

ENGLISH INDOOR BOWLING ASSOCIATION LTD



CLUBMARK GUIDE FOR INDOOR BOWLS CLUBS

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Section 1 - What is Clubmark?

Clubmark is the only national cross sports quality accreditation scheme for clubs with junior sections.

Clubmark is built around a set of core criteria which ensure that accredited clubs operate to a set of consistent, accepted and adopted minimum operating standards.

Clubmark is now universally recognised, and is promoted and carefully branded by Sport England

Section 2 – Benefits

2.1 Discounts

Once your club becomes accredited you are entitled to discounted rates for attendance at Sports Partnership Courses covering such subjects as: -

- Sports First Aid
- Equity in Coaching
- Coaching 'Disabled'
- Recruiting New Volunteers
- Club 4 All
- Attracting Sponsorship
- Marketing your Sport
- Web design

2.2 Incentive Package

All new clubs who obtain Clubmark receive Sports Partnership Incentive Packs consisting of distinctive clothing for the club coaches and volunteers, water bottles and carriers, stopwatch, certificates and vouchers to be spent on the club development and coach development programme workshops.

2.3 Increased Membership

Since your club have shown that they have addressed Equity and Child Protection by achieving Clubmark accreditation, parents/guardians/teachers have confidence when choosing a club for their children to attend.

2.4 Retaining Members

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

2.5 Continuous Improvement

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

2.6 Funding

Many funding bodies state that applicants must be Clubmark accredited or working towards it. In many cases Clubmark accreditation will increase your chances of receiving funding.

2.7 Facilities

More and more local authorities and other leisure providers give priority bookings/slots to Clubmark accredited clubs. Some also offer discounted rates for facility hire.

2.8 Developing Coaches

As part of Clubmark, clubs are entitled to receive help to develop

The skills of their coaches. This, in turn, leads to better quality provision and improved player performance. Parents can be confident that appropriately qualified coaches are deployed by the Club.

2.9 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.

2.10 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 schools and schools are encouraged to signpost pupils to Clubmark clubs.

2.11 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.

2.12 Marketing and Communication

Clubmark gives clubs the confidence to promote themselves. All Clubmark clubs can access the Clubmark member's website, 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. Also Clubmark clubs can benefit from increased local publicity.

2.13 Club Development

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

Section 3 – Pathway to accreditation

3.1 A club is accredited via either its 'licensed' National Governing Body (EIBA), or its 'licensed' County Sports Partnerships (CSPs).

The club must be affiliated to English Indoor Bowling Association.

The EIBA have decided not to go down the 'licensing' pathway and so refer all indoor clubs to their local CSPs, who are either already 'licensed', or working towards being 'licensed'.

A full list of 'licensed' CSPs can be found on www.clubmark.org.uk

3.2 Having ascertained which CSP is 'licensed' nearest to your club, you should contact them and arrange a site meeting at your club with all those who will be assisting with the application and implementation of work(s) necessary to achieve accreditation.

3.3 Listed at the end of this Guide are Indoor Bowls Clubs who have already achieved Clubmark status and no doubt would be able and willing to assist.

Section 4 - Criteria for Clubmark

Clubmark is set out in four clearly defined sections: -

- The Playing Programme
- Duty of Care & Child Protection
- Sports Equity & Ethics
- Club Management

Section 5

From a practical viewpoint prior to the meeting with the CSP representative the club should have in place; -

- Child Protection Policy
- Equity Policy
- Health & Safety Procedures
- 'Stock' of qualified coaches with CRB certificates
- 'Stock of volunteers - Course, which need to be attended, are –
- Clubmark Presentation
- First Aid
- Club 4 All
- Equity in Sport

Section 6

My personal view on the benefits of becoming Clubmark accredited, in addition to those already mentioned, are: -

- 6.1 It forced me to get to get the 'to do list' achieved within a required time frame.
- 6.2 Ensured we had in place written procedures for dealing with the 'parent consent forms', 'contracts with parents/coaches 'etc., and even ensured we regularly checked the first aid box.
- 6.3 It improved communications and working practises between coaches and club management
- 6.4 Everyone much more appreciative of the work of the club volunteers.
- 6.5 Confidence that we have everything in place should there be a problem with any child/parent.

Section 7 - ClubMark

7.1 List of EIBA Ltd Affiliated Clubs

ACLE	2008
BARWELL	2010
CHAWTON PARK	2010
DURHAM	2011
GALLOW	2011
MOTE PARK (MAIDSTONE)	2009

D. Goodley
Manager Acle IBC (Clubmark accredited 2008)

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