



An introduction to Clubmark

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Introduction

Clubmark represents the future of all youth and junior sports clubs. Parents need to have confidence and trust in the groups that look after their son and/or daughter for many hours a week – Clubmark provides this.

The Government and Sport England require accountability and transparencies from all and any organisation that they fund or potentially fund – Clubmark provides this.

If you need any assistance in making you application for Clubmark accreditation or you simply wish to discuss the program please feel free to contact me on 07768 115 722 or e-mail me at simonnewnham@bafa.org.uk

Simon Newnham
BAFA Clubmark Manager

Introducing Clubmark

Clubmark is a cross-sport quality accreditation for clubs with youth and junior sections. According to research conducted by the Northwest Regional Development Agency in 2004, three fifths (60.5%) of young people belong to a sports club outside school. It is vital that these clubs serve young people well. Sports clubs that work with children and young people need and deserve support to improve the quality of work they do so that we can:

- Ensure the well-being of young people whilst in the care of adults, other than their legal parent(s)/carer(s)
- Enthuse young people to enjoy sport and active recreation to build a healthy and active lifestyle
- Enable young people to use their leisure time creatively
- Allow young people to optimise their talents and personal ability
- Identify and support the development of the most talented young people

National Governing Bodies (NGB's) of sport and County Sport Partnerships (CSP's) award Clubmark to proven high quality clubs. The national scheme has been in place since 2002. It is an aim that by 2008 this will have increased to 5,000 and that Clubmark will be the stamp of approval to which all sports clubs aspire.

All organisations involved in accrediting clubs will be subject to a licensing process, following the recommendations of the Clubmark Review (March 2006). This highlighted the need for cross sport moderation, robustness and integrity within the system. The licence is now being rolled out and is designed to ensure that all organisations involved work to a minimum operating framework and can prove it. This will help to establish Clubmark as the mark of high quality junior clubs.

Working towards accreditation

There is a resource pack for clubs to use during their accreditation process. Running sports workshops are also beneficial when clubs develop their policies and programmes. Clubs go through a process of action planning and development as they work towards accreditation.

Club working towards accreditation normally:

- Receive support from sports development professionals in their NGB
- 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

'...BAFA is here to help...'

There is plenty of help available to provide clubs with the support as they work towards achieving Clubmark accreditation. Support from trained personnel from NG's, local authorities, and (participating) CSP's who will support club development plans and work to assist clubs to meet the Clubmark criteria.

The Clubmark Resource Pack 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. To provide a clear picture of what is required we have summarised the core criteria that must be met. We have also compiled our top ten tips to get clubs well on the way to achieving accreditation. A list of Clubmark 'Top Ten Tips' is detailed in this document.

Achieving accreditation

Each club that achieves accreditation will be recognised and promoted as a Clubmark club. This gives it cross-sport recognition and nationally acknowledged status as a quality club. Clubs that achieve Clubmark status will be highlighted and prominent on a national database and other forms of club directories, and will be able to promote this 'added value' locally.

To begin the process, your club must first register with, either, Knight, Kavanagh and Page, or your local CSP. Their details can be found on the Clubmark website (www.clubmark.org.uk) and the Sport England website (www.sportengland.org).

Maintaining accreditation

Accreditation is usually 'fully renewed' every three or four years, depending upon which sport is involved. There is a simple annual 'health check' procedure of self-assessment and declaration organised by NGBs, looking at what has changed within the club in the past year and an update of its development plan.

For more details on any aspect of Clubmark accreditation, please contact Clare MacLeod (National Clubmark Manager) on 0161 764 7040 or email clare.macleod@kcp.co.uk

Benefits of Clubmark

"Clubs which have joined the scheme are finding it well worth it. By having recognised standards of child protection, coaching, equity and good management they find it easier to attract and keep members, improve the club's profile and build for the future." – Roger Draper, Chief Executive, Lawn Tennis Association.

As a single, national standard, Clubmark gives sports clubs of all types structure and direction. Clubs awarded Clubmark have seen many tangible benefits, such as:

- Club development: The foundation for any club is its youth structure. By encouraging and attracting young members, it is building a strong future.
- Increased membership: Addressing issues like equity and child protection gives parents confidence when choosing a club for their children.
- Developing coaches and volunteers: As part of Clubmark, clubs receive help in developing the skills of those involved in their organisation.
- Raised profile: Once Clubmark accredited, clubs will be listed on a national database and in other directories, to help them attract new members and grow.

For more information visit the website www.clubmark.org.uk

Clubmark 'Top Ten Tips'

Are you thinking about applying for Clubmark but not sure where to start? Are you working towards accreditation but making little progress?

If the answer is yes, then we are here to help. We have put together our top tips to get you well on the way to success!

1. *Identify one person to lead the process and don't let them get away!*
2. *Make contact with your NGB to assess what help and support it can provide.*
3. *Nominate individuals to manage each section (try to make it relevant to their role in the club already). The four criteria are:*
 - *The playing programme*
 - *Duty of care and child protection*
 - *Sports equity and ethics*
 - *Club management*
4. *Register with your local CSP (and/or KKP (see: 'Achieving accreditation' for contact details) and they will advise you of your training needs. In most cases CSP's organise a range of courses to support club development.*
5. *Book your places on the courses required in plenty of time:*
 - *Two members to attend 'Safeguarding and Protecting Children' run by*
 - *Sports coach UK (www.sportscoachuk.org)*
 - *One coach to attend 'Equity in your Coaching' run by sports coach UK*
 - *One member to attend 'A Club for All' run by sports coach UK*
6. *Ensure everyone reports back on a monthly basis to discuss progress, highlight issues and undertake the collation of evidence gathering.*
7. *Make contact with your NGB every month or so to keep them informed of progress.*
8. *Use resources on the Clubmark website (www.clubmark.org.uk.uk) to support your application.*
9. *Congratulate yourselves on achieving Clubmark accreditation – you deserve it!!*
10. *Ensure that you keep your (very simple) development plan up to date ready for the annual health check.*

Notes

Workshops and Courses

Clubmark is all about providing the best possible environment for young people to participate in sport. For a club to do this it will need to review or change its operating procedures to comply with current legislation, government policies, procedures and best practice. Sport England, Sports Coach UK and the County Sports Partnerships provide many and varied work shops specifically designed to help clubs meet these requirements.

In order to receive Clubmark, applicant groups will need to enrol one or more of its members for certain work shops or courses that Sport England feel are mandatory for the development of their organisation.

A list of these work shops/courses can be found below:

- Child protection workshop – must be CPSU recognised course
- Good practice workshop – run by sports coach UK, CSP
- First Aid workshop – can be run by any reputable group
- Welcoming all members of the community – run by Sport England
- Equity in your coaching – run by Sports Coach UK, CSP
- A Club for All workshops – run by Sports Coach UK, CSP
- Volunteer investment Program – run by Sport England.

BAFA will advise of upcoming on their website (www.bafa.org.uk)

Documents and templates that can support you

BAFA have, or are in the process of, producing a number of documents from an NGB perspective that can support your club application. In particular, those documents include the following:

- BAFA welfare/child protection policy
- BAFA insurance policy
- BAFA Long Term Athlete Development (LTAD)
- BAFA Club members Code of Conduct
- BAFA Equity and Diversity Policy

Copies of these current documents can or will be available from the BAFA website (www.bafa.org.uk).

NB: It is important to note that these documents will need to be adapted to suit your club and therefore can only be used as advice and guidance.

Useful contacts and websites

BAFA Clubmark Manager
Simon Newnham
Tel: 07768 115 722
Email: simonnewnham@bafa.org.uk

British Red Cross
9 Grosvenor Crescent
Belgravia
London
SW1X 7EJ
Tel: 020 7235 5454
www.redcross.org.uk

Central Council of Physical Recreation (CCPR)
Burwood House
14-16 Caxton Street
London
SW1H 0QT
Tel: 020 7976 3900
www.ccpr.org.uk

Child Protection in Sport Unit (CPSU)
National Training Centre
3 Gilmore Close
Beaumont Leys
Leicester
LE4 1EZ
Tel: 0116 234 7200
www.sportprotects.org.uk

Commission for Racial Equality
St Dunstan's House
201-211 Borough High Street
London
SE11GZ
Tel: 020 7939 000
Fax: 020 7939 0001
www.cre.gov.uk

Criminal Records Bureau
PO Box 110
Liverpool
L3 6ZZ
Tel: 0870 9090 811
www.crb.gov.uk

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English Federation of Disability Sport (EFDS)
Alsager Campus
Manchester Metropolitan University
Hasal Road
Alsager
Cheshire
ST7 2HL
Tel: 0161 247 5294
www.efds.co.uk

Health and Safety Executive
Rose Court
2 Southwark Bridge
London
SE1 9HS
Tel: 020 7717 6000
www.hse.gov.uk

NSPCC
Weston House
42 Curtain Road
London
EC2A 3NH
Tel: 0207 825 2500
www.nspcc.org.uk

Running Sport Hotline
Tel: 0845 758 5136

St. Johns Ambulance
27 St Johns Lane
London
EC1M 4BU
Tel: 0870 104 950
www.sja.org.uk

sports coach UK
114 Cardigan Road
Headingley
Leeds
LS6 3BJ
Tel: 0113 274 4802
www.sportscoachuk.org.uk

Notes

Sport England
Third Floor
Victoria House
Bloomsbury Square
London WC1B 4SE
Tel: 08458 508 508
www.sportengland.org

Sporting Equals
3rd Floor Lancaster House
67 Newhall Street
Birmingham
B3 1NA
Tel: 0121 710 3014
www.cre.gov.uk/speqs/

Sport Leaders UK
Clyde House
10 Millburn Avenue
Oldbrook
Milton Keynes
MK6 2WA
info@sportsleaders.org

Volunteer Investment
Program Hotline
Tel: 0800 363 373

Women's Sport Foundation
Victoria House
Bloomsbury Square
London
WC1B 4SE
Tel: 020 7273 1740
www.wsf.org.uk

Youth Sport Trust
Sir John Beckworth Centre for Sport
Loughborough University
Loughborough
LE11 3TU
Tel: 01509 226600
www.youthsporttrust.org.uk

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