



SHUTTLE MARK

CLUB ACCREDITATION SCHEME

Recognising, Supporting and Rewarding Clubs

sportscotland
the national agency for sport

spòrsalba
am prìomh bhuidheann
nàiseanta airson spòrs

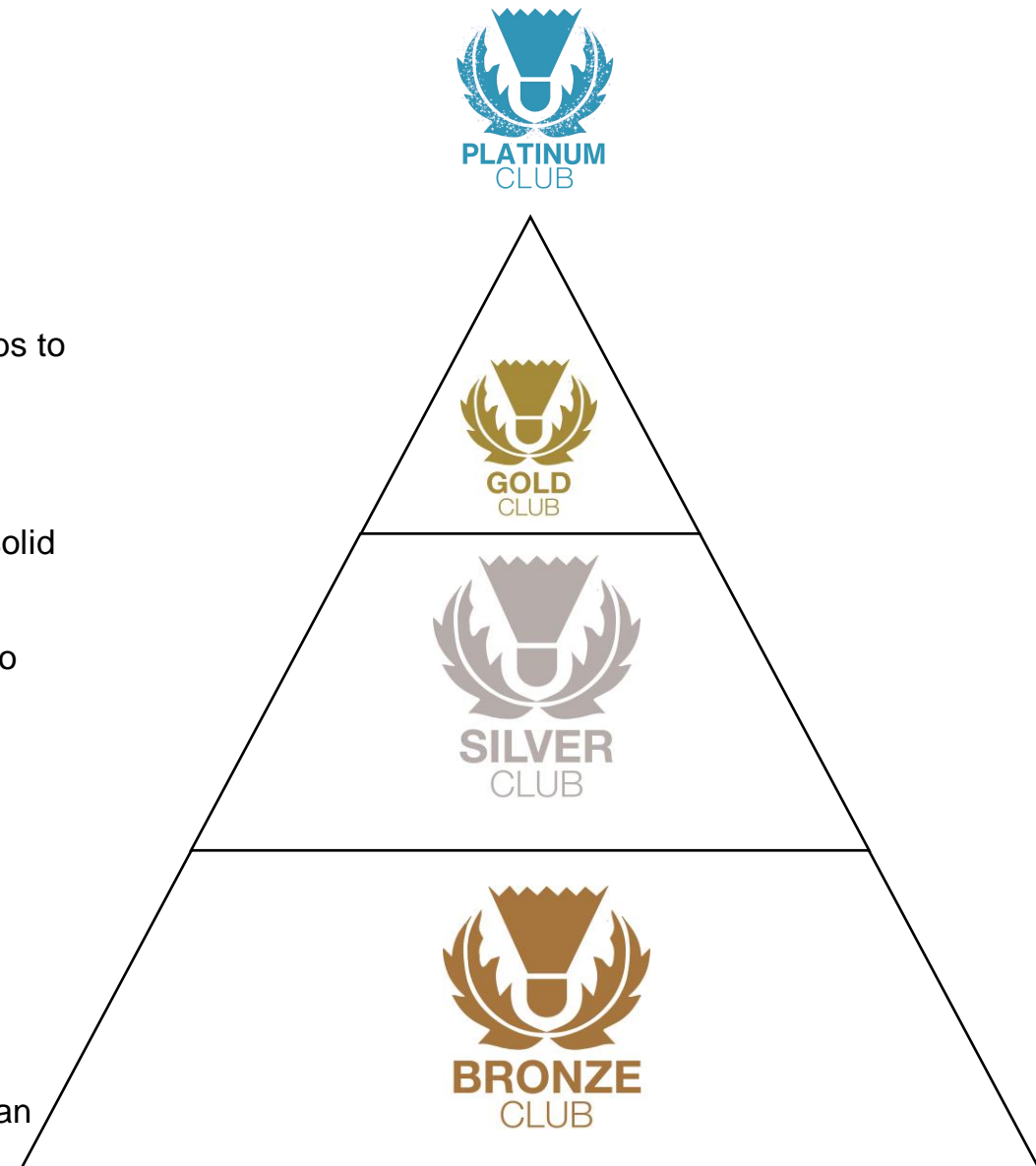
BACKGROUND

Badminton Scotland's new club accreditation scheme Shuttlemark aims to support clubs to develop and strengthen their infrastructure, plan for the future and in turn increase capacity and grow.

Increasing participation, developing coaches, volunteers and workforce whilst having solid plans for the future are key to a club's success and Badminton Scotland want to recognise, support and reward the dedicated volunteers with in clubs that are striving to make this happen.

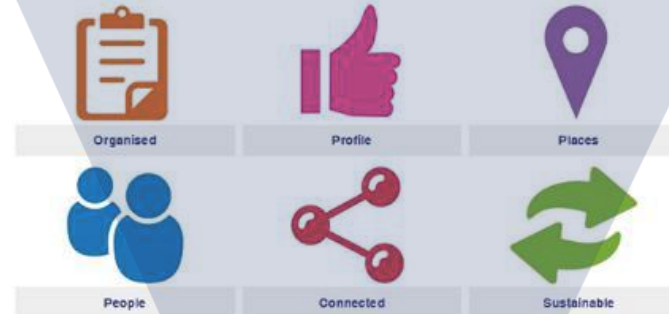
There are 4 levels to the accreditation programme: Bronze, Silver, Gold and Platinum. Clubs are required to achieve all requirements before being awarded the Shuttlemark.

As well as a suite of tools, templates and good practice case studies, clubs can also access support from Regional Development Officers (RDOs) to achieve each level. Once a club has achieved a certain level, there are benefits and rewards that can be accessed.





**Clubs & Communities Framework
Priority areas**



Sport helps keep people active.

We live in an increasingly inactive world. Being inactive reduces life expectancy and is linked to serious health problems. Yet we're designed to move -- from first steps to dancing and playing games. Sport builds on our natural desire to move. It gives us a sense of purpose. It lets us take on a personal challenge or play a part in a team. It makes it easier for us to make physical activity a regular habit.

Sport supports health and enhances wellbeing.

Sport helps us unwind and feel more relaxed. It's a way of making friends and becoming involved in the community. It gives us energy and confidence to think clearly and get the most out of life. It also helps us develop a stronger body and combat health issues.

By taking part in sport, we want people to enjoy as many of these benefits as possible. Even if they don't get into sport directly, everyone can enjoy the benefits it creates for our communities and Scotland as a whole.

Sport develops knowledge and skills.

Sport helps build a talent pool for employers by helping young people to develop. It keeps them engaged at school and beyond, teaching them how to communicate, lead, plan, make decisions and work in teams.

Sport helps the economy thrive.

Sports supports productivity, saves on health expenditure and helps to generate employment and tourism.

Sport strengthens communities.

Taking part in sport improves social connections and reduces social isolation. It also lowers crime rates and antisocial behaviour and helps develop a sense of civic pride.

STRATEGIC FRAMEWORK
- SPORTSCOTLAND CORPORATE STRATEGY: SPORT FOR LIFE

BENEFITS

Below are benefits the scheme can provide to clubs and is aligned with Sportscotland's 6 Priority Areas (Enablers & Qualities):

- **STRONG CLUB** - Improving standards of club through developing the coaching workforce
- **PROMOTED CLUB** - Can increase growth of club membership, support member retention, and help recruit volunteers
- **SAFE CLUB** – Parents and teachers, or those associated or part of vulnerable groups likely to have more confidence in club
- **EFFICIENT CLUB** - Indicates that your club is well-run, efficient and effective-saving volunteers time
- **SUPPORTIVE CLUB** - Demonstrates that club values its volunteers through recognising their hard work
- **RECOGNISED CLUB** - Can provide better access to grants as funding providers will consider accredited clubs over other clubs

BRONZE CLUB

- Constitution
- Committee
- Bank Account
- PVGs and Child Wellbeing & Protection Policies & Procedures
- Risk Assessment Procedures
- Emergency Operating Procedures
- Badminton Basics Award Coach



SILVER CLUB

- Effective Partnerships in Place
- 1-Year Action Plan
- Club Promotion/Social Media
- Club Welcome Pack
- Active BSCO Technical Official

Code of conduct

- Level 1+Coach or equivalent



SILVER
CLUB

GOLD CLUB

3 Year Development Plan

Variety of Membership Categories

Facility Agreement

Payment options available

Club Coach Development Plan

Coach and Volunteer CPD

Shuttlemark Disability and Inclusion
Charter (SIDC)

Level 2 Coach or Equivalent



GOLD
CLUB

PLATINUM

Advanced club analysis

Organise regional
tournament / event

Active BSCO Technical
Official x4



PLATINUM
CLUB

PROCESS

How to get involved in Shuttlemark

- Clubs apply through online form
- Clubs must be affiliated to Badminton Scotland and have up to date membership figures with in Go Membership before club can be awarded
- Clubs will be asked to upload documents onto new membership system
- Clubs can work through at own pace – no timeline unless clubs want one.
- Clubs complete Impact Evidence Report before being awarded a level
- RDO's will be available to support and can update tracker (attached) each meeting with progress
- Review process will be every 2 years to maintain status
- Clubs have to achieve all requirements if relevant example: if going for gold, they will need to achieve all the silver and bronze



BADMINTON SCOTLAND

REWARDS AND BENEFITS



BRAND NAME	BRONZE	SILVER	GOLD	PLATINUM
CERTIFICATE AND CELEBRATORY LETTER	✓	✓	✓	✓
USE OF AWARDED LOGO	✓	✓	✓	✓
TUBES OF SHUTTLES	✓	✓	✓	✓
PERSONALISED BANNER ACCORDING TO RANK		✓	✓	✓
DISCOUNT ON SHUTTLES		✓	✓	✓
DISCOUNT ON CLUB KIT		✓	✓	✓
SENIOR SQUAD VISIT / DEMO NIGHT			✓	✓
SENIOR SQUAD COACHING SESSION				✓