



## MEMORANDUM

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**TO:** AGM 2019

**FROM:** GEOFF NEWBOLD

**SUBJECT:** CLUBMARK

**DATE:** 19<sup>TH</sup> JUNE 2019

### Description

- What is it

### The process

- How we achieved it

### The benefits

- Why it is good for the club

### The next steps

- The outcome: how it will help the club to develop



## **Description**

### **What is it**

- It is the updated Sport England quality management award.
- It replaces Clubs First.
- It recognises that the club has reached high standards in the way it conducts itself.
- The new standard is more flexible than previous standards and produces a meaningful outcome specifically tailored to individual clubs.
- Much of the activity is now managed online so the production of tedious documentation has been avoided.
- A comprehensive development plan is the key output.
- The award lasts for 3 years.
- The award is then updated through evidence of the progress of the development plan.

## **The process**

### **How the club achieved accreditation**

#### **Preparation**

- The accreditation required evidence of a club review of its current status.
- The Executive had already held a day conference last summer and produced a SWOT analysis (strengths, weaknesses, opportunities and threats).
- A subcommittee of the executive reviewed the requirements of Clubmark, agreed a framework and extended swot analysis was provided.



- I agreed to be the coordinator and together, principally with Peter Symonds and Barry Bradley, the submission began to take shape

### **Activity**

- Key input was obtained from the leaders and managers of the club's sections.
- One by one evidence was gathered for the 18 criteria. the online eh system allowed us to submit and receive feedback from eh as evidence was entered. we linked to the Club's website by setting up a Clubmark section which stored specific evidence alongside our existing evidence. peter provided a considerable amount of updated input to boost the quality of evidence.
- 10 of the criteria were about leadership reflecting the importance of how a successful club needs to be run.
- Most of the criteria related to the playing side such as recruiting and retaining players in all areas including juniors.
- The club's coaching, umpiring, welfare and safeguarding were also featured, as were management and finances.
- Following successful assessment of the 18 criteria we met with Gaynor Toms, our England Hockey Relationship Manager for a face to face question and answer session
- Accreditation was awarded at our first attempt.

### **Benefits**

#### **Why it is good for the club**

I will highlight a few of the many benefits to the club of Clubmark:

1. The production of evidence of a development plan has involved a root and branch review of how the club operates. Whilst much of what is done is of a high standard the review has highlighted some gaps and areas where improvements need to be made.
2. The development plan sits well with the Club's strategic growth plans and actions will complement the progress the Club wishes to make.



3. A club with recognised high standards will help retain a strong and successful membership.
4. It will help recruit and retain new aspiring players of all levels and others to help volunteer to be part of a recognised club.
5. Our quality endorsement should help to attract more external partners, sponsors and organisations who can be associated with our accredited standards.
6. It can attract parents who come with the knowledge that their young people will be safeguarded and receive the highest of welfare standards.

#### **The next steps**

#### **The outcome**

- The Executive will meet to integrate the development plan into the business of the Club.
- Key actions and timescales will be documented via an online progress tool developed by Barry Bradley.
- the members will have access to this facility to hold the Executive to account in the normal way.
- Progress reporting will be key.

and now may I present the accreditation certificate to the Chair.

Geoff Newbold  
Clubmark Coordinator  
19<sup>th</sup> June 2019