

BASKETBALL ENGLAND

ANNUAL REPORT 2023/24



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TOGETHER WE ARE BASKETBALL

Basketball England is the National Governing Body (NGB) for basketball in England and is responsible for all aspects of the sport.

During the reporting period of 1 April 2023 to 31 March 2024, BE had a team of 51 permanent staff members to carry out the day-to-day running of the organisation, including the development and growth of all areas of the game. This was an increase from 43 during the previous reporting period.

BE works with and support a wider network of clubs, coaches, medical and support staff and volunteers on a local and regional level across the country, as well as within our talent pathway. Thriving clubs, leagues and bodies in the education sector are key to the sustainability of the game.

In October 2018, we published our Strategic Plan 2018-2024, titled 'Growing Basketball Together'. As a central construct of that plan, our work as a governing body - funded in part by Sport England - is split into four areas:

1 **RETAIN & GROW
PARTICIPATION**

2 **CREATE A WORLD
CLASS TALENT SYSTEM**

3 **ENHANCE OUR
INFRASTRUCTURE**

4 **BE A HIGH
PERFORMING NGB**

Throughout this report, we will cover a number of areas of work that Basketball England has undertaken in 2023/24.

We will split that work into the four areas listed above and while we will highlight multiple key projects and services, this report is by no means an exhaustive list. For a more comprehensive overview of our projects and services, please head to our website: [BASKETBALLENGLAND.CO.UK](https://www.basketballengland.co.uk)

THE REPORTING PERIOD: 2023/24

The reporting period saw significant developments for the future in safeguarding, equality, diversity and inclusion as BE continues to drive to make the sport safer, fairer and more enjoyable and accessible for all.

Basketball England was named 'Sports Organisation of the Year' at the Sporting Equals Awards evening in October 2023. Additionally, the organisation received an 'B' grade in the latest Race Representation Index (RRI) during the reporting period.

The NBL enjoyed its biggest season to date, with an increase of 64 teams on 2022/23 to 928 total teams. Other competitions also went from strength-to-strength, including the Jr. NBA, Dynamik National Schools competition, the Academy Leagues and more, alongside a significant uptick in 3x3 activity across the country.

As the sport continued to recover from the longer lasting effects of the COVID-19 pandemic and the cost of living crisis across the country, membership grew once again. With 39,046 licensed members for 2023/24, that was an increase on 35,554 in 2022/23 and 31,087 in 2021/22.



KEY STATS



48,067 MEMBERS
(43,945 in 2022/23)



39,046 LICENSED MEMBERS
(35,554 in 2022/23)



928 NBL TEAMS
(864 in 2022/23)



OVER **4,000** 3X3 PARTICIPANTS
(20 additional playing opportunities)

£40,836

COMMONWEALTH GAMES
3X3 LEGACY FUND



£240,000

SECTOR RENEWAL FUND





1,918

LICENSED COACHES

(1,834 in 2022/23)



3,108

LICENSED OFFICIALS

(2,414 in 2022/23)



350

SLAMJAM PARTICIPANTS

400

HER WORLD, HER RULES PARTICIPANTS



6,528

JR.NBA GAMES

(3,264 in 2022/23)



2,163

ASPIRE PLAYERS

(1,438 in 2022/23)

OVER

3.7M

WEBSITE VIEWS

OVER

29M

SOCIAL MEDIA REACH



OVER

160,000

SOCIAL MEDIA FOLLOWERS

CHAIR'S REPORT

Dear members,

I write this introduction to the Basketball England Annual report for 2023/24 as the recently appointed Chair of the national governing body for our sport.

I am proud to have been given the opportunity to help guide the development of the sport and excited about the future.

The work detailed in this report was overseen by my predecessors and I would like to start by thanking them for their contributions and the work carried out by the team in that period.

Former Chair Matt Neville led the NGB and was ably supported by Russell Bell, who has served the organisation over two terms as Senior Independent Director, Vice-Chair and, just prior to my appointment, Interim Chair.

I would like to put on record both my own and the organisation's gratitude to them for their commitment, passion and diligence.

There were important improvements seen during the reporting period, with Basketball England recognised as Sporting Equals' Sport Organisation of the Year, a positive affirmation of the diverse, inclusive nature of our sport and organisation.

Our continued commitment to equality, diversity and inclusion for all to be able to access and enjoy basketball safely and fairly, supported by staff and our ED&I Committee, will build on that recognition.

Strides forward have been made in other areas, with our National League continuing to flourish and grow and the #ProjectSwish campaign helping build and improve outdoor facilities and opportunities in communities across the country.

The legacy of the Birmingham 2022 Commonwealth Games, at which England famously celebrated 3x3 gold and silver medals, is still being felt. Work done in the reporting period is set to deliver a raft of amazing outdoor playing spaces in Birmingham and beyond.

And our Talent department is seeking to develop of brightest young players to feed the Great Britain national teams. A greater and more connected partnership with the British Basketball Federation (BBF) to support the national teams underpins that aim, and we are all delighted to be moving forward with a more collaborative approach. Our participation programmes are the bedrock of giving people, especially youngsters, a great first taste of basketball.

Our Chief Executive Officer Stewart Kellett's report, and the individual reports that follow it, will provide greater detail and insight into this and more as we prepare to address the challenges to our game, such as providing better service to our members, developing more and better coaches and officials to service the game and providing improved support to our clubs and regions.

We will develop and publish our new five-year strategy with the aim of strengthening the support structure around basketball and supporting growth. I look forward to bringing you another positive report for 2024/25.

Thank you,

PAUL BLANCHARD
BASKETBALL ENGLAND CHAIR





CEO'S REPORT

Dear members,

I'm starting my reflection of the year with the recognition of all our members' efforts and support for the game and governing body.

As we have worked through the challenges of a difficult economy, clubs are reporting increasing pressures in accessing facilities and the need to recruit and develop more officials and coaches.

We know there are areas of frustration for members such as customer service levels and digital infrastructure and we recognise them and have put in place measures to improve them.

Despite these challenges, it has been a positive year for the sport. The resilience of the basketball community shone through, with clubs responding brilliantly to grow the game. Our membership reached a 10-year high of 39,046 members (48,067 when including supporter accounts) and we had a 10% increase in National Basketball League (NBL) team entries, resulting in close to an extra 100 teams competing.

In response to the need for improving the coaching and officiating pool and skills to support all levels in the game, we also saw a huge drive from the community to recruit people in those roles. Many clubs did a great job in attracting more women into coaching and officiating roles.

With the growth of the game at NBL level predicted to be at a further 5%, the need to recruit, train, deploy and develop coaches and officials is a huge priority for Basketball England.

In response to the needs in the game short and longer term, we set out ten priorities to develop participation, enhance infrastructure and raise standards. These are profiled in the report.

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A key development is the 'pyramid review', in which we undertook a study of the game's league and competition structures and started to assess how these can be repositioned better to grow the game, improve access and retention, complement transitions to support a better pathway, and look at how they can be more attractive and better supported in the future, especially local league and the Regional Structures.



We will be continuing this work on the future needs of all leagues and competitions at all levels in the Autumn of 2024. We aim for this to have a positive effect on everyone in the game as we rethink these structures and their purpose with you.

One of basketball's points of difference from most other sports is the appeal and accessibility to a diverse audience. This diversity and the efforts of the basketball community and BE to promote equality, diversity and inclusion through the profiling of amazing people in the game and tackling inequalities was recognised by Sporting Equals, the national body responsible for promoting race equality in sport, with a prestigious award as NGB of the Year. Also, Ruth Eyle was recognised in the Coach of the Year category. A proud moment for all in the game and for Ruth which allows us to celebrate the game and members' achievements and lay some foundations for partners to support us more in the future.

During the latter part of the year, we reviewed our membership model. There were several reasons to make the changes after 85 years of evolution:

To adjust price points to accommodate the increased costs of running the sport and contribute to the BBF each year as part of your annual membership fee

- To simplify the membership proposition
- To introduce some new benefits
- To improve value by improving our services

In terms of service changes, we've invested more in our customer service systems and have reviewed our customer service standards, including licensing support. We have published a refreshed Customer Service Charter for the new season and aim to deliver improved turnaround times for all our members.

We've been successful in all our governance standards, being held to account by Sport England for compliance with the Governance Code for Sport. The five areas for assessment and accreditation are profiled in the main report.

We have worked closely with our colleagues in the BBF and our fellow Home Country Associations of basketballscotland and Basketball Wales to provide better and more structured collaborative support for the British national governing body. This includes a way of sustainably supporting the BBF financially and with expertise and personnel to provide the best possible platform for the Great Britain national teams.





Looking to the 2024/25 season, we will be developing a new long-term strategy for the game and how Basketball England operates to position itself to serve, protect and develop the sport and everyone involved.

We recently took detailed feedback on what the members and the wider game needs as we adapt to changes in society that impact on our sport. We will use this and a further period of consultation to develop a plan that has a direction and approach to help everyone get more from their basketball.

Thank you to every member and the wider basketball community for the unrelenting efforts to support the game and find creative ways to build and grow. We have strong indicators and insight to tell us that the sport will continue to grow and our response in the next strategy period to support players, clubs, coaches, officials and volunteers will be crucial.

Thank you also to our staff, volunteers in the regions, local leagues and associations for their constant support and valuable time to serve and protect the game.

Finally, I'd like to echo new Chair Paul Blanchard's recognition of the contribution to basketball made by previous Chair Matt Neville and Russell Bell's lengthy service as Senior Independent Board member, Vice Chair and Interim Chair. Both have been of great support to the organisation and game in general.

If you have any comments or queries on this annual report, please email us at: support@basketballengland.co.uk

Thank you,

STEWART KELLETT
BASKETBALL ENGLAND CEO





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PEAK

PEAK

RETAIN & GROW PARTICIPATION

MEMBERSHIP

KEY OBJECTIVES:

INCREASE LICENSED MEMBERSHIP - ACHIEVED

Evidence

- Licensed membership rose by almost 10% (including an additional 1,255 players licensed for NBL competitions)
 - 2023/24: 39,046 Licensed members (NBL: 14,805)
 - 2022/23: 35,554 Licensed members (NBL: 13,550)
 - 2021/22: 31,087 Licensed members (NBL: 12,850)
 - 2020/21: 14,920 Licensed members (NBL: 9,846)
 - 2019/20: 32,097 Licensed members (NBL: 9,022)
 - 2018/19: 34,285 Licensed members (NBL: 8,658)
 - 2017/18: 33,984 Licensed members (NBL: 9,846)

Overall membership for 2023/24 (licensed and supporter accounts) was 48,067. In 2022/23, it was 43,945.

PLAN A REVITALISED MEMBERSHIP PROPOSITION TO ATTRACT MORE MEMBERS, INCLUDING NON-PLAYING AND FANS OF THE GAME, INTO THE BASKETBALL ENGLAND COMMUNITY - ONGOING

Evidence

- Planning already implemented during reporting period, with further work and roll out planned for the next reporting period.
- Regional roadshows conducted to canvas opinion of local members, clubs and stakeholders on membership changes.
- Employment of a specialised “Membership Innovation Manager” to further support this area of work.



Basketball England's licensed membership grew again with the expansion of the National Basketball League (NBL).

This resulted in a significant uplift in people playing competitive basketball in the BE-run junior and senior leagues.

Alongside this, plans were developed for a staged approach to growing Basketball England's overall membership through improving our offer to licensed members and serving other sectors of the game, including fans and followers.

Early 2024 saw surveys and engagement campaigns with members to better understand the opinions and needs of our members, as well as identify opportunities to improve our membership offer.

The feedback from this was shared across several regional 'roadshow' events and results published on our website for transparency with our members and other stakeholders.

Further collaboration will be a part of our ongoing strategy, particularly at a regional level to understand differing needs, and particularly in educational institutions where our engagement has historically been indirect with those participating.

Initially, this led to a number of developments.

We reviewed our membership model and concluded there were several reasons to make the changes:

- To adjust price points to accommodate the increased costs of running the sport and contribute to the BBF each year as part of the annual membership fee
- To simplify the membership proposition into three tiers
- To introduce some new benefits
- To improve value by improving our services

The overarching aim is to continue to grow our membership, supported by improved benefits that members value. We are developing an easier-to-understand membership and licensing model with improved digital systems. These will be key developments Basketball England will be refining into the next reporting system.



FUNDS - COMMONWEALTH GAMES 3X3 LEGACY

KEY OBJECTIVES:

TO CREATE A COMMONWEALTH GAMES 3X3 LEGACY FROM BIRMINGHAM 2022 BY IDENTIFYING OUTDOOR COURTS IN BIRMINGHAM FOR REDEVELOPMENT, APPOINT CONTRACTOR TO CARRY OUT WORK - ACHIEVED (ONGOING)

DISTRIBUTING FUNDING TO CLUBS, ORGANISATIONS AND COMMUNITIES PROVIDING 3X3 OPPORTUNITIES ACROSS ENGLAND - ACHIEVED (ONGOING)

Evidence

- 17 courts identified for redevelopment, designs approved, contractor appointed
- Funds distributed to create 3x3 opportunities

During the 2022/23 reporting period Basketball England, Birmingham City Council and Sport England also announced an exciting partnership to create a legacy for community basketball from the huge success of the 3x3 format of the sport at the Birmingham 2022 Commonwealth Games by identifying and improving outdoor courts across the city.

A significant financial investment will be made to develop 3x3 and 5v5 basketball participation opportunities for adults and young people – creating and enhancing great basketball spaces in Birmingham to be enjoyed for generations.

Progress continuing in the 2023/24 period as part of BE's #ProjectSwish campaign, with 17 courts identified for redevelopment.

Contractor Blakedown Sport and Play was appointed to carry out the work. The sports facility construction firm has pedigree in refurbishing outdoor basketball courts, having worked on the 3x3 courts in **Northampton's Racecourse Park in 2023.**

Work on the courts is due to start in summer 2024, with the majority set to have a distinct purple and grey colourway painted to pay homage to the Birmingham 2022 court at Smithfield, where England won **3x3 gold and silver medals.**

The locations of these courts are detailed in the Facilities section of this report.

Also, over 4,000 participants played 3x3 through 20 additional playing opportunities created across the West Midlands and the rest of England due to the distribution of Commonwealth Games 3x3 Legacy Fund Activation Packages.

Support to a value of £40,836 was allocated, with delivery to run between May 2022 and September 2023. Following successful distribution of funds in 2022/23, a second round of applications opened in 2023/24 and were processed and distributed during the reporting period.

Activity included:

- Equipment and funding sent to successful applicants
- Delivery of 3x3 legacy funded events
- Online educator course created
- CWG Anniversary Games in collaboration with Ball Out 3x3
- Partner delivery – Bridport 3x3, GG3x3 schools project, GLL (Manchester NBPC) 3x3 weekly tournaments and youth tournaments
- Projects to engage with communities across Birmingham



FUNDS - SECTOR RENEWAL

KEY OBJECTIVE:

TO IMPROVE THE QUALITY OF BASKETBALL FACILITIES AND SUPPORT CLUBS FROM THE MOST DEPRIVED COMMUNITIES IN THE COUNTRY TO RECOVER FROM THE IMPACT OF COVID-19 - ACHIEVED

Evidence

- Thirty community basketball facilities were improved, all within areas in the top percentile of social deprivation across the country.
- Basketball England upskilled a total of 267 coaches and 127 officials across some of the country's most deprived regions and communities.
- The fund supported a total of 66 clubs, exceeding our target of 50. In some cases, this investment was vital in stopping clubs from folding in the face of challenges brought about by the COVID-19 pandemic.

The Sector Renewal Fund of £240,000, provided by Sport England and distributed by Basketball England, targeted at clubs and communities in need of help in recovering from the negative impact of the pandemic.

It was provided to regenerate and improve courts to support clubs and communities in their COVID-19 recovery and help them build and improve infrastructure and access to playing opportunities.

This funded project ran until June 2023 and benefitted clubs within the Basketball England community in a range of ways, including upskilling members of the BE community through referee, coaching and table official courses.

Club support and facility development funds were allocated and committed in the following ways:

- £50,000 for facility developments/improvements/repairs
- £50,000 to support approximately 50 clubs and organisations through 'club support' such as paying for venue hire costs, scoring bundles and equipment packs
- £50,000 to provide education opportunities to approximately 200 officials and 200 coaches
- £60,000 to improve and activate 20 basketball courts
- £20,000 to improve digital impact using social media
- £10,000 to use innovative methods to monitor and evaluate and engage young people through the project



The Sector Renewal fund was also used to improve access to sport for groups disproportionately affected by the COVID-19 pandemic, including people with disabilities, and young women and girls.

To improve disability inclusion, BE delivered a free session at the National Basketball Performance Centre in Manchester for people with intellectual disabilities, coached by a specialist delivery partner, and with the GB Special Olympics women's basketball team.

We have also re-established our partnership with Access Sport to deliver the pan-disability programme Hoopz, which provides Diversity & Inclusion training for clubs to feel comfortable and confident in providing for members with disabilities.

For women and girls' provision, we assessed all local clubs' offerings when shortlisting court renovation projects eligible for this fund. We also delivered an All Girls' 3x3 session coached by a 2022 Commonwealth Games silver medallist Shanice Beckford-Norton, to activate our investment into the reflooring project at The Regal in Lambeth.

Finally, the facility developments funded through Sector Renewal allowed us to grow our #ProjectSwish campaign and mission to improve the condition of outdoor basketball facilities in England in 2022/23.

It is widely known that outdoor basketball courts in the UK are generally poorly maintained and neglected for council funding, therefore the general upkeep of public courts falls upon the users. Sector Renewal funds were used to undertake essential repair work on eight outdoor courts throughout the country and support strong basketball communities around each of these.

Overall, the Sector Renewal fund represented a positive experience, generating significant, long-lasting benefits to the clubs, organisations and communities that most needed support post COVID-19.



COMPETITIONS

KEY OBJECTIVES:

MAINTAIN AND EXPAND PLAYING OPPORTUNITIES BASED ON THE NUMBER OF TEAMS PARTICIPATING IN NBL COMPETITIONS - ACHIEVED

Evidence

- Increase of 64 teams on 2022/2023 to 928
 - 2022/23: 864
 - 2021/22: 754
 - 2019/20: 668
 - 2018/19: 689
 - 2017/18: 611

INCREASE THE NUMBER OF FEMALE JNR. NBL TEAMS AND PLAYING OPPORTUNITIES - NO

Evidence

- Decrease of 16 female teams in Jnr. NBL to 171, compared to 2022/23.
 - 2022/23: 186
 - 2021/22: 110

INCREASE THE NUMBER NBL LICENCES PURCHASED - ACHIEVED

Evidence

- Increase of 1,255 to 14,805, compared to 2022/23
 - 2022/23: 13,550
 - 2021/22 12,850
 - 2019/20: 9,022
 - 2018/19: 8,658
 - 2017/18: 9,846

Other NBL stats:

- 928 teams and 8,890 fixtures completed across all competitions
- This is compared to 864 teams and 6,873 fixtures from 2022/23



The 2023/24 season was the biggest in NBL history.

This was set against the backdrop of switching competition management systems from the historic 'Legacy System' to the new 'Competition module' on the BE Membership portal, with the aim of allowing clubs to have more direct control over their fixture management.

Work continued throughout the reporting period to get the module in optimum shape and, although significant challenges affected the start of the season, the competition was delivered in full, with a complete regular season, playoff and cup schedule completed across all age brackets, with a record number of 8,890 fixtures.

The promotional playoff system was expanded to incorporate all boys' junior leagues, seeing a higher level of engagement across the Jnr. NBL as teams had more transparent access to moving through the competitive tiers of the current structure.

Despite a disappointing, albeit small, drop in the number of female teams entering the leagues, we were pleased to be able to offer a Premier Division for U14 girls and hope to be able to build on this for future seasons. The number of teams entered in 2023/24 still far exceeds the 110 entered in 2021/22, despite the recent decrease from a year ago.

Many U12 teams opted to join regional set-ups, which was encouraging as the local provision at this age-group goes from strength to strength.

NBL competitions across the board grew and were played to completion, cumulating in exciting cup and playoff finals which we hope to expand on as we enter the 2024/25 season.

The Basketball England League and Competitions team also administered the Elite Academy Basketball League (EABL) and the Women's Elite Academy Basketball League (WEABL) as well as the remodeled College Basketball League (CBL).

On top of that, the various age and gender categories of Dynamik National Schools Competitions also took place, all of which culminated with finals at Manchester National Basketball Performance Centre.



WINNERS LISTS:

NBL LEAGUE WINNERS

NBL 1	Derby Trailblazers
NBL 2 North	Bristol Hurricanes
NBL 2 South	Milton Keynes Breakers
NBL 3 North	Leeds LDM
NBL 3 North West	Liverpool
NBL 3: Midlands	Loughborough Riders II
NBL 3 East	Essex Rebels II
NBL 3 London	East London Phoenix
NBL 3 South	Barnet Bulldogs
NBL 3 South West	Cardiff City
WNBL 1	Endeavour Ipswich Basketball
WNBL 2 Pool 1	Sheffield Hatters II
WNBL 2 Pool 2	Cobham Cobras

PLAYOFF WINNERS

NBL 1	Hemel Storm
WNBL 1	CoLA Southwark Pride
NBL 2	Milton Keynes Breakers
WNBL 2	Sheffield Hatters II
NBL 3	Essex Rebels II

NATIONAL CUP WINNERS

Men National Cup	Milton Keynes Breakers
Women National Cup	Endeavour Ipswich
U18 Sure Shot Men's National Cup	Islington Panthers
U18 Sure Shot Women's National Cup	CoLA Southwark Pride
U16 Sure Shot Boys' National Cup	Manchester Magic
U16 Sure Shot Girls' National Cup	Richmond Knights

JNR NBL

U14 Boys	London Elite
U14 Girls	Manchester Mystics
U16 Boys	Manchester Magic
U16 Girls	Milton Keynes Breakers
U18 Boys	Canterbury Academy Crusaders
U18 Girls	CoLA Southwark Pride

ACADEMIES

EABL	Charnwood College Riders
WEABL	CoLA Southwark Pride
CBL	St Aloysius

TOTAL PLAYERS

2023/24	1,203 (EABL 211; WEABL 134; CBL 2 276; CBL 3 582)
2022/23	1,218 (EABL 254; WEABL 136; CBL 828)
2021/22	800
2019/20	820
2018/19	863
2017/18	750

DYNAMIK NATIONAL SCHOOLS

U14 Co-Ed Premier	St Thomas the Apostle College
U14 Girls	Trinity Church of England High School
U14 Co-Ed Conference	Sale Grammar School
U16 Co-Ed Premier	St Bonaventure's
U16 Girls	Trinity Church of England High School
U16 Co-Ed Conference	St Bonaventures
U17 Boys	Holy Trinity School
U17 Girls	CoLA Southwark Pride
U19 Boys Conference	Myerscough College
U19 Women Conference	Trinity Church of England High School

PARTICIPATION PROGRAMMES - JR.NBA

KEY OBJECTIVE:

TO CONTINUE TO RE-ESTABLISH AND EXPAND THE JR. NBA OFFERING POST COVID-19 - **ACHIEVED**

Evidence

- 720 teams – same as 2022/23, 620 in 2021/22 and 460 in 2019/20
- 24 leagues – same as 2022/23, 21 in 2021/22 and 16 in 2019/20
- 11,000 participants – same as 2022/23 and 2021/22, up from 4,500 in 2019/20
- 6,528 games – up from 3,264 in 2022/23, 2,850 in 2021/22

With over 6,500 games played, Basketball England's Jr. NBA League celebrated its most successful season to date.

"This league truly inspires the pupils at Marshland High School and the finals meant so much. The emotion and celebration after our overtime win was something I'll never forget, players were in floods of tears and were so happy.

"This was my third time at finals day but yesterday seemed to be that bit more special.

"What you do for these young people is amazing. I have nothing but positive feedback for Basketball England and can't thank you enough on behalf of all involved at Marshland High School."

Dominic Stannard, Marshland High School

The Jr. NBA League was created for 11-13-year-old (Year 7 and Year 8) boys and girls to play basketball and represent one of the 30 NBA teams. The League is organised and operated by Basketball England in partnership with the NBA.

Our objective is to leverage the excitement of the NBA to inspire more children to get involved in basketball through a fun and positive experience with the sport. The League also aims to promote NBA values such as sportsmanship, teamwork, attitude, respect and healthy living.

From being the first Jr. NBA League globally, 24 leagues now span all regions in England, including opportunities to play in the East of England, East Midlands, North West, North East, Yorkshire, London, South East, South West and the West Midlands. There are also two dedicated girls-only leagues in London.

For the 2023/24 season there were 720 teams and 11,000 children involved - making the largest Jr. NBA League in the world.

In our end-of-season survey, 95% of schools reported a wonderful overall experience and over half (53%) stated that their players plan to continue their participation journey with a local club following their Jr. NBA experience. This is a great result for our club pathway!



PARTICIPATION PROGRAMMES - 3X3

KEY OBJECTIVES:

CAPITALISE ON THE EMERGENCE OF 3X3 AS THE NUMBER ONE URBAN TEAM SPORT IN THE WORLD TO INCREASE GRASSROOTS BASKETBALL PARTICIPATION

- **ACHIEVED (ONGOING)**

Evidence

Ball Out participants:

- 2023/24: 2,638
- 2022/23: 2,605
- 2021/22: 3,120
- 2019/20: 1,585
- 2018/19: 1,550
- 2017/18: 1,445

PROVIDE MORE 3X3 PLAYING OPPORTUNITIES IN ENGLAND - ACHIEVED

Evidence

- Over 4,000 participants played 3x3 through 20 additional playing opportunities created across the West Midlands and the rest of England as a result of the distribution of Commonwealth Games 3x3 Legacy Fund Activation Packages.
- Delivery of Academy 3x3 Finals saw Derby College Trailblazers and Oaklands College crowned as champions at the EABL and WEABL Academy 3x3 Finals.
- Inclusion of 3x3 for the first time at the world's largest sport and music festival, Bournemouth 7s.

3x3 continues to go from strength-to-strength, including both national and international recognition as it embeds itself into marquee events such as the Commonwealth Games and Summer Olympics.

Through domestic events such as the Ball Out 3x3 Tour (which went ahead across the summer of 2023 for its ninth year), inclusion for the first time ever in the Bournemouth 7s festival in May 2023, and the additional opportunities created by the Commonwealth Games 3x3 Legacy Fund and Academy 3x3 Finals, more people are playing 3x3 than ever before.

Two talented young players, Katie Cox and Mozhiah King-Danchie, were selected to the elite NBA European 3x3 team to compete in a unique U17 tournament in Slovenia last August, with Cox also taking part in the U17s GB team that successfully qualified for the FIBA 3x3 U17 Europe Cup in September 2023.

These events and those in previous years will enable a 3x3 specific Talent Pathway to be introduced in April 2024, building on the small-sided version of the game to equip young players with the skills and exposure they need to pursue a career in the 3x3 game, as well as or instead of, 5v5.



PARTICIPATION PROGRAMMES - SLAMJAM

KEY OBJECTIVE:

RE-LAUNCH SLAM JAM PROGRAMME AND BE THE NUMBER ONE CHOICE FOR BASKETBALL AMONGST PARENTS AND PROVIDERS FOR PRIMARY SCHOOL-AGED CHILDREN - **ACHIEVED**

Evidence

- 195 trained activators nationwide
- Bespoke, branded booking platform launched, making signing up to Slam Jam as easy as possible
- 350 participants

In April 2024, we re-launched our grassroots basketball programme, Slam Jam, for all children aged between 7 and 11 years old. First piloted back in 2019, Slam Jam had its national rollout postponed because of the COVID-19 pandemic.

Created by basketball and educational experts, the programme gives children a great first experience of our sport in fun, safe and engaging environments. Sessions take place on a weekly basis, either in an evening or on a weekend, and are focused on helping children make friends, have fun and be active through basketball.

All sessions are delivered by trained activators and in an achievable timescale to develop all the basic skills and techniques to both understand and enjoy the game.

Our ambition with Slam Jam is to give children a great first experience of basketball in a fun and safe environment, so great that they go on to have a lifelong engagement and love for the game.

We'll be focusing our efforts on growing the programme in the coming seasons to achieve our objective of being the number one choice for basketball amongst parents and providers for primary school-aged children.



PARTICIPATION PROGRAMMES - HER WORLD, HER RULES

KEY OBJECTIVE:

ENGAGE 400 FEMALE PARTICIPANTS AGED BETWEEN 6-15 WHO ARE NOT CURRENTLY IN REGULATED BASKETBALL ACTIVITY - **ACHIEVED**

Evidence

- Total of 400 participants
- Five events, covering five regions held across the reporting period

Our focus this year was to highlight and empower a selection of female-led basketball provisions we have available within the UK to support the increase of girls' participation.

Each of the five events was female-led, with every deliverer required to provide a female only basketball session as well an off-court workshop focused on mental health, positive well-being, and healthy lifestyle choices.

We selected well recognised clubs and organisations that have a strong track record of dedication and commitment to providing female participation programmes.

Our Delivery Partners for this year were:

- Shanice Beckford-Norton - SBN For the Kids (London)
- Siobhan Prior - Nottingham Wildcats (East Midlands)
- Georgia Gayle - Sheffield Hatters (Yorkshire)
- Kim Accalia - Your Basketball League (West Midlands)
- Jade Bow-Butters - Female Basketball Association (Northwest)

"This was by far our best attended Her World Her Rules campaign. The addition of some classroom activity alongside the skills and drills made the events more impactful as well as fun." Kieron Achara, BBF Technical Lead

Success during the reporting period has allowed for the targeting of 800 participants across an increased number of sessions going into 2024/25.



CAMPAIGNS AND COMMUNICATIONS

KEY OBJECTIVES:

TO HELP REPOSITION BE, THE GAME AND BASKETBALL BRAND IN THE MARKETPLACE AS A VEHICLE FOR SOCIAL CHANGE AND TACKLING INEQUALITIES. TO ENGAGE AND CONNECT WITH THE WIDER BASKETBALL 'FAMILY' TO INCREASE THE ORGANISATION'S INFLUENCE, REACH AND IMPACT - **ACHIEVED**

TO PROVIDE HIGH-QUALITY INFORMATION AND ENGAGING CONTENT FOR OUR MEMBERS TO HELP THEM GET THE MOST FROM THEIR BASKETBALL AND GROW OUR SOCIAL MEDIA PRESENCE - **ACHIEVED**

TO INFORM AND ENGAGE OUR AUDIENCES ABOUT THE POWER OF BASKETBALL TO CHANGE LIVES, THROUGH SUCCESSES AND STORIES, OUR COMPETITIONS, MEMBERSHIP SERVICES, PROGRAMMES, AND CAMPAIGNS - **ACHIEVED**

Evidence

- Total website page views: 3.7M+, a 4% increase on 2022/23
- Total social media followers: 1.6K+, an 11% increase on 2022/23
- Total social media reach: 29.1M+, a 10% increase on 2022/23

Total website page views

- 2023/24 3,768,050
- 2022/23 3,622,849
- 2021/22 2,593,317
- 2020/21 2,346,026
- 2019/20 3,321,798
- 2018/19 2,841,927
- Trend percentage for 2023/24 against base-year 2018/19: 33% increase

Total social media followers

- 2023/24 160,455
- 2022/23 144,148
- 2021/22 115,328
- 2020/21 95,447
- 2019/20 80,739
- 2018/19 62,932
- Trend percentage for 2023/24 against base-year 2018/19: 155% increase

Total social media reach

- 2023/24 29,191,429
- 2022/23 26,620,698
- 2021/22 24,978,463
- 2020/21 17,131,726
- 2019/20 11,196,572
- 2018/19 10,525,027
- Trend percentage for 2023/24 against base-year 2018/19: 177% increase



The 2023/24 season was another period of growth for Basketball England's Marketing and Communications Department.

We engaged the wider basketball family to celebrate the power of basketball through our channels, providing them with a timely, reliable record of our activities, services and products, as well as engaging new members, fans and followers with consistent and quality digital content.



The coverage of the NBL's various competitions was vastly improved through weekly coverage of its games, as well as collaborating with clubs on social media content, showcasing their players and local basketball communities, as well as working with external media professionals to boost the number of articles and quality of images from the games, adding to the continued professionalisation of league content.

Our website pages were also revised to become a better and more easily navigated home of NBL season stats, news, results, fixtures and resources.

Social media channels have also continued significant year-on-year growth.

Content has been procured to inspire, inform and engage as many members and basketball fans as possible using a consistent, contemporary house style.

This has been bolstered by a better understanding of the content and usage trends of younger generations, as well as collaborations formed with influencers and British basketball content creators who have added an extra layer of kudos to our work.

Our headline campaign to identify, improve and promote local outdoor courts, #ProjectSwish, grew in strength, gaining attention from councils, clubs, artists, funders, individuals and commercial organisations, including Wilson, Footlocker, NBA, Hoopsfix and Universal Pictures.

Last season the campaign supported six significant court upgrades, transforming run-down public spaces into assets for the local community.

Through the #TogetherWeAreBasketball strand of our campaign work, we continued to profile voices from our community to speak on important awareness issues and celebrate the diversity of the sport and its role in uniting people and removing barriers to sport and physical activity.

Through lobbying and stakeholder engagement, we made sure our partners were well informed and understood the ambitions and qualities of basketball with the confidence to promote and invest in it. This included an invite to Number 10 Downing Street at the behest of the previous Government.



WORLD CLASS TALENT SYSTEM

ASPIRE

KEY OBJECTIVE:

GROW THE ASPIRE PROGRAMME WITH THE ROLL OUT OF THE NEW OPERATING MODEL, AND DELIVER THE ASPIRE ALL-STAR TOURNAMENT AS THE PINNACLE EVENT OF THE PROGRAMME - ACHIEVED

Evidence

- 2,163 player nominations – an increase from 1,117 in 2019/20, 873 in 2021/22 and 1,438 in 2022/23

The Aspire Programme, which encompasses our Skills Camps, Super Region Camps, and All-Star Tournament, is our initial talent development setting for young people aged 11 to 15.

Like many other sports, the Aspire Programme seeks to engage and enthuse young people through the delivery of a spiral curriculum towards developing excellence within the sport of basketball.

The Aspire Skills Camps are very much about skill development and provide a rich teaching and learning experience for all participants as they are stretched and challenged across all basketball related skills.

These skills form part of our Player Development Framework and have been identified as key to developing expertise within the game.

Players during the reporting period, Aspire players enjoyed 11 contact days of Skills Camps and six contact days of Super Region Camps, helping to identify players that would then progress to the Aspire All-Star Tournament.

With over 2,000 players involved for 2023/24, the Aspire Programme enjoyed its biggest year to date, with the All-Star event pulling in over 12,000 views across the games that were live streamed and a record attendance at Manchester's National Basketball Performance Centre.



ENGLAND TALENT PROGRAMME

KEY OBJECTIVE:

PROVIDE INTERNATIONAL EXPOSURE FOR MORE PLAYERS AND ENSURE THAT THE ASPIRE PROGRAMME FEEDS THE ETP - ACHIEVED

Evidence

- 98% of ETP players came from Aspire camp - 95% in 2022/23
- Tournament experience provided via competition in Spain, Paris, Serbia and as part of the Tri-Nations and Four Nations events in the UK

The England Talent Programme (ETP) is specifically designed to challenge both players and coaches through participation in international training camps and competitive games. The purpose of the ETP programme is to develop the players' skill application during high-level competitions. This is an important part of our talent development process as European competition is often played at a much faster pace with multiple actions. Exposing players to differing styles of play and playing conditions supports their advancement towards talented player status.

The ETP programme aims to prepare players for potential selection to represent Great Britain. Aligning our player pathway with various European countries, our focus will primarily be on providing Under-14 and Under-15 options as a priority.

The selection process for ETP Players was primarily selected from their participation in the Aspire Programme, which is a crucial component of Basketball England's Talent Pathway.

The schedule during the reporting period included touring activities to:

- Globasket tournament, Cosa Brava, Spain (U14s & U15s)
- Tri-Nations Tournament in Dundee, Scotland (U14s)
- Serbia (U14s & U15s)
- Lions Cup, Paris, France (U15s)
- Four Nations tournament, Dublin, Ireland (U16s)
- Four Nations tournament, Cardiff, Wales (U18s)

Included within all activity is a robust player screening process and selection camps, primarily held at Manchester's National Basketball Performance Centre.



GREAT BRITAIN BASKETBALL

KEY OBJECTIVE:

SUPPORT (FINANCIALLY AND OPERATIONALLY) THE GB JUNIOR TEAMS, AND ENSURE THEY REMAIN THE END POINT FOR AS MANY TALENT PATHWAY PLAYERS AS POSSIBLE - **ACHIEVED**

Evidence

- GB teams entered at U16, U18 and U20 levels
- Over 90% (66 of 72) of GB youth players competing at the 2023 European Championships were former Aspire/ETP athletes

The goal for our young players within the ETP is to represent Great Britain at the U16, U18, U20, and senior levels.

This recognition is a direct result of their successful progression through the BE (Basketball England) Talent Pathway.

Basketball England was able to provide logistical and financial assistance to help the BBF enter teams at U16, U18 and U20 into the European Championships.

This was a result of the commitment made, via the support of BE and the other home nations, to ensure all GB teams were entered into the European competition for 2023 and that no players would have to make financial contributions to take part following a financial shortfall in 2022/23.

All four organisations are working closely together to establish a fresh approach for improving and growing the sport of basketball in Britain.

This level of collaboration is a real breakthrough, ensuring that all organisations involved in delivering the sport in Britain work together effectively and that the pathways that link local, national and international basketball are stronger, more aligned and better connected than ever before.

The following finishing positions were attained by the six teams in the summer of 2023, with all teams competing in Division B:

- U16 Boys - 10th
- U16 Girls - 6th
- U18 Men - 5th
- U18 Women - 12th
- U20 Men - 8th
- U20 Women - 12th



DiSE ACADEMIES (CATEGORY 1 ACADEMIES)

KEY OBJECTIVES:

DELIVERY OF THREE CENTRALISED DEVELOPMENT ACTIVITIES IN SUPPORT OF THE DiSE ATHLETES - **ACHIEVED**

- DiSE Induction Camp - Year one induction activity (performance and medical testing - in partnership with the University of Lincoln, Anti-Doping training, on-court development activity in line with the Five Pillars of Development, performance nutrition awareness workshop)
- DiSE Progression Camp - Year one and two development activity (performance testing, destination presentation, GB coaching staff on-court delivery 'The GB Way', guest speaker - Connor Washington, Leicester Riders)
- DiSE Graduation Event - recognition and reward as a student athlete (completion of two-year DiSE Qualification, A-levels / BTEC study, and on-court advancement as an elite athlete)

MONITOR AND SUPPORT TWELVE DiSE PARTNERSHIPS TOWARDS ADVANCEMENT OF OUR VERY BEST 16-19-YEAR-OLD BASKETBALL ATHLETES - **ACHIEVED**

- All twelve DiSE Partnerships were successful in the DiSE Qualification re-tender and have subsequently been awarded Category 1 Academy status, demonstrating their knowledge, expertise, and experience in delivering a talent development programme aligned to the Player Development Framework.
- DiSE Athlete achievement and success data. DiSE Qualification Enrolments 147 - Retention 89.80%, Success 89.80%

MANAGEMENT AND DELIVERY OF HIGH-LEVEL ACADEMY COMPETITION (ELITE BASKETBALL ACADEMY LEAGUE AND WOMEN'S ELITE ACADEMY BASKETBALL LEAGUE) - **ACHIEVED**

- Both leagues completed successfully, with 140 fixtures taking place across the regular and post season.



The England Talent Programme went through meaningful change in 2022/23 in a bid to build on the success of previous reporting periods.

As a result, 12 DiSE Partnerships successfully met the seven Academy Delivery Standards, thus demonstrating their capacity, expertise and experience within basketball development.

2023/24 was a growth year for the DiSE Partnerships as they continued to deliver in line with the Academy Delivery Standards and in support of the DiSE Athletes. As Category 1 Academies, the DiSE Partnerships proceeded to deliver a minimum of 16-hours on-court development across the 'Game Aware' and 'Skilled Technician' Pillars of Development, supported by access and training towards the Physically Robust Pillar.

The key to this success factor lies within the Partnerships' ability to connect the DiSE Athletes' physical schedule with the students' academic programme of learning through integrated timetabling and support from the host educational partner.

This is an important part of our quest to create more opportunities for skilled basketball athletes to access the absolute best coaches, competition and facilities in pursuit of their growth as talented basketball players.

The DiSE Athletes also enjoyed three centralised activities this year as part of our commitment to providing the very best talent environments.

The DiSE Induction Camp was for our 2023/24 intake of athletes and presented the newcomers with various tests (performance and medical), workshops, and performance opportunities.

The DiSE Progression Camp focused on the transition from year one to two, and year two to graduate status and college or university. The camp also provided the DiSE Athletes with an opportunity to be coached by the GB Youth Team coaches and put through their paces towards further advancement.

Charnwood College Riders (EABL) and City of London Academy - Southwark (WEABL) were crowned as champions.



SPORT SCIENCE AND MEDICINE

KEY OBJECTIVES:

IMPROVE SSM PROVISION STANDARDS THROUGH INCREASED CLINICAL GOVERNANCE - PARTIALLY

Evidence

- 125 Standards/Policies identified and peer reviewed but 60% remain unwritten
- Standards/Policies cross several departments throughout BE
- Resource development and requirements for implementation identified and requested

EDUCATE PLAYERS AND STAKEHOLDERS ON PERFORMANCE SSM -

ACHIEVED (ONGOING)

Evidence

- 10 virtual Performance Basketball sessions for all GB Youth Teams players prior to 2023 European Championships.
- Seven virtual SSM CPD sessions for all BE associated SSM staff education (ETP, DiSE, National Teams)
- Recruited or retained 19 physios and seven Strength and Conditioning (S&C) coaches for the National Teams programme
- 2 membership-wide education sessions on Female Athletic Nutrition with Tilly Spurr (Performance Nutritionist) and Female Athletic Training Considerations with Julie Gooderick (S&C Coach)
- Recruited Azania Stewart (part-time) as an Athlete Support Advisor alongside Emily Moore
- Retained Tilly Spurr (part-time) as Performance Nutritionist
- Utilised XPS Performance software for player engagement and load management

IMPROVE STANDARDS OF WELFARE ACROSS TALENT ACTIVITIES -

ACHIEVED (ONGOING)

Evidence

- Physical profiling of 280 DiSE athletes and 80 ETP athletes. Data gathering to inform physical performance parameters for England players.
- Cardiac Screening across 233 ETP, DiSE and GB Youth players
- Continue to review the Talent Reporting and adverse events with the Safeguarding Team

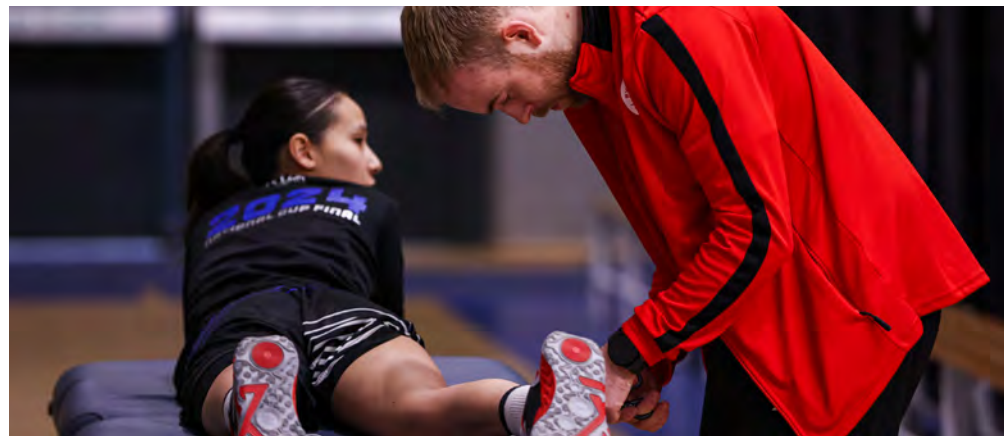
The SSM department has had a successful year with improvements in communication across all Talent sectors from webinars to parents, staff and players through to increased engagement across the wider organisation.

The success of completing a Clinical Governance review (a likely first within a small to medium NGB) should be commended, especially within the confines of the hours the SSM team has available to perform these tasks.

Further to this, presenting the review's findings to Sport England's Performance Team appeared to be initially successful. However, the implementation of the review's findings has slowed and there is more work to be done to achieve the outcomes required to reduce the risk to both players and the wider sport.

Looking forward, we will be aiming to consolidate our services to the Talent Pathway across Aspire, DiSE and ETP. Plans for the next reporting period include educating the membership better and providing advanced notice on Performance basketball education will be important to this.

Further research on Player Physical capabilities will be disseminated and an in-depth Injury Audit with our DiSE and NBL clubs is also planned for the next reporting period. An S&C Mentorship has also commenced to get more high-quality S&C coaches into the Talent Pathway.





ENHANCE INFRASTRUCTURE

COACHING

KEY OBJECTIVES:

RECRUIT AND DEVELOP MORE AND BETTER SKILLED COACHES TO GROW THE GAME AND DEVELOP PLAYERS - ACHIEVED

Evidence

- Licensed coaches in 2023/24: 1,918 (76 more than 2022/23)
 - 2022/23: Licensed coaches 1,834
 - 2021/22: Licensed coaches 1,698
 - 2020/21: Licensed coaches 887
 - 2019/20: Licensed coaches 1,516
 - 2018/19: Licensed coaches 2,039

FURTHER ESTABLISH THE LONDON COACHES PROGRAM (LCP) - ACHIEVED

Evidence

- Cohorts one and two selected and engaged with the LCP
- 133 partially educated (Community Coach Award part one) and engaged with the programme for further learning
- 9,857 young Londoners engaged with LCP coaches' activities (from Aug 2023 to the end of reporting period)

IMPROVE COACHING IMPACT AND VALUE THROUGH TAILORED ENHANCED CPD SESSIONS AND COACH EDUCATION - ACHIEVED (ONGOING)

Evidence

- Two Coach Educator Workforce CPD events during the year
- More than 350 level two club coaches trained, and 14 level three coaches completed their coach education
- Tailored CPD delivered through combination of local and regional clinics podcasts and social media channels
- In collaboration with GB BE coaches were also allowed access to all GB training sessions throughout the year
- CPD sessions offered to LCP participants – Safeguarding, First Aid, Mental Health Awareness
- Extra CPD training offered to LCP participants – Coaching Clinics, NBA opportunities, Virtual Meetings with Experienced Coaches
- 10 mentors selected and working closely with LCP participants



Coaching continued to work on Equity, Diversity and Inclusion, developing strategies to engage new coaches from under-represented groups, with an emphasis on females and people from ethnic minority backgrounds to provide a more diverse and representative coaching workforce.

We endeavored to create 'More and Better Coaches' through the dissemination and education of the Player Development Pathway (PDF), whilst providing increased opportunities to attend formal and informal education and learning and highlight multiple access points to a clear and transparent Coach Pathway.

Coach development and education also continues through The London Coaches Program. The LCP is a partnership funded by the Mayor of London and the National Basketball Association (NBA) and delivered by Basketball England. It will be delivered between 2023 and 2025 to create a managed network of development, training and delivery opportunities for 500 new community coaches aged 16 to 30.

Participants receive a 12-month education and training program, covering all the elements needed to become a great coach both on and off the basketball court. The first cohort of coaches started their activities in June 2023, whilst the second cohort started in January 2024. In March 2024, the LCP had 194 coaches enrolled on the programme.

During the first months of the programme, coaching qualification sessions were offered, as well as Safeguarding, First Aid and Mental Health Awareness training. Extra CPD activities were also offered to the coaches as a way of improving their education.

The NBA, as a partner of the programme, offered exciting coaching opportunities to the coaches. In August 2023, four LCP coaches went to Poland to support the 'Basketball Without Borders' activities.

In January 2024, three LCP coaches were selected to be part of the NBA Global Game in Paris. They supported French coaches to deliver 18 basketball clinics to 810 young people from Paris.

Different communication channels are used by the LCP management team to create an active network with coaches and mentors. Considering the age group of LCP participants, WhatsApp and Instagram were selected as the most effective tools.

These communication channels are used to share LCP mandatory and extra activities, coaching opportunities, basketball news, and any interesting information related to coaching and basketball.



OFFICIATING

KEY OBJECTIVES:

RECRUIT AND DEVELOP MORE AND BETTER SKILLED OFFICIALS TO GROW THE GAME AND DEVELOP PLAYERS - **ACHIEVED**

Evidence

- 2023/24: Licensed referees 1,485; Licensed table officials 1,525; Licensed Statisticians 98; Total 3,108
 - 2022/23: Licensed referees 1,146; Licensed table officials 1,268; Total 2,414
 - 2021/22: Licensed referees 1,019; Licensed table officials 1,115; Total 2,134
 - 2020/21: Licensed referees 424; Licensed table officials 464; Total 888
 - 2019/20: Licensed referees 1,034; Licensed table officials 1,019; Total 2,053
 - 2018/19: Licensed referees 1,148; Licensed table officials 1,250; Total 2,398

DEVELOP AND IMPROVE OFFICIALS THROUGH OUR EVALUATION PROGRAMMES - **ACHIEVED (ONGOING)**

Evidence

- Total of 1,195 officials evaluated – an increase of 14.6% on the previous year
- 2023/24: Evaluations referees 823; Evaluations table officials 372; Total 1,195
 - 2022/23: Evaluations referees 820; Evaluations table officials 223; Total 1,043
 - 2021/22: Evaluations referees 424; Evaluations table officials 387; Totals 811
 - 2020/21: Evaluations referees 668; Evaluations table officials 349; Totals 1,151
 - 2019/20: Evaluations referees 152; Evaluations table officials 245; Totals 397
 - 2018/19: Evaluations referees 354; Evaluations table officials 0; Totals 354



With one of the biggest increases in the number of licensed referees and table officials BE has ever seen, the ongoing officiating strategy has seen great success. The implementation of the REDD programmes, both nationally and regionally, has been key to this.

The new 'Course to Court' project was a great success where over 100 officials were recruited and activated (100 was the target) within a 12-month period. The premise of the project was to strategically recruit by forming a partnership with member leagues, clubs and associations and supporting each official through their qualification journey, every step of the way, from development to deployment.

A new e-learning management system hosts all officiating courses and provides an opportunity to enhance candidate learning whilst providing a more enjoyable and interactive user experience for those who complete a course.

During regular season games, the Officiating Coaching Programme saw hundreds of officials receiving feedback on their game performance in a live environment, or using video to review their performance at a later date.

The education programmes are supported by our network of officiating coaches to ensure that referees and table officials maximise their knowledge and experience regardless of their current standard.

The North West region continue to lead the way in official recruitments as the first area to implement the REDD programme as a pilot in 2022.

The programme aims to bridge the supply and demand gap with officials, allowing the region to grow the game with new leagues and competitions.

Successes have included recruiting new officials directly through clubs, introducing a face-to-face introductory module for level one referee courses and implementing a central appointments system.

The programme has also benefitted from supporting current, new and young officials with their game performance via officiating coaches.



FACILITIES

KEY OBJECTIVES:

ENHANCE THE PLAYING EXPERIENCE THROUGH A NETWORK OF INNOVATIVE AND INSPIRATIONAL FACILITIES AND PLAYING ENVIRONMENTS THAT MEET THE NEEDS AND DEMANDS OF THE GAME AND INSPIRE GROWTH WITHIN THE SPORT

- **ACHIEVED**

Evidence

- Basketball England formed a partnership with Sport England and Birmingham City Council to invest £650,000 into regenerating 17 outdoor courts in the city as a Commonwealth Games Legacy project.
- Basketball England formed a partnership with the Football Foundation to invest in small-sided multi-use games areas (MUGA)/basketball courts. First PlayZones with basketball line markings being built and activated in Summer 2024.
- A partnership with Access Sport was established to regenerate five courts in London.



CONTINUE TO PROMOTE, DELIVER AND EXPAND THE #PROJECTSWISH CAMPAIGN
- **ACHIEVED (ONGOING)**

Evidence

- Since its launch in 2019, Basketball England has sent out more than 12,000 free nets as part of the #ProjectSwish initiative, identifying and improving over 2,500 courts across the country.
- Free nets distributed:
 - 2023/24 1,189
 - 2022/23: 3,200
 - 2021/22 3,200
 - 2020/21: 2,676
- In addition to supporting Birmingham City Council to regenerate 17 legacy courts across Birmingham, #ProjectSwish was able to support 10 further court renovations during the reporting period, by pledging awards to Crowdfunder campaigns, upgrading equipment and providing project support and advice.
- A new limited edition #ProjectSwish basketball has been created in sizes 6 and 7 together with Wilson Sporting Goods Co. with proceeds from every sale going towards improving outdoor basketball courts across England.
- Eight #ProjectSwish outdoor court renovation projects were supported across six cities in England.
- More than 600 players attended a #ProjectSwish court launch or activation event across the reporting period.
- @projectswishengland Instagram gained over 1,000 followers during the reporting period and continues to grow.

Important strides have been made in meeting the objectives set out for facilities, with the #ProjectSwish campaign delivering at record levels and new partnerships formed to deliver for the sport.

#ProjectSwish is the umbrella BE campaign to support and fund improvements, renovations and the creation of outdoor spaces through access and sharing funding, forming partnerships and creating and promoting opportunities for individuals to drive change.

BE's Commonwealth Games Legacy Project partnership with Birmingham City Council and Sport England saw the announcement of an exciting drive to create a legacy for community basketball. Capitalising on the huge success of the 3x3 format at the Birmingham 2022 Commonwealth Games, a significant financial investment of £650,000 was made to develop outdoor 3x3 and 5v5 basketball participation opportunities for adults and young people.

Seventeen basketball courts are included in the project, with the majority set to have a distinct purple and grey colourway painted to pay homage to the Birmingham 2022 court at Smithfield, where England won 3x3 gold and silver medals. The courts will see a launch event to celebrate the refurbishment, followed by an activation programme to ensure the legacy and longevity of the project.

Hamstead Playing Fields is the court that England and GB international Myles Hesson – who created one of the most watch moments of the Games, scoring the buzzer beater to sink Australia in the 3x3 gold medal game – played on as a youngster.



The locations are:

- Chamberlain Gardens
- Clifton Road Youth Centre
- Cotteridge Park
- George's Park
- Gilbertstone Recreation Ground
- Hamstead Playing Fields
- Kings Heath Park
- Musgrave Road Recreation Ground
- Nechells Open Space (Mount Street)
- Nechells Wellbeing Centre
- Perry Common Recreation Ground
- Queen's Park
- St Paul's Trust Children's Centre
- Shenley Field
- Tower Street Recreation Ground
- Victoria Common
- Woodview Pocket Park

Whilst the planning and development of this partnership fell within the reporting period, the work on these courts and launch plans will fall within 2024/25.

Basketball England also supported several outdoor #ProjectSwish upgrades during the reporting period including:

- Hulme Park, Manchester together with Wilson Sporting Goods Co. and Manchester City Council
- Platt Fields Park, Manchester together with Universal Studios and Manchester City Council
- Hanley Park, Stoke-On-Trent together with Hanley Hustlers Basketball Club
- Freshwater Recreation Ground, Isle of Wight together with Isle of Wight Basketball Club, Freshwater Parish Council and IOW Sports Foundation
- West Park, Worthing inspired by Worthing resident and NBL commentator John Hobbs together with Adur & Worthing Council and the Friends of West Park
- Ellesmere Park, Sheffield together with Sheffield City Council and Reach Up Youth

CLUBS, ASSOCIATIONS AND REGIONS

KEY OBJECTIVES:

TO CONTINUE TO SUPPORT THE RELATIONSHIP BETWEEN BE AND ITS REGIONS, AREA ASSOCIATIONS AND LOCAL LEAGUES AND OFFER MORE SUPPORT -

ACHIEVED (ONGOING)

Evidence

- Structured support given to our regions, leagues & associations
- Regional roadshows across all 10 BE regions to discuss membership and wider topics in the game
- Total number of clubs affiliated to BE:
 - 2023/24: 665
 - 2022/23: 676
 - 2021/22: 681
 - 2020/21: 408
 - 2019/20: 691

TO CONTINUE TO SUPPORT THE ROLL-OUT OF THE REGIONAL MODEL PILOT (YEAR 3) TO SUPPORT THE TRAINING AND DEPLOYMENT OF OFFICIALS AND COACHES AND THE MANAGEMENT OF PLAYING OPPORTUNITIES -

ACHIEVED (ONGOING)

Evidence

- North West regional success and developments following their pilot, three more regions to adopt the model in the next reporting period

TO DISTRIBUTE FUNDS TO CLUBS AND COMMUNITIES TO TACKLE INEQUALITIES -

ACHIEVED

Evidence

- Successfully completed Sport England's £20m Together Fund cycle, and began the transition to the new £160m "Movement Fund" across clubs, regions and communities

A regular structure of communication, engagement, support and feedback was established between BE and the ten regions. This has enabled developments to strengthen governance measures and operational support.

The hard work, innovation and collaborative way of working of our ten regional chairs and their teams of volunteers has been key to this.

The membership base in all ten regions has grown, with new leagues being created or current leagues growing in participation numbers.

The North West region has led the way completing its second year of the regional model pilot. Competitions are thriving with the regional committee supporting four of the local leagues whilst also expanding its age-group leagues from four to seven, with more than 70 teams involved.



Officiating and coaching growth had been one of their priority agendas and continues to be a focal point for the region. A centralised appointment process for officials known as REDD - recruitment, education, deployment and development - has been a game-changer.

Three additional regions - the South East, Yorkshire and the North East - will be given support to adopt the model with an agenda of increasing the number and improving the quality of officials in the next reporting period.

Clubs have received a range of funding through the Commonwealth Games Legacy Fund and Sector Renewal Fund.

This is an example of Basketball England successfully collaborating with Sport England to bring more money into the basketball economy and is detailed in the Funding report elsewhere in this document.

Sport England's £20m Together Fund closed in March 2023, right before this reporting period began and it has been mentioned in previous reports. Aimed at helping clubs past the challenges of the COVID-19 pandemic, Basketball England still assisted a number of clubs in completing their funding bid and receiving financial support into the reporting period.

Sport England's new Movement Fund is then scheduled to launch in May 2024, with the four-year, £160million fund aimed at tackling inequalities in sport, with clubs now able to apply for grants of up to £15,000. Basketball England will help as many clubs as possible to access this new fund, and this will be covered in the next reporting period.

Over the coming months, we will also be applying to become an investment partner of the Movement Fund, which will be another opportunity to bring more money into the sport.

Plans have been formed to further support clubs with resources and guidance through the launch of a set of minimum operating standards, with this anticipated to have an impact in the 2024/25 reporting period. Alongside this proposal, a new club benefits package will also be launched to support clubs to grow and prosper.

The 2023 Clubs survey showcased the strength and health of our, with pleasing results in the following areas:

Participation

- 65% of clubs offer participation opportunities for children aged 5-12
- 73% of clubs deliver informal basketball programmes
- 38% of clubs run specific Women & Girls programmes

Funding

- 25% of clubs received funding over the past 12 months





HIGH PERFORMING NGB

GOVERNANCE

KEY OBJECTIVE:

TO ENSURE THE ORGANISATION CONTINUES TO STRIVE TOWARDS ITS AIMS OF BEING A HIGH-PERFORMING NGB - ACHIEVED

Evidence

- Continuing to meet organisational goals, including the development of a Diversity and Inclusion Action Plan, and continued work with committees for Commercial, People and Audit, Finance and Risk.

TO ADHERE TO THE UK CODE OF SPORTS GOVERNANCE AND ACHIEVE BEST PRACTICE AT LEAST 90% COMPLIANCE WITH ALL MAJOR COMPONENTS ADHERED TO - ACHIEVED

Evidence

- Basketball England received confirmation of 100% compliance with the UK Code for Sports Governance.

Basketball England continues to strive towards its strategic aim of being a high-performing NGB and in doing that, the governance team has performed well against its objectives for 2023/24. This has culminated in receiving confirmation from Sport England that BE is 100% compliant with the UK Code for Sports Governance.

BE have continued to work towards improving our Equality, Diversity and Inclusion (ED&I) and we have worked closely with Sport England and AKD Solutions to develop our Diversity and Inclusion Action Plan, which will be published during the next reporting period.

There have been several changes to the Board of Directors during the year which has increased both diversity and areas of expertise, which is positive.

Our Commercial Committee is continuing to highlight potential opportunities for commercial partnerships going forward.

Our People Committee has worked to develop and implement a Basketball England People Plan, which focusses on staff recruitment, retention and learning and development.

The Audit, Finance and Risk Committee has worked to ensure the ongoing financial stability of the organisation.

Basketball England continues to work closely with its key stakeholder, Sport England, as we move into year three of our funding cycle.



ANNUAL ACCOUNTS

KEY OBJECTIVE:

**TO ENSURE A POSITIVE FINANCIAL OUTTURN FOR THE FINANCIAL YEAR -
ACHIEVED**

[CLICK HERE FOR ANNUAL ACCOUNTS](#)

Basketball England entered into year two of our current cycle with our main funder, Sport England. The detailed scrutiny and oversight of BE finances is the responsibility of the Audit, Finance and Risk Committee.

The committee reported:

- An operating surplus of £45k against a turnover of £5.7m. This surplus is increased to £104k due to a pension scheme valuation (see note below).
- A reserve level of £372k as at 31st March 2024

This indicates a stabilising of the business as we have worked through COVID-related threats and uncertainty and a depletion to our reserve levels during this period.

Income:

We received additional grant income from Sport England during the year which is the main reason why our turnover has increased. This income was ring-fenced for specific projects such as the Commonwealth Legacy and PlayZones Projects. We also received some moneys from the NBA and Greater London Authority for a joint project. This income is spent solely on these specific projects and Basketball England does not profit from the programmes.

Our membership, shop and courses income steadily increased during the year.

The year has seen a gain on the pension scheme of £58,000 in the year. This is a historic local government pension scheme held with West Yorkshire Pension Fund. The fund

is valued annually and assessed based on its assets, liabilities and any settlements and curtailments during the year. The asset returns for 2023/24 have been higher than anticipated which has resulted in a gain.

Expenditure:

Due to the increase in programme funding from Sport England, there has been a corresponding increase in our expenditure. This expenditure reflects ring-fenced spending and is directly linked to these programmes and initiatives.

Staff costs has also increased during the year, due to additional staff being recruited and funded by these programmes. The year has also demonstrated a general increase in operating expenses due to the core servicing of these projects. There has been an increase in the demands of the safeguarding function of the organisation which has resulted in much needed additional investment into this service including increased legal costs.



SAFEGUARDING AND INTEGRITY

KEY OBJECTIVE:

TO IMPLEMENT KEY POLICIES TO IMPROVE THE STANDARDS OF PRACTICE, CONDUCT, WELFARE AND GAME SATISFACTION - ACHIEVED

Evidence

- Basketball England have once again met the standards of the Child Protection in Sport Unit
- Basketball England developed a basketball-specific education package. This includes a dedicated club welfare officer training module to enhance the learning of those in this role
- Basketball England developed minimum operating standards which has a robust focus on ensuring that clubs at every level adhere to standards that prioritise safeguarding

Several positive developments took place during the reporting period that will continue to impact improvement in the Basketball England safeguarding provision.

We continue to meet the standards as set down by the Child Protection in Sport Unit. We were audited once again in July 2023 during the reporting period. This was a positive meeting, with Basketball England being able to share and discuss the positive developments of the last 12 months. Audits take place annually with the CPSU.

A significant amount of groundwork was undertaken during the reporting period to enable our online education package to be launched in July 2024.

This will make safeguarding learning relevant and accessible to all members in a position of trust. Providing safeguarding training is a requirement of the Child Protection in Sport unit. We made the decision to mandate that all members in a position of trust must going forward, undertake our training. For the first time this is specific to the sport of basketball and will, as a direct result, increase the understanding of our safeguarding requirements and responsibilities across all these members.

Taking this stance required some fundamental changes to our processes, and the work during 2023/24 will be key to this.

We have also introduced an additional bespoke Club Welfare Officer module which is mandatory to those in this role. This gives these members an increased level of learning that supports them in effectively undertaking this role.

Plans were developed to bring in new minimum operating standards, which come into effect for the 2024/25 season and have a strong focus on safeguarding and mirror the Child Protection in Sport standards in order to ensure the highest standard across all areas of the sport.

All clubs at every level will be required to meet the minimum operating standards. Where difficulty is experienced, the Basketball England Safeguarding Team will provide support. This ensures that this is not simply a tick-box exercise but a collaborative piece of work which authentically improves the safety of all in the sport.



EQUALITY, DIVERSITY & INCLUSION

KEY OBJECTIVES

TO DEVELOP OUR DIVERSITY AND INCLUSION ACTION PLAN (DIAP) IN CONJUNCTION WITH SPORT ENGLAND AND ADK - **ACHIEVED (ONGOING)**

Evidence

- Significant work put into the development of the DIAP during the reporting period, ready for completion and implementation in 2024/25

TO CONTINUE TO ELEVATE THE VOICES OF YOUNG PEOPLE THROUGH OUR YOUNG PEOPLE'S FORUM - **ACHIEVED (ONGOING)**

Evidence

- Members of the Youth Forum attended the Youth Sport Trust Summit in Loughborough in July 2023.
- Finalising the second cohort of members for recruitment into the forum across this reporting period and the next.
- Basketball England has brought together a group of young people, aged 16-24, from across basketball to create a forum and provide them with a platform to speak about the game and issues affecting them.

BE STAFF, BOARD, SUBCOMMITTEES, REGIONS AND ROLES OF AUTHORITY HAVE DIVERSE REPRESENTATION THAT IS REFLECTIVE OF THE DEMOGRAPHICS OF THE PLAYING BASE - **ACHIEVED (ONGOING)**

Evidence

- Basketball England was named 'Sports Organisation of the Year' at the Sporting Equals Awards evening in October 2023.
- Additionally, Basketball England received an 'B' grade in the latest Race Representation Index (RRI)

Basketball England was named 'Sports Organisation of the Year' at the Sporting Equals Awards evening in October 2023. The award recognises a sports organisation that has made excellent progress on the agenda for ethnically diverse people and communities and is an example to follow.

Additionally, popular basketball coach Ruth Eytel was one of the runners-up in the Coach of the Year category. This marks a significant organisational success and highlights the hard work of our Equality, Diversity and Inclusion Committee.

Basketball England received an 'B' grade in the latest Race Representation Index (RRI). Developed by Sporting Equals, which promotes ethnic diversity across sport and physical activity, and the Sport Monitoring Advisory Panel and funded by Sport England, the RRI seeks to understand ethnically diverse representation within national governing bodies of sport (NGBs).

The RRI evaluates data against the census and across a criterion for Board, Senior Leadership/Management Teams, Senior Coaches, Players/Athletes and, for the first time in 2023, Officials.



BE was graded 'A' for Board, Coaches and Athletes, 'B' for Officials and 'C' for Senior Leadership, well above average for all categories, leading to an overall 'B' rating. BE was given a 'A' rating in 2022 when the Officials category wasn't assessed.

The rating, while positive, does illustrate there is more work to be done in certain areas to be better and more representative of the sport as a whole.

Basketball England continues to work with Young People and elevate their voices through the Young People's Forum, which meets regularly.

The forum was given the opportunity to attend the Youth Sport Trust Summit at Loughborough University in July 2023.

Funded by Sport England, this unique event brought together over 100 young people - including a number from BE's Youth Forum - to unite their voices towards shaping a 'call to action' to influence the provision of physical activity, sport and play on behalf of themselves and their peers.

The forum has also enjoyed a presence at a number of BE events across the latter part of the reporting period, adding to their profile as a voice within the game

Basketball England has worked closely with Sport England and AKD Solutions, an Organisational Change Organisation procured by Sport England to work closely with NGBs. The group have all worked closely to develop our Diversity and Inclusion Action Plan (DIAP) which outlines tangible steps towards a more inclusive and representative organisation and network.

We are looking to publish this during 2024/25, at which point work will begin to bring the action plan to life alongside communities and networks across the game.



THE BOARD

There was a range of personnel changes to the Basketball England Board during the reporting period, including the departure of Chair Matt Neville.

Benny Bonsu and Julie Page left the Basketball England Board of Directors in October 2023, following extended stints of service. Both joined as co-opted members in 2019 before extending their commitment to BE in 2022, offering the NGB a wealth of experience from different areas of the game.

Bonsu served Basketball England as Chair of the Equality, Diversity and Inclusion Committee, helping drive forward the organisation's approach to ED&I in recent years. Olympian Page joined the board following an impressive basketball playing career, she brought the players' voice to the boardroom table as well as her experience as a community and education professional through her roles as a teacher and curriculum lead and Sports and Community Programmes Manager.

They were succeeded when the board welcomed Joel Baynes and Brandie Deignan as Independent Non-Executive Directors in January 2024.

Deignan, who is also Chair of BE's ED&I Committee, has worked in executive roles in hospitality, retail, aviation and is currently a Chief Executive Officer in the NHS. Deignan was the first black female MD within branded restaurant groups in the UK, she was also voted one of the top 50 listening leaders and was nominated the National Diversity Awards, recently being nominated in the West Country Women's awards for Equality and Diversity.

Baynes is a strategic Board advisor, people, process and technology specialist, who guides the creation of commercially focused platforms for growth in technology-led start-ups and scale-ups. Baynes has spent the last 15-plus years in leadership roles in tech-focused companies, during which time he has built and led teams responsible for client services, partnerships, advanced data and analytics, development, marketing and operations.

In February 2024, Basketball England said goodbye to Board Chair, Matt Neville as he stood down. The independent head of the national governing body's Board has decided to bring his term to an end due to the pressure of external commitments.

As well as chairing BE's Board of directors on a part-time basis, Neville also acted as a member of the organisation's People Committee and as an observer on the Audit, Finance and Risk Committee following his appointment in June 2020. Neville, a chartered accountant, joined the BE Board after an eight-year period as non-executive director, then chair of British Gymnastics. Russell Bell stepped up from his position of Vice-Chair to become Interim Chair.

Russell Levenston also stood down from the Board, following the end of his elected director tenure in March 2024. Levenston made a significant contribution to the BE Board between 2021-2024, and provided club and national league perspectives, given his professional role as Managing Director of Leicester Riders.

In his place, the Board also welcomed Chris Walsh as an elected director in March 2024. Walsh is steeped in basketball. A former player with Bolton and an active and experienced member of Basketball England's North West Region, where he is chair, he is also coach and club administrator of the small but growing Chorley Mammoths community club in Lancashire.



THE BOARD

(As of 31 March, 2024)

Russell Bell - Vice chair, Senior Independent Director
Joel Baynes - Independent Member
Graham Biggs - Independent Member
Brandie Deignan - Independent Member
Sadie Mason - Independent Member
Egemen Onen - Independent Member
Paul Mundy-Castle - Elected Member
Matt Newby - Elected Member
Chris Walsh - Elected Member

BASKETBALL ENGLAND STAFF

(As of 31 March, 2024)

Brian Aldred - Delivery Manager
Georgia Anderson - Brand Manager
Jamell Anderson - Delivery Administrator
Karen Bailey - Executive Assistant
James Bamfield - South Regional Talent Manager
Lucy Bishop - Programme Manager
Steven Bucknall - Head of Talent and Performance
Chloe Burdett - Participation Project Officer
Ian Cawthorne - PR & Communications Manager
Rosa Dakin - CWG Legacy Project Manager
Laura Doherty - Senior Participation & Partnerships Manager
Simon Duckenfield - Funding Support Officer
Robert Fairley - Delivery Manager
Jessica Fox - Shop and Courses Executive
Meehra Gorasia - Talent Delivery Officer
Peter Griffiths - Head of Participation
Lois Harrison - Safeguarding Specialist
Nicola Hewitt - Shop Executive
Neal Hopkins - North Regional Talent Manager

Andy Howse - Head of Physiotherapy and Sports Science
Orlan Jackman - CWG Legacy Project Officer
Anthony Jepson - Marketing and Communications Director
Mark Jones - Social Media Manager
Victoria Jones - Finance & Business Director
Matthew Juden - Finance & Governance Assistant
Stewart Kellett - Chief Executive Officer
Steven Lindsey - Delivery Co-ordinator, Events
Sam Messam - Talent Programme and Pathway Manager
Laura Middleton - Senior Manager - Safeguarding and Integrity
Darnell Morgan-Johnson - PlayZones Programme Manager
Alfie Murray - Insight Analyst
Sterling Muschett - London Regional Talent Manager
Alfred Nelson - Equality, Diversity & Inclusion Manager
Dave Owen - Insight & Digital Projects Manager
Antony Platt - Head of HR & Governance
Victoria Price - Club & Volunteers Development Manager
Stefan Renwick - Regions, Associations & Leagues Development Manager
Gail Richards - Senior Delivery Manager
Rachel Scase - Discipline Manager
Anthony Shaw - Safeguarding Officer
Louise Stalker - Membership Support Officer
Simon Unsworth - Delivery Manager
Dane Vishnubula - Chief Medical Officer. Consultant in Sport and Exercise Medicine.
Max Watts - Delivery Administrator
Duncan Whalley - Chief Operations Officer
Toby Wilkinson - Basketball Court Activation Officer
Danny Williams - Central Regional Talent Manager
Mark Williams - Lead Strength & Conditioning
Shaun Williams - Officials Volunteer Co-Ordinator
Eeva Woodcock - Facilities Manager
Jacob Wright - National Campaigns Manager

(Staff are a mixture of full and part-time)

REGIONAL CHAIRS

(As of March 31, 2023)

East – Graham Hiscock
London - Patricia Fairclough OBE
North West – Chris Walsh
South East – Sten Mayunga
West Midlands – Vacant
East Midlands - Martin Ford
North East - Howard Leighton
South – Vacant
South West – Graham Biggs (Interim)
Yorkshire - Andy Harrison-Beaumont

HONORARY OFFICERS

President Emeritus

Kenneth Charles MBE

Life Vice Presidents

T A E Barnet

R P Ray

M D Welch

W H Ambler

H Keats

J Lloyd

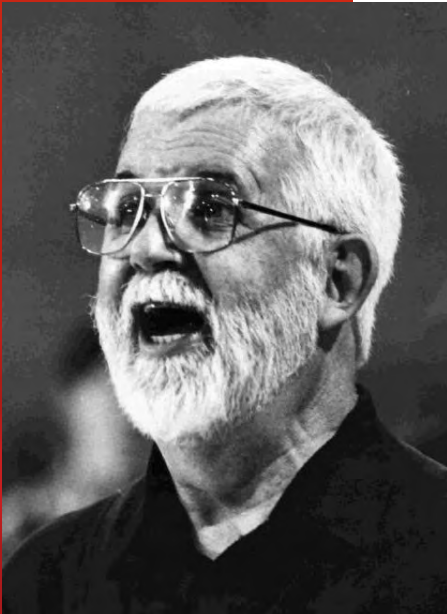
M Wordsworth

D Smith



IN MEMORIAM

MICK BYRNE, 1942-2023



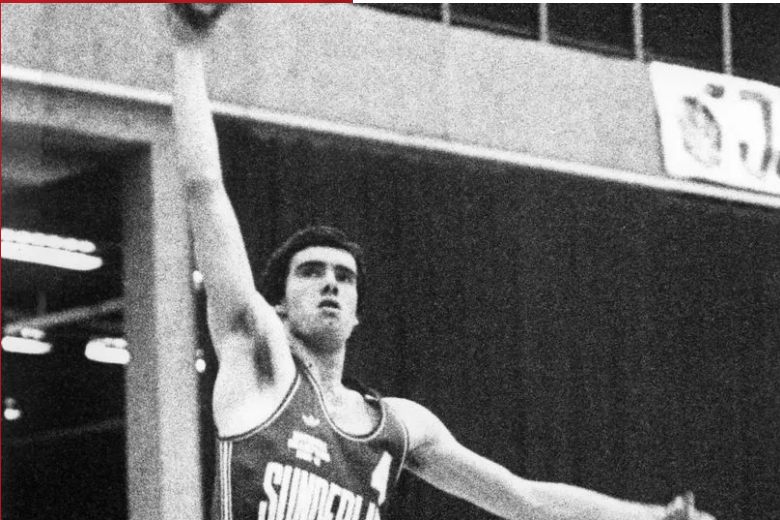
Byrne dedicated decades of his life to growing and developing the sport across the Solent area, coaching at practically every level of the game, including a decorated tenure with the Solent Stars as well as the England national team.

Life president of the Solent Area Basketball Association (SABA), Byrne was still coaching into 2023 as he took an active part in the recent SABA Cup Final as Portsmouth RN Smugglers, the team Byrne coached in his later years, took the title.

A founding member of the Solent Stars in 1980, Byrne would also take up the role of admin director and team manager, as well as coaching the team for several years.

Those who crossed Byrne's path knew they would always be greeted with a smile, and Mick was well-known as a man who loved talking basketball, no matter the topic or the viewpoint of those involved.

KEN NOTTAGE, 1959-2023



Nottage represented England and played for Solent in the NBL and Sunderland (in the NBL and BBL), before the North East franchise moved to Newcastle, where Ken's involvement on and off the court was hugely significant.

Involved with the Eagles for over four decades from 1981 onwards, Nottage spent 14 of his 19 season as a professional player in the North East, before taking over the Eagles with managing director Paul Blake in 1999.

The popular player turned club director after holding pivotal roles off the court, firstly as chief executive of Newcastle United Sporting Club and then in the subsequent takeover of Newcastle Eagles, which led to the development of the Eagles organisation.

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PARTNERS

OUR FUNDING PARTNER



Sport England's role is to work with national governing bodies of sport, and other funded partners, to grow the number of people taking part in sport as well as sustain participation levels. We thank Sport England for their continued funding support for basketball which is of enormous help as we develop the game and grow the sport.

OUR PARTNERS





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