

Implementation Guide

safe, effective, child-friendly



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1. Introduction

This document is produced to help guide Sports Partnerships, NGBs and their staff to deliver club accreditation programmes, incorporating Clubmark, through Active Sports.

Further detail may be added to each section as time passes and issues become apparent and answers are required. However, the overall principle to the delivery of the programme is that it is people working together who will determine its success. There are some key principles (highlighted in bold in the text) that everyone needs to follow – otherwise innovation, good practice, local responsibility are the key watchwords.

This guide will be updated when specific new information, results or initiatives are available.

2. Understanding Clubmark

Clubmark has two main objectives:

- **To ensure that NGB schemes contain the core criteria of a safe, effective and child-friendly club**
- **To enable parents/carers and sports professionals to recognise an accredited club through common branding**

Clubmark is not an accreditation scheme in its own right – that is it cannot be granted by Sport England separately from an NGB accreditation. It only operates through NGB club development and accreditation programmes. It does, however, provide cross sport recognition to quality sports clubs.

For further information please see:

- The Clubmark fact sheet
- The Clubmark generic leaflet
- The Clubmark power point presentation

Clubmark is the brand name for the work that Sports Partnerships and NGBs will do with clubs targeted through Active Sports. As such all development support that leads to accreditation is taking place as part of Clubmark work. There is no reason why other development work cannot be done with clubs – indeed those clubs that have committed to Clubmark should be assisted where possible with promotion, facility access or development, coach and volunteer recruitment etc.

3. Planning to deliver Clubmark

The delivery of Clubmark should be planned in partnership – principally through liaison and agreement between the NGB RDO/CDO and the Active Sports Manager/Club Development Officer and with the Sport Action Group.

In partnership, agreement will need to be made on:

- **Which clubs to target**
- **What information needs to be gathered from each club**
- **Who is giving what support to each club (this will vary from sport to sport and Sports Partnership to Sports Partnership due to different levels of resources)**

The Sports Partnership will need to plan a series of Running Sport workshops, **scUK** workshops and coach education opportunities to support clubs working towards Clubmark accreditation.

- A Club for All (compulsory course)
- **scUK** Child Protection workshops (compulsory course - sports specific only when approved by Child Protection in Sport Unit)
- **scUK** Equity in your Coaching workshop (compulsory course)
- NGB coach qualifications (to enable clubs to have enough coaches to reach the appropriate player:coach ratio and coaches of sufficient qualification to lead club programme)
- Other Running Sport workshops, especially Developing a Junior Club, or specific club development locally developed and delivered conferences/ seminar programmes.

4. Auditing and information gathering

Probably the area that is most likely to cause issue with sports clubs is the area of auditing and information gathering. It is quite possible that sports clubs could receive request for basic information from several different sources – NGBs, Sports Partnerships, individual local authorities and Sport England. **It is incumbent upon sports professionals to share as much information as is available about sports clubs before approaching clubs. NGBs must be contacted to see what information is available. If the approach recommended in Section 2 is followed then sports clubs will benefit.**

Sports Partnerships will have at their disposal the Sport Cheshire Partnership Club Database software programme. This enables Sports Partnerships to record information about the club, including details of contacts, needs of clubs, contacts with schools, number of coaches and disability provision. As such it is an audit tool and it covers areas not directly related/relevant to Clubmark. Some NGBs have very specific audit forms that they will use with their own clubs – e.g. Swim21, ETTA Premier Club, Rugby Union – currently at final stage of development – see www.rfu.com/clubs. These will cover wider areas of development than just Clubmark.

The use of (all) the Sport Cheshire database and/or the NGB audit forms is only required when a Sports Partnership and the individual partners are focusing attention on whole club development.

A Clubmark audit (when the Sports Partnership is concentrating on junior club development) would really consist of identifying with the club the criteria they cannot currently meet. Using the assessment files can do this. Again care must be taken that sports professionals work together to collect and collate the audit information required without repeating the exercise with clubs.

One of the main purposes of the Sport Cheshire database is to produce a comprehensive list of sports clubs in a geographical area in order to produce club directories. If it is used for this purpose not all the information that the system can record will need to be collected. Again Sports Partnerships should first gather as much information that is available from NGBs first.

The introduction of **sportsearch** www.sportsearch.org.uk from Autumn 2002 will also need managing so that clubs are not asked to fill out another form with information they have already provided. Further discussions will take place on how best to manage the process.

5. Working with and supporting clubs

The process used in each Sports Partnership will be agreed with each sport as described in sections 2 and 3 above.

A range of national resources is available to the partners working with sports clubs.

a) Managing Club Development workshop – a Running Sport workshop for SDOs. This takes SDOs through the general principles of working with and supporting sports clubs

The outcomes of the workshop are:

- Understanding the core areas of club development necessary for safe, effective and child friendly recognition and additional club development to create a quality junior club
- Identifying resources to support club development
- Confidence in explaining the benefits of club development
- Understanding the need for strategic planning to manage club development
- Identifying strategies to support and manage club development
- Awareness of roles and responsibilities of various sports development personnel supporting clubs

The main purpose of undertaking this workshop would be for all the partners involved in working with clubs to have worked together through the workshop to identifying common ways of working.

b) Sports specific leaflets – these describe the relationship between Clubmark and the NGB development and accreditation programme.

The sports specific leaflets will be held by the NGBs. NGBs may share with Sports Partnerships, where it has been agreed that it is a local SDO rather than a NGB DO that will be visiting/working with a club.

The primary purpose of the sports specific leaflets is to give to a club that has been targeted and to whom accreditation and Clubmark has been explained as a reminder to clubs – they are not promotional flyers.

c) The Clubmark Resource Pack

Previously published under the title of Active Club Pack – contains information and templates for a club working towards accreditation. **The packs are held by the NGBs and are to be given to sports clubs that are signed up to development and to seeking accreditation.** Not all NGBs will use the Clubmark Resource Pack as they have already produced their own materials.

d) VIP and Running Sport

Clubs that are working towards Clubmark are encouraged to join the VIP network. They will receive a flyer when they are given a Clubmark Resource Pack. Clubs in VIP receive on going and up to date information on all aspects of volunteering and volunteer management.

The Running Sport 'A Club for All' workshop is a compulsory element of Clubmark accreditation. The Sports Partnership may choose to provide other workshops from the Running Sport series for clubs. Clubs will receive with their Clubmark Resource Pack promotional material for Running Sport for Sports Clubs. Workshops in this series are:

- Sports Development Planning
- Sports Facility Development
- Funding and Promoting your Club
- Developing Sporting Partnerships/Junior Clubs
- Volunteer Management
- GirlSport™

e) Coach Education

Club coaches involved in clubs working towards or attaining Clubmark can be supported through Active Sports funding to attend **scUK** workshops, Sports Partnership coach conferences or to gain sports specific qualifications.

6. Assessment and accreditation

Assessment and accreditation is the sole preserve of the NGB. Each NGB has an assessment file that clubs fill out and present as evidence that they have reached the standards required. Sports Partnerships supporting clubs that are working to complete assessment files should be aware of the quality of evidence required by the NGB.

On completion of a successful assessment the NGB will award the club any NGB specific award and benefits. The NGB will inform Sport England of each successful club and Sport England will directly write to the club with the Sport England accreditation. Sport England will also inform the Sports Partnership of the award.

7. Publicity and promotion

Scheme promotion – the overall long term success of Clubmark will to a large degree be in gaining a widespread recognition of the brand, particularly with parents and teachers of children and young people. Promotional opportunities will be developed at national and regional level. Sports Partnerships and NGBs are also requested to do all they can to promote the brand.

Club promotion – As one of the major benefits of the scheme is public recognition of quality sports clubs it is incumbent on all those participating in Clubmark to do all they can to promote and publicise clubs that gain the award. Options are being discussed at national and regional level – Sports Partnerships are encouraged to undertake local promotional and publicity work.

8. Further support and development

The existing club development section of the Active Sports Guide stands. As such any development that is suggested in that document is still eligible for funding in Active Sports.

In addition partners should look to see how they could enhance support for clubs that have received Clubmark awards. Discussions should take place with facility providers, sports development units and local sports councils about prioritising support to Clubmark clubs.

9. Monitoring and evaluation

A series of measures will be planned and put into operation over the next few months to:

- Monitor the NGB awarding process
- The criteria, the support offered by partners, the resource materials and the promotion received, as perceived by sports clubs
- The awareness of the product name amongst parents and teachers
- The communication channels between clubs, NGBs, Sports Partnerships and Sport England.

The Active Sports Club Development Group remains a vital component of the monitoring and review process and thoughts, ideas, and constructive criticisms can be fed into that group through group members.

**Clubmark - Safe, Effective and Child Friendly programme
NGB Information to Sports and Club Development officers**

Name of NGB	Name/Status of NGB Club Development Programme	Where <i>Safe, Effective and Child Friendly</i> programme sits	Use of Sport England Clubmark Resources	Use of other Resources/ Training courses etc.	Contacts for further information	Audit Information held by NGBs –	Accreditation Undertaken by SE informed by
Athletics	<i>clubs:future</i> – a UK Athletics scheme to assist clubs to write development plans, receive free training and apply for grant aid from UK Athletics to do this. Any club can sign up to this optional scheme.	Any club that is part of an Active Sports development plan must have signed up to <i>clubs:future</i> . But <i>clubs:future</i> is not an accreditation scheme. Clubmark will have a targeted delivery to some clubs after attending the <i>clubs:future</i> workshop and marketed as an optional and separate accreditation they can apply for.	Leaflet – Yes Resource Pack - No– all Active Sports and <i>clubs:future</i> clubs will receive a Club Manual at their <i>clubs:future</i> Workshop Accreditation File - Yes	Clubs to receive Running Sport/ scUK workshops via partnerships. Some athletics specific courses may also be set up by RDCs	AAA Regional Development Coordinator (details in Active Sports mailing list or from AAA HQ: 0121 4521500) or via Active Sports Partnership Athletics Development Officer. These people will be trained to deliver <i>clubs:future</i> workshops	<i>clubs:future</i> audit – the first stage of <i>clubs:future</i> scheme	Accreditation undertaken by Partnership Athletics Development Officers and AAA RDCs. SE informed by AAA
England Basketball	England Basketball Club accreditation programme (based on 1-5 Star award)	Between affiliation to England Basketball and meeting criteria for a 3 Star club, meets the criteria for Clubmark. Recommended for 3 Star clubs to undergo CP training and must be in place to achieve 4 Star.	Leaflet – Yes Resource Pack – Yes Basketball specific information to be included in the Pack. Accreditation File - Yes	Accreditation provides a tool to focus the work of regional /county staff with clubs. Any resources /training that can help achieve this are recommended	England Basketball RDM or England Basketball Active Sports Manager, Graham Jones.	Records held by RDMs	County Officers and RDOs undertake accreditation – signed off by RDMs who inform Sport England

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England and Wales Cricket Board	Focus Club Accreditation Scheme being developed for launch in Spring 2003. 11 pilot programmes underway.	SECF will be fully integrated into core base entry level for all Focus Clubs. ECB Scheme will include more than SECF criteria.	Leaflet - Yes Resource Pack - Yes Accreditation File – Yes ECB club resources to be reviewed and reprinted for Spring 2003.	Focus Clubs to have access to all ECB, scUK , and Running Sport courses as identified in their development plan	ECB CDO	Records held by County Cricket Boards – access via CDOs	Accreditation by CDOs SE informed by ECB
Football Association	Charter Standard programme	Not part of FA work	No		RDOs	Records held by County FAs	
English Hockey Association	Accreditation programme being developed for Dec 2002 launch.	SECF criteria will be fully embedded within the EHA accreditation scheme.	Leaflet – yes Resource pack – yes Accreditation file – yes	Running Sport, VIP, scUK courses and Hockey Development Course available in 2002. Many other courses and resources available.	EHA Regional Development Manager	Records held by RDMs	

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All England Netball Association	CAPS – already in existence and awarded at different levels.	SECF criteria in Bronze award – Clubs may move onto Silver and Gold accreditation. CAPS should be completed with AENA <i>Duty of Care</i> document.	Leaflet – yes Resource pack – No - All examples are in CAPS and <i>Duty Of Care</i> resources. Accreditation File – Yes	AENA <i>Duty of Care</i> course which includes child protection scUK Equity workshops through Partnerships; Club for All through Partnerships	AENA Development Officers	CAPS audit form	AENA nationally
Rugby Football League	Accreditation programme being developed for launch Dec 2003.	Developing their own accreditation scheme but will not be completed for some time.	Leaflet – yes Resource pack – Yes RFL also adding own resources Accreditation file – yes	Running Sport and scUK workshops via Partnerships' child protection training	RLPB Regional Development Manager or Andy Harland – National Development Manager	Records held by RDMs	RDM – endorsed by Regional Development Board
Rugby Football Union	Seal of Approval (SoA). This is an RFU scheme being used by Active Sports.	SECF criteria fully embedded within Seal of Approval programme.	Leaflet –Yes Resource pack – yes Accreditation file – RFU produced	Clubs to access scUK , VIP, Running Sport courses, as well as RFU <i>Running Rugby</i> workshops	Contact local RFU RDO or RFU RRDM	RFU audit – a web based information gathering system – discuss with RDOs	Accreditation by RDO SE informed by Active Sports Development Manager

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Rugby Football Union for Women	<i>On the UP!</i> The Women's Rugby Accreditation Scheme.	Sport England Clubmark criteria is embedded within <i>On the UP!</i> Criteria at bronze level	Leaflet – yes Resource pack – yes Accreditation file – yes	Clubs on scheme receive a Resource Pack including Junior and Senior Development Manuals Running Sport Workshops and RFU Youth Level Coaching Courses	RFUW National Development Officers Helen Ames 07966 492570 Angharad Bunt 07989 587611	Records held by RFUW HQ	Accreditation -RFUW panel SE informed by A. Bunt
Amateur Swimming Association	Swim 21 – club development and accreditation programme	SECF criteria fully embedded within Swim 21 accreditation programme. Swim 21 contains more criteria than SECF.	Leaflet – yes Resource pack – No Swim 21 clubs to use ASA resources Accreditation File – ASA own version	Swim 21 clubs to access Running Sport/ scUK workshops via Partnerships RDOs establish Swim 21 specific courses when appropriate	ASA Regional Development Officer	Swim 21 specific audit – discuss with RDOs	Swim21 Accreditation panel
Lawn Tennis Association	Club Vision	Not related currently	No	No	Miia Chambers – Active Sports NDO for further information/developments		

Name of NGB	Name/Status of NGB Club Development Programme	Where <i>Safe, Effective and Child Friendly</i> programme sits	Use of Clubmark Sports Specific Leaflet/Resource Pack/Accreditation File	Use of other Resources/Training courses etc.	Contact for further information, planning clubs to target etc	Audit Information held by NGBs – Sports Partnerships to liaise with NGBs before asking clubs for details	Accreditation Undertaken by SE informed by
Amateur Rowing Association	National Junior Rowing Programme Go Row scheme	Within NJRP	Leaflet – Yes Resource Pack – Yes Accreditation File - Yes	Access to Partnership Services	Simon Dickie – Youth Development Officer 0709 642339 Alan Meggan – National Development Manager 01982 787700	Yes – ARA database	Accreditation – ARA CDOs SE informed by Simon Dickie
British Canoe Union	Top Club	Alongside Top Club accreditation	Leaflet – Yes Resource Pack – Yes Accreditation file - Yes	Some NGB materials to be added to Resource pack Access to Partnership Services	Regional PDOs	PDOs	PDOs SE informed by Head of Youth Programme
England Squash	England Squash Charter	Silver Level	Leaflet – Yes Resource pack – Yes Accreditation File - Yes	Access to Partnership Services	RDOs	Club Health Check Form	Accreditation – RDOs SE informed by NDO

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English Table Tennis Association	Premier Club	Participation, Advanced and Excellence Levels of Premier Club – not Introduction level	Leaflet – Yes Resource Pack – No Accreditation File - Yes	Premier Club pack from ETTA Access to Partnership Services	RDOs	ETTA HQ – development unit	ETTA HQ – development unit
British Triathlon	Triathlon Clubmark	Initial level of accreditation meets SE Clubmark standards – higher levels planned for future	Leaflets – Yes Resource Pack – Yes Accreditation file - Yes	Access to Partnership Services	RD Start Officers	Basic Info held by RDSOs	RDSOs
England Volleyball British Gymnastics British Orienteering Badminton Water Polo To Follow at a later stage							