

BASKETBALL ENGLAND

ANNUAL REPORT 2021/22



#TOGETHERWEAREBASKETBALL



CONTENTS

1	TOGETHER WE ARE BASKETBALL	4	4	WORLD CLASS TALENT SYSTEM	22	7	IN MEMORIAM	48
2	CHAIR & CEO REPORTS	7	5	ENHANCE INFRASTRUCTURE	29	8	SPONSOR & PARTNERS	50
3	RETAIN & GROW PARTICIPATION	14	6	HIGH PERFORMING NGB	36			



NBL NATIONAL
CUP FINAL
2022

SOLENT
UNIVERSITY
SOUTHAMPTON

#KestrelsFamily

PERIOD

KESTREL

KESTREL
GUARDS

ClearVision
FINANCIAL MANAGEMENT

NOT
DIVIDE

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 2021 to 31 March 2022, we had a team of 30 permanent staff members to carry out the day-to-day running of the organisation, including the development and growth of all areas of the game. This was an increase from 22 during the previous reporting period. This additional capacity was achieved through several successful funding bids to assist the membership and wider game recover from the devastating negative impact of COVID-19.

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

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

1 **RETAIN & GROW
PARTICIPATION**

2 **CREATE A WORLD
CLASS TALENT SYSTEM**

3 **ENHANCE OUR
INFRASTRUCTURE**

4 **BE A HIGH
PERFORMING NGB**

Throughout this report, we will cover a number of areas of work that Basketball England has undertaken in 2021/22. 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:

WWW.BASKETBALLENGLAND.CO.UK

The 12 months of the reporting period saw the organisation positioning the game for a relaunch following the severe impacts of COVID-19 and the Government-imposed national lockdown.

With a return for our competitive structures, including the NBL, WNBL and Jnr. NBL, plus participation programmes like the Jr. NBA, there has been a renewed excitement for the sport as people embraced the ability to play, coach and officiate once more.

Coupled with the national spotlight of the impending 2022 Commonwealth Games and the impact of 3x3 basketball on a mainstream audience, the sport rebounded from a difficult 18 months and moved into a new era.

After a COVID-hit membership of 14,920 a year ago, our member numbers have also returned to the pre-COVID levels. The membership figure for the reporting period was 31,087, just over 1,000 short of the figure from 2019/20. That figure highlights that the appetite to be involved in the game is still strong, creating a healthy platform for future growth.

This report will examine the challenges and opportunities that such a platform can provide, whilst looking at the positive work the NGB was able to carry out. That includes important developments for the future in safeguarding, equality, diversity and inclusion and the continued preparations for the Birmingham 2022 Commonwealth Games.

EXECUTIVE BOARD

(As of March 31 2022)

Matt Neville - Chair
Russell Bell - Senior Independent Director
Graham Biggs
Sadie Mason
Russell Levenston
Egemen Onen
Tim Brown
Julie Page
Benny Bonsu
Matt Newby

BASKETBALL ENGLAND STAFF

(As of March 31 2022)

Stewart Kellett
CEO
Duncan Whalley
COO
Victoria Jones
Finance and Business Director
Peter Griffiths
Head of Participation
Anthony Jepson
Marketing and Communications Director
Steve Bucknall
Head of Talent Development and Performance
Antony Platt
Head of HR and Governance
Laura Middleton
Safeguarding and Compliance Manager
Matt Juden
Finance and Governance Assistant
John Mungai
Membership Executive
Jess Fox
Shop and Courses Executive
Ian Cawthorne
PR and Communications Manager

Georgia Anderson
Brand Manager
Mark Jones
Marketing Executive
Dave Owen
Digital Projects and Insight Manager
Alfie Murray
Insight Analyst
Jake Wright
National Campaigns Manager
Sam Messam
Talent Programme and Pathway Manager
Meehra Gorasia
Talent Programme Officer
Brian Aldred
Delivery Manager – Coaching
Danny Williams
Regional Talent Manager
Neal Hopkins
Regional Talent Manager
Danny Williams
Regional Talent Manager
Matt Harbour
Regional Talent Manager
Dominic Ng
Regional Talent Manager
Andy Howse
Head of Physiotherapy and Sports Science
Mark Williams
Strength and Conditioning
Dane Vishnubala
Chief Medical Officer
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

Steven Lindsey
Delivery Co-ordinator, Events
Hannah Shaw
Competitions Administrator
Jamell Anderson
Competitions Administrator
Laura Doherty
Senior Relationship and Co-ordination Manager
Sam Lewis
Relationship and Co-ordination Manager
James Long
Participation Program Officer

REGIONAL CHAIRS

(As of March 31 2022)

East – Vacant
London - Patricia Fairclough OBE
North West - Kate Lewis
South East - Christina Stanciuca
West Midlands - Luke Freer
East Midlands - Martin Ford
North East - Howard Leighton
South – Vacant
South West – Mike Finn
Yorkshire - Andy Harrison-Beaumont

HONORARY OFFICERS

President Emeritus

Kenneth Charles MBE

Life Vice Presidents

T A E Barnet	R P Ray
M D Welch	W H Ambler
H Keats	J Lloyd
M Wordsworth	D Smith



CHAIR'S REPORT

I am glad to say that this latest annual report on Basketball England's activities provides more positivity than the previous one, albeit the 2021/22 period it covers still presented some huge challenges to everyone involved in basketball, not least the thousands of members, volunteers and clubs that continue to be the lifeblood of the sport.

While the story of the 2020/21 report was of the resilience required to weather the storm of the Government-imposed COVID-19 lockdowns that impacted basketball and society so dramatically, the current reporting period offers greater hope to us all.

There are still battles to win and we must be sensitive to the fact that many in the game are still in the process of recovering from the pandemic and dealing with the cost-of-living crisis that followed it.

But following the difficult measures that were put in place to protect the sport and its participants as well as the NGB, the signs of recovery in 2021/22 give us reason to be optimistic.

The domestic leagues of the Basketball England network – both nationally and locally – were able to fully return in 2021/22 and the appetite for existing and new teams to play is a massive positive.

The assistance we have been able to offer – and will continue to offer – via Sport England funding has been much needed and important in helping the survival and recovery of clubs, while the groundwork laid in 2021/22 by staff, coaches and players led to two magical moments of medal success at the Birmingham 2022 Commonwealth Games – a real high point after difficult times.

Positive work was also done in our talent and participation networks, while there were steps forward to improve safeguarding for all who take part in our sport and to make sure there is a stronger approach to tackling discrimination and promoting fairness and respect via our commitment to Equality, Diversity and Inclusion (ED&I).

There remain important improvements to make, particularly within coaching and officiating capacity, but the work done in this period and the plans made for the next one (which are covered in more detail in CEO Stewart Kellett's report and the rest of this document) point, I believe, to a brighter future.

We are committed to the task of serving our members and making basketball as accessible as possible to as many people as possible.

I would like to thank and salute all those individuals and organisations that help basketball offer so much to so many and look forward to working with everyone in the game to ensure our fightback continues.

MATT NEVILLE BASKETBALL ENGLAND CHAIR



CEO'S REPORT

SURVIVAL, RECOVERY AND OPPORTUNITY

Our last annual report reflected on the challenges faced by the basketball community and its national governing body as we worked through the COVID-19 pandemic. It had debilitating effects on society and our collective efforts across the basketball family to survive, plan for recovery and seize on the emerging opportunities.

At the peak of the COVID-19 impact, the game shut down and only emerged initially as a limited playing opportunity for elite players in the sport. This was particularly challenging for basketball due its indoor, close-contact nature, additional vulnerabilities to COVID-19 within our community and the fact 99% of our clubs and education-based teams rely on using third-party facilities.

These and other factors combined to create heightened levels of restrictions and inequalities which we need to bounce back from. During this time, social, cultural, business, economic, environmental and technical aspects of life have changed at a pace we haven't experienced before. Norms, habits and ways of doing things have changed. Also, and very significantly, what people now value in society and their judgements on what really matters have also changed.

And from this rapid change, Basketball England sought to respond with a focus on a better, safer and more inclusive experience for people to enjoy their basketball and progress their own ambitions through the game.

This annual report communicates Basketball England's response to these changes in the context of supporting a resilient basketball community and helping all in the game to survive, recover and take advantage of new opportunities that have arisen through such disruption to our lives and the sport we love.



Following the first year of COVID-19 and our experiences with our members and funders, we set out to protect the basketball family and help the game survive by being as flexible as possible to accommodate the way the pandemic was impacting on current and future developments. To do this we adopted a more agile approach in managing the ebb and flow of basketball through our Return to Play guidance and member support.

In support of this, we set out our strategy to achieve three key objectives:

- **Survival** - to adjust our business practices to ensure basketball and the NGB survived
- **Recovery** - to create new conditions to aid the recovery of the game, our members and Basketball England, focusing on those that need to the most support
- **Thrive** - to seek new opportunities and ways of doing business that create the capacity to move forward, develop and grow

In 2020/21 COVID-19 reduced our membership and revenue to 40% of our usual level.

The impact was devastating and in response we had to make numerous cuts to services and staff capacity (dropping to just seven full-time staff), while staying strong on our focus to create the conditions to recover alongside the basketball community.

In 2021/22 these membership numbers bounced back to 31,087, just short of the pre-COVID level of 32,097 in 2019/20.

Following staff redundancies and use of the furlough scheme in 2021/22, we planned for a recovery and built the team back up to 30 full-time staff.

Our activities and support to assist in the game and NGB survival included:

- Support the Return To Play through our guidance, education and support for clubs needing assistance and flexibility to come back to the game
- Lever resources directly into clubs where they needed support to survive (£300,000 allocated to over 80 clubs, providers and projects)
- Reduce our cost base, avoid further redundancies and protect future service to members by utilising the government furlough scheme
- Streamline the membership licensing process and provide more assistance to join
- Promote confidence in schools so they could re-engage in basketball
- Make a number of rules and regulations flexible to accommodate the COVID disruption on players, clubs, coaches, officials, volunteers and education-based teams



Our recovery activity was underpinned by a strategic approach to two key developments.

The first was to lever future funding to help build capacity in the game and within the governing body so we had the capability to move from survival mode to recovery and opportunity.

This was achieved by:

- Stabilising our financial base and supporting clubs through targeted funding.
- An articulation of **Basketball Reimagined** to our funders to demonstrate the power of 5v5 basketball and the emerging 3x3 game in tackling inequalities, reaching into disadvantaged communities and our focusing efforts to improve player welfare, game integrity and support for the basketball workforce.
- The launch of our national campaign **#GameTime**, one year ahead of the 2022 Commonwealth Games in Birmingham where we set out to win two medals in the new 3x3 format and build a legacy of improved playing infrastructure and participation opportunities.
- Leverage of investment into the game via six new revenue funds by the end of the financial year, with three in the bidding stage. This investment supports clubs, coaches, officials, volunteers, facility improvements, safeguarding and ED&I.

The second was to look into the changes in society and on the game and respond with some new approaches to future game developments. That includes raising standards, elevation of voices across the game, ED&I - including young people, safeguarding, player welfare, mental health and cultural change.

Our activities in these areas are all aligned to improving the integrity of the game and creating safer, better and more inclusive game day experiences.

These included:

- DiSE consultation and review
- More resources to create a new integrity unit at BE that supports the game better in terms of safeguarding, ED&I, game-day standards, code breaches and player welfare
- Research and development on new game day standards with a new disciplinary code and creation of a Game-Day Delegate role
- Upgrade of our competitions and finals



BUILDING ON OPPORTUNITIES

During the 2021/22 reporting period the seeds for the post-COVID recovery for basketball were sown.

The first eventually led to the high point of Commonwealth Games medal success in 3x3 basketball at the Birmingham 2022 Commonwealth Games.

Basketball England set the target of winning two medals and they were delivered by our men (gold) and women (silver) in the following reporting period. The groundwork for those huge moments of celebration was laid in 2021/22.

Coaches were appointed, a player selection process developed and initial preparation, including international tournaments, were undertaken. There is further detail later in this report, but the planning, investment and preparation of 2020/21 delivered a fantastic post-COVID lift for the sport.

The domestic 5v5 game also received a massive fillip with the return of all BE competitions – senior and junior, national and local – following the restrictions of COVID in the previous reporting period and supporters also brought the game to life with their presence again allowed in venues. It resulted in an uplift in competitive participation detailed later in the report.

Basketball England's Talent programmes were also able to come back stronger after the imposed break was used for a reset, to re-engage with the network, workforce and players and refine the new Aspire model. Full details can be found later in the report.

Our over-riding objective for the reporting year was to create the conditions to start the recovery from COVID with an aspirational target to return to pre-COVID levels.

Positive trends supporting recovery:

- Membership
- Club affiliations/NBL growth
- Schools participating in the Jr. NBA
- Revenues from earned income and external grants to support recovery and development

Negative trends to be tackled over the next five years:

- Number of licensed coaches
- Number of licensed officials



FOCUS AND PRIORITIES FOR 2022/23 - DELIVERY OF THE STRATEGIC PLAN AND COVID MITIGATION

To build on our recovery and changing needs of the basketball community, the Board set a number of priorities to continue the recovery and create some new conditions and support to maximise the new opportunities ahead in 2022/23.

These are:

Participation

- Leverage the Birmingham 2022 Commonwealth Games to deliver a participation legacy and create community homes for basketball
- Support community and education-based clubs and national, local and school-based competitions to recover towards pre-COVID-19 levels

Infrastructure

- Recruit and train more officials to help meet competition demand
- Recruit and train more coaches to help meet the club, participation and talent demand
- Help clubs become more resourceful, enhance their playing environments and improve the quality, visibility and access of outdoor provision
- Undertake a Regions review to help build capacity, piloting a more entrepreneurial approach in the North West region, including building closer relationships with the local league/association network
- Support the British Basketball Federation (BBF) as a member of a new 'Collaboration Oversight Group' alongside other stakeholders

Winning Teams and Talent

- Team England 3x3 - win two medals at the 2022 Commonwealth Games
- Build and enhance the refined Aspire Programme for 1,500 players aged 11-14
- Support the BBF by helping to resource GB Youth teams to compete in Europe
- Review the DiSE provision and collaborate to improve the standards and prepare for the new tendering process

Better NGB services, better game-day experiences

- New game-wide disciplinary code to raise standards of conduct, game day experience
- Streamline and resource a better service for members to join as licence holders
- Upgrade our critical safeguarding and player welfare services to improve our protection and support for young and vulnerable people
- Restore our membership base to pre-COVID levels

Tackling inequalities

- Enhance our ED&I drive to continue improving our accessibility, fairness and reach with all communities and tackle disparities in representation
- Secure new resources to target those clubs and communities that need the most help during these challenging social and economic times
- Challenge our historical norms so we can adapt better and faster to the changes needed to make the sport more accessible and enjoyable for all
- Build the evidence base to further promote basketball as an inspirational sport accessible to everyone so we can continue to build resources and capacity in the community

STEWART KELLETT BASKETBALL ENGLAND CEO





RETAIN & GROW PARTICIPATION

TOGETHER FUND

KEY OBJECTIVES

1 Help to strategically distribute Sport England funding across the sport based on set criteria.

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

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

Formerly known as Tackling Inequalities Fund (TIF), the Together Fund was created by Sport England to help reduce the negative impact of COVID-19 and support community groups working with specific target audiences.

During the reporting period, BE received two instalments of £150,000 (£300,000 in total) from Sport England to distribute to clubs and organisations who support four main groups of people disproportionately affected by COVID-19:

- **BAME**
- **Lower socio-economic**
- **Disabled people**
- **Long-term health conditions**

The full £300,000 was awarded to more than 80 different clubs and organisations that provided more than 100 different projects across the country. This takes the number of organisations provided with assistance over the last two years (four phases) of the fund to over 175.

The funding was used towards the cost of court hire, coaching and equipment, amongst other expenses.

THE TOGETHER FUND STATS

£300,000 DISTRIBUTED

80 CLUBS AND ORGANISATIONS HELPED

100 PROJECTS DELIVERED

PARTICIPATION PROGRAMMES

KEY OBJECTIVES

1 To re-establish the Jr. NBA competition post-COVID, expanding into five additional leagues, including one new region (North East) with an additional 150 school teams.

2 To continue groundwork with some programmes so that they can be re-established in 2022/23.

Whilst some programmes, such as All Girls and Slam Jam have taken some time to return following the impact of COVID-19, others have already been able to hit the ground running.

This is in part due to roots that Jr. NBA already had across the country, meaning a swift return was possible. Not only that, expansion of the programme took place as a significant amount of work was undertaken to reach schools in new leagues and regions.

Due to COVID, the 2021/22 Jr. NBA competition started later than usual, which presented some additional considerations for schools but still allowed the competition to be a success.

A roadmap for future planned expansion of the Jr. NBA programme is detailed on the following page.

THE JR. NBA STATS

The Jr. NBA competition was bigger than ever in 2021/22, with more schools and participants competing than ever before.

The Jr. NBA Basketball England league continues to be the biggest Jr. NBA competition globally.

630 TEAMS (UP FROM 460 IN 2019/20)

21 LEAGUES (UP FROM 16 IN 2019/20)

10,000+ PARTICIPANTS
(UP FROM APPROXIMATELY 4,500 IN 2019/20)

2,850 GAMES SCHEDULED ACROSS THE COUNTRY

90 GIRLS' TEAMS ACROSS THREE DEDICATED GIRLS' LEAGUES
(APPROX. 3,000 GIRLS TAKING PART ACROSS ALL LEAGUES)

47% OF PARTICIPANTS WERE FROM BAME GROUPS

2021-25 PROPOSAL	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
	1	4	4	5	13	16	16	21	23	25	26
London 7 Co-Ed	✓	✓	✓	✓	✓	✓	Planned	✓	✓	✓	✓
London 7 Girls		✓	✓	✓	✓	✓	Planned	✓	✓	✓	✓
West Midlands 7 Co-Ed		✓	✓	✓	✓	✓	Planned	✓	✓	✓	✓
North West 7 Co-Ed		✓	✓	✓	✓	✓	Planned	✓	✓	✓	✓
East 7 Co-Ed				✓	✓	✓	Planned	✓	✓	✓	✓
London 8 Co-Ed					✓	✓	Planned	✓	✓	✓	✓
London 8 Girls					✓	✓	Planned	✓	✓	✓	✓
West Midlands 8 Co-Ed					✓	✓	Planned	✓	✓	✓	✓
North West 8 Co-Ed					✓	✓	Planned	✓	✓	✓	✓
East 8 Co-Ed					✓	✓	Planned	✓	✓	✓	✓
East Midlands 7 Co-Ed					✓	✓	Planned	✓	✓	✓	✓
Yorkshire 7 Co-Ed					✓		Merged	x	x	x	x
North West 7 Girls					✓		Merged	x	x	x	x
East Midlands 8 Co-Ed						✓	Planned	✓	✓	✓	✓
Yorkshire 7&8 Co-Ed						✓	Planned	✓	✓	✓	✓
North West 7&8 Girls						✓	Planned	✓	✓	✓	✓
South East 7 Co-Ed						✓	Planned	✓	✓	✓	✓
South West 7 Co-Ed						✓	Planned	✓	✓	✓	✓
POTENTIAL LEAGUES FOR FUTURE EXPANSION											
South East 8 Co-Ed								✓	✓	✓	✓
South West 8 Co-Ed								✓	✓	✓	✓
London 7 Co-Ed II								✓	✓	✓	✓
London 8 Co-Ed II								✓	✓	✓	✓
North East 7 Co-Ed								✓	✓	✓	✓
North East 8 Co-Ed									✓	✓	✓
London 7 Girls II									✓	✓	✓
London 8 Girls II										✓	✓
Midlands 7 Girls										✓	✓
Midlands 7 Co-Ed II											✓

3x3

KEY OBJECTIVES

1 Capitalise on the emergence of 3x3 as the number one urban team sport in the world to increase grassroots basketball participation.

2 Identify and partner with established 3x3 providers and expand existing partnerships to further increase the participation base of the sport.

3x3 is simple and flexible enough to be played almost anywhere by anybody - and it's no surprise it is the number one urban team sport in the world.

All you need is a hoop, a half-court and six players. It is basketball in one of its most basic forms and getting involved couldn't be easier.

As such, 3x3 is primed to help grassroots basketball participation explode. During the reporting period, BE collaborated with a range of partners supporting 3x3 events, including an exciting expansion of the iconic Ball Out 3x3 tour, as well as Bridport 3x3 and GG3x3 events.

A partnership agreement with Ball Out saw the tour expanded to eight days of qualifying events across the country including London, Newcastle, Leeds, Manchester, Essex, Loughborough and Birmingham, culminating in two epic finals days in London at Finsbury Park.



THE BALL OUT 2021 STATS

10 EVENTS (UP FROM 4 IN 2020)

821 TEAMS

3,120 PARTICIPANTS

14 WHEELCHAIR TEAMS

1,587 GAMES PLAYED

566 FEMALES PARTICIPATING

1,395 UNDER-18 PLAYERS

250+ VOLUNTEERS

Increased levels of grass roots 3x3 participation played a key role in improving Great Britain's world ranking via the FIBA 3x3 points system during 2021/22.

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.



#GAMETIME

KEY OBJECTIVES

1 Raise awareness of basketball across the nation and inspire 1 million people to engage with, play and support the game.

2 Amplify the message of how basketball can change lives and tackle inequalities, promoting basketballengland.co.uk as a central platform for people to get involved with the sport.

3 As part of the journey to the Commonwealth Games, the campaign is also creating greater public awareness for Team England basketball players and local outdoor courts through [#ProjectSwish](https://twitter.com/ProjectSwish).

In 2021/22, BE set out to respond differently to recover and rejuvenate basketball after the devastating impact of COVID-19 on the basketball family.

#GameTime gave BE an opportunity to refocus and set parameters for our goals, objectives and targets and the campaign has made positive strides in the first year of its existence.

BE aimed to engage one million people in basketball via the Commonwealth Games 2022, 3x3 and more within three key strands:

- Support **#TeamEngland**
- **#GetInvolved** as a player, coach, official, volunteer or fan
- Or improve your local court with **#ProjectSwish**



THE #GAMETIME STATS

BE social media and website between April 2021 and March 2022 received:

25 MILLION SOCIAL MEDIA IMPRESSIONS - A 46% YEAR-ON-YEAR GROWTH

2018/19:	10,525,027 - TOTAL BE SOCIAL MEDIA IMPRESSIONS
2019/20:	11,196,572
2020/21:	17,131,726
2021/22:	24,978,463

2.9 MILLION BASKETBALL ENGLAND WEBSITE VIEWS - AN 11% YEAR-ON-YEAR GROWTH

2018/19:	2,841,927 - TOTAL BE WEBSITE VIEWS
2019/20:	3,321,798
2020/21:	2,593,317
2021/22:	2,346,026



These coverage milestones were achieved through a number of campaign strands. By acquiring external video production support, the **#TeamEngland** element of **#GameTime** was able to successfully shine a spotlight on 3x3 basketball, our medal prospects and inspiring people to play the sport.

Whether it was coaching, officiating, volunteering, clubs, talent or education – BE showcased the scope of its operation and how people could **#GetInvolved**, from the streets to elite.

BE also utilised on the continued growth of the extremely successful **#ProjectSwish** campaign, building on the net distribution phase of the project by helping individuals and partners discover how to upgrade their local outdoor courts.

In addition, the Basketball England podcast series focused on the work of a number of key figures in the game, including players, coaches and officials, and was well received by the basketball community.

The series received over 15,000 listens across Spotify, Apple and SoundCloud, with another 1,128 views of the series on YouTube.



WORLD CLASS TALENT SYSTEM

TALENT

KEY OBJECTIVES

1 Utilising the imposed break in talent activity due to COVID-19 to implement fit-for-purpose talent programmes.

2 Re-engage with the talent network, workforce and players to ensure on court success and continued development.

3 Learn from and refine the new Aspire model, including the Super Region and All-Star National Tournament events.

Basketball England has committed to building and sustaining effective performance pathways in which talented athletes and coaches can learn, develop and thrive.

This meant the refinement or reset of most of our programmes during 2021/22 for the benefit of consistency and standardisation, customer satisfaction and better production on-court.

The best talent system is one that keeps on winning, so producing more and better athletes and performances remained a prime objective.

The BE Talent Programme works with the Performance workforce to lead the implementation and evaluation of our strategy to grow and develop the English talent pool, achieving a world-class pipeline of young talent that feeds up through the sport.

Re-engaging the talent pathway following COVID-19 wasn't without its challenges, but in many cases both the workforce and the athletes involved were often grateful for the opportunity to resume their development.

The Aspire programme reset and new delivery model allowed BE to implement more effective and impactful transitions along the Talent Pathway, whilst the Aspire Super Region and All-Star National Tournament ensured a shift in focus from quantity to quality.



THE TALENT STATS

1,438 ENGLAND TALENT PATHWAY (ETP) NOMINATIONS IN 2021/22 INCLUDING 490 FEMALES FROM 194 CLUBS

2018/19: 1,117 NOMINATIONS
2019/20: 873 NOMINATIONS

95% OF ETP PLAYERS CAME FROM ASPIRE CAMPS

78% OF ETP PLAYERS REPRESENTED THEIR SUPER REGION AT THE ASPIRE ALL-STAR NATIONAL TOURNAMENT

125 WORKFORCE FOR 2021/22 (INCREASED FROM 106 IN 2018/19) - WITH 31% FEMALES APPOINTED (AN INCREASE OF 26%)

50% OF THE GB UNDER 16 WOMEN'S SQUAD FOR THE 2021/22 CHAMPIONSHIPS WERE ETP U15 GIRLS PLAYERS - ALL OF WHICH CAME THROUGH THE ASPIRE PROGRAMME

Future opportunities now include aiming to increase the number of players involved on the Talent Pathway, increase the percentage of females in the talent workforce, and continuing to engage with parents and support their understanding of Talent Pathway.



DIPLOMA IN SPORTING EXCELLENCE (DiSE)

KEY OBJECTIVES

1 Complete a wholesale review of the DiSE programme to establish a working model for the delivery of the DiSE qualification.

2 Ensure best-in-class learning and development environments are in place, with appropriate competitions being delivered.

3 Begin a DiSE partnership tender process to identify potential DiSE delivery partners going forward.

DiSE is a two-year, Department for Education (DfE) funded programme. It is a unique sporting qualification designed to meet the needs of student athletes who exhibit the potential to achieve excellence in their sport.

The main focus is to deliver a complementary performance development programme, allowing students to combine basketball and education, so that they have the skills, knowledge, and qualifications to pursue a dual career in high level sport alongside separate paid employment in the future.

Since the launch of the Elite Academy Basketball League (EABL) in 2012, and Women's Elite Academy Basketball League (WEABL) in 2015, a DiSE review was undertaken and completed during the reporting period.

The review established a 'working model' for the delivery of the DiSE qualification going forward and the competitive output of the programme.

This was achieved by an internal consultation with stakeholders where draft models were proposed to glean opinion, expertise, and direction.

The next phase is the DiSE Partnership tender. This will be a restricted tender process, which means that current DiSE institutions and a small number of selected schools, colleges and clubs have been invited to apply for a DiSE Partnership.

The tender process will afford each applicant three months to put together their tender response. These new partnerships will promote collaboration to ensure players' academic and basketball development are at the forefront of the DiSE programme.



3X3 & THE 2022 COMMONWEALTH GAMES

KEY OBJECTIVES

1 Recruit and employ 3x3 head coaches, as well as profile potential male and female 3x3 players, for the 2022 Commonwealth Games.

2 Work with Team England and Commonwealth Games organisers to create two 3x3 basketball teams and the logistics required.

3 Identify and utilise suitable playing opportunities to form and then refine playing prospects on the road to Birmingham 2022.

As the Commonwealth Games approached, Basketball England pushed forward with our strategy to win two medals in 2022.

Throughout the reporting period, engagement with the new format of 3x3 increased dramatically, both recreationally as well as at an elite level, and increased BE's knowledge and experience of the format as a whole.

That placed the organisation in a position to capitalise on a number of opportunities as the Games approached. The information learned meant that 3x3 thinking was fully aligned, and BE was able to target a group of players who fit the physical profile of robust 3x3 players in the future.

As the reporting phase progresses, plans began to take shape and evolve as the Commonwealth Games came into focus.



Two outstanding head coaches were appointed from a strong pool of applicants, with Julius Joseph (Men) and Stef Collins (Women) selected, while an Expression of Interest form was sent to over 150 talented players, including a detailed prospectus for the journey to potential medal success.

Through the engagement in FIBA-recognised 3x3 tournaments, the Women's team qualified for the Finals of 3x3 Europe Cup in Paris, while the Men missed the Finals by one game. The Women would ultimately finish 10th overall, with opportunities providing a better understanding of 3x3 landscape.

This groundwork summer preceded a body of work which took place in the following reporting period - a narrowing of the potential pool ahead of final squad selection and a thorough preparation programme at home and in Europe before the ultimately successful targeting of medals at the Games. Team England would go on to win gold (men) and silver (women) off the back of the work carried out in the 2020/21 reporting period.



THE 3X3 STATS

GREAT BRITIAN WORLD RANKING: 33 (UP FROM 68)

GB MEN RANKING: 41 (WORLD) 26 (EUROPE)

GB WOMEN RANKING: 29 (WORLD) 19 (EUROPE)

*as of September 2021 following the summer 2021 activity

SPORTS SCIENCE AND MEDICINE (SSM)

KEY OBJECTIVES

1

Help the sport to safely re-engage following the COVID-19 hiatus.

2

Establish a standardised 'Starting Five' warm-up that addresses many of the key areas needed for athlete wellbeing and game readiness.

3

Provide SSM support for the reintroduction of the Talent Pathway, including Aspire, ETP and GB Age Group programmes.

The Sport Science and Medicine (SSM) team, with limited time and resources, managed to help the organisation and the sport as a whole through the COVID-19 period.

A by-product of this period is that engagement with the membership has increased and the SSM team now has a much wider and more diverse work force than before COVID.

Throughout the COVID-19 lockdown period, research was undertaken through an eight-week home-based athlete development programme. The data from this research meant that in the reporting period, a sport-specific 'Starting Five' warm-up was launched. Incorporating neuromuscular training to improve general athleticism and reduce risk factors for injury, the programme is designed to help players prepare for action.

The ability to develop cutting-edge research should enable the basketball community to produce more robust players in the future, however this relies on the ability to disseminate information throughout the sport.



With the resumption of Talent activity, SSM activity resumed across the Aspire, ETP and GB Age Group programmes. This provides employment for staff across the game, and is linked to research opportunities, especially around the physical profile of basketball players across various age groups.

The SSM team was heavily involved in the preparation for the 2022 Commonwealth Games, as well as improving player welfare processes across all areas of the sport, from local league through to international competition.

WELCOME TO CLAPHAM COMMON COURTS



HOOPSFIX.COM

ENHANCE INFRASTRUCTURE

COACHING

KEY OBJECTIVES

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

2 Provide more equality of opportunity so our coaches are representative of the game.

3 Recognise and promote the multitude of development opportunities available to coaches.

Raising coaching standards and capacity have been identified as a priority area of focus going forward to meet the demand of the playing community.

In 2021/22 we submitted funding bids to secure more resource to invest in matching the demand for more coaches and upskilling existing ones.

It is a crucial area of workforce infrastructure and growing in capacity will be a medium to long-term project requiring multiple actions, including using newly secured funding to invest into building the capacity with an emphasis on targeting deprived areas.



During the 2020/21 reporting period, a revamped Level One Coaching Award via the 'Introduction to Coaching' course was launched, with content based on more informal experiences, such as 3x3, and a focus on increasing the number of activator/leadership roles to facilitate more local, informal competitions and events.

The digital focus for online learning and resources that were brought to the fore by the COVID-19 pandemic have remained, making courses and learning more accessible. Access to facilities and increasing costs proved to be a major disruption to coach education and development, causing difficulties in bringing coaches together for course delivery and assessments.

The 2021 review of the coach tutor workforce evidenced the need for more female tutors and more from black and ethnic minority communities. We ran several targeted recruitment initiatives and are inducting new tutors from these areas.

Over half the graduates from the first Female Leadership Programme were actively recruited to take up coaching positions within the Aspire and ETP programmes.

Throughout the next reporting period, we will continue to work with the Equity, Diversity and Inclusion Manager on strategies to engage new members from under-represented groups, with an emphasis on females and ethnic minorities to provide a more diverse coaching workforce.

THE COACHING STATS

2017/18:	2,586 LICENCED COACHES
2018/19:	2,039 LICENCED COACHES
2019/20:	1,516 LICENCED COACHES
2020/21:	887 LICENCED COACHES (COVID-AFFECTED)
2021/22:	1,698 LICENCED COACHES



OFFICIATING

KEY OBJECTIVES

1 Recruit and develop more and better skilled officials to service the game at all levels.

2 Introduce 3x3 basketball into the Officiating Pathway.

3 Implement the Who's The Ref (WTR) deployment system to help meet the goals of the Officiating Strategy.

We were excited to return to a full officiating programme and started the reporting period with the launch of the brand-new level three referee programme.

A challenge remains in meeting the demand of increasing levels of participation in NBL and local leagues while counteracting the fact that a number of officials opted not to return to the game after the COVID shutdown.

Raising officiating standards and capacity have been identified as a priority area of focus going forward. In 2021/22 we submitted funding bids to secure more resource to invest in matching the demand for more officials and upskilling existing ones.

The new level three programme has already paid some dividends. It consists of a number of virtual and face-to-face education sessions, and the first intake of officials saw a cohort of more than 20 new referees eligible for NBL appointments.

3x3 Ball Out had a full programme of activity across the summer months, providing an opportunity to deploy 3x3 referees and table officials nationwide.

The National Officiating Conference took place virtually for the second year running. With 200 officials in attendance, a wide number of both regional and national officials received important education on a number of points of emphasis.

By moving to a new referee deployment tool, Who's The Ref (WTR), there is now a scope to not only support the deployment of officials in the national competition but also to concentrate on officials who operate in regional competitions.



This development is in line with the overall officiating strategy, and the ability to track officials across all competitions will be a real game changer in advancing the strategy.

The Officiating Coaching programme continued to monitor and support the development of officials throughout the country. With more games being recorded than ever before, it gives officials a real opportunity to evaluate their performance and make ongoing improvements game after game.

One of the focuses for the next reporting period is to raise our officiating standards for game management and communication. This will be done in consultation with coaches so that there is a common understanding between coaches and officials.

THE OFFICIATING STATS

2017/18:	1,172 LICENCED REFEREES, 1,383 LICENCED TABLE OFFICIALS 2,555 TOTAL
2018/19:	1,148 LICENCED REFEREES, 1,249 LICENCED TABLE OFFICIALS 2,397 TOTAL
2019/20:	1,034 LICENCED REFEREES, 1,019 LICENCED TABLE OFFICIALS 2,053 TOTAL
2020/21:	424 LICENCED REFEREES, 464 LICENCED TABLE OFFICIALS 888 TOTAL
2021/22:	1,019 LICENCED REFEREES, 1,115 LICENCED TABLE OFFICIALS 2,134 TOTAL



#PROJECTSWISH

KEY OBJECTIVES

1

Continue to increase the number of free nets distributed across the country.

2

Help individuals and organisations to create and renovate inspiring outdoor courts.

3

Work with interested partners and organisations to enhance outdoor facilities, using the #GameTime campaign as a vehicle for growth.

In 2021/22, Basketball England's **#ProjectSwish** distributed more than 3,200 free nets to ballers at nearly 1,300 outdoor courts across the country - a marked increase on 2020's numbers of 2,676 and 1,023.

Following year-on-year growth for each of the three years since its launch, the project has also helped individuals and organisations discover and upgrade local outdoor courts through BE's advice and activation guide, resulting in a range of full refurbes and amazing art-courts across the country.

#ProjectSwish was able to support several court renovations during the reporting period, upgrading equipment and changing the aesthetics of courts from Bradford to Portsmouth.



Funded projects included:

- Victoria Park and Devonshire Park, Bradford in partnership with artist Lois O'Hara
- Orchard Park, Portsmouth in conjunction with Sport England, Chain Net Apparel and multiple other funders.
- Clapham Common in partnership with Hoopsfix Foundation, Foot Locker and NBA

Clapham Common basketball courts aim to set the standard for what outdoor basketball facilities should look like in the UK.

The space features one full-size FIBA regulation basketball court, two half courts, perspex backboards and spring-loaded rings, bleacher seating for 250 people, height adjustable baskets, floodlights, and an on-court art-design concept developed by Peter Simmons from brand and marketing agency, 5or6.

In addition, communities across the country have been taking an interest in their local courts and have created inspirational places play:

- Shaftesbury Youth Centre, Wirral, created by Primark for Space Jam: A New Legacy
- Victoria Park, Malvern, Worcestershire, by the Malvern Hoops Campaign
- D'Eynsford Estate, Camberwell, London, by the D'Eynsford Tennants Association
- Joseph Grimaldi Park, Islington, London, by Pink Lady Apples and Project in the Paint
- Writtle University's new 3x3 courts in by Essex Writtle University, by Project in the Paint and GG3x3
- Summerfield Park, Birmingham - by Birmingham 2022 and Kofi Josephs

With 3x3 making its debut at the Birmingham 2022 Commonwealth Games and interest in the format at a high, BE's **#GameTime** campaign aims to capitalise on that rise in awareness of basketball across the nation and inspire over one million people to engage with, play and support the game.

#ProjectSwish is part of realising that aim - creating great basketball spaces in communities by enabling individuals, clubs and partners to discover, improve and create outdoor courts to boost playing opportunities.

THE #PROJECTSWISH STATS

3,200 FREE NETS DISTRIBUTED - AN INCREASE ON PREVIOUS TOTAL OF 2,676

1,300 OUTDOOR COURTS ENHANCED - AN INCREASE ON PREVIOUS TOTAL OF 1,023



...STORY

T
ABI
K
EY
MIRIN
RY


**KNIGHTS
BASKETBALL**
INSPIRE - DEVELOP - SUCCEED

92




HIGH PERFORMING NGB

EXECUTIVE BOARD

There were several changes to the Executive Board during the reporting period.

Graham Biggs' elected term came to an end and his post was converted to fill an Independent Director vacancy for an initial term.

The Board welcomed Matt Newby following his successful election at the January 2022 AGM. Matt is an established coach with over 25 years of experience across the game in a variety of roles.

The Board also welcomed Egemen Onen as an Independent Director in December 2021. Egemen has a wealth of basketball and commercial experience in both client and supplier organisations within the sport and major event industries.

Basketball England also established two additional subcommittees of the board as follows:

- Commercial Committee - led by Egemen Onen with the objective of exploring commercial partnerships.
- Equality, Diversity and Inclusion Committee - led by Benny Bonsu with the objective of setting a strategy for greater inclusion across all facets of the game.



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.

2 To continue to explore commercial opportunities to bring additional revenue into the organisation.

Basketball England worked closely with Sport England as part of the new five-year funding cycle (taking effect from 1 April 2022), to identify several areas of required investment in-line with key strategic priorities.

The impact of COVID-19 was still apparent during the start of the 2021/22 financial year, with several important staff roles left vacant. The focus on the previous two years had been on business survival and financial stability which meant some areas of the team required investment.

The Black Lives Matter movement and revision of the UK Code for Sports Governance meant the organisation was missing an Equality, Diversity and Inclusion (ED&I) professional at the start of the financial year. The recruitment of Alfred Nelson, an experienced ED&I professional followed in the 2022/23 reporting period, while an ED&I Committee was established to lead strategy for this area (see next section).

Basketball England is compliant with the revised UK Code for Sports Governance and is working to develop a People Plan and ED&I Action Plan as part of the additional priorities.

Following COVIDrecovery, opportunities for additional funding has been made available from Sport England and other stakeholders from April 2022, for ring-fenced projects.

In addition, the formation of the Basketball England Commercial Committee will highlight potential opportunities for commercial partnerships going forward.



EQUALITY, DIVERSITY & INCLUSION

KEY OBJECTIVES

1

Form a Basketball England ED&I committee.

2

Begin engagement between BE and the basketball community on a range of ED&I topics.

Basketball England formed an Equality, Diversity and Inclusion (ED&I) committee during the reporting period to help the organisation take a stronger approach to tackling discrimination and promoting fairness and respect across basketball.

It is intended that the formation of the committee will build on engagement between BE and the basketball community to promote the sport as accessible and fair for everyone, at every level - playing, coaching, officiating, volunteering, administration, employment and positions of influence.

The committee's formation began with the recruitment of a diverse, independent group of people from a variety of backgrounds, including legal and regulatory, community, safeguarding, ED&I, grassroots basketball, club, coach, officiating environments, education, campaigning, behavioural change and social inclusion.

The founding committee members were:

- **Giulia Zecchini**
- **Charlie Ford**
- **Novlette Balela OBE, HON DOC**
- **Rheanne Bailey**
- **James Swanson**
- **Carl Ntifo**
- **Zach Meekings**
- **Ashlea Smith**
- **Sarah McQueen**
- **Alex Brooks**
- **Jon Stonebridge**
- **Billy Beddow**
- **Becca Hembrough**
- **Róisín Wood OBE**

The committee is chaired by Basketball England board member Benny Bonsu, who said: "Basketball is a diverse sport that requires every part of it in England to be diverse. It is important to reflect the people we serve and for everyone to be involved and feel part of our growth and future."

The committee continues to meet every two months to help set and support the Basketball England ED&I agenda. To ensure the committee works effectively it will be split into three sub-committees, initially tackling three different areas:

- Providing Transparency (communication)
- Generation Insight
- Tackling Inequalities

SAFEGUARDING

KEY OBJECTIVES

1 Meet the CPSU Safeguarding Standards Framework during the reporting period.

2 Create a new Safeguarding Implementation plan for the period 2021-2024.

3 Achieve the actions set out within the plan from 1st April 2021 - 31st March 2022.

Safeguarding remains our number one priority, and we are committed to ensuring that our sport is safe and fun for all.

There is a greater awareness than there has ever been about the importance of safeguarding in sport and the role NGBs play in ensuring an environment for all which is inclusive and free from harm, abuse and neglect.

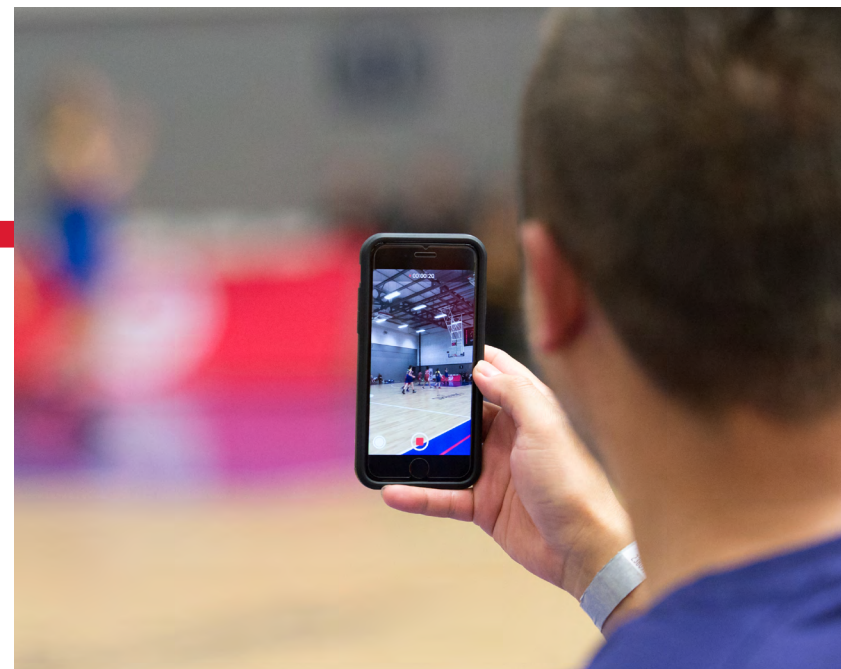
Serious case reviews in other sports have shone a spotlight on the sector, and at the same time as supporting the community through the new season, there has been an adjustment in focus to looking at how a culture of safeguarding can be embedded from grassroots to elite.

In April 2021, a new three-year implementation plan was agreed, focused on leadership, effective case management, training and education, increasing standards and involving young people in shaping the sport.

The targets set for the reporting period have been achieved, and requirements of the CPSU Safeguarding Framework have been met.

The team has continued to support affiliated members with a wide range of queries relating to safeguarding, child protection and athlete welfare, with over 3,300 queries answered within the reporting period.

Going forward, there will be a focus on elite athletes (including best practice in the safety and welfare of athletes within the GB programme and ETP), training and education, policy development and more.



COMPETITIONS

KEY OBJECTIVES

1 A full reimplementation of the competition structure following COVID-19, including Jnr. NBL, Dynamik National Schools competitions and Academy leagues.

2 Reintroduce National Cup competitions for Men, Women and junior leagues.

3 Ensure competition numbers are as close to pre-COVID levels as possible.

The key objectives across all Basketball England competitions within the reporting period supported the process of building post-COVID-19.

With nearly all competitions bar the senior elite leagues (NBL1/WNBL1) paused during the pandemic lockdowns, the sport was in a position to begin once again with supporters also allowed to return to venues after attendance restrictions were eased.

Membership numbers returned to being close to the level they were before the COVID-impacted season of 2020/21.

THE COMPETITION STATS

NBL

In 2021/22, all NBL, WNBL and Jnr. NBL leagues and competitions ran on time with:

12,850 NBL LICENSED MEMBERS	2017/18:	9,846
	2018/19:	8,658
	2019/20:	9,022

754 TEAMS	2017/18:	611 TEAMS
	2018/19:	689 TEAMS
	2019/20:	668 TEAMS

83 LEAGUES

6 NATIONAL CUP COMPETITIONS

Playoff Winners:

- D1M: Team Solent Kestrels
- D1W: CoLA Southwark Pride
- D2M: Manchester Magic
- D2W: Sheffield Hatters II
- D3M: Teesside Lions

Watch day one | Watch day two

- U18 Men: London Westside Rangers
- U18 Women: CoLA Southwark Pride
- U16 Boys: Manchester Magic
- U16 Girls: Manchester Mystics
- U14 Boys: Richmond Knights
- U14 Girls: Manchester Mystics

Recap day one | Recap day two

National Cup winners:

- Senior Men: Team Solent Kestrels
- Senior Women: Stockport Lapwings
- U18 Men: Manchester Magic
- U18 Women: CoLA Southwark Pride
- U16 Boys: Islington Panthers
- U16 Girls: GCA Haringey Angels

Watch the [senior finals](#) | Watch the [Sure Shot junior finals](#)

Senior league winners:

- D1M: Team Solent Kestrels
- D1W: CoLA Southwark Pride
- D2M: Manchester Magic (North), Westminster Warriors (South)
- D2W: Stockport Lapwings (North), Brent Bulls (South)
- D3M: Anglia Ruskin University (East), London Thunder (London), Worcester Wolves (Midlands), Teesside Lions (North), St Helens Saints (North West), London Elite (South), Bristol Basketball United (South West)

Junior league winners can be found [here](#)

ACADEMIES

For our Academy teams, all three competitions (EABL, WEABL and ABL) returned.

10 LEAGUES

78 TEAMS

800 PLAYERS

2017/18:	750 PLAYERS
2018/19:	863 PLAYERS
2019/20:	820 PLAYERS

Academy Finals winners:

- EABL: Charnwood College Riders
- WEABL: City of London Academy
- ABL: Dagenham Park

[Recap and gallery](#)



SCHOOLS

The Dynamik National Schools ran for 231 teams, though in a league/knockout format instead of the traditional format used.

Whilst not the ideal format for the competition, it did allow schools to get involved in the sport once again with a view to reverting back to the format used in previous years from 2022/23 onwards.

231 TEAMS

2017/18:	750 TEAMS
2018/19:	863 TEAMS
2019/20:	820 TEAMS

Dynamik National Schools Finals winners:

- U14 CO-ED: St Bonaventure's School
- U14 GIRLSL: Bristol Metropolitan Academy
- U17 MENS: St Aloysius College
- U16 GIRLS: Holy Trinity Storm
- U16 CO-ED: Becket Keys CofE School
- U19 WOMEN: County Upper School
- U19 MENS: John Madejski Academy

[Read more](#)

MEMBERSHIP

31,087 LICENCED MEMBERS

2017/18:	33,984 LICENCED MEMBERS
2018/19:	34,285 LICENCED MEMBERS
2019/20:	32,097 LICENCED MEMBERS
2020/21:	14,920 LICENCED MEMBERS

7,096 SUPPORTER ACCOUNT MEMBERS AS PART OF BE'S EFFORTS TO WIDEN OUR FOOTPRINT ACROSS THE SPORT.

THE SUPPORTER ACCOUNT MEMBERSHIP OFFER AND ASSOCIATED BENEFITS TO BE FURTHER DEVELOPED IN FOLLOWING REPORTING PERIODS.



REGIONS AND LOCAL LEAGUE DEVELOPMENT

KEY OBJECTIVES

1

To strengthen the relationship between Basketball England and the Regions.

2

To develop a new working model to allow Regions to better support local league and clubs.

As the game re-emerged from the COVID restrictions the Regions and local league/association volunteers worked through more challenging times to help the game recover. This period continued to test the resilience of everyone involved as they balanced safety considerations with the desire to get the game flowing again.

Our thanks and recognition goes to everyone involved in supporting so many people to bring the game back under such difficult circumstances.

As part of changing the way the game is governed and supported in response to the COVID impact and other societal changes, the Regional Chairs worked closely with the Executive team to review the Regional model and see how we can strengthen the relationships and support between local basketball and the National Governing Body.

We recognised that the Regional model needs to change and be supported differently to adapt to the changing demands on the volunteers and clubs. This includes building more capacity in the regions and the ability to be more entrepreneurial to generate resources and grow more members – players, coaches and officials.

In the final quarter of the reporting year BE sanctioned the need for regional reforms to achieve these changes and agreed to instigate a pilot programme in the North West.

The impact of this and the implications for a nationwide roll out will be considered in February 2023.

In addition, we appointed a new officer to work more closely with the Regions and Local leagues and associations so we can start to build more support to grass roots development.

More than £68,000 was awarded back to the Regions through the Development Grant in 2021/22, which has continued to support the recovery of Regional led initiatives and has positively impacted Area Associations and Local Leagues.

We also worked with the Regions to plan the reset of the Aspire programme to make this more accessible and improve how the programme supports talent players at the local level. This included creating a resource for Camp Directors in each region.



MEMBERSHIP SYSTEM

KEY OBJECTIVES

1

Ensure the BE Membership Portal remains fit for purpose as the organisation's primary way to register and licence members.

2

Examine the optimum ways for members to get their most from their affiliation to Basketball England.

3

Streamline and improve internal processes association with the portal to maximise internal efficiencies.

The Basketball England Membership Portal is one of our most important digital systems. Allowing members to register and maintain their membership and licences year to year, the portal received a number of updates to improve its usability during the reporting period.

The addition of a member benefits section means that all member benefits and licence benefits are now accessible via the Portal to encourage members to get the most out of their membership.

An improved Internal Verifications Dashboard allows BE staff to verify members far more efficiently, reducing the delay to members becoming fully licenced to participate.

The photo requirements were also amended, with the requirement for local league/ BUCS photos being removed. In addition, NBL photo expiry dates were extended and aligned to the end of the season to prevent members being unable to participate due to system photo issues.

Going forward, there is a desire for all 2022/23 NBL team entries to be captured on the Portal, utilising existing club information and linking Portal teams to competitions. This work will be undertaken alongside other planned upgrades in the next reporting period.



BASKETBALL ENGLAND SHOP

KEY OBJECTIVES

1

Provide an additional revenue stream for BE.

2

Expand our range of products to include NBA and WNBA products from Wilson.

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

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.

We have continued to add products, including clothing, basketballs & equipment, to expand the range on offer for customers.

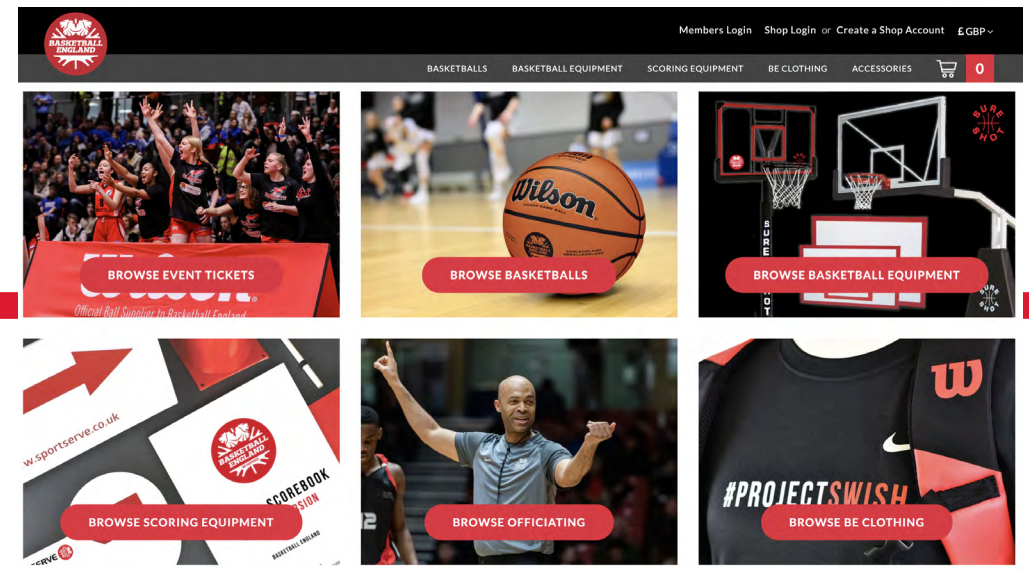
THE SHOP STATS

2020/21: **1,071** ORDERS **£66,000** REVENUE

2021/22: **3,406** ORDERS **£161,000** REVENUE

Working with partners Wilson, Sure Shot and Sportserve, we continue to push to ensure the best range of products is available, and that the range continues to grow.

As a secondary revenue stream, the BE online shop now houses an online purchase point for all event tickets, enabling easier access to tickets for customers and members.



FINANCE

KEY OBJECTIVES

1

To ensure effective financial recovery following the COVID-19 pandemic.

The financial impact of the pandemic was still prevalent during the 2021/22 season. Our main stakeholder and key funder, Sport England, extended our current funding cycle by an additional year as a direct result of the impact of COVID. This meant BE received the same core grant funding for 2021/22 as 2020/21.

Work is underway for the preparation of the new five-year funding cycle with Sport England during 2022/23. This encompasses new projects and initiatives which require funding and collaborative work.

Basketball England's annual accounts can be found [HERE](#).

The BE Board has overall responsibility for ensuring the financial health and sustainability of Basketball England. The detailed scrutiny and oversight is the responsibility of the Audit, Finance and Risk Committee.

The committee reported:

- A strengthening cash flow over the financial year
- A surplus of £226,000 on a turnover of £2.87 million. It should be noted this surplus contains a pension valuation gain of £149,000 which is referenced below and is likely to be offset against future year loss
- A reserve level of £470,000 compared with £244,000 the previous year

This indicates a stabilising of the business as we have worked through the COVID-related threats to the governing body and the game as a whole.



INCOME

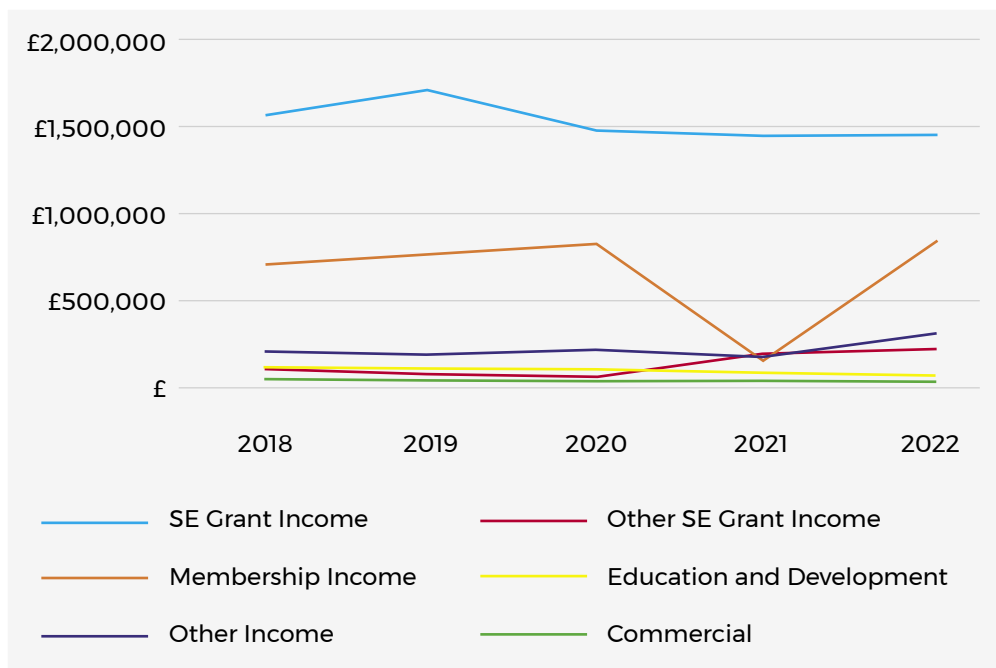
Our affiliation and licence fee revenue was healthy, following a turbulent year in 2021 because of the pandemic and subsequent season cancellation.

Our 'other income' returned to pre-COVID levels and includes DiSE and Aspire income generated as part of our talent programmes.

Sport England also granted us £150,000 as part of the 'Tackling Inequalities Funds'. These funds have been distributed directly to clubs and organisations during the year.

The following table demonstrates changes in income over the past five years:

INCOME ANALYSIS



EXPENDITURE/INVESTMENT

The five-year funding profile agreed with Sport England was tapered to reduce from 2019 in line with national funding policy for NGBs.

Programme delivery has resumed in the year following a drastic reduction during 2020/21. This has increased our investment/expenditure in relation to specific projects and initiatives which are delivered in conjunction with Sport England.

The year has demonstrated a general increase in operating expenses due to projects resuming. There has been an increase in the demands of the safeguarding function of the organisation which has resulted in much needed additional investment into this service including increased legal costs.

Board and staff expenses have increased in comparison to the previous financial year. This is due to staff travel being frozen during the COVID period which impacted the previous year's figures.

Marketing, digital and insight investment has increased due to the receipt of ring-fenced funding for digital expenditure from Sport England. This has been spent on developments to the membership portal, some of which went live in the reporting period, whilst others are still ongoing.

The year has seen a gain on the pension scheme of £149,000 in the year. This is a historic local government pension scheme held with West Yorkshire Pension Fund. The fund is valued annually and assessed based on its assets, liabilities and any settlements and curtailments during the year.

The asset returns for 2021/22 have been higher than anticipated which has resulted in a gain. This has impacted the overall financial position and is the reason for the large surplus. It is likely this gain will be offset by a loss during the 2022/23 financial year and BE is working with pension fund actuaries to pre-empt the impact of this.

IN MEMORIAM

ANDREA BORELAND

Boreland was a popular and respected figure in London basketball and beyond, guiding the progress of a host of young players with Brixton Topcats, before becoming the only female assistant coach in the BBL of recent years with London Lions. She also made a huge contribution to officiating.

A Lions statement read: “Andrea is an adored daughter, sister, teammate and friend, and has been at the heart and soul of basketball in London for over 30 years.”



BETTY CODONA OBE

An unrivalled colossus of the women’s game in the UK, Codona dedicated 60 years of her life to passionately inspiring thousands of people to play the sport that she loved. She passed away in March 2022.

She founded the Sheffield Hatters in 1961, proudly stepping out as a player and competed in the first ever National Cup Championship in 1965, before delivering 40 separate pieces of silverware as head coach between 1989 and 2009, prior to moving on to work as the Chair of the club.

Betty’s family described her as: “An inspiration for all, she was determined, relentless, intelligent and most of all passionate. Betty’s ethos will live on through every female who has represented the Hatters. Everyone here within the Hatters are deeply saddened but we stand united to carry on Betty’s values and beliefs as we respect the past and we will forge the future.”

BOB MCGILVERAY

The GB Masters officials co-ordinator was a stalwart of the game in the North West and remembered for the legacy he created in the region, supporting many players, coaches and officials to develop.

Long-time referee McGilveray was a committee member for the Manchester Area Basketball League (MABL) for a number of years, facilitating numerous cup and play-off competitions during his time as competitions secretary. He also chaired the Lancashire Basketball Association.



MAURICE WATKINS

Watkins was chair of the British Basketball Federation (BBF) for two years up to November 2020. He passed away aged 79 in August 21.

Head of sport law for Brabners Solicitors in Manchester, Watkins continued to support the BBF following his departure. He was also chair of British Swimming and, for 28 years, an influential director at Manchester United and held chair and director roles at the Rugby Football League, Barnsley FC and Lancashire County Cricket Club. He was made a CBE in 2011 for his services to charity.



SPONSORS

Wilson®

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

DYNAMIK

Dynamik Sports Floors are the official flooring supplier to Basketball England.

 **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





Wilson[®]



DYNAMIK

