

CSP Clubmark Information

Author: Alison Giles<alison.giles@wiltshire.gov.uk>

'Playing to Win' is the Government's plan to get more people participating simply for the 'love of sport'. Its stated vision is to give more people of all ages the opportunity to participate in high quality competitive sport through developing an integrated and sustainable sporting system which will nurture and develop sporting talent, underpinned by a high quality club and competition structure.

Sports clubs, and, in particular, Clubmark clubs directly support this aim for young people. Clubmark accredited clubs are the only ones in England that are externally assessed to ensure they achieve minimum operating standards, regardless of the NGB to which they affiliate. Evidence collected independently of NGBs suggests that Clubmark clubs have, over the past two years, increased junior participation, raised the number of active, qualified coaches and improved levels of coach qualification, thus making them, in their own view and that of the evaluators, more effective and sustainable community sports clubs.

Clubmark and working towards clubs; Wiltshire & Swindon Sports Partnership – by population density

South West CSPs	Clubmark accredited	Working towards	Total
Active Devon	121	129	250
Active Dorset	69	46	115
Active Gloucestershire	53	69	122
Cornwall Sports Partnership	69	51	120
Somerset Activity & Sports Partnership	65	65	130
West of England Sports Partnership	103	109	212
Wiltshire & Swindon Sports Partnership	68	86	154
South West CSPs not specified	5	9	14
TOTAL	553	564	1,117

In an increasingly litigious society it is important that parents, guardians, teachers, local authority staff and CSPs, are confident when signposting young people to clubs. In addition to providing assurance about them meeting minimum operating standards, for most NGBs Clubmark is an integral element in club development work. This is why supporting clubs 'working towards' Clubmark is vital. Quality is the key to sustaining activity in community sports clubs and the key underpinning measure of this is Clubmark accreditation.

Clubmark/working towards clubs; Wiltshire and Swindon set against Indices of Multiple Deprivation

Wiltshire and Swindon – Local Authorities	Accredited	Working Towards	TOTAL
Kennet DC	12	19	31
North Wiltshire DC	15	20	35
Salisbury DC	10	11	21
Swindon Borough Council	15	19	34
West Wiltshire District Council	16	14	30
Club not mapped – LA not specified	0	3	3
TOTAL	68	86	154



To assist and support club development work in your county KKP has trained regional tutors with the expertise and experience to deliver assessor/support officer training. In most regions Clubmark accreditation is a key significant facet of London 2012 legacy plans. The North West, for example, has identified a goal to achieve 2012 Clubmark accredited clubs (this figure includes Football Associations Charter Standard clubs which, it is anticipated, will be fully aligned to Clubmark in the very near future).

In addition, KKP is working with Sport England to develop a Clubmark-linked quality assurance template to ensure that Sport Unlimited (Extending Activities) achieves minimum standards of quality assurance, ensuring that local authorities, teachers and parents can have full confidence in the sports system established to accommodate this.

For further information regarding Clubmark visit www.clubmark.co.uk. The database (found in Resources) is updated monthly and is based upon information received directly from NGBs. If you spot any discrepancies please contact KKP on 0161 764 7040 or email clare.macleod@kkp.co.uk