

swiMark Club Accreditation Scheme

Successful Club Development

Clubs that are well managed and represent their local community tend to be successful and sustainable. They have well ordered finances; volunteers and members are kept informed with good communication and if the day to day running of the club is dealt with efficiently, strong links can be formed with external partners such as sports development and local schools.

Running and organising a club, however, is never easy and takes a considerable amount of dedication and volunteer support. swiMark can support clubs to ensure they are effective; efficient and accessible to the local community, taking into account local circumstances.

It is important that everyone has equal status and opportunities. Being accessible is about making opportunities available (as athletes, performers, administrators, officials or coaches) to all members of the community.

swiMark - Club Accreditation Scheme

Working towards, Achieving & Maintaining swiMark Accreditation

1. Working towards swiMark Accreditation

Once clubs have submitted the Note of Interest form there is plenty of help available to provide clubs with the support as they work towards achieving swiMark accreditation:

- Support from Regional Swimming Development Managers who will support club development plans and work to assist clubs to meet the swiMark criteria.
- Support from trained personnel from Local Authorities & trusts and other swimming clubs sharing good practice.
- Workshops to take clubs step-by-step through the processes that will enable them to write club development plans, understand how to ensure their club is one for all people in the community, and that they have what it takes to make it suitable for children.
- swiMark Accreditation Pack – this provides a detailed breakdown of the criteria as well as a comprehensive set of templates that will help develop the policies and procedures, which put clubs on the path towards accreditation

2. Achieving swiMark Accreditation

- Each club that achieves accreditation will be recognised and promoted as a swiMark club. This gives a nationally and locally acknowledged status as a quality club.
- Clubs that achieve swiMark status will be included on the swiMark database and other forms of club directories, and will be able to promote this 'added value' locally.
- Accredited clubs can also access the swiMark logo so clubs can benefit from being associated with the Scottish Swimming's mark of high quality aquatic clubs.

3. Maintaining swiMark Accreditation

- swiMark accreditation lasts for 4 year. At this stage each club will be re-assessed on all areas of the award.

- Each year clubs are also asked to submit a short report and advise if there are any areas they need help to develop.
- Re-accredited clubs are presented with a new certificate to recognise its new period of accreditation

For more information please contact your Regional Swimming Development Manager

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