

Funded by Sport England, Satellite Clubs are local sport and physical activity clubs designed around the needs and motivations of young people.

Satellite Clubs are targeted at young people who are inactive or generally less active on a regular basis to provide them with positive, enjoyable experiences that make it easy for them to become active or to develop more regular activity habits.

Target Audience

- * 14-19year olds from the most deprived local authority areas across Lancashire
- * Females aged 14-19 years from the most deprived local authority areas across Lancashire

Target Areas

- * Blackpool, Burnley, Blackburn with Darwen, Hyndburn and Pendle, Wyre, Preston and Rossendale.

If proposed projects satisfy funding criteria, we are open to creating Satellite Clubs outside the above areas

For more information on Satellite Clubs please visit:

<https://www.activelancashire.org.uk/index.php?/projects/satellite-clubs>

Delivery Plan, Pages 1&2 (Section 1-8)

The eight sections are for lead organisations to document and evidence the need for creating a new Satellite Club. Please describe details related to the offer which have been influenced by target groups of young people.

Section 1. Describe how young people aged 14-19yrs have been consulted?

Understanding what is important to young people and what their needs and wishes are is the first step when developing a Satellite Club opportunity.

Use this section to summarise:

- The methods you have used to help understand the needs of young people you want to target, i.e.
surveys, discussion groups, young people's forums, taster sessions, short programmes of activity such as Sportivate, events, etc
Provide details of your consultation - who, when, where, how many, age range, gender, etc
- Who was involved in coordinating and conducting the consultation?

For example;

Active Lancashire Satellite Clubs team consulted 45 young people aged 14-19yrs at the Active Lancashire Awards event in Blackpool, December 2016. 35 females and 10 males completed a survey to evaluate their behaviours, thoughts and opinions surrounding physical activity.

Section 2. Provide a summary of insight gathered from consulting target groups of young people

Please provide an overview of your consultation to evidence the behaviours, motivations, preferences, barriers and demands expressed by young people you hope to engage through satellite clubs.

Please note - Do not use information/data from young people:

- A) Outside the target age range of 14-19yrs
- B) Categorised as 'Active', i.e. do 150+ minutes of exercise per week
- C) Living outside the target areas (indicated above on page 1.)

You can present both qualitative and quantitative data to highlight insight gathered.

Some of the key evidence which will help shape your satellite club includes:

- Preferred **Days and times**
- **Gender:** highlight number of males and/or females consulted. If you've consulted both males and females, are there contrasting differences?
- Effective methods for **marketing and communication**
- Popular **Host Venue**

- Factors that promote **enjoyment and positivity** to physical activity
- **Motivations** to become/stay active
- **Barriers** to physical activity
- **Attendance Fee** young people would pay to attend
- **Activities:** List the top 5 (Rank order) activities target groups of young people are:

a) Currently doing

b) Would like to try (This data will steer the satellite club activity offer)

Please Note - When presenting insight gathered from consultation, please include statistical data to complement evidence. Example from a survey sample of 50 individuals:

The most popular venues are 1) community centre/hall (30/60%)

2) familiar setting (15/30%)

3) leisure centre (5/10%)

A survey template has been provided to use when consulting target groups of young people, please download here (located in top right of web page)

<https://www.activelancashire.org.uk/projects/satellite-clubs>

Section 3. Provide a description of your Satellite Club offer

Satellite Clubs should be designed to meet young people's needs and provide a positive fun experience, giving young people the confidence to take part.

Using the insight from research conducted, please describe the Satellite Club offer you want to create. Please include some of the following:

- How will the offer provide activities that focus on fun and creating positive experiences?
- How will the offer satisfy the motivations of your target audience?
- How do you intend on removing some of the main barriers to physical activity for 14-19yr olds?
- What activities will be offered at the Satellite Club?
- Will young people be provided with incentives to attend regularly, such as free sessions, prizes, kit, group trip, free access to an event, etc?

Please also include any additional information which further describes your proposed Satellite Club offer.

For more guidance to help you create the right type of offer for your target audience, take a look at some useful resources:

'TOP TIPS' Satellite Clubs film <https://www.youtube.com/watch?v=rk0fdAyJlw>

'GO WHERE WOMEN ARE' will help you understand the basics of how women are likely to feel and behave in relation to sport and exercise, and what will encourage them to get active and keep it up

https://www.sportengland.org/media/3285/gowherewomenare_final_01062015final.pdf

Section 4. Targets

Please use the tick boxes to indicate the **age** groups, **gender** groups and **background** of young people you will target.

How many weekly sessions will be delivered each 12month period? It is expected satellite clubs will provide approximately 30-40 sessions per year, however, there is flexibility to ensure the offer meets the needs of participants.

Please indicate the total number of individuals (aged 14-19) you aim to engage per year, i.e. individuals who attend a minimum of 1 x session. This figure will represent your year 1 participation target. The average participation target is 20.

Please Note - Participation targets are agreed on an individual basis between lead partners and Active Lancashire.

Section 5. How will your Satellite Club provide a young person (customer) led offer?

Satellite Clubs should be young people (customer) led and 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"). Involving young people in decisions and design will help to reduce negative experiences of sport and physical activity.

Please highlight how your Satellite Club will be young person led? You may want to consider:

- How will young people influence the satellite club?
- What communication methods will you use to gather their thoughts and feedback? How often will you collect feedback from participants?
- What are the most effective methods for communicating information about the Satellite Club. What social media platforms are your target audience using?
- Will young people be empowered to perform small roles of responsibility, such as organising equipment, making suggestions, marketing to peers via social media/WhatsApp, creating music playlists, officiating, posting images from sessions, creating video's/blogs, etc?
- Are there opportunities to assist with the delivery of sessions as a volunteer?

Please Note - To support a young person-centred approach, lead organisations will be required to identify and deploy ‘Youth Activators’. This will help to ensure the offer meets the needs of young people and provide them with a voice for creating influence and change. **For more information, See Appendix 1 below.**

Section 6. Who will be responsible for the delivery of Satellite Club activities?

The decision on who will lead the delivery of Satellite Club sessions will be influenced by various factors, such as the activities you are offering, the host venue and skills/experience of your staff/volunteers.

You may find the most appropriate person/organisation is a coach from a local sports club, a qualified instructor who covers your area, a local resident with relevant credentials, one of your volunteers or members of your organisation.

Before making this important decision, you may want to consider:

- Are they the most suitable person, rather than the most qualified?
- Have they any previous experience working with the target group or similar groups?
- Do they have experience supporting, motivating and inspiring young people?
- Do they possess the ability to understand, connect and empathise with young people from areas of deprivation?
- Can they effectively lead and coordinate volunteers and participants?
- Is a female lead coach/instructor essential if delivering a female focused offer?

It is key to have the right people in place who can deliver and lead in an engaging, enthusiastic and fun manner. The technical detail of the sport/activity is not crucial within a Satellite Club setting, but could be helpful to assist the development of participants and volunteers.

A qualified coach/instructor may be selected to deliver from the start, however, it is recommended that lead organisations explore opportunities for developing young people and adults living locally into the next generation of coaches/instructors for the Satellite Club.

Developing the skills and confidence of individuals through hands on experience and access to training will help to build capacity of local leaders, support satellite clubs to become self-sustainable and enhance the employability status of local people from low socio-economic backgrounds.

Section 7. Where will the Satellite Club be hosted?

Insight gathered from your consultation will have identified the locations young people aged 14-19yrs prefer to be active.

When deciding the host venue/site for your Satellite Club, think about not only the space and facilities for delivering your activities but the surrounding environment.

- Is it easily accessible for the target audience?
- Is it familiar to the target audience?
- Are there any potential barriers to some people you want to engage?
- Is it affordable?
- Are there restrictions on use at certain times of the year?

Section 8. How will the offer be sustained beyond the funding period?

The investment into Satellite Clubs is to enable them to become self-sustainable within 18 months. Please use this section to describe how you plan to achieve this objective?

There are various outgoings which are consistent across most Satellite Clubs, such as coach/instructor fees, facility hire and the cost of equipment.

It is therefore good practice to introduce a fee for attending the activity, which may increase slightly over time.

There are various methods which can be implemented over the funding period which contribute towards achieving self-sustainable status, this includes:

- Developing a workforce of youth activators, volunteers and coaches/instructors by providing opportunities to develop skills, access training and gain qualifications.
- Incentivise regular attendance, i.e. attend x number of sessions = receive reward
- Fundraising
- Sponsorship

We have compiled a 'hints and tips' guide which includes some examples of good practice from existing Satellite Clubs. This resource will support the development and sustainability of your Satellite Club, see **Appendix 2**.

Delivery Plan, Pages 3, 4 & 5

Details of Lead Organisation

Provide details for the organisation who are responsible for co-ordinating the Satellite Club.

A current safeguarding policy including a nominated welfare officer and a public liability insurance policy are all mandatory requirements.

Details of Delivery Partner

Please indicate whether the Satellite Club deliverer (sports club, leisure provider, instructor or volunteer) is affiliated to the National Governing Body for their respective sport/activity.

Do they have Club Mark/NGB accreditation? This is desirable, but not a mandatory requirement of eligibility.

Coaches, Instructors, Volunteers leading or assisting Satellite Club delivery

Please list all the personnel that will be *involved in the delivery* of your Satellite Club, i.e. individuals leading and assisting activity sessions.

Please state their qualifications which are relevant to the activities they are leading/assisting (including level and date awarded).

Lead coaches/instructors/volunteers **must** have the following minimum standards certification:

- Valid Disclosure and Barring Service (DBS) certificate
- Emergency First Aid certificate
- Attended Safeguarding Training (within last 3 years)
- Organisation, Club or Individual Insurance

We require all current coaches, instructors and volunteers and those who are to be upskilled through this funding, to register on Active Lancashire online coaching and volunteer portal 'The Sports Hub': <http://thesportshub-lancs.com> .

This enables people to register their skills, qualifications and experience online; keep up-to-date with coaching news and events; find additional opportunities both paid and unpaid and be recruited for exciting opportunities.

Activity Details

State the host venue address and postcode

Indicate the date of your first session

State the day, time and duration of weekly delivery, **Sessions must be a minimum of 1 hour.**

Funding Request

Please indicate your funding request for 18 months.

Project Item Requirement

Items usually requested for funding include coaching/instructor fees, facility hire, equipment, marketing, training courses, gifts used as incentives and rewards and training kit.

Please Note - Week one is classed as the week in which you are authorised to deliver using this funding. Backdating funding for activities already delivered will not be allowed.

Up to £4,000 funding is available per Satellite Club.

Active Lancashire have allocated £900 funding for 'Project Costs':

£300 for Rewards. Incentivised rewards have been proven to influence positive behaviour change at Satellite Clubs, helping young people establish regular activity habits. Rewards can include events (i.e. 'Pretty Muddy'), retail vouchers, trips/visits, personalised kit, sports equipment, discounted membership to sports clubs/leisure facilities, etc. It is essential that young people have influence over the nature of rewards through feedback/insight to produce emotional connection and buy in from participants.

£300 for Training. Access to sports specific and minimum standards for coaching courses will seek to develop a new generation of volunteers, coaches and instructors, as well as improve the skills and qualifications of those already delivering sport and physical activity.

£300 for Personalised Kit/Clothing. A sense of affinity and belonging will be conceived from within Satellite Clubs, using the ideas and creativity of young people to form a unique identity. This feature will complement the alternative 'Satellite Clubs approach' to traditional sport and physical activity. Personalised kit/clothing can incentivise and reward consistent attendance and generate small amounts of income to support sustainability.

Alternative ideas for 'personalising' Satellite Clubs are welcomed, i.e. bespoke equipment or events organised by young people.

Income (any 'in kind' contributions)

Within the 'in kind contributions' section, items which have a value but will be provided at no cost need to be added. For example, the cost of hiring a venue where the organisation has waived the charge or perhaps a coach or volunteers time.

Income (i.e. attendance fee)

Please state the income you anticipate will be generated over the 18month funding period. This can include attendance fees, sales of clothing/kit, sponsorship or additional funding contributions.

Lead organisations will be allocated 6 months funding upfront to initiate activities and development of the Satellite Club. This will include £300 of 'Project Costs' for rewards.

To access the remaining 'Project Costs' lead organisations will liaise with Active Lancashire to present proposals for utilising funding for training and personalising the offer.

See below example to assist with the completion of the funding request summary:

Project Item Requirement	Cost Per Hour / Per Unit	Totals
1. Project Costs	Rewards £300, Training £300, Personalised Offer £300)	£900
2. Coaching Fee	£20 x 60 weeks	£800
3. Quick Play Handball Goals	£390	£390
4. Handballs	5 x £15 / 20 x £8	£235
5. Taster sessions at local schools, colleges, community venues	6 x £20	£120
6. Marketing		£150
7.		
		TOTAL FUNDING £2,595
Income (any 'in kind' contributions)	Cost Per Hour / Per Unit	Totals
8. Facility hire of community hall	£25 x 60 weeks	£1,500
9. Volunteers from Lead Organisation	£20 x 2 x 60 weeks	£2,400
10.		£
		TOTAL ('in kind') £3,900
Income (i.e. attendance fee)	Cost Per Hour / Per Unit	Totals
11. Attendance fee	£1.50 x 12 participants (average) x 60 weeks	£1,080
12.		£
13.		£
		TOTAL (income) £1,080

If you have any questions regarding this process or require assistance completing sections of the form, please contact Active Lancashire Satellite Clubs Team:

Ronan McMahon, Club Link Maker

E: rmcmahon@activelancashire.org.uk

T: 01772 299830

Phil Wright, Project Support Officer

E: pwright@activelancashire.org.uk

T: 01772 299830

Appendix 1: Satellite Clubs Youth Activator

Understanding what is important to young people and what their needs and wishes are is crucial when establishing and developing any 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.

To help create customer focused Satellite Clubs, we would like all our lead partners to utilise participants at their sessions as Youth Activators.

Who can be a Youth Activator?

- * Any participant aged 14-19 who regularly attends your sessions
- * A young person with influence over their peers
- * Someone who wants to be involved in decisions and design of the offer

Taking on the role as a Youth Activator will not affect the young person participating in the activity, they can still attend and enjoy the experience as before. We've likened the role to that of a captain - an individual who takes part like everyone else, but also takes on a role of responsibility and provides a voice for the group/team.

What does a Youth Activator do?

Key Role - *Gather the thoughts, opinions, ideas and suggestions from participants on a regular basis and communicate this feedback to the relevant person/s, such as the lead organisation, instructor, coach or volunteers.*

The Youth Activators act as a mechanism to ensure young people have a voice, their feedback is acted upon and reflected through the offer at the club, for example;

type of activities, delivery style of instructor/coach, influencing nature of rewards, creating the right environment and so on.

They can use all sorts of methods to gather feedback from participants, it's what suits the individual and the group best that will work. Talking individually to participants, using questionnaires, a comments box/wall are just a few simple examples of how to collect this vital data.

Taking on a Youth Activator role may act as a springboard for young people to seek more ownership and responsibility at their club, performing various roles or functions, these may include:

- Complete attendance registers for the session
- Welcome new participants to the club
- Create music playlists
- Promote the session using social media
- Manage a What's App group to share info/updates to participants
- Assist coach/instructor set up equipment before, during, after session
- Assist coach/instructor with delivery of sessions
- Assist participants at sessions
- Lead sections of sessions, i.e. warm up activity, officiating games
- Create new ideas and help implement to improve the offer
- Blogging/Video Blogging

What are the benefits to young people?

Free Satellite Clubs Youth Activator T-Shirt (see below)

Opportunity to improve leadership and communication skills

Perform role of responsibility, influencing decisions and design of Satellite Clubs

Access to training and development - AQA / Youth Activator workshop / sports related qualifications

Contribute to Youth Activator forum

Opportunity to perform additional roles as a volunteer

Develop CV and future employability skills



Within the first 10 weeks of your Satellite Club commencing we ask that you identify 1 or more suitable participants and start to deploy them as Youth Activators.

We understand there will be Youth Activators who no longer wish to perform a role or move on. If these circumstances occur, please make attempts to recruit a new Youth Activator as soon as possible.

Active Lancashire will provide support and assistance to lead organisations, coaches/instructors and Youth Activators throughout the entire process.

If you have any questions regarding this initiative, please do not hesitate to contact Katey Foster, kfoster@activelancashire.org.uk / 01772 299830

Appendix 2. Sustainability Hints and Tips Guide

To help you achieve a successful and sustainable Satellite Club Active Lancashire have compiled the following information using examples of good practice from existing Satellite Clubs across the county.

We hope this guide provides you with some practical hints and tips to enhance your offer.

Environment

- Play Music - Bluetooth speakers work really well
- Free Play prior to start of session
- Create chill out areas - ensure they are in a safe place
- Welcome people, thank people for attending, take time to chat to participants
- Buddy up new participants with regulars - enquire “how did you hear about the session, hope you enjoyed it, hopefully see you next week”

Lead Coaches/Instructors

- Wearing clothing associated to hub club may be counter-productive - try wearing general sportswear
- Avoid using some traditional communication methods, i.e. whistles, shouting across activity area
- Recruit the right person to lead sessions, not the most qualified - who's most suitable to engage effectively with your target audience
- Recruit volunteers undertaking leadership programmes, for example Duke of Edinburgh, Sport Leaders UK awards, Active Lancashire 'Sports Hub', Vinspired, I'm Involved
- Empower participants with roles of responsibility, for example:
 - create music playlists
 - set up/lead activities
 - influence activities, rule changes and progressions
 - choose groups/teams
 - score/time keeping
 - create video blogs/films for You Tube channel
 - market sessions online, webpage, social media

Feedback

- Ask participants to write down comments on 'Word wall' - use white board, flip chat/A4 paper, post it notes
- Suggestions box - can be online/noticeboard
- Informal discussion at beginning and end of sessions
- Use a quiz rather than a questionnaire to survey group
- Create a focus group - small group represent voice of participants
- Post feedback on social media platforms, i.e. Create groups on What's App or Edmodo. Ask participants what social media platform they prefer to use.

- Offer incentives for completion of questionnaires, i.e. entered into prize draw = £20 gift voucher

Marketing and Communication

- Value the power of word of mouth promotion - Ask participants to tell their friends and family
- Taster sessions - schools, youth and community groups, events, college fresher's fayre. Include prizes and giveaways
- Organise competitions to kick start a new year of delivery, i.e. 2 v 2 tournaments, time trials, mix of challenges, etc.
- Host open days to showcase a range of activities, i.e. Golf open day offers tasters/challenges, such as putting, chipping, driving, bunker shots
- Promote at existing events - charity event (Race for Life), summer fair, fun runs, community events
- Promote on club/organisation website, intranet (if applicable), newsletters, noticeboards
- Using sporty words/phrases on advertising material may prevent your target audience attending, for example use the term 'Street Safe Skills' rather than Martial Arts
- Use a range of social media, especially those preferred by your target audience
- Participants set up a What's App/Edmodo group for the Satellite Club
- Use a 'Boost' on Facebook - For a small fee advertise to a specific audience by selecting specific criteria, i.e. Age, geographical area, gender
- Create a hash tag for your Satellite Clubs twitter page
- Post pictures, video's and blogs online
- Follow @LancsSatellite on Twitter and Instagram - tag us into posts, we can retweet/post
- Use current trends to generate interest, i.e. Mannequin Challenge video's
- Local press coverage - profiling local community sport
- Raise awareness through existing initiatives - BBC Get Inspired, Local Authority/Leisure Trust activity database, GP practices and health referral services (i.e. 'Up and Active' in East Lancashire)
- Emphasise and foreground the multiple benefits of participation for attendees - not sport itself

Generate Income

- Ask participants to pay a small fee for attending from year 1. Gradually increase each year.
- Fund raisers:
 - Ask participants to lead the planning and organisation
 - Include games, challenges and giveaways/spot prizes
 - Joint fundraise with a charity, for example 60% to Cancer Research and 40% to Satellite Club
 - Involve families and communities at events
 - Endurance challenges, i.e. 12 hours of team trampolining, game/match

- Purchase items which are funded by Active Lancashire and In-Kind funded by lead organisation. Example: Golf, attend 15+ sessions = purchase golf bag and clubs at 50%+ discounted rate
- Personalised Kit/Clothing - attend set number of sessions = qualify to purchase bespoke kit/clothing
- Sponsorship - can be linked to kit/clothing
- Seek match funding - National Governing Bodies of Sport, charities, local town councils, housing associations, local organisations (Rotary Club, etc.)

Rewards

- Ask participants what rewards would motivate them to attend sessions regularly - retail vouchers, kit, visit/trip, tickets to professional sport, pampering day, discounted club membership, Fit Bit, etc.
- Recognise participants for various behaviour:
 - Helping lead coaches/instructors and participants - taking role of responsibility
 - Good attitude/hard work
 - Bring a friend
 - Player of the week;
Example: Boxing - wears top quality gloves
Example: Martial Arts - wears unique belt and stands at front of class with instructors as group bows to them
- Weekly prize draw - participants pay an extra fee to attend, i.e. 25-50p. This is accumulated and awarded as a cash prize each week using a random draw.
- Access to off-site events
 - Example: Running group attended 'Tough Mudder' event
 - Example: Girls Multi-Sport Satellite Club attended 'Pretty Muddy' event

Incentives

- No charge for initial sessions - i.e. first 1-3 sessions free
- Loyalty system - collect credits to receive rewards
 - Attend 5 sessions = next session free
 - Refer a friend / positive behaviour/good attitude / achieve personal goal/help lead coaches & participants = x credits
 - Tag Team system - combined target number of sessions for 2 participants = receive reward. i.e. 20 visits in 15week period
- Attend target number of sessions = receive reward
- Friendly games/competition against other satellite clubs
- Performances/displays to peers

We hope the above information will spark some creative ideas to help enhance and sustain your Satellite Club.