



Active Gloucestershire Satellite Clubs 2019-2021

Guidance and Support Package

CONTACT DETAILS

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WHAT IS A SATELLITE CLUB?

Satellite Clubs are extensions or outposts of existing community sports clubs or activities who bring their expertise and enthusiasm to local places, such as a community venue or a school where young people already meet. Together the club/organisation and participants create a satellite club that offers sport in the way that young people want to receive whilst providing a link and pathway to the existing club.

Satellites can differ because they bring sport to young people in local venues and also because they aim to attract young people who do not typically associate themselves with being sporty or physically active.

AIMS OF A SATELLITE CLUB

- To support those aged 14-19 to become more active
- Create regular habits for young people to be active at key drop off points in their lives
- Develop clubs and experiences which are tailored to young people's wants and needs by involving young people in the delivery of their club.

Satellite Clubs can run for up to 2 years. The aim is that during the funded lifetime of the club that it will become self-sustaining to enable young people to continue to access it. To build towards becoming a sustainable club it is expected that participants will be charged a nominal fee to attend the sessions.

The funding available for Satellite Clubs has no upper or lower limit, it is calculated on a cost per head and a value for money basis. However, the average cost will be in the £1500-2500 range across the two year period.

The funding can contribute towards coaching or delivery costs, venue hire, equipment purchase or hire and marketing or publicity.

CHECKLIST FOR FUNDING IN GLOUCESTERSHIRE IN THE 2019-21 CYCLE

Based on local insight, Active Gloucestershire have priority groups and geographic areas. Funding is only currently available for projects supporting the following:

Projects MUST focus on the 14-19 year age groups

Funding is only available for projects delivered in the following geographic areas:

- Cheltenham
- Gloucester
- Forest of Dean



In addition to the requirements above, Satellite Clubs should also focus on at least one of the following under-represented groups in sport and physical activity:

- Females
- Disabled people
- Those at risk of or with a diagnosed mental health condition
- 16/18 year olds transitioning into a new environment (school or college)
- Disadvantaged communities

Minimum standards of the club and the activity delivered by them

1. Have appropriate safeguarding standards in place
2. Have an appropriate level first aider
3. Have activity deliverers who have a track record of engaging hard to reach young people
4. Deliver activity in line with the Chief Medical Officers recommendation of moderate to vigorous intensity physical activity (moderate activity which noticeably raises the heart rate or vigorous activity which requires a substantial effort and significantly raises breathing and heart rate)
5. Have a commitment to encourage young people to play a role in how the club is developed
6. To deliver a minimum of 30 weeks per year
7. Have appropriately qualified deliverers for the activity/target audience
8. Be fully insured to deliver the activities at the Satellite Club



Sport England Guidance Notes

INTRODUCTION

This guidance document is designed to set out the positioning and strategic context for the delivery of satellite clubs for the 2019-21 period.

SATELLITE CLUBS; BEHAVIOUR CHANGE

Towards an Active Nation sets out Sport England's seven investment programs which are based around the following three behavioral 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 above.

Where satellite clubs are already in operation, organisations should continue to support these clubs to become sustainable, helping those young people who may have already developed a more resilient habit, stay that way.

SATELLITE CLUBS THE MODEL AND CORE PRINCIPLES

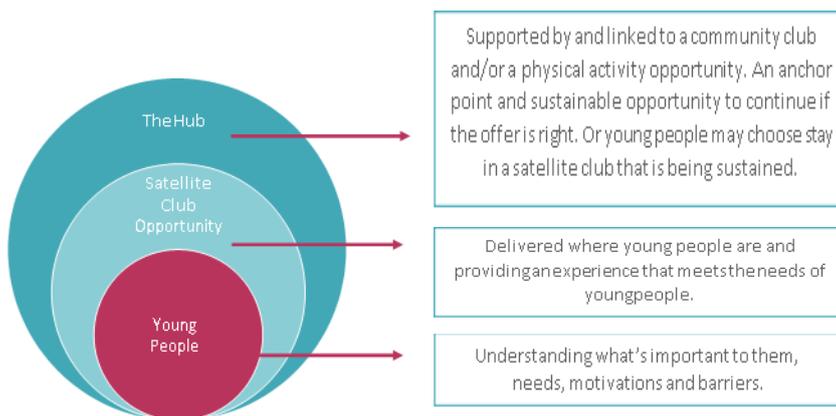
Satellite Clubs are local sport and physical activity clubs that are designed around the needs of young people and provide them with positive, enjoyable experiences that make it easy for them to become active or to develop more regular activity habits.



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. For example, around adolescence, when attitudes to sport and physical activity often change, or transition points between school and college when young people are most at risk of drifting away from taking part in regular sport and physical activity.

Satellite clubs should also 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.



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 should 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 socio- economic 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.

Where existing satellite clubs have already been established to target 11-13 and 20–25 year old participants, these can be sustained.



SATELLITE CLUB : OBJECTIVES

The following three overarching objectives underpin the satellite clubs work area:

- 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 years 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.
- 3) Influencing the Sector
 - Support the supply side (traditional sports clubs and physical activity providers) in providing greater variety to meet the different motivations and needs of young people. With the emphasis being on addressing inequalities in young peoples’ activity levels.

TARGETS AND MEASURES

Satellite clubs will contribute to the following national key performance indicators as set out in, “Towards an Active Nation”:

KPI 1: An increase in the percentage of the population taking part in sport and physical activity at least twice in the last month.

KPI 6: An increase in the percentage of young people with a positive attitude toward sport and being active.

TARGETS AND MONITORING AND EVALUATION IF SUCCESSFUL

If awarded an offer of Satellite Club funding, a service level agreement contract will be drawn up between Active Gloucestershire and the delivery organisation. This agreement will provide details of expectations of both parties and include all agreed participation figures, grant payment details and monitoring requirements.

All clubs will be required to keep in regular contact with the designated member of staff from Active Gloucestershire along with providing quarterly monitoring reporting on participation numbers. Annual case studies of the club will also need to be produced and from time to time Active Gloucestershire staff may visit the sessions.

Each club will also be required to complete an audit of their club and attend at least one annual Satellite Clubs event hosted by Active Gloucestershire.



OPPORTUNITIES AND BENEFITS FOR THE CLUB

All Satellite Clubs will have access to free places on courses to develop their coaches/deliverers.

These can include:

- Delivering engaging sessions
- Engaging women and girls in activity
- Mental health awareness in sport and physical activity
- Inclusive coaching practice
- Inclusive communications
- Behaviour management in sport and activity
- Working with talented athletes

Clubs will also be able to have several club members in attendance at Satellite Club deliverer networking events to share best practice and receive CPD and national and local updates on young people's participation in physical activity.

There is also the opportunity for successful clubs to have extra volunteer support provided by placement students from Hartpury College, this can be arranged as soon as possible if funding is awarded.

**Please submit your applications via email to Nicky Harverson at
nickyharverson@activegloucestershire.org**

Please contact Nicky for any other queries related to your application, or for a chat about your club on email or 01452 393605.