



BASKETBALL ENGLAND

ANNUAL REPORT 2018/19

#TOGETHERWEAREBASKETBALL



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TOGETHER WE ARE BASKETBALL



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

We currently have a team of 30 permanent staff to carry out the day-to-day running of the organisation, including the development and growth of all areas of the game. We also work with a wider network of over 150 coaches, volunteers and support staff to continue our work on a regional level across the country.

In October 2018, we finalised our Strategic Plan 2018-2024, titled "Growing Basketball Together". As a central construct of that plan, our work as a governing body is split into four key areas:

- **Retain & Grow Participation**
- **Create a World Class Talent System**
- **Enhance our Infrastructure**
- **Be a High Performing NGB**

Throughout this report, we will cover a number of areas of work that Basketball England have undertaken in 2018/19. We will split that work into the four areas listed, and while we will highlight a number of key projects and services, this report is by no means an exhaustive list.

For a more comprehensive list of our projects and services, please head to our website at:

WWW.BASKETBALLENGLAND.CO.UK

Over the last 12 months, we were able to meet or exceed a number of targets set by Sport England, our main funder.

Our membership number of 34,285 is an increase on last year's 33,984. According to Sport England's latest "Active Lives" data, over 1.2 million people play basketball regularly in England, with over 901,600 children under the age of 16 playing weekly. Many of those players take part in Basketball England programmes such as Jr. NBA, Slam Jam and Satellite Clubs, as well as the Dynamik National Schools Competition and the National Basketball League (NBL).

EXECUTIVE BOARD

(As of March 31 2019)

Clare Wardle - Chair
Nicky Shaw
Alan Richardson
Graham Biggs
Russell Bell
Jason Seiken

BASKETBALL ENGLAND STAFF

(As of March 31 2019)

Stewart Kellett
CEO

David Butler
Delivery Director

Sarah Robertson
Marketing and Communications Director

Charlie Ford
Talent Programme and Pathway Manager

Steve Bucknall
Talent Development and Performance Manager

Victoria Jones
Finance and Business Operations Manager

Shaun Gagie
HR & Governance Manager

Divya Gorasia
PA and Senior Administrator

Laura Middleton
Safeguarding and Compliance Manager

Ian Cawthorne
PR and Communications Manager

Peter Griffiths
Senior Delivery Manager – Infrastructure

Simon Unsworth
Delivery Manager – Infrastructure

Brian Aldred
Delivery Manager – Infrastructure

Gail Richards
Senior Delivery Manager – Game

Taner Adu
Relationship and Co-ordination Manager (South)

Dave Stott
Relationship and Co-ordination Manager (North)

Laura Doherty
Relationship and Co-ordination Manager (Central)

Dave Owen
Insight Analyst

Alex Fothergill
Delivery Manager – Events and Special Projects

Georgia Jones
Marketing Executive

Richard Bell
Marketing Executive

Shaun Williams
Officials and Volunteers Coordinator

Rob Fairley
Delivery Manager – Leagues and Competitions

Kristine Ogden
Customer Service Executive

Mehra Gorasia
Customer Service Executive

Mark Cordeaux
Customer Service Executive

Jenni Lever
Customer Service Executive

REGIONAL CHAIRS

(As of March 31 2018)

Convenor of the Committee - Andrew Milbourne
East - Angela Griffin
London - Patricia Fairclough OBE
North West - Tom Stansfield
South East - Christina Stanciuca
West Midlands - Luke Freer
East Midlands - Martin Ford
North East - Howard Leighton
South - Zach Meekings
South West - Geoff Steer
Yorkshire - Andy Harrison-Beaumont

HONORARY OFFICERS

President Emeritus

Kenneth Charles MBE

Life Vice Presidents

T A E Barnet

M D Welch

H Keats

M Wordsworth

R P Ray

W H Ambler

J Lloyd

D Smith

CHAIR'S REPORT

It has been a good year for the sport, with a number of successes to celebrate over the last 12 months. From the qualification and fantastic results by the GB Women at EuroBasket 2019, the launch of Basketball England programmes such as Slam Jam, and the conclusion of another great year of NBL, Academy and Jr. NBA competitions, the sport continues to move in the right direction.

I am particularly pleased that the 2018 Volunteer Awards proved to be such a big success following their reintroduction. The contributions from tireless volunteers across the country remains the lifeblood of our sport and recognition, no matter how small. There is a section a little later in this report detailing the 2018 Awards, it was a great evening and one that is sure to be repeated as an annual event in our calendar going forward.

We have had to work hard during the last year to ensure that we have played our part as a member of the British Basketball Federation. In an environment that has at

times been challenging, we have dedicated a significant amount of time, staffing and financial resource to ensuring that our National Teams continue to receive the backing they deserve. We're pleased we were able to do this, and we'll continue to stay the course with our assistance for the BBF.

There is still much to be done, but it is encouraging to see how well the Home Nations of England, Scotland and Wales have come together to provide a united front during this current period. We now need to work together to provide a more sustainable way of working going forward and getting the top level of the sport on a more even footing. Once this has been done, we can begin to shift our focus back to the grassroots of the sport to service our members and their needs, promoting and developing the brilliant sport of basketball.

During 2018/19, we have paid significant attention to the UK Code for Sports Governance, an important area for all National Governing Bodies. We commissioned a comprehensive governance review during the last year



to ensure we were both compliant and well positioned going forward. Having developed a Governance Action Plan, we are eager to continue moving in the right direction as the guardians of the game.

Commercial investment remains a priority. Whilst the sport has often struggled to harness the interest of external parties, I believe that we are now well placed to seize this opportunity for income through a number of attractive programmes and initiatives. Coupling this opportunity with financial sustainability, through a reduction of back-office costs and maintenance of a

minimum reserve level, we hope to ensure that we remain financially stable both now and in the future.

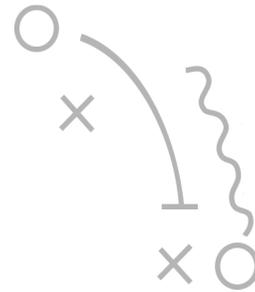
Since the last AGM, we have had a number of Board members leave the organisation and I want to take this opportunity to say thank you to all of them for their continued efforts throughout their tenure.

John Letizia, Abi Cohen, Russell Lidstone and Steve Bucknall all played an important role for the organisation and I wish them all well in their future endeavours. I'd also like to thank Nicky Shaw who will stand down as Director at our AGM, for her continued service. Equally, I want to welcome a number of new board members who have stepped up to fill the void. Cedi Frederick, Jason Seiken, Graham Biggs, Alan Richardson, Russell Bell, Julie Page and Benny Bonsu carry between them a wealth of knowledge and experience, both professionally and personally and I am looking forward to working with each one of them during their time with us.

Hopefully you enjoy the various sections of this report as we showcase the work we have done over the last year. We're working hard to ensure the sport continues to move forward and grow, both now, and in the future.



CEO'S REPORT



At the 2018 AGM we set out a new direction and ambition for basketball through the publication of our strategic plan “Growing Basketball Together”. The plan identified a range of programmes, services and developments with the wider basketball community and Sport England to grow and develop the game over the next six years, building a bigger national presence for the sport over time. It also recognised that we need to support and grow the infrastructure of our amazing voluntary workforce, marked by the reintroduction of our annual Volunteer Awards in 2018.

When creating a better profile for the game and fulfilling our potential, there were three significant points in recent months which underlined the value and presence of basketball in this country.

In the spring, the Sport England Active Lives announcement confirmed basketball as the second biggest team sport after football with 1.2million people playing the game both formally and informally. It was also confirmed as the third biggest team sport for

female participation. This is testament to the appeal of basketball and the efforts of local volunteers to make the game accessible for so many people.

A second special moment was the success of our Great Britain Women’s team, qualifying for EuroBasket 2019 in Latvia and Serbia before achieving a historic 4th place and securing a spot in the Olympic 2020 qualifying tournament next February. Basketball England provided crucial support to help secure coverage on the BBC as well as the funding bid for the women’s team. In addition, we were once again able to underwrite the cost of preparing and fielding GB’s junior teams throughout the summer of 2018.

The third important development was the work we have done with Sport England and central government to help position basketball as an important sport for social good. With a strong desire from the government to create more positive opportunities for young people, we want to build this connection at a local, regional and national level. I had the opportunity to represent



the game and speak on national BBC radio about this in March. Here is an audio extract from the interview [CLICK HERE.](#)

We now have an opportunity to continue moving the game forward and capitalise on more of these big moments. During the first six months of the 2018-19 season, Basketball England continued to work through a number of changes and new developments that will positively affect the sport in the short, medium and long term. In addition, we have seen early successes at all levels, from local leagues reporting increases in participation to creating more playing and competitive opportunities for young girls at under 12 and under 14 level.



In response to the membership feedback and the four main areas of our strategic plan, we have focused on a number of key projects and programmes to develop going forward.

SLAM JAM

After a successful pilot stage, we launched Slam Jam in April 2019. As a new physical literacy programme for children aged 7-11 year olds in a school and club settings, Slam Jam aims to help young people fall in

love with basketball and boost the sport's participation base. We have a section dedicated to Slam Jam later in this report.

MORE WOMEN AND GIRLS ENGAGED IN BASKETBALL AT ALL LEVELS

We want to address the long standing disparity between male and female participation in playing, coaching and officiating. During the year we have consulted young girls and clubs to shape a new campaign to inspire

more women and girls to get involved in basketball at all in levels. We are launching this at the WBBL Cup weekend at the end of September under the title of the "All Girls" campaign.

ENGAGING MORE MEMBERS TO HELP IMPROVE OUR COACHING, OFFICIATING, LEAGUES AND COMPETITIONS

We committed to engaging with more people in the game so they can help in shaping the sport, making recommendations for the improvements they want to see. During the year we introduced three new advisory groups comprising of 8-12 people from a variety of backgrounds and levels to offer their perspective and experience on a number of topics.

The Officiating and Coaching Advisory Groups will be focussing on making the coaching and officiating pathway clearer and growing numbers at a grassroots level. In addition, they will be examining the transition of coaches and officials into an active role post training and development. Both groups will also focus on making coaching and officiating more accessible to women.

The League and Competitions Group was formed in the Spring and has already made a number of recommendations to adjust rules, propose age group league changes and advise on making our competition structures more accessible and more competitive over time.

ANNUAL REPORT 2018/19

REFORMS TO OUR TALENT DEVELOPMENT PROGRAMMES

Following a considerable period of research, international benchmarking and consultation, we published our player pathway and the reforms to our talent system.

With a renewed focus on our younger players, the new system places an emphasis on reaching out locally to embrace more emerging players. As a result, more than double the number of clubs now feed talent players into our Aspire Programme than a year ago, with a similar uptake for talented coaches as well.

We also moved forward with proposals for attracting more university support for our ten Regional Talent Hubs. With this support on board, we can improve the resourcing and support to every region in helping young people to fulfil their potential.



CEO

SUPPORTING OUR GB NATIONAL TEAMS AND GRASSROOTS DEVELOPMENT



In addition to these priorities, it has been necessary to allocate a significant amount of support to help the British Basketball Federation (BBF) and GB teams transition to a more sustainable way of working. This has been done in partnership with both ourselves and the Home Nations of Scotland and Wales.

Going forward, we recognise we need to prioritise more time to supporting informal participation and building the grassroots of the game. This needs to be balanced with the demands of the top end of the sport, including the BBF, its players and coaching teams.

There is more work to do as we move into the 2020 Olympic cycle. Balance is required between this and the strong feeling from our members and local leagues that more support is required to assist local development. Rest assured, we are committing to allocating more resources to regions, local volunteers, clubs, league administrators and schools and we'll be addressing this throughout the coming season.

There are many reasons to be positive about the game going forward. A stronger drive to promote informal

playing opportunities, a robust offering for schools' basketball, local leagues and grassroots development, and investing in volunteers, coaches and officials as the backbone to building the sport's participation base, the upcoming focus on the women and girls' game. There is a lot on the horizon.

Add to this the new approach to talent development, the positive relationships between the Home Federations and GB, and the increased profile of the game through our Olympic opportunity through the women's team - we have a lot to work with, celebrate and enjoy going forward.

No matter what your role is in basketball, please join us in making the most of the opportunities listed above. Let's work together to amplify the game's profile as we continue to push basketball forward.

KEY STATS

57%

Of Satellite Club participants were from a **BAME** background.

863

Number of players across **EABL**, **WEABL** and **ABL** competitions.

2

Players selected to All-Star Five line ups at the 2018 European Championships.

Temi Fagbenle - Women
Holly Winterburn - U20 Women

403

Schools in the Dynamik National Schools Competition.

4,240

Basketball England participants involved in Satellite Club sessions.



From 3,956 in 2017/18.

3,750

Children involved in the Jr. NBA programme.



From 2,500 in 2017/18.

155

Contracted members of staff throughout the current Basketball England **Talent** network.

8,658

Registered playing members in the 2018/19 **NBL** season.

73,744

Total followers across all social media channels.

+ 14,089 from 2017/18.

GB Women's
final position
at Eurobasket
2018.

4TH

7

Consecutive FIBA
victories for GB
Men.

2,141,084

Total website page views.

+ 106,769 from 2017/18.





RETAIN & GROW PARTICIPATION

RETAIN & GROW PARTICIPATION

RETAIN & GROW PARTICIPATION

As part of our 2018-2024 strategic plan “Growing Basketball Together” we want to see 500,000 more people experiencing basketball with accessible opportunities to play. In order to support this target, we continue to utilise a number of key participation programmes that enable people of all ages, backgrounds and abilities to access the game.

From getting youngsters into basketball through our new Slam Jam initiative, to school aged programmes like Jr. NBA and Satellite Clubs, we are continuing to work on making sure the sport is as accessible as possible and remains that way.

On the following pages, we have some more in detail studies of a number of our participation-based programmes, illustrating the impact they have had on the sport in the last 12 months.



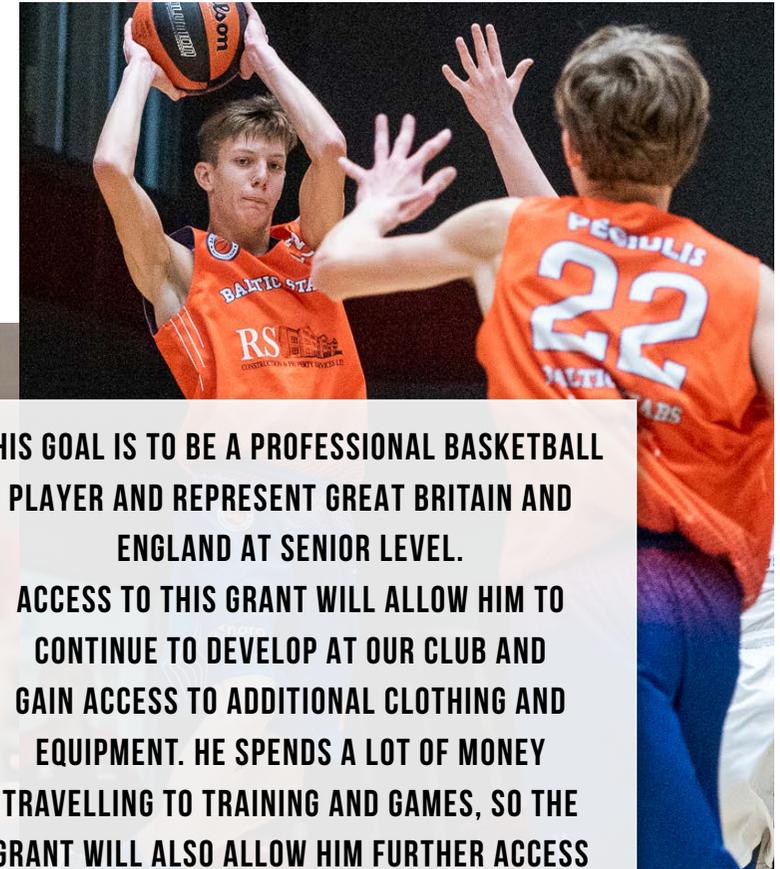
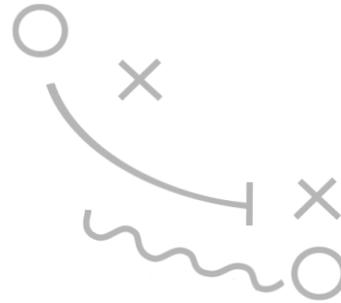
ASSIST FUND

Launched in February 2019, the Basketball England Assist Fund was created to ease the financial burden of playing basketball. Applications were made by Basketball England affiliated clubs on behalf of individuals coming from low-income families. The new fund, supported by a £10,000 allocation from Basketball England, provides junior members with allowances of between £50 and £100 to support with registration fees, travel costs and kit.

Applicants were asked to provide a “story” to detail why the individual was deserving of support in the form of grant funding with many applications citing the increasing playing and travel costs associated with participation in the National Basketball League (NBL).

Additionally, many other individual circumstances were noted in applications for funding, this included the purchase of sports goggles to aid performance as well as contributions towards regional talent programmes such as the Basketball England Aspire Programme and England Talent camps.

Due to the success of February’s initial round of funding, a second phase was then introduced during the summer of 2019. It is envisioned that once this second phase is completed, a third round of funding will be scheduled for late 2019.



“HIS GOAL IS TO BE A PROFESSIONAL BASKETBALL PLAYER AND REPRESENT GREAT BRITAIN AND ENGLAND AT SENIOR LEVEL. ACCESS TO THIS GRANT WILL ALLOW HIM TO CONTINUE TO DEVELOP AT OUR CLUB AND GAIN ACCESS TO ADDITIONAL CLOTHING AND EQUIPMENT. HE SPENDS A LOT OF MONEY TRAVELLING TO TRAINING AND GAMES, SO THE GRANT WILL ALSO ALLOW HIM FURTHER ACCESS TO TRAINING, GAMES, AND EVENTS AND CONTINUE HIS DEVELOPMENT.”

**APPLICATION BY
LONDON GREENHOUSE PIONEERS BASKETBALL CLUB**

SUCCESSSES

- Providing financial support to Basketball England members who are most in need has aided the development of all recipients and ensure that players can fulfil their potential regardless of their socio-economic background.
- The grants of £50, £75 and £100 have not only advanced the playing developments of individual recipients but have had a positive impact on their social development too. Many individual's stories have noted how playing basketball has prevented them from social exclusion and provided them with a strong and stable friendship group aiding their personal development.
- Due to the continuing rise in costs of playing basketball, the Assist Fund has provided the necessary financial support to those who need it most. Many of our applicants would not have been able to continue to participate at their respective levels without the added support of the grant provided by the Assist Fund.



ASSIST

JR. NBA GIRLS

The Jr. NBA League provides fun opportunities for girls and boys in Year 7 and 8 to participate in basketball. Originally launched in London, Basketball England was delighted to be involved in the programmes very first league. There are now over 70 leagues globally and we run 13 leagues with a further three planned for next year.

Each league features 30 Jr. NBA Basketball League school teams that are drafted to represent one of the 30 NBA teams throughout the season. Teams then receive NBA specific kit to play in and represent their chosen franchise, using the NBA brand to grow the sport at a grassroots level.

Specifically, the three girls-only Jr. NBA leagues in London and the North West have provided a fantastic arena for 90 girls-only teams (approximately 900 players) to get stuck into basketball during their first year at secondary school. The girls have cited “playing against other girls” and “feeling like we can just have fun and make mistakes” as reasons they have enjoyed taking part so much.

The provision of the NBA team kit has had a huge impact on the girls in terms of their body image and sense of belonging. Each player received their own

jersey and set of shorts which helps them to feel comfortable and also helps them to build an affiliation. It has also mitigated a need for any sport-specific kit or feeling like what a player was wearing made them “stand out from the crowd”.

The feedback from a number of schools has been very encouraging. Many teachers highlighted the clear development of school’s basketball, especially for girls. There has also been a greater focus on teacher training and signposting to Satellite Clubs to enhance experiences to keep players engaged outside of school as well.

SUCCESSES

- Leagues are organised into manageable chunks that teachers can easily pick up alongside the pressures of school life. Teachers also praised the competitions for being accessible and local, reducing travel time and increasing the enjoyment of the leagues as a whole.
- There is a thirst for further engagement in terms of teacher training as well as officials’ development for older students at the Jr. NBA schools.
- Giving girls their own arena is really important in giving them a safe space to explore the game.

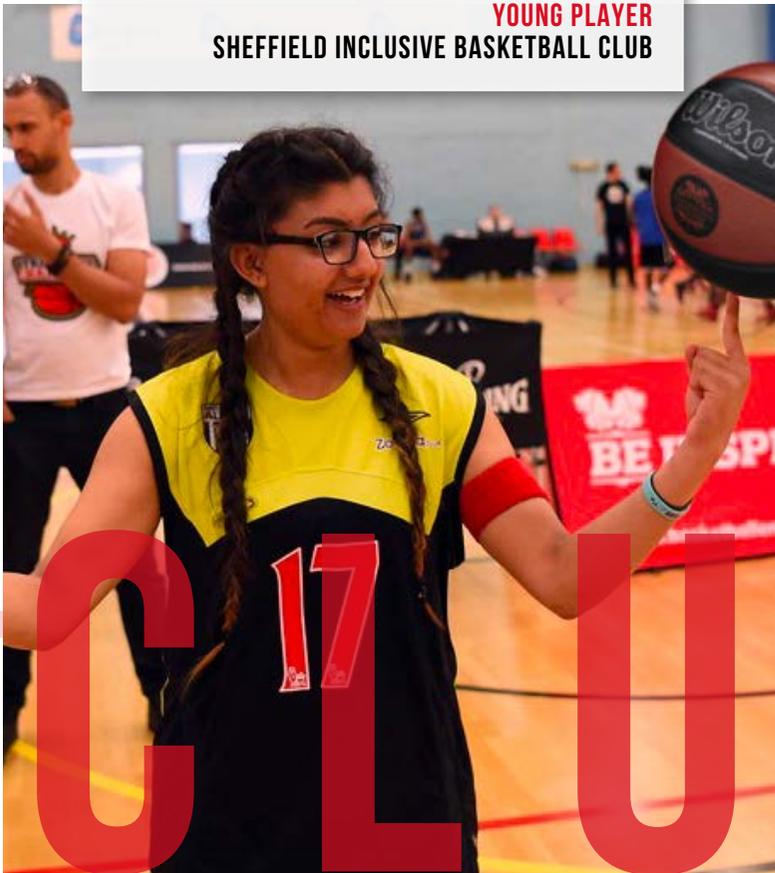
“THE PLAYERS ABSOLUTELY ADORED THEIR KIT, THEY WERE FULL OF PRIDE AND ADMIRATION. IT WAS AN EXTRAORDINARY EXPERIENCE FOR MYSELF AND THE GIRLS THAT PARTICIPATED. IT WAS POSITIVE AND INCLUSIVE, AS A RESULT THE GIRLS ARE ENTHUSED AND PASSIONATE ABOUT BASKETBALL.”

**SCHOOL TEACHER
FROM A SCHOOL IN THE GIRLS’ LONDON LEAGUE**



“I LOVE MY BASKETBALL CLUB, IT HELPS ME MAKE FRIENDS AND GET EXERCISE, AND THEY GAVE ME INFORMATION ABOUT OTHER SPORTS CLUBS IN THE AREA THAT I MIGHT LIKE TO CONTACT TO PLAY OTHER SPORTS”

**YOUNG PLAYER
SHEFFIELD INCLUSIVE BASKETBALL CLUB**



SATELLITE CLUBS

Sheffield Inclusive Basketball Club currently caters for players with moderate/severe learning difficulties, attracting members from across the city. At present, the club has 14 young people registered and the club's sessions make a real difference to each member in terms of sociability, health and remaining active. The club is funded as part of Basketball England's Satellite Club programme.

In 2018/19, the club has focused on sustainability, meeting local partners who may be able to help resource the club in future years. On the court, they have introduced some competition and for the first time the players have been involved in fixtures against other disability basketball teams. The players say they are delighted to have had the opportunity to achieve their true full potential in

the setting of a competition with people of a similar level of impairment.

Staff also help to influence and shape the players to contribute to their own wellbeing and that of their teammates so they can achieve their own individual goals and aspirations. Training sessions have had a positive impact on all involved, the players have had great fun and many transferable skills have been developed such as team motivation and dedication.

SUCCESSES

- In year 1 of the programme, the club's target was to recruit 10 players, but they managed to find 16. By the end of the year, two talented players had been signposted to mainstream basketball clubs to further their development.
- Alongside the basketball activity, the club provides an opportunity for families to network in a friendly environment. While the young adults play during practice, their parents enjoy meeting each other and spending time together.
- All the players involved at the club have benefiting enormously in terms of general fitness, sportsmanship, excellent behaviour, improved self-esteem, character building and development of social skills.

CLUBS

SLAM JAM

Launched in April 2019, the Slam Jam programme aims to get more primary school aged children active and involved in basketball. Targeted specifically at 7-11-year olds, children have been involved in every part of Slam Jam's design, from choosing the mascots and characters to developing the games and drills which form the sessions.

Slam Jam is delivered in both school and community locations with fun-filled sessions lasting between 45-60 minutes. Running for six to 12 weeks, it has been designed to provide children with their first experience of basketball and an achievable timescale to develop all the basic skills and techniques to both understand and enjoy the game. With minimal equipment required (basketballs, bibs, cones), the programme can also be delivered almost anywhere.

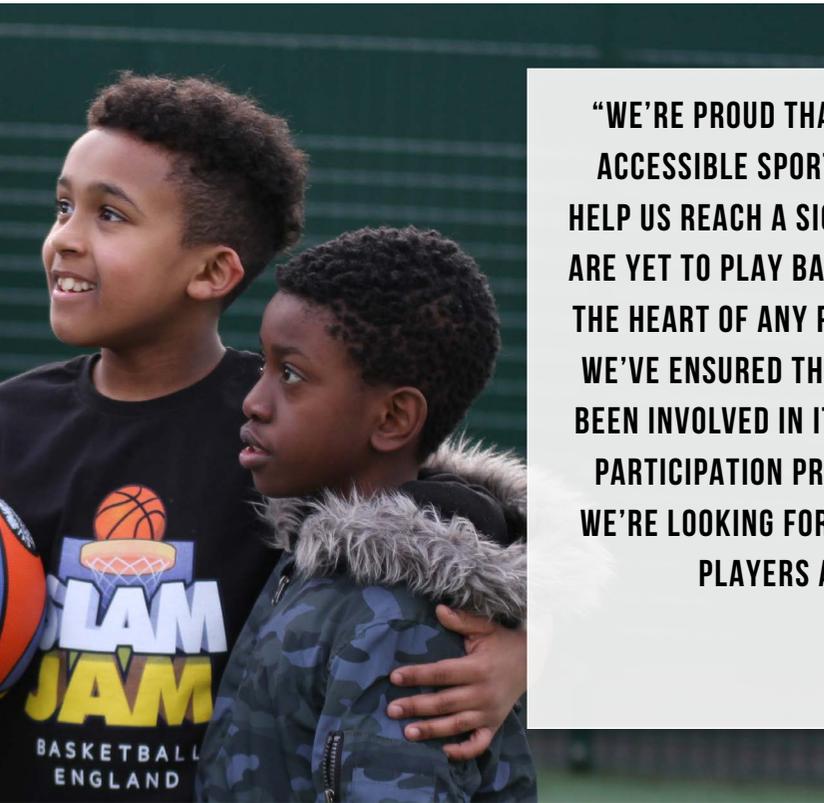
Over 1,000 children have already enjoyed the benefits of Slam Jam during a pilot period earlier this year, with 97% of participants saying they want to continue playing the game. Basketball England is aiming to introduce 180,000 new children to basketball through the programme.

SUCCESSES

- At present, Slam Jam has over 170 interested delivery partners who plan to roll out the programme at multiple sites across the country.
- Since launch, there have already been a high number of activators trained up ready for mass deployment of the programme in line with the 2019/20 school year.
- Discussions are currently underway with a number of large-scale providers to use Slam Jam as part of their offering, and commercial interest has also been received from a number of parties.



SLAM JAM



“WE’RE PROUD THAT BASKETBALL IS ONE OF THE MOST ACCESSIBLE SPORTS IN ENGLAND AND SLAM JAM WILL HELP US REACH A SIGNIFICANT NUMBER OF CHILDREN WHO ARE YET TO PLAY BASKETBALL. ENJOYMENT SHOULD BE AT THE HEART OF ANY PLAYING EXPERIENCE AND THEREFORE WE’VE ENSURED THAT THE CHILDREN THEMSELVES HAVE BEEN INVOLVED IN ITS CREATION. THIS GOES BEYOND ANY PARTICIPATION PROGRAMME WE’VE DONE BEFORE AND WE’RE LOOKING FORWARD TO CREATING SOME LIFE-LONG PLAYERS AND FANS OF BASKETBALL.”

STEWART KELLETT
BASKETBALL ENGLAND’S CEO



JAM



**CREATE A WORLD
CLASS TALENT SYSTEM**

CREATE A WORLD CLASS TALENT SYSTEM

During the last 12 months, we have focused a considerable amount of resource on remodelling our Talent systems to ensure they are able to help us create world class players by 2024.

This unified talent system and pathway can then create a pool of players who can win on the international stage. In order to do that, we have undertaken a root and branch review of our existing talent systems before making the appropriate changes and adjustments where required.

In the following section, we have some more in detail information on the new talent systems, as well as some examples of work done in this area during the last 12 months.

NEW TALENT PROGRAMMES

As part of the new talent programmes put in place, the four key areas of the talent pathway have all shown encouraging early signs.

The Aspire programme, catering for approximately 1,500 regionally based players aged 11-15, provided eight monthly sessions from October through to June. Bringing

together a large cohort of talented players with regional talent managers and the talent network itself, players benefitted from on court coaching in line with the new Basketball England Player Development Framework as well as education sessions covering several different topics including hydration, nutrition, sleep and injury prevention.

As part of the England Talent Programmes (ETP), England's U14 and U15 teams have received a number of opportunities to work together on court during camps staged across the country, and all four teams (boys' and girls' U14s and U15s) have featured in tournaments across Europe. A key focus of the ETP is exposing players and coaches to European styles of play and conditions. By doing this earlier and more frequently than ever before with our talented athletes, we are making strides to better equip our players for selection and competition at FIBA European Championships with Great Britain squads from under 16 level onward.

The players involved in the development stage of the talent pathway enjoyed another successful season of academy league play in the EABL, WEABL and ABL competitions, whilst the Great Britain age group teams collected a number of impressive results during the summer of 2018.



KROSSOVER

Krossover is a digital service that provides a detailed of game film for scouting and analysis purposes. The technology was first piloted during the 2015-16 season within the Elite Academy Basketball League (EABL). The purpose of its introduction was to provide coaches with a simple but effective way of utilising game statistics and providing a tool to scout and improve their standard of video analysis in relation to on court performance gains. After significant increases in usage season on season, Krossover is currently used across players 16+ in both our Academy and National League competitions.

Ipswich's Nick Drane provides a case study as to how Krossover has helped their academy.

"Krossover has enabled us as a programme to vastly improve our technical delivery as an elite programme. We use Krossover as a tool to scout opposition, both from a team and individual standpoint. Krossover simplifies how we are able to prepare for games and allows our players to also prepare independently, in their own time. In addition to preparation, we are also able to use this to effectively evaluate our team after each game.

"Our preparation for each game begins six days before the fixture is scheduled. The assistant coaches use Krossover to analyse stats, breakdown film of key

players and prepare video presentations for the players. Players are also tasked with scouting games and individual players over the weekend so by Monday we have everything ready for the Wednesday fixture."

"Krossover is so simple to use that it has massively increased the speed and efficiency at which we are able to scout, while also affording us the luxury of holding the athletes accountable for their own development and knowledge of how to properly prepare tactically and technically for high level sport."

SUCCESSES

- Krossover has improved the level and standard of performance analysis and its applied practice with players individually and as a team at an important stage of the Performance Pathway.
- Players have benefitted from having individual clips from games, helping them to quickly learn and improve, two major motivators to continued enjoyment.
- Coaches have been able to develop their abilities to produce game plans by preparing for opposition teams and to be able to work on a 1-2-1 basis with players using video footage as a tool for effective communication and analysis.



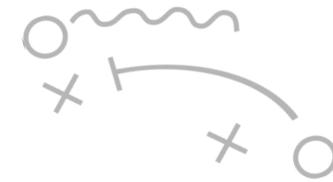


NATIONAL TEAMS

In partnership with the BBF and other Home Nations, we once again undertook the operational running of the GB age group teams during 2018. That work included player selection, preparation arrangements, staff selection, budget and financial oversight and more.

Both the Men's U18 and U20 sides were able to retain their Division A status after promotion in 2017, securing impressive finishing positions following some fantastic displays against Europe's elite.

Savannah Wilkinson from the Under 20 Women was selected for the tournament's "All-Star Five" – an award that recognises the top five individual players across a whole tournament. Wilkinson led the U20 side with 20.9 points a game.



The results from the 2018 summer are as follows:

WOMEN U16 (DIVISION B) – 15TH

WOMEN U18 (DIVISION B) – 10TH

WOMEN U20 (DIVISION B) – 10TH

MEN U16 (DIVISION B) – 7TH

MEN U18 (DIVISION A) – 7TH

MEN U20 (DIVISION A) – 10TH

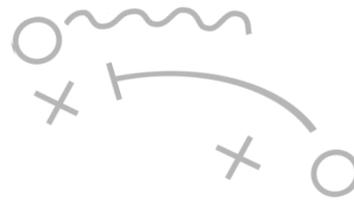
TEAMS



ENHANCE OUR INFRASTRUCTURE



ENHANCE OUR INFRASTRUCTURE



For the sport to grow and thrive, the infrastructure across basketball needs to be robust. We have invested a lot of time into a number of key areas in the last year, from courts and facilities, coaching, officiating and more. If these areas are in a healthy state, the game will continue with an upwards trajectory.

As part of our aspirational target for 2024, we want 20,000 coaches, officials and volunteers trained and engaged in the game. This cannot be done without a solid foundation, built to support widespread involvement in the game.

In the following pages are a number of initiatives we've been involved with in order to continue strengthening basketball's infrastructure.

BRIGHTON

As part of our current plans for increasing participation, we are looking at existing run-down outdoor sites to regenerate. Outdoor basketball is very popular with around 50% of players using outdoor spaces to play. A current aim is to encourage more outdoor play and engage with clubs and communities to take part in renovations of their outdoor court.

Saunders Park is a popular community park in Brighton with a children's' playground, and a large basketball and football area, including baskets from the Sport England, Basketball England and Adidas funded Outdoor Basketball Initiative which ran during the 1990s and early 2000s.

The basketball area was run-down, fencing and equipment damaged, surface and drainage issues and worn out line markings. The court was a regular spot for anti-social behaviour and not an inviting place for basketball.

Local artist Lois O'Hara collaborated with Basketball England, Brighton council and a range of supporters from around the world to create England's first "Art Basketball Court". The aim of the project was to regenerate this under used space and create an attractive, inspiring court to attract people back to the courts.

The refurbishment was a huge success garnering local and international interest. Local players were attracted back to the area to play basketball and the site is no longer a no-go area.

SUCCESSES:

- The cost of refurbishing an existing site is a fraction of a new-build. We have been involved in multiple projects over the last 12 months across the country, and we will continue to work with partners and local councils to develop further sites.
- Involving local artists and the community to paint the court gives a sense of ownership to that community and creates a respect for the space once completed.
- Local clubs and stakeholders can use the outdoor courts for summer activity. This is traditionally an issue as many indoor facilities in schools and educational sites are unavailable during summer months.

"I THINK THIS IS AMAZING! WHAT HAS BEEN DONE, WITH ALL THE COLOURS AND DESIGNS, AND HOW SHE'S PUT IT TOGETHER, THE AREA REALLY NEEDED IT. THIS IS A PART OF THE BRIGHTON THAT NOBODY REALLY COMES TO. BUT I THINK IT WILL DEFINITELY BRING MORE OF THE COMMUNITY TOGETHER NOW AND THAT'S REALLY NICE."

LOCAL PLAYER, BRIGHTON

COACHING

Basketball England's Infrastructure team invested in HIVE learning a digital platform to engage with its volunteer coaches and officials workforce.

The platform is available across the variety of devices and operating systems and can be accessed whether online or not. The learning platform makes it easy for people to discover the resources and information most relevant to them, find what's relevant, what's popular and what people like you found useful.

One of the current focuses of the infrastructure team is to nurture more Communities of Practice and sharing of best practice. Hive is a perfect platform for achieving that aim, allowing coaches and officials the opportunity to learn together wherever they are located, anytime of the day.

With common feedback coming from within the game, issues like "I'd like to receive a little

mentorship in this area", "I'm having difficulty producing results with this age group" or "I just can't find a way to crack the attention and retention issues I'm having at my sessions", HIVE allows for specific support to be provided to a large number of members in a uniform and engaging way.

SUCCESSES:

- The HIVE platform allows us to create bespoke user groups within specified environments i.e. talent, participation development, 3X3 etc.
- Regular notifications are designed to activate learning based on when, where and how people learn best.
- We will be rolling out the platform on a much larger scale at the start of the new season.



"I FOLLOWED YOUR ADVICE, WHICH GAVE ME CONFIDENCE TO BE LESS OF A COACH AND MORE OF AN INSPIRATION TO MY YOUNG PLAYERS. LIKE YOU SAID, I 'HID THE VEG IN THE SAUCE' AND PUT MY SILLY HAT ON. WE GOT SO MUCH DONE AND ALL THE PLAYERS LEFT SMILING AND HAVING EITHER LEARNED SOMETHING NEW OR GOT BETTER!"

**COMMUNITY COACH
ON HOW HIVE HELPED THEM**

COACHING

OFFICIATING



Ukraine-born Eduard came to the UK in the early 2000. His first job was as a fruit picker in the county of Hertfordshire. After settling in England, Eduard decided to return to the game he loved and play basketball in the local competition.

Eduard had always considered that he might want to try coaching the game or even officiating so looked into this possibility in England. As a former professional basketball player Ed said: "I missed being on the court and decided to become a referee to be involved again with the game I love."

In 2007 he contacted Basketball England where he was advised of the steps he needed to take to referee National Basketball League (NBL) games and attended the Level 1 referee entry-level course.

Ed was hooked and soon attended a Level 2 referee course where he was officiating regularly in the local

Hertfordshire competition. He knew it was the start of something he was going to enjoy.

"I have been a referee now for 12 years and from my very first nomination to the local league and – throughout different stages of my career – I have been appointed to the NBL; refereed Under-18 and Senior National Cup finals; been selected to the group of British Basketball League (BBL) officials, officiated BBL finals, international games and international tournaments; become a FIBA referee and been invited to the EuroLeague group of officials. All of it has been a huge success in my eyes."

"In terms of your own personal development, you're always climbing the ladder while you're officiating and every single step is a big achievement. The highest position on the officiating ladder for me – or anybody else for that matter – wouldn't be possible now without scaling those initial rungs first."

OFFICIALS

PROJECT SWISH

In the Spring of 2019 we planned for a major outdoor court activation with a new idea to engage more people to play informal basketball. Towards the end of our indoor season we launched #ProjectSwish, an ambitious project aimed at putting new nets on 1,000 hoops at outdoor courts across the country. When gathering insight for the project, the presence of a net was one of the top three things outdoor players want from a court.

Once the project went live, the response was overwhelming. To date nearly 2,000 nets have been provided to people across the country to put up on their own outdoor court, far exceeding the initial goal for the project.

Not only does this help improve facilities across the country, but the data provided when requesting nets has allowed us to build a more robust database of outdoor courts. In turn, this data can be used to identify courts in key locations for potential renovation.



PROJECT

ENHANCE OUR INFRASTRUCTURE

SUCCESSSES

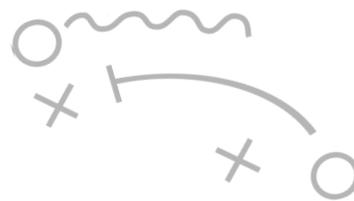
- #ProjectSwish is one of the most engaging projects we have run, with record levels of social media engagement, post shares and interactions.
- With 150,000 impressions on social media, #ProjectSwish's launch video was five times more popular than any other post in 2019. It's 30,000 views were ten times more than the next closest video in 2019.
- The current number of nets distributed for use has nearly doubled the initial goal for the project.
- The data provided by the project has allowed us to update our "Find a Court" function on the Basketball England website, providing more people with more information on where they can play.

"#PROJECTSWISH HAS BEEN A FANTASTIC SUCCESS AND AN INITIATIVE THAT WILL BENEFIT BASKETBALL PLAYERS OF ANY AGE OR ABILITY TO GET MORE ENJOYMENT OUT OF PLAYING. PLUS, IT HAS HELPED US LOCATE COURTS AROUND ENGLAND TO FOCUS ON FOR A POTENTIAL REVAMP."

PETER GRIFFITHS
BASKETBALL ENGLAND SENIOR DELIVERY MANAGER

SWISH

VOLUNTEER APPRECIATION



Basketball England has hundreds of volunteers working tirelessly to grow the game across the country. As a National Governing Body, we rely considerably on this vast network of volunteers to support servicing the game and help it thrive. This helps considerably in growing the grassroots of the sport and increasing

participation within the game. We'd like to take this opportunity to thank each and every one of you for giving up your time to support the sport. We hope our annual volunteer awards goes some way to recognise our appreciation for all the hard work and effort of our volunteers.



VOLUNTEER AWARDS 2018

2018 saw the re-launch of the Basketball England Volunteer Awards. Held in early August, a number of well deserving volunteers from across the country were invited to Manchester for a glamorous evening event, recognising their contributions to the game.

The annual volunteer awards programme saw nominations gathered from the public across the 10 English Regions, with winners selected in partnership with the Regional Management Committee Chairs. Those regional winners were then shortlisted to provide a trio of nominees to contest the national awards in Manchester.

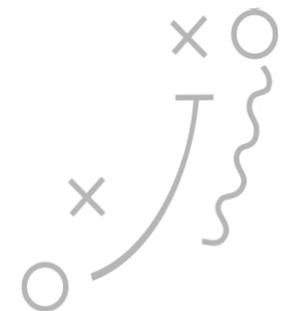
There were 14 awards in total presented throughout the night, followed by a special presentation to 11 well-deserving recipients of the 'Services to Basketball' awards, which acknowledge people that have shown commitment and sacrificed their time over the years to grow the game.

2018 WINNERS:

Harry Errington Volunteer of the Year – Divya Gorasia
Brian Dobson Young Volunteer of the Year – Caitlyn Riley
Dave Fisher Children's Coach of the Year – Maialen Ansoain Zilbeti
John Sage Coach of the Year – Paul Wayman
Community Club of the Year – Newcastle Eagles
Mary Clark Award for Services to Officiating – Chris Taylor
Steve Lallament Referee of the Year – Courtney Bennett
KK Mitchell Young Official of the Year – Daniel Cox
Bill Taylor Table Official of the Year – Claire Atkin
Statistician of the Year – Luke Orwin
Teacher of the Year – Fionnuala Duhaney-Keown
School of the Year – Holy Trinity School
Media/Photographer of the Year – Aiesha Charles
Bev Guymon Inspiring Female – Harriet Welham

SERVICES TO BASKETBALL:

Andy Milbourne
Tim Brown MBE
Nick Ibberson
David Tarbatt
Patricia Fairclough OBE
Alan Younger
Ann Pittman
Dave Bradshaw
Simon Fisher
Mandy Payne
The St Marthe Family
Ann Pittman





**BE A HIGH
PERFORMING NGB**

BE A HIGH PERFORMING NGB

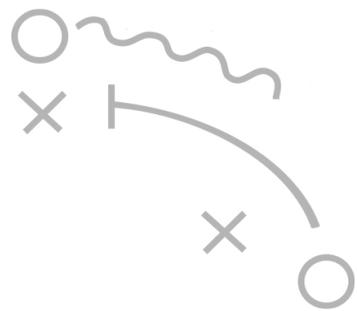
Our goal is to be recognised as a high-performing National Governing Body (NGB) by 2024. In order to achieve this, we need to continue our hard work on a number of fronts, including safeguarding, governance, finance and more.

In the following section we have some updates on our internal operations over the last year.



EXECUTIVE BOARD

During 2018/19, there were several changes to our executive board. The terms of Abigail Cohen, Grace Jacca, Russell Lidstone, John Letizia and Nicky Shaw all came to fruition throughout the year. Steve Bucknall stood down from the board in February 2019 before taking up the role of Technical and Talent Performance Manager. We have welcomed Jason Seiken and Russell Bell onto the board during 2018/19 as Independent Directors. Alan Richardson and Graham Biggs were elected onto the board at the AGM in September 2018 and their terms will run for a period of three years. Basketball England has recently welcomed Benny Bonsu, Cedi Frederick and Julie Page as Co-Opted Directors, who will sit on the Board for a term of one year.



GOVERNANCE

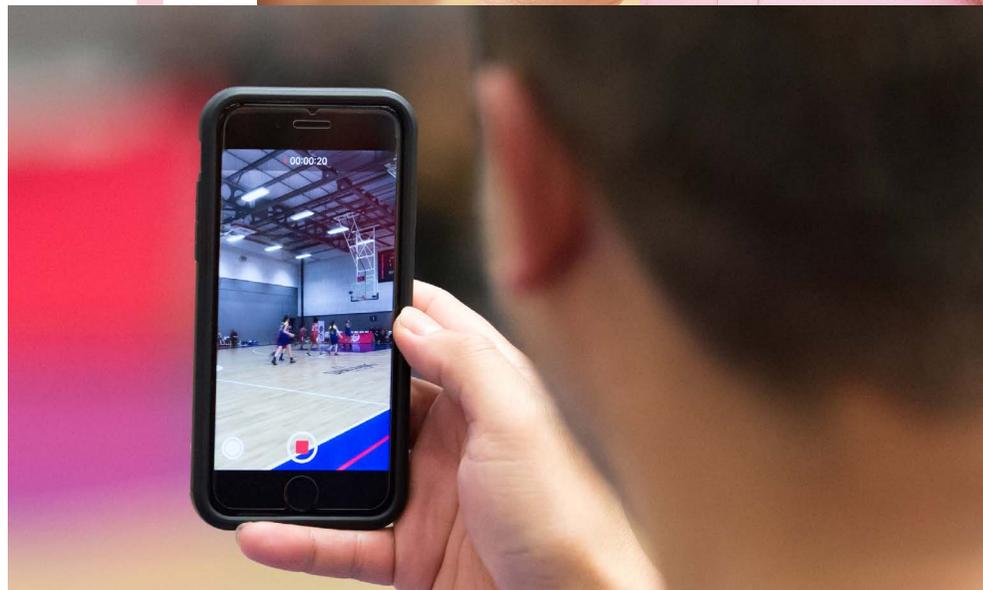
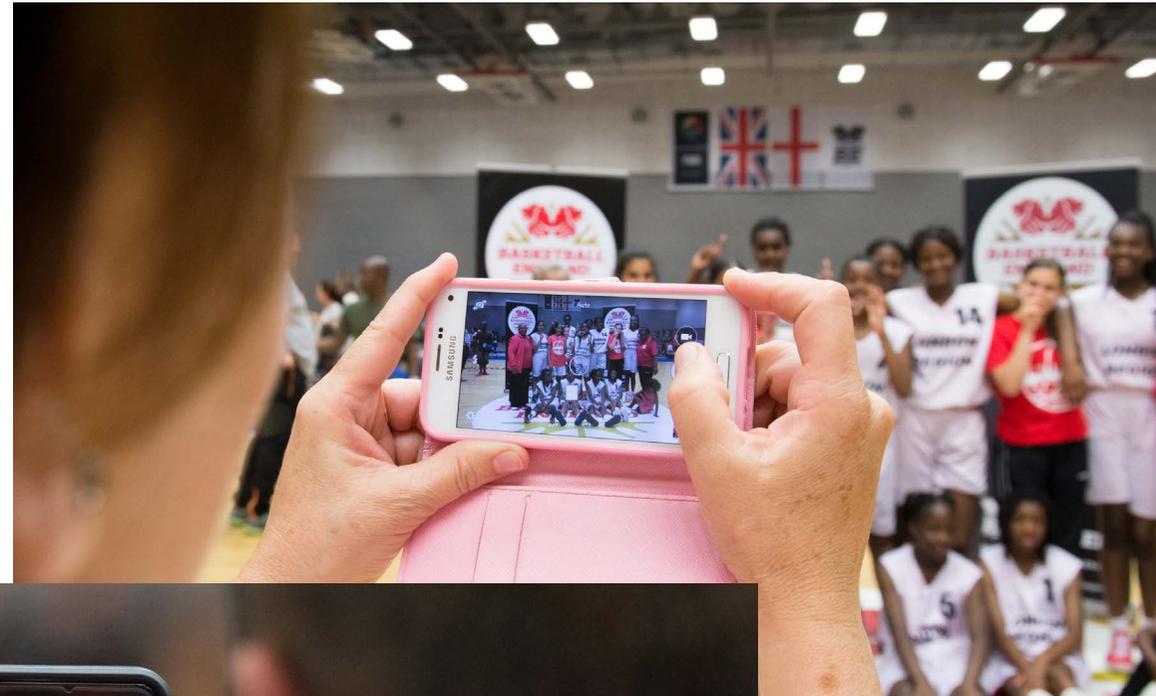
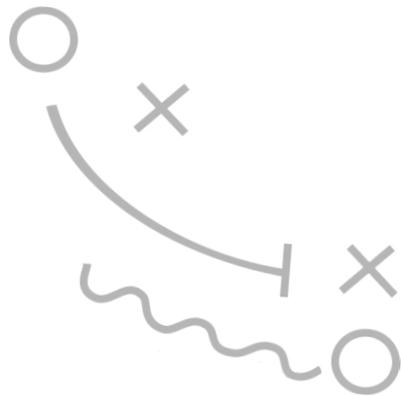
Basketball England has ensured continued compliance with the UK Code for Sports Governance. A Diversity Action Plan has been developed, with support from our funders Sport England, which looks to ensure we are committed to maintaining diversity within our Sport.



SAFEGUARDING

Basketball England underwent the annual review of our safeguarding service by the Child Protection Sport Unit (CPSU) and passed its inspection with a 'green light' for the sixth year running. This provides assurance that we have a good standard with regards to safeguarding, policy implementation and welfare standards.

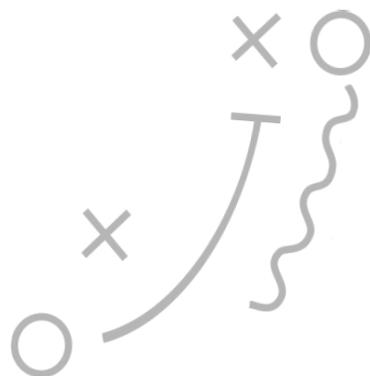
We have introduced a Basketball England Case Management Group (CMG) which is an independent panel made up of volunteers with a specialism in Safeguarding and interest in the sport. The CMG's role is to provide support to the Safeguarding & Compliance Manager and assist BE in making defensible decisions throughout the Case Management Process.



FINANCIAL RELATIONSHIP WITH OUR FUNDERS

We are currently entering year three of our agreed funding cycle with our major funder Sport England. We have worked closely with Sport England to develop a financial sustainability plan which has an aim to make NGB's less reliant on grant income.

This drive to become more financially sustainable includes plans to make additional revenue and make efficiency savings over the next two years. We have worked to develop a commercial strategy, which looks at securing a commercial sponsor to help support and fund the sport.



FUNDERS



COMPETITIONS

It was once again another fantastic season of basketball across our various competitions last season, and we'd like to take the opportunity to congratulate the various winners of our leagues, playoffs and knockout competitions.

Here you can find a full list of winners for the 2018/19 season.

NBL DIVISION 1 PLAYOFF FINAL

Team Solent Kestrels 100-81 Worthing Thunder

WNBL DIVISION 1 PLAYOFF FINAL

Reading Rockets 67-80 Anglia Ruskin University

NBL DIVISION 2 PLAYOFF FINAL

Liverpool 82-74 Westminster Warriors

WNBL DIVISION 2 PLAYOFF FINAL

Nottingham Trent University 91 - 66 Derby Trailblazers

NBL DIVISION 3 PLAYOFF FINAL

Team Solent Kestrels II 66-80 London BC Medelynas

NBL DIVISION 4 PLAYOFF FINAL

Bristol Hurricanes 71-88 London Thunder Lewisham

JNR. NBL U18 MEN

Myerscough College 52-50 Haringey Hawks

JNR. NBL U18 WOMEN

Southwark Pride 57-40 Manchester Mystics

JNR. NBL U16 BOYS

Sussex Storm 85-67 Richmond Knights

JNR. NBL U16 GIRLS

Richmond Knights 50-57 Sevenoaks Suns

JNR. NBL U14 BOYS

Manchester Magic 76-67 London United

JNR. NBL U14 GIRLS

Manchester Mystics 53-46 Ipswich



COMPET

CUP COMPETITIONS

NBL NATIONAL CUP

Loughborough Riders 82-63 Team Solent Kestrels

WNBL NATIONAL CUP

Reading Rockets 54-81 Loughborough Riders

NBL NATIONAL TROPHY

Worthing Thunder 84-80 Loughborough Riders

NBL PATRONS CUP

Westminster Warriors 98-64 Ipswich

NBL NATIONAL SHIELD

London BC Medelynas 83-88 University of Chester

JNR. NBL U18 MEN'S NATIONAL CUP

Reading Rockets 71-73 Haringey Hawks

JNR. NBL U18 WOMEN'S NATIONAL CUP

Reading Rockets Academy 65-60 Charnwood College Riders

JNR. NBL U16 BOYS NATIONAL CUP

Baltic Stars London 76-85 Sussex Storm

JNR. NBL U16 GIRLS NATIONAL CUP

Sevenoaks Suns 83-69 Nottingham Wildcats

EABL CHAMPIONS

Charnwood College

WEABL CHAMPIONS

Charnwood College

ABL CHAMPIONS

Haringey Sixth Form



COMPETITIONS

MEMBERSHIP SYSTEM

For the 2019/20 season, we have introduced a new membership portal to support our members better in the future and comply with the GDPR requirements to protect our members, the clubs and the governing body. The first year of adoption, which requires a significant change in the approach to become a member and obtain any licences, is the biggest challenge in modernising the way we service our members in the future.

Since the launch of the new portal, we know that a number of members have experienced some difficulty

in signing up and obtaining their licence. We appreciate that this has been frustrating for those affected and we apologise sincerely for this. We know this hasn't affected everyone but want to reassure you that the portal is functioning well for many and help is available for anyone with any continuing challenges.

We have taken a number of firm steps to improve how the portal operates. We are confident that your user experience will be much better for anyone using the membership system going forward.



MEMBERS





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DOORS & SHUTTERS
24 HR CALL CENTRE

FINANCE

Last financial year we made the decision to change the structure of our Annual Accounts. This provides our stakeholders with a clearer understanding of where and how we spend our resources and also aligns our financial reporting with that used for Sport England purposes. This has increased the financial transparency of the organisation through enabling a better understanding of the financial statements by the users of the accounts and our stakeholders.

Overall, throughout the financial year 2018/19 Basketball England has made a surplus which has increased our reserve level to comply with our internal policy of maintaining a minimum reserve threshold.

Some additional notes to the accounts have been provided to explain key variances:

INCOME

In 2017/18 we reprofiled some Sport England grant income which was not spent in the first year of our funding cycle. This money was not spent in year 1 due to a staff restructure and office relocation which reduced the time for delivery expenditure. We have rolled this money forward into year 2.

Membership income has increased due to the decision to increase membership fees by a modest amount.

EXPENDITURE

The reprofiling of our Sport England grant income means delivery expenditure has increased during 2018/19.

Staff costs, expenses and administration costs have increased due to the filling of staff vacancies.

ANNUAL ACCOUNTS

To view our 2018/19 accounts in full, please [CLICK HERE](#).

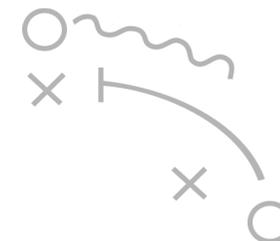


FINANCE

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.



PARTNERS



PARTNERS

SPONSORS



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Wilson are the official ball supplier of the NBL, EABL, WEABL and our talent programmes.



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