

Basketball England Communications and Player Support Policy

Policy effective from 2 February 2017

Purpose of the policy

This policy is designed to provide clear guidance to all players, parents/guardians, club/AASE coaches and relevant Basketball England staff (including National Team staff) on what and how we communicate between each other and provide support, information, education, advice and instruction on all matters relating to preparation and active involvement in all national team activity.

By providing high quality communications and support with all the people that can assist the player in their development, preparation and competition, we will have a more positive effect on the player, their potential and ultimately their performance on the court.

This policy will also contribute to creating a positive experience for the player so we maximise the effect we have on players, irrespective of whether they progress to national team selection at any given point. We want to retain all players to continue to develop, compete for places and stay in the game.

Scope

This policy applies to

- Players selected on the national team programmes and AASE programmes (including all players from under 15 years to Senior players)
- Parents/guardians of the selected players
- The relevant club coach that supports the player
- Designated staff at Basketball England who are part of the National Team Programme including Safeguarding Officers, Project Co-ordinators, Talent staff, Head and Assistant Coaches, Team Managers, Strength and Conditioning Coaches, Performance Analysts, Team Doctor, Physiotherapists, Apprentices and other specialist staff appointed to the programme
- All AASE staff contracted through South Gloucestershire & Stroud College
- Club coaches who work with the player(s) who are formally engaged in the programme

Safeguarding, accreditation and quality assurance

The protection of young and vulnerable people and their safety, welfare and enjoyment of the national team programme are the most important features of our activity and interaction with young people. Providing good quality and timely information to parents/guardians is also really important so we can constantly maintain the confidence of parents and their support for their son/daughter. This is part of the programme of support to help them achieve their goals.

We will be applying the Basketball Safeguarding procedures to all our activity and the staff will plan all their activity to develop and support the player to help them achieve their potential. This policy and related matters on codes of ethics and conduct are contained in separate policies and guidelines.

We will also be asking for feedback from team staff, players, club coaches and parents/guardians on the programme, the player experience and levels of support, and ask for ideas on how to improve the approach each year.

As players transition from club to regional selection and become good enough to achieve national programme selection, the expectations of the player will change as they move into a sports performance environment. As stated in this policy, safety, welfare and enjoyment of the programme

are of paramount importance. At the same time, we want to create a challenging environment for the players so we can stretch them to learn, adapt, prepare, compete and recover so they can become a player that has the ability to play at the national level. We will be creating the necessary environment to prepare to a high level, test the players and help them achieve readiness for camps, tournaments and improvements at each stage of our programme. We are regularly introducing new assessments and player measurement criteria and techniques. The national team staff, alongside the club coach (where appropriate) will be applying these throughout the year, particularly between training camps. Our player assessment policy (separate to this policy) and guidance relates to this and will be made available each year. It will change from time to time.

To give us the ability to develop players and work with them at training camps and in between camps and do our utmost to get the best from them, Basketball England staff will pledge to do the following

- Communicate the names of the relevant accredited staff and their roles that work on the programme to players, parents/guardians and club coaches. They will be accredited to be part of the team communications and have approval to provide support using their specialist expertise to help the player develop, prepare and be ready for camps, training and competition
- Communicate our programme and general schedules of activity to staff, players, parents/guardians and club coaches
- Where appropriate, provide tailored support on all aspects of the game to help the player develop, prepare and perform. This will include things like strength and conditioning advice and specific preparation, coaching advice and specific development
- Monitor the effect on the player and communicate with the player and club coach on their progress, and agree any support or adjustment required for their development and preparation, or support after camps and other preparations
- Respond to any queries from players, parents/guardians and club coaches in support of the player welfare, enjoyment and development
- The BE accredited staff will also highlight any concerns or matters to consider with the player, parent/guardian and club/AASE coach in the interest of player welfare, development, enjoyment or continued involvement in the programme.
- Keep records of the player requirements and analysis and the progress players make in preparation for the camps with the support of club coaches between training camps

Recognising the importance of the player, parents/guardian and club/AASE coach in player welfare, development, achievement and enjoyment

Basketball England recognises that a number of important and influential adults that support the youth team players need to be both recognised and supported to contribute to the player's potential and access to the best possible support that is affordable. In order to achieve the best possible support, we ask that the player, parents/guardian and club coach signs up to the following

- Treat the national team staff with respect and respond to their requests to support the player and their development wherever possible. They are experts on different parts of the game. This will enhance the player development, potential, welfare and enjoyment
- Raise any concerns regarding the player with the relevant staff members of the national team, especially between camps when training regarding injury, health or other concerns that may affect a players wellbeing and ability to play and train. If we know about these matters early, then the team can give advice to help support the players recover and progression
- In the unlikely event of any causes for concern regarding any negative impacts on players, please raise this with the relevant member of the national team staff so it can be resolved immediately. If you would rather communicate to someone else, you can raise it with the Team Manager or our Safeguarding Officer if required.
- The Club/AASE Coach is a key part of the national team programme. He/she will have more contact and see the player practice, train, develop and perform more than any other member of the national team. Their support, influence and input is invaluable for the player and overall performance of the national programme and ultimately our international performance. We would like the club coach to agree a regular form of two-way communication with the relevant coaches and staff and agree a what needs to be done to support the player at key intervals during the year. This can include things such as practice drills, change in technique, support and adherence to fitness programmes, nutrition advice, rest and recovery.

How does all this happen? -Each year we will communicate this policy and provide

- an outline schedule of the year's programme
- more detail on each camp and the general preparation required for each one
- where appropriate, specific advice to players on what they need to do to prepare for the next camp as described in this policy. The detailed programmes will be provided by the relevant national team staff as and when required
- We will introduce specific two-way communication channels so all the information complies with our safeguarding policies and gives the parents/guardians that the information and support is relevant and professional
- Keep all personal records and any medical support confidential
- We will invite feedback from all those involved with the player at key intervals in the year
- Briefings and further information and support on any key developments as required to keep the programme and players on track to succeed
- A player, team and programme evaluation, inviting feedback from all those connected with the player

Guidance on the use of communication channels and social media

Owing to the complexities of, and constantly evolving social media and communication channels, the current guidance on what to use for outward messaging and communication, and the incoming messaging and communication is attached as schedule one to this policy. This may be updated from time to time to keep up with developments and feedback from all involved about what is feasible, effective and trusted. For any queries on this policy or schedule, please contact Basketball England's Safeguarding Officer

Communication Between BE/AASE Staff and Athletes

Yes= acceptable

No= not to be undertaken

Method/Age	Seniors 20 +	18 and 19	16-17	15 and under
Email	Yes	Yes	Yes- parent must be cc'd in	Yes- parent must be cc'd in
Phone Call	Yes	Yes	Parent Only	Parent Only
Text	Yes	No	No	No
Closed Facebook	Yes	Yes	Yes (parent/guardian must be in group)	Yes (parent/guardian must be cc'd in)
Edge10 System Only	Yes	Yes	Yes	Yes
Social Media Direct Message	Yes	Yes	No	No
Youtube	Private with Password only	Private with Password only	Private with Password only	Private with Password only
Direct Whats App	Yes	No (Group only)	No (Group only)	No (Group only)

Related Areas

Staff should not follow/add under 16 players on social media, twitter, Instagram, snapchat under any circumstances.

Any other communication methods are not allowed unless specifically approved by Basketball England.

All staff should also speak with Sarah Robertson, sarah.robertson@basketballengland.co.uk to ensure brand guidelines and tone for communications are of a uniformed standard.

Yes= acceptable

No= not to be undertaken

Method/Age	Seniors 20 +	18 and 19	16-17	15 and under
Email	Yes	Yes	Yes- parent must be cc'd in reply with standard message initially. Message listed below. Once parent has given written approval, communication with athlete can continue.	Yes- parent must be cc'd in reply with standard message initially. Message listed below. Once parent has given written approval, communication with athlete can continue.
Phone Call	Yes	Yes	Yes- parent must be cc'd in reply with standard message initially. Message listed below. Once parent has given written approval, communication with athlete can continue.	Yes- parent must be cc'd in reply with standard message initially. Message listed below. Once parent has given written approval, communication with athlete can continue.
Text	Yes	No	Yes- parent must be cc'd in reply with standard message initially. Message listed below. Once parent has given written approval, communication with athlete can continue.	Yes- parent must be cc'd in reply with standard message initially. Message listed below. Once parent has given written approval, communication with athlete can continue.
Closed Facebook	Yes	Yes	Yes (parent/guardian must be in group)	Yes (parent/guardian must be cc'd in)

Edge10 System Only	Yes	Yes	Yes	Yes
Social Media Direct Message	Yes	Yes	Yes- parent must be cc'd in reply with standard message initially. Message listed below. Once parent has given written approval, communication with athlete can continue.	Yes- parent must be cc'd in reply with standard message initially. Message listed below. Once parent has given written approval, communication with athlete can continue.
YouTube	Private with Password only	Private with Password only	Private with Password only	Private with Password only
Direct Whats App	Yes	No (Group only)	No (Group only)	No (Group only)

Standard Message: *If a member of staff is directly contacted by an athlete age 17 or under, a standard reply should be sent to the athlete that states;*

Thank you for your message and getting in contact. In order for me to reply to your message, I will require the permission of your parent or guardian. Please have your parent/guardian contact me via (insert email address) to confirm that they are happy for me to communicate with you on (enter method of communication from athlete). Once I have this I will reply to your message, Cc'ing your parent in.

Should you as a staff member have any questions or are concerned about the content of any message received from an athlete, please contact Melissa.hague@basketballengland.co.uk for advice before responding. All safeguarding and social media policy shall apply.