

## CLUBMARK

Clubmark is a cross-sport quality accreditation for clubs with 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.

## CLUBMARK ACCREDITATION

National governing bodies of sport (NGBs) and county sport partnerships (CSPs) award Clubmark to proven high quality clubs. The national scheme has been in place since 2002 and there are now over 2,000 accredited clubs across over 20 sports. Clubmark accreditation is awarded to clubs that comply with minimum operating standards in four areas:

- ✓ **The playing programme**
- ✓ **Duty of care and child protection**
- ✓ **Sports equity and ethics**
- ✓ **Club management**

Clubs working towards accreditation can receive support and advice from their NGB and other partners such as county sports partnerships (CSPs). Circumstances will vary between clubs and sports but the process of accreditation is the same. There is only one set of paperwork to complete and in general most clubs are well on the way to achieving accreditation without realising it.

## THE BENEFITS

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.

## CLUBMARK MANAGEMENT

Clubmark is managed by Knight, Kavanagh & Page (KKP) on behalf of Sport England. It is responsible for validation of NGBs and CSPs, for moderation of its impact on clubs and for the marketing and promotion of the programme throughout England. For further information call Clare MacLeod on: 0161 764 7040 or email her [clare.macleod@kkp.co.uk](mailto:clare.macleod@kkp.co.uk)