



Basketball England

Satellite Club Guidance 2017-21

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1. What is a Satellite Club?

Satellite Basketball Clubs will help attract a new range of participants into basketball, increase opportunities to be active locally and enable a smoother transition from school to community participation.

Satellite clubs are driven by accredited basketball clubs, or delivery agents, with the aim of creating regular informal opportunities for participants who do not currently have the access to or have not made the commitment to regular club basketball, or are completely new to the game

1.1 What are Satellite Basketball Clubs?

- Extension of an accredited basketball club, or delivery organisation
- Satellites based at a secondary school, college or community site, targeted at 14-25 years old participants.
- Delivered by accredited coaches and young leaders
- Clubs will have a more informal structure and the style of delivery will be a mix of games, competitions and coaching that is tailored to the needs of young people
- Clubs could be mixed or boys/girls only, depending upon local demand/need
- Satellite Clubs would usually run for 1 or 1.5 hours, typically at a time between 4:00 – 8:00pm. Any Satellite Club competitions/festivals will take place on evenings or weekends at the host venue.

1.2 Timescales

Funding application will be reviewed and confirmed by the end of 2019. Sessions would start in the new year and run over for a minimum of two terms, with the long-term aim of being to develop these into sustainable satellite sessions.

1.3 When to run the club

Delivery can take place out of school hours, early evening or on a weekend, and may alter dependent upon the needs and club requirements. The preferred model club would deliver after 4pm to aid transition into community basketball. There may be situations where a flexible approach needs to be looked at though, suitability for players with disabilities and school venue time availability as examples.

1.4 Style of delivery of activity

Satellite clubs should have an informal, relaxed style of activity, with fun and enjoyment at the heart of the club. The club will attract players who probably haven't tried the sport before and so club coaches should use fun games and competitions to get them involved and this will help them to stay within the club.

We encourage the coaches to play music within the sessions to maintain the atmosphere of the club, this can be used as a reward or incentive, young people who do well could select which music was played at each club night.

1.5 Basketball Club expectations

As part of this programme Basketball England, would expect the club/organisation to comply with minimum operating standards such as;

- 1 members of club/organisation staff minimum, 2 if disability focused delivery. Alongside this there needs to be a risk assessment of the disabilities involved as more staff may be needed in certain situations.
- Deploying the appropriately trained and qualified staff for satellite club sessions who deliver fun and enjoyable sessions that engage participants from the target age group.
- Promoting the delivery of sessions with the view to engage enough participants to make the club sustainable in the long term.
- Ensuring registers and registration forms are completed at each satellite session and submitted in line with Basketball England's monitoring guidelines (the reporting structure is currently under review)

- Providing regular information to Basketball England such as case studies, success stories, social media posts, high quality satellite club photo's etc.
- Ensuring relevant club staff availability for Basketball England Satellite Club catch ups.
- Ensuring all participants are affiliated with Basketball England.
- Hold a minimum of one club open day specifically targeting satellite club participants
- Ensuring the club has a flexible membership to promote satellite club participants
- Ensure there is a regular programme of intra-satellite and inter satellite competition.

2. Overview 2013-17 Satellite Clubs Programme Review – Basketball England

Basketball Satellite Clubs were introduced to help attract a new range of participants into the game, increase weekly opportunities to play locally and enable a smoother transition from school to community participation.

Satellite Clubs are driven by an array of partners and hub clubs with the aim of creating regular informal opportunities for participants who have not made the commitment to regular club basketball, or are completely new to the game.

Our four-year strategic outcomes with Sport England were to achieve:

- 200 – Satellite Clubs established
- 4500 – Participants engaged

Due to the hard work and dedication of our clubs and partner organisations as of the end of February 2017, we have achieved 314 clubs with over 10,000 participants. Beyond the numbers the 2013-17 Satellite club delivery has resulted in:

- A greater understanding of informal participation – What motivates a young person to engage/re-engage with sport & basketball?
- Increased profile for the game – Through collaborative partnerships with the Premier League, County Sports Partnerships, Schools, Colleges, Special Olympics and Community Hub Clubs.
- Sport England recognition – Basketball England cited as a high performing Satellite Club provider and contracted partners have been awarded Sport England recognition awards (West Herts Warriors).
- Implementation of Disability focused Satellite Clubs – First NGB to prioritise and target Satellite Club delivery within this underrepresented group.
- Satellite club enhancements – Streetball Champion, Loyalty Card scheme and Female Activator work specifically commissioned because of insight gathered from Satellite club delivery.

3. Satellite Clubs Moving Forwards 2017-21

Sport England's (the Satellite funders) 'Towards an Active Nation' strategy, sets out seven investment programmes which are based around the following three behavioural changes

- 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 12-19 (12-25 if disability focused). 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. The purpose of the satellite

programme moving forwards is to deliver Participant Needs Led (PNL) sessions to help people change their behaviour to take part in regular sporting opportunities. The 'Customer Centric Approach' model shows how different areas of the game, Participation, Coach Focus, Marketing and Communication and Language will all change at the different levels of a participant's Behaviour change.

What is the behavioural change strand?

Pre-contemplation is where an individual isn't even aware of a sporting opportunity. They haven't even contemplated taking part or even know if that a satellite opportunity exists.

Contemplation is where they may have taken part in a taster session, or a school assembly has talked about it, so they are aware and are now contemplating if they want to take part in.

Preparation, is where an individual is in the process of preparing for action, this is where they may dip in and out of sessions, they are getting to the point where they are regularly taking part in Satellite sessions, and their passion for the sport is growing

Action, a player is now looking for something more they are enjoying the satellite sessions and are involved they now want something more, this is the opportunity to progress the session or the individual to more open run type sessions

Maintenance The player is now maintaining their involvement and are regularly attending, they are a maintained member of the club/session. Are there any further opportunities to keep them maintaining their involvement? Leadership, league involvement?



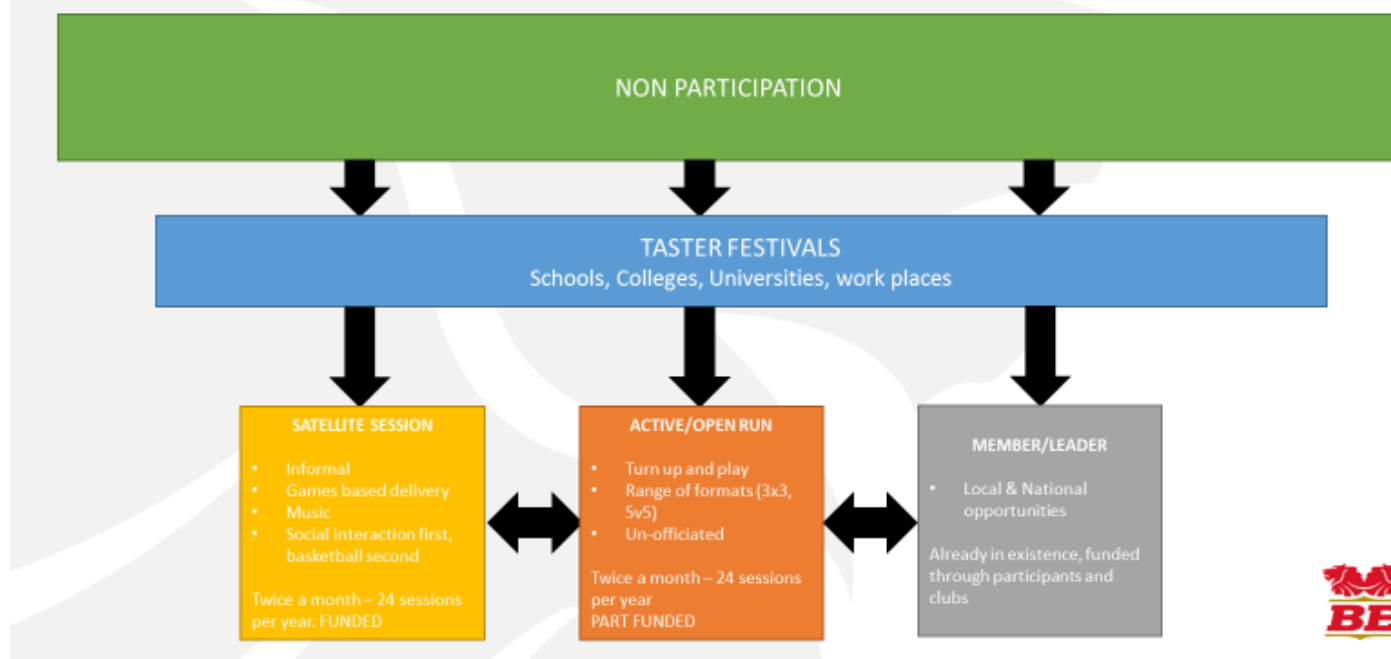
Diagram 1

Looking at Diagram 2 below you can see where the Satellite club funding for the 2017-21 will be positioned. The Satellite Sessions and Active/Open runs will be where the forthcoming allocation of funding is targeted to affect an individual's sports participation behaviour.

Diagram 2

Satellite Club Model 2017-21

Draft Concept



4. 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.

4.1 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 12-19, 12-25 if disabled.
- 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.

5. 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 12-19 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.

6. Satellite Club Funding 2017-2021

6.1 What do we want to achieve through Satellite Club Investment?

Vision:

Basketball England Satellite Clubs are not just about how many people take part, but rather how the sport can have a meaningful & measurable impact on improving young people's lives through regular basketball habits.

Guiding principles and aims:

- To change the behavior and attitude of our community clubs towards informal participation and engaging with both sports motivated and non-sports motivated participants.

- To provide a flexible approach to delivery that maximizes the window of opportunity to engage, provide quality experiences and transition participants to an environment that is tailored to meet their needs.
- Deliver a programme that throughout is Participant Needs Led (PNL).

6.2 Personnel

Whoever is applying must understand that the correct person/s to deliver the session is key. Someone that not only has basketball experience but someone who understands that this programme is not solely about playing sport but also about the difference sport can make in a person's life outside of sport, health, social opportunities, life changes, structure. This is not just for the player but the wider support network of friends and family. The deliverers must have a sustainability focus from the first session. If a session isn't sustained it can have a huge detrimental impact in a person's life. This is especially relevant if delivering a disability satellite club as there are less opportunities available to access sport.

6.3 Break Even Analysis / Club Sustainability

It is important that opportunities to take part in sport aren't provided and then taken away. Basketball England's learning disability focused research (which is relevant to everyone) has shown that compared to the wider population, sports participation opportunities for people with a disability are limited. The research highlighted the importance of the wider benefits that taking part in sport provides. This maybe the only social situation that a person may have in their week when they get the opportunity to interact with friends. This interaction with others then transfers to life outside of sport making a positive impact in day to day life.

Charging individuals for session attendance is the only viable way to sustain a club so please make sure that this is incorporated within your funding plans. It is important that clubs/organisations are in a position at the end of the programme they are at a break-even point where the money coming in is covering the costs to run the session. What will be key in making sure this break-even point is reached are positive relationships with schools and facility providers to offer reduced cost/free facilities.

6.4 Management, Organisation, Professional and Advisory Support

Basketball England will through the relationship and coordination staff offer advice and support to clubs. This can be before an application is made and during the life of the programme. If you have any questions please feel free to get in touch.

7. Satellite Club Proposal Form

To apply for funding, you will need to fill out the Satellite 2017-21 proposal form via Woofu. At the link below:

<https://basketballengland.wufoo.com/forms/satellite-club-proposal-form-201921/>

You will also need to complete the Excel Form sent via email and upload it with your submission.

The deadline for this to be completed and back with Basketball England is the Friday 13th December. All applications will be collated and the decision panel will work through the proposals and will let you know the outcome of your application by Friday 20th December.

To submit your proposal:

- 1) Read the guidance to make sure you know what we require from your proposal – this will give you the best possible chance of getting funding.
- 2) Complete the attached spreadsheet form to show the projected participants and the funding you require for each satellite club you are proposing. Save the completed spreadsheet form.
- 3) Click on the link provided and complete the electronic form. You cannot save the form and resume, you will need to start again if you navigate away from the page. At the end of the electronic form, there is a button to click to upload the spreadsheet. Just click on this, and attach your saved spreadsheet form.

- 4) Once you have completed the above steps, click submit on the electronic form to complete your proposal. You will receive email confirmation we have received it, including a copy of the proposal for your records.

Sections:

Participant Plan – What are your plans for participant centred satellite clubs and how will they be delivered? From reading this document how will you as a club go about delivering satellite clubs, in a format that meets the needs of the participants

Sustainability - The key to Satellite Clubs is that they are sustained past the life of their funded period. How are you going to ensure that the participants are still benefiting from the positive impact sports participation has on their lives after the funding period has ended?

Underrepresented Groups – How will you focus on engaging underrepresented groups? As you will see from the document this is an important part of Satellite clubs moving forwards. Please tell us how you will engage with underrepresented groups. This could be women and girls, disability, Black, Asian and minority Ethnic, areas of low deprivation, and people who are not active as examples.

Partnerships and Initiatives – What do you have in place to give added support or benefits to the satellite clubs? Please tell us where you have any strong partnerships that add to the satellite experience. Do you have links with a local school that gives you reduced court hire meaning cheaper payments for the individuals? Do you have strong links with schools so they promote your clubs to their students? Is there a link to a National League/BBL club that you have good links with for game day experiences etc.

Satellite Club fit – How does the Satellite club programme fit into your overall club/organisational strategy? Looking at diagram 2, if you have a model of your club where does the satellite programme fit into your wider club programming? Is it seen as separate or does it feed into other areas?

Satellite Club Player Statement – Continue the sentence and tell us what a participant at your club can expect, experience, appreciate, etc.

Figures – For each satellite that you are applying for either sustain or new you will need to fill in the name of the club, the satellite venue and address with a postcode. The postcode is important for our directory. You will then need to predict your milestones and targets for the end of each year. How many female players, how many male players, then how many players from underrepresented groups. This will need to be done throughout each of the years. As we hope it will grow. These are the targets that we will review at the end of each year and tie the satellite payments to. As we have said there is an element of flexibility but please be as realistic with your figures as you can. It could be for example, if your actual figures at the end of year 1 are only a third of what you suggested it may be time to re-evaluate and see if this is the correct place to deliver a satellite. We then ask you to highlight if you are targeting underrepresented groups, which groups you will be focusing on. Then finally we ask for your funding request over the four-year period. Please see below for information regarding guideline amounts.

8. Selection Criteria

The selection panel will be assessing the Satellite Club proposal forms on several criteria:

- The Participant Plan – can it be evidenced that the satellite club format is understood by the deliverer and it won't just be used for a club's junior training session
- Sustainability – Is there a clear plan showing how a club is looking to sustain the satellite after the funded life of the programme
- Underrepresented Groups - How are clubs aiming at underrepresented groups, the focus being women, disability and lower socioeconomic groups.
- Partnerships – Evidence of partnerships in place to maximise the potential of the club
- Satellite Club fit – Evidence of how the satellite club fits into the overall club strategy

- For Sustained clubs – Evidence of past delivery figures and evidence (a picture paints a thousand words)
- What the funding will be spent on – The majority should be on coaching and court hire and some equipment and marketing if needed.
- Realistic Milestones set for funding awards - The funding will be paid in two windows the end of September and the end of February upon successfully meeting your agreed milestones. There will be a process in place for review at the end of each year over the 4 years.

9. Reporting

We are use [VIEWS](#) to track all our session and participant data. VIEWS was designed by its developers to help charities, non-profits and social purpose companies organise and analyse data in a single platform.

Built with everyone from front-line staff to CEOs in mind, it's simple enough to update session registers on the go and smart enough to generate real-time reporting at the click of a button