

# SATELLITE CLUBS GUIDANCE

## 1. INTRODUCTION

This guidance document is designed to set out the positioning and strategic context for the delivery of satellite clubs for the 2017-21 period.

## 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, organisations 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

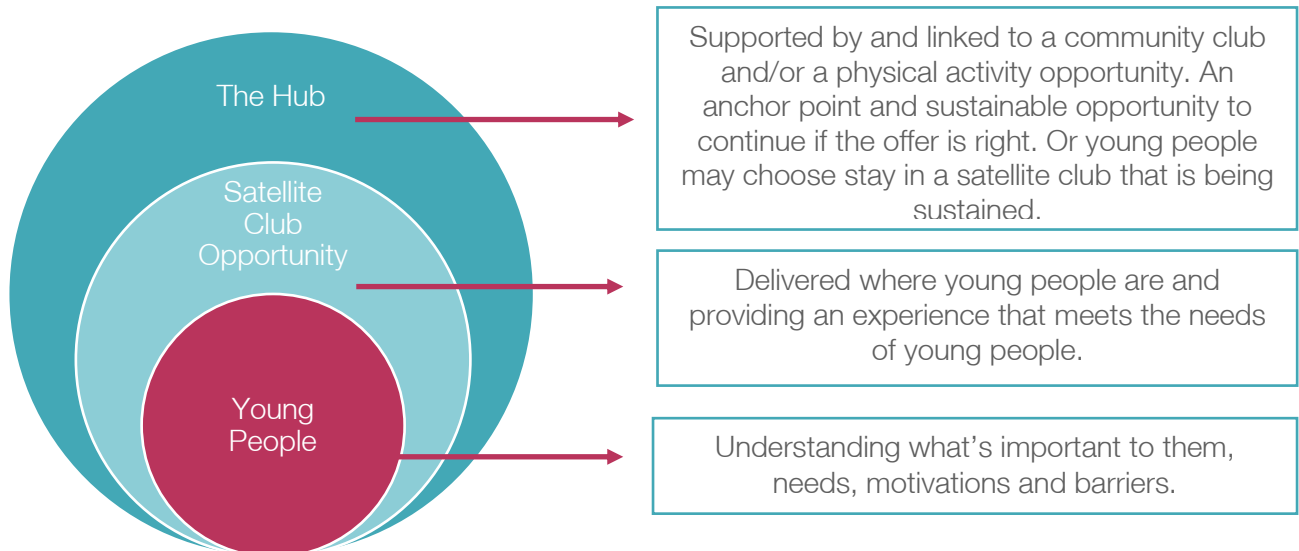
Satellite clubs are local sport and physical activity clubs that are designed around the needs of young people and provide them with positive, enjoyable experiences that make it easy for them to become active or to develop more regular activity habits.

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 should 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.

## 4. SATELLITE CLUBS: OBJECTIVES

The following three overarching objectives underpin the satellite clubs work area:

- 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.
- 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

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.

May 2017