



Satellite Club Programme

April 2019 – March 2021

Guidance Document

What are Satellite Clubs?

Satellite clubs is a Sport England programme funded by The National Lottery.

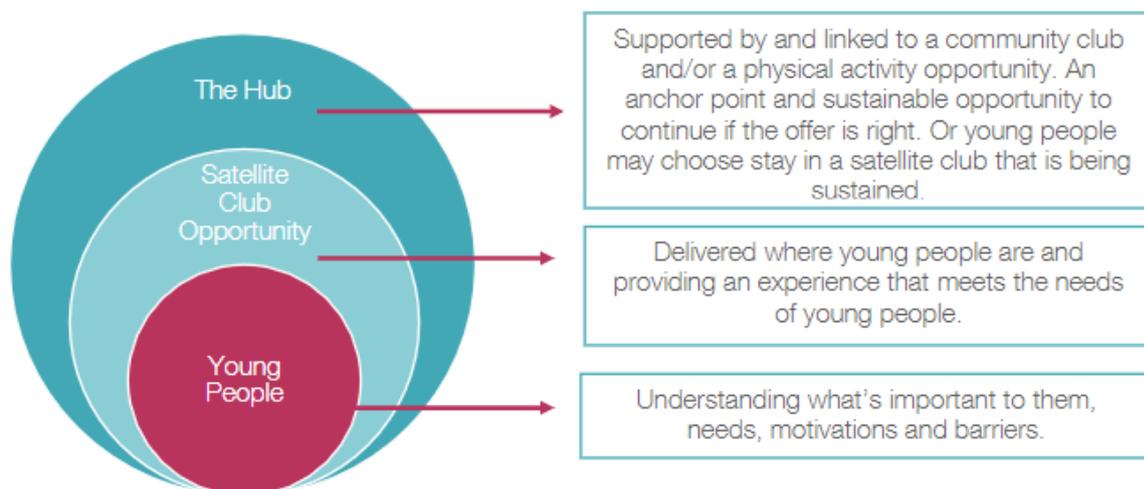
Satellite clubs are local sport and physical activity clubs that are designed around the **needs of young people** and provide them with **positive, enjoyable experiences** that make it easy for them to become active or to develop more regular activity habits.

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.



Satellite clubs and behaviour change:

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

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



Satellite Clubs - Core principles

There are several 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 should focus on underrepresented 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 Officer's recommendation of delivering moderate to vigorous intensity physical activity.
- Satellite clubs should be young people (customer) led, including involving young people in decisions and design, thus creating greater customer satisfaction
- Satellite clubs should be linked to or developed into a regular sport and/or physical activity opportunity.
- Satellite clubs **must** be underpinned by appropriate safeguarding standards.

Satellite Club - Delivery Objectives:

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 be designed to meet these needs and provide a positive fun experience, giving young people the confidence to take part.

Satellite Clubs should:

- 1) Provide 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) Support 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.

Satellite Club Criteria:

Yorkshire Sport Foundation is looking for organisations to develop a new satellite club providing opportunities for inactive 14-19 year old young people to become active.

Organisations need to demonstrate that the satellite club will meet one or more of the following criteria:

- Focused on those who are underrepresented in sport
 - Low socio-economic communities (<20% IMD area)
 - Females
 - Young people with a disability

We welcome projects that focus on tackling wider issues such as:

- Mental health
- Anti-social behaviour
- Social integration

All projects must demonstrate that:

- You are committed to developing a sustainable satellite club
- You have a good understanding of the young people you are targeting for your satellite club
- 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
- You have appropriate safeguarding procedures in place

Minimum Operating Standards:

All funded projects will need to adhere to and complete a Minimum Operating Standards checklist.

All projects need to provide the following evidence to receive funding:

- A valid clubmark certificate or;
- Constitution or Governing Document
- Safeguarding policy
- Public liability insurance
- Appropriately qualified Leaders / Coaches.

If a project does not have these Yorkshire Sport Foundation can assist you with meeting these minimum operating standards. Please speak to your local Development Officer.

What we will and won't fund:

What we will fund:

- Coaching
- Administration
- Volunteers
- 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
- Short term projects such as one off events or holiday schemes
- 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
- Curriculum time activities

Project Monitoring Requirements:

Reporting participant data to Yorkshire Sport Foundation is a mandatory requirement. The data requested is used to measure and assess the impact of satellite clubs.

Projects must submit monitoring **every 3 months** up until March 2021. This information is to be reported through the Views Platform. Yorkshire Sport Foundation will provide monitoring tools and forms for you to record and report accurately on your participant data.

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

Youth Personalities

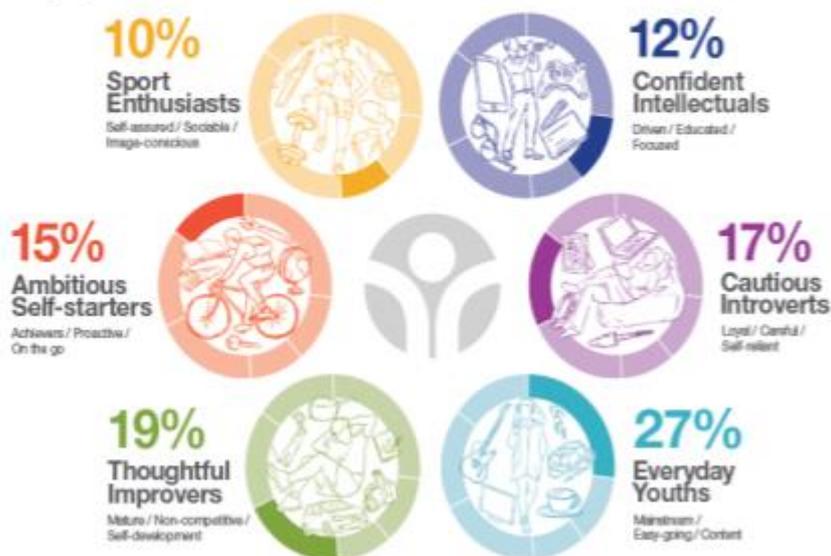
In 2015 Sport England released 'Under the Skin'. This was research on the lives of young people and how physical activity fits into their lives. It looked at both the emotional and rational ties that people associate with physical activity and how this effects their willingness and enthusiasm for being active. It found that reasons for being active (or not) sit within 6 areas (detailed below) and that these are not equal for all people. In fact whilst some of these things will engage a person in being active, others would turn them off, or be irrelevant so they'd never walk through the door in the first place.



These emotion and rational responses to physical activity AND the importance of the six values helped Sport England to identify 6 types of young people.

The six youth personalities

Key traits and group size



Under the skin looked in depth at the lives of young people. The research considers:

- Who they are, their lives and what's important to them
- An understanding of their attitudes and behaviours towards physical activity (be that Sport and/or Exercise)
- Practical guidance on attracting the attention of each personality type
- Principles for delivering the right type of experience
- Tips to encourage each personality to say involved and take part more often.

Yorkshire Sport Foundation provides youth personalities training to provide deliverers with a better understanding of the six personalities, and to provide practical advice that can be incorporated into the delivery of sport so it better meets the needs of young people.

Please take the time to look through these youth personalities as they will help you deliver a successful project.

All organisations applying to deliver a satellite club will be recommended to complete the training. Further information will be provided upon expressing an interest in delivering a satellite club.

Staff team:

Please contact your local Development Officer to discuss any potential projects.

Local Development Officer Contacts:

Barnsley	Kendle Hardistry	kendle.hardistry@yorkshiresport.org	07722 259 026
Bradford	Richard Lockwood	richard.lockwood@yorkshiresport.org	07964 209 345
Calderdale	Glenn Holdsworth	glenn.holdsworth@yorkshiresport.org	07722 269 964
Doncaster	James Cole	james.cole@yorkshiresport.org	07702 557 008

Rotherham	Chris Ng	chris.ng@yorkshiresport.org	07722 273 602
Kirklees	Andrew Lane	andrew.lane@yorkshiresport.org	07964 209 344
Leeds	Lauren Havercroft	lauren.havercroft@yorkshiresport.org	07795 305 794
Sheffield	Lauren Havercroft	lauren.havercroft@yorkshiresport.org	07795 305 794
Wakefield	Lisa Moseley	lisa.moseley@yorkshiresport.org	07964 209 316
Project Lead	Debra Cummins	debra.cummins@yorkshiresport.org	07964 209 313