

## WHY GET INVOLVED?

We believe in the benefits of satellite clubs, which is why by 2017 we want every secondary school in Coventry, Solihull and Warwickshire to have the opportunity to host a satellite club on their site.

### Benefits to schools and colleges

- ▶ Improve educational attainment, attitude and attendance
- ▶ Create opportunities for work experience and volunteering roles as leaders, coaches and officials
- ▶ Increase sporting achievements
- ▶ Enhance your reputation with future students
- ▶ Create new links with community clubs, schools, colleges and other partners
- ▶ Raise your profile in the local community
- ▶ Maximise the use of school and college facilities
- ▶ Potentially generate an income

### Benefits to young people

- ▶ Participate in sport on their terms
- ▶ A social and informal sporting environment
- ▶ Discover new sports and improve existing skills
- ▶ Take on coaching or leadership roles

### Benefits to community sports clubs

- ▶ Attract new members from a wider range of young people and keep them engaged and active in the long term
- ▶ A new way to find young leaders and volunteers
- ▶ Raise the profile of the club in the local community
- ▶ Help to earn more revenue for clubs and encourage long-term sustainability
- ▶ Can help to reduce club waiting lists
- ▶ Introducing a satellite club can help clubs think differently about where they provide sport, how they deliver it and who they deliver it to.

*“CSW Sport has enabled Tennis Clubs to set up Satellite Clubs at local secondary schools across the region, their support in brokering relationships between clubs, coaches and schools has been invaluable in developing accessible activities at school venues for all ages and abilities.”*

**Jayne Ashton**  
Tennis Development Manager,  
Lawn Tennis Association

## GET INVOLVED

### Find out more

[www.cswsport.org.uk/clubs/satellite-clubs](http://www.cswsport.org.uk/clubs/satellite-clubs)

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## HOW WE CAN HELP YOU

INSPIRE YOUNG PEOPLE

INCREASE PARTICIPATION

CHANGE ATTITUDES

ENCOURAGE HEALTHIER LIFESTYLES



ENGAGING YOUNG  
PEOPLE IN SPORT  
SATELLITE CLUBS



# READY, STEADY... WHAT ARE YOU WAITING FOR?

Too many 14-25 year olds drop out of sport because they feel it simply isn't for them. Satellite clubs bridge the gap between school and community sports, making exercise more accessible and appealing to young people.

We are building a network of community satellite clubs that:

- ▶ Reflect the needs and preferences of teenagers and young adults
- ▶ Increase activity levels in less active young people
- ▶ Create a convenient and inclusive environment to engage in sport
- ▶ Make it easier to stay in sport or start playing sport for the first time



## A HEALTHY ATTITUDE

Mention sports clubs and some young people immediately think of off-putting training commitments and lengthy fixture lists. We want to break this association.

Satellite clubs are separate branches of existing community sports clubs (or 'hub clubs') based at separate 'host sites' chosen because they are accessible to local young people.

Clubs come in many shapes and sizes but share these common features:

- ▶ Sessions run regularly
- ▶ 'Host sites' are convenient for young people (e.g. a secondary school or college)
- ▶ Membership is open to all young people, regardless of ability
- ▶ They offer an informal and social way to engage in sport

## SUPPORTING NEW CLUBS

If you are interested in setting up a satellite club in Coventry, Solihull or Warwickshire, CSW Sport could help you cover the costs of anything from equipment and facility hire to coaching qualifications.

### What are we looking for?

We support all kinds of clubs, but we judge them all against the same criteria:

- ▶ Evidence that a club is sustainable
- ▶ A clear and on-going link to a 'hub club'
- ▶ Sessions designed specifically for young people at times that suit them
- ▶ A venue that is accessible, appropriate and convenient for teenagers and young people
- ▶ Initiatives targeting under-represented groups within sport (e.g. females, black and minority ethnic groups and disabled young people)



### How much can you apply for?

Organisations can apply for up to £3,000 per satellite club, please contact CSW Sport if you are considering to apply for more than £3,000.

### How are payments made?

Successful applicants receive 70% of the funds at the start of the project. The remaining 30% of funds is released following submission of an annual report.

### And our support is not just financial...

- ▶ We will share with you our resources, knowledge, networks and connections
- ▶ Help promote your satellite club and provide tools to help with promotion
- ▶ Provide workshops and coaching bursaries to help you make your satellite club successful and sustainable

## FREQUENTLY ASKED QUESTIONS

### Who are satellite clubs for?

Satellite clubs are aimed at 11-25 year olds who enjoy sport but are currently not a club member for a variety of reasons that could include travel, cost or study commitments.

### What do we fund?

We focus funding on what will make the biggest difference to the local young people using the clubs e.g. coaching and equipment. We don't accept applications to fund overheads, contingency and statutory costs, buildings, vehicles, overseas projects, past projects, projects delivered during curriculum time and those targeted at gifted and talented groups.

### What sports and activities can be delivered at a satellite club?

We will support any sport recognised by Sport England or targeted by the National Governing Bodies of Sport.

### Can satellite clubs only be created at education establishments?

No, there is some flexibility but venues need to be convenient and accessible to young people, offer relevant facilities and be in close proximity to the associated 'hub club'.

### How many weeks per year should satellite clubs operate for?

It depends on your sport. For seasonal sports you may consider offering more than one sport as a way of sustaining participation throughout the year.

### At what times should satellite clubs operate?

Whenever it is most convenient for your local young people to attend. Clubs should not be organised purely as afterschool activities for the 'host venue'; activities should be arranged to be accessible to the local community as a whole.

### Can private providers be used to deliver satellite clubs?

We look for a clear link with a 'hub club', as long as this exists private providers can be used.