

swiMark Club Accreditation Scheme - Benefits of being a swiMark accredited club

As a nationally recognised standard, swiMark gives clubs structure and direction and can have many tangible benefits such as:

Increased Membership

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

Retaining Membership

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

Continuous Improvement

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

Funding

Many funding bodies state that applicants must be accredited or working towards a Local Authority or a Scottish Governing Body accreditation scheme.

Facilities

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

Developing Coaches and Teachers

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

Volunteers

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

Links with Schools

Increasingly, schools are looking for guarantees of quality and the presence of child-friendly systems and procedures. Accredited clubs (either swiMark or Local Authority accreditation) are normally the first invited to work with local schools and schools are being encouraged to signpost pupils to accredited clubs.

Raised Profile

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

Marketing and Communication

swiMark gives clubs the confidence to promote themselves. All swiMark clubs can utilise the swiMark logo and take advantage of other brand resources as well as bespoke information to help generate more publicity. swiMark recognises quality clubs across Scotland and is a really valuable marketing tool.

Club Development

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

Not forgetting the most important reason of all - the positive impact swiMark has on the way in which clubs think about and provide for their members and local community.