

THE BENEFITS OF CLUBMARK ACCREDITATION

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:

Increased membership

Addressing issues like equity and child protection gives parents confidence when choosing a club for their children.



"Since achieving our Clubmark accreditation in July 2003 Turnford Netball have increased their younger age group threefold." Turnford Netball Club.

Retaining members

Clubmark stimulates real thought about how clubs cater for junior and all members. The culture it promotes boosts the morale of players and ensures that volunteers are recognised for their contributions.



"What we did not expect was the positive impact that Clubmark would have on our juniors, their parents and the volunteers who take the time out of their busy week to work with our players. Things just keep getting better and better." Aaron Senior, All Stars Academy.

Continuous improvement

Accreditation encourages a club to adopt better, more organised systems and structures, thus helping them to run more effectively and efficiently.



"You should celebrate the achievement of Clubmark as a mark of success for your club but the real benefits will be making sure your club continues to do things right and use Clubmark for continuous development and improvement." Joe Collins, Ovenden ARLFC

Funding

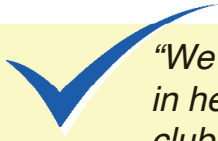
Many funding bodies state that applicants must be Clubmark accredited or working towards.



"Clubmark has enabled us to gain funding from a variety of sources to support the clubs development, enabled us to negotiate a move for the whole club to fantastic new facilities at Wright Robinson College and allowed us to have discounted facility use for the junior sessions. It is also a great tool for promotion and attracting sponsorship etc which we have done successfully." Lona Williams, Secretary of Dominoes Netball Club.

Facilities

More and more local authorities and other leisure operators give priority-booking slots to Clubmark accredited clubs. Some also offer discounted rates for facility hire.



"We are delighted to be working in partnership with Sport Hampshire & IOW in helping accredited clubs to provide quality opportunities for all. We believe clubs are the foundation of lifelong participation and together we are providing a safe and progressive environment for members to reach their potential."
Richard Millard, Client Relations & Sports Development Director for DC Leisure

Developing coaches

As part of Clubmark, clubs are entitled to receive help to develop the skills of coaches. This, in turn leads to better quality provision and improved player performance. Parents can be confident that appropriately qualified coaches are deployed.



"Clubmark has brought a recognised structure and award to the club ensuring we have the best coaches and sessions to develop players skills." Phil Preston, Morecambe and District Hockey Club.

Volunteers

Clubmark promotes a volunteer culture where hard work and dedication is recognised. Once accredited, clubs find more people are keen to get involved, especially parents.



"All Clubmark accredited cricket clubs have worked extremely hard to write and implement the required policies and procedures within Clubmark. The majority of this work has been done by club volunteers, and ECB commends them for their hard work in this respect." Tessa Whieldon, ECB's National Club Development Officer

Links with schools

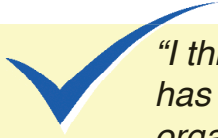
Increasingly, schools are looking for guarantees of quality and the presence of child-friendly systems and procedures. Clubmark clubs are normally the first invited to work with local schools and schools are being encouraged to signpost pupils to Clubmark clubs.



"As a Club, we recognised to attract new Mini & Junior players to our Club (and to Rugby) that Clubmark was a "must have" item. Since the award, we have found it beneficial in approaching schools and other organisations in the promotion of the sport. We have found that it has benefitted recruitment within junior girls particularly, as it has enabled us to offer taster sessions at local schools." Nick Freeman, Camp Hill RFC

Raised profile

Clubmark is a highly valued accreditation. As well as raising the profile with local authorities, NGBs and other sporting and community bodies, all accredited clubs are listed on a national database and in other directories, to help them to publicise what they do, attract new members and grow.



"I think that working towards and achieving Clubmark has energised the club. It has helped the club to forge a link with Berkshire Sport, which has led to us organising orienteering in the Berkshire Youth Games." Denise Harper, Berkshire Orienteers

Marketing and communication

Clubmark gives clubs the confidence to promote themselves. All Clubmark clubs can access the Clubmark member's area, utilise the Clubmark logo and take advantage of other brand resources as well as bespoke information to help generate more publicity. The universal brand, recognising quality clubs across more than 30 sports is a really valuable marketing tool.



"We are able to use Clubmark in our marketing communications and to promote a healthy and sporting lifestyle to local schoolchildren and their families. We promote a volunteer culture and the standards help us to provide leadership, guidance and policy so those volunteers are encouraged to adopt best practice in coaching, player welfare and development." Geoff Bloom, Ealing Trailfinders RFC

Club development

The foundation for any club is its youth structure. The Clubmark accreditation process is designed to assist clubs to attract and cater for young members, and build a strong future.



"Working through the GolfMark/Clubmark process gives golf clubs the opportunity to review their current policies and procedures and create a focused and structured plan for the development of their junior and beginner sections." Sharon Heeley EGU/ELGA Regional Development Officer - Midlands (West)

**Not forgetting the most important reason of all - the positive impact Clubmark has on the way in which clubs think about and provide for young people!!
Join the Table Tennis England Club Development Programme and we will help your club to achieve Clubmark.**

Words and quotes from www.clubmark.org.uk the official site of Clubmark.
Clubmark is managed by KKP. Find out more at www.kkp.co.uk

CLUBMARK is the  **SPORT ENGLAND** mark of high quality junior clubs