

Satellite Club Sustainability Toolkit

This resource provides details and information on how you can achieve sustainability and continue the delivery of your Satellite Club without the need for further Sport England funding.

The Toolkit will contain information on the following 3 areas:

- Retaining Participants
- Coach development
- Securing Funding

Securing Funding

Charging participants

Satellite clubs can charge their participant for weekly attendance. Consider different ways of applying a charge to your club. Some Satellites have adopted a pay as you play fee and others have introduced a termly charge which is a fixed fee for a number of weeks.

It's always important to ensure that when you are introducing a new charge that this is communicated with the participants and schools in advance of you adding the cost. It is also worth considering using discounts/bursary schemes for young people that may qualify for free school meals as payment would be a barrier.

If you would like some advice on how to approach schools/participants with the new charge please contact Cally Cardines c.cardines@herts.ac.uk

Podium Partners

Podium Partners is a crowd funding platform that is endorsed and part funded by the Herts Sports and Physical Activity Partnership (HSP) and the Hertfordshire Sports Village. The platform provides an alternative way for Hertfordshire athletes and sports projects in Hertfordshire to raise funds.

The major benefit of Podium Partners is that it can generate gift aid for individuals and organisations that are not registered charities, which we believe to be unique in the sport and physical activity sector.

Click this link to find out more: www.sportinherts.podiumpartners.org or email Karel Bretveld: karel@podiumpartners.org

Funding 4 Sport

Funding 4 Sport supports clubs and organisations across Hertfordshire to apply for funding. They offer expert advice on the availability of funding that could enhance provision for sport, PE and physical activity in your club or organisation.

As our funding partner, they provide a friendly personal service through a menu of specialisms to support your club or organisation with funding.

Click this link to find out more: www.funding4sport.co.uk or email Richard Sutcliffe: info@funding4sport.co.uk

Locality Budgets

Each Hertfordshire County Councillor gets a budget to spend on projects in their area. Each councillor gets £10,000 a year to spend on local projects, such as non-profit community events, crime prevention, health and education

Organisations or community group would like to apply for a grant must get in touch with the appropriate local councillor, and get their agreement, before making the application.

Click this link to find out more: [Locality Budgets](#)

Retaining Participants

Rewards and incentives is a great way to continue to engage young people with your Satellite Club. These rewards and incentives can come in a variety of ways. Before you work out what rewards and incentives you will use it is important to find out what it is the young people want/enjoy and what makes them attend the sessions.

It would also be useful for you to familiarise yourself with the [Sport England Youth Insight Pack](#) and the Sport England 'Under the Skin' insight pack. Combining the two will help you to understand the young people you have that currently attend your sessions and you will be able to understand which of the 6 youth personalities each young person belongs too. Once you have looked at this, this will help shape what drives the young people and in return will guide you to what types of rewards and incentives they would be interested in. For example: Cautious Introverts are not necessarily looking for an extrinsic reward or incentive (such as t-shirts/medals etc.) however, introducing opportunities like volunteering, qualifications or committee roles would be more beneficial.

An example of a Satellite Club currently offering an intrinsic reward is a Boxing Satellite at Hailey Hall. The coach rewards the young people by once a month taking the young people to Cheshunt Boxing club to take part in a session at a real life Boxing gym. The young people are only able to attend the session at Cheshunt Boxing Club if they have attended at least 3 out of 4 sessions in the month. Offsite sessions every now and again have worked really well with a number of Satellite clubs in Herts.

Here are some examples of how you can intrinsically and extrinsically reward participants:

Intrinsic Reward

- Set participants individual goals and visit their progress on a regular basis. Congratulate them when they have reached a goal or had a good week working towards their goal.
- Self-Incentive – You can do this by encouraging the participants to self-reward once they have met their goal or if they feel they have had a good week at the Satellite Club
- Social reward – this will come from you as the deliverer as well as other participants. Congratulating participant and encourage peers to congratulate each other.

Extrinsic Reward

- Taking participants off site to have a session at a football club/boxing gym/netball club. Somewhere other than where they would normally have a session
- You can reward participants with a club t-shirt or better equipment for them to use if they attend a certain number of sessions.
- Some Satellite Clubs have given equipment away to participants if they have attended a certain amount of sessions. A boxing Satellite at Links Academy has given participants their

own boxing gloves for attending a certain number of sessions. Not only will this encourage the young person to continue at the Satellite but also equips them to continue the sport outside of the Satellite Club.

Just remember that if you are to offer external rewards then these need to be in line with what the club can afford and sustain, as once the external reward is removed the individual(s) may fall back into their old lifestyle pattern, and you will have to continue to offer rewards for them to be effective, which isn't sustainable

Coach and Club Development

Coach Development

A great way for you to sustain your Satellite Club is by identifying young people who attend or volunteer at your Satellite Club and upskill them in coaching qualification. It's a great way to provide a route for participants into coaching but in return for the course being paid for them, they can then deliver a certain number of hours (decided by you) to coach the participants at your Satellite Club. There are a number of ways that you could fund a young person on a coaching course:

- The following districts provide bursaries for coaches/activators/volunteers to apply for, the districts that offer these bursaries are:
 - Watford – Caroline Roche Caroline.Roche@watford.gov.uk
 - North Herts – Jess Wallis Jess.Wallis@north-herts.gov.uk
 - Three Rivers – Ryan Watson ryan.watson@threerivers.gov.uk
 - Stevenage – Robbie Bratchell Robert.Bratchell@stevenage.gov.uk
- You can use participant fees to help cover the cost of a coaching course.
- Your sports NGB (National Governing Body) may provide coaching bursaries that you could apply for. Not all NGBs offer coach bursaries but it is worth contacting them to see if they do. You can find contact details for your relevant NGB [here](#).
- Some schools may help support a young person to become upskilled in a coaching qualification to continue providing sessions to their peers at their school.

Club Development

If part of the reason why your Satellite Club is unable to become sustainable because you club needs supporting, HSP has a tailored club support package which will provide you with information on how you can access a number of support tools to strengthen your club. The club support pack will offer information on the following topics:

- Funding
- Facilities
- Volunteers – recruitment and development
- Member recruitment – hard to reach groups
- Accreditation
- School Club Links
- Club governance and Development

You can view the club support package [here](#).

If you need any further information/support on making your Satellite Club sustainable, please contact Cally Cardines c.cardines@herts.ac.uk

I hope this information will be useful for you and wish you success in making your projects sustainable for the future.

It would be great if you could keep us informed with your progress.

Herts Sports Partnership