

SATELLITE CLUB PLANNING GUIDE

Planning elements

Things to think about

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Objectives

What does your club want to achieve through satellites?

These objectives should be in line with your overall club development plan.

For example:

- Recruit and retain new participants in your sport and club.
- Attract a wider group of young people to your sport and club (branch out from just sporty types).
- Expand existing junior provision to include more recreational sessions.

What are your objectives for your satellite?

For example:

- For the satellite to be financially viable
 - Fundraising and fee income to at least match expenditure
 - Income-generating for the club.
- To receive investment from partners to set up the satellite.
- Young people are satisfied with provision and are retained in the satellite or progress to the main sports club.
- The satellite attracts new volunteers, coaches and leaders.

Audience

What characteristics describe the young people you aim to attract to your satellite?

Understanding your target group is critical to success.

The attracting young people section will help you understand the type of young people to aim for.

For example:

Think about the young people profiles:

- Sporty
- Unadventurous
- Untapped potential.

Which age range are you aiming for?

For example:

- An 11 year old and a 19 year old are unlikely to be attracted to the same session, so think about age ranges such as:
 - 11 – 13 years
 - 13 – 16 years
 - 16 – 19 years

Community Links

How are you going to identify a location for your satellites?

Where are the best places to connect with young people in the local area? Think in terms of familiar territory for them.

For example:

School sites

- Many (but not all) young people will feel comfortable here.
- Will not accommodate those who take the school bus home.
- Likely to get higher numbers, but...
- Does not get the young people used to experiencing community sport.

Community sites

- If it is a place where young people already meet, they will feel comfortable.
- You may get lower numbers, but...
- They are experiencing community provision and may be more likely to transfer to a community sports club.

Which partners are going to help you set up your satellites?

Partners extend your reach into the community and increase your chances of gaining funding.

For example:

- Which partners can connect you with young people you might not ordinarily be able to reach?
- Locally, what partner organisations might be trying to get young people active or involved in diversionary activities?
- How can you join up with these partners and work together towards a similar goal?

The Partners section has helpful information on finding partners to work with.

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Finances

How do you plan to finance your satellite?

Satellites are not expensive to run but a good financial position means you can offer more benefits for the young people and your club.

For example:

- Club investment
- Partner investment
- Fundraising
- Contributions from young people

What will it cost to run your satellite?

For example:

- Facility hire
- Equipment and kit
- Coaching fees and expenses
- Promotional materials
- Training and qualifications
- Insurance

The Finance section will help you identify your costs and find income.

People

Who will you need to set up your satellite?

You can't do it all yourself. Think about what needs to be done and match the tasks up to someone with the right skills.

For example:

- Project leader
- Fundraiser
- Volunteer coordinator

Who will you need to run your satellite?

For example:

- Club volunteers
- Coaches
- Mentors for young leaders and volunteers

The Building your team section has tips on what to look for in a coach or leader.

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Consulting With Young People

How will you consult with young people on what they want from a satellite?

The best way to attract good numbers is to involve young people from the very start, and really listen to their ideas.

For example:

- Work with community groups, head teachers or heads of PE. They talk to young people every day.
- Look at the barriers to overcome and make it known you are addressing these pitfalls.

Identity and Communications

What identity will you give your satellite?

For example:

- Will it be a joint identity with any partners, for example a school or youth club?
- Your best way of reaching young people is through your partners, especially schools and community groups.
- Taster sessions are a great way to bring young people to your satellite.

The Promoting your satellite page has tips on how to get young people to your satellite.

Club Approval

How will your club make a decision to support the satellite proposal?

Sell the idea to your club with as much care as you would to outsiders.

For example:

- Who do you have to persuade?
- What is the best way to influence them?
- What information do they need to make a decision?