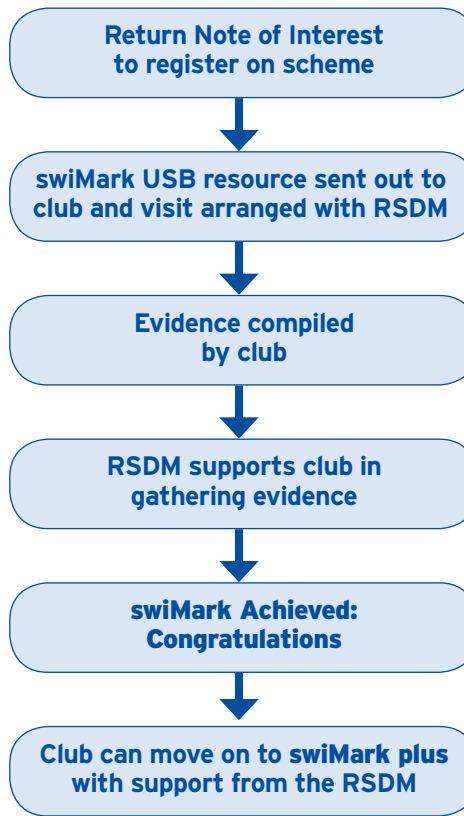




Benefits of swiMark for your club:

- Raises profile of the club
- Raises public confidence in your club
- Creates safer 'quality' clubs for all
- Builds a strong structure to support development of your club
- Helps your club to engage in its own development
- Confidence in what the club offers and how the club operates for both the committee and club members
- Assists clubs in attracting external funding
- Assists with succession planning in club management
- Will help to increase membership levels in the longer term
- Highlights and develops good practice in swimming
- Will help promote school/club links (Accredited clubs are normally the first invited to work with local schools and schools are being encouraged to signpost pupils to accredited clubs)
- Provides extra support through the Scottish Swimming team
- Will help attract and retain qualified coaches and provide opportunities for development
- All swiMark clubs can utilise the swiMark logo and take advantage of other brand resources to help generate publicity
- Promotes a volunteer culture where hard work and dedication is recognised
- Many funding agencies state that applicants must be accredited to a governing body or local authority scheme
- More and more local authorities and other leisure operators give priority-booking slots to accredited clubs. Some also offer discounted rates for facility hire.
- Access to bursaries for UKCC courses
- Access to CPD and Seminars
- Discounted Team Manager Courses
- Access to Child Protection Courses
- Certificate awarded to club
- Education voucher for £300 awarded to club



For further information please contact your Regional Swimming Development Manager (RSDM):

Central, Tayside & Fife

Eilidh McCall-Lawrie
 e.mccall-lawrie@scottishswimming.com
 Mob: 07894 613103

East

Sarah Pryde
 s.pryde@scottishswimming.com
 Mob: 07917 875447

North

Gillian Innes
 g.innes@scottishswimming.com
 Mob: 07730 661789

West 1

Lynne McGregor
 l.mcgregor@scottishswimming.com
 Mob: 07917 164644

West 2

Mandy Church
 a.church@scottishswimming.com
 Mob: 07788 555650

Published by: Scottish Swimming, National Swimming Academy, University of Stirling, Stirling FK9 4LA Telephone: 01786 466520 Fax: 01786 466521 www.scottishswimming.com



Club Accreditation Scheme

Scottish Swimming recognises the important role clubs can play to increase participation and improve the quality of sporting opportunities for the benefit of the local community.

swiMark is Scottish Swimming's quality aquatic development programme for clubs. The aim of swiMark is to provide a nationally recognised standard that will enable clubs to:

- ✓ Develop safe, effective and child friendly environments, based on good practice
- ✓ Improve swimmers, teachers, coaches and volunteers
- ✓ Encourage lifelong participation through sustainable swimming development pathways

The accreditation process is straightforward with guidance and support resources being made available throughout from your Regional Swimming Development Managers and Scottish Swimming.

affiliation



Affiliation to SASA will require a club to demonstrate that safe operating standards are in place

Clubs wishing to benefit from further support should demonstrate a commitment to creating a sustainable swimming development pathway by following the principles of swiMark.

This level will help the club to demonstrate a commitment to the principles of a community club whilst encouraging members to stay within the club structure and ensure swimmers continue to train and compete at their chosen level.

Affiliation criteria:

- Club complies with the objectives of SASA to advance swimming
- Club complies with the objectives of SASA to oppose drugs in sport
- All members must be registered with SASA
- Club operates a grievance procedure
- A Child Protection Officer must be appointed
- Club be subject and bound to the SASA constitution and bye-laws
- Club complies with the Company Code of Conduct and Code of Ethics
- The management committee may take action against any club member infringing regulations
- Club must achieve Club Governance Compliance

swiMark criteria:

- To have affiliated to SASA
- Licensed *Level 2 coach / teacher
- Annual electronic membership return
- Equity policy
- Code of Conduct for volunteers
- Coaching personal development plans
- Funding for coach education
- Role descriptors for all positions within the programme (Committee, Teacher and Coaches, Volunteers)

*Teacher/Coach Licensing in Scotland (Information available on Scottish Swimming website - www.scottishswimming.com)

swiMark Plus criteria:

- To have affiliated to SASA
- To have achieved swiMark
- Four year club development/action plan
- Volunteer and Coach recruitment strategy
- Disability awareness training
- Policy for the disadvantaged
- Annual budget and report
- Team Manager
- Evidence of Community Partnerships
- All coaches licensed
- Coach performance reviews
- Athlete recruitment and retention strategy
- Disabled athletes able to access appropriate training and competitions
- Exit strategy for swimmers
- Ongoing education for swimmers, coaches and parents
- Doping information
- Plus either SwimSkills, Training to Train or Training to Compete (criteria available from your Regional Swimming Development Manager)

SCOTTISH *swimming*
everyone can swim!

IN PARTNERSHIP WITH

