

BASKETBALL ENGLAND

ANNUAL REPORT 2020/21

#TOGETHERWEAREBASKETBALL





SPALDING

CITY OF LONDON
ACADEMY

GLA
basketball

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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 2020 to 31 March 2021, we had a team of 22 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 worked with a wider network of coaches, volunteers and support staff to continue our work on a regional level across the country.

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 key 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 2020/21.

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

The 12 months of the reporting period saw the organisation severely impacted by COVID-19 and the Government-imposed national lockdown.

Because of the restrictions placed on our playing community, all but the elite levels of senior basketball were put on hold for the season.

This had a dramatic effect of our membership, which fell from 32,097 to 14,920.

Many of those players, coaches and other participants on programmes such as Jr. NBA, the Dynamik National Schools Competition and the National Basketball League (NBL) were forced into a period of restricted activity as the country went through various stages of lockdown.

This report will examine the challenges posed during the period and look at the positive work the NGB was able to carry out, including important developments for the future in safeguarding and equality, diversity and inclusion and the start of preparation for the 3x3 events at the Birmingham 2022 Commonwealth Games.

EXECUTIVE BOARD

(As of March 31 2021)

Matt Neville - Chair
Russell Bell - Vice Chair
Graham Biggs
Sadie Mason
Russell Levenston
Cedi Frederick
Tim Brown
Julie Page
Benny Bonsu

BASKETBALL ENGLAND STAFF

(As of March 31 2021)

Stewart Kellett
CEO

Charlie Ford
Interim COO and
Talent Programme and Pathway Manager

Peter Griffiths
Interim COO and
Head of Participation and Infrastructure

Victoria Jones
Finance and Business Operations Manager

Anthony Jepson
Marketing and Communications Director

Steve Bucknall
Head of Talent Development and Performance

Laura Middleton
Safeguarding and Compliance Manager

Divya Gorasia
PA and Senior Administrator

Sophie Peace
Governance and Finance Administrator

Ian Cawthorne
PR and Communications Manager

Georgia Jones
Marketing Officer - Branding and Graphic Design

Mark Jones
Marketing Executive

Dave Owen
Insight Analyst and Digital Projects Manager

Mehra Gorasia
Talent Programme Officer

Brian Aldred
Delivery Manager - Coaching

Simon Unsworth
Delivery Manager - Infrastructure

Shaun Williams
Officials and Volunteers Coordinator

Gail Richards
Senior Delivery Manager - Games, Leagues,
Competitions and Events

Rob Fairley
Delivery Manager - Games, Leagues and Competitions

Laura Doherty
Senior Relationship and Co-ordination Manager

Sam Lewis
Relationship and Co-ordination Manager

Mark Cordeaux
Project Delivery Officer

REGIONAL CHAIRS

(As of March 31 2021)

East - Dave Parry
London - Patricia Fairclough OBE
North West - Kate Lewis
South East - Christina Stanciuca
West Midlands - Luke Freer
East Midlands - Martin Ford
North East - Howard Leighton (Chairperson)
South - Trevor Funnell
South West - Mike Finn
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 is fair to say the period this report covers – April 2020 to March 2021 – was one of the most difficult ever for our sport and Basketball England.

I make no apologies for again paying tribute to BE's clubs, members and staff for the hard work, diligence and fighting spirit that has been so much in evidence. Everyone in the game has made great sacrifices and faced numerous challenges because of the effects of the COVID-19 pandemic.

Placing our sport on hold during that period had a huge impact on our community financially, organisationally and emotionally and the dedication, determination and passion shown by individuals – many of whom are volunteers – and organisations has been humbling to witness.

We are where we are today, recovering and working to set the game back on track, because of those efforts.

The NGB had to make difficult and sometimes painful decisions during this period. The Audit, Finance and Risk Committee made prudent decisions early in the pandemic to protect the organisation's cash flow and financial position. Much of basketball was suspended in line with Government rules, and because of the financial challenge of a vastly reduced membership, BE was forced to make a number of staff redundant, furlough others and instigate a temporary pay cut. These decisions were difficult, but they have ultimately protected the financial stability of the organisation and increased cash reserves, which provides a strong foundation for basketball delivery post-COVID.

Everyone in the game has felt the effects, and none of the decisions made to steer us through that difficult time were taken lightly.

While COVID-19 presented a huge challenge, I believe our approach through our Return To Play Guidance was thorough and vital for keeping members safe and informed.



It's easy to see everything through the lens of the pandemic, but strides forward have been made in other areas – particularly our commitment to safeguarding and equality, diversity and inclusion.

The passionate discussions about racism which occurred in the summer of 2020 had a huge impact on our diverse basketball community. Conversations with members – sometimes difficult, but always productive – were the start of Basketball England listening more to voices from within the game, examining our own position and taking action to do more to make basketball fairer and more representative of all who play the game.

The Board sanctioned the formation of a new Equality, Diversity and Inclusion Committee to challenge and support the organisation in taking a stronger stand against all forms of discrimination. Its 14 members, from a range of backgrounds and skillsets, met for the first time in October 2021. I am looking forward to witnessing the impact brought about by a talented and dedicated group of people working for the betterment of basketball.

BE continues to place great importance on the safeguarding of children and young people in our game, working productively with the Child Protection in Sport Unit (CPSU) to ensure basketball is an inclusive sport where everyone has the right to participate in an environment where they feel safe and supported.

I extend my sincere thanks for the supportive and vigilant approach which is being taken across the country by volunteers, partners, clubs, associations and regions, in particular, club welfare officers, whose commitment and dedication is making a significant impact on the safety of young people.

I'm happy to say that we were eventually able to celebrate some successes on the court – detailed later in this document – at the end of a 2020/21 National Basketball League season in which elite players were able to compete.

Since then, there have been high points for our national teams with Great Britain's Men qualifying for the 2022 EuroBasket, and GB 3x3 teams (supported by BE resources and funding) entering European competition for the first time.

That important and successful step forward in the half-court version of basketball played a huge role in helping us prepare England teams for the Birmingham 2022 Commonwealth Games.

With domestic club basketball returning to something like normality, there is plenty to make me optimistic that my update in our next annual report will be even more positive despite ongoing challenges.

There are still hurdles to overcome and the threat of COVID-19 remains, but my hope is, that with the support and dedication of BE members and staff, we can look forward to a brighter future.



MATT NEVILLE
BASKETBALL ENGLAND CHAIR

CEO'S REPORT

Our last annual reporting period ended just as the COVID-19 pandemic started to affect basketball, sport, society and business back in March 2020.

During the 2020/21 reporting period, the pandemic gripped the globe and changed our lives forever. My report shares the challenges we faced and the action we took as an NGB and as a sport to navigate through some of the most difficult times and the decisions we made to help the game survive and recover.

As a starting point, I would like to recognise the immense efforts and resilience of the basketball community in working with Basketball England to make every effort to protect people and find ways to play safely and responsibly during this frustrating period.

When our access to the game is restricted, the belief that 'basketball changes lives' resonates even more strongly for our community.

Thank you to you - our members, staff, regions, local leagues and associations, board members, partners and Sport England for everything you have done to help the basketball community during this difficult time.

At the start of the pandemic the game was shut down overnight. Basketball England had to react immediately with a greater sense of urgency, responsibility and agility to assess and advise on how we could ensure the safety of the community we serve and our staff, whilst mitigating against the severe financial losses and devastating effect on everyone in the game.



The impact on basketball was one of the most severe in the sports sector. Our challenges were heightened because, as an indoor contact sport, we're reliant on third-party facilities and with vastly reduced income for the basketball economy, clubs and the NGB and the whole community found it difficult to sustain revenues and members.

The overall effect of all this has widened the inequalities in sport, with basketball being affected more than most.

Unprecedented times call for unprecedented responses.

We set out to do a number of things differently to stay in business and advise the basketball community on how to navigate a way back to our sport, stay safe and plan for recovery. We established a business continuity plan to help manage all aspects of the pandemic impact.

We set two immediate priorities and supporting key actions for 2020/21 and adopted a third priority in response to Black Lives Matter.

This included engagement with the basketball community, Sport England, the Government and the NGB network to find ways of surviving, helping the game and facing into BLM issues, challenging ourselves to do much more about equality, diversity and inclusion in our sport.

The process of supporting the community to survive, return to play and address inequalities, allowed us to get closer to the needs of local clubs and understand what they required in such difficult times.

We continued to support the British Basketball Federation (BBF) and Great Britain teams through our ongoing collaboration, including programme preparation for age-group and general communications.

PRIORITY 1

2019/20 SEASON CLOSURE AND SURVIVAL

Our aim was to establish a safe and effective end to the 2019/20 season and ensure the financial survival of the sport and Basketball England.

- **2019/20 season closure** – achieved with modest end-of-season game/competition losses, league finishing places modelled and award winners recognised
- **Survival** – post vacancy and budget freeze, furloughing, reprioritisation of projects, efficiency measures, business scenarios and risks assessed from minor to severe.
- **Influence, engagement and support** – working closely with Government and funders to help cushion the impact, robust implementation and support for our comprehensive Return To Play guidance to protect people and the game, support and funding leverage wherever possible for members, clubs, leagues, schools, colleges, universities
- **Continue with key services** - focus on clubs at risks of collapse and bankruptcy, helping over 200 clubs in most need during the COVID-19 crisis. This also included sourcing financial support, for COVID testing and other needs, to keep the elite section of the game active
- Continuity and development of safeguarding service, responding to many enquiries for support from the community despite the game's withdrawal, with mental health and young people being of growing concern

PRIORITY 2

RECOVERY

Our aim was to look beyond the immediate challenges and adaptation for survival so we could create opportunities for the game to slingshot out of the COVID-affected period when there was a change in conditions and restrictions. This meant looking at risk and opportunity and remaining adaptable to future COVID impact:

- **Continuous refinement and education on our Return To Play guidance and being game-ready to respond to COVID changes and threats** - assist clubs to find ways to attract new income and get relief funding and support, run webinars, advise on safety and resources and research grants in key locations in the country
- **Provide evolving advice to clubs** - continue to respond to clubs seeking ways to recover and play safely including promotion of outdoor basketball as a safe option
- **Staff and volunteer support and welfare** - new operating model for staff to work safely using all our online business systems; reprioritise work based on aligning staff to recovery internally and club support and member safety externally
- **Innovate** - utilising online platforms and improved learning materials for our education programmes for officiating and coaching
- **Forward planning to find ways to accelerate recovery** - this included framing a new campaign to promote basketball and plan ahead for the legacy of the Commonwealth Games 2022, plus the preparations for Team England, and starting the review of the DISE Academies
- We also lobbied for support to the sport in the short and longer term as we strengthened our messaging to funders about the challenges presented by COVID-19

PRIORITY 3

TACKLING INEQUALITIES

In addition to the COVID impact, the year was affected significantly by another worldwide development following the murder of George Floyd in May 2020.

Race, equality, discrimination, justice and fairness came to the fore as a critical matter in society. At the height of the BLM conversations and protests, our members wanted to be heard and supported by Basketball England, to be part of the debate and change was required to address numerous issues affecting people and the game.

In response to this, I reached out to many members who wanted shared views about what we could do in response to BLM to help tackle racism and all other forms of discrimination.

I spoke individually and in small groups with more than 100 people during this period to listen and set a new response to these enduring issues that affect people's lives.

A summary of the action is described below and we have since recruited a new Equality, Diversity and Inclusion Committee to further engage, listen and tackle all forms of discrimination.

- **A voice to be heard** - being listened to, having a permanent voice in the game, fairer representation to influence the sport (Board, staff, regions, advisory groups, consultation)
- **Education** - at all levels in the game, some compulsory, some optional
- **Making the key opportunities more accessible** - be it education and qualifications, personal progression or appointments across coaches, officials, mentors and tutors, these come up as key opportunities for all. We need to make sure that perceptions and quality of experience are always the best they can be
- **An approachable and accessible NGB** - listens to the basketball community and understands what is needed; trusted to represent the whole community fairly and consistently; impartial and responsive to concerns

CONCLUSION

Basketball England has adapted with the membership to help manage the changing conditions we all face.

The staff team are constantly trying to find ways to work with members to mitigate against the forces of COVID's disruption to basketball and our lives.

We still have Government guidelines and regulations to apply, but I hope through our collective experiences there is an appreciation that we are all flexing to support each other through some difficult times.

We remain optimistic that the game will continue to adapt and recover as we learn to cope with these new demands on us all. We should take encouragement from the new opportunities further ahead, such as a home Commonwealth Games in 2022 and our related campaign to promote basketball, in addition to finding ways to add more value and better service to members.



STEWART KELLETT
BASKETBALL ENGLAND CEO



KEY STATS



1.0 MILLION

regular participants despite COVID
(Active Lives Survey).

35%



%

of 1.0 million regular participants were Female.
This has increased every year from 31% in 17/18
(Active Lives Survey).

**TACKLING INEQUALITIES
FUNDING**

£150,000
DISTRIBUTED

13,700
PARTICIPANTS ASSISTED



14,920

BASKETBALL ENGLAND MEMBERS

5,047

NBL PLAYERS



**NEW
COACHES**



114 LEVEL 1

287 LEVEL 2

54 LEVEL 3

MORE THAN

600

attendees
at online
officiating clinics.



250

attendees at the
first online annual
officiating conference.

103,462 SOCIAL MEDIA
FOLLOWERS



**2021
NUMBERS**



3,211

free nets distributed.

1,275

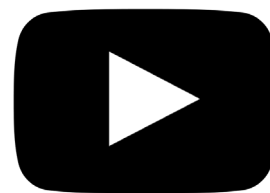
courts with new nets.

302

new courts discovered.

1,976,276

WEBSITE VIEWS



2,515,555

YOUTUBE IMPRESSIONS



RETAIN & GROW PARTICIPATION

TACKLING INEQUALITIES FUNDING

KEY OBJECTIVES

1 Sustain and support basketball clubs and deliverers during the pandemic, enabling basketball where possible.

2 Identifying and supporting the most disproportionately affected groups within society during the COVID-19 lockdown.

3 Those highlighted include lower socio-economic groups/areas, BAME, people with a disability and people with long-term health conditions.

The COVID-19 pandemic negatively impacted clubs' ability to raise funds through camps and other activities to help cover ongoing costs.

Working closely with Sport England, BE was able to support clubs and organisations by awarding £150,000 to cover costs such as PPE, court hire and coaching.

Despite the challenges of internal staff being furloughed and supporting a high number of clubs through funding application process, many clubs and groups were able to access funding to continue their work as a vital support system to their local communities, helping to improve level of physical, mental and social wellbeing.

Around 60 organisations were awarded funding from the first phase of the project, with clubs, area associations and basketball deliverers across England benefitting.

Due to that success, a second pot of £150,000 was provided by Sport England in stage two of the fund. A further 50 projects were helped in this second stage, taking the overall total of organisations receiving assistance to 110.

In a time when physical and mental health has been an issue across society through the lockdowns, it is estimated that the organisations supported will have benefitted over 13,700 participants across the country in one way or another.

CASE STUDIES

YARDLEY DEFENDERS

“

As a club that has never been cash rich, we found ourselves in a position where we were looking at venues that required an up-front payment, higher court hire fees and also the need to invest in expensive PPE. Without the funding from Tackling Inequalities, the club would have folded.

”

GREATER MANCHESTER COMMUNITY BASKETBALL

“

The sessions have been so great for my son Zak, who was very shy! Coming every week and being in such a great environment, he has not only started to develop a love for basketball but he has also started to grow in confidence, too!

”

LET'S DO MORE

“

Parents have frequently spoken about how the support from the club has made the last year much easier than it otherwise would have been.

”

PARTICIPATION

KEY OBJECTIVES

1

To explore new and creative ways to promote basketball participation in the face of the COVID-19 pandemic.

Due to the pandemic many participation programmes were paused, including the Jr. NBA, Satellite Clubs, All Girls and Slam Jam.

Instead, internal resource within the participation department was funneled into club support and survival rather than growth and development.

The Satellite Club programme concluded after a number of years, finishing the remit of providing clubs with entry-level grass-roots participation opportunities for casual players aged 11-25. A number of sessions across the country had been specifically aimed at women, Black, Asian and minority ethnic groups and those with learning disabilities.

After its launch in September 2019, the All Girls programme was beginning to gain traction before the UK lockdown hit. Around 100 All Girls ambassadors were recruited before the campaign was put on hold, ready for redeployment at the earliest opportunity.

The pandemic put a stop to the 2019/20 Jr. NBA season, in which 13 leagues across the country for girls and boys in Years 7 and 8 had completed their regular season and were about to head into playoffs.

The expansion plan for 16 leagues to be operational during the 2020/21 season also had to be delayed, but a number of online activities including the 'Stay Active' programme were offered to Jr. NBA players and coaches online to remain engaged in the league during this period.

Prominent role models, such as national team players and NBA talent, were on hand to provide inspiration and entertainment as part of a series of online sessions that worked on skill development as well as physical and mental wellbeing.

The Jr. NBA leagues, All Girls initiative and other participation programmes are set to recommence during the 2021/22 season, signalling a return to action for young players across the country.



RETURN TO PLAY

KEY OBJECTIVES

1

Provide expert, up to date and evolving support for Basketball England and its members on COVID-19 management.

2

Ensure players were properly prepared for a safe and considered return to basketball after the lockdown period.

At a time that was unprecedented to us all, providing guidance and expertise was of paramount importance to our members, clubs and the sport as a whole.

Through the use of webinars, posters, news updates, FAQs, visual aids and social media posts, the organisation was able to keep the basketball community informed and up to date with the ever-changing COVID-19 landscape.

A tiered approach was created that was clear and easy to follow for all, showing what could and couldn't be done in basketball, both indoor and outdoor, as the Government changed its various COVID-19 procedures.

The COVID-19 lockdown did present opportunity, however. The BE Sports Science and Medicine (SSM) team devised an eight-week Athletic Development Programme with the dual purpose of keeping people physically active from home, and measuring changes in physical ability with a series of standardised tests done at the start and end of the programme.

The findings of this research piece have since been used to inform other areas of work, strengthening the support offered to players across the game, including those in the Basketball England talent pathway.





CASE STUDIES

From the findings of the eight-week Athletic Development Programme, BE's lead Strength and Conditioning coach Mark Williams was able to produce a published report ([HERE](#)) giving members the tools to continue to improve performance even when not playing basketball. We believe this will be vital for the next off-season and the physical development of younger player.

The opportunity for interaction within the COVID-19 webinars provided a chance for clubs and members to ask questions regarding the practical implementation of the RTP in its various forms.

It is highly likely that this led to better adherence of the advice and better understanding of the challenges the pandemic brought to both BE as an organisation and the sport as a whole.



BASKETBALL
ENGLAND



BASKETBALL
ENGLAND

WORLD CLASS TALENT SYSTEM

TALENT

KEY OBJECTIVES

1 Creating a world class talent system, with the BE talent team, technical and network staff leading the implementation and evaluation of our strategy to grow and develop the English Talent pool.

2 Continue working towards achieve a world class pipeline of young talent to feed into England and GB teams.

Basketball England had to make key decisions about the 2020/21 season following the pandemic and resulting national lockdowns.

Given the restrictions of COVID-19, the delivery of talent activities was paused. Maintaining talent participation has been a challenge, with the pandemic preventing Aspire, England Talent Pathway (ETP) and GB elite athletes from practicing and competing.

Despite these on-court setbacks, the opportunity to engage and develop members of the talent pathway off the court was brought to the fore.

That included engaging with more people online and shaping the performance offering to be more inclusive to a more diverse range of participants, including players, coaches and parents.

Resources were focused digitally, providing enhanced support and guidance on COVID-19 compliance, robust SSM and wellbeing advice, reshaping the coaching and talent pathways and more. Parents were also provided with more knowledge on how young players progress through the BE Talent Pathway, and what each step entails.

Planning began for an enhanced Aspire programme, with a new regional model and the creation of four “super region” talent manager roles (RTMs), which was set for deployment in the summer of 2021.

The England Development Programme (EDP) was also reviewed and through an audit and consultation process, will also be exploring alternative models going forward. This includes the Diploma in Sports Excellence (DiSE) programme and the institutions within it.



3x3

KEY OBJECTIVES

1

To begin laying the foundations for domestic 3x3 participation.

2

To start form a plan for the expansion of 3x3 ahead of the sport featuring at Birmingham 2022.

3x3 Basketball is the number one urban sport on the planet.

Its unique points system allows for ranking and qualification routes to be enhanced and the dream of going from the 'street to the elite' is real.

This is a game for all where everyone at every level can be part of the bigger picture, contribute to the cause and feel proud.

The key to 3x3 growth is in attractive accessible outdoor facilities - a key strand of BE's #ProjectSwish initiative - and working in partnerships.

BE collaborated on an exciting expansion of the iconic Ball Out 3x3 tour in 2021.

An agreement was formed for 'Ball Out 3x3 in partnership with Basketball England', which featured eight qualifying events across the country, culminating in two days of finals in London.

The UK's premier 3x3 tournament grew in terms of locations and participation as BE builds towards the three-a-side version of basketball taking centre stage at the Birmingham 2022 Commonwealth Games.

Street ballers from across the nation competed in the qualifying events for a shot at making the finals.

Basketball England also worked with other organisations from the 3x3 community such as the GG3x3 tournament to shine a light on the sport and develop it further in England up to and beyond the Games.

Increased levels of grass roots participation played a key role in improving Great Britain's world ranking via the FIBA 3x3 points system (see the next section).

The emergence of 3x3 also allows for a whole new talent pathway to be added to our existing 5v5 talent system and while there will of course be parallels, the 3x3 pathway will stand alone in its own right.

This dynamic version of the game will be threaded through all aspects of our talent network ensuring players, coaches and officials are game ready for 3x3.



COMMONWEALTH GAMES-BIRMINGHAM 2022

KEY OBJECTIVES

1 To begin laying the foundations for international 3x3 competition participation.

2 Planning and preparation for the 2022 Commonwealth Games in Birmingham.

Growing out of the domestic base for 3x3 participation are ambitions to win medals at the 2022 Commonwealth Games.

The 3x3 version of basketball will take centre stage at an iconic new outdoor venue in Birmingham for the 2022 Commonwealth Games.

Basketball England's Head of Talent Steve Bucknall was charged with leading the drive for on-court success with Peter Griffiths appointed Team Leader to take care of off-court logistics.

Initial planning to recruit men's and women's team head coaches and perform a talent sweep of players were put in place during the reporting period.

Experienced GB and England international and coach Stef Collins was named as the Team England women's 3x3 head coach and former BBL, England and GB player and the UK's 'Mr 3x3' Julius Joseph appointed as men's lead.

Both Commonwealth Games medal winners for England, Bucknall said of the pair: "These two are both winners. They have the pedigree and experience in the game and know what it means to be successful. They can handle the pressure and have the right personalities to lead our mission in Birmingham, which is to win medals."

Team England teams will be looking to better previous achievements of the England Men's and Women's teams who won bronze in 2006 in Melbourne and the Women who claimed silver at the 2018 Games on the Gold Coast.

Preparations started with a collaboration between Great Britain Basketball and Basketball England which allowed GB to enter senior men's and women's teams in Europe Cup qualifier in Romania and younger squads in the Under-23 Nations League following a training camp in Manchester. Teams were made up of prospective Team England players and supported financially and logistically by BE.

The outcome of the preparation meant that, later in 2021 Collins' women's team qualified for September's Finals going undefeated as they knocked off second-seed Hungary in their opening Pool B outing 17-12, before rounding out the pool games with a 21-13 win over Slovakia and winning their elimination game against Belarus.

Joseph's men's side won two of their three Pool D games before falling in the Elimination Round.

This European success plus a raft of domestic events that took place across the country in 2021 meant the national federation's 3x3 ranking improved significantly over the last 12 months.

GB leapt from 68th in the world to 33rd. The GB men moved up to 26th in Europe (41st in the world) and the women rose to 19th (29th in the world).

WELCOME TO CLAPHAM COMMON COURTS



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ENHANCE INFRASTRUCTURE

COACHING

KEY OBJECTIVES

1 To recruit and develop more and better skilled coaches to grow the game and develop players.

2 To provide better equality of opportunity so our coaches are representative of the game.

3 To facilitate a thriving community of practice where coaches at all levels can provide great experiences and fulfil the player and their own potential.

Whilst a lack of competition and access to sports halls for practical assessments and training were undoubtedly challenges for coach development, these issues have been met head on.

By revising course content and utilising a variety of online delivery platforms, a more comprehensive and standardised delivery of content has been created.

Three coaching courses have now transferred to e-learning platforms and this shift in delivery has meant that coach development and training wasn't halted by COVID-19, with 114 new level one coaches, 287 level two coaches and 54 level three coaches, a total of 475.

Future plans involve shifting coaching courses to a blend of online and face-to-face learning.

Utilising existing partnership with the NBA, BE delivered online clinics aimed at youth/school-age coaches and worked with former GB head coach Tony Garbelotto to promote his series of English coach interviews as part of the BE Timeout podcast banner.

This increased our ability to engage members online and shape our offering to be more inclusive to a more diverse range of coaches regardless of their focus.

We also engaged in targeted programmes, including the Female Leadership Programme, to address the gender inequalities within coaching at higher and elite levels.

A review of the coach tutor workforce evidenced the need for more tutors from black and ethnic minority communities, which has been reflected in targeted recruitment initiatives. There has also been an increase in the number of female coaches recruited into the BE Talent Programmes.

OFFICIATING

KEY OBJECTIVES

1

To improve the infrastructure around officiating.

2

To engage and educate through a series of webinars.

3

To engage and educate officials via a virtual pre-season conference.

Like so many sectors of the sport, officiating was heavily impacted by the COVID-19 pandemic. With very little competitive basketball taking place, the opportunity to train, develop and deploy officials was largely paused for the reporting period.

As a result, an internal overhaul of the Basketball England officiating courses was undertaken during this period, examining the process and content of level one and two courses for refereeing, table officiating and statisticians. The content is now more streamlined, accessible and easy to administer internally.

The new-look education programme's up-to-date content is also accessed online, removing the barrier of face-to-face training that became a factor during the lockdown.

Wider development through a series of webinars has also proved to be a popular move, with over 600 people attending a series of online clinics that featured prominent faces from the world of officiating. Removing the geographical barrier of hosting physical meetings meant that these development opportunities have been accessed by more officials than ever before.

Likewise, the annual officiating conference was also shifted online this past year, increasing attendance to 250 officials as the move was greeted positively by members across the country.

The 'REDD' initiative continued as lockdown measures began to ease, helping to alleviate the strain with the deployment of officials whilst also creating a clearer pathway for officials aspiring to move up through the game.



FACILITIES-#PROJECTSWISH

#ProjectSwish returned for a third year in 2021 – aiming to be bigger and better than ever before. And it did just that.

The popular Basketball England campaign, which provides free nets for outdoors hoops across the country, had a new target and an expanded remit in 2021.

After distributing 2,676 free nets in 2020, BE aimed to send out 3,000 in 2021 and achieved that.

In addition, our specially designed #ProjectSwish ball was also on sale. Proceeds from the ball - created in collaboration with artist Gareth Roberts from Project in the Paint - went towards improving outdoor courts across the country.

BE aimed to facilitate the upgrade and creation of great new outdoor courts in communities across England, providing a court regeneration guide to help clubs, organisations or individuals to take ownership of and improve courts in their communities.

BE collaborated with partners on five amazing outdoor court projects, with facilities upgraded at Hendon Park, London, Mandela Centre, Leeds, Meols Parade, The Wirral, Chelmer Green, Essex and Rowntree Park, York.

In 2020 Basketball England sent out 2,676 free nets, 1,023 courts were submitted to us and 410 new courts were discovered.

In 2021, 3,211 nets were sent out and 1,275 courts, including 302 new ones, were submitted.

BE also contributed to the renovation of the iconic Clapham Common Courts as well as a number of other such as Orchard Park, Portsmouth and Summerfield Park, Birmingham as enthusiasm for the possibilities presented by #ProjectSwish blossomed.



VOLUNTEER AWARDS

KEY OBJECTIVES

1

To recognise and celebrate the work of volunteers in all roles and capacities within basketball.

2

To ensure awards went digital to accommodate UK lockdown restrictions.

Due to lockdown, the traditional method of an in-person awards ceremony was halted. With so many tireless volunteers across the country continuing to support the game despite difficult circumstances, Basketball England wanted to ensure the Volunteer Awards went ahead.

By utilising social media and pre-recorded segments, the reach of the awards online was significantly greater than in previous years when an in-person and online announcement approach was used.

This allowed so many worthy volunteers to have their time in the spotlight, providing a platform for their efforts.

Over 300 submissions were provided across multiple awards, meaning around 500 nominations were received across the various categories.

By embracing technology in any future Volunteer Awards, both in the collection of nominations and in the transmission and promotion of the awards, there is an opportunity for even greater engagement and recognition.

A full list of winners can be seen [HERE](#).



CLUB SUPPORT

KEY OBJECTIVES

1

To provide support for clubs in areas of activity such as governance, volunteer recruitment, funding opportunities and other areas.

2

Meet the demands for club support despite COVID-19 limitations.

COVID-19 put a stop to the vast majority of basketball club activity across the country. Almost overnight, clubs were pushed to their limits and their ability to survive through an unprecedented time was severely tested.

In order to meet this call to action, Basketball England increased its level of club support wherever possible.

A web page housing information and templates that clubs could use as part of their own development was created, sharing best practice across the club network.

In July 2020, we worked with Sports Structures to deliver seven Club Matters support workshops, with around 45 different clubs in attendance.

In addition, three BE-led online development workshops were also hosted, highlighting traditional club issues around development planning, social media/marketing and volunteer recruitment. We will look to run these workshops again in the future to continue our club support efforts.

Finally, two recorded club-led webinars were also created, bringing together expertise from within basketball clubs across the country, to discuss areas of club development activity and best practice in social media. These webinars were viewed over 700 times. Club development is an important part of making the sport sustainable and it is vital BE helps clubs moving forward.

Over the coming years there will be increased club support around development, including more templates and information, plus opportunities to share best practice across the basketball community.





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HIGH PERFORMING NGB

THE BOARD

As at 31 March 2021:

- **Matt Neville - Chair**
- **Russell Bell - Vice Chair**
- **Graham Biggs**
- **Sadie Mason**
- **Russell Levenston**
- **Cedi Frederick**
- **Tim Brown**
- **Julie Page**
- **Benny Bonsu**

During 2020/21 there were several changes to the BE Board, led by Matt Neville during his first full year as BE Chair.

The term of Cedi Frederick came to an end on the 8 May 2020. Cedi decided to step down from the BE board to focus on his role as Chair of North Middlesex University Hospital NHS Trust. The board of Basketball England collectively thank Cedi for his hard work and dedication during his time as Non-Executive Director, particularly during COVID.

The co-opted directors Benny Bonsu and Julie Page were transferred to independent posts for a period of three years.

Russell Bell's role was extended for a second term of three years.



GOVERNANCE

KEY OBJECTIVES

1

To ensure the organisation continues to strive towards its aims of being a high-performing NGB.

2

To adhere to the UK Code of Sports Governance and achieve best practice.

While BE continued to comply with the UK Code for Sports Governance, the pandemic meant work was mainly focused on financial sustainability and business survival.

The implementation of some governance changes have been delayed slightly and there is further work to do around diversity and people development as part of the newly-formed Equality, Diversity and Inclusion (EDI) Committee.

The recruitment of the vacant post of Head of HR and Governance was delayed due to financial uncertainty, constraining capacity across the team.

This post was later filled by the appointment of Antony Platt, an experienced HR professional who has also taken a lead role with the EDI committee.

Basketball England's compliance with the UK Code for Sports Governance was assessed during the year by an independent auditor. BE was found to be compliant with the code and recognition was given to how the organisation and board has navigated through the COVID-period.

COVID-19 meant BE fully adapted to home working. Whilst some staff were already remote workers, the full staffing complement at BE is now set up for effective remote working.

BE worked closely with Sport England during the pandemic, allowing the organisation to navigate through the pandemic flexibly.

The BE Board met monthly during the start of the lockdown, with the Audit, Finance and Risk Committee working hard to financially plan and ensure business survival.



SAFEGUARDING

KEY OBJECTIVES

1 To navigate COVID-19 to ensure safeguarding remained at the forefront of the sport.

2 To maintain safeguarding standards and processes throughout the game.

The COVID-19 pandemic presented new challenges for everyone working or volunteering with children and adults at risk.

Safeguarding continued to be the organisation's highest priority. We had to ensure that, despite the disruption, the same safeguarding standards and processes were in place throughout the game at all levels.

There was a focus on BE's Return to Play plans, maintaining case work and provided support to welfare officers who were receiving concerns about their members. One major impact of the pandemic and lockdowns was the effect this had on young people's mental health and wellbeing.

Like other areas of the business, there was a shift to online courses and development, so the organisation promoted good practice and newly emerging guidance via remote learning wherever possible.

We also arranged a series of virtual Time-to-Listen courses for welfare officers, meaning more people had the opportunity to network with one another and benefit from this course which had previously proved difficult to access for volunteers.

While the number of cases received was low in comparison to previous years due to there being less game-day issues, we continued to manage serious cases in partnership with statutory agencies and our Case Management Group.

BE expanded the team by training a Deputy Safeguarding Lead Officer, appointed the services of an independent investigator, and also brought in expertise in sports law from Sport Integrity Matters.

We continued working towards actions set out in our Training and Communications plans and set up a forum on Hive Learning for Welfare Officers where more regular communication could be shared.



In addition, we created and updated key guidance and templates such as a Club Welcome pack, BE Safer Recruitment Guidance and the Accident Reporting process.

Our previous Safeguarding Implementation plan came to a conclusion in March 2021. In the build-up to this, we reflected on where we are as a sport in relation to safeguarding, safety and welfare in general, and with stakeholders designed our plans for 2021-24.

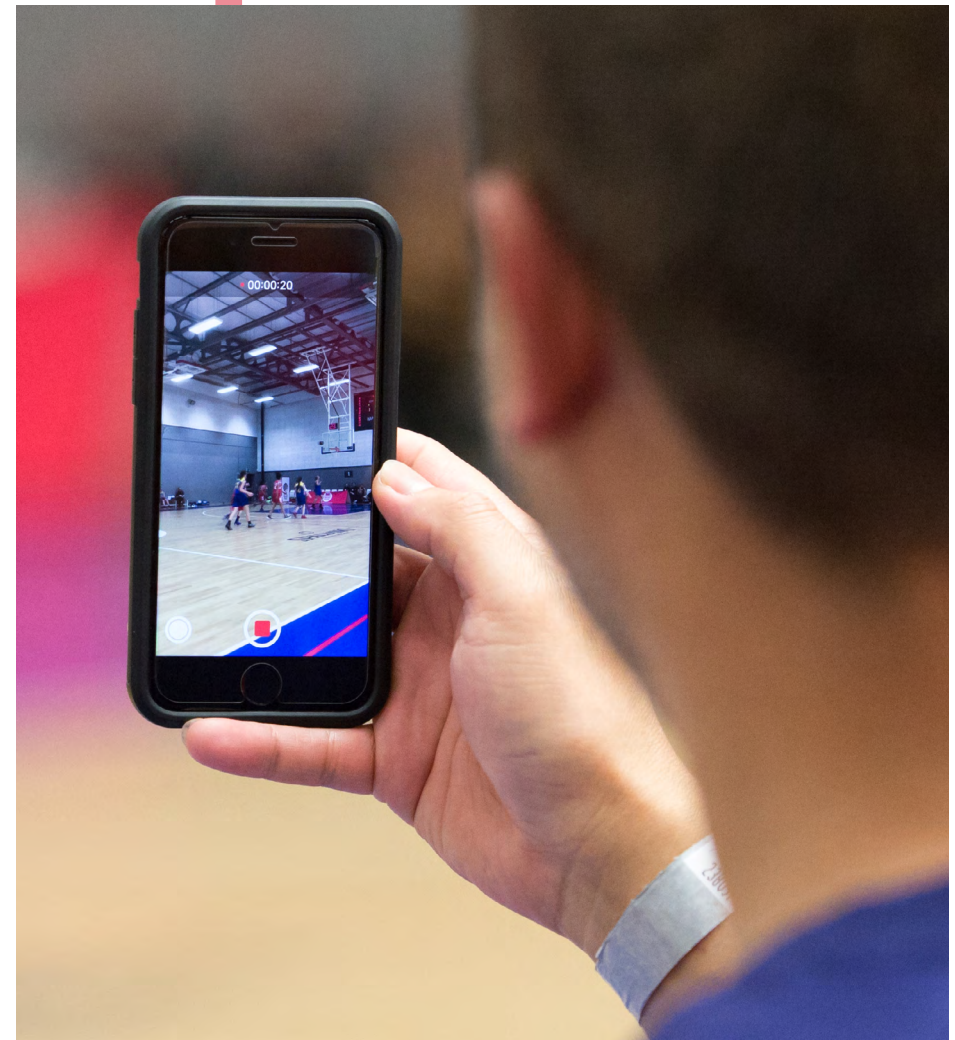
In May, the CPSU conducted its annual evaluation into safeguarding in the sport, rating us as 'Good' with some aspects being 'Very Good'. Overall, this was a positive result and they provided valuable feedback on how we could further embed a safeguarding culture throughout the sport.

We recognised that we are at a good standard in regards to our policies, processes, safer recruitment, case management and support for clubs, however, in order to provide every participant with a positive experience in our sport we need to go further.

We identified that we need to be more proactive in our education, training and communication with stakeholders, we need to involve young people more in decision making and we need to ensure that minimum standards are being met in safeguarding in all clubs and leagues.

We need to focus more attention on our elite players and their parents, as these children are amongst the most vulnerable in our sport for many reasons and are also less likely to speak about their concerns.

In order to lead this strategically, we appointed one of our Board members, Sadie Mason to be our new Duty of Care Champion to be the voice for safeguarding and welfare at Board level. With a background of competing at elite level in the sport, and being the Chief Executive of Active Sussex, Sadie is ideally placed to be able to provide this strategic overview and support the service where needed.



COMPETITIONS

During the reporting period, all Basketball England competitions were badly affected by the COVID-19 pandemic.

When the UK initially went into lockdown in March 2020, the decision was taken to cease all competitions in line with Government guidance.

In the ensuing weeks, it became apparent that a logical end to the 2019/20 season was going to prove impossible and alternative solutions were discussed.

Team Solent Kestrels were crowned as winners of NBL Division One, whilst Ipswich were awarded the title in WNBL Division One.

For a full list of 2019/20 winners and the explanation of how the season was concluded, see [HERE](#).

The 2020/21 season was also heavily affected, though some basketball was able to take place. Despite extensive planning, coordination and risk assessment, it was deemed that only elite sport would be allowed to resume by September 2020.

This meant that all school, academy and NBL competitions outside of NBL and WNBL Division One were placed on hold.

Other NBL competitions, like the National Cup, were also paused, meaning the organisation's top men's and women's leagues were able to take centre stage.

BE was able to source Government funding to ensure testing and other support was available and resource was provided to offset the loss of spectator income.

Just as they did in 2019/20, Team Solent Kestrels once again took the NBL Division One regular -season title, adding playoff success to their list of recent accolades. For a recap of the NBL Division One playoff final, see [HERE](#).

Likewise, Ipswich claimed a second-straight WNBL Division One regular-season crown, before also doubling up to take home the playoff title for good measure with a win over CoLA Southwark Pride. For a recap of that game, see [HERE](#).

A list of the 2020/21 NBL regular-season award winners can be viewed [HERE](#).

A list of the 2021/21 WNBL regular-season award winners can be viewed [HERE](#).



REGIONS

KEY OBJECTIVES

1 Working with Basketball England's 10 regions to ensure RTP guidance and other important information was implemented by local clubs and organisations.

2 Continue strengthening the relationship between BE and regional volunteers to enhance the sport's grassroots.

Basketball England's 10 regions played an integral part in supporting and safeguarding the grassroots level of the sport throughout the difficulties of COVID-19.

Meetings between regional representatives and BE took place on a monthly basis throughout the pandemic, allowing volunteers to receive up-to-date Return to Play guidance. By working through how procedures could be practically applied by clubs and organisations, Basketball England's RTP plan was then applied locally in a suitable, safe and efficient manner.

The Regions also continued their key role in providing a flow of information across the sport, passing on important updates on safeguarding, welfare, RTP support and more as basketball tried to adapt throughout the UK lockdowns.

Part of this support included assisting BE in the decision-making process of the Tackling Inequalities Funding. Documented earlier in this report, the £150,000 pot of funding from Sport England allowed local basketball clubs and organisations to survive and then recover following the effects of COVID-19.

In December 2020, Mike Finn was appointed as the new Chair of the South West, with Trevor Funnell taking up the same role within the South region.

Initial plans were also put in place within the talent department to establish a "super region" model for the talent pathway, creating four Regional Talent Managers as part of a more efficient and joined-up approach to performance basketball across the country. This change was then able to go live in June 2021.

We would like to place on record our thanks for all the support and resilience of the Regional Chairs and the volunteer network in each region to help the basketball community through a most difficult year.



BE SHOP

KEY OBJECTIVES

1

To improve and expand the Basketball England online shop.

2

To offer an extensive catalogue of products that appeal to all sectors of the game.

As part of our ongoing commitment to digital development, one of the organisation's priorities was to improve and expand our existing online shop.

Revenue from our online shop goes back towards funding the NGB services and programmes for the game.

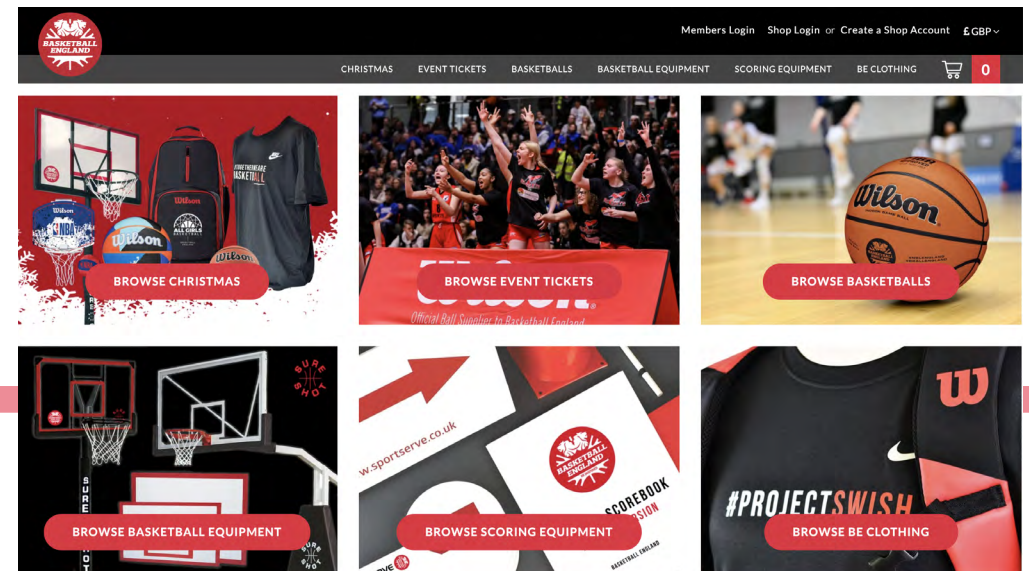
Launched in July 2020, the shop aimed to provide our members with a comprehensive range of products including clothing, basketballs, equipment and more, as well as create an additional revenue stream for the organisation.

Utilising existing partnerships with respected organisations including Wilson, Sure Shot and Sportserve, at launch the new BE shop offered over 90% more products than were previously available to members.

Through effective use of our social media platforms we have been able to market the shop well, and by setting up Facebook and Instagram shopping we have been able to drive traffic and further sales to the shop as well.

Furthermore, we launched an online shop on eBay to reach a wider basketball market and promote BE products to a greater audience than ever before.

To add value to the BE membership, we have run exclusive offers, discounts and competitions throughout the season added digital tickets and planned future development will look to add event photographs and merchandise, as well as an even wider selection of products to our existing offering.



FINANCE

KEY OBJECTIVES

1

To ensure business survival and project cash reserves as BE navigated through the COVID-19 pandemic.

The COVID-19 pandemic had significant implications on Basketball England's finances with BE facing a loss of £1m compared to budgeted expected income. BE made the difficult decision to cancel the season 2020/21 season midway through the year, in-line with Government guidelines. This put extreme pressure on BE's financial position and reserves and the business lost significant membership revenue during the year which also impacted income from our courses and online shop.

The Audit, Finance and Risk Committee acted early in the pandemic, cutting expenditure and exploring additional funding which ultimately protected the solvency of the organisation. This has resulted in a healthy cash balance at the end of the financial year to allow the sport resume in a steady state.

The organisation was able to work closely with Sport England to ensure complete funding flexibility during the year, which meant grant income could be used to support back-office costs.

Other operational changes were also made the year to make necessary efficiencies across the organisation. These include:

- Drawing down the furlough scheme for 50% of BE staff at some point during the year, reducing our staffing costs
- Operational cuts to back-office costs
- Funding flexibility from Sport England
- Applying for the Sport England winter survival fund

The above changes ensured business survival following the pandemic, protected BE reserves where possible and enabled the organisation to resume business for the 2021/22 season effectively.

Future work in the area will focus on financial sustainability as the organisation moves into the "new normal" of the post-lockdown world.

A first draft of our annual accounts can be found [HERE](#).



INCOME

The pandemic has resulted in a challenging year for our income.

Basketball England lost over £1m of revenue during the year which meant a huge scaling back of projects and operations in order to remain solvent.

The cancellation of the basketball season drastically impacted our membership revenue and had knock on effects to other income streams, such as shop and education course income. The Audit, Finance and Risk Committee held emergency meetings during the year to review forecasts, manage cash flows and make necessary budget adjustments to protect the financial stability of the organisation.

Sport England was very supportive during this time and allowed us to draw some Winter Survival and Winter Support packages, which cut across the 2020/21 and 2021/22 financial years. We also utilised the furlough scheme which is seen under 'other income, government grants' in our accounts.

We also drew down £150k of Sport England funding for the Tackling Inequality Fund and corresponding payments were distributed to clubs during the year.

EXPENDITURE

As detailed, BE reduced staffing costs through the utilisation of the furlough scheme and unfortunately had to make some redundancies during the year.

We did scale back our operational overheads, however we did incur some expenditure for equipment in relation to getting employees set up for remote working which explains the small increase in 'office cost' when compared to previous years.

Similarly, our remote IT provision has increased under 'IT and Telecoms' when compared to the previous year. We also incurred some legal fees in relation to safeguarding matters and employment law.

Some Sport England money we received was ringfenced for digital infrastructure improvements to our membership portal which explains the increase in 'marketing, digital and insight' expenditure.

£150k of tackling inequality payments were made during the year under 'Programme Delivery'.



IN MEMORIAM

We lost several members of our cherished basketball family around this reporting period. Along with many other, all listed made significant contributions to the game and will be greatly missed. Click the links below for the full obituaries on each individual.

KEN CHARLES MBE

Basketball England President Emeritus and former chairman Ken Charles MBE passed away in July 2020. Ken dedicated his life to the sport from an early age and was a hugely influential figure in youth basketball, both nationally, with mini-basketball, and across the globe.

His tireless work was also recognised with an MBE and he is one of only 66 people, and one of only four from the UK, to have been awarded FIBA's Order of Merit.

Basketball England's CEO Stewart Kellett said: "Ken has left a lasting legacy and will be recognised as a pioneer for youth basketball across the globe. Through his dedication and influence he has opened up so many opportunities for young people to be introduced to the game and get the most from our sport."

ANN PITTMAN

London Thunder stalwart Ann Pittman sadly passed away in April 2020.

Pittman, a founding member of Thunder, helped many associated with the club as an administrator, table official, tutor and friend. As a teacher, working for over 25 years within the Borough of Lewisham where she lived, she dedicated more than 30 years of her life to the game at club, league and regional level.



JOE GRAINGER

Basketball lost popular coach and player Joe Grainger in November 2020 after a long battle with illness.

Colleagues and friends honoured the Gloucester Saxons man and former Manchester Giants stars remembered Grainger from his time as a player and assistant coach with the club during the 1990s, when his brother Panji starred for the BBL team.



MAROUN MOURANI

Tributes were paid to popular Liverpool basketball coach and teacher Maroun Mourani following his death aged 55 in November 2020.

Clubmates from Liverpool Basketball Club, where he was a coach, and colleagues from St Edwards College, where he taught, remembered him as 'passionate, kind, lovely and hilarious'.





SPONSORS

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 **SPORTSERVE**
LTD

Sportserve are the official scoring supplier to Basketball England.

 **SURE SHOT**

Sureshot are the official equipment supplier to Basketball England

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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DYNAMIK

