



Is your club keen to enhance its governance, grow membership, develop volunteers and ensure all aquatic activity is sustainable? If so SwimMark can help your club to achieve all of this!

Formerly called swim21, SwimMark accreditation is Swim England's recognised kitemark for the development of effective, ethical and sustainable clubs. The opportunity to gain SwimMark is available to all affiliated clubs, across any aquatic discipline (including Masters), regardless of size and activity delivered.

SwimMark also offers national recognition that clubs are providing a quality service for all members i.e. all clubs gaining SwimMark will automatically receive Sport England's Clubmark status and any associated benefits (<https://www.sportenglandclubmatters.com/club-mark/>).

SwimMark has three different modules (Essential, Network and Performance), however SwimMark Essential is the primary module where clubs are asked to submit evidence against 16 elements, covering the four areas of Planning, Governance, Pathway and Workforce. To simplify the process evidence is uploaded and checked via a user friendly online portal, with continuous support and advice also being offered by local Club Development Officers. In addition to the support provided there are a number of benefits to becoming SwimMark accredited, a few of which are noted below:

- Develop an **effective club management structure** with clearly identified roles/responsibilities
- Access to a **development tool for club improvement**, including the production of a Club Development Plan
- Access to a range of SwimMark templates and policies, **following best practice** and improving all areas of the club
- **Enhanced quality of coaching/teaching** delivery and general improvements to a clubs overall workforce
- **Prioritised support** from Swim England staff
- **£100** worth of **IoS vouchers** towards course/CPD costs per annum plus 5% **discount** on Swim England Awards
- **Regional 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)

Feedback from accredited clubs highlights the importance of SwimMark as a valued club development tool, in addition to recognising it as a quality mark across the industry, and of real benefit to every club that holds it. If you wish to find out more please visit <http://www.swimming.org/swimengland/swimmark-accreditation-for-clubs/> or email clubdevelopment@swimming.org where you will then be put in touch with a regional Swim England Club Development Officer.