

QUALITY MARK GUIDE



WELCOME TO QUALITY MARK

There are four levels of Quality Mark accreditation which your team or club can aspire towards. The criteria you need to satisfy to attain each award is presented below. Your Regional Club Services Manager will support your club as you work through the criteria and we also have a large bank of resources to support the process.

If you're involved at a club or team who have ambitions to be bigger, better and stronger, then our club accreditation programme is for you.

Increasing participation in football, driving high standards and improving the development of our players, coaches and volunteers is a priority of the Scottish FA. Yet we know we can't achieve any of this without the passion and commitment of volunteers on the ground – the lifeblood of grassroots football.

By becoming a Quality Mark club you will sign up and agree to the following strategies and policies. Please consider them carefully to ensure this is what your club is about and agree by clicking on the following link.

<https://www.scottishfa.co.uk/football-development/club-services/club-accreditation/quality-mark-club-opt-in/>

- Football For All Strategy
 - Child Wellbeing Club
 - Eco Friendly Club
 - Let Them Play Club
 - National Player Pathway Club
-

QUALITY MARK GUIDE

CONTENTS

- Welcome to Quality Mark
 - Contents
 - Introduction
 - ➔ Quality Mark Club Criteria Overview
 - ➔ Player Participation Framework
 - ➔ Education Criteria (Teams)
 - ➔ Education Criteria (Participation)
 - ➔ Club Services Criteria (Governance and Planning)
 - ➔ Club Services Criteria (Child Wellbeing and Protection and Affiliation)
 - ➔ Football Development Criteria (Club and Player offering and Strategy and Campaign Sign up)
 - ➔ Platinum Award Criteria – Club Offering
 - ➔ Submission and Award Process
 - ➔ Re-accreditation
 - How to Upload
-



QUALITY MARK GUIDE

INTRODUCTION

Designed to recognise the hard work and dedication of our member clubs and teams, the Quality Mark Award scheme aims to reward those who have a desire to be the very best they can be.

We're here to support each and every one of you in your efforts and the Quality Mark Awards scheme– is one of the ways in which we do just that.

To gain one of our awards – Bronze, Silver, Gold or Platinum - your club must achieve each of our related list of criteria. Aimed at improving or supporting management, development structures, administration, planning and welfare, these criteria help each club as they strive to improve.

We don't just set the criteria and leave you to get on with it, though. Each Region has a Club Services Manager who will be your main support throughout the process, as well as providing a large number of templates and core policies, sharing case studies and suggesting best practice techniques that we've learned from other successful clubs.



QUALITY MARK GUIDE

CLUB CRITERIA OVERVIEW



	BRONZE	SILVER	GOLD	PLATINUM
Participation Requirements	1 team or section or more	Minimum 4 team or sections 4 age groups and/or TRY / SOCIAL player offerings	Minimum 8 teams or sections 8 team age groups and/or TRY / SOCIAL player offerings from Children/Youth/Adult/ Female game	Minimum 12 team or sections* 12 team age groups and/or TRY / SOCIAL player offerings from Children/Youth/Adult/ Female game
Off pitch requirements				Additional Club Offering
Club Size	*Approx. 10 Players +	Approx. 75 Players +	*Approx. 200 Players +	*Approx. 300 Players +

PLAYER PARTICIPATION FRAMEWORK

	COMPETE	PLAY	TRY	SOCIAL
Over 55's	ANA Leagues (WFS)	Men's Recreational Women's Recreational Para Football	Men's Recreational Women's Recreational Para Football	Fit Fans Mental Health initiatives Community Activity
Over 35's	ANA Leagues (SAFA/SWFA/WFS)	Men's Recreational Women's Recreational Para Football Futsal	Men's Recreational Women's Recreational Para Football	Fit Fans Mental Health initiatives Community Activity
Adult (18+)	ANA Leagues (SWF/SAFA/SWFA/WFS) Para Football Futsal	Men's Recreational Women's Recreational Para Football Futsal	Para Football Futsal	Fit Fans Mental Health initiatives Community Activity
Young People (12-18)	ANA 11v 11 Leagues (SYFA/SWF) Para Football	Para Football Specialised training (GKs)	Holiday Camps Football Centres Para Football Futsal Specialised training (GKs)	Diversionsary School Activity Mental Health initiatives Community Activity
Children (3-12)	ANA 7v7 / 9v9 (SYFA/SWF/SFA) Para Football	ANA SSG – 4v4 / 5v5 (SYFA/SWF/SFA) Para Football Specialised training (GKs)	Football Centres Holiday Camps McDonald's Fun Football KDM centres / Mini Kickers Para Football / Futsal Specialised training (GKs)	School Activity Pre-School Activity Community Activity Disney Playmakers

QUALITY MARK GUIDE

EDUCATION CRITERIA (TEAMS)



BRONZE	SILVER	GOLD	PLATINUM
Head Coach 1.2 Plus ANA min requirements for additional team coaches	Head Coach 1.2 Plus ANA min requirements for additional team coaches	Head Coach 1.3 Plus ANA min requirements for additional team coaches	Head Coach 1.3 Plus ANA min requirements for additional team coaches
		UEFA Grassroots Leader Award Recommended 25% all coaches Level 2 (Attend)	UEFA Grassroots Leader Award Recommended 25% all coaches Level 2 (Attend)

EVIDENCE REQUIRED

Club directory of coaches/volunteers holding on and off pitch roles that identifies position(s) and age group or category. (Name – Role – Age Group)

Regional team will check qualifications via FAS/Comet.

*Only if delivering that activity and courses available

QUALITY MARK GUIDE

EDUCATION CRITERIA (PARTICIPATION)



BRONZE	SILVER	GOLD	PLATINUM
Community Coaches Football for All / Project delivery Head Coaches:1.2 Assistant Coaches: 1.1 Specialist course* (eg GK/Futsal/Para/Disney etc)	Community Coaches Football for All / Project delivery Head Coaches:1.2 Assistant Coaches: 1.1 Specialist course* (eg GK/Futsal/Para/Disney etc)	Community Coaches Football for All / Project delivery Head Coaches:1.3 Assistant Coaches: 1.1 Specialist course* (eg GK/Futsal/Para/Disney etc)	Community Coaches Football for All / Project delivery Head Coaches:1.3 Assistant Coaches: 1.1 Specialist course* (eg GK/Futsal/Para/Disney etc)
		UEFA Grassroots Leader Award Recommended 25% all Community coaches Level 2 (Attend)	UEFA Grassroots Leader Award Recommended 25% all Community coaches Level 2 (pass)

EVIDENCE REQUIRED

Club directory of coaches/volunteers holding on and off pitch roles that identifies position and area of delivery. (Name – Role – Programme(s))

Regional team will check qualifications via FAS/Comet.

*Only applies if delivering that activity and courses available

QUALITY MARK GUIDE

CLUB SERVICES CRITERIA

Clubs are required to upload documents that cover the following areas. This can be individual documents or a one-stop Club Handbook.



	BRONZE	SILVER	GOLD	PLATINUM
Club Governance	<ul style="list-style-type: none"> • Club Welcome / Induction Pack • Club Organisation Chart • Committee / Trustee Roles / AOB • Club Ethos, Culture & Values <ul style="list-style-type: none"> • Code of Conducts • Club Policies (H&S, Public Liability) <ul style="list-style-type: none"> • Constitution (Equity policy) • Club Legal Status / Insurance 			
Club Plan Contents	<ul style="list-style-type: none"> • Business / Finance Plan • Facility Plan (renting / leasing / owning) • Development Plan (Coach / Player / Volunteer) • Recruitment and Retention Plan (Coach / Player / Volunteer) 			
Club Planning	Club Plan Min 1 year	Club Plan Min 2 years	Club Plan Min 3 years	Club Plan 3-5 years

QUALITY MARK GUIDE

CLUB SERVICES CRITERIA

Clubs are required to upload documents that cover the following areas. This can be individual documents or a one-stop Club Handbook.



	BRONZE	SILVER	GOLD	PLATINUM
Child Wellbeing Directives	<ul style="list-style-type: none"> • Adopt Scottish FA Child Wellbeing and Protection Policy <ul style="list-style-type: none"> • Appoint, induct & train named CW&PO • Adhere to appointment & selection procedures <ul style="list-style-type: none"> • Attend appropriate CW&P training • Agree to & sign Code of Conduct for CW&P <ul style="list-style-type: none"> • Tick the t& c box (self certification) • All awards are subject to any concerns / issues raised by CW&P team 			
ANA Affiliation (MOS)	✓	✓	✓	✓

QUALITY MARK GUIDE

FOOTBALL DEVELOPMENT CRITERIA



	BRONZE	SILVER	GOLD	PLATINUM
Player Development			Player Development Programmes / centres	
Coach Development			Coach Training and Development support (addition to Education criteria) In-service/guest coaches/club coaching curriculum	
Club Offering (Non Football) Outcomes	N/A	N/A	N/A	Present to Scottish FA Staff on Platinum Award – Club Offering' Pillars
Player Participation and Football For All	N/A	N/A	Player Offering Try / Social (M/F)	Player Offering Matrix Evidence across all Pillars
Let Them Play and Power of Football Campaign (OPT - IN)	✓	✓	✓	✓ ✓
Sign up and Opt in	<ul style="list-style-type: none"> • Football For All Strategy • Child Wellbeing Club • Eco Friendly Club • Let Them Play Club • National Player Pathway Club https://www.scottishfa.co.uk/football-development/club-services/club-accreditation/quality-mark-club-opt-in/			

QUALITY MARK GUIDE

PLATINUM AWARD CRITERIA - CLUB OFFERING

SOCIAL DEVELOPMENT Develop and Grow People	CHARITABLE ACTIVITY Supporting Others	COMMUNITY SUPPORT Enable the community	ENVIRONMENTAL COMMITMENTS Promoting sustainability
Create club code of conducts or guidelines with player reps and parents	Charitable support	Support local business	Environmental Sustainability Co-ordinator
Formation of a Youth Committee	Chosen Charity Partners	Support community events	Environmental Awareness Campaigns
Health and Wellbeing initiatives	Food, Clothes and/or Toy bank initiatives	Community clean up	Environmental Sustainability Communication
Multi Sport collaboration / provision	In house support	Elderly support	Sustainable Travel
Employability programmes	Support for homelessness and poverty	Access to games	Kit Recycle scheme

Minimum of one example per column
Refer to Platinum Award – Club Offering Guide document for more information

QUALITY MARK GUIDE

SUBMISSION AND AWARD PROCESS

Region Club Services Manager (CSM) and Club agree target level of award

Candidate Club uploads documents and evidence to Club Library page and alerts CSM of completion.

CSM reviews evidence – recommends outcome

Evidence sufficient for Award. CSM raises club to ANA's and regional team for feedback on the club.

Evidence insufficient, incomplete, requires further detail or issue raised at ANA / Regional level.

Club updates or re-submits in collaboration with CSM

Club satisfies requirements for award – ratify at Monthly Regional Meeting

Region provides official written confirmation to club along with additional notes or recommendations of good practice



QUALITY MARK GUIDE

RE-ACCREDITATION PROCESS

- Award lasts a maximum 3 years from end of current year (eg Awarded May 2024 – reaccreditation year 2027).
- Clubs must ensure documents in their library are kept up to date and anything out of date is removed.
- Process the same as first award
- Club can apply to upgrade award (Bronze to Silver, Silver to Gold etc) through discussion with CSM if believe they meet criteria.
- Club may be downgraded upon CSM review after minimum 1 year if no longer meet criteria.



QUALITY MARK GUIDE

CHECKLIST OF DOCUMENTS

- ☐ Welcome / Induction Pack
- ☐ Club Organisation Chart
- ☐ Committee / Trustee Roles

- ☐ Constitution (Equity policy)
- ☐ Club Ethos, Culture and Values
- ☐ Code of Conducts
- ☐ Club Policies (Health and Safety, Public Liability, Risk Assessment)
- ☐ Club Legal Status / Insurance

- ☐ Business / Finance Plan
- ☐ Facility Plan (Renting / Leasing / Owning)
- ☐ Development Plan (Coach / Player / Volunteer)
- ☐ Recruitment and Retention Plan (Coach / Player / Volunteer)
- ☐ Adopt Scottish FA Child Wellbeing and Protection Policy

- ☐ Gold or Platinum Award Football development criteria
- ☐ Platinum Award – Club offering evidence

- ☐ Sign up and Opt in to Scottish FA Policies

QUALITY MARK GUIDE

SCOTTISH GRASSROOTS FOOTBALL COMMUNITY

The power of football transforms lives and makes a difference to communities. The Scottish FA will work in partnership with the Government and other key stakeholders to help address some of the barriers and inequalities that can affect the development of our sport and the strength, resilience and unity of our communities. We aim to work with our communities to be more active and healthier, while promoting inclusivity, celebrating diversity, and placing clubs at the heart of their community.

