CLUBMARK:
SURREY INFORMATION PACK

SURREY ROUTE
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1 INTRODUCTION TO CLUBMARK

1.1 What is Clubmark?
Clubmark was introduced in 2002 by Sport England to identify quality sports clubs with junior sections that meet minimum operating standards. Clubmark is a process that will allow your sports club to develop by implementing policies and procedures to ensure your club environment is safe, effective and child friendly.

To obtain Clubmark accreditation a sports club is assessed in four areas:
- Its playing programme
- Duty of care and safeguarding and protecting children
- Knowing your club and its community
- Club management

Clubmark provides your club with the tools and resources required to ensure you are delivering a high quality sporting environment and operating in line with the best practice.

1.2 Is Clubmark hard to achieve?
Clubmark is not intended to be difficult to achieve, but you will need to invest your time and do some work to ensure that your club meets the minimum criteria maintains it. In most cases, sports clubs are already running in accordance to the Clubmark criteria. In this instance, Clubmark can be used as a process to collate all policies, procedures and make improvements to weaker areas of the club.

1.3 Benefits of Clubmark to your sports club
A Clubmark accredited club is allowed to advertise themselves as a quality sports club thus increasing their attractiveness to parents, coaches, volunteers, funding organisations and key partners. The associated benefits sports clubs have experienced by becoming Clubmark accredited are:
- Improvements in the coaching standards and the playing programme
- An increase in their competitive success and achievements
- A raised profile in their local community
- An increase in new members
- An increase in retention of current members
- An increase in their volunteer base
- Ability to access more funding opportunities
- An improved chance of being successful when applying for funding
- An increase in their number of links with local schools and partners
2 CLUBMARK ACCREDITATION THROUGH ACTIVE SURREY: OVERVIEW

2.1 Where does my club start?
By checking in [Clubmark: NGB] you have identified your national governing body (NGB) currently does not have a licence to award Clubmark accreditation. The good news is that Active Surrey and its partners can license your club with Clubmark accreditation if your NGB is recognised by Sport England. To check visit [Sport England: List of recognised sports].

2.2 Support from Surrey whilst ‘actively working towards Clubmark’
Your first action should be to [Register Online] with Active Surrey your clubs interest in gaining Clubmark accreditation. After completing the registration process your local authority sports development officer (SDO) will make contact with you to arrange a meeting to outline the Clubmark process and agree the level of support they can provide you with.

Whilst waiting for the initial meeting with your SDO it is advisable to arrange a small Clubmark working group within your club. Together you should meet to review your existing policies, procedures and activities against the [Surrey Clubmark Criteria]. On the Surrey Clubmark Criteria document tick-off the criteria your club already has in place and gather the supporting evidence. As a working group share the workload for the remaining criteria putting in place timescales and setting meeting dates to monitor your Clubmark progress.

Once registered online your club will be recognised by Active Surrey as ‘actively working towards Clubmark’ and entitled to benefits for up to 12 months.

The tangible benefits offered by Active Surrey are four (4) discounted places on the Surrey Club and Coaches Development workshops. The following workshops are recommended for clubs ‘actively working towards Clubmark’:

- 2 x Protecting and Safeguarding Children [Click here] for further details
- 1 x Equity in your Coaching [Click here] for further details
- 1 x How to Coach Disabled People* [Click here] for further details

*Not an essential course for Clubmark. This course would however be beneficial for your club.

As these are essential Clubmark workshops places fill up very quickly, therefore to avoid disappointment it is advisable to book immediately after registration. All courses can be booked online through the [Surrey Club and Coach Development] programme.

Clubs with Active Surrey Club Accreditation (ASCA)
We appreciate you may have already done the above courses whilst on the Active Surrey Club Accreditation (ASCA) scheme. In this case you can redeem your four (4) discounted places on any courses from the [Surrey Club and Coach Development] programme.

2.3 Support from your local authority sports development officer (SDO)
When “actively working towards Clubmark” it is natural for clubs to need some help and advice. In such situations your SDO is there to help.

In your first meeting with your SDO they will explain the Clubmark process to you and will help you develop an action plan to assist your club. You will agree on how much contact time you will need. Throughout the Clubmark process it is advisable to keep in regular contact with your local authority SDO via telephone and email providing updates on your clubs progress especially when significant milestones have been reached.
The local authority SDO in Surrey are listed below along with their contact details.

<table>
<thead>
<tr>
<th>Borough</th>
<th>Name</th>
<th>Tel</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elmbridge</td>
<td>Barry Young</td>
<td>01372 474581</td>
<td><a href="mailto:byoung@elmbridge.gov.uk">byoung@elmbridge.gov.uk</a></td>
</tr>
<tr>
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<td>Nicola Gray</td>
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</tr>
<tr>
<td>Guildford</td>
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<tr>
<td>Mole Valley</td>
<td>Rich Arlett</td>
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</tr>
<tr>
<td>Reigate &amp; Banstead</td>
<td>Catherine Gibson</td>
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</tr>
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<tr>
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<td>01883 344355</td>
<td>sports@<a href="mailto:tandridge@surrey.gov.uk">tandridge@surrey.gov.uk</a></td>
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<td>Waverley</td>
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<tr>
<td>Working</td>
<td>Jill Dixon</td>
<td>01483 743424</td>
<td><a href="mailto:jill.dixon@woking.gov.uk">jill.dixon@woking.gov.uk</a></td>
</tr>
</tbody>
</table>

For a list of NGB development officers who cover Surrey please refer to appendix 1.

2.4 Gathering evidence using the Surrey Clubmark Criteria

The Surrey Clubmark Criteria is the criteria on which your club will be assessed and is the ‘everyday document’ when working towards Clubmark. As you can expect some evidence-based tasks can take longer to complete than others therefore start them earlier on in the process. An example would be collecting and photocopying all coaching certificates and qualifications of your club coaches. This can be time consuming therefore it is best to start early!

2.5 Clubmark templates

You may find that you currently do not have some of the Clubmark criteria in place. Your club may need to create a new document, policy or framework. Do not worry as often there is a template or a guide to assist you in this process. Clubmark templates can be found in the ‘supporting resources’ column of the Surrey Clubmark Criteria. In fact, your own NGB might have developed their own templates for key policies and procedures so please consider carefully which ones you decide to adopt.

You may feel the templates do not reflect your club’s current processes or you do not like the style, layout or lack of club identity. Most clubs use the templates as tools to create their own documents that conform to their own club identity. If you wish to create your own documents please remember, as a minimum, to include all the information that the Clubmark templates feature as these are the minimum criteria and must be in place.

2.6 Runningsport Resources

Runningsports is funded and supported by Sport England; it provides resources, guides, workbooks and workshops to assist clubs and volunteers to improve their sports club. A high number of these resources are available for FREE and support the Clubmark process. In the Surrey Clubmark Criteria there are hyperlinks to supporting resources that can assist on specific criteria points. The Runningsports resources are often not used by clubs but can be amazingly helpful when working towards Clubmark accreditation. To access the free resources you need to become a network member, which again is free, via the Runningsports Online Registration portal.

2.7 Your Clubmark evidence folder

Your evidence should be collected in one folder, titled your Clubmark evidence folder. Use dividers to separate the four sections and place your evidence in your folder in criteria order (1.1, 1.2, 1.3, etc.). Mark each piece of evidence with the criteria number as well - this will make it easier for you, but also for others who may view your Clubmark evidence folder. Downloadable Clubmark Labels to keep your folder neatly organised. For quick and easy reference keep your Surrey Clubmark Criteria at the front of the folder.
2.8 Coming to the end of ‘actively working towards Clubmark’
Your 12 months to complete Clubmark will be approaching; you have attended your relevant workshops, and collected all your evidence. Together you and your SDO should arrange a meeting to go through your Clubmark evidence folder and decide whether it is ready for assessment. If it is ready then your SDO will recommended you send your folder for assessment to the Surrey Clubmark Panel. The assessment process is outlined in section 4.

2.9 Failing to complete Clubmark in the 12-month timeframe
It is expected that all sports clubs will complete Clubmark accreditation within 12 months. If your club experiences difficulties you must let your SDO know as soon as possible. Clubs can still be accredited after the 12-month deadline however their benefits associated with ‘actively working towards Clubmark’ status will be frozen until Clubmark accreditation is achieved. Extensions of benefits will only be given in exceptional circumstances and be dealt on a one-to-one basis between your club and the Surrey Clubmark Panel.

2.10 Overview of the Clubmark process
Please refer to appendix 2 for an overview guide of the Clubmark process.
3 CLUBMARK ACCREDITATION THROUGH ACTIVE SURREY: ASSESSMENT

3.1 Club Audit
In addition to your Clubmark evidence folder (section 2.7) your club needs to submit a Club Audit to the Surrey Clubmark Panel. This will be similar to your initial registration at the start of the Clubmark process but will include more in depth questions about your club. Your Club Audit will accompany your Clubmark evidence folder.

3.2 Submission of your Clubmark evidence folder to the Surrey Clubmark Panel
You will need to submit your Clubmark Evidence Folder to the Surrey Clubmark Panel. This can be done via the post (Recorded or Special Delivery is recommended) to: Active Surrey, 1st Floor, Quadrant Court, 35 Guildford Road, Woking, Surrey, GU22 7QQ; or your SDO. Please check our website to view the Submission Deadlines.

3.3 Site Visit
Once your Clubmark evidence folder has been submitted members of the Surrey Clubmark Panel will carry out a Site Visit to a junior session at your club. Your club will be asked to provide a number of dates and times as to when it would be suitable for the assessment to occur. The purpose of the assessment is to clarify and support your Clubmark evidence folder and to make some physical checks on the practices at your club. The Surrey Clubmark Panel members are aiming to get an overall feel of your club and it is not intended to catch you out. The Surrey Clubmark Panel members will also request to meet with members of your Clubmark working group (including your head coach, welfare officer and Clubmark lead administrator) and are entitled to ask questions about your clubs practices and procedures. This meeting should last no longer than one hour and again is designed to clarify and support your Clubmark evidence folder.

Once the assessors have finished their club visit they will provide a quick debrief. Please be aware that at this point the Surrey Clubmark Panel members cannot award your club with Clubmark accreditation but may indicate their recommendations to the panel.

Please refer to the Site Visit document that forms the criteria of the Site Visit. Please make sure you implement all the criteria prior to the visit.

3.4 Surrey Clubmark Panel Assessment
The Surrey Clubmark Panel will assess your Clubmark evidence folder against the Surrey Clubmark Criteria, the Site Visit and your Club Audit. The Panel will make the final decision on whether your club has met all the criteria and then either award your club with Clubmark accreditation or to recommend that your club undertakes some more work to meet all criteria. If your club has to undertake additional work the Panel will provide a timeframe for this to be completed and for the re-submission of your folder.

3.5 Award of Clubmark accreditation
Once your club has successfully been awarded Clubmark this accreditation will be valid for THREE years. Your club will be issued with a Clubmark certificate, which you can display at your club’s training facility and will be provided with the Clubmark logo so you can place it on your club website, documents and marketing materials. Your club will be listed on the National Clubmark database and you will be upgraded from ‘actively working towards Clubmark’ to ‘Clubmark accredited’ on the Active Surrey Leisure Database and be viewed on the Clubmark webpage. Your club will be eligible to receive yearly tangible benefits form Active Surrey, viewable in section 5.

3.6 Overview of the Clubmark assessment process
Please refer to appendix 3 for an overview guide of the Clubmark assessment process.
4 CLUBMARK ACCREDITATION THROUGH ACTIVE SURREY: MAINTANCE AND RE-ACCREDITATION

4.1 Annual health checks
Your Clubmark evidence folder is an ongoing process that will need to be continually updated to reflect your club's development. Your club will be required to complete an annual self-assessment health check against the Surrey Clubmark Criteria. Your SDO will request to view supporting evidence for four selected criteria points. Your club will be sent an email reminder requesting the annual self-assessment health check and your four criteria points at 10 months and again at 22 months in the three-year Clubmark accreditation cycle. If your SDO is not satisfied that your Clubmark evidence folder is meeting the standards expected to maintain Clubmark accreditation a Site Visit may need to be requested.

4.2 Re-accreditation of Clubmark
On the fourth anniversary of your club's Clubmark accreditation you will need to resubmit your Clubmark evidence folder to the Surrey Clubmark Panel for a full assessment including a Site Visit and an updated Club Audit. If your club is not maintaining the standards expected then the Panel can withdraw your Clubmark accreditation until you provide the required evidence.

4.3 Maintenance and re-accreditation process
Please refer to appendix 4 for an overview guide of the maintenance and re-accreditation process.

4.4 Withdrawal of your Clubmark accreditation
The Surrey Clubmark Panel reserves the right to withdraw the Clubmark accreditation awarded to your club if it is to become aware of a reason that would bring the Clubmark award into disrepute. The Panel reserve the right to conduct any necessary enquires or investigation, but can only do this after careful consideration and unanimous agreement with your club.
5 BENEFITS FOR ALL CLUBMARK CLUBS OPERATING IN SURREY

5.1 Surrey Club and Coach Development Programme
Active Surrey will provide Clubmark accredited clubs with four (4) discounted places to be redeemed against any Surrey Club and Coaches Development workshops. This annual benefit will run alongside the financial year (April-March). Unused discounted places in the year cannot be carried over to the following year. To view our selection of course and information on how to book visit our Surrey Club and Coach Development programme webpage.

5.2 Active Surrey Leisure Database (coming 2011)
On the Active Surrey Leisure Database sports clubs that have Clubmark accreditation will be given enhanced visibility. A second list of Clubmark clubs will be promoted on our Clubmark webpage where parents, individuals, businesses, organisations, schools, coaches and volunteers wishing to find further details on Clubmark accreditation in Surrey will be directed.

5.3 Priority access to funding opportunities
Active Surrey will give priority to Clubmark accredited clubs or clubs ‘actively working towards Clubmark’ when allocating funding received from other agencies such as Sport England (e.g. Sportivate). Please note, sports clubs must meet the funding criteria of the individual schemes and the funding organisations.
## APPENDIX 1: NGB SPORTS DEVELOPMENT OFFICERS COVERING SURREY

<table>
<thead>
<tr>
<th>Sport</th>
<th>Name</th>
<th>Tel</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angling</td>
<td>Daniel Williams</td>
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</tr>
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</tr>
<tr>
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<td>Modern Pentathlon</td>
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<tr>
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<td>Dance</td>
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<tr>
<td>Equestrian</td>
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<tr>
<td>Exercise, Movement &amp; Dance</td>
<td>Jade Moulden</td>
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<tr>
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<td>James Hamilton</td>
<td>02085 496 764</td>
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<tr>
<td>Football (MV GUL, WAV)</td>
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</tr>
<tr>
<td>Football (ELM, RUN, SH, WO)</td>
<td>Paul Jones</td>
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<tr>
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<tr>
<td>Hockey</td>
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<tr>
<td>Indoor Bowling</td>
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<tr>
<td>Judo</td>
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<td><a href="mailto:peter.beard@britishjudo.org.uk">peter.beard@britishjudo.org.uk</a></td>
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<td>Rounders</td>
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<td><a href="mailto:adamk@quins.co.uk">adamk@quins.co.uk</a></td>
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<tr>
<td>Sailing</td>
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<tr>
<td>Stoolball</td>
<td>Kay Price</td>
<td>01403 252 419</td>
<td><a href="mailto:kr.price@homecall.co.uk">kr.price@homecall.co.uk</a></td>
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Updated 04/04/2011
APPENDIX 2: THE SURREY CLUBMARK PROCESS - 12 MONTHS TO ACCREDITATION

1. **Register Online** with Active Surrey.

2. Your local authority sports development officer (SDO) will be informed and will contact you. Your SDO will be your first point of contact for any questions or queries you have in relation to the Clubmark process.

3. Once registered online your club will be entitled to 4 discounted places against the **Surrey Club and Coach Development Programme**. Active Surrey strongly recommends the following courses.
   - ESSENTIAL: Safeguarding and Protecting Children (2 places)
   - ESSENTIAL: Equity in your Coaching (1 places)
   - DESIRABLE: How to coach disabled performers (1 places)

4. Once registered online your club will be recognised by Active Surrey as “actively working towards Clubmark”. The immediate benefits include:
   - Greater visual identity on the Active Surrey Leisure Database (coming 2011).
   - Listed on the [Active Surrey Clubmark webpage](#).
   - Listed on the [National Clubmark “Working towards Clubmark” database](#).
   - Enhanced eligibility to funding, grants and participation schemes.

5. Your club now has 12 months to work towards Clubmark accreditation. You should:
   - Meet with your SDO so they can fully explain the Clubmark process to you and assist in writing an action plan.
   - Create a small working group within your club. This will allow you to share the workload and responsibility. Allocate a section of Clubmark criteria to a relevant committee member setting them realistic targets with time-scales.
   - Immediately identify individuals for relevant [Surrey Club and Coach Development](#) workshops and book your discounted places - courses fill up quickly; do not miss out!
   - Gather your evidence – use the [Surrey Clubmark Criteria](#) to identify the evidence for the criteria you have and then focus on gathering and developing the evidence you don’t.
   - Keep in regular contact with your SDO so they know your progress and can answer any question you have – do not be afraid to ask, they are there to help!
   - Have regular working group meetings to assess progress and highlight areas that need more focus.
   - Use the Running sports resources! These are really helpful and often not used!

6. Your Clubmark folder.
   - Place all your evidence into your Clubmark evidence folder in numerical criteria order (1.1, 1.2, 1.3 etc.). Mark each piece of evidence with the criteria number as well – this will make it easier for you and others who need to view your folder. You can use the [Clubmark Labels](#).
   - Place dividers to distinguish the four sections: the playing programme, duty of care and safeguarding children, knowing your club and its community and club management.
   - Keep your Surrey Clubmark Criteria at the front of your folder for easy reference.

7. Coming to the end of your 12 month period.
   - You should now have been on the relevant workshops, collected all your evidence and have received feedback from you SDO on whether your Clubmark folder is ready for assessment by the Surrey Clubmark Panel.
   - You can now submit your Clubmark evidence folder to the Surrey Clubmark Panel.

If you do not send your Clubmark evidence folder for assessment within 12 months after registering with Active Surrey your club will lose the status of “actively working towards Clubmark” and the associated benefits will be frozen until you achieve Clubmark accreditation.
APPENDIX 3: THE SURREY CLUBMARK ASSESSMENT PROCESS

1. Submit your Clubmark evidence folder to the Surrey Clubmark Panel.
   - Your club will also need to submit a Club Audit.
   - Submissions can only be made at certain times of the year. Details of these submission windows can be found on the Active Surrey website.

2. Two Surrey Clubmark Assessors will conduct a Club Visit.
   - This assessment is to support your Clubmark evidence folder.
   - The assessors will view your facility and a junior coaching session.
   - The assessors will meet with your Clubmark working group to discuss your Clubmark evidence folder and the observation.

3. The Surrey Clubmark Panel will assess your Clubmark evidence folder.
   - The Surrey Clubmark Panel will make the final decision on whether to award your club with Clubmark accreditation or to recommend that your club will need to undertake further work to meet all criteria.

4. If successful your Clubmark accreditation will be valid for three years. Your club will be:
   - Sent a certificate to congratulate you on your achievement and for you to display.
   - Given access to the Members Area on the National Clubmark website. This will provide you with logos and other promotional material that your club can use.
   - Able to market your club as a high quality environment for young people.
   - You will be identified as Clubmark accredited on the Active Surrey Leisure Database and Clubmark webpage and on the National Clubmark database.
   - You will be entitled to four (4) annual (April-March) discounted places on the Surrey Club and Coach Development Programme to be used on any workshop.
APPENDIX 4: MAINTENANCE AND RE-ACCREDITATION OF CLUBMARK

1. 10 months after your initial Clubmark accreditation was awarded you will be sent an email reminding your club of its ‘Year 2 Health Check: Self-Assessment & SDO’.
   - Self assess your club against all the criteria in the Surrey Clubmark Criteria.
   - In your reminder email your SDO will ask your club to submit, via email, evidence for four selected criteria points.

2. 22 months after your initial Clubmark accreditation was awarded you will be sent an email reminding your club of its ‘Year 3 Health Check: Self-Assessment & SDO’.
   - Self assess your club against all the criteria in the Surrey Clubmark Criteria.
   - In your reminder email your SDO will ask your club to submit, via email, evidence for four selected criteria points.

3. 30 months after your initial Clubmark accreditation was awarded you will be send an email reminding you that you need to submit your Clubmark evidence folder for a full re-assessment to the Surrey Clubmark Panel. This includes:
   - Contact your SDO to review your Clubmark evidence folder.
   - Complete the Surrey Club Criteria.
   - Complete an updated Club Audit
   - Submit your Clubmark evidence folder to the Surrey Clubmark Panel or your SDO.
   - A Site Visit is conducted by the Surrey Clubmark Panel members.
   - The Surrey Clubmark Panel assess your Clubmark evidence file.
   - You will either successfully re-accredit and obtain Clubmark or you may need to do some further work.