

# Cornwall Cricket Board - Club Mark Accreditation

## **What is Clubmark Accreditation?**

Clubmark is the England and Wales Cricket Boards national accreditation process for community cricket clubs. Clubmark is used to create a benchmark for high quality cricket clubs in the community.

Cricket clubs who have junior sections should all be looking to achieve Clubmark accreditation as the process of working towards Clubmark will help to develop best practice within the clubs management of and running of the junior structure (please look at the benefits section).

There are a number of people and organisations willing to help cricket clubs achieve Clubmark accreditation including Cornwall Cricket Board and the Cornwall Sports Partnership. If clubs are interested starting the Clubmark process or have any questions regarding Clubmark, they will have to contact the Cricket Development Manager for Cornwall, Joe Skinner.

Clubmark accreditation gives you the guidance required to make sure that as a club you are delivering best practice for you junior members. It helps clubs have the policies, procedures and plans in place whilst acknowledging the current structures the club has.

Clubmark comes in a folder with a supporting CD Rom with templates. The club has to present evidence to demonstrate implementation across the four themes, Duty of Care and Safeguarding Children, The Cricket Programme, Sports Equity and Ethics, and Club Management. On completion of these four areas the folder has to be presented to the Clubmark nominated officers within Cornwall.

## **What does Clubmark mean for the Cricket Club?**

Clubmark accreditation intends to build on the current practices and policies in place within your cricket club. All cricket clubs are at different stages of development and Clubmark allows clubs to start where they need according to the criteria and progress at a pace that suits the club.

Clubmark accreditation has an emphasis is self help, the club need to understand that support is there but in terms of delivery of the folder it is for the club to deliver. This will mean that the club takes ownership of the process, therefore making the outcome and practices that will come out of completing the process more realistic and meaningful for the club as a whole.

Support will be given throughout by the nominated officers and via the ECB recourses but it will be for the club to amend according to the clubs needs.

## **What are the outcomes for achieving Clubmark?**

- A culture change within your cricket club, embedding the Clubmark standards within the everyday running of the club.
- Engaging the whole club membership to support the high quality development of junior cricket.
- A well managed cricket club off the pitch, which will translate to well organised cricket on the pitch
- Eligibility for key funding programmes including the England and Wales Cricket Trust Fund, interest free loans and ECB Grant aid scheme.
- Achieving and maintaining high standards of junior development.

- Receiving reward and recognition from the ECB and the Cornwall Cricket Board and local development partners.
- Investing in the future of your club by prioritising the junior club membership.

### **Who are the Clubs in Cornwall who have achieved Clubmark?**

Cornwall has several clubs who have achieved Clubmark accreditation, alongside these clubs there are several clubs who have registered for Clubmark and are actively working towards the accreditation.

The accreditation has been awarded to the following clubs as a consequence of their hard work in putting into place their policies and procedures making their club and junior structure well structured.

In Cornwall we currently have the following clubs accredited with Clubmark:

- Beacon
- Bude
- Callington
- Camborne
- Falmouth
- Fowey
- Gorran
- Grampond Road
- Lanhydrock
- Launceston
- Liskard
- Looe
- Ludgvan
- Menheniot
- Newquay
- Paul
- Penzance
- St Austell
- St Buryan
- St Ives
- St Just
- Troon
- Truro
- Werrington



The following clubs are registered and working towards achieving Clubmark:

- Hayle
- Helston
- Mullion

- Porthleven
- Praze
- Redruth
- Rusodgeon
- Wadebridge

## ***Benefits and Recognition for club completing and working towards Club Mark Accreditation***

The below list explains the intrinsic benefits a club receive as a consequence of achieving Club Mark.

- ECB Club Mark registration and accreditation forms part of the eligibility criteria associated with both ECB Funding and External Funding mechanisms.
  - ECB Club Mark Registration – eligibility criteria for the England & Wales Trust **Interest free Loan**
  - ECB Club Mark Accreditation - eligibility criteria for **Grant Aid opportunities** and specific external revenue funding streams
- Parents looking for **Quality assurance** for their children, helping to increase **junior club membership**.
- A **culture change** within community cricket clubs, embedding the standards within ECB Club Mark into everyday running of cricket clubs.
- Engaging the **whole club membership** to support the high quality development of **Junior Cricket**, an excellent way of getting volunteers into club administration **giving club members ownership**.
- A **well managed cricket club** off the pitch, which will translate to well organised activities on the field.
- **High standards** on and off the field.
- **Receiving Reward and Recognition** from the Cornwall Cricket Board, through advertising, labelling on club information.
- Investing in **Quality assurance** for the club through a process of managed club administration and certification.

### **Who are your Club Mark Nominated Officers**

Penwith	Joe Skinner Cricket Development Manager	<a href="mailto:joe.skinner@ecb.co.uk">joe.skinner@ecb.co.uk</a>	01872 323336	07785 722251
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