



## Board Basketball England

### Board Meeting Minutes

---

**Date:** 28 August 2018                      **Location:** Dial in

**Present:**

Clare Wardle, Chair (CW)  
Nicky Shaw (NS)  
John Letizia (JL)  
Russell Bell (RB)  
Jason Seiken (JS)  
Stewart Kellett (SK)  
Victoria Jones (VJ)

---

**Apologies:**

Steve Bucknall (SB)  
Abi Cohen (AC)

**Purpose:**

To approve the Strategic Plan, decide on any further consultation required and agree an aspirational target. The meeting was called as it was urgent and important business that needed the Board consideration and approval prior to the next schedule Board meeting.

**Item 1 Strategic Plan:**

SK reported that SB confirmed that he was happy to approve the plan with feedback prior to the meeting subject to strengthening the social impact, uniqueness of the sport and its ability to reach people of all backgrounds/bring people together.

The Chair asked that the document be communicated as an organic living document that will change as we deliver and learn with the basketball community. She also asked for a plan on a page when we publish the document after the two-week period of feedback from the community.

SK shared a view a basic outline on how we can reach the proposed target with the major growth areas being schools basketball and the community club.

CW asked the Board to consider whether the target was achievable, and we needed to test this in the discussion.

RB recommended that we add in the Sport England targets as part of an appendices and keep the document fairly tight as it could become too wordy. He also agreed that the target for engagement

should recognise what happened now and beyond just participation numbers, and that it should be an aspirational target.

SK suggested that an audacious target could be a more compelling proposition for sponsors to engage and invest in basketball.

NS fed back on the target and recognised contributions from things like BUCS and the student base. She also suggested that we have consulted a lot already so if we go back out for further feedback it shouldn't delay the plan or make the plan complicated.

JL asked about timing of the release of the document and what would be the best time to release this. SK explained the reasons for a release before the AGM/National Conference. Its release would help with the weekend interaction by sharing our direction of travel and focus for the coming season.

The Board were in full agreement to adopt the plan subject to the changes and matters discussed at the meeting. The aspirational target of 500,000 engaged in the sport was agreed. Building on the current engagement levels would be more realistic but still a stretching target for the sport/BE.

The Board were asked about the merits of setting a female participation target within the overall target and the Board felt this was perhaps more appropriate for setting on certain parts of the implementation rather than adopting a women's only target alongside the 500,000.

The Chair thanked all Board members who committed to the call to help move the plan forward. SK thanked everyone for their contributions to help formulate the plan.

#### Resolutions:

The Board:

- *Approved the plan subject to the feedback and changes described at the meeting and any corrections from proof reading.*
- *Agreed the plan should be communicated to the wider basketball community and key bodies in the sport as an organic living document that will change over time as we implement in consultation/partnership with the basketball community.*
- *Agreed we invite commentary on the direction of travel between now and 15 September 2018 and finalise with any adjustments from any feedback so we can communicate no later than 1 October 2018*
- *Accepted an aspirational target of engaging 500,000 in the game from all aspects of involvement, from participation and volunteering to growing the fan base and parental involvement*
- *Agreed to providing a plan outline/summary on a page to inform people as an easy reference for the plan and the things we are going to deliver/facilitate this coming season*

**END OF MEETING**