

Introduction to Camden Active Mark



Camden Active Mark (CAM) is an initiative run by the London Borough of Camden to support the growth and sustainability of sport and physical activity providers across the borough.

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

- **Safeguarding**

Ensuring that the people involved in your activity are safeguarded and protected

- **Vision and Commitment**

Promoting a forward-thinking approach, engagement with wider audiences and open to development

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:

- Sports Clubs
- Satellite Clubs
- Organisations with a remit of sport and physical activity
- Individuals with a vision of forming a club



Camden Active Mark consists of two levels: Development and Accredited

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

The first step to gaining Camden Active Mark is completing the online Expression of Interest Form. We will then contact you and arrange an introductory call.

Organisations will receive support from Camden's Leisure Service. Resources, templates and guidance will be provided to support progression through the CAM framework while supporting the growth and sustainability of the organisation.

To find out more about Camden Active Mark visit camden.gov.uk/camdenactivemark or contact us via clubsupport@camden.gov.uk



Camden Active Mark

CAM Level	Governance	Delivery	Safeguarding	Vision & Commitment	Support Provided to Achieve this Stage	Benefits
Development 	Committee with 4 unrelated people in the roles Chair, Treasurer, Secretary, Welfare Officer	A Level 1 Coach or equivalent qualification	All coaches and volunteers to attend CSCP Introduction to Safeguarding E-Learning or equivalent	A commitment to deliver sport and physical activity in line with Camden's policies	An introductory call with Camden's Community Sport and Physical Activity Team	Added to Camden Council's Physical Activity Map on the Council website
	Club Constitution	Emergency First Aid Qualification	Club Safeguarding Policy	A commitment to grow and/or improve the club / organisation	An induction pack featuring resources, guidance, and templates	Added to the subscribers list for the monthly Camden Active Newsletter
	Insurance Policy	Risk Assessment for Sites and Activities	DBS (Enhanced DBS if working with children)	A vision to become an inclusive organisation where no individuals are excluded from participating	Introduced to external organisations that can support the growth and sustainability of your organisation	Sign posted to relevant opportunities to support the development stage
	Club Bank Account	Health and Safety Policy	Named Designated Safeguarding Lead	Consider registering as an incorporated structure such as a charity, CASC, CIC		Support to identify suitable facilities in Camden
	Club Development Plan		Club Incident Report Form	Consider affiliating to a relevant National Governing Body		Support to identify suitable funding opportunities
	Codes of Conduct – Parents, Members, Staff		Missing Child Policy			Invitations to Club Development Days
	Complaints and Appeals Procedure					
Accredited* 	Affiliated to relevant NGB or register as an incorporated structure such as a charity, CASC, CIC, Private Limited Company	At least one coach qualified at NGB level 2 or above	All involved with delivery to hold safeguarding and protecting children certificate	A commitment to broader borough objectives beyond the club's vision	Additional templates, and resources	Use of Camden Active Mark logo on promotional content
	GDPR Policy	Delivering to at least one target group	Chair and Secretary to attend CSCP Introduction to Safeguarding E-Learning	A commitment to encourage CPD opportunities for staff and volunteers	1-1 meetings with Sport and Physical Activity Officers	Recommended to partners, local organisations, and colleagues for delivery
	Equality, Diversity, and Inclusion Policy	First Aid at Work Qualification or equivalent	Level 3 Designated Safeguarding Lead or Equivalent		An accreditation site visit	Included in Camden's marketing and promotion
	Safer Recruitment Policy		Social Media Policy			Opportunities to deliver at community engagement events delivered by or in partnership with Camden Council
						A letter of support from Camden's Leisure Service
						CAM Accredited Certificate

* Clubs achieve Accredited status by completing all criteria outlined within this framework. While checks are completed and correct at the date of accreditation, it is the club's responsibility to ensure all documentation, qualifications, and criteria are kept up to date. We always encourage club members, parents, and partner organisations to actively carry out their own appropriate checks when attending activities.

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