



Satellite Clubs Review (London)

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Section 1: Introduction

This insight report aims to provide the London Sport Operations Team with an impact evaluation of the Satellite Clubs programme for 2015/16.

London Sport's insight team have carried out this work to understand more about the experience of operating/hosting a Satellite Club at either a sports club, school, college or other community venue. Findings will influence the design of similar programmes in the future.

The scope of the work included gathering primary data through an online research survey and identifying key trends influencing provider's experiences of operating or hosting a Satellite Club. Additionally, headline data has been gathered from the Satellite Club Data Portal and is presented in section 1.1.

The results have been finalised as a set of key findings designed to influence the design of future programmes.

1.1 Headline Data

As of August 1st 2017:

- 1,130 Satellite Clubs have been created across London
 - 638 fully funded by London Sport
 - 492 part funded by London Sport with National Governing Bodies
- 18,217 participants have attended London Sport fully funded clubs
 - An average of 28.5 participants per club

Key statistics include:

Facility types:

- 75.5% of Satellite Clubs have been located in secondary schools
- 6.6% have been located in FE colleges (targeting older groups of young people)
- The remainder (17.9%) have been located in other educational settings and a range of community and specialist facilities

Club types:

- 22.9% (259) of Satellite Clubs have been targeted specifically at young females
- 6.7% (76) of Satellite Clubs have been targeted at engaging young people with disabilities
- 3.1% (35) of Satellite Clubs have been targeted at engaging young people from BME backgrounds
- Remaining 67.3% (760) of Satellite Clubs had no specific focus



Location:

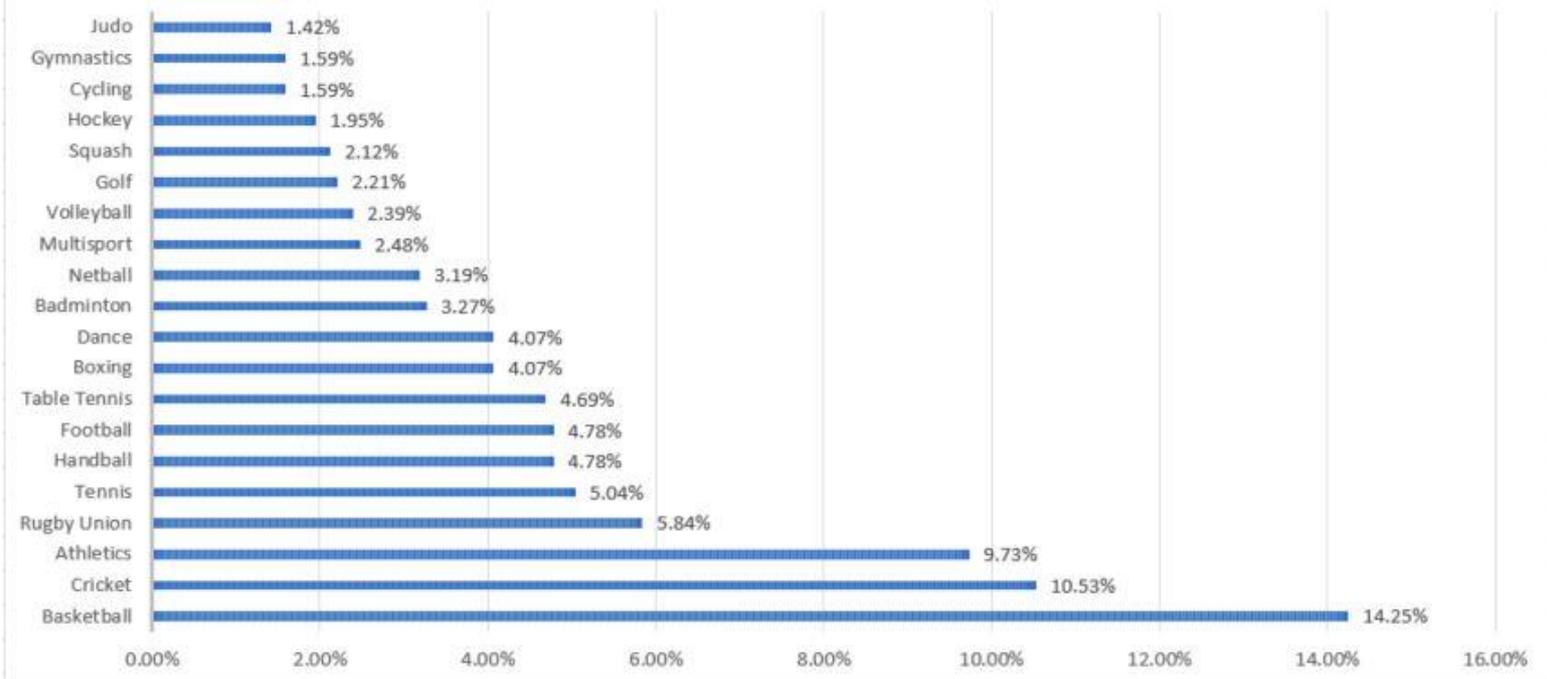
- 27.97% (304) of Satellite Clubs are located in north-east London
- 24.42% (276) of Satellite Clubs are located in north-west London
- 23.08% (261) of Satellite Clubs are located in central London
- 24.53% (245) of Satellite Clubs are located in south London

Sports:

Over 40 different sports have been delivered across Satellite Clubs in London. Figure 1 presents the 20 sports delivered most frequently.

Figure 1: Percentage of Satellite Clubs by type of sport delivered

PERCENTAGE OF SATELLITE CLUBS BY SPORT IN LONDON (TOP 20)



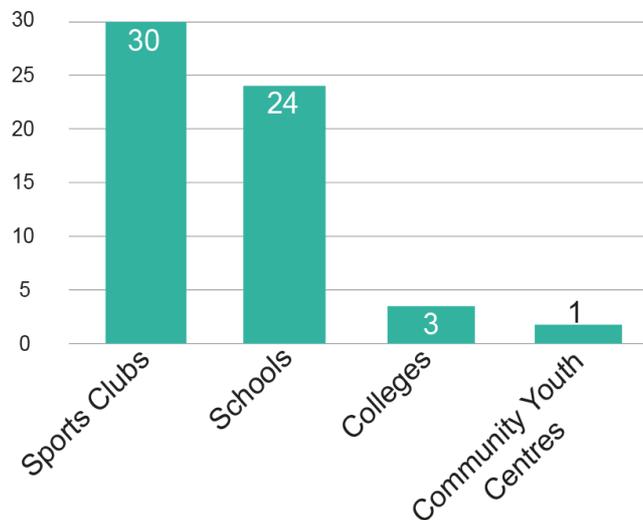


Research Scope

This report focusses on presenting findings from the Satellite Clubs Review survey which was completed between 23rd May 2017 and 19th June 2017 by hub clubs operating a Satellite Club in 2015/16 and schools, colleges and community youth centres that were hosting a Satellite Club in 2015/16.

The survey went out to 284 clubs and 351 host venues. A total of 59 responded to the survey request. This represents 9.3% of all clubs and venues operating or hosting a Satellite Club during 2015/16. Respondents were split between sports hub clubs (50.8%) and host venues (49.2%), specifically schools, colleges and community youth centres. Figure 2 below outlines the breakdown of survey respondents.

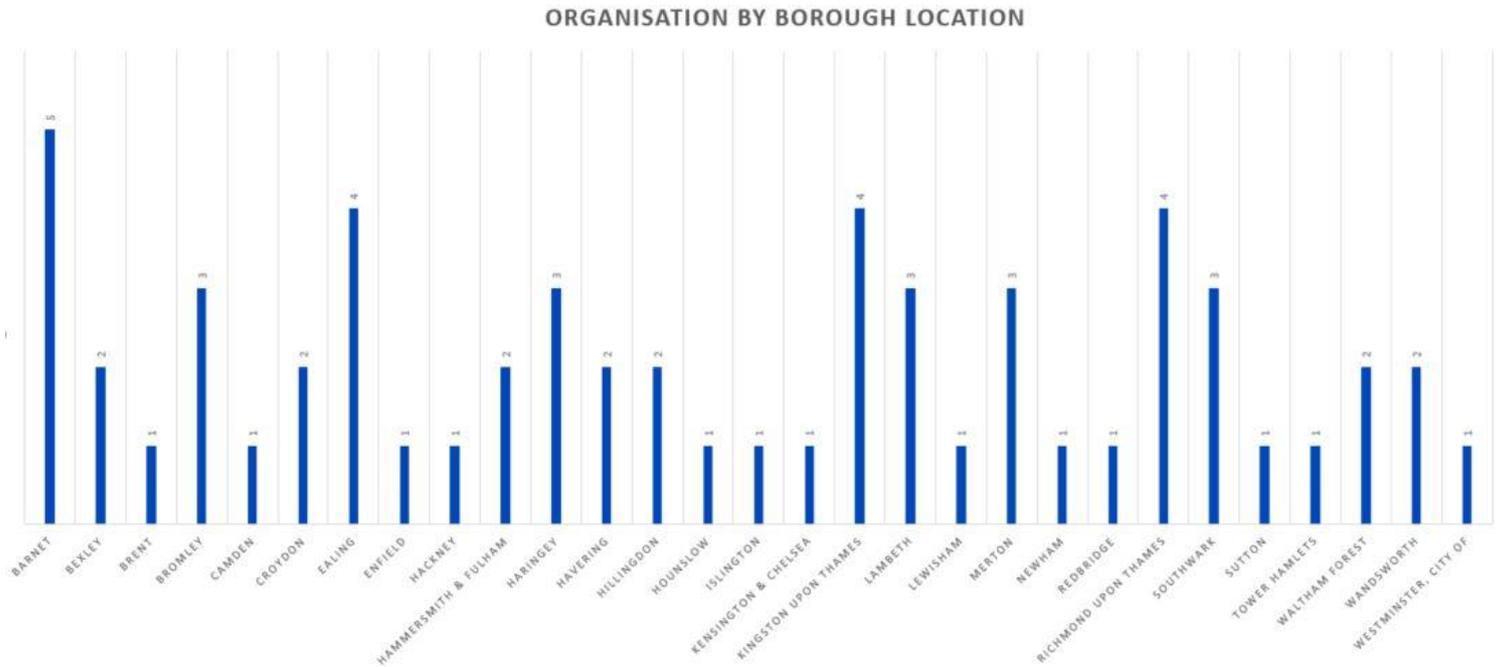
Figure 2: Survey respondents by type of organisation



Responding organisations were located across 29 of London's Local Authority areas, representative of the geographic spread of Satellite Clubs across London. Figure 3 presents the number of respondents by borough location.



Figure 3: Number of respondents by borough location



Considered Data:

Data was collected through an online survey from respondents confirmed as operating or hosting a Satellite Club during the 2015/16 year. This included:

- Satellite Hub Clubs
- Host Schools
- Host Colleges
- Other Host Venues

The full list of survey responses has been included as appendix 1.



Section 2: Findings

Since its inception in 2013/14, the Satellite Clubs programme has engaged 18,217¹ participants from across all of London's 33 Local Authority areas. With 435 sustained Satellite Clubs out of a total of 682 fully funded clubs, the programme has consistently proven to be successful in supporting sports clubs to attract and retain youth participants through an alternative delivery model.

Figure 4: Average number of participants transitioned to sports hub club



The average number of participants who transitioned from Satellite Club to sports hub club across respondent clubs.

2.1 The value of hosting/operating a Satellite Club

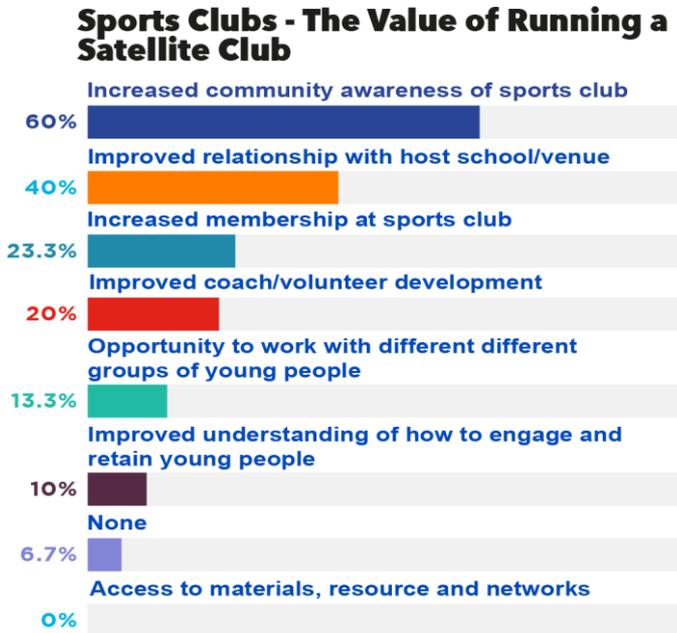
Sports Clubs:

In response to the question, '*please indicate where you believe running a Satellite Club has added most value to you as an organisation (select up to two options)*', sports club respondents indicated that increasing awareness of their clubs within their communities (60%) and improving their relationship with the host school or venues (40%) were the areas where Satellite Clubs added most value. Corresponding with the findings displayed in figure 4, 23.3% of sports clubs indicated that running a Satellite Club increased membership at their club, while simultaneously developing their coaching and volunteering workforce (20%). Figure 5 presents the perceived value of running a Satellite Club for sports clubs.

¹ Satellite Clubs fully funded by London Sport



Figure 5: Sports Clubs perceived areas of most value from running a Satellite Club



Schools/Colleges:

A number of themes emerged from responses to the open question 'Please tell us how hosting a Satellite Club has added value to you as a school/college'. Most notably, it was discovered that the ability to provide a new sporting experience to students added value across 35% of survey respondents.

'We have been able to offer a new sport that we wouldn't normally do, and some students who have not done an extracurricular club before have taken part.'

(Tolworth Girls School)

Further themes that arose regularly included a notable increase in participation amongst inactives and students not previously involved in extracurricular sport programmes (31%), and an improvement in the quality of coaching made available for pupils (31%).

'Increased opportunity for pupils to receive high quality coaching on a weekly basis. This has increased participation within the school and also increased the quality of sports teams/pupil attainment in PE.'

(Bishop Thomas Grant School)

2.2 The hub club/host venue relationship

The relationship between hub club and host venue is crucial to ensuring the effective delivery of Satellite Club programmes. Overall, 79% of sports clubs and host venues reported 'good' or 'very good' relationships with their delivery partners, while 9% reported that the relationship was 'poor' or 'very poor'. Figure 6 presents the stated relationship quality across both sports clubs and host venues.

Figure 6: Host venue and sports hub club relationship 1

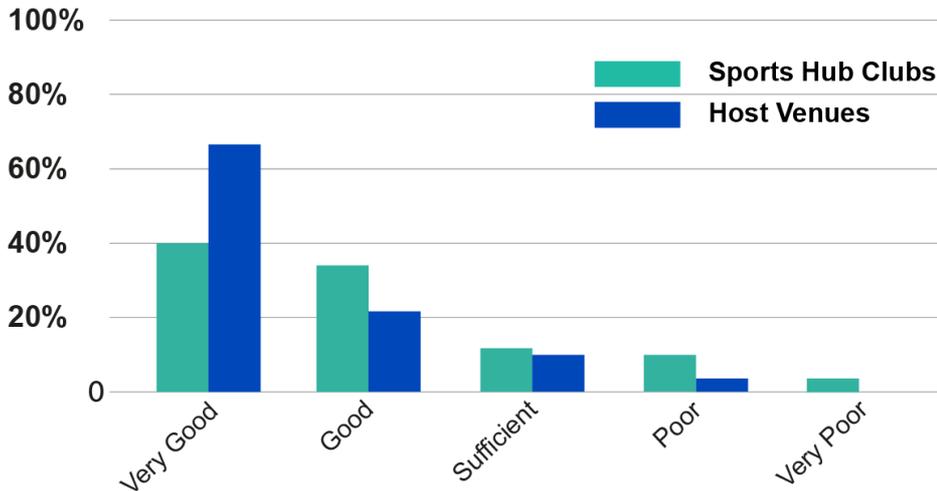
How would you describe your relationship with your sports club or host venue?



Figure 7 below highlights differences in the way that delivery partners viewed their relationships. Host venues (66%) were more likely than sports hub clubs (40%) to perceive their relationship as 'very good'. Correspondingly, host venues were less likely consider their relationship as 'poor' (3%) or 'very poor' (0%) compared to sports hub clubs (10%/ 3%).

Figure 7: Host venue and sports hub club relationship 2

Stated Relationship Between Hub Clubs and Host Venues



In support of the findings above, 67.8% of survey respondents believe that their hub club/host venue relationship positively impacts on Satellite Club/s delivery. Results across sports hub clubs (66.7%) and host venues (69%) did not differ substantially.

Figure 8: Percentage of organisations that believe their delivery relationship positively impacted on the Satellite Club/s

Positively Impacted

67.8%

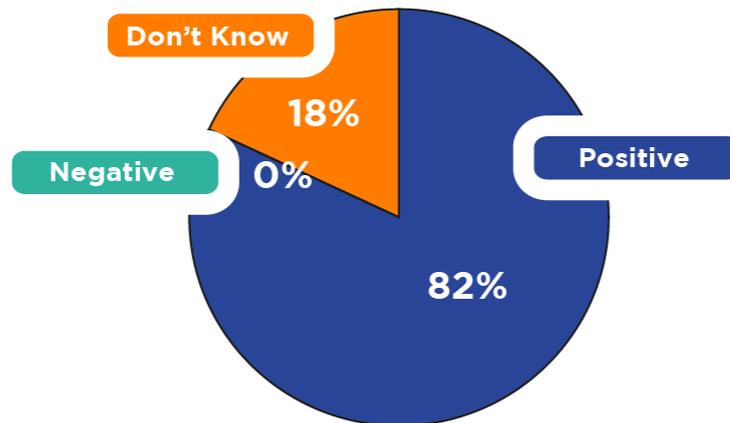
‘Our positive relationship has enabled easy, supported and streamlined delivery of the Satellite Club.’

(Battersea Ironside Rugby Club)

Further findings indicated that 82% of host venues (schools/colleges) perceived the impact of Satellite Clubs on participant students’ academic and social lives as positive. While this measure is subjective, it demonstrates the ability of physical activity and sport to have a wider social impact for those involved. Figure 9 presents responses to the question ‘Do you consider the Satellite Club to have had a positive influence on the academic and social lives of those students who have taken part?’

Figure 9: Perceived effect of Satellite Clubs on participants academic and social lives

Perceived effect of Satellite Clubs on the academic and social lives of those students taking part



2.3 Improvements

In response to the question ‘In your opinion, what improvements could be made to enhance the impact of the Satellite Clubs programme on clubs, venues and participants?’, 30% of respondents stated no improvements needed to be made.

“The funding and support allows the club to actively promote it's services attracting new members who have the opportunity to play in a structured, fun environment before making the transition to the Hub club.”

(Black Arrows Badminton Club)

However, a number of themes emerged from the remaining responses provided.

It was mentioned multiple times by sports clubs that they would like support to develop existing coaches and find additional coaches for sessions when necessary. This would allow for increased consistency in coach levels and improve the frequency to which the same coaches are involved throughout the lifetime of a Satellite Club.

Findings also contained recommendations to expand the target age groups to include both younger and older participants, while at the same time extending the delivery times to ensure sessions are delivered during the day independently and as part of the school curriculum.



Further themes were present around the need to increase funding to allow both sports clubs and host venues to purchase better equipment and/or improve and develop facilities. In addition, both clubs and host venues expressed a need for improved marketing and promotional support for individual Satellite Clubs.

“Greater marketing and promotional support from either the club or London Sport to better promote activities to students”

(Richmond upon-Thames College)

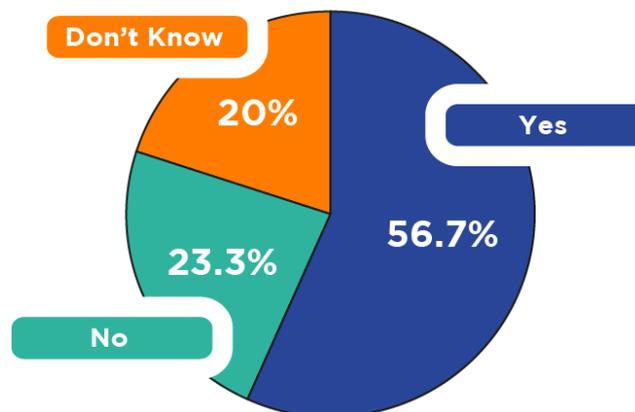
“Support has always been good, not sure if this is possible but help with reaching out to PE teachers to help promote sports clubs would be useful.”

(5 Star Basketball Club)

Positively, 56.7% of sports hub clubs believe that Satellite Clubs are one of the most effective ways to increase participation in physical activity and sport amongst inactive youth populations. Figure 10 presents the proportion of respondents (sports clubs) who believe Satellite Clubs are the most effective method of delivery to increase physical activity and sport participation amongst inactive youths.

Figure 10: Effectiveness of Satellite Clubs in increasing participation amongst inactive youths

Are Satellite Clubs the most effective method for increasing physical activity/sport participation amongst inactive youths?



“A lot of the times it's accessibility to sport in a fun, "no pressure" environment that proves conducive to participation which is largely the ethos of a satellite club.”

(Bec Korfbal Club)

“I think that actually what is required is a combination of solutions. We have found that introducing a new sport (rugby) in to a school in PE curriculum time actually increases Satellite Club participation rates.”

(Give it a try!)

2.4 Continuation

Positively, 88% of respondents (hub clubs and host venues) stated that they would be interested in running or hosting a Satellite Club/s again in the future.

Figure 11: Proportion respondents that expressed an interest in hosting/running a Satellite Club again in the Future

Expressed interest in running or hosting a Satellite Club again in the future



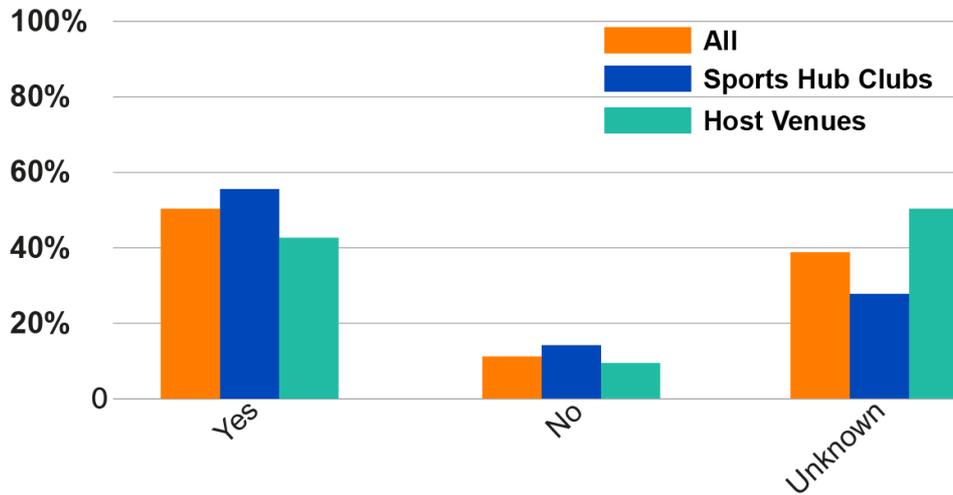
“The Satellite Clubs programme was a great success for judo at Tower Hamlets, allowing a number of participants to join and play the sport in a safe environment and under the supervision of the professional coaches. Very positive feedback from all the participants.”
(Tower Hamlets Judo Club)

“Both pupils and staff benefited greatly from the specialist coaching skills that the club coaches brought to the school. We would not hesitate to be involved in the future if the opportunity arose.”
(Oasis Academy Hadley)

49% of all respondents stated that their current Satellite Club/s would continue after the funding period ended. The breakdown of responses by respondent type shows us that Sports Hub Clubs are more aware of their continuation status than host venues, 57% said ‘yes’ they would continue, 13% said ‘no’ they would not and 30% were unsure. On the other hand, 48% of host venues were unsure of the continuation status, 42% believed they would continue, and 10% stated they would not be continuing. This potentially highlights an issue in communication between host venues and hub clubs as a substantial proportion of venue were unaware of whether or not the Satellite Club would be continuing. Figure 12 presents the breakdown of responses by type.

Figure 12: Proportion of survey respondents that aim to continue their Satellite Club after the funding period

Will your Satellite Club continue after the funding period?



"We have already stopped the program because of the high level of administration involved. By the time we paid for someone to manage the weekly register, we did not have sufficient funding to pay for venue hire and cost of coaches so as it was costing us money there was no point in continuing".

(Barnet Bulldogs)

Of the 17 sports clubs (57%) that responded positively, 52% aim to charge participants, 26% aim to request schools contribute to the running of the Satellite Club, and 17% intend to use a combination of both methods in order to sustain their Satellite Club/s. No hub clubs intend to contribute financially (0%), while 4% of surveyed clubs indicated that fundraising would sustain their Satellite Club going forward. Figure 13 presents the breakdown of responses received from Sports Clubs.

Figure 13: Strategies to continue Satellite Club/s (Sports Clubs)

What strategy will you adopt to sustain your Satellite Club/s?



*Fundraising (4%) / Club contribution (0%)



In order to contribute to sustaining their Satellite Club/s, 69% of responding host venues indicated that they would provide free facilities for Satellite Club's going forward. However, only 31% of host venues mentioned that they would be willing to let sports hub clubs charge participants. This is worth investigating further as 'charging participants' is stated as the primary strategy by sports hub clubs (52%) for sustaining Satellite Clubs following the end of the funding period. Figure 14 indicates the proportion of host venues that intend to contribute to the sustainability of their Satellite Clubs through different methods.

Figure 14: Strategies to continue Satellite Club/s (Venues)

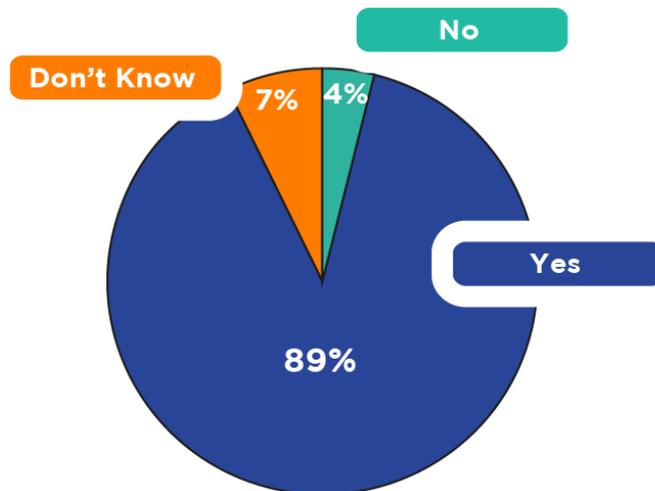
Venues - How do you intend to contribute to making your Satellite Club/s sustainable?



90% of host venues stated that if available, they would be interested in applying directly for the funding to run a Satellite Clubs or similar programme in the future. 4% of respondents were not interested, while 7% were interested but unsure due to the administrative requirements and time taken to apply for the funding.

Figure 15: Interest in venues applying directly for funding

Would you be interested in applying for funding directly if it was available in the future?



2.4 The Process

The overall consensus on the working relationship with London Sport was very positive, with the majority of hub clubs and host venues reporting a great working relationship with London Sport and excellent support from assigned staff members in organising and delivering their Satellite Clubs programme.

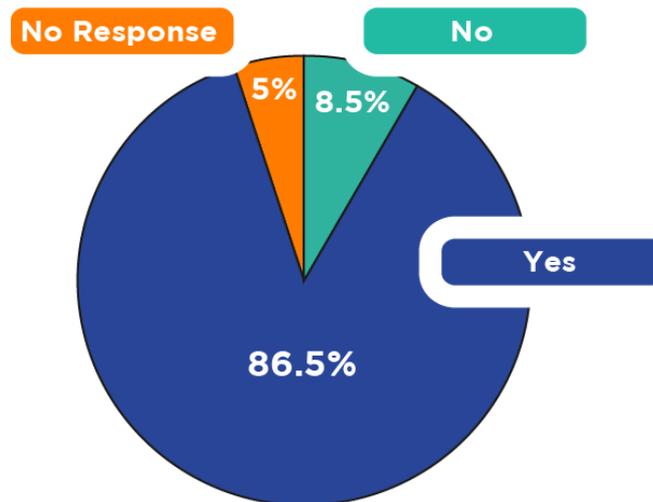
'The support from London Sport was very good. I met with London Sport representatives on a one to one basis as well as group sessions. The communication was always good and supportive.'

(Hayes School, Bromley)

86.5% of respondents stated that they were satisfied with the level of support they received from London Sport in relation to organising and running their Satellite Club/s. Figure 16 presents the proportion of hub clubs and host venues satisfied with the support they received from London Sport in relation to organising and running their Satellite Club/s.

Figure 16: Satisfaction with support received from London Sport

Did you receive sufficient support from London Sport in relation to organising and running the Satellite Club?



Organisations who stated that they did not receive enough support from London Sport (8.5%) all referenced a lack of communication as the reason for their response.

In response to the question 'how can London Sport simplify the data collection process?', 25% of respondents stated that they are happy with the process as it is. A further 31% of respondents believed that improvements could be made but were unsure, or unaware, of what these might look like. The remaining 44% believed improvements could be made and suggested an alternative data collection solution. In order of popularity, the most popular themes that emerged were:



- Online/app registration available across different devices
 - o Open to participants and/or coach/administrator to complete



- Reduce amount of time it takes to complete and submit
 - o Less details; or
 - o Less frequency



- Identify alternative tools for data collection



Further suggestions for improving the processes associated with running a Satellite Club included developing a Satellite Clubs e-newsletter to improve coordination and networking across both host venues and hub clubs; and increasing the flexibility to change location and/or type of sport during delivery.



Appendix 1

See attached Excel spreadsheet for full response data.