

COUNTY SPORTS PARTNERSHIPS SATELLITE CLUBS GUIDANCE

April 2017

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1. INTRODUCTION

This guidance document is designed to set out the positioning and strategic context for the delivery of satellite clubs and provides clarity on County Sports Partnerships (CSPs) targets, measures, funding ranges and timescales for applying for satellite club investment for the 2017-19 period.

Please read this guidance carefully before you complete the Satellite Club Application Form and the associated Satellite Club Finance & Targets Template. This is not an operational manual for satellite club delivery.

2. 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.

DIAGRAM 1: BEHAVIOUR CHANGE



Where satellite clubs are already in operation, CSPs 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.

3. SATELLITE CLUBS: THE MODEL AND CORE PRINCIPLES

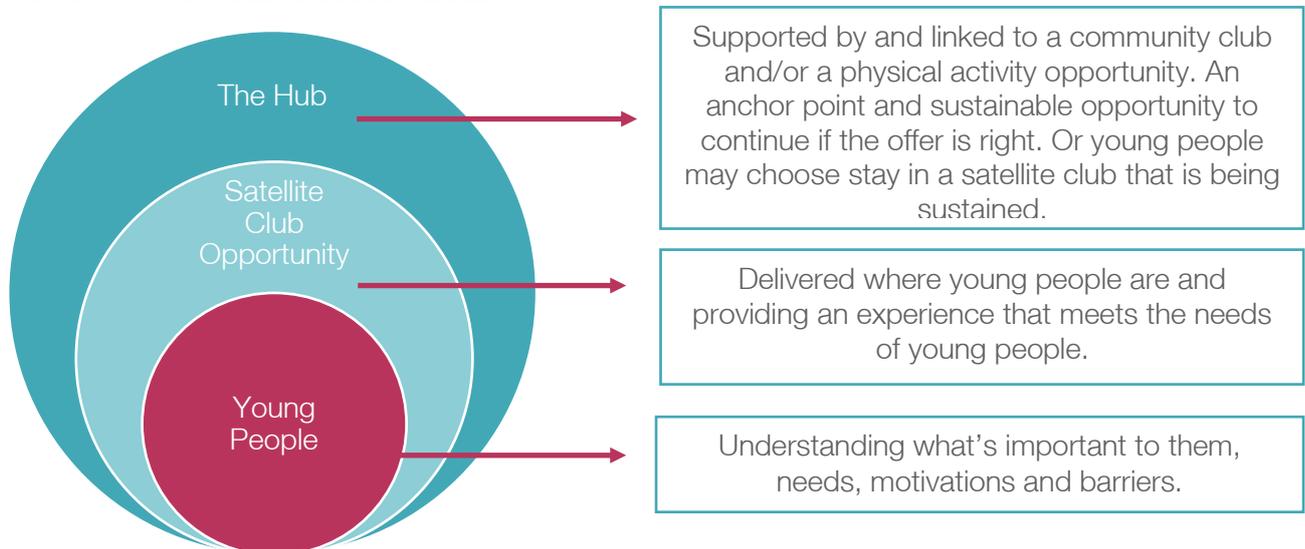
Satellite clubs are local sport and physical activity clubs that are designed around the needs of young people and provide them with positive, enjoyable experiences that make it easy for them to become active or to develop more regular activity habits.

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.

DIAGRAM 1: SATELLITE CLUBS MODEL



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 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. However, participants under the age of 14 or over 19 years will not contribute to the new engaged participant target.

4. SATELLITE CLUBS: OBJECTIVES

The following three overarching objectives underpin the satellite clubs work area and form the basis of the role for CSPs. The objectives are split into two distinct areas and relate directly to delivery and capacity investment:

DELIVERY OBJECTIVES: YOUNG PEOPLE (THE CUSTOMERS)

- 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.

CAPACITY OBJECTIVES: SUPPLY

- 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.

5. TARGETS, MEASURES AND PERFORMANCE MANAGEMENT

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.

New satellite club performance measures will be introduced from April 2018, which will more closely align to the satellite club objectives outlined in this guidance document. In the interim (October 2017 – March 2018) the satellite club measures will be as follows:

OBJECTIVE AREA	MEASURES	COLLECTION METHOD
<p>DELIVERY OBJECTIVES: YOUNG PEOPLE (THE CUSTOMERS)</p> <p>1) PROVIDING POSITIVE EXPERIENCES</p> <ul style="list-style-type: none"> Creating enjoyable and fun experiences tailored effectively to young people to help ensure they have a positive attitude to, at least some form of, sport & physical activity and feel confident in their ability to take part (i.e. “I can do this”). There will be fewer children who have had bad and negative experiences. <p>2) BEHAVIOUR CHANGE</p> <ul style="list-style-type: none"> Help young people become active Create regular activity habits among young people by supporting them at points of disruption when attitudes to and engagement in sport and physical activity often change. 	<ul style="list-style-type: none"> Measure 1: Number of satellite clubs sustained by 1 April 2019. Measure 2: Number of new 2017-19 engaged participants in satellite clubs Measure 3: Number of new 2017/19 satellite clubs 	<p>Satellite Club Portal</p>
<p>CAPACITY OBJECTIVES: SUPPLY</p> <p>3) INFLUENCING THE SECTOR</p> <ul style="list-style-type: none"> Supporting 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. 	<ul style="list-style-type: none"> Examples of how clubs’ and partners’ delivery has been influenced 	<p>Case study Self-Review</p>

6. FUNDING RANGE AND DELIVERY ARRANGEMENTS

CSPs are being solicited to apply for capacity and delivery investment for September 2017 – March 2019 (18 months)¹. However, CSPs can choose not to apply for this investment.

The formula used to determine a CSPs delivery funding range is based on the population size of 14-19 year olds across each CSP area. The capacity investment has been determined firstly by setting a minimum funding level of £30,000 per CSP, which has then been topped-up based on 14-19 population size. However, a minimum level of capacity funding of £40,000 per year has been maintained across all CSPs to ensure that appropriate skills, capacity and capabilities are maintained to lead this area of work. CSPs must identify a designated satellite club senior officer. We will work with Sport England's CSP Team to ensure that we are confident that CSPs continue to have an appropriate delivery model, strategy and capacity in place.

Sport England will continue to allow scope for CSPs to use the delivery investment flexibly but the core principles of the model as set out in section three must be adhered to and all delivery must be working toward achieving the overarching objectives as set out in section four of this guidance document.

The maximum 2017-19 investment level for each CSP can be found at **Annex 1**. When profiling funding as part of the application process, CSPs should not exceed the maximum funding level outlined for capacity and delivery funding for each delivery year.

7. APPLICATION PROCESS

CSPs will be required to submit an application that will undergo a robust assessment process in order to receive funding. CSPs should complete the Satellite Club Application Form and the associated Finance and Targets Template.

The Satellite Club Application Form is split into seven sections which are weighted as follows:

- Track Record (10%)
- Market Understanding (20%)
- Strategic Context (15%)
- Delivery Plan (September 2017 – March 2019) (20%)
- Capacity Plan (September 2017 – March 2019) (20%)
- Risk Assessment (5%)
- Finance (10%)

Each section has a series of bullet points, in the form of prompts and questions. Each of these bullet points must be answered as thoroughly as possible as applications will be assessed against the response provided against each question. The assessment process will culminate in funding recommendations being made to the Sport England Investment Committee, with no guarantee that applications will be successful.

¹ Please note that transitional satellite club capacity funding is in place to 30th September 2017, so the capacity funding element would be effective from October 2017.

The Finance and Targets Template is split into five sections:

- Guidance
- Finance Summary
- Target Summary
- Capacity Costs
- Delivery Costs

CSPs must follow the guidance set out in the template and complete all sections required, ensuring that sections such as target summary and capacity costs cross-reference with the narrative provided in the relevant sections of the application form.

Sport England expect as much detail as possible to be included within the application but are not expecting that individual community hub clubs or satellite clubs be identified at the application stage. However CSPs will be required to clearly articulate their approach to delivering satellite clubs and achieving the overall objectives. CSPs will also need to set clear targets and measures for the funding period (September 2017 – March 2019).

Please note that CSPs must allocate all of the 2017-19 investment that they wish to apply for in their application as there will not be a second application window. CSPs who are unsuccessful with their applications will not be able to reapply for 2017-19 satellite clubs funding.

If CSPs require additional support with the application process, please contact satellite.clubs@sportengland.org. However, we will not be able to provide CSPs with specific advice on the content of applications.

8. TIMESCALES

CSPs should submit a completed Satellite Clubs Application Template and Finance and Targets Template to satellite.clubs@sportengland.org by **5pm on Friday 2nd June 2017**. Please note that late applications will not be assessed.

Any CSPs not wishing to submit a satellite clubs application must inform Sport England via the above e-mail address by Friday 26th May. An implementation timeline, outlining submission deadlines and other key dates can be found at **Annex 2**.

ANNEX 1 – 2017-19 MAXIMUM APPLICATION AMOUNTS

County Sports Partnership	2017-18 (1 st Oct 2017 – 31 st Mar 2018)			2018-19			2017-19
	Capacity Funding	Delivery Funding	2017-18 Total	Capacity Funding	Delivery Funding	2018-19 Total	2017-19 Total
East							
Active Norfolk	£24,925.00	£22,800.00	£47,725.00	£49,851.00	£56,240.00	£106,091.00	£153,816.00
Herts Sports Partnership	£28,843.00	£31,800.00	£60,643.00	£57,687.00	£78,440.00	£136,127.00	£196,770.00
Living Sport	£24,925.00	£22,800.00	£47,725.00	£49,851.00	£56,240.00	£106,091.00	£153,816.00
Active Essex	£36,288.00	£48,900.00	£85,188.00	£72,576.00	£120,620.00	£193,196.00	£278,384.00
Suffolk Sport	£23,619.00	£19,800.00	£43,419.00	£47,239.00	£48,840.00	£96,079.00	£139,498.00
Team Beds and Luton	£22,901.00	£18,150.00	£41,051.00	£45,803.00	£44,770.00	£90,573.00	£131,624.00
East Midlands							
Derbyshire Sport	£27,472.00	£28,650.00	£56,122.00	£54,945.00	£70,670.00	£125,615.00	£181,737.00
Leicestershire and Rutland Sport	£28,647.00	£31,350.00	£59,997.00	£57,295.00	£77,330.00	£134,625.00	£194,622.00
Lincolnshire Sports Partnership	£23,685.00	£19,950.00	£43,635.00	£47,370.00	£49,210.00	£96,580.00	£140,215.00
Northamptonshire Sport	£23,554.00	£19,650.00	£43,204.00	£47,109.00	£48,470.00	£95,579.00	£138,783.00
Sport Nottinghamshire	£29,105.00	£32,400.00	£61,505.00	£58,210.00	£79,920.00	£138,130.00	£199,635.00
London							
London Sport	£169,424.00	£216,900.00	£386,324.00	£338,848.00	£535,020.00	£873,868.00	£1,260,192.00
North East							
County Durham Sport	£21,203.00	£14,250.00	£35,453.00	£42,407.00	£35,150.00	£77,557.00	£113,010.00
Active Northumberland	£20,000.00	£8,100.00	£28,100.00	£40,000.00	£19,980.00	£59,980.00	£88,080.00
Tees Valley Sport	£23,228.00	£18,900.00	£42,128.00	£46,456.00	£46,620.00	£93,076.00	£135,204.00
Tyne and Wear Sport	£28,713.00	£31,500.00	£60,213.00	£57,426.00	£77,700.00	£135,126.00	£195,339.00
North West							
Active Cheshire	£25,709.00	£24,600.00	£50,309.00	£51,418.00	£60,680.00	£112,098.00	£162,407.00
Active Cumbria	£20,550.00	£12,750.00	£33,300.00	£41,101.00	£31,450.00	£72,551.00	£105,851.00
Greater Sport	£48,760.00	£77,550.00	£126,310.00	£97,520.00	£191,290.00	£288,810.00	£415,120.00
Lancashire Sports Partnership	£33,349.00	£42,150.00	£75,499.00	£66,699.00	£103,970.00	£170,669.00	£246,168.00
Merseyside Sports Partnership	£33,545.00	£42,600.00	£76,145.00	£67,090.00	£105,080.00	£172,170.00	£248,315.00
South East							
Active Surrey	£28,843.00	£31,800.00	£60,643.00	£57,687.00	£78,440.00	£136,127.00	£196,770.00

Get Berkshire Active	£25,905.00	£25,050.00	£50,955.00	£51,810.00	£61,790.00	£113,600.00	£164,555.00
LEAP	£24,534.00	£21,900.00	£46,434.00	£49,068.00	£54,020.00	£103,088.00	£149,522.00
Kent Sport	£37,789.00	£52,350.00	£90,139.00	£75,579.00	£129,130.00	£204,709.00	£294,848.00
Oxfordshire Sports Partnership	£23,358.00	£19,200.00	£42,558.00	£46,717.00	£47,360.00	£94,077.00	£136,635.00
Energise Me	£38,704.00	£54,450.00	£93,154.00	£77,408.00	£134,310.00	£211,718.00	£304,872.00
Active Sussex	£33,871.00	£43,350.00	£77,221.00	£67,743.00	£106,930.00	£174,673.00	£251,894.00
South West							
Active Devon	£28,647.00	£31,350.00	£59,997.00	£57,295.00	£77,330.00	£134,625.00	£194,622.00
Active Dorset	£23,685.00	£19,950.00	£43,635.00	£47,370.00	£49,210.00	£96,580.00	£140,215.00
Get Active Cornwall	£21,399.00	£14,700.00	£36,099.00	£42,799.00	£36,260.00	£79,059.00	£115,158.00
Active Gloucestershire	£22,379.00	£16,950.00	£39,329.00	£44,758.00	£41,810.00	£86,568.00	£125,897.00
Somerset Activity and Sports Partnership	£21,595.00	£15,150.00	£36,745.00	£43,191.00	£37,370.00	£80,561.00	£117,306.00
Wesport	£28,452.00	£30,900.00	£59,352.00	£56,904.00	£76,220.00	£133,124.00	£192,476.00
Wiltshire and Swindon Sport	£23,423.00	£19,350.00	£42,773.00	£46,847.00	£47,730.00	£94,577.00	£137,350.00
West Midlands							
Birmingham Sport and Physical Activity Partnership	£30,933.00	£36,600.00	£67,533.00	£61,866.00	£90,280.00	£152,146.00	£219,679.00
Black Country Be Active Partnership	£29,496.00	£33,300.00	£62,796.00	£58,993.00	£82,140.00	£141,133.00	£203,929.00
Coventry Solihull and Warwickshire Sport	£28,647.00	£31,350.00	£59,997.00	£57,295.00	£77,330.00	£134,625.00	£194,622.00
Energize Shropshire Telford and Wrekin	£20,942.00	£13,650.00	£34,592.00	£41,885.00	£33,670.00	£75,555.00	£110,147.00
Sport Across Staffordshire and Stoke on Trent	£28,190.00	£30,300.00	£58,490.00	£56,381.00	£74,740.00	£131,121.00	£189,611.00
Sports Partnership Herefordshire and Worcestershire	£23,881.00	£20,400.00	£44,281.00	£47,762.00	£50,320.00	£98,082.00	£142,363.00
Yorkshire & Humber							
Humber Sports Partnership	£25,840.00	£24,900.00	£50,740.00	£51,680.00	£61,420.00	£113,100.00	£163,840.00
North Yorkshire Sport	£24,664.00	£22,200.00	£46,864.00	£49,329.00	£54,760.00	£104,089.00	£150,953.00
Yorkshire Sport Foundation	£75,840.00	£105,300.00	£181,140.00	£151,681.00	£259,740.00	£411,421.00	£592,561.00

ANNEX 2 – APPLICATION TIMESCALES

Details	Deadline
Application documents shared with CSPs	Wednesday 3 rd May 2017
CSP Application workshops	South - Monday 15 th May 2017 North - Wednesday 17 th May 2017
Deadline for CSPs who will not be submitting applications to inform Sport England	Friday 26 th May 2017
Application deadline	5pm on Friday 2 nd June 2017
Communication of final funding decisions	By Friday 14 th July 2017
Awards issued	From July 2017
Delivery commences	From September 2017