



Title of Case Study	An Increase in Clubmark Accredited Clubs
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Project Timescale	March 2010 – March 2011

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Summary of Case Study

With a continued focus, additional training and consistent approach to Clubmark Accreditation across the county - Merseyside Sports Partnership has increased the number of its Clubmark Clubs by 104.71% within the last twelve months - an increase from 170 to 348 according to the Knight Kavanagh and Page database.

Why was it needed?

Working with our Club Development Officers, School Sports Partnerships, National Governing Bodies and Knight Kavanagh and Page; Merseyside Sports Partnership identified a need to increase the number of Clubmark Clubs across a larger range of sports within the county.

170 Clubmark Clubs for Merseyside is a 19% contribution to the North West total - compared to Greater Manchester's 296 (33%) and Lancashire's 171 (19%). We felt it was time for Merseyside to stand up and be counted.

There is a continuing need to service our local community with a wide range of high quality, child safe and friendly sustainable sports clubs so that is why we have focussed on increasing our numbers.

Aims and Objectives

- To create a network of Clubmark Assessors across Merseyside Sports Partnership
- To increase the number and range of sports with Clubmark Clubs in Merseyside
- To identify and then develop the support available for clubs and Clubmark clubs in Merseyside
- To bring Merseyside 'up to speed' with other County Sports Partnerships in the North West

Main Outcomes

Through the Merseyside Clubs Development Network we were able to train up a team of locally qualified Clubmark assessors both within local authorities and National Governing Bodies.

This gave clubs working towards Clubmark access to a network of qualified assessors who can check and challenge their progress, ensuring that files are signed off immediately without the need to go back for further information.

This process has also supported Merseyside Sports Partnership in ensuring that those sports without a Licensed National Governing Body area able to access Clubmark accreditation - resulting in a number of Ten Pin Bowling clubs achieving the accreditation in Wirral.

Clubmark is a quarterly agenda item on the Club Development Network (CDN) meetings, with opportunities for sharing good practice, sharing and overcoming challenges, and an opportunity for National Governing Bodies to highlight their clubs in need of support. As a result of this the CDN has created the Merseyside Club Promise – a series of promises from our network to community clubs outlining the support available to them.

Who was involved?

Merseyside Sports Partnership and Club Development Officers
Merseyside Sports Partnership Board – Physical Education and Community Action Group.

How was it Funded?

Merseyside Sports Partnership funded the training through a surplus Coach Education budget - re-investing funds directly in the network and its communities

How do you know it was good practice?

The total number of clubs in the Merseyside Sports Partnership database with Clubmark now stands at 66% (348). MSP have the second largest number of Clubmark clubs in the North West and fifth throughout the whole County Sports Partnership national network. Merseyside's number of Clubmark clubs has increased 104.71% this year - with the inclusion of Football Charter Standard supporting, but not solely responsible for the increase.

The Club Promise has been produced and is also available online at: <http://www.merseysidesport.com/download/docs/Merseyside%20Club%20Promise.pdf>

KKP Data –

North West CSPs	March 2010			March 2011			% plus or minus
	AC	WT	TOT	AC	WT	TOT	
Cumbria Sport	91	92	183	172	76	248	89.01
Greater Sport (Greater Manchester Sports Partnership)	296	246	542	523	220	743	76.69
Lancashire Sport	171	123	294	283	113	396	65.50
Merseyside Sports Partnership	170	110	280	348	93	441	104.71
Cheshire & Warrington Sports Partnership	156	107	263	246	101	347	57.69
North West CSP not specified	9	14	23	37	13	50	
TOTAL	893	692	1585	1609	616	2225	80.18

As identified above Merseyside has 348 accredited and 93 working towards clubs across 28 different sports; its top five performers are identified below. The remaining 23 sports account for 30% of accredited clubs.

Sport	Number	Percentage of total
Football	147	42.2
Cricket	36	10.3
Tennis	25	7.2
Swimming	20	5.7
Gymnastics	16	4.6
Total	244	70

Merseyside Sports Partnership has the fifth highest number of accreditations across the CSP network in the country with 348 Clubmark clubs plus a further 93 registered as working towards. This is equivalent to 21.63% of the regional total of 1609 and is, thus, a significant contribution to the region's total. The overall percentage has not changed from previous years, with the addition of Charter Standard clubs.

The percentage increase of accredited clubs in the year April 2010 to March 2011 is significantly higher than in previous years (104.7% in Merseyside). The map does indicate that some areas of higher deprivation are still not well serviced by Clubmark clubs.

Merseyside Sports Partnership	March 2010			March 2011			Year on Year Change	
	AC	WT	TOT	AC	WT	TOT	AC	WT
Local Authorities								
Halton BC	15	11	26	47	10	57	32	-1
Knowsley MBC	9	7	16	32	11	43	23	4
Liverpool City Council	31	19	50	88	16	104	57	-3
Sefton Council	37	20	57	57	15	72	20	-5
St Helens MBC	29	19	48	47	8	55	18	-11
Wirral Council	49	32	81	75	32	107	26	0
TOTAL	170	108	278	346	92	441	176	-16

Have you already done any Publicity or Promotion?

No

What Next?

Merseyside Sports Partnership is working with National Governing Bodies to develop a breakdown of their Clubmark process. Ensuring that clubs 'actively' working towards accreditation receive the same benefits as clubs on the Clubmark database.

More collaborative working between National Governing Bodies and Club Development Network.

Building upon the Merseyside Club Promise – seeking to add value and benefits to the Clubmark programme.

Concluding Key Point about the Case Study

Merseyside Sports Partnership core team will continue to work closely with its partnership to increase the number of Clubmark accredited clubs and to increase the support available to those clubs.