



Benefits of SwimMark

SwimMark is a valued club development tool, recognised as a quality mark across the industry, and of benefit to every club that holds it. The SwimMark programme enhances club management, strengthens the structures and unites the club with a philosophy, and programmes, that ensure the best environment is available for all swimmers.

SwimMark also offers national recognition that clubs are providing a quality service for all members, which is recognised by Sport England i.e. all clubs gaining Swim England accreditation will automatically receive Clubmark status. Clubmark is widely recognised by potential funders, schools and other partners that can assist with club growth and development (<http://www.clubmark.org.uk>)

Below are just some of the key benefits/outcomes of becoming SwimMark accredited:

Process Benefits

- Access to a **development tool for club improvement**, including the production of a Club Development Plan. SwimMark is the beginning of a journey to facilitate overall club development and raise standards
- Identification of **workforce training needs** to improve club operation
- Develop an **effective club management structure** with clearly identified roles/responsibilities
- **Self examination** of the club is crucial, plus enhanced **support and expertise** from Swim England Club Development Officers / Regional Club Development Officers
- Access to a range of Swim England templates and policies, **following best practice** and improving all areas of the club
- Develop **clear goals and ambitions** that can be communicated to all club members/wider community

General Club Benefits

- Greater number of **appropriately qualified volunteers**, who are safe to work with children and young people, with defined role descriptions
- **Enhanced quality of coaching/teaching** delivery and general improvements to workforce quality
- **Prioritised support** from Swim England and Region staff
- **Pool time** is sometimes **prioritised** towards SwimMark clubs (local operator decision)
- Opportunities to **share best practice** with other SwimMark clubs and network with the SwimMark community
- SwimMark **accreditation** can be **promoted within the local community** by offering a safe environment to children and therefore security for parents. It is a tangible statement to all stakeholders (Local Authorities, Schools, Parents, Swimmers etc) that you take quality and safety seriously

Financial Benefits

- **£100** worth of **IoS vouchers** towards course/CPD costs per annum (12 month duration to use voucher) – www.theiosonline.com
- 5% **discount** on Swim England **Awards** and discounts at Swim England **Club Conferences and events**
- **County Association Grants/Bursaries** – please note that each Region/County is semi-autonomous to Swim England and therefore have their own incentives for SwimMark achievement (check your regional website for details)
Details of the South East Regional Bursary Scheme can be found on the website by visiting <http://www.southeastswimming.org/clubs/bursaries/>
- Accreditation can help with **eligibility towards sports specific funding pots** (e.g. County Sports Partnerships/Sport England- Small Grants Fund)
- Grant **application support** and prioritisation