

# ***FINDINGS FROM OUR 2016 SERVICES SURVEY***



***What you told us, and how we will improve***

# ***Our services survey***



- **The opportunity for all our customers to feed back on the services we provide**
- **Ran from 12 September to 14 November 2016**
- **Described each service so people knew what they were feeding back on**
- **No requirement to provide a name or contact details, or to be a member of Basketball England**

# ***What was the purpose of our services survey?***

***To better understand our customers and improve our services, by answering 3 questions:***

## ***1. Where are we?***

- Understand how our customers see our services now

## ***2. Where do we need to be?***

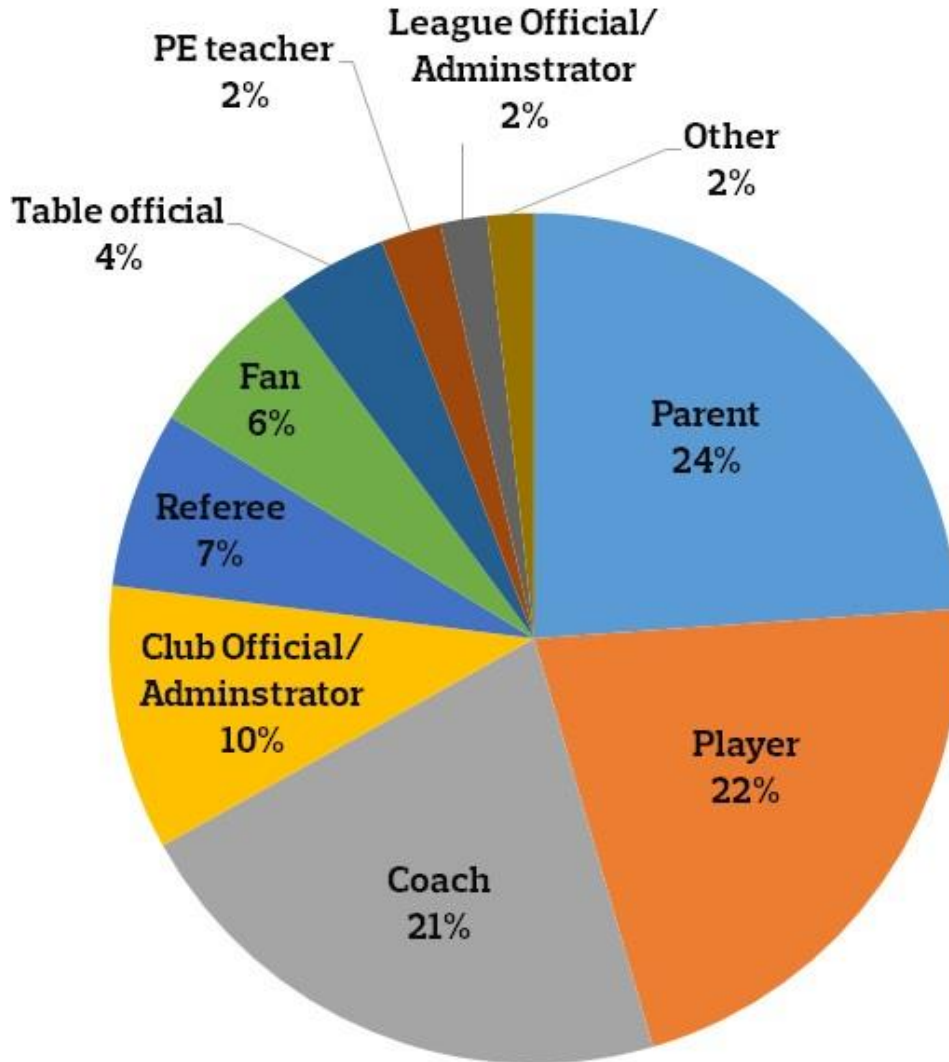
- Allow our customers to have a say about what needs to change
- Help us set targets for improving our services

## ***3. How do we get there?***

- Design improvements in our services around the needs of our customers



# Who took part?



**565 responses**

Split well across our different regions and representative in terms of diversity

This is a statistically valid sample of our customers



# ***FEEDBACK ON DIFFERENT SERVICES***



***What you told us, and how we will improve***

# ***Priorities for change***

**If we could make three changes to improve things for you in your role in basketball, what would they be?**

<b>Better communication from Basketball England</b>	<b>106</b>
<b>More/better facilities</b>	<b>93</b>
<b>Improved talent pathway/development</b>	<b>68</b>
<b>Improved leagues or competitions</b>	<b>65</b>
<b>Improved coaching resources</b>	<b>59</b>
<b>Better promotion of basketball to raise the profile</b>	<b>51</b>
<b>Improved officiating</b>	<b>48</b>
<b>More opportunities to play</b>	<b>46</b>
<b>Increased funding of basketball</b>	<b>45</b>
<b>More support from BE for clubs</b>	<b>44</b>
<b>Improved coaching standards</b>	<b>43</b>
<b>More promotion of basketball in schools</b>	<b>30</b>
<b>Improvement to diversity and inclusion</b>	<b>30</b>
<b>Better partnership working from us</b>	<b>28</b>
<b>Reduce the cost of participation</b>	<b>28</b>
<b>Better programmes to encourage non-elite participation</b>	<b>25</b>



# ***Our website***

*It's difficult to access basic information- need to wade through "inspiring titles" that don't help you access what you want efficiently and speedily.*

*- Table official*

## **You told us**

- **The website is difficult to navigate**
- **It's not always up to date**
- **You want better content**

## **Key points**

- **Start with making the website easier to use / Plain English**
- **Clear, accurate information about how to get involved**
- **Should not just be about the elite game**

## **Our next steps**

- **Already adding more content**
- **New website with new structure – launching in summer**

# ***How we communicate with you***

## **You told us**

- We don't communicate enough
- Would like it tailored to you – e.g. coach roundups, parent updates

*Quite detailed which doesn't always work well for busy people who only want the headline and will delve deeper if required. – Coach*

## **Key points**

- People starting to see a change
- But really want to see comms about changes happening in the game – the big stuff!
- One size does not fit all

## **Our next steps**

- This year we did our first regional roadshows, travelling round England to talk face to face with the basketball community
- We're putting more content online about changes in the game such as our Basketball Development Model and new Sport England funding
- New tailored content coming soon!



# ***How we respond when you contact us***

## **You told us**

- **Many of you have had a good service from our staff, but...**
- **Sometimes wait too long for a response**
- **Difficult to get hold of the right person**

*Child protection advice  
and action is first class  
– Parent*

## **Key points**

- **Response times/phone answering needs to improve**
- **We need more easy to find information online – e.g. club finder, 'how to' guides**

## **Our next steps**

- **Website improvements including more FAQs and a club and court finder tool are coming in the summer**
- **Improved customer service**

# ***Our membership offer***

## **You told us**

- **Member benefits aren't well known**
- **You want more from your membership**
- **Problems with online registration**

*Mainly need membership to allow us to run as a club and play basketball, there are no incentives or benefits  
– Player/Coach*

## **Key points**

- **We need to tell you more about membership benefits**
- **Member content online or a newsletter would be good**
- **Many customers still not aware of online licenses**

## **Our next steps**

- **An improved membership offer will be coming later this year**
- **Talking to our members more – including this roadshow**
- **Better online information on things like license transfer procedures**

# Fixtures

*There are going to be further fixtures determined after Christmas. This is a complete disaster for trying to secure venues*  
- Player/Parent

## You told us

- You'd like more and better stats online
- Many people experience problems with rearranged fixtures
- Scheduling can be an issue

## Key points

- Rearrangements are frustrating and should be minimised
- Either we should stop the stats requirement, or enforce against those teams who don't provide them
- Not enough information online about rearranging fixtures

## Our next steps

- We're conducting a sport-wide leagues and competitions review
- Reviewing the fixtures calendar to avoid overloading players
- We have a group dedicated to looking at how competitions fit into the Basketball Development Model

# Basketball England events

## You told us

- Events should be better spread across the country
- We should promote events better

*Not enough done to engage the basketball community in the events... Social media not used effectively enough to create buzz*  
- Referee

## Key points

- We need to consider different venues around England
- People may travel a long way to events- they should be worth the trip
- National Basketball Performance Centre is a great boost for the sport

## Our next steps

- Leagues and competitions review
- Already making changes based on feedback collected at each event
- More publicity!

# ***Training coaches and officials***

## **You told us**

- **Course costs are high**
- **Not enough local courses near you**
- **You want higher training standards**

*There needs to be more CPD opportunities several times a year, this would maybe enable coaches, tutors, refs etc. to stay at the forefront of basketball. - Parent*

## **Key points**

- **Cost can be a barrier – particularly for young people**
- **We need to provide more opportunities to qualify**
- **More continuing development wanted**

## **Our next steps**

- **Specific groups looking at how coaching and officiating fit into the Basketball Development Model**
- **More courses on offer**
- **Better deployment support**

# Talent

## You told us

- Lack of opportunities to be identified
- It feels like selection is unfair
- You want more and better information from us

*Coach [talent] development doesn't really happen. More clinics could be done, there are a handful of coaches that would love to be developed and educated more.*  
– Parent

## Key points

- We need to provide more information on how talent is identified
- We need to be transparent about the selection process
- There isn't a coach or official talent pathway

## Our next steps

- Implementation of the Basketball Development Model
- We will keep communicating with you as we progress

# ***How we govern basketball***

## **You told us**

- You want higher standards in the game
- Some of you are unhappy with disciplinary matters
- You need more information

*More consistency [needed] when it comes to introduction of new rules and ensuring these rules are followed across the board. – Coach*

## **Key points**

- There is a perception that rules are not applied consistently
- Local politics can be difficult to resolve
- Not always clear what is within our remit – for example we do not have any control over ticket prices

## **Our next steps**

- Working more closely with our regional committees
- Clear guidance on standards expected in games
- Leagues and competitions review looking at rules and their application

# ***How we develop basketball***

## **You told us**

- **You want more and better facilities**
- **More support needed for the grassroots**
- **You want to see basketball develop!**

*More consistency [needed] when it comes to introduction of new rules and ensuring these rules are followed across the board. – Coach*

## **Key points**

- **We need to provide better support to clubs that need it**
- **We need to provide information on how to access funding and facilities**

## **Our next steps**

- **Listening to the basketball community through surveys and roadshows, and feeding in their views**
- **Facilities strategy 2017–2021**



# ***A summary of the key messages from this survey, and our responses***

<b>Message</b>	<b>Our response</b>
<ul style="list-style-type: none"><li><b><i>We need to communicate with our customers better</i></b></li></ul>	<ul style="list-style-type: none"><li><b><i>Digital, customer-focused approach</i></b></li></ul>
<ul style="list-style-type: none"><li><b><i>We need to be more transparent about what we do and how we do it</i></b></li></ul>	<ul style="list-style-type: none"><li><b><i>FAQs, CEO blogs etc, digital content</i></b></li></ul>
<ul style="list-style-type: none"><li><b><i>The talent pathway is not transparent</i></b></li></ul>	<ul style="list-style-type: none"><li><b><i>Basketball Development Model</i></b></li></ul>
<ul style="list-style-type: none"><li><b><i>Response times and phone response needs to improve</i></b></li></ul>	<ul style="list-style-type: none"><li><b><i>Customer-focused approach</i></b></li></ul>
<ul style="list-style-type: none"><li><b><i>We do not support the grass roots enough</i></b></li></ul>	<ul style="list-style-type: none"><li><b><i>City of Basketball</i></b></li><li><b><i>Satellite clubs</i></b></li><li><b><i>Jr. NBA</i></b></li><li><b><i>Online club support</i></b></li></ul>
<ul style="list-style-type: none"><li><b><i>Customers want more support to access more and better facilities</i></b></li></ul>	<ul style="list-style-type: none"><li><b><i>New facilities strategy</i></b></li></ul>
<ul style="list-style-type: none"><li><b><i>Leagues and competitions need to be rationalised</i></b></li></ul>	<ul style="list-style-type: none"><li><b><i>Leagues and competitions review</i></b></li></ul>