



STIRSCALE



SPORTS UNION CLUB MARK “STIRSCALE”

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INTRODUCTION

WHAT IS STIRSCALE?



Welcome to the University of Stirling Sports Union Club Mark System (StirScale)—a new initiative designed to elevate the standards of our university's sports clubs and foster a culture of excellence, inclusivity, and development within our sports union.

Brief Overview: At the heart of our commitment to sporting excellence is the Sports Union StirScale. This structured accreditation program serves as a benchmark, guiding our sports clubs towards higher levels of achievement and recognition. Grounded in principles of best practice, the system encourages clubs to excel in various key areas, setting a standard that reflects our sports union's dedication to club development.

The StirScale runs from January to December 2025 to allow for a full calendar year of activity to be recognised.

Importance of the System: At the core of the StirScale lies a profound emphasis on club development and governance excellence. For clubs, this means a structured pathway to enhancing their organisational capacities, planning, and efficiency. By embracing the system, clubs embark on a trajectory of development, touching upon every aspect of their running.

Benefits to Clubs and the Sports Union: Clubs participating in the Club Mark System gain more than just recognition; they unlock a pathway to continuous improvement. Through accreditation, clubs will receive valuable feedback and resources. Moreover, the StirScale introduces an exclusive benefit: Only Gold-level clubs stand eligible for the title of "Club of the Year." This coveted recognition is reserved for those demonstrating the pinnacle of development, governance, and overall excellence within our university sports community.

Simultaneously, the sports union benefits from a strengthened, cohesive network of clubs that collectively contribute to the university's reputation for sporting excellence.

Objectives: The primary objectives of the University Sports Union Club Mark System include:

- Providing a clear framework for clubs to assess and enhance their overall performance.
- Promoting and maintaining high standards of governance and club development.
- Fostering inclusivity and diversity within our sporting community.

- Establishing a platform for clubs to showcase their achievements and contributions.
- Strengthening the collaboration between the sports union, clubs, and the broader university community.

As we embark on this journey together, we invite every sports club to actively participate in the StirScale, contributing to the collective success and growth of our Sports Union.

Embrace the challenge, aim for excellence, and let the journey towards Club Mark distinction begin. Where will your club end up on the StirScale!



WHAT SHOULD OUR BRONZE CLUBS DO?



Bronze

Sports Bazaar/GIAG	Completed a Handover	Up to date constitution	Inductions/Clubs Academy attendance
Development Plan/Budget Request	Election Voting – 25%	No Debt	AGM (by April)
RA (before September)	President attends 1:1	Affiliated Club	

Sports Bazaar/GIAG – Clubs will attend sports bazaar and look to encourage new/returning students to join. This will be backed up by an engaging and inclusive GIAG that highlights the key reasons of joining a club.

Development Plan/Budget Request – Clubs must submit their budget request and Development plan by September. A budget request allows clubs to understand their financial position coming into the year. A development plan allows a club to think about what they want to achieve in the year ahead and beyond.

Updated Risk Assessment – A club will need to update their Risk Assessment on OpsPal before September. This is to ensure that clubs can train.

Completed a Handover – Presidents, Treasurers and Secretaries must meet and complete a handover that ensures key topics are covered and key committee members are coming into the role with some understanding.

Election Voting (25%) – 25% of club membership must vote in the Spring union elections.

President 1:1 – Club presidents must attend a 1:1 with the SU in the Summer to give an introduction to the team and how we can help.

Affiliated Club – A club must have 10 paid members. From these 10 members they must have a President, Treasurer and Secretary.

AGM – Clubs must complete their AGM and submit their new committee list by April.

Up to Date Constitution – Club committee's must check their constitution and ensure it is up to date with committee positions and goals.

Inductions/Clubs Academy – All clubs must be represented at inductions/club's academy. Clubs must ensure that at least one person is present at each part of the day.

No Debt – Clubs will ensure they do not go into debt at any point throughout the year.





WHAT DOES IT TAKE FOR A SILVER?



Silver

Active Social Media – Discretion of the Panel (recommended list)	% of club vote in elections – 35%	Committee Meetings (2 a semester)
Attend all sports zone	Club Collaboration	SU campaign
Sober Social (1 a semester)	Obtain a sponsor	Fan Engagement – 5 different clubs, 5 different matchdays

Election Voting (35%) – 35% of club membership must vote in Spring elections.

Sober Social – Clubs need to host at least one sober social a semester. This is to ensure that clubs are inclusive of everyone.

Attend all Sports Zones – At least one member of a club will attend each of the four sport zones throughout the year.

Active social media – Clubs should be active on social media to try and boost engagement with current members and potential members. An active social media will be at the discretion of the awarding panel, but recommendations include:

- Committee Announcement
- Fixtures/Competitions Posts
- Sports Bazaar/GIAG Post
- Fundraisers
- Socials

Obtain a Sponsor – Clubs will have to obtain at least one sponsor that provides some sort of benefit to a club. This includes a venue for a Christmas dinner/End of Season, kit/equipment or a financial benefit.

Committee Meetings – Club presidents will ensure that committees are meeting at least twice a semester. This ensures that everyone within a committee is valued and on the same page with the direction of a club.

SU Campaign – Clubs will engage with the campaigns of their sabbatical officers and will get involved/promote any new initiatives, campaigns or goals they wish to deliver.

Fan Engagement – Clubs will look to support the efforts to improve collegiality and support fellow clubs. **This will be achieved through club members attending 5 different sports throughout the year on 5 different dates.** A social media post will be required to ensure clubs are attending and promoting our clubs in their matches/competitions/showcases.

Club Collaboration – Clubs will look to work together to support each other. Examples of this can include sport swaps, joint fundraisers **or social events (e.g. bowling, paintball)**. This can enhance the money that clubs raise, grow memberships within clubs and pass on best practice from club to club.





HAVE YOU REACHED GOLD ON THE SCALE?



Gold

Fundraiser (one a semester)	Attend a workshop
% of club elections – 50%	Volunteering (150 hours)
Promote a social campaign week	

Fundraiser – Clubs should host at least one fundraiser per semester for the benefit of their clubs. This can be a split fundraiser with a charity/club focus but this ensures that clubs have a positive balance in

their accounts and can afford quality coaching and equipment.

Election Voting (50%) – 50% of club membership will vote in Spring elections.

Promote a social campaign Week – Clubs will look to not only promote their own clubs but celebrate weeks throughout the year that encourage inclusion, diversity or the growth of sport. For example, women in sport week, sport for all, **show racism the red card** etc. This can be done through social media posts or through events organised by a club.

Attend a Workshop – Clubs will ensure that they are continuing to put members through courses run by the Sports Union. Examples of this can include first aid courses, LAYM, Consent training, MHFA, the changes workshop or **educational talks (e.g. Meningitis Now and OddBalls Foundation)**. This ensures that there is a constant stream of members being educated on key topics that support club growth or support members. At least 2 members a year should go through a course.

Volunteering – The best Sports Union clubs don't only look to develop their own clubs but also develop their members and clubs around them. Club members will be expected to either go out into the community and volunteer with external clubs or individual members will have to volunteer in their chosen sport or for their club for a certain number of hours. Volunteering hours will include coaching, sports bazaar, **volunteering at your club's GIAG, timekeeping/officiating** etc.



HOW TO SUBMIT EVIDENCE



To initiate the accreditation process, clubs are required to follow a streamlined series of steps designed to ensure a comprehensive evaluation. The first step involves the submission of a formal application form, which will be sent out by the Sports Union to all club presidents.

Alongside the application, clubs must provide a comprehensive checklist of required documentation and evidence to support their application. Clubs will be asked to submit evidence of criteria including, but not limited to the following.

- Volunteering - **it is recommended to show evidence of the activity and members who accumulated hours contributing to the overall total**
- Fundraisers
- Celebrating a week
- Committee Meetings - **it is recommended alongside the date of the meeting to submit an agenda of what was discussed at each meeting with the committee members in attendance**
- Obtaining a sponsor - **submit the contract (this must also be signed by the Sports Union prior to the sponsor)**
- Fan Engagement - **social media stories/posts as evidence**
- Supporting an SU campaign
- Sober Social
- **Completed Handover - evidence of what was discussed at the handover meeting or handover documents are suitable. Please refer to the Handover Toolkit for details.**

All other criteria can be managed and checked by the sports union, but clubs may be asked to provide more evidence of meeting criteria if necessary. The meticulous compilation of this evidence is crucial for a thorough assessment.

The application process is designed to be transparent and accessible, ensuring that clubs of all sizes and capacities can participate in the programme, contributing to the overall enhancement of the sports community within Stirling Sports Union.



AWARD ASSESSMENT



The assessment process is a pivotal stage of the accreditation journey, ensuring a comprehensive and fair evaluation of participating clubs. An awarding panel of sports union staff and student exec members will conduct the assessments. The make up of this panel will be as follows:

- Sports President

- Sport Development Coordinator

- 2x members of Exec

Clubs will be evaluated against the accreditation criteria listed out earlier in this document. The criteria serve as benchmarks, guiding clubs towards excellence in each aspect of their operations. The assessment process emphasises transparency and fairness, with clubs receiving constructive feedback on their strengths and areas for improvement.

As part of the evaluation process, clubs will be entitled to submit evidence at one point during the year and ask for feedback on how they can improve/develop further, to ensure they reach the gold level. The sports union will also be on hand to support clubs throughout the year with any questions they might have about the process or criteria.



OUTCOME & BENEFITS



Clubs will submit all evidence in **December 2025**, the exact date will be communicated to clubs by the Sports President. This will be reminded to clubs at the Sports Zone prior to the submission deadline. The awarding panel will then go through all submitted evidence and decide the awarding mark for each club. Clubs will be made aware of the outcome by the end of the semester (winter semester 2025/6).

The decision of the awarding panel is final. Clubs can not appeal but can question any feedback provided by the panel.

Clubs who achieve a gold standard for two years in a row will achieve a platinum standard. Only clubs who achieve a gold/platinum standard will be in contention for club of the year. **Furthermore, the Stirling Students Union website page with our Sports Union clubs, a graphic will be added to the individual club pages showing their StirScale award.**



MAINTENANCE



Maintaining accreditation is an ongoing commitment, and clubs are expected to adhere to specific requirements to ensure the continued enhancement of their operations. The process is designed to be progressive, providing clubs with clear guidance on the steps needed to elevate their status.

The club mark will be reviewed on a yearly basis with changes deemed to criteria, where deemed necessary.



COMMUNICATION AND SUPPORT



Effective communication is at the core of our commitment to supporting accredited clubs. The Stirling Sports Union maintains an open line of communication to address inquiries and provide clarifications promptly. Additionally, a robust support system is in place. The sports union will provide extensive feedback at one point during the year and clubs will be given all the resources to ensure they can

engage with the club mark system. The aim is for clubs to engage with the system and with clear communication we can support them with this. By prioritising clear communication and offering comprehensive support, the Stirling Sports Union ensures that accredited clubs are well-equipped to meet and exceed the standards set for their ongoing development.



CONCLUSION



In the culmination of our Sports Union Club Mark System, we celebrate a collective journey towards excellence and development. The club mark system stands as a testament to our unwavering commitment to club development.

The hope is, this club mark provides:

- Recognition by Stirling Sports Union of clubs demonstrating good practice, competence and high quality membership experience.
- A standard to work towards, which improves the operation and delivery of the club.
- A better working relationship between clubs and Stirling Sports Union.
- A framework to support club development.

The success of our club mark system lies not only in the benefits it provides but in the lasting impact it has on the sports culture within our union. Looking ahead, the StirScale will remain a dynamic framework, ever-adapting to the evolving landscape of sports and the aspirations of our clubs. Together, we will continue to develop our clubs, improve member experience and build a sporting community that everyone is proud to be a part of.

The question is, where will your club end up on the StirScale?

