

SWIM IRELAND CLUBMARK USER GUIDE & SURVEY

Masters Clubs ONLY



**Introduction**

The overall aim of the Clubmark scheme is to support, recognise and reward Swim Ireland affiliated clubs by providing them with a national roadmap that will help them to develop their services and ultimately achieve the highest of club standards. Following successful completion of the programme, Clubmark SI will act as a mark of quality for participating clubs. It is open to all Aquatics clubs who are currently registered with Swim Ireland. In particular and most importantly the accreditation programme focuses upon attaining and keeping pace with best practice if not leading in areas of best practice with cutting edge ideas.

The Clubmark Programme is Swim Irelands toolkit to monitor the standards of all clubs throughout Ireland across the following key areas:

* **Membership**
* **Club Governance and Administration**
* **Activities**
* **Club Development and Planning**
* **Communication, Social and Marketing**

These elements of the toolkit represent the provision of a safe and secure environment and include all aspects out our **child welfare** programme throughout.

**Programme Aims & Objectives**

**The following are the key aims and objectives of the programme:**

* Develop effective policies, procedures and structures
* Development of top-quality Irish clubs
* Raise standards within clubs
* Promote best practice from within our club
* Promote strong governance
* Provide information, guidance and support for clubs
* Recognise & reward clubs for their achievements
* Planning tool for clubs
* Develop club workforce (coaches, volunteers & administrators)
* Enhance ability to recruit new members and to Increase membership
* Raise clubs’ profiles

**Process**

The Swim Ireland Clubmark programme has undergone a major change since the first version was released in 2009. The latest edition is designed to make it simpler for clubs and more importantly allow for more clubs to undertake their own journey through the Clubmark process.

The main element of the Clubmark programme is the survey which all clubs will be required to complete. The Clubmark survey will recognise the clubs strengths and weaknesses and identify what level the club is operating at. This survey document will form the basis of your Clubmark submission.

The first step in the process involves contacting your Club Regional Support Officer or Development Officer to notify of them of you interest to start on the Clubmark process. They will then direct you and support you throughout the whole process.

See below for a step by step guide as to how the process works:

Seek Support from Swim Ireland throughout the process

**The Clubmark Award**

The Clubmark award will be achievable for all aquatic clubs no matter what size or discipline the club is. Clubs need to recognise where they are and work towards developing and setting goals for the future. Completing Clubmark is an enormous achievement for any club and should be celebrated and communicated.

Clubs will continue to retain Clubmark. Clubs will need to submit a yearly health check to maintain their Clubmark award throughout the three years. This process will guarantee all clubs are continuing to work on their development plans and keeping up their high standards.

The Clubmark survey will be assessed by a panel from the membership team and a score collated from the answers given. Each section is weighted ensuring that all clubs are in a position to achieve the award. Clubs will be asked to provide evidence to their answers which will be checked by the Club Support Officers on club visits. This will reduce the need for a large portfolio of evidence to be submitted at the end of the process.

The Support Officers will be able to work with clubs and check evidence and provide detailed feedback throughout the whole process.

The survey has a number of mandatory questions that clubs must be answer yes to and show evidence that they are implementing them within their club to achieve the overall Clubmark award.

The total number of points available for clubs to achieve is the following:

Club Governance – **100**

Engagement – **100**

Discipline Specific (Masters) - **80**

Masters Clubs – **280**

To achieve the Clubmark Award clubs will need to achieve a **minimum score of 70%** of the total achievable score.

Swim Ireland is committed to working with all clubs to ensure they have every opportunity to start their Clubmark journey. We are aware that not all clubs will achieve the award, but it is important that clubs benchmark themselves against the standards and strive to improve year on year.

As a bonus for completing the programme clubs can also avail of one of the following:

* €500 Educational voucher (to be used within 12 months of achieving award)
* Discipline specific clinic for your athletes (swimming, water polo, diving) – this will be delivered by a qualified coach or current or past performance athlete
* Clinic/Workshop for your athletes – Nutrition, Skills, Strength and Conditioning
* Coaching clinic – aimed at upskilling the coaches in your club

Clubs holding Clubmark are also eligible for Regional/National Club of the year.

## Contact Details

## Connacht

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## Munster

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## Ulster

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**Membership Manager**

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**Section 1. Mandatory Questions**

These questions are mandatory, all clubs must be compliant with this section to obtain Clubmark.

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| **1.1** Does your club have a fully compliant club committee/volunteer structure in place? | **Answer** |
| A. Yes |  |
| B. No |

\*Please see appendix A for explanation what constitutes a fully compliant club staff structure.

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| **1.2** Does your club have a fully compliant club coach/teacher structure in place? | **Answer** |
| A. Yes |  |
| B. No |

\*Please see appendix B for explanation of what constitutes a fully compliant coaching/teaching structure.

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| **1.3** Does your club have an up to date Development Plan? | **Answer** |
| A. Yes |  |
| B. No |

\*Please note that the club MUST submit an up to date development plan with their final submission in order to obtain Clubmark, please see appendix B for Development Plan template and Development Plan Assessment Guide for required standards.

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| **1.4** Does the club issue/adopt the following policies or procedures? | **Answer** |
| 1. Data Protection Policy (GDPR) |  |
| 1. Health and Safety Policy |  |
| 1. Anti-Bullying Policy |  |
| 1. SI Complaints and Disciplinary Rules and Procedures |  |

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| **1.5** Is your constitution in line with the SI Rule book and constitution template? | **Answer** |
| A. Yes |  |
| B. No |

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| **1.6** Does the club provide a detailed handbook for members that has information specific to each squad/team? | **Answer** |
| A. Yes |  |
| B. No |

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| **1.7** Does your club run its AGM in line with Swim Ireland recommendations? | **Answer** |
| A. Submit to all members an Annual Report |  |
| B. Submit to all members an Annual Statement of Accounts |  |
| C. Issue correct notifications (see appendix for AGM process) |  |
| D. Submit to all members previous AGM Minutes |  |

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| **1.8** Does the club have a Complaints and Disciplinary Committee (CDC) in place? | **Answer** |
| A. Yes |  |
| B. No |

**Checklist – Section 1.**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **1.1** | **1.2** | **1.3** | **1.4** | **1.5** | **1.6** | **1.7** | **1.8** |
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**Section 2. Club Governance - Total Points - 100**

**Membership Management –**

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| **2.1** What percentage of members have re-joined from last year? | **Points** |
| A. 90% or more members have re-joined | 5 |
| B. 80 - 89% or more members have re-joined | 4 |
| C. 70 - 79% or more members have re-joined | 3 |
| D. 60 - 69% or more members have re-joined | 2 |
| E. 50 - 59% or more members have re-joined | 1 |
| F. Less than 50% have not re-joined from the previous year | 0 |
| **Your Points** |  |

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| **2.2** For members not re-joining do the club follow up to find out why? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.3** Did the club meet the Swim Ireland Affiliation Deadline of the 14th of October for renewal of membership? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.4** Is the Swim Ireland Membership Database kept up to date? | **Points** |
| A. Yes | 2 |
| B. No | 0 |
| **Your Points** |  |

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| **2.5** Does the club pay affiliation fees online through the database (I.e. Stripe or GoCardless) ? | **Points** |
| A. Yes | 2 |
| B. No | 0 |
| **Your Points** |  |

**Operations Management**

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| **2.6** Has your club submitted/compliant with The Governance Code? | **Points** |
| A. Yes, is fully compliant | 5 |
| B. Yes, started the journey | 3 |
| C. No | 0 |
| **Your Points** |  |

\*For more information on the Governance Code please speak to your Club Support Officer or see www.governancecode.ie

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| **2.7** Does the club undertake effective committee meetings? | **Points** |
| A. Meeting dates set in advance | 2 |
| B. Agenda sent out in advance of meeting and includes Clubmark | 2 |
| C. Actions agreed and followed up | 2 |
| D. Points of Note agreed at meeting and issued | 2 |
| E. Minutes circulated within 2 weeks of meeting | 2 |
| F. Monthly meetings taking place | 2 |
| **Your Points** |  |

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| **2.8** Does the club have clear role descriptions for everyone assisting within the club? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.9** Does the club have an Education Officer in place? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.10** Does the club have a clear succession plan in place? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.11** Does the club have a written agreement with the pool/facility? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.12** Does the club have an up to date Annual/Operational Plan? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.13** Is the clubs Noticeboard/Website up to the recommended standards? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

\*See appendix for required standards

**Financial Management**

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| --- | --- |
| **2.14** Does the club produce an annual budget/cash flow for the upcoming year that is approved by the club committee? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.15** Does the committee receive a monthly statement of accounts? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.16** Does the club committee approve in advance any expenditure? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.17** Are receipts/invoices kept matching up with all income and expenditure? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.18** Does the club offer an electronic payment option for members to pay their membership fees? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **2.19** Does the club review membership fees on annual basis? | **Points** |
| A. Yes | 3 |
| B. No | 0 |
| **Your Points** |  |

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| **2.20** Does the club have a payment policy? | **Points** |
| A. Yes | 3 |
| B. No | 0 |
| **Your Points** |  |

\*See appendix for template policy

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| **2.21** Does the club have a volunteer expense policy? | **Points** |
| A. Yes | 3 |
| B. No | 0 |
| **Your Points** |  |

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| **2.22** How much money has the club fundraised throughout the year per active athlete i.e. if you raised €/£2000 and have 100 athletes 2000/100, €/£20 per athlete | **Points** |
| A. 50+ | 5 |
| B. 25-49 | 3 |
| C. 1-24 | 1 |
| D. No fundraising | 0 |
| **Your Answer** |  |

\*Please note fundraising also includes grants/sponsorship

**Points– Section 2.**

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| **2.1** | **2.2** | **2.3** | **2.4** | **2.5** | **2.6** | **2.7** | **2.8** | **2.9** | **2.10** | **2.11** | **2.12** |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **2.13** | **2.14** | **2.15** | **2.16** | **2.17** | **2.18** | **2.19** | **2.20** | **2.21** | **2.22** | **Total** | |
|  |  |  |  |  |  |  |  |  |  |  | |

**Section 3. Engagement Total Points – 100**

**Member Engagement**

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| **3.1** Does the club use a website/social media and is it kept up to date? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

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| **3.2** Does the club respond to member queries in a timely manner (72hours)? | **Points** |
| A. Yes | 3 |
| B. No | 0 |
| **Your Points** |  |

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| --- | --- |
| **3.3** Does the club distribute relevant information to its members (I.e. Upcoming events, news) | **Points** |
| 1. Yes | 3 |
| 1. No | 0 |
| **Your Points** |  |

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| **3.4** Does the club distribute relevant Swim Ireland communication (Support Officer Emails, Workshops, Programmes) to: | **Points** |
| 1. Members | 3 |
| 1. Committee Members/CCO | 3 |
| 1. Coaches | 3 |
| **Your Points** |  |

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| **3.5** Does the club host the following throughout the season? | **Points** |
| 1. Registration evening | 3 |
| 1. Information/Squad evenings | 3 |
| **Your Points** |  |

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| --- | --- |
| **3.6** How many social activities did the club hold for its members within the last year? | **Points** |
| A. 3+ social activities per year | 3 |
| B. 1-2 social activities per year | 1 |
| C. No social activities | 0 |
| **Your Points** |  |

\*Socials must be aimed at engaging active members within the club

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| **3.7** Does your club have an active PRO and published news stories on social media/local press? | **Points** |
| A. Yes | 5 |
| B. No | 0 |
| **Your Points** |  |

**Club Engagement**

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| --- | --- |
| **3.8** Has the club attended the most recent? | **Points** |
| A. Water Polo Annual Conference/Regional AGM | 3 |
| B. Regional delegates meeting | 3 |
| C. Swim Ireland AGM | 5 |
| **Your Points** |  |

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| **3.9** Does the club have members on any of the following? | **Points** |
| A. Regional Committees | 5 |
| B. Regional Sub-Committees | 5 |
| C. Swim Ireland Board | 5 |
| D. Swim Ireland National Committees | 5 |
| **Your Points** |  |

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| **3.10** Does the club have coaches that attend or take part in any of the following? | **Points** |
| A. Regional squads programme | 3 |
| B. Regional Coaching Conference | 3 |
| C. National Coaching Conference/WP Academy | 3 |
| D. Other (1 point per event, up to max. 3) | 3 |
| **Your Points** |  |

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| **3.11** Has the club attended/taken part in any of the following? | **Points** |
| A. Club Training Days | 5 |
| B. Complaints and Disciplinary Workshops | 5 |
| C. In house Committee Training | 5 |
| D. Affiliation workshops | 5 |
| G. Other (1 point per event, up to max. 3) | 3 |
| **Your Points** |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **3.1** | **3.2** | **3.3** | **3.4** | **3.5** | **3.6** | **3.7** | **3.8** | **3.9** | **3.10** | **3.11** | **3.12** |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **3.13** | **3.14** | **3.15** | **3.16** | **3.17** | **3.18** | **3.19** |  |  |  | **Total** | |
|  |  |  |  |  |  |  |  |  |  |  | |