

Introduction to Camden Active Mark





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Camden Active Mark is an initiative run by the London Borough of Camden in partnership with Pro-Active Camden, to support the community in developing their activities safely and effectively.

Camden Active Mark is a progressive framework designed to support community organisations provide quality sport and physical activity. This comprises a set of criteria against the following themes:

- Governance
 - » Ensuring that your organisation is being run effectively
- Delivery
 - » Ensuring that your activity is well organised, safe and high quality
- Vision and Commitment
 - » Promoting a forward thinking approach, engagement with wider audiences and open to development
- Safeguarding
 - » Ensuring that the people involved in your activity are safeguarded and protected



Camden Active Mark is for organisations providing sport and physical activity opportunities in the London Borough of Camden. Organisations will need to be committed to improving their activity, have a desire to grow, develop their offer and engage with potential new members and residents. Eligible organisations include:

- Community Clubs/Organisations
- Youth Clubs
- Sports Clubs
- Satellite Clubs
- Not for profit organisations/charities with a remit of sport and physical activity



Camden Active Mark includes three levels:
Development, Beacon and Beacon+.

The process to achieve each level has been kept as simple as possible.

The first step to gaining Camden Active Mark is an online Expression of Interest Form. We will then contact you and ask you to complete a self-assessment checklist, accompanied by a development tool.

As organisations progress through the framework, further information will be required for certain criteria.

The development tool has been developed to help you reflect on your activity and shape your development plan, in partnership with Camden council.

We're interested in how you use the criteria in daily practice. The tool has been developed to allow you to self-reflect on your activity which will help you shape your development plan in partnership with Camden Council.

To complete the Expression of Interest form and find more club development resources visit:
camden.gov.uk/camdenactivemark



Expression of Interest

Complete registration form at
www.camden.gov.uk/camdenactivemark

Self-Assessment

A self-assessment checklist accompanied by a development tool will be sent to you for completion.

Complete

Complete the form and submit to the email address at the top. Include as much detail as possible on how your organisation meet the criteria.



Award




Upon completion of all the steps, you will be sent a congratulations email with certificate and marketing materials.

Review

Your application will be reviewed within 6 weeks of submission and any requests for additional information and evidence will be requested.

Meet and site visit

Once reviewed and feedback sent, a site visit will be arranged to discuss your final application and development plan.

| Capital Camden Active Mark | | | | | | | | |
|---|--|--|--|--|--|--|---|--|
| | Criteria for Gaining Accreditation | | | | Benefits of Gaining Accreditation | | | |
| CAM Level | Governance | Delivery | Vision & Commitment | Safeguarding/Health and Safety | Development & Officer Time | Promotion | Use of coaches/instructors | Training |
| Development  | Bank Account with 2 signatories | Level 1 coaches or NGB equivalent leading activity | A commitment from the organisation to improve | Safeguarding policy in place for young people and vulnerable adults | Professional officer/support time to reach beacon level via outcomes of development plan | Promoted through the programme as a developing organisation | | Priority access to training appropriate to that level in assisting organisations to reach beacon level |
| | Named contact held by LBC | Those involved with delivery hold safeguarding & protecting children and 1st Aid certificate | A commitment to creating a development plan in partnership with LBC | | Officer support with fundraising to support development plan objectives | | | |
| | Constitution | DBS check if appropriate | A commitment to arrange a site visit | | Added to exclusive email list | | | |
| | Appropriate insurance | | | | | | | |
| | Basic policies and procedures in place | | | | | | | |
| Beacon  | Affiliated to or endorsed by an NGB, if applicable | Level 2 coaches or NGB equivalent leading activity | Commitment to creating a development plan in partnership with LBC | Appropriately trained Welfare Officer | Professional officer/support time to reach beacon + level via outcomes of development plan | Recommended to partners and colleagues for delivery | Would be used on council supported or led projects and programmes | Priority access to training appropriate to that level in assisting organisations to reach beacon + level |
| | | Following safe recruitment practices | Organisation has understanding of local community landscape, and plays an integral role in working with local partners | First Aid provision accessible during activity and first aid trained leaders | Officer support with fundraising to support development plan objectives | Included in official Camden marketing and promotions e.g. social media | | |
| | Elected committee structure (if applicable) | Effective safeguarding/health and safety communications pathway | | | | | | |
| | Organisation's vision is highlighted within development plan | Organisation has successful methods of communications | | | | | Risk assessment held by organisation | |
| | Have gained ClubMark, or alternative quality accreditation | | | | | | | |
| Beacon +  | | | Commitment to broader borough objectives beyond club's vision | | Officer support with fundraising to support development plan objectives | Recommended to partners and colleagues for delivery | Would be used on council supported or led projects and programmes | Priority access to training appropriate to that level in assisting organisations in their development plan |
| | | | Commitment to other initiatives Camden, Pan-London and national initiatives where appropriate | | | Included in official Camden marketing and promotions e.g. social media | | |

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