

COUNTY SPORTS PARTNERSHIP CLUBMARK INFORMATION COUNTY DURHAM SPORT

Introduction

In response to continued demand from CSPs and confirmed satisfaction with the format, we are pleased to share the latest Clubmark information. This report is based on information received referring to the period April 2010 to March 2011 inclusive. As highlighted in the last report (dated October 2010) it now incorporates data from the Football Association.

Background

The number of Clubmark accredited clubs continues to rise, whilst the figure for those working towards has fallen slightly, (although it remains very similar to 2009 levels). The table below identifies the respective numbers:

Table identifying numbers of Clubmark accredited and working toward clubs

	Clubmark accredited			Working towards		
	March 2009	March 2010	March 2011*	March 2009	March 2010	March 2011
Actual numbers	5017	6031	10,650	4497	4825	4455
Year on year percentage increase/decrease		20.21%	76.59%		7.29%	-7.67%

**includes FA data*

Integration of football into the Clubmark family has impacted significantly on overall numbers. The working towards database is indicative of the underlying trends with regard to how Clubmark will fare in the near future. Although slightly fewer clubs are listed as working towards, the scheme is still attracting an average of 92 new clubs per month.

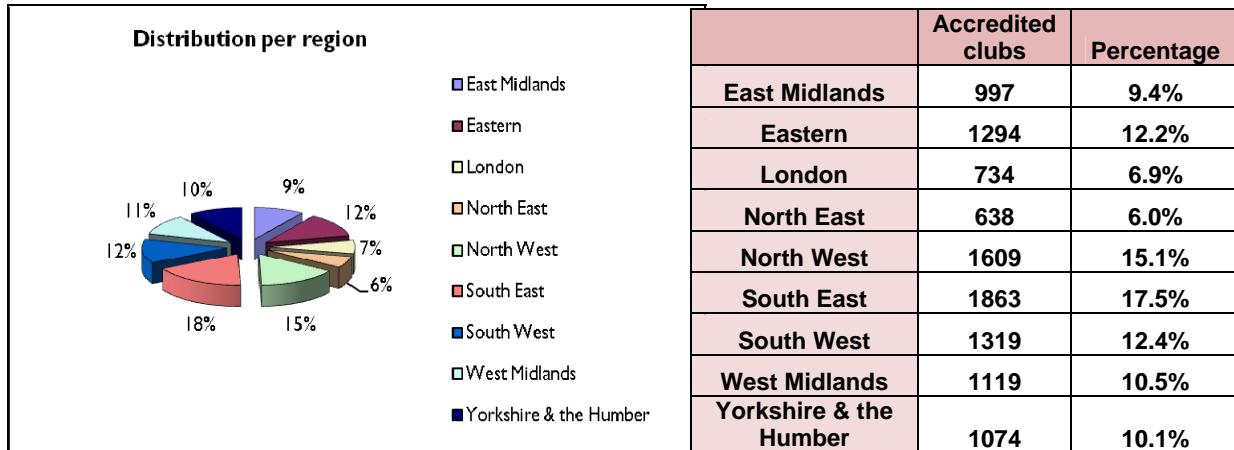
The average number of clubs accrediting per month now stands at approximately 130; an increase of up to 1500 accredited clubs year on year. Given that many larger national governing bodies (NGBs) has initially targeted their 'easy wins' the maintenance of this trend is particularly pleasing as it implies that smaller (and sometimes less well resourced) clubs are also looking to gain Clubmark accreditation.

Much of the information contained in this report is available on the Clubmark website which, based upon the feedback received, continues to offer an informative and effective support mechanism. This is further evidenced by over one million page views since its launch in September 2006. The information below is designed to enable you to:

- ✓ Compare the performance of your partnership area at regional and national level trends
- ✓ Identify gaps in Clubmark provision in your area.
- ✓ Consider whether you have sufficient Clubmark clubs to service communities in areas of higher deprivation.
- ✓ Consider what interventions and resources you and partners might apply to increase the number of clubs achieving Clubmark minimum operating standards in your area.

North East Region CSP Comparison

The information below is designed to enable you to assess the performance of your own CSP within a national and regional context. The North East region has the least highest number of accredited clubs with more than 600 Clubmark Accredited clubs.



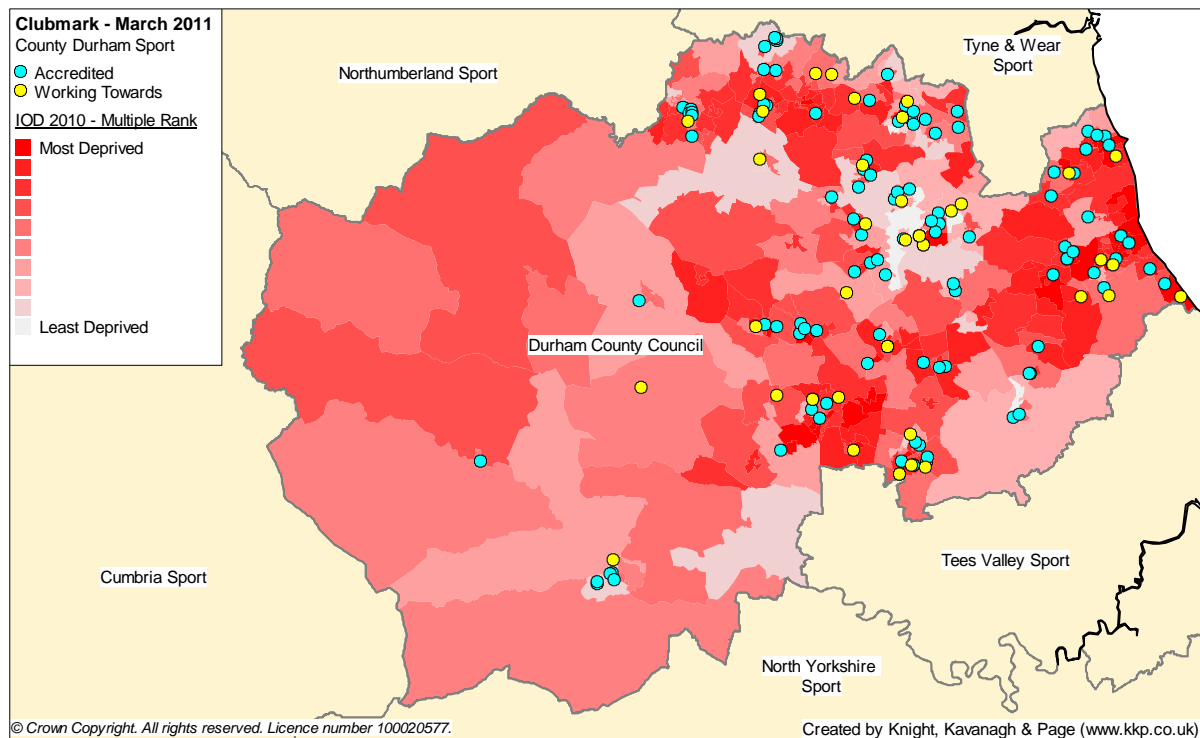
The information below compares the number of accredited and working towards clubs across the four CSPs within the North East.

North East CSPs	March 2010			March 2011			%
	AC	WT	TOT	AC	WT	TOT	
County Durham Sport	53	46	99	124	46	170	133.96
Northumberland Sport	62	53	115	96	47	143	54.83
Tees Valley Sport	88	38	126	156	36	192	77.27
Tyne & Wear Sport	116	69	185	261	69	330	125.00
North East CSP not specified		2	2	1	1	2	
TOTAL	319	208	527	638	199	837	100.00

As identified above County Durham has 124 accredited and 46 working towards clubs across 19 different sports; its top five performers are identified below. The remaining 14 sports account for 19.5% of accredited clubs.

Sport	Number	Percentage of total
Football	64	51.6
Cricket	21	16.9
Swimming	6	4.8
Gymnastics	5	4
Golf	4	3.2
Total	100	80.5

Map: Clubmark/working towards clubs; County Durham Sport set against IMD



County Durham Sport has the forty-fifth highest number of accreditations across the CSP network in the country with 124 Clubmark clubs plus a further 46 registered as working towards. This is equivalent to 19.44% of the regional total of 638 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 (133.96% in County Durham) which, in part, is due to the inclusion of the FA into the Clubmark family but this does not tell the whole story. The map indicates the rural nature of the county and that some areas of higher deprivation are still not well serviced by Clubmark clubs.

Clubmark/working towards clubs; County Durham Sport

County Durham Sport	March 2010			March 2011			Year on Year Change	
	AC	WT	TOT	AC	WT	TOT	AC	WT
Local Authorities								
Durham County Council	52	43	95	123	46	170	71	3
TOTAL	52	43	95	123	46	170	71	3

The table indicates that, although the actual numbers have increased significantly, the underlying trend, as depicted by the number of working towards clubs, has increased only slightly, by three.

This analysis is extracted from the Clubmark database. This includes all accredited and working towards clubs and is updated on a monthly basis. It is free and publicly accessible. In an increasingly litigious society, it is important that parents, guardians, teachers, local authority staff and CSPs are confident when signposting young people to community sports clubs. Clubmark clubs ensure that a core level of quality is achieved. If you require additional information please download the database from:

<http://www.clubmark.org.uk/resources/clubmark-accredited-clubs-database>

Several local authorities and CSPs across the country have now adopted the Clubmark Charter to underpin and support their work with community sports clubs. The benefits of using it and more information can be found at: <http://www.clubmark.org.uk/benefits/the-clubmark-charter>. A copy of the Clubmark charter for CSPs and local authorities to use and amend accordingly is appended.

With 35 CSPs licensed to accredit clubs (and more soon to follow) there are fewer reasons why all clubs from Sport England recognised NGBs do not meet minimum operating standards (Clubmark), now an industry norm. Clubmark accreditation is a real opportunity to deliver a genuine and long lasting legacy for London 2012.

For further information on Clubmark visit www.clubmark.co.uk or contact Clare MacLeod, National Clubmark Manager on 0161 764 7040 (email clare.macleod@kcp.co.uk). We hope you find the attached of value when benchmarking and setting your targets for future growth.