

GREATERSPORT

Satellite Clubs Guidance Manual 2019-21

For support in application, please contact one of the GreaterSport team, who will put you in touch with your local Club Link Maker:

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What are Satellite Clubs?

Satellite Clubs is a Sport England programme funded by The National Lottery.

Satellite Clubs are local sports and physical activity clubs that are designed around the **needs of young people** and provide them with **positive, enjoyable experiences** that make it **easy** for them to become active or to develop more regular activity habits.

Through support or a link to a local community sports club or physical activity opportunity (The Hub), Satellite Clubs should be designed in such a way that they respond to the specific demands for sport from young people and should be positioned to support young people at points of disruption in their lives.

For example: Around adolescence, this is a key point when attitudes to sport and physical activity often change.

Transition points between school and college when young people are at the highest risk of drifting away from taking part in regular activity.

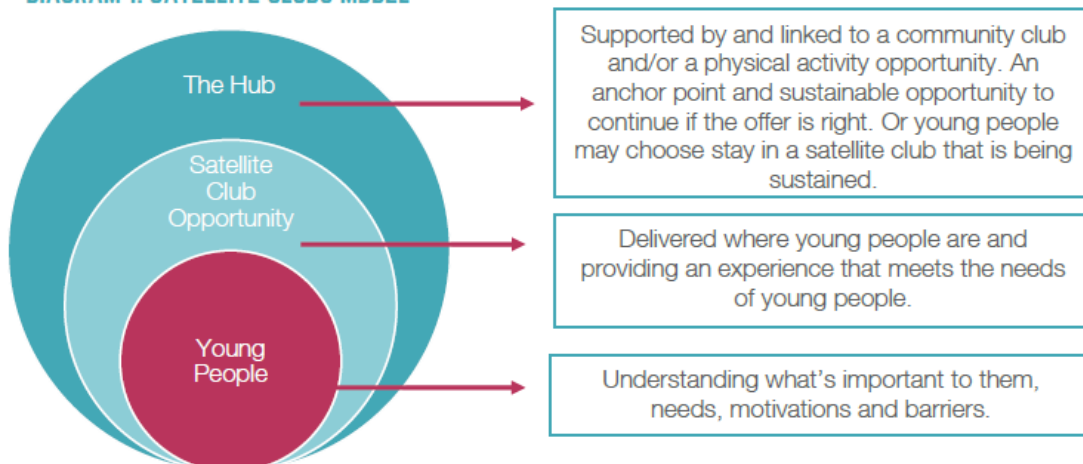
Satellite Clubs should be designed to help shape the way in which existing sport and physical activity providers tailor their offer to meet the different motivations and needs of young people, particularly those who are less active or at risk of falling out of sport.

Understanding what is important to young people and what their needs and wishes are is the first step when developing a Satellite Club opportunity.

Satellite Clubs should then be designed to meet those needs and provide a positive, fun experience, giving young people the confidence to take part.

Throughout their behaviour change journey, young people should be supported to build regular activity habits either through their continued engagement in the Satellite Club or through other local opportunities that the young people feel comfortable with.

DIAGRAM 1: SATELLITE CLUBS MODEL



Towards an Active Nation sets out Sport England's seven investment programmes which are based around the following three behavioural challenges:

1) Targeting **persistently inactive** people and supporting them into some form of activity

2) Making it easier for people who drop in and out of sport and physical activity to stay active and **maintain a habit**.

3) **Increasing the resilience** of people who have a strong affinity with sport and physical activity, ensuring they are treated as valued customers.

Satellite Clubs should be targeted at young people aged 14-19. The core audience among this age group being those who are inactive or generally less active on a regular basis. These young people are typically moving between the contemplation – preparation – action phases of the behaviour change model outlined in the diagram below:



Satellite Clubs: Core Principles

All delivery must align to the following principles:

1. New Satellite Club delivery must be focused on **young people aged 14-19**.
2. Satellite Clubs should be targeted at helping these young people to become active or to build regular activity habits, and/or targeting under-represented groups in sport. For Greater Manchester these are;
 - Ethnically Diverse Communities
 - Disadvantaged Communities (low socio-economic background)
 - LGB+ Community
 - Trans* / Non-binary
 - Those with mental health conditions including poor mental health
 - College/6th Form Transition
 - Women and Girls
 - Young person with physical disability
 - Autism/ SEND

- Adverse Childhood Experiences (ACE's)
3. Activity provided through Satellite Clubs should be aligned to achieving the Chief Medical Officers recommendation of delivering moderate to vigorous intensity physical activity.
 4. Positioned to be able to support young people at points of disruption in their lives.
 5. Be young people (customer) led, therefore, young people are included in decisions and design.
 6. Be linked to or developed into a regular sport and/or physical activity opportunity.
 7. Appropriate safeguarding standards must be in place.

N.B. Where existing Satellite Clubs have already been established to target 11-13 and 20-25 year old participants (from previous funding years) these can be sustained. However, participants under the age of 14 or over 19 years will not contribute to the new engaged participant target.

Satellite Clubs: Objectives

The following two overarching objectives underpin the Satellite Clubs work area and form the basis of the role for clubs/ deliverers/ Club Link Makers (CLM) and Active Partnerships (formerly CSPs).

1. Providing positive experiences

Create enjoyable and fun experiences tailored effectively to young people to help ensure they have a positive attitude to sport and physical activity and feel confident in their ability to take part (i.e. "I can do this"). Fewer young people having negative experiences of sport and physical activity.

2. Behaviour Change

Help young people aged 14-19 become active. Create regular activity habits among young people, particularly those from groups under-represented in sport by supporting them at points of disruption when attitudes to, and engagement in, sport and physical activity often change.

Section 1: Applicant Details

Please make sure you complete fully with the person who will be responsible for reporting the club as all correspondence will go to the named person.

Section 2: Session Details

This section should have details about the location of your session and address, the lead coach for the session and their contact details and the day and time of the session(s).

Exit Routes – what stretches the participants – where can they go if they excel in the session and want to carry on – the Hub.

Online Training – we need the named person who completed module 1 and 2 and for the number you received upon completion of the modules to be included on the application form.

Section 3: Satellite Club Information

Checklist – have you done the following?	
Select one or more of our chosen target areas N.B. You must target one of these groups to be eligible for funding.	
All clubs must consult with young people within the set-up/design of each programme.	
Selected a specific youth personality, as outlined in module 2.	

<p>What experience have you got? Whichever group you have identified as targeting, you need to state any previous experience you have had working with that group before or who you have consulted with to understand what that group needs from your session.</p>	
<p>Why that sport/ activity? Detail the offer your Satellite Club will have for the young people attending your session and whether it's one sport/ activity or multi-sport/activity.</p>	
<p>Intended Outcomes – what are the aims of your Satellite Club? The purpose of applying for the funding and what you hope to see from the young people/ for the club/ session/group.</p>	
<p>Thinking about the EAST model of behaviour change: How are you going to make your sessions easy for young people to attend? Is your location suitable, are there transport links? How are you going to give them opportunities to be social? Is the time suitable? Consider school, religious commitments, travel time?</p>	
<p>Sustainability – the Satellite Club needs to continue to run beyond the funding – what is your plan to keep the sessions going? For example:</p> <ul style="list-style-type: none"> • Charging young people • Upskilling volunteers 	

Section 4: Funding

How much funding are you requesting? What is the funding for?

Please note we do not have a set maximum and work on cost per head and value for money.


A rough guideline is between £1,500 and £2,500 for a minimum of 15 participants.

Satellite Clubs: Targets, Measures and Performance Management

If your application is successful you will be given the details of your local Club Link Maker who will then be responsible for assisting you with the setting up and monitoring/ evaluation process of your club. As described in the SLA we reserve the right to withdraw funding if deadlines are not met.

We expect each Satellite Club to keep in touch with their Club Link Maker so that we are able to create a community of Satellite Clubs, please see the following which makes up the reporting phase and conditions of the funding:

What	Detail	Document
Delivery start date	We expect all clubs to commence delivery within 2 months of a successful award, unless agreed with the local Club Link Maker and/or GreaterSport CLM.	
Case Studies	A case study template is provided on the website – we would expect at least one case study for an individual/ club/ group so that we can share good practice across the network. These must be submitted to your local CLM or to satelliteclubs@greatersport.co.uk 6 months after your delivery has commenced.	20180122 2018-19 Sat Clubs Case Stud GreaterSport Case Study Template.doc
Participant Numbers	Using the participant data sheet we require a number of participants who have attended your session. We will require participant data by ethnicity, gender, age and information on disabilities.	Club reporting template 2.docx

Surveys/ research	We will be conducting research to measure the impact of Satellite Clubs. You will receive £10 for each participant for whom you record on the club recording template and have complete the short Active Lives survey (at the first session, 3 months and 6 months) we also have a version of this questionnaire on survey monkey – please contact us to receive a direct link.	 Short active lives qs.docx
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Satellite Clubs: Sport England Youth Insight Over the past two years, Sport England has undertaken significant research into the challenge of growing youth participation in sport. The initial findings of this research were collated into the youth insights pack which is still available on the Sport England website:

<http://www.sportengland.org/media/359792/20140805-yr-insight-pack-fv.pdf>

Satellite Clubs: FAQs

1. Is there an overarching programme brand for Satellite Clubs?

There is no overarching marketing plan for our Satellite Clubs investment which would be recognisable or branded as a programme. We do not see our Satellite Club investment as programme funding, but as an on-going intervention or tool to help transition 14-19 year olds into community sport and help create a lifelong sport habit.

If you are creating any marketing or branding materials to support Satellite Club promotion or delivery, please just use the Sport England National Lottery logo which can be found on the Sport England website under;

<http://www.sportengland.org/media-centre/branding-logo/>

In addition the GreaterSport logo should be used on all branding and promotional items.

2. Is there any further information on the Satellite Club model?

The following questions provide a simple checklist for investment into new Satellite Clubs and can help to determine when a potential project fits the Satellite Clubs model;

- Will the activity target 14-19 year olds who are not consistently active or from one of the identified groups?
- Is there evidence of demand for the sport/activity being delivered?
- Does the Satellite Club have a hub activity link?
- Will the Satellite Club have a community deliverer with a link to the hub club/exit route (i.e. not a staff member at the Satellite Club venue or from the local delivery partner)
- Will the Satellite Club sessions be open to the whole community and not just those who regularly attend the host venue/school/college?
- Will the Satellite Club provide realistic and appropriate opportunities to transition into the community hub club or an alternative appropriate exit route?
- Will the Satellite Club be a new activity at the host venue?
- Will the Satellite Club be sustained beyond the funding period?

3. Can Satellite Clubs only be created at education establishments?

No. The location of the Satellite Club should be based on insight and demand and should be somewhere that has the relevant facilities, and is convenient and accessible to the target audience. In many cases this is likely to be an education

establishment, however, this is a flexible model and Satellite Clubs can also be based on other community sites (i.e. leisure centres, youth centres etc.) where this is relevant. It is also important to factor-in the geographical proximity of the community hub club to the Satellite Club as this can often be a barrier to transition taking place.

4. At what times of the day should Satellite Clubs operate?

Again, this should be based on insight and demand from the target audience for the Satellite Club and the best fit locally. Satellite Clubs have been successfully delivered across a range of times both during the week and at weekends. The guiding principle when determining this should be that a Satellite Club is community provision which is open to participants from across the local community if they wish to attend.

When delivering on school sites it is important that the Satellite Club is not run as an afterschool club (i.e. delivered by school staff, solely targeted at students from a particular school with no community exit route). Please also be aware that;

- Delivery during curriculum time or as part of an academic programme is ineligible for funding.
- For participants aged 14-16, we would not advocate Satellite Club delivery taking place at lunchtimes.

It is important to remember that Satellite Clubs are designed to ease the transition into community sport and encourage participants to choose to play sport in their own time.

5. How many weeks per year should Satellite Clubs operate for?

Ideally, delivery at the Satellite Club should be reflective of the activity taking place at the community hub club and the long-term participation of young people should be considered from the outset. Operational timescales will depend upon the sport being delivered and the seasonality of the sport etc. We know from delivery to date that many young people use the Satellite Club as their destination for sustained regular participation, so a strong sustainability plan should be incorporated from the outset. Delivery across more than one sport, particularly where there are complimentary playing seasons could be one way of creating regular, sustained participation and providing a range of opportunities to participants throughout the year. Satellite Clubs should not be viewed as time-limited taster sessions.

6. How long should a Satellite Club session run for?

Depending on the sport being delivered, Satellite Clubs are usually run weekly and sessions are at least an hour in length, this is dependent upon the intensity of the activity being delivered. The Satellite Clubs intervention aims to create an increase in the number of young people participating in sport regularly on a weekly basis.

7. How many participants should a Satellite Club be targeted at?

This will be dependent upon the target group, sport being delivered and the Satellite Club venue. Whilst we appreciate that this will vary from club to club (i.e. a wheelchair basketball Satellite Club may be targeted at fewer participants than a football Satellite Club), previous delivery has shown that, on average, new Satellite Clubs attract at least 20 engaged participants per delivery period. Whilst we are not stipulating an expected cost per engaged participant, Satellite Club delivery should represent good value for money within the context of the sport being delivered.

For clubs which are being sustained we would expect to see year on year increases in participant numbers.

8. Can school or college staff deliver Satellite Clubs?

In the vast majority of cases this would be ineligible as a community club or provider should deliver the Satellite Club sessions. This would only be appropriate in cases where the teacher or staff member is a member of, or coaches at the hub club and, therefore, there is a strong link to the hub club.

9. Can Satellite Clubs be delivered on the hub club site?

Generally, this will not be the case, but could be appropriate where;

- The hub club already exists on a school site and this is the most convenient and relevant setting for young people to be able to access the sport. In this example, the Satellite Club would form an additional, entry level, setting targeting new young people who currently do not participate in sport.
- A specialist sports environment or facility is required.

10. Which sports can be funded through Active Partnership local delivery funding?

Any of the 46 sports in receipt of Sport England funding, in addition to other relevant sports which are recognised by Sport England can be funded. A list of funded sports can be found on the Sport England website under;

<http://www.sportengland.org/our-work/national-work/national-governing-bodies/sports-that-we-recognise/>

The overall guiding principle for all investment should be;

- Is the activity demand led and potentially targeting young people who are irregularly active?
- Will delivery fit the Satellite Club model?
- Does delivery meet minimum/appropriate operating standards for the activity being delivered?
- Will the activity provide an opportunity for moderate intensity activity?

11. Is there any guidance on recommended standards for Satellite Club delivery?

The key considerations are;

- The coach/leaders are appropriately qualified and insured for the activity being delivered in the Satellite Club.
- The coach/leaders are operating within the coach/participant ratios recommended by the NGB and for which they are insured.
- Coaches/leaders operating in regulated activity have a current DBS check.
- Participant numbers fall within the regulations for the venue.
- Equipment is checked and maintained as recommended by the manufacturer and/or the sport's national governing body.

As with other delivery, Active Partnerships will usually have specific service level agreements in place with providers to ensure that appropriate standards are in place.

12. Is there any guidance on how much a Satellite Club should cost to run?

There is no set cost for Satellite Club delivery as this will vary depending on the sport being delivered, the target audience and other factors such as the venue, coaching and equipment costs etc. As with all Sport England investment, the funding should represent good value for money within the context of the sport being delivered.

13. Can funding be utilised to develop a new community club where there is no existing community club infrastructure?

It is anticipated that most Satellite Clubs will follow the hub-Satellite Club model where the Satellite Club is an extension of the community club on a new site. However, where there is an inherent demand for a sport, workforce capacity, and no suitable local exit route, this would be appropriate but it would be the exception rather than the rule.

14. If a hub club has more than one session at the same Satellite Club venue, how many Satellite Clubs should this be reported as?

There are a number of different scenarios related to multi-session delivery. The following examples provide some guidance, but if you are unsure please speak to a member of the Satellite Clubs team;

- A hub club delivers two Satellite Club sessions at a secondary school on different week nights. One Satellite Club targets 14-16 year olds, the other is targeted at young people with special educational needs. As the Satellite Club is aimed at a different target groups and each session has a definably different offer for each target group, **this is counted as two Satellite Clubs.**
- A hub club delivers two Satellite Club sessions on different week nights at a Further Education College, both targeting 16-18 year olds. As these sessions are targeting the same target group with the same offer, **this is counted as one Satellite Club.**
- A hub club delivers two sessions at a secondary school which are delivered concurrently on the same evening. One of the sessions attracts 14-16 year olds and the other session attracts 17-19 year olds. **This is counted as one Satellite Club.**
- A hub club delivers two sessions, one immediately after school and one later in the evening or at the weekend. Many of the young people who attend the sessions are the same. **This is one Satellite Club with two delivery sessions.**
- A hub club delivers two sessions where the nature of the offer differs between sessions but is targeted at completely different target groups e.g. a running group and a throwing group. **This is two Satellite Clubs.**
- Two hub clubs work together to establish a multisport Satellite Club where both sports are delivered at each session. **This is counted as one Satellite Club with two exit routes.**
- Two hub clubs are delivering the same sport at a secondary school on different weekday evenings. **This is counted as two Satellite Clubs.**