

# CLUBMARK WELCOME PACK

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## 1. INTRODUCTION

British Fencing are delighted to announce that from April 2017, we are re licensed to support and award clubs with the new Clubmark accreditation. Sport England have been working closely with 4 suppliers over the last year to evaluate, redesign, pilot and launch a brand new online version of Clubmark.

British Fencing have taken the strategic decision to use the new Clubmark portal which will replace our bespoke sport specific version Swordmark. We have made this decision to utilise the online portal and redeveloped criteria to ensure our clubs are aligned to Sport England's governance and best practice for any sports club within England. We also want to ensure our clubs have access to the most up to date resources, support and guidance to achieve Clubmark status. By using Clubmark, clubs will have access to all the supporting materials required to achieve the accreditation.

This supporting document will provide you with all the following information regarding Clubmark:

- What is Clubmark?
- The Benefits of Clubmark
- Clubmark Criteria
- Achieving Clubmark via the Online Portal
- British Fencing Support
- Additional Support
- Useful Links

## 2. WHAT IS CLUBMARK

Clubmark is the universally acknowledged cross sport accreditation scheme for community sports Clubs. It stands for:

- Higher standards of welfare, equity, coaching and management in community sports Clubs
- Making sure the nation's sports Club infrastructure is safer, stronger and more successful

It shows that a Club provides the right environment which ensures the welfare of members and encourages everyone to enjoy sport and stay involved throughout their lives.

An accredited Club is recognised as a safe, rewarding and fulfilling place for participants of all ages as well as helping parents and carers know that they're choosing the right Club for their young people.

### 3. THE BENEFITS

- The development of clear goals and objectives can be communicated to all Club members and the wider community. This highlights the Club's focus and ambition for the future and provides a solid foundation for all Clubs wishing to grow
- The analysis of the current workforce ensures all training is up to date and the Club is operating at its best
- Adopting more organised systems and structures will help the Club run more efficiently and effectively
- Addressing issues such as equity and child protection should increase parent's confidence when choosing the correct Club for their child
- Updating policies, training and systems shows confidence and increased productivity. This in turn attracts schools and local authorities that must ensure quality and child friendly systems and procedures
- Clubmark will assist you to have strategies for recruitment of new members
- Some leisure operators and local authorities may give priority and at times discount to Clubmark accredited Clubs
- Clubmark provides recognition for high quality Clubs
- Members can be sure their club is a well-managed Club, striving to offer the best in coaching and sports development
- There are tangible benefits such as access to the Active Kids scheme where Clubs can apply for equipment.

### 4. CLUBMARK CRITERIA

The accreditation is based on four key areas of Club Development, each of which must be supported by specific evidence collected by the Club. The four key Club Development areas are:

- **Activity / Playing Programme**  
Your Club needs to look at the opportunities you are providing, when you are providing them, how you are delivering them and by whom.
- **Duty of care and Welfare**  
It is the duty of every club to and to take steps to ensure that members, volunteers and visitors can enjoy the sport offered by the club in a safe environment.
- **Knowing your Club and Community**  
It is important to promote the right culture in your club so that its policies, practices and ethos encourage all members to adopt an inclusive, friendly approach to sport.
- **Club Management**

Clubs that are well managed tend to be more successful and sustainable for the future as well as being prepared in the event of emergencies.

Detailed Clubmark criteria can be found [here](#).

## 5. ACHIEVING CLUB MARK VIA, THE ONLINE PORTAL

Each Club is required to work through the four areas outlined above - answering online questions and up-loading documents where requested. Within the portal, Clubs will be able to explain, describe and verify that it meets the criteria.

When completing the assessment, a Club should use up to date and relevant documents and explanations. If there is anything a Club does not understand they will be directed to their Assessor for further guidance.

A Club can save and return to their work on an ongoing basis. Once they feel an area is complete they can submit for review, at which point their Assessor will receive a notification email (please note: only submit evidence when the whole of that criteria has been completed). Once the Assessor has reviewed the submission they will respond via the portal, providing feedback and the next steps in the process.

The Club may have further rework to do for full completion or it may be to arrange the next stage in the process which is a site visit between the Clubmark lead and the assessor. At this meeting the Club will have the opportunity to share more information and discuss how they currently meet the criteria for the four areas.

Each Club will reach Clubmark Status when the Assessor confirm all criteria has been met. Once completed the assessor and the Club must complete a few simple steps to ensure their Clubmark certification can be achieved:

- Assessor and Club to complete separate feedback on the Clubmark process
- Club to review your feedback from the assessment and choose 3 continuous development areas the Club will focus over the coming year. These could be agreed recommendations post assessment.

Once this has been completed and agreed the Club can access tile 6 - 'certificate resources' on the portal which will host their Clubmark certificate, logos, and helpful marketing materials to market as a Clubmark Accredited Club.

## 6. BRITISH FENCING SUPPORT



British Fencing will be the main point of contact regarding your Clubmark application and will assess all your online submissions. In some cases, it will be your County Sport Partnership that will support you with your application. You will be informed of your lead assessor when your application is accepted. British Fencing only have a limited number of trained staff who can assess work submitted online therefore, submissions may take up to 4 weeks to be assessed and feedback provided. You will still be able to work on the remaining criteria whilst awaiting feedback.

### 6.1 Additional Support

- County Sport Partnership

You will be able to contact your CSP as they will be able to provide support at a local level. If you do not know your CSP, please look [here](#). In some cases, the CSP will be the lead assessor and liaise directly with British Fencing when assessing your submissions.

- Clubmatters

Sport England's online resource that allows you to access and download all the supporting material you will need to achieve Clubmark accreditation. A link to Clubmatters can be found [here](#).

- Clubmark online support

Within Clubmark you will be able to access an online support system that will answer all questions you may have.

## 7. USEFUL LINKS

[More Information on Clubmark](#)

[Register for Clubmark](#)

[Clubmatters](#)

[Sport England](#)

[British Fencing](#)