



London Sport

Satellite Clubs

Guide 2018-19

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1. Satellite clubs: Behaviour change



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

- Targeting persistently inactive people and supporting them into some form of activity;
- Making it easier for people who drop in and out of sport and physical activity to stay active and maintain a habit;
- 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 young people 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 diagram 1 below.



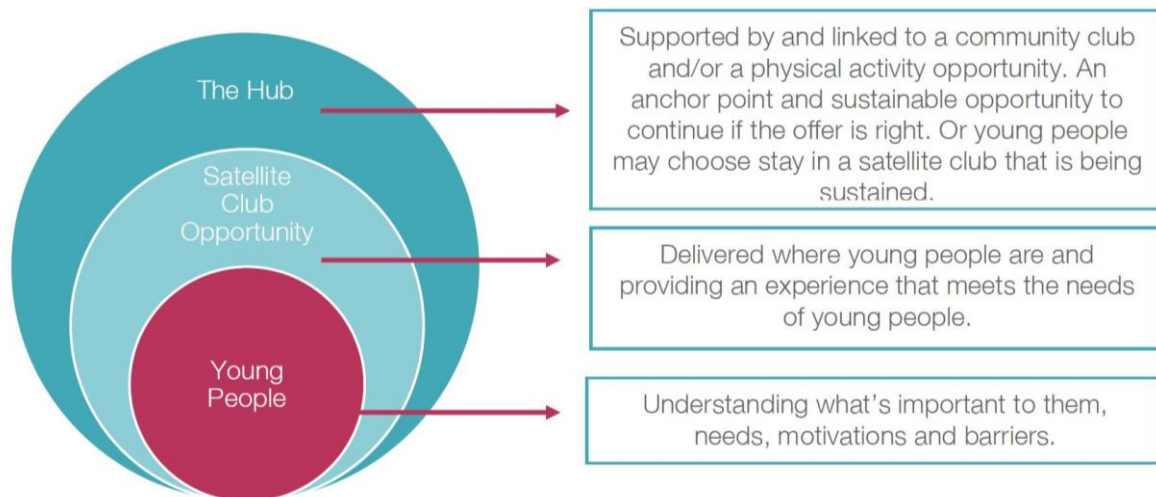
2. Satellite clubs: The model

Satellite clubs are local sport 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.

Supported by or linked 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.

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.



3. Satellite clubs: The Core Principles



There are a number of core principles that underpin the satellite club model that all delivery must align to.

These principles are:

- New satellite club delivery must be focused on young people aged 14-19
- Satellite clubs should be targeted at helping these young people become active or build regular activity habits and / or targeting under-represented groups in sport. These include, but are not limited to females, young people with disabilities and those from lower socioeconomic groups
- Activity provided through satellite clubs should be aligned to achieving the Chief Medical Officers recommendation of delivering moderate to vigorous intensity physical activity
- Positioned to be able to support young people at points of disruption in their lives
- Designed to get young people active and create regular activity habits
- Be young people (customer) led including involving young people in decisions and design
- Be linked to or developed into a regular sport and / or physical activity opportunity
- Appropriate safeguarding standards must be in place



4. A satellite club is right for you if...

- You have reach into the target audience of satellite clubs
- You have a good understanding of the different barriers and motivations to young people taking part in sport
- You have experience and a good track record of engaging young people in sport, particularly those who are inactive
- You have access to an appropriate facility to deliver a satellite club
- You can deliver your satellite club weekly for a minimum of one hour per week for 30 weeks
- You are committed to delivering a satellite club beyond the 30 weeks of funding
- You have the right workforce in place who can provide positive experiences for young people
- You can create enjoyable and fun experiences tailored to young people

Please note that satellite clubs must have commenced delivery by no later than October 1st 2018.

5. Minimum criteria



We are specifically looking for satellite clubs that meet the following two criteria:

1) Satellite clubs that are delivered in the top 50% most deprived communities across London (to check if your satellite club venue is in the top 50% most deprived wards in London please check the interactive map on the satellite club page on our website).

2) A focus on targeting young people who are underrepresented in sport, these can include:

- Female participation
- Disability
- BAME

We are also looking for projects that have a focus on tackling wider social and health issues facing young people such as;

- Mental health
- Specific health related issues such as obesity
- Social integration/Community cohesion

A strong satellite club would also include:

- Evidence of how your offer is in line with the motivations and needs of young people who are inactive/less active young people
- Evidence of demand from young people
- Good value for money
- A good sustainability strategy
- Appropriate exit routes
- An understanding of the appropriate workforce needed to deliver a successful satellite club



6. What we will & won't fund

What we will Fund:

- Coaching – maximum of £30 per hour
- Administration – maximum of £15 per hour
- Volunteers – maximum of £10 per hour
- Hire of facilities
- Transport of participants or coaches
- Training/Coach Education Courses (to run or sustain the project) up to one per project
- Equipment

What we will not fund:

- Projects not targeting inactive participants;
- Design and printing of marketing materials (clubs can adopt satellite club resources [here](#))
- Overheads and Statutory Items;
- Purchase of vehicles
- Contingency costs
- Buildings and Refurbishments
- Projects with poor value for money
- Projects already using Sport England / Lottery money
- Repeat funding of existing sport or physical activity projects – must be new projects
- Projects retrospectively funded or items committed to before funding is approved
- Projects with no clear exit route
- Projects for gifted and talented participants
- Funding towards London Youth Games teams
- Curriculum time activities



7. Project Monitoring Requirements

Reporting participant data to London Sport is a mandatory requirement. The data we request is used to measure and assess the impact of satellite clubs and helps to make the case for future funding.

Such is the importance of returning accurate participant data we provide £75 administration fee for each satellite club delivered.

Requirements

Projects must report participant data on a six-weekly basis to London Sport for the duration of the funding period.

Specific dates for returning participant data will be provided following a successful funding application.

The data we require includes the number of participants attending on a weekly basis broken down by age, gender and ethnicity. We also require the previous activity levels of each participant.

London Sport will provide **all monitoring tools and forms** for you to record and report participant data.

Please note: Failure to return participant data will result in funding being withdrawn.



8. Minimum Requirements

All organisations must possess the following up to date documents that are valid, appropriate, and embedded within their organisation:

- Health & Safety policy
- Safeguarding policy
- Public liability insurance
- A business or organisational bank account with two independent signatories



9. Expression of interest

Having read this document, if you feel you are well positioned to deliver a successful satellite club please contact London Sport at grants@londonsport.org to request further information.



10. FAQs

How much funding is available per satellite club?

The amount of funding is judged on a cost per head rating which is £60 per head. To provide some rough guidance, in previous years the average outlay per satellite club has been between £1600 and £2000.

How many young people must I engage in the Satellite club?

You will be required to engage a minimum of 25 young people over the course of the 30 weeks delivery. However, this is subject to the amount of funding you apply for.

What is the definition of a Satellite Club?

A satellite club is an outpost or extension of a community club delivered on a new site.

Does the Satellite Club have to be linked to an on-going opportunity?

Yes, the satellite club should provide an exit route into formal activity for the participants taking part.

Where can a Satellite Club be delivered?

Anywhere, as long as it is an additional activity and can demonstrate it is targeting new participants.

Can Satellite Club funding be used to fund existing activity?

No!

How is funding distributed to successful applicants?

Funding is provided in 5 separate instalments – in line with the participant monitoring dates?