



***Camanachd Association  
Clubmark Accreditation Scheme  
Case Studies: September 2017***



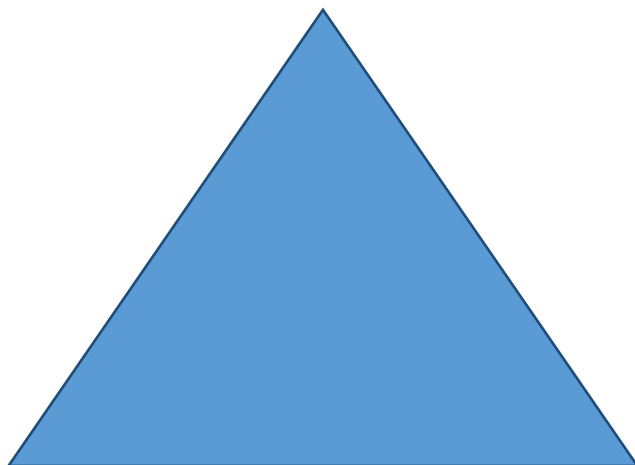
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## ***Camanachd Association Clubmark Accreditation Scheme***

The Camanachd Association recognise the crucial role shinty clubs can play in increasing participation and developing performance by providing quality opportunities for people of all ages. This is not possible without the dedication, skill and hard work of volunteers throughout the sport.

The Clubmark Accreditation Scheme is aligned to the 6 Priority areas in the sportscotland Club sport framework and has been designed to support clubs and volunteers who have ambitions to be the best they can be in fulfilling the above role. All clubs have to affiliate to the Camanachd Association and complete the Foundation Level. They can then progress towards achieving the various higher levels in the accreditation scheme.



***Gold***

***Silver***

***Bronze***

***Foundation***



## **Key Aims for Clubs**

- Develop and improve safe, effective and friendly club environments for players, coaches, officials and volunteers based on good practice.
- Encourage lifelong participation through sustainable club development and pathways.

## **Club sport framework: 6 priority areas**

- **1) Well organised clubs:** Providing planned and organised higher quality shinty opportunities for players through qualified coaches supported by trained club officials and volunteers. Clear roles and responsibilities.
- **2) Better connected clubs:** Improved profile in the community which can encourage increased membership, supporters and volunteers. Strong links with Schools, Local Authority staff, businesses and youth organisations.
- **3) Well promoted clubs:** Information on club activities is circulated in easily accessible and appropriate ways to ensure the club is as visible to the community as possible
- **4) Investing in sustainable clubs:** Clubs who can demonstrate a strong accredited organisation with a sustainable foundation are much more successful at accessing grants and funding support.
- **5) Great people in clubs:** Clubs who support, develop, recognise and appreciate their volunteers run much more effectively and sustainably.
- **6) Great places for clubs:** Clubs who develop their policies, practices and facilities.

**To assist clubs we have produced this Case Studies booklet to show how the initial pilot clubs went through the process.**



## **Ardnamurchan Camanachd**



**Ronald Ross the Regional Development Manager– East attended a meeting with members of Ardnamurchan committee to explain the proposed Accreditation Process and to offer the club the opportunity to take part in the Club Accreditation Scheme. Following discussions the committee accepted the opportunity the selected committee members then went through the process with him.**

**The Club presently is in a position of strength with over 45 players attending weekly Club sessions. The Ladies team is going from strength to strength.**



Primary school shinty is also developing with the Club participating in the local area first shinty qualifiers, shinty World Cup and the S1 festival. The U14 team for the first time in many years are taking part in the Camanachd Associations U14 12-a-side leagues and also the U14 development league.

At a following meeting The Club Accreditation Check List and the following Action Plan was agreed so the club could be awarded the Foundation Level:

- First Aid Kits: Regular checks and replenish processes were put in place

## ***FOUNDATION LEVEL***

On completion of the Action Plan Lyndsay, Colm and the players were presented with The Club Accreditation Foundation Certificate.





# ***BRONZE LEVEL***

**After further discussions with the committee, the Check list for the Bronze Level was worked through and the following action plan was agreed:**

- For the Club to host and run a Level 1 coaching course
- Produce a completed and signed parental consent and medical consent form. **(Achieved)**
- To join the local Sports Council. **(Achieved)**
- The Club has a 'Welcome Pack' for new members.
- The Club has a minimum of 1 referee willing to train towards a foundation qualification. **(Achieved)**
- All office bearers have a role descriptor and have undertaken initial induction training for their respective position.
- The Club has access to regular facilities for training and matches and an annual risk assessment has been completed. **(Achieved)**

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## **Beaully Shinty Club**



**Katie Drain the Regional Development Officer – North attended a meeting with the Beaully SC full committee to explain the proposed Accreditation Process and to offer the club the opportunity to be one of the initial Pilot Clubs. Following discussions the committee accepted the opportunity and a working group was set up to work with Katie.**



**A further 2 meetings were held to go through the Club Accreditation Check List and the following Action Plan was agreed so the club could be awarded the Foundation Level:**

- **Membership:** All appropriate club members registered with the CA and covered by insurance
- **First Aid Kits:** Regular checks and replenish processes were put in place

# ***FOUNDATION LEVEL***

On completion of the Action Plan the Club President David Calder and his committee were presented with The Club Accreditation Foundation Certificate.



Further meetings were held with the working Group and the Check List for the **BRONZE LEVEL** Award was worked through. The following Action Plan was agreed:

- Welcome Pack for new members
- Risk Assessment on Facilities
- A completed and signed parental consent & medical consent form, compliant with Data Protection regulations, for each registered under 18 player
- Club already affiliated to Inverness Sports Council.
- Additional Office Bearers and contact details identified: Fundraising – Medical – Facilities.
- All Office Bearers have a role descriptor and have undertaken initial induction training for their position.
- Each team already has an identified First Aider who has completed initial training.



- Each team already has an identified regularly active Goal Judge.
- The club has a minimum of 1 Referee willing to train towards a Foundation qualification.

There was a lot of discussion within the meetings about the content of the scheme and what exactly the CA are looking for within each point. Sitting down with the club and looking at each aspect together was extremely worthwhile for the club and also for the CA

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# **Glasgow Mid Argyll Shinty Club**



**Paul MacArthur, the Regional Development Officer – Central attended a meeting with members of the GMA Shinty Club committee to explain the proposed Clubmark Accreditation process and to offer the club the opportunity to be one of the initial pilot clubs. Following discussions the committee accepted the opportunity and agreed to hold an open club meeting to identify areas to work on going forward through the accreditation process.**



**The open meeting proved extremely successful and identified that the club were only one item short from achieving the foundation award. They required “in safe hands” training for the club child protection officer to bring all their child protection admin up to standard. This was completed in due course and the foundation award was presented.**

# ***FOUNDATION LEVEL***

On completion of the Action Plan the Club was presented with The Club Accreditation Foundation Certificate.

During the same meeting the clubs' aims and objectives for the next few years were discussed and the check list for the **BRONZE LEVEL** Award was worked through. The following Action Plan was agreed:

- Produce a welcome Pack for new members.
- Risk Assessment on Facilities to be completed.
- Produce a completed and signed parental consent & medical consent form, compliant with Data Protection regulations, for each registered under 18 player.
- Club agreement to explore joining the local sports council.
- All Office Bearers have a brief role descriptor and have undertaken initial induction training for their position.
- Identify a member who is willing to become a registered referee, and complete a foundation referee award by 2017 season.

Completing all above checklist tasks will ensure that the club gains a Bronze award and GMA are committed to trying to complete these by the middle of the 2017 season, with support from CA development staff.

Aside from the Clubmark Accreditation award checklists the meeting also identified other aspirations the club has for the future, to improve the club, and a list of longer term, time specific goals was also produced.

## **Coaching/Officials**

- Qualify 4/5 Level 1 coaches by end of 2016 season – Complete.
- Identify 1 or 2 members willing to complete foundation referee training by end of 2017 season.

## **Finance**

- Pursue longer term sponsorship options - 2017
- Increase membership to increase funds - 2017

- Open up dialogue with Sport Scotland about possible funding options - 2016

#### Governance

- Open up dialogue with Glasgow Life regards ownership of maintenance on pitch at Yoker.

As a result of engaging with the Clubmark Scheme, GMA have managed to identify key areas within the club where they can develop and improve, whilst discovering about different funding options etc., and are now working towards the Bronze award which they should achieve early in 2017.

Great work GMA!

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# **Glengarry Shinty Club**



## **Glengarry Shinty Club**

The process started with a meeting with the Club committee to talk them through the Clubmark Accreditation Scheme and the 6 priority areas in the sportscotland Club sport framework that has been designed to support clubs and volunteers.



It was clear from the outset that there was plenty resistance to change, however after lengthy but positive discussions all in attendance came round to the outcome that they all want the best for their club, and the committee and volunteers would benefit greatly by signing up to Clubmark Scheme.

An open meeting to look at the short and long term plans of the club was discussed but the committee preferred to keep everything in-house.

Follow up meetings took place with the club agreeing to work towards achieving the Foundation level. I agreed to set up a meeting with the local Active schools coordinator to look at delivering taster sessions in two of the local primary schools as well as Kilchuimen Academy.



The club Child Protection officer along with the club coaches attended a Child Protection course run in conjunction with Highlife Highland.

### **Positives from Action Plan**

Club have bought in to the process.

Club have completed the necessary Child Protection training.

The club have joined the local sports council.

The club have developed links with the local ASC and Secondary school.

Taster sessions have taken place in two local primaries and Secondary school.

Club have agreed to put their coaches on a Foundation coaching course.

Club agreed to look at applying to Awards for All for funding.

## ***FOUNDATION LEVEL***

**The Club was presented with The Club Accreditation Foundation Certificate.**

**Picture to come**

The club are now working on achieving the Bronze level.

**An updated Action Plan is being developed**



## **Glen Urquhart**

## **Shinty Club**



Katie Drain the Regional Development Officer – North attended a meeting with the Glen Urquhart SC's full committee to explain the proposed Accreditation Process and to offer the club the opportunity to complete, initially their foundation level, closely followed by bronze. Following discussions the committee accepted the opportunity and committee members then worked with Katie to gather the required information.



Following on from initial discussions, email correspondence followed by a further meeting was held to go through the Club Accreditation Check List and the following Action Plan was agreed so the club could be awarded the Foundation Level:

- **Membership:** All appropriate club members (players/coaches and committee) registered with the CA and covered by insurance
- **First Aid Kits:** Regular checks and replenish processes are in place.

# ***FOUNDATION LEVEL***

**On completion of the Action Plan the Club was presented with The Club Accreditation Foundation Certificate.**



**Further correspondence with the committee members was had following the foundation award. A Check List for the **BRONZE LEVEL** Award was worked through and the following Action Plan was agreed:**

- Up to date risk assessment for pitches/ pavilion/indoor facility required
- Identify a regular goal judge for the ladies team (home and away)
- Role descriptors for all committee members
- Refresher course/meeting for named referees

**There was discussion within the meetings about the why certain benchmarks are within the pilot and what exactly the CA are looking**

for within each point. Sitting down with the club and looking at each aspect together, reflecting on sustainability was extremely worthwhile for the club and also for the CA

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# **Inveraray Shinty Club**



Euan McMurdo the Regional Development Officer – West attended a meeting with the Inveraray SC full committee in May 2016 to explain the proposed Clubmark Accreditation Process and to offer the club the opportunity to be one of the initial Pilot Clubs. Following discussions and a run through of Accreditation process the committee were delighted to accept the opportunity and a working group of four was set up to work with Euan.

Having met the initial foundation level it was agreed that the club would go about attaining a bronze level by the end of the playing season 2015/2016. The club proposed the best way of going about this was engaging with the wider community to enable the club to potentially engage more members and plans were put in place to hold a club open day on August 21<sup>st</sup> 2016.





# FOUNDATION LEVEL

Having completed the Open day the club are now embarking on completing the following elements of the **BRONZE LEVEL** award to ensure the meet their target by the end of the playing season.

- The club has a 'Welcome Pack' for new members
- The club has access to regular facilities for training on which an annual risk assessment has been completed.
- The club has a completed and signed parental consent & medical consent form, compliant with Data Protection regulations, for each registered under 18 player.
- Additional Office Bearers and contact details identified: Fundraising – Medical – Facilities. The club has regular committee meetings.
- All Office Bearers have a role descriptor and have undertaken initial induction training for their position.
- Each team has an identified regularly active Goal Judge.
- The club has a minimum of 1 Referee willing to train towards a Foundation qualification.



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## **Inverness** **Club**

## **Shinty**



Katie Drain the Regional Development Officer – North attended a meeting with the Inverness Shinty Club full committee to explain the proposed Accreditation Process and to offer the club the opportunity to complete, initially their foundation level. Following discussions the committee accepted the opportunity and committee members then worked with Katie to gather the required information.



Following on from initial discussions and email correspondence a further two meetings were held with select committee members to go through the Club Accreditation Check List and the following

**Action Plan was agreed so the club could be awarded the Foundation Level:**

- **Membership:** All appropriate club members (players/coaches and committee) registered with the CA and covered by insurance
- **Child Protection:** Provide details of course and qualification that CP officer attended

## ***FOUNDATION LEVEL***

**On completion of the Action Plan the Club was presented with The Club Accreditation Foundation Certificate.**



**Further correspondence with the committee members was had following the foundation award. Check List for the **BRONZE LEVEL** Award was worked through. The following Action Plan was agreed:**

- Create welcome pack for new members (templates shared)
- Gather risk assessments completed by ISC and HLH
- Provide up to date medical and consent form for U18's
- Affiliation with local sports council
- Role descriptors for all office bearers
- List of first aiders and which training they have attended

- Recruitment of a regular goal judge for Men's 1<sup>st</sup> and Ladies 1<sup>st</sup> teams

Inverness already have a lot of the detail required which sets them up nicely for the Bronze level of accreditation. The focus of discussion was having this information available regularly so if required at short notice it could be easily sought out. Sitting down with the club and looking at each aspect together, reflecting on sustainability was extremely worthwhile for the club and also for the CA

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## **Kingussie Camanachd Club**



The process started with an initial meeting with RDM Ronald Ross and the Club President Russell Jones to talk him through the Clubmark Accreditation Scheme and the 6 priority areas in the sportscotland Club sport framework that has been designed to support clubs and volunteers who have ambitions to be best they can be in fulfilling their role. It was agreed that I would attend the next club committee meeting and present the document to the whole committee.



I attended the next club committee meeting and presented the Clubmark Accreditation Scheme and talked through the reasons for introduction of the scheme and the obvious benefits to the club in the short and long term. All present in principle agreed it would extremely worthwhile and would benefit the club greatly. Concerns were voiced over the time involved. A copy of the document was distributed to all present to read though at their leisure, and feedback their thoughts at the next committee meeting.



At the next meeting it was agreed that the club meet the Foundation level and the club would like to work towards achieving Silver Level. It was agreed to form a subcommittee who would work alongside myself with the subcommittee reporting back to the club committee on a regular basis. The club submitted all the necessary paper work to complete the Foundation award

## ***FOUNDATION LEVEL***

**The Club was presented with The Club Accreditation Foundation Certificate.**

**Picture to come**

The club are now working on achieving the Bronze level. They are also currently devising a Club welcome pack for new members and making sure all office bearers have a role descriptor.

At the committee meetings the performance of the teams is the priority subject and a summary of all matches at all age levels is the main focus of the meetings. There are 13 committee members and although things like fundraising are important the focus of the meetings is the performance on the pitch.

The Kingussie committee are okay at continually trying to improve the facilities, for example this season they own a minibus for the first time and are looking at buying a new mower, connecting to mains electricity supply, tarring the road and building a 100 seater grandstand.

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## **Strachur & District Shinty Club**



Euan McMurdo the Regional Development Officer – West attended a meeting with the Strachur SC committee on 22<sup>nd</sup> March 2016 to explain the proposed Club Mark Accreditation Scheme process and to offer the club the opportunity to be one of the initial Pilot Clubs.



Given that Strachur currently do not have a senior team they felt their priority is to try to re-establish the senior team first however felt that being part of the Accreditation process could only be beneficial to their club.

Having explained the process it was quickly established that Strachur SC met all of the elements of the Foundation Level and that they would work towards the bronze award once they have established their first team.

## ***FOUNDATION LEVEL***

Using the accreditation framework there has been sessions delivered to the Strachur primary school which allowed every pupil attending the school to take part in a six week block of sessions which culminated in a shinty festival using the Strachurmore facilities. This festival invited all parents along and RDO, Euan McMurdo, engaged with these parents by asking them to get involved with the Strachur club to help make the club sustainable once again. Further talks with the club were held at the end of the 2016 playing season to work towards the **BRONZE LEVEL** Award and re-establish their senior team in 2017.



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# **Strathspey Camanachd**



**Ronald Ross the Regional Development Manager – East held initial discussions with the Club to discuss the proposed Clubmark Accreditation process and the benefits to the Club in the short and long term. Following the initial positive meeting I agreed to meet with the rest of the committee to talk them through the whole Accreditation process and what was all involved. It was clear from the outset that all present were extremely positive and looking to develop all aspects of the Club, with particular focus on developing the youth element of the Club.**

**Following discussions the committee accepted the opportunity. It became clear that the Club met all the criteria of the Foundation Level and that they would start working towards the bronze award.**





# ***FOUNDATION LEVEL***

**The Club were presented with the Club Mark Accreditation Foundation Certificate.**

**The Club can take great credit for fielding its first ever Youth team in the CA Youth U14 Development league.**

## ***BRONZE LEVEL***

**After further meetings the Club's aims and objectives for the next three were discussed and a check list for Bronze Level was discussed and agreed. The following action plan was agreed:**

- Produce a completed and signed parental consent and medical consent form. **(Achieved)**
- To join the local Sports Council
- The Club has a 'Welcome Pack' for new members.
- The Club has a minimum of 1 referee willing to train towards a foundation qualification. **(Achieved)**
- All office bearers have a role descriptor and have undertaken initial induction training for their respective position.
- The Club has access to regular facilities for training and matches and an annual risk assessment has been completed. **(Achieved)**

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## **Tayforth Camanachd Club**



**Paul MacArthur, the Regional Development Officer – Central attended a meeting with members of the Tayforth Camanachd committee to explain the proposed Club Mark Accreditation process and to offer the club the opportunity to be one of the initial pilot clubs. Following discussions the committee accepted the opportunity and agreed to hold an open club meeting to identify areas to work on going forward through the accreditation process.**



**The open meeting proved extremely successful and identified a few items which needed addressed in order for the club to obtain a foundation award.**

The following Action Plan was agreed so the club could be awarded the Foundation Level:

- **Membership:** All appropriate club members registered with the CA and covered by insurance.
- **First Aid Kits:** Regular checks and processes were put in place to ensure kits are always up to date.
- **Appoint and train a child protection officer** – at present the club is for seniors only, however the accreditation process identified a desire to develop a junior section over the coming years.

## ***FOUNDATION LEVEL***

On completion of the Action Plan the Club was presented with The Club Mark Accreditation Foundation Certificate.

During the same meeting the clubs' aims and objectives for the next few years were discussed and the check list for the **BRONZE LEVEL** Award was worked through. The following Action Plan was agreed:

- Produce a welcome Pack for new members.
- Risk Assessment on Facilities to be completed.
- Produce a completed and signed parental consent & medical consent form, compliant with Data Protection regulations, for each registered under 18 player.
- Club agreement to explore joining the local sports council.
- Additional Office Bearers and contact details identified: Publicity/Media officer for 2017.
- All Office Bearers have a brief role descriptor and have undertaken initial induction training for their position.
- Identify a member who is willing to become a registered referee, and complete a Foundation referee award by 2017 season.
- Establish a Womens team which will compete in 2017.

Completing all above checklist tasks will ensure that the club gains a Bronze Award and Tayforth Camanachd are committed to trying to complete these by the end of 2017 season, with support from CA Development staff.

Aside from the accreditation award checklists the meeting also identified other aspirations the club has for the future, to improve the club, and a list of longer term, time specific goals was also produced.

#### Governance

- Change the club structure/constitution so that it reflects the club's development ambitions - 2016

#### Coaching/Officials

- Recruit a first team manager/coach for 2017 season.
- Qualify 2/3 UKCC Level 1 coaches per year.
- Introduce U14/U17 sessions.
- Recruit 2/3 Referees over 5 years.

#### Finance

- Pursue longer term sponsorship options - 2017
- Increase membership too increase funds - 2017
- Commit more time to fundraising efforts - Ongoing
- Hold a match/tournament on the meadows during festival time – charge to spectate – 2017

As a result of engaging with the Club Mark scheme, Tayforth Camanachd have managed to identify key areas for improvement throughout their club, and are now moving forward with a much more specific purpose, and renewed confidence in how to go about developing the club in the future.

Great work Tayforth!

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