



Satellite Clubs Guide



Introduction

Helping teenagers and young adults take the step into community sport is at the heart of Sport England's 2012-17 Youth and Community Strategy.

We believe satellite clubs can bridge the gaps between school, college, university and community sport and provide new opportunities for young people to create lifelong sporting habits.

About this guide

This guide is primarily aimed at organisations involved in the creation and development of satellite clubs.

These include:

- National governing bodies (NGBs)
- County sport partnerships (CSPs)
- Local authorities
- Community sport providers.

We intend to create a condensed version of this guide which may be more useful for organisations involved in satellite club delivery such as community sports clubs and education establishments.

This guide is not an operations manual for satellite club delivery.

It provides an overview of the satellite club model and answers key questions around what a satellite club is.

It also explains how satellite clubs can move 14-25 year olds into community sport to the benefit of community clubs, satellite host venues and participants alike.



What is Sport England trying to achieve?

Vision

By 2017, every secondary school in England will have been offered a satellite community sports club on its site. Each club will have a direct link to one or more NGBs, depending on the clubs in its area.

Satellite clubs may also be established in colleges, or other relevant education or community settings, depending on local need.

These clubs will help us grow the number of 14-25 year olds taking part in sport for at least 30 minutes every week, as well as reducing the number of young people dropping out of sport.

Our investment into creating satellite clubs will both be very local, with schools and others able to secure funding via a simple process to set up satellite clubs to fill gaps in provision and meet the demands of young people, and more national funding, for example to NGBs through their 2013-17 whole sport plans. CSP Club Link Makers will help draw together and make sense of the local and national opportunities.

Funding

We plan to invest up to £48.5 million into satellite clubs between now and March 2017. We expect this to be invested in three ways:

- £20 million invested nationally through NGB 2013-17 whole sport plan delivery funding
- £21 million targeted at local satellite club delivery, with schools and other relevant education or community providers able to secure funding to set up satellite clubs in order to fill gaps in provision and meet the demands of young people
- £7.5 million to employ Club Link Makers in every CSP who will help draw together and make sense of the local and national opportunities.

Terminology

Hub club – The community sports club which the satellite club is linked to and is part of.

Satellite club – The extension of the community club established on a new site.

Host site/venue – The site which hosts the satellite club (for example a secondary school).

Link – The relationship between the satellite host and hub club.



What is a satellite club?

Satellite clubs are extensions, or outposts of community sports clubs which are established in a new venue, usually a secondary school or college and specifically target the 14-25 age group.

It's a common concept. Think about local versions of supermarkets. Brands that customers know and trust combined with the convenience of being based around the corner.

Satellite clubs are usually run by sports clubs who bring their expertise and enthusiasm to places where young people already meet.

Coaches and volunteers from or linked to the community hub club work in partnership with the satellite host venue to create a new community satellite club.

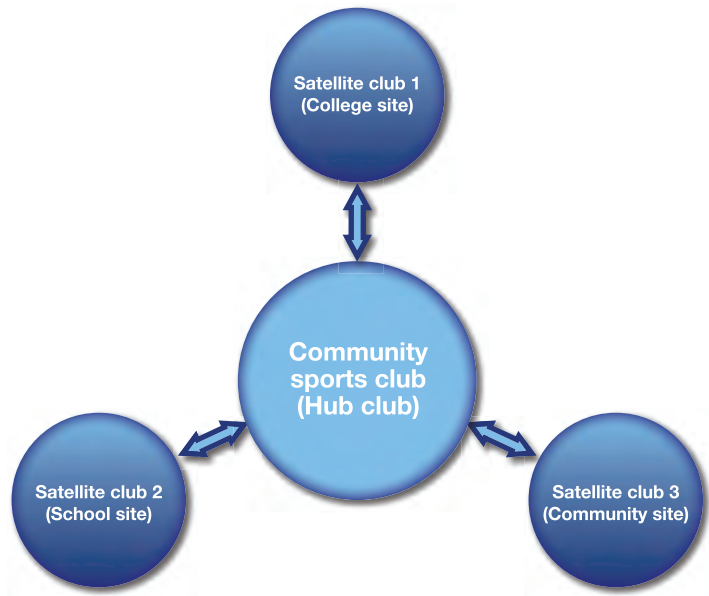


Figure 1: An example of a satellite club model

Why do we need satellite clubs?

We know that the step from school or college sport to community sport is often too great for young people. This is why so many 14-25 year olds drop-out of sport.

Satellite clubs make it easy for young people to stay in sport, or to start playing sport for the first time.

They provide a stepping stone to a community club or regular participation through the creation of relevant, appealing and convenient sporting opportunities for young people.

Satellite clubs may have a range of different objectives, determined by local need and insight. These could include;

- Increasing existing community club capacity due to high levels of demand for a particular sport
- Branching out into a new community or creating activities for young people at evenings and weekends
- Broadening the scope of what a club can offer to attract a wider range of young people to the club, for example, offering a particular discipline or different version of the sport, or developing a multi-sport offer
- Focusing on opportunities for specific groups, such as disability sport or gender or age specific sessions.

Who are satellite clubs for?

Satellite clubs are aimed at 14-25 year olds and should reflect the likes and needs of teenagers and young adults in the local population.

This includes those from under-represented groups within sport, such as females, black and minority ethnic groups and disabled young people.

Past experience shows that satellite clubs have been particularly successful in bringing in new audiences to community sport.

Typically, this may be someone who enjoys sport but is not currently a member of a club. They have perhaps been put-off because they can't commit to the training and playing schedules. They may be restricted in how far they can travel or how much they can pay. Or they may simply want to enjoy sport as a social activity with friends.

How does the satellite club model work?

Commitment - A community sports club commits to setting up and extension or outpost of its club in a local area where a demand has been identified for the sport or sports it offers – a satellite club.

Partnerships - The club works with local partners (for example the NGB, CSP or local authority) to identify relevant target groups and the type of sports offer they will respond to.

Venue – Working in conjunction with local satellite host venues (for example a secondary school, college or a community group) the partnership identifies a relevant venue which meets the needs of both the hub club and satellite club.

Promotion - The partnership promotes the satellite club to young people locally.

Delivery - The club provides a coach, volunteers, equipment and any resources needed. They run this satellite club from the venue, usually one day a week.

Transition - Participants from the satellite club are encouraged to keep taking part at the satellite club and are helped to make the step into the hub club, or other regular participation in sport.

Sustainability – The club invests in training new coaches and leaders within the satellite club and explores ways of generating income and/or partnership funding to help sustain the satellite club.

What are the key features of a satellite club?

Satellite clubs are usually:

- Based locally, usually in a secondary school or college, but within geographical proximity to the hub club
- Open to all young people across the local community, not just those attending the secondary school or college where the satellite club is based
- Run regularly (at least once a week), with delivery not just limited to term time
- Held at a time when young people in the local area can use the facility
- Clearly identifiable as a community club
- Run by community club coaches and volunteers – an essential link to the hub club
- Structured less formally with more flexible membership and rules, such as those covering kit and equipment, in comparison to the hub club
- Targeted at specific groups, for example, focusing on disability sport or running age or gender-specific sessions
- Reflective of the local population in its membership
- Promoted and supported by coaches and volunteers who work to encourage regular participation and transition to the hub club or other exit routes within the sport.



Is this a flexible model?

The satellite clubs model can be used in a number of ways to deliver single or multiple sports opportunities.

In a single sport model (as shown in figure 2) a hub club creates one or more satellite clubs, with each satellite club having a two-way link with the community club.

Coaches and volunteers linked to the hub club run the satellite club whilst working to support regular participation. Participants and volunteers from the satellite club are encouraged to make the step into the hub club.

Support has been provided to some existing satellite clubs, from CSPs, NGBs, or a local co-ordination role, as with the Premier League 4 Sport (PL4S) programme. You can read more about Premier League 4 Sport on page 8.

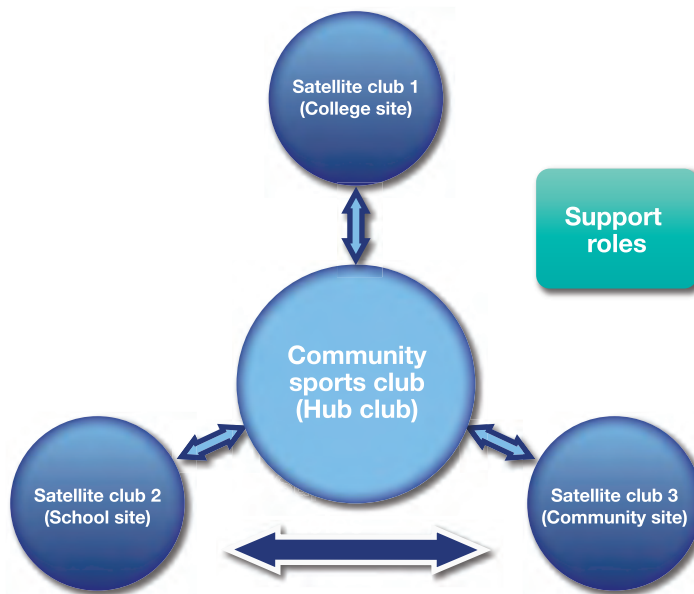


Figure 2: An example of a single-sport satellite club model

Each satellite club may have one or more specific targets or interests, such as disability sport, young women or specific versions of a sport. These should be linked to local need.

Experience shows that competition can usefully encourage regular participation and transition back to the hub club. For example, by hosting inter-satellite club competitions or central venue leagues at the hub club venue.

Multi-sport satellite clubs

We are keen to encourage a multi-sport approach where participants are able to try a range of sports at the satellite club. Each sport could be supported by coaches and volunteers from individual hub clubs or multi-skilled coaches, with opportunities for young people to get involved with a range of sports.

What are the benefits of creating satellite clubs...

...for clubs and NGBs?

- Recruit new members and, regular, weekly participants
- Build loyalty, retaining members for longer
- Reduce the drop-off in participation amongst the 14-25 year old age group
- Create new opportunities to recruit volunteers and leaders
- Reach further into the local community
- Test a multi-sport approach
- Encourage the long-term sustainability of the club.

...for satellite club hosts – education establishments?

- Create new links with community clubs and increase school and college access to a range of new partners
- Raise the profile of the school or college within the local community
- Maximise the use of school and college facilities and potentially generate income
- Offer new sports, formats and opportunities to students and the local community
- Create new avenues to deploy young leaders into community clubs.

...for participants?

- Sport on their terms – the right sporting experience delivered at the right venue at the right time
- Take part in sport with friends in a familiar, more informal environment
- Discover and improve in a new sport
- Take on coaching or leadership roles.



How do we know this model works?

The Premier League 4 Sport (PL4S) programme, funded by the Premier League shows the satellite club model successfully attracts new community sports audiences.

Since the programme started in 2009, PL4S has created over 340 new satellite clubs linked to community sports clubs across eight sports:

- Badminton
- Judo
- Volleyball
- Table-tennis
- Hockey
- Handball
- Basketball
- Netball

Over 40,000 young people have taken part, with two-thirds continuing to participate on a regular basis. Many have used the satellite clubs established as a stepping stone to the hub club, or as a 'destination' club in its own right where they can keep taking part.

What helps a satellite club succeed?

We have identified six critical success factors:

Convenience - Young people want to receive sport in a way that suits them.

Convenience is a big factor when young people decide to take part in sport, so finding the right satellite club venue and right time for the session is important. Ask young people what suits them best and research the local gaps in provision at the planning stage.

Product – The sporting offer within the satellite club has to be appropriate and suitable for target groups within the 14-25 age range.

Many NGBs have developed hybrid products which provide more informal or recreational playing opportunities for this group of young people, such as Rush Hockey and Cardio Tennis etc.

Environment – The informal or more social feel of a satellite club, combined with taking part in a familiar environment with friends can keep young people coming back.

Workforce - A coach or leader's ability to interact with young people of this age group is as important as their coaching qualifications. If they like the coach they are more likely to join, stay and move with him or her back to the hub club.

Mindset – Community clubs have to see the satellite club as a true extension of the hub club. For all involved in satellite club delivery, placing an equal value on the recreational participant can be a major shift in attitude. Community clubs need to be just as interested in creating opportunities for people to take part as they are on improving performance or developing talent if satellite club members are to move back to the hub club.

Competition – Appropriate competition can sustain participation in satellite clubs and create opportunities to bring people into the hub club.

Consulting young people – the young people you are targeting must be involved at every stage. This can range from helping to choose the type of sport on offer to playing a coaching or leadership role.

Roles and responsibilities

While this isn't a complete list, it gives an idea of the types of roles and responsibilities each partner can play in developing new community satellite clubs;

Community 'hub' club

- Owning and running the satellite club
- Recruiting and supplying club coaches and volunteers to deliver the satellite club
- Leading on safeguarding and quality assurance
- Ensuring that participants are encouraged to make the step from the satellite club to the hub club and that when they do, relevant opportunities are open to them.

Satellite host venue (schools, colleges etc)

- Consulting with young people to ensure the satellites are offering the sports they need and want, at the right time, in the right location and with the right appeal
- Working with the community clubs to ensure their satellites meet local need and use the most appropriate facilities
- Promoting the satellite club within the host venue and with relevant partners, such as other local schools and colleges
- Signposting relevant students to the satellite club as participants or volunteers.

NGB

- Assessing geographical priority areas for the sport
- Identifying the relevant sporting offer or product
- Providing relevant pathways that can take a participant through from being a beginner to a regular player
- Supporting satellite and hub clubs through national and regional staff
- Providing access to resources and equipment
- Providing access and opportunities to train and develop coaches, leaders and volunteers.

CSP

- Linking NGBs to schools, colleges and community providers across a CSP area, via the Club Link Maker
- Matching supply and demand to help ensure that the needs of both the hub club and satellite venue are met
- Working with schools, colleges, local authorities and other community deliverers to identify suitable satellite host venues
- Supporting NGBs to map schools, local clubs and their requirements.

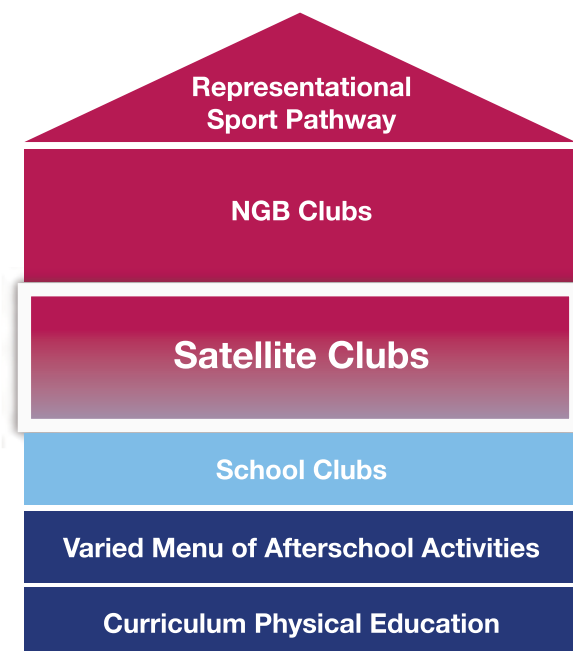
How do satellite clubs link to...

...school sport?

Satellite clubs are extensions of community sports clubs based on a secondary school or other site. They are stepping stone between school and community sport.

Sport England is working closely with the Youth Sport Trust to create a seamless pathway between school and community sport.

Together we have developed the club links framework which demonstrates this.



...Further Education?

An integral part of our strategy Active Colleges is a £25 million investment ring-fenced to benefit students in further education (FE). We will invest this money into two programmes designed to help college students take part in more sport more often.

- **College Sport Makers** – Creating 150 full time sports development professionals working in the FE sector to create sports opportunities for students and link colleges with community sport
- **FE Activation Fund** – Revenue funding for projects that will increase regular sports participation of students in colleges.

Satellite clubs can link colleges to community clubs, increasing opportunities for students and young people in the local community to access sport and helping NGBs deliver student-focused programmes.

It is one of the tools College Sport Makers can draw on to increase participation and they will have a role to play in working with local partners to explore opportunities to develop satellite clubs at their college. However, Satellite clubs will not be limited just to those colleges who have a College Sport Maker – any college can get involved as long as they are willing and able.

...Higher Education?

We are currently exploring how best the satellite club model fits with sports provision in the Higher Education sector and expect more detailed engagement to begin in summer 2013.

What is the difference between a satellite club and...

...a traditional school-club link?

Satellite clubs are not taster sessions delivered by a club coach after school or during curriculum time, or a club poster displayed on a school notice board to encourage attendance at the community club.

Rather, they are an extension of the community club based on a school or college site. They are built on a proactive, sustained commitment from both the satellite club host site and the community club, with the hub club reaching-in to the school environment to create a stepping-stone into community sport.

...an after-school club, school sports club or Change 4 Life Sports Club?

Where an after-school club is targeted at young people attending the school, a satellite club is open to young people across the community and can provide a community exit route for after-school club delivery. After-school clubs, School Sports Clubs and Change 4 Life Sports clubs are usually delivered and owned by school staff and young volunteers within a school. In contrast, a satellite club is delivered and run by coaches and volunteers from or linked to the community club. In addition, satellite clubs operate outside of school hours and can be delivered at evenings and weekends, and may be run outside of term time.

...a Community Sports Club?

Although the satellite club is an extension of the community club, the satellite has a targeted age group focus and may have a different sport offer from the hub club.

The satellite may also adopt a different membership structure (e.g. pay and play), promote a different participation environment as well as having more relaxed rules around kit, competition and equipment.

...a Doorstep Sports Club?

As part of Sport England's Youth and Community Strategy, and working in partnership with StreetGames, we are creating up to 1,000 Doorstep Sports Clubs.

Doorstep Sports Clubs are new multi-sport clubs specifically targeted at disadvantaged communities. Usually freestanding in deprived areas, with no immediate link to established sports clubs, they are unlikely to be based on a school site, instead they will use a venue within an estate or community. Doorstep Sports Clubs will train and deploy members of their local community, in order to run the new clubs.

Satellite clubs are focused specifically on supporting the 'transition' of young people into established community sports clubs and regular participation. Based right across the country in all communities and across a variety of sports, they will usually be run by coaches and leaders from the community club who can help young people make the step back to the hub club.

Where can I find more information?

We have produced a range of resources to help you learn about and establish new satellite clubs.

Go to www.sportengland.org/clublinks for more information.



