE TO HELP

Sport England, working through national governing bodies, will be available to provide clubs with the support and help they will need as they work towards achieving accreditation.

We have developed a four part approach to provide the following support:

1. Support from trained personnel drawn from NGBs, local authorities, and County Sports Partnerships who will support club development plans and work with clubs to meet the Sport England Clubmark criteria.
2. Workshops to take clubs step-by-step through the processes that will enable them to work up a club development plan, understand how to ensure the club is a club for all young people in the community, and make sure they have what it takes to make a club suitable for children.
3. Sport England and NGBs will help clubs towards accreditation, but may also need to verify the standards from time to time once Clubmark been achieved. Sport England will continue to work and support NGBs to produce new resources to help those committed sports clubs across the country to continually improve the quality of the service they deliver.
4. The Sport England Resource Pack – this provides a detailed breakdown of the criteria as well as a comprehensive set of templates that will help develop the policies and procedures, which put clubs on the path towards accreditation. The Resource Pack can be downloaded from www.sportengland.org/clubmark

