
SWIM IRELAND CLUBMARK PROGRAMME



User Guide & Club Survey

Swim Ireland 2015



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:



The Clubmark Award will be awarded for a period of three years after which the club will be required to submit the club survey documentation again. 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 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.

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 160.

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.

Incentives and benefits for participating in the programme

By completing the accreditation process your club is now eligible for:

- Regional club of the year
- National club of the year
- €500 Educational voucher

It will also help:

- Raise clubs profile
- Increase the number of qualified teachers and coaches
- An improved retention policy
- Develop a roadmap for the direction of the club

Important Dates

1st September – Club Survey Submission window opens

15th December – Club Survey Submission window closes

Swim Ireland AGM – Results Announced

Contact Details

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SWIM IRELAND CLUBMARK PROGRAMME



Club Survey Document

Swim Ireland 2015



Club Name:	
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1. Membership – Maximum 20 points

1.1 Club Members	M	F	Over 18	New	Renewed
Competitive					
Non-Competitive					
Other (Coaches, Committee etc.)					
Total					

1.2 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 Answer	

1.3 For members not re-joining do the club follow up to find out why?	Points
A. Yes	2
B. No	0
Your Answer	

1.4 What is the overall growth of the club from the previous year?	Points
A. 20% or more increase	3
B. 1 - 19% increase	2
C. Maintained the same as previous year	1
D. Loss of members	0
Your Answer	

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

1.6 Did the club meet the Swim Ireland Affiliation Deadline for renewal of membership?	Points
A. Yes	2
B. No	0
Your Answer	

1.7 Did the club meet the Swim Ireland Payment Deadline for renewal of membership?	Points
A. Yes	2
B. No	0
Your Answer	



1.8 Does the club provide a detailed handbook for members that has information specific to each squad?		Points
A. Yes		4
B. No		0
Please note you must answer yes to be eligible for Clubmark	Your Answer	

*Evidence will be required on final submission of Clubmark documents

Score	
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2. Governance and Administration – Maximum 50 points

Part 1. Club Governance

2.1 Does your club have a fully compliant club staff structure in place?		Points
A. Yes		10
B. No		0
Please note you must answer yes to be eligible for Clubmark	Your Answer	

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

2.2 Does the club issue/adopt the following policies or procedures?		Please Tick if Yes
• Data Protection Policy		
• Health and Safety Policy		
• SI Safeguarding Children Policies and Procedures		
• Anti-Bullying Policy		
• SI Complaints and Disciplinary Rules and Procedures		
• Inclusion policy		
• Supervision policy/Parent on duty rota		
Please note you must answer yes to all to be eligible for Clubmark		

2.3 Is your constitution in line with the SI Rule book and constitution template?		Points
A. Yes		3
B. No		0
Please note you must answer yes to be eligible for Clubmark	Your Answer	

*Evidence will be required on submission of Clubmark documents

2.4 Has your club submitted/compliant with The Governance Code?		Points
A. Yes, is fully compliant		2
B. Yes, started the journey		1
C. No		0
	Your Answer	

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

2.5 How often does the club committee meet?		Points
A. Monthly		2
B. Every 2 months		1
C. Less than every 2 months		0
	Your Answer	

2.6 Do Head Coaches attend and report at a minimum of 4 committee meetings per year?		Points
A. Yes		2
B. No		0
	Your Answer	



Part 2. Financial Governance

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	2
B. No	0
Your Answer	

2.15 Does the committee receive a monthly statement of accounts?	Points
A. Yes	2
B. No	0
Your Answer	

2.16 Does your club produce and distribute to its members an annual statement of accounts?	Points
A. Yes	2
B. No	0
Please note you must answer yes to be eligible for Clubmark	Your Answer

2.17 Does the club committee approve in advance any expenditure?	Points
A. Yes	1
B. No	0
Your Answer	

2.18 Does your club have two or more signatories for payments or bank transfers?	Points
A. Yes	1
B. No	0
Your Answer	

2.19 Are receipts/invoices kept to match up with all income and expenditure?	Points
A. Yes	1
B. No	0
Your Answer	

2.20 Does the club offer an electronic payment option for members to pay their membership fees?	Points
A. Yes	1
B. No	0
Your Answer	

Score	
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3. Aquatic Activities – Maximum 35 points

Part 1. – Competitive

3.1 Has your club hosted an internal club competition within the last year?	Points
A. Yes	2
B. No	0
Your Answer	

3.2 What percentage of athletes have participated in your internal club competition within the last year?	Points
A. Over 75%	2
B. Below 75%	1
Your Answer	

*Participation can include competing or helping run the gala i.e. time keeping

3.3 Has your club hosted an open competition within the last year?	Points
A. Yes	2
B. No	0
Your Answer	

3.4 What percentage of your current athletes have competed at an open club competition within the last year?	Points
A. Over 50%	3
B. 40-49%	2
C. 25 – 39%	1
D. Less than 25%	0
Your Answer	

3.5 What percentage of your current athletes have competed at a regional competition within the last year?	Points
A. Over 50%	3
B. 40-49%	2
C. 25 – 39%	1
D. Less than 25%	0
Your Answer	

3.6 What percentage of athletes have competed at a National Competition within the last year?	Points
A. Over 20%	3
B. 10 – 19%	2
C. 0 – 9%	1
D. 0	0
Your Answer	



3.7 Does your club currently have members involved in regional squads?	Points
A. Yes	2
B. No	0
Your Answer	

3.8 Does your club currently have members involved in a National squad?	Points
A. Yes	2
B. No	0
Your Answer	

3.9 Does your club have an athlete that has completed at an international competition in the past 2 years? Junior Europeans, Europeans, World University Games, World Championships, Olympics	Points
A. Yes	3
B. No	0
Your Answer	

Part 2. Participation

3.10 Which age groups does your club cater for recreational/participation members? *Please choose all that apply	Please Tick if Yes
A. Under 7's	
B. Ages 7-10	
C. Ages 11-14	
D. Ages 15-17	
E. Ages 18+	
Your Answer	

If you answered yes to the above, what do you provide at each age group?

3.11 Which disciplines does your club offer?	Please Tick if Yes
A. Swimming	
B. Water Polo	
C. Diving	
D. Masters	
E. Open Water	
Your Answer	



3.12 Which stages of the LTAD pathway does the club cater for?	Please Tick if Yes
(Learn to Swim) Aqua Babies	
(Movement Literacy) FUNdamentals	
(Skill Development) Swim Skills	
(Skill/Aerobic Development) Training to Train	
(Competitive/Physical Development) Training to Compete	
(Specialisation & Performance Development) Training to Win	
Retention	
Aquatics for life	

3.13 Does your club provide a pathway for athletes into different aquatic disciplines outside of your club?	Points
A. Yes	3
B. No	0
Your Answer	

If you answered yes to the above, which disciplines and to which clubs?

3.14 Does your club provide a pathway for members into teaching/coaching?	Points
A. Yes	2
B. No	0
*Please note this must mean active involvement in these areas	
Your Answer	

Score	
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4. Club Development & Planning – Maximum 25 points

4.1 Is your club Development Plan up to date?

- 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.

4.2 Does each squad/team have an annual training and competition programme in line with the Swim Ireland LTAD?

Points

- A. Yes
B. No

5

0

Your Answer

4.3 Does the club hold coaches meetings?

Points

- A. Yes
B. No

2

0

Your Answer

4.4 Please submit the following information in regards to numbers in your own club.

(Swim Ireland Qualifications)	Teaching Aquatics	Coaching Swimming	Coaching Water Polo	Coaching Diving	Disability	Team Manager	Officials
Level 1							Timekeeper
Level 2							Turn/Stroke Judge
Level 3							Referee
Tutor							
Other					Helper		

*This must be completed in order for your submission to be assessed.

4.5 Does the club have a fully compliant coaching/teaching club structure?

Points

- A. Yes
B. No

5

0

Please note you must answer yes to be eligible for Clubmark

Your Answer

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

4.6 Does the club have a qualified Level 3 coach with the required qualification?

- A. Yes
B. No

3

0

Your Answer

- Not applicable to WP/Diving clubs



4.7 Does the club have a contract/agreement in place with all coaching/teaching staff?	Points
A. All Coaches/Teachers	5
B. 50 – 99%	2
C. Below 50%	1
D. None	0
Your Answer	

*Please note that this applies to paid/unpaid positions within the club

4.8 Does the club have clearly defined and publicised squad/team selection criteria for athletes?	Points
A. Yes	5
B. No	0
Your Answer	

Score	
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5. Communication, Social and Marketing – Maximum 20 points

5.1 How does the club normally communicate with members?	Please tick if Yes
Club Website	
Social Media	
Word of mouth	
Notice board	
Newsletter	
Email	
Text Messaging	

*This must be completed in order for your submission to be assessed.

5.2 Are club members kept informed of committee decisions?	Points
A. Yes	3
B. No	0
Your Answer	

5.3 Does the club use a website, Social Media i.e. Facebook?	Points
A. Yes, always kept up to date	2
B. Yes, NOT always kept up to date	1
C. No	0
Your Answer	

Our Club Website is:

5.4 Is your club noticeboard up to the recommended standard?	Points
A. Yes	3
B. No	0
Your Answer	

*Please see appendix for recommended standards

5.5 How often does the club engage with its members? (Newsletter, Emails, Text Messages, Social media etc.)	Points
A. 4+ times per month	3
B. 2-3 times per month	2
C. 1 time per month	1
D. Any less	0
Your Answer	

5.6 Does the club host squad/parent education/information evenings throughout the season	Points
A. Yes	2
B. No	0
Your Answer	



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

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

5.8 How many articles/stories on the club have been published in the press within the last year?	Points
A. More than 4	2
B. 1-3 articles	1
C. 0	0
Your Answer	

5.9 How much money has the club fundraised throughout the year per active athlete i.e. if you raised €/ \pounds 2000 and have 100 athletes 2000/100, €/ \pounds 20 per athlete	Points
A. 50+	3
B. 25-49	2
C. 1-24	1
D. No fundraising	0
Your Answer	

*Please note fundraising also includes grants/sponsorship

Score	
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Notes

