



**LONDON
SPORT**

APPENDIX N

Satellite Clubs at Home Fund

Satellite Clubs at Home Fund

Context:

Running from May-July 2020 this fund was for existing clubs to maintain their connection with participants. The aim was to increase the likelihood of participants returning to sessions post lockdown.

Activity:

All delivering clubs were invited to access a small grants fund. The money had to be addressing an immediate need and be for activities considered safe within the current lockdown restrictions. With such a flexible criterion, applicants were provided support on how to improve their expression of interest to be reassessed and granted funding. £27,000 was issued across 22 clubs, for purchasing items including cameras and sports equipment, or training to upskill activity providers.

Satellite Clubs at Home Fund

Impact and Success:

Clubs reported that maintaining contact with their young people allowed them to trial new things such as mindfulness sessions which helped participants to deal with stress and anxiety. On average each club kept 17 young people active during lockdown. Some key recommendations on how to improve and enhance online activities were highlighted from participating clubs and participants which London Sport shared with Satellite Clubs including:

- Listen to participants – Clubs found changing the day, time and activity type helps participants to fit physical activity into their new schedules. Some clubs found that participants did not want live classes but enjoyed staying in contact via social media.
- Focus on fun, not fitness – The overwhelming feedback from participants was that they enjoyed activities because they could stay connected and have fun with their friends.
- Give control to participants – Give control of setting up technology and running activities to participants. This helps reduce pressure on the coach, increase engagement and develops participants skills.
- Stay connected offline too – Interventions such as equipment libraries where participants borrowed equipment increased accessibility of home exercise. Emailing missions and tasks to participants also increased engagement.

Satellite Clubs at Home Fund

Reflections for the Future

- Creating support responses sooner and adapting as we go was a reasonable risk and would have maintained young people's connections to deliverers more effectively.
- Building support around process to help organisations navigate applications quickly and effectively as well as ensuring the system is as simple as possible, even simplifying as we learn more about what's causing difficulties for recipients.