



Archery Satellite Clubs

A briefing



What is a satellite club?

Satellite clubs are extensions of community sports clubs which can offer a different sporting experience for young people. They are different because they bring sport out to young people in very local venues and also because they may attract young people who are not typically sporty.



Satellite clubs are usually run by sports clubs who bring their expertise and enthusiasm to places where young people already meet. Coaches and volunteers from, or linked to the community hub club, work in partnership with the satellite host venue to create a new community satellite club.

The atmosphere created within the satellite club is an important feature. Young people often say that they decide whether or not to attend an activity based on the 'feel' of a place. By this they mean; is it friendly, welcoming and vibrant? Does it have a buzz? Look to create the right feel by involving young people to find out what they like.

Who are satellite clubs aimed at?

Satellite clubs are designated to attract a new audience to sports clubs. They are aimed at 14 to 25 year olds, when many young people tend to drop out of sport. The club should reflect the likes and needs of teenagers and young adults in the local population including those from under-represented groups within sport.

Why are satellite clubs needed?

Research has shown that the step from college sport to community sport is often too great for young people. Satellite clubs make it easy for young people to stay in sport, or to start playing sport for the first time. The clubs provide a stepping stone to a community club through the creation of relevant and convenient sporting opportunities for young people.



How do satellite clubs work?

- An established sports club sets up an extension of its club in a local area – this is a satellite club.
- The club works with local organisations such as a college or school to identify what young people want.
- The club and college/school promote the satellite club to local young people.
- The club provides a coach and any equipment needed so that they can run this satellite from that venue one day a week.

Benefits of a satellite club

There are many benefits which could include;

- Increasing existing community club capacity due to high levels of demand and earning more revenue.
- Broadening the scope of what a club can offer to attract a wider range of young people to the club.
- More young people joining the community club as archers and a way to find young leaders or volunteers.

Key features of a satellite club

- Based locally, i.e. in a college within close proximity to the hub club.
- Run regularly (at least once a week). Delivery not just limited to term time.
- Run by club coaches and volunteers – a key link to the club.
- Less formal structure and membership based on young people's needs.
- It could be one of many satellite clubs run by an established club.

Partners; roles and responsibilities

A satellite can give your club an introduction to a new community and is a great way to find new local partners.

Community hub club

- Recruiting and supplying club coaches and volunteers to deliver the activity
- Encouraging participants to make the step from satellite to hub club

Satellite host venue (e.g. college)

- Connect with young people and learn what they really want
- Work with the community club and help access facilities
- Promoting and signposting students to the satellite club

Archery GB

- Supporting satellite and hub clubs through national staff
- Providing access to resources
- Share examples from other satellites

CSPs

- Linking National Governing Bodies, colleges and clubs via the Club Link Maker
- Providing additional support to hub and satellite clubs
- Help you gain access to local community groups

It is beneficial to identify partners at the start of your planning as it will strengthen your case for grant funding.

Archery GB's approach to satellite clubs

As part of our nationally funded development plan, Archery GB is setting up 10 new satellite clubs over the next few years. The focus is on 16 to 19 year olds so these satellite clubs will be based on college sites, working with hub clubs close to them. There has been recent investment into further education with College Sport Makers in place in many colleges. Archery in colleges provides us with a new and exciting opportunity to develop the sport in this sector.



For more information on the Archery GB project contact the Development Manager – Young People at kate.moss@archerygb.org

For more information about satellite clubs and to view Sport England's useful Satellite Club toolkit, visit www.sportengland.org/clublinks



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