

**LONDON
SPORT**



LONDON SPORT SATELLITE CLUBS GUIDE

CONTENTS

Overview	3
Our commitment to you	4
What we expect	5
Keeping us informed	5
Sport England Youth Insight	6
Overview and key points	6
Designing the 'perfect' session	7
Marketing	8
Resources	8
Monitoring and evaluation	9
Monitoring requirements	9
Monitoring tools	10
Coach and volunteer development	11
Satellite Club coaching bursary	11
Workshops	12
Sustainability	13
Strategies and best practice	13
Club development forums	14
Safeguarding children in sport	15

We would like to take this opportunity to congratulate you on your successful Satellite Club application.

By agreeing to deliver a Satellite Club you are entering into a partnership with us that will support getting more inactive 11 to 25 year olds involved in community sport and help us achieve our target of getting **1,000,000 Londoners more active by 2020.**

Together we will work to create an environment where inactive young people can access sport that appeals to their wants and needs, and encourage regular participation and a sporting habit for life. This will help us achieve our vision to make London the most physically active city in the world.

This guidance document tells you about our commitment to the clubs we fund to deliver Satellite Clubs, and to tell you about the support we offer.

Please take the time to read this guidance document as it contains very important and helpful information for you to deliver a successful Satellite Club.

Should you have any questions please do not hesitate to contact a member of the Club Development team.



If we are to achieve our goal to get inactive young people involved and retained in community sport we must work together.

Funding alone can't solve London's inactivity, but it's a start. As well as funding, we want to make sure we give you the right level of support to make the most of it.

We will fully support clubs to ensure that every Satellite Club session maximises its potential and attracts and retains young people into their sport.

This guidance document provides details of the support we offer to clubs and how clubs can access this support. If you require other support then please get in touch with us by emailing satelliteclubs@londonsport.org





WHAT WE EXPECT

In return for our support we expect that:

Every club strives to make their Satellite Club sustainable beyond the funding period

Every club receiving Satellite Club funding is fully committed to making their Satellite Club successful at engaging inactive young people into community sport

Funding is only available for a short period of time; it's therefore imperative for clubs to start to think about sustainability from the start.

You will find a section on sustainability below with practical examples of how clubs have succeeded in making their Satellite Club sustainable. This will give you the tools and strategies needed to make your Satellite Club sustainable without the need for further funding.

KEEPING US INFORMED

For us to make every Satellite Club a success, you need to keep us informed on how your Satellite Club is progressing, particularly where there are potential issues. If we are able to understand the issues we can support you to overcome them.

We can monitor the progress of each Satellite Club using the participation data, however this is only collected on a 6 weekly basis, and we would want to be informed sooner if the Satellite Club is experiencing difficulties so we can help.

If you experience any difficulties including:

- Not attracting the desired number of participants
- Retaining participants
- Lack of support from the host school/college
- Coach availability to deliver your Satellite Club
- General administration support

...then let us know by emailing your Club Development officer, it's our responsibility to help you.

We also need you to let us know if:

- There are any changes to the time and day of your session
- Your Satellite Club becomes temporarily inactive, for example during school holidays

The Sport England *Youth Insight research* offers an understanding into the motivations and barriers for young people getting involved in Sport, helping you to understand how to break down barriers to effectively engage and retain young people in Sport.

We will work with you to understand the research and put it into practice. We have started by outlining key points from the Youth Insight:



Ensure the promotion matches the delivery

Don't promote sessions as an opportunity to socialise and get fit in a relaxed, informal and friendly environment, but subsequently deliver activity that emphasises talent and competition.



First impressions count

Ensure the coach is friendly and welcoming, talk to participants to understand their motivations and goals, be empathetic to needs (especially for females).



Create an environment where young people feel comfortable

i.e. prevent embarrassment and fear of judgement by ensuring groups are evenly split – groups with a mixture of abilities or split groups depending on ability.



Don't underestimate the power of word of mouth

Word of mouth is consistently the most powerful and effective marketing tool. Ensure participants leave each session wanting to come back and wanting to tell others about it.



The first session should give participants a taster of what to expect.

Be clear on how the Satellite Club will be delivered. Use the first session as an opportunity to give participants a taster of the sport – some may never have tried it before.

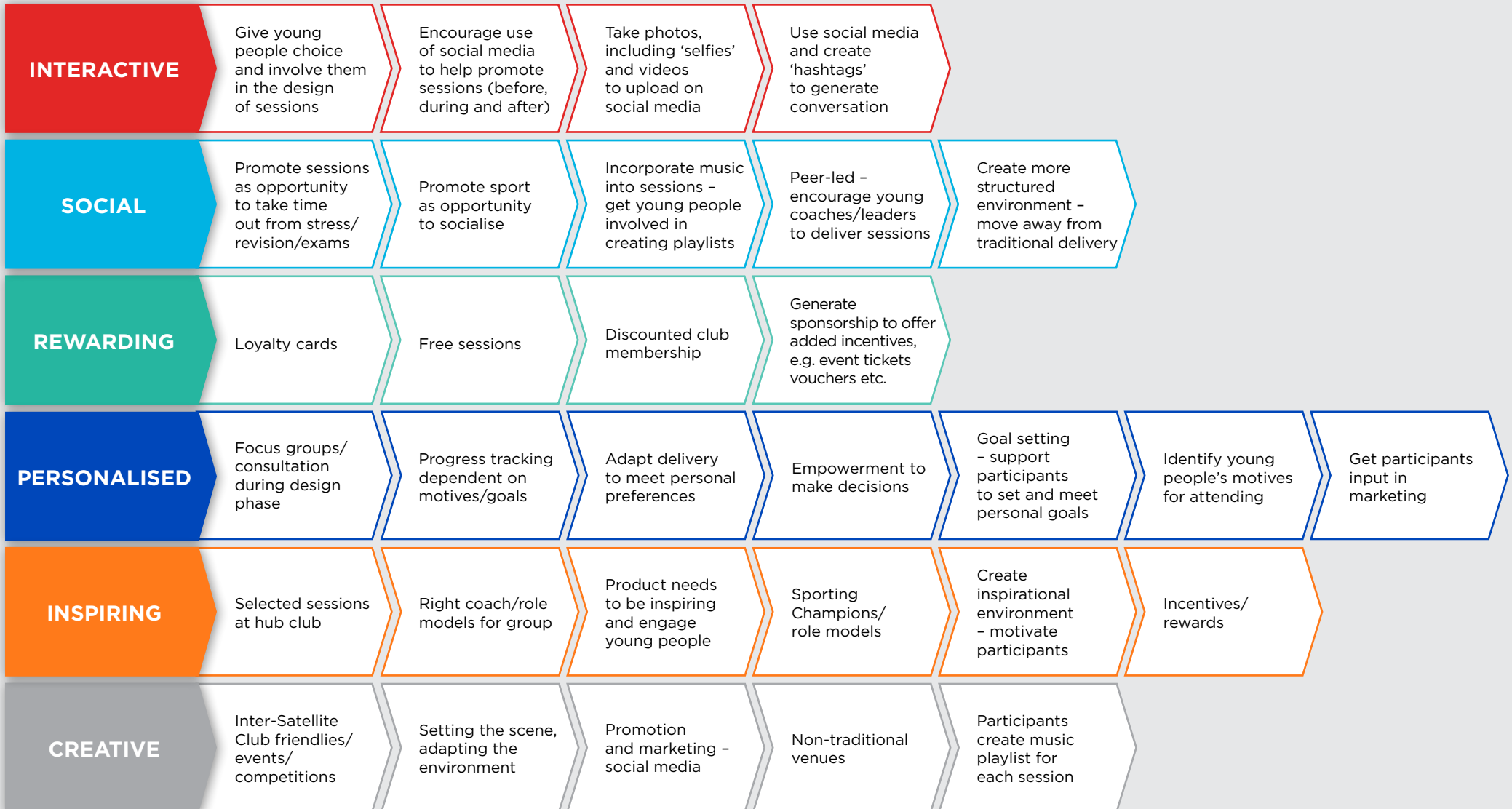


Encourage participants to play at a level that is comfortable for them.

Don't force participants to be 'the next big thing' – allow them to reach their own goals.

DESIGNING THE 'PERFECT' SESSION

When designing your Satellite Club session, it's important for you to consider the broad design principles that are relevant to Satellite Club delivery. Young people are seeking experiences which are interactive, social, rewarding, personalised, inspiring and creative. Get some ideas for your sessions below!



We want to help you with the marketing and promotion of your Satellite Club to ensure it is targeted at the right people and has the desired impact. That's why we have created a marketing resource for you.

Marketing is a key feature for any Satellite Club.

Research from Sport England suggests that groups of young people take part in sport for different reasons. Some take part in sport to keep fit, even if they don't really enjoy it. Whereas others take part because they can spend time with their friends in an informal setting.

REMEMBER:

Sport may be the activity but the message doesn't always have to be.

MARKETING RESOURCES AVAILABLE TO CLUBS

We encourage all clubs to make use of the FREE marketing resource pack:



Posters:

Different posters for you to edit and personalise to promote your Satellite Club

Flyers:

A number of personalised A5 flyers to hand out to young people in and around the local community

Digital:

A guide on how to become a social media expert

The resources are all available for you to download [here](#).

If you are unable to print the posters and flyers then please contact your Club Development officer for support with this.

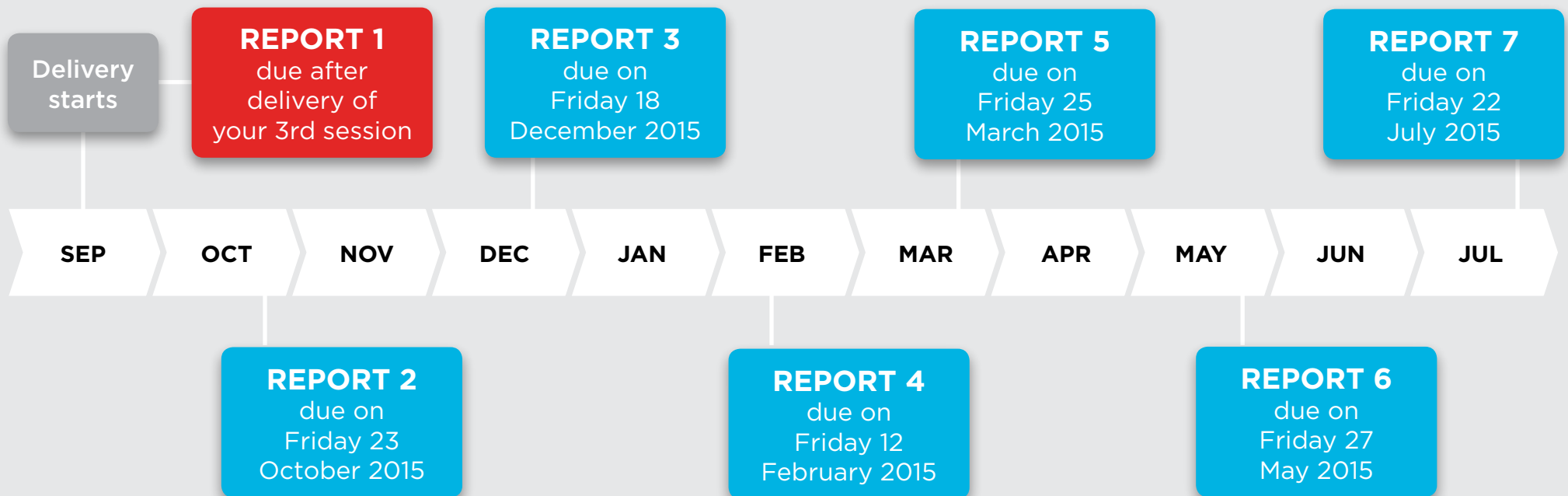
Don't Forget!

We can work as hard as we like to get those young people along to our Satellite Club sessions, but their first experience of the sessions themselves is just as important. This will go a long way to keeping people engaged for 30 weeks and beyond. For more information please refer to 'Designing the perfect session' and 'Youth Insight' sections on pages 6 and 7 of this document.

For us to be able to assess impact we must monitor the participants attending your Satellite Club sessions. All Satellite Club are required to capture data about individual participants and the sessions they attend. **This guidance explains the monitoring requirements, and the tools we provide to enable you to meet these requirements:**

MONITORING REQUIREMENTS

Clubs must submit participation data from their Satellite Club to London Sport at the following times:



Please make a note of these dates as it is compulsory for all projects to report full and accurate participation data to London Sport on the dates outlined above.

MONITORING TOOLS

Participant Registration Form:

Please ensure this form is completed by each individual participant that attends your Satellite Club. Note that the form must be completed regardless of when the participant joins the Satellite Club. Please keep all registration forms so that you can provide details about each participant to London Sport if requested.

LONDON SPORT SATELLITE CLUBS INTERVENTION PARTICIPANT REGISTRATION FORM

Every new participant who takes part in your Satellite Club is required to complete this form at their first session only.

Participant's First Name:

Participant's Surname:

Age in years

Gender

Previously Inactive*

*Previously inactive is defined as having done less than 30 minutes sport in the previous 4 weeks outside of curriculum time sport.

DATA COLLECTION REGISTER STEPS:

1. Record the date of each session
2. Record the total number of participants attending broken down by age and gender
3. Record the total number of new participants from previous session(s)
4. Record the total number of previously inactive participants

LONDON SPORT PARTICIPANT DATA		NAME OF CLUB DELIVERING : Richard's Volleyball					
		session 1	session 2	session 3	session 4	session 5	session 6
3	Date of session	10/05/2015	17/05/2015	24/05/2015	31/05/2015	07/07/2015	14/07/2015
4	Number of Attendees	22	25	24	23	22	21
5	Number of 'new' male attendees	10	4	0	3	0	0
6	Number of 'new' female attendees	12	4	0	0	1	0
7	Number of 11-13 year olds attended this session	4	7	7	3	4	3
8	Number of 14-16 year olds attended this session	18	18	17	20	18	18
9	Number of 17-18 year olds attended this session	0	0	0	0	0	0
10	Number of 19-21 year olds attended this session	0	0	0	0	0	0
11	Number of 22-25 year olds attended this session	0	0	0	0	0	0
12	Number of male participants attended this session	10	12	12	12	10	10
13	Number of female participants attended this session	12	13	12	13	12	11
14	Number of disabled participants attended this session	0	4	4	4	4	3
15	Of the number of new participants how many were previously inactive	16	8	0	1	1	0

Download the
Participant
Registration Form

Download the
Data Collection
Register

We are committed to supporting clubs who deliver a Satellite Club by providing opportunities to train new coaches or upskill existing coaches. Every club has the opportunity to apply for a coaching bursary worth up to £200 per Satellite Club they deliver.

The coaching bursary could be used to train an existing coach from a level 1 to level 2, or provide an opportunity to train someone new to coaching; a volunteer or young leader(s). Any coach upskilled through this bursary is expected to support the delivery of the Satellite Club.

How to apply for the Satellite Club coaching bursary

To apply for a coaching bursary please complete the [coaching bursary application form](#) and return it to lorna.leach@londonsport.org

If you feel there is a need for you to upskill/train more than one coach then please contact your Club Development officer. You will need to clearly evidence the need and demand for the additional coach(es), and how this will directly benefit Satellite Club delivery and sustainability.

WORKSHOPS

In addition to the coaching bursary support, we are offering clubs the opportunity to attend a number of workshops that are aimed at developing knowledge in specific areas directly related to the Satellite Club Intervention.

The workshops include:



Retention

This is a three hour workshop providing top tips for keeping young people participating in your sessions. The workshop has been designed to provide techniques on how to retain, and therefore sustain sports participation among young people.



Disability Awareness in Sport

This is a 3 hour course run in partnership with Disability Sports Coach. The course introduces the different disability groups and how to integrate them into mainstream sport and physical activity using theoretical training and practical applications.



How to Engage Women & Girls in Sport and Physical Activity

Explaining the sporting needs of young women and girls, and defining the techniques for delivering successful sports programmes including case studies from successful projects that both engaged and retained females.



Supporting Coaches: Recruit, Retain and Reward

The course provides practical tips and tools to help identify where to look for new coaches/volunteers to recruit, how to keep those coaches coming back and how to recognise and acknowledge the work these coaches do.

You will be notified by a member of the Club Development team as and when the workshops are arranged.

Interested in attending? Email satelliteclubs@londonsport.org - make sure you tell us which workshop you want to go on and what borough you are located in.

What does sustainability mean?

A crucial focus point for the Satellite Clubs Intervention is sustainability. Our funding should be seen as 'start-up' funding in Year 1 of your Satellite Club. This means you should have a clear strategy in place and Year 2 of Satellite Club delivery should be sustainable or on the path to self-sustainability, with Year 3 reaching self-sustainability at the very latest.

Further information

We are committed to supporting every club to ensure delivery continues beyond the funding period and we have created case studies from clubs who have successfully achieved sustainability. **To access these case studies and further information click [here](#).**

To further support you with delivering successful and sustainable Satellite Clubs, the Club Development team at London Sport will be delivering forums from September 2015 onwards. The forums will be focused on providing you with further information on the following areas:



Youth Insight

The Club Development team will give a detailed overview of the Sport England Youth Insight, and we will work with clubs to fully understand how this can positively affect your Satellite Club delivery.

We will focus on how sessions are designed and delivered specific to the target audience.



Sustainability

We will focus part of the forum on ways community clubs can make their Satellite Club sustainable. Introducing information on sponsorship and fundraising as well as more traditional methods.

We will invite clubs to share how they have successfully achieved sustainability, hopefully giving clubs new ideas and strategies to make their Satellite Club sustainable.



Club Matters

We will provide sports clubs with information on Club Matters: the new Sport England community club online tool.

This is a one stop shop for sports clubs – it provides free practical resources to help clubs develop and run a sustainable club.



Coaching and Volunteering

We will provide clubs with information on coaching and volunteering: how clubs can recruit and train new coaches and volunteers to support the delivery and sustainability of Satellite Clubs.



Retention

Retaining participants can often be a challenge, we will therefore provide clubs with strategies and techniques on how they can encourage regular participation within their Satellite Club.

We recognise our responsibility for ensuring the welfare of all young people during their involvement in sport and physical activity, regardless of their culture, ethnic origin, religious belief, sexual identity or gender.

London Sport provides guidance to partners to ensure sporting and physical activity opportunities within London is provided to the highest possible standard of care.

For further information on safeguarding children in sport please visit our website: londonsport.org/training-and-support



Thanks for helping us
towards getting 1,000,000
Londoners more active.

We look forward to
working with you.



CLUB DEVELOPMENT TEAM

RICHARD CROKER

richard.croker@londonsport.org

07768 852 503

JAKE WALDRON

jake.waldron@londonsport.org

07903 850 173

DAN CUDMORE

dan.cudmore@londonsport.org

07718 964 435

MEL LAMPERT

mel.lampert@londonsport.org

07810 637 367

FIONA MILEY

fiona.miley@londonsport.org

07496 005 133

GARETH SMITH

gareth.smith@londonsport.org

07912 097 512