



BASKETBALL ENGLAND

DIVERSITY AND INCLUSION ACTION PLAN

2025-2029

INTRODUCTION

Basketball England places equality, diversity and inclusion (EDI) at the forefront of our work. We weave this thread into the fabric of everything we do, including building collaborative partnerships that support a culture of respect and understanding.

Basketball is the sport for everyone, with the power to reach people, places and communities like few others. Basketball is where cultures come together, learn from one another and where difference is embraced and amplified. It is inclusive, vibrant, life-changing, accessible and adaptable. With inspirational figures from all over the world, it has the ability to unite and as a governing body, we take seriously our role in leading the way for change.

Our responsibility is to create safe and welcoming environments to enable these values to thrive. To do that, we must actively promote and celebrate the inclusion of those with protected characteristics and, wherever possible, reduce and remove obstacles so everyone gets the most out of their Basketball experience. We know there is work to be done, more to achieve - and were excited about the future.

While diversity within our participation base is broad, we recognise this must also be reflected in positions of power and throughout all roles. The use of data to measure success is a key thread that runs through all five of our ambitions. The collection, analysis and revelations of this data will provide us with better insight on progress and where to focus our attention in leadership.



ABOUT US

Basketball England is the National Governing Body (NGB) for Basketball in England, responsible for all aspects of the sport.

The organisation is responsible for managing the National Basketball League (NBL) for Men, Women and Juniors. It helps recreational leagues by providing them with advice, guidance, and affiliation. The organisation is committed to supporting the development of elite athletes by providing them with talent pathways which can take them up to the England National Teams. Additionally, the organisation supports the administration and development of the Great Britain teams, along with our compatriots – Basketball Scotland and Basketball Wales. The organisation collaborates with a wide range of community, school and higher education leagues, events and tournaments and it encourages people to play different sport versions, such as 3x3.



Basketball plays a vital role in engaging communities in some of the most underprivileged areas in the UK. The sport is known for its inclusivity and diversity, which is why we are proud to have received an 'A' rating in the Race Representation Index (RRI) developed by Sporting Equals in both 2022 and 2023. We are confident this will be maintained or improved in our latest submission at the end of 2024.

In 2022, we introduced a fairer, more robust approach to tackling discrimination, harassment and victimisation by introducing a new Disciplinary Code, Publications Policy and associated training and guidance. This has improved our ability to identify issues within the sport and respond appropriately. Most recently we concluded an audit of all of our published policies, codes and guidance documents to continue this integral governance work.

OUR VISION

**BASKETBALL FOR ALL.
TO BE THE NATION'S MOST
ENJOYABLE, INCLUSIVE,
INNOVATIVE, IMPACTFUL,
INSPIRATIONAL SPORT, SAFE
AND FAIR FOR ALL PARTICIPANTS
IN ALL COMMUNITIES.**



STATEMENT FROM CEO - STEWART KELLET

At Basketball England, equality, diversity and inclusion are core to how we build our sport. Every day, we strive to make Basketball more accessible, collaborative and inspiring by ensuring everyone has a voice and the opportunity to thrive.

Through '**Basketball For All**' we're not only setting a standard but actively engaging with diverse communities to reflect the vibrancy of our sport at every level. By uniting passion with purpose, we can create lasting change, ensuring Basketball is a positive force for equality.

OUR MISSION

**TO GOVERN AND GROW OUR
SPORT IN THE MOST EFFICIENT,
EFFECTIVE WAY POSSIBLE,
THEREBY PROVIDING A
GREAT EXPERIENCE FOR
EVERYONE INVOLVED IN
BASKETBALL.**



STATEMENT FROM NED AND CHAIR OF EDI COMMITTEE - BRANDIE DEIGNAN

As Chair of the EDI Committee, I am dedicated to fostering an environment where everyone feels valued and respected. Embracing diversity in every aspect - from players and coaches to fans, strengthens our sport and unites our community. By prioritising mentoring, partnerships and inclusive practices, we can break down barriers and pave the way for a more equitable, accessible future in Basketball. I welcome and encourage all stakeholders to join us on this journey.

STATEMENT FROM THE BOARD

As the Board at Basketball England, we recognise and take very seriously our role in equality, diversity and inclusion. We are committed to making real, lasting change in the way our sport is run, from grassroots to governance, which is why **'LEADERSHIP'** has been selected as a focus. As a Board, we fully support the Diversity & Inclusion Action Plan, and we're dedicated to making sure it isn't just words on a page but a real driver of change. To bring about the improvements required we recognise leadership does not start and end with us and so we will identify and champion the leaders who can influence this change.

Basketball remains one of the most diverse sports in England, bringing people together from different backgrounds, however we recognise barriers exist across opportunities in participation, coaching, officiating and leadership roles, and we need to address this. That's why we're taking action to ensure fairer recruitment, better representation and safer, more inclusive environments for everyone involved in the game.

Another key focus is **'REPRESENTATION'** and creating a workforce that reflects the diversity of the Basketball community. To achieve this, we're reviewing and auditing our recruitment processes to reduce bias and ensure people are judged on their skills and potential, not their background. We're also evolving existing programs to help more individuals with protected characteristics progress into key roles within the sport.

Beyond recruitment, we're focused on ensuring that **'RESPECT AND ACCEPTANCE'** are values echoed throughout the Basketball spaces we provide. To do this we are reviewing our

policies, working toward a clearer reporting system for concerns, and implementing mandatory training for coaches, officials and staff to ensure inclusivity is embedded in every part of the game. We also know that accessibility needs to improve, so we will be investing in adaptive Basketball programs and finding sustainable ways to reduce financial and physical barriers to participation.

We also recognise that inclusion isn't something we can achieve alone. Together we are stronger and that is why **'COLLABORATION'** has been chosen as a key focus. By working closely with community organisations we believe we can make our initiatives reach those who need them most, and we're committed to listening to the voices of players, coaches and volunteers from all backgrounds. By increasing representation in decision-making and amplifying the experiences of underrepresented groups, we can feel confident Basketball in England reflects the people who play it.

Of course, commitment means nothing without action. That's why we're holding ourselves accountable, and will regularly review our progress, targets and make sure diversity and inclusion remain at the heart of our decision-making. Every member of our Board and leadership team has a role to play in driving this change, and we'll be transparent about the steps we're taking to reach our goals.

Our final key focus is **'EQUALITY AND EQUITY'**, something this plan is ultimately about and a thread that will run through our DNA. This is a long-term commitment, and as a Board, we're determined to make sure it leads to real impact. We're excited about the journey ahead and look forward to working together to make Basketball in England truly inclusive for all.

DATA AND INSIGHT

We will measure our progress by collecting both quantitative and qualitative data. In the first year, we plan to evaluate our data further and work toward a more recognised framework to obtain an accurate understanding of diversity in the organisation and our membership.

Some data is essential to gather, but it is currently unavailable. Therefore, we are already exploring certain system and process changes to obtain the necessary information. For the time being, we will publish the data we have available on race and binary gender representation and estimated target ranges, to ensure transparency. In the future, Basketball England is committed to measuring the diversity of all protected groups and socio-economic status in greater detail.

Please see our full data plan and additional data on our website, [HERE](#).



STAFF REPRESENTATION RACE AND GENDER

	2021/22	2022/23	2023/24	2024/25
TOTAL: OTHER THAN WHITE ETHNICITY	23.5%	19.6%	20.9%	16.2%
TOTAL: FEMALE	29.4%	43.4%	41.9%	45.9%

STAFF REPRESENTATION DISABILITY 2024/25

	% OF RESPONDENTS
NO	86.7%
YES	13.3%

*based on 77% staff completing anonymised optional survey

STAFF REPRESENTATION NEURODIVERGENCE 2024/25

	% OF RESPONDENTS
NO	76.7%
YES (ANY)	23.3%

*based on 77% staff completing anonymised optional survey

EXECUTIVE MANAGEMENT TEAM REPRESENTATION

	2021/22	2022/23	2023/24	2024/25
TOTAL: OTHER THAN WHITE ETHNICITY	14.3%	14.3%	16.6%	14.3%
TOTAL: FEMALE	14.3%	14.3%	16.6%	28.6%

BOARD REPRESENTATION

	2021/22	2022/23	2023/24	2023/24
TOTAL: OTHER THAN WHITE ETHNICITY	20%	30%	40%	45.4%
TOTAL: FEMALE	30%	30%	20%	36.3%

ALL LICENCED MEMBERS REPRESENTATION

	2021/22	2022/23	2023/24	2024/25
TOTAL: OTHER THAN WHITE ETHNICITY	36.2%	37.6%	37.5%	37.3%
TOTAL: FEMALE	18.3%	18.7%	18.5%	18.3%
TOTAL: LSEG 1-2	16.0%	15.9%	15.6%	15.5%
TOTAL: NON-NATIONAL	17.2%	19.3%	20.0%	20.5%
TOTAL: JUNIOR (UNDER 18)	50.3%	54.6%	55.5%	56.1%

ALL LICENCED MEMBERS REPRESENTATION

RELIGION (RESPONSES ONLY)	CHRISTIAN	NO RELIGION	MUSLIM	DON'T KNOW	HINDU	BUDDHIST	JEWISH
	50.8%	39.3%	5.8%	2.3%	1.4%	0.7%	0.3%
SEXUAL ORIENTATION (RESPONSES ONLY)	HETEROSEXUAL	GAY/LESBIAN	BISEXUAL	OTHER			
	95.5%	1.5%	2.1%	0.9%			
DISABILITY	LIVING WITH	LIVING WITHOUT					
	1.7%	98.3%					

LICENCED PLAYERS REPRESENTATION

	2021/22	2022/23	2023/24	2024/25
TOTAL: OTHER THAN WHITE ETHNICITY	36.7%	38.0%	37.9%	39.3%
TOTAL: FEMALE	18.0%	18.1%	17.9%	17.6%
TOTAL: LSEG 1-2	16.2%	16.1%	15.8%	WIP
TOTAL: NON-NATIONAL	17.5%	19.7%	20.4%	20.9%
TOTAL: JUNIOR (UNDER 18)	52.8%	57.9%	59.0%	59.8%

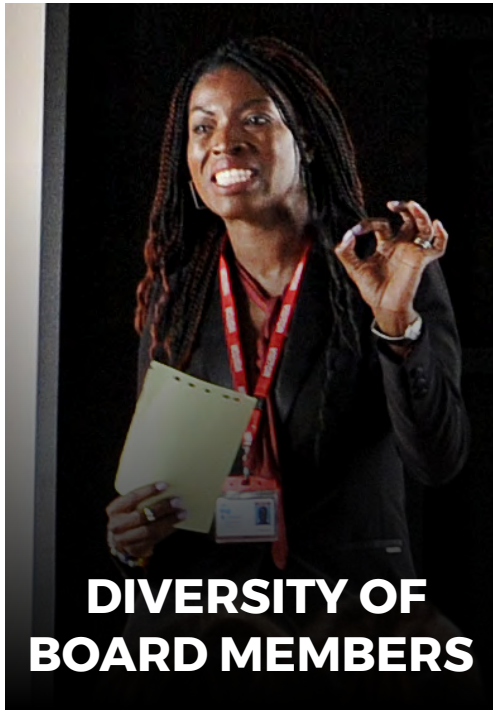
LICENCED COACHES REPRESENTATION

	2021/22	2022/23	2023/24	2024/25
TOTAL: OTHER THAN WHITE ETHNICITY	24.8%	25.7%	25.6%	27.0%
TOTAL: FEMALE	17.8%	19.9%	20.0%	20.5%
TOTAL: LSEG 1-2	12.4%	14.1%	13.7%	13.5%
TOTAL: NON-NATIONAL	10.8%	12.8%	12.6%	12.8%
TOTAL: YOUNG PERSON (UNDER 25)	15.1%	15.9%	16.4%	16.9%

LICENCED OFFICIALS REPRESENTATION

	2021/22	2022/23	2023/24	2024/25
TOTAL: OTHER THAN WHITE ETHNICITY	21.3%	23.7%	22.9%	25.3%
TOTAL: FEMALE	29.6%	32.3%	32.6%	31.5%
TOTAL: LSEG 1-2	13.0%	14.3%	14.9%	14.7%
TOTAL: NON-NATIONAL	8.4%	11.1%	12.3%	12.7%
TOTAL: YOUNG PERSON (UNDER 25)	25.6%	30.7%	35.6%	40.3%

AREAS OF UNDERREPRESENTATION IN THE SPORT



EXTERNAL ADVISORY GROUPS

To help us ensure that lived experience and expertise are at the heart of the voices shaping decision we have 5 advisory committees, these are detailed below;

- **EDI**
- **FUTURE YOUTH**
- **OFFICIATING**
- **COACHING**
- **LEAGUES AND COMPETITIONS**



ABOUT THE PLAN

Basketball England has developed a Diversity and Inclusion Action Plan (DIAP) with the aim of improving EDI within the organisation and the sport at all levels.

This plan is a crucial component of the four-year wider strategic plan (2025-2029), **'Basketball for All'**. The insights and data gathered during the initial stages of this plan will help determine the priorities for the next strategic plan, which will commence in 2030. The DIAP reflects Basketball England's commitment to the Code of Sports Governance.



Our DIAP is centred on **FIVE CORE AMBITIONS**:

1

LEADERSHIP

We will identify, champion and support our leaders to exemplify our dedication and enthusiasm to diversity and inclusion.

2

REPRESENTATION

We will actively reduce systemic barriers to accessibility and opportunity from volunteers to senior leadership with continued annual reviews.

3

RESPECT AND ACCEPTANCE

We will build awareness and understanding through intentional education and targeted training supporting our zero-tolerance approach to discrimination.

4

COLLABORATION

We will develop collaborative partnerships to aid our organisational learning, impact on the game and the communities we serve.

5

EQUALITY AND EQUITY

We will develop and follow a balanced equitable and transparent action plan to achieve our goals with continued performance reviews.

OPERATIONAL PLAN

Our actions are listed below, however a detailed operational plan is also available to view which has been created to support the implementation of each action. We know this plan will adapt and evolve with the organisation naturally, however our commitment and dedication to these ambitions and actions remains throughout.

RESPONSIBILITIES

We have assigned 5 internal EDI Champions each responsible for maintaining progress with the actions and tasks. These EDI Champions will liaise with our external advisory committees as well as internal staff to ensure that each action is approached, advanced and actioned.

The EDI lead will report to the Board every quarter, and the Board will conduct an annual review of the plan's impact.

TRANSPARENCY AND PROGRESS

We have made the visibility and accessibility of all information relating to EDI and this plan available on our website. We have created a dedicated section for all things EDI, including;

- Further detail on the current status, tasks and timelines for all actions in this plan
- Quarterly progress updates and an annual reports
- Data
- Relevant policies and guidance
- Opportunities to get involved and support this work
- Relevant team members
- Initiatives and campaigns
- Resources
- Feedback

FOR MORE INFORMATION, CLICK HERE TO VISIT OUR WEBSITE



AMBITION 1: LEADERSHIP

KPIs:

GOVERNANCE & ACCOUNTABILITY:

EDI/DIAP to be standing items at 100% of Board meetings, with annual reviews aligning decisions to the Code for Sports Governance.

LEADERSHIP TRAINING & ENGAGEMENT:

100% of Board members complete annual EDI training; Board members to help shape EDI communication and campaigns.

DEPARTMENTAL OWNERSHIP:

Five senior executives assigned as EDI leads submit quarterly updates; EMT holds quarterly EDI review meetings to track delivery.

TRANSPARENCY & BENCHMARKING:

Publish quarterly and annual updates and review internal benchmarking using at least three trusted data sources.

DATA & INSIGHT:

100% of recruitment/membership forms to include diversity monitoring; publish an annual EDI data report and review to guide future actions.



AMBITION 1: LEADERSHIP

ACTION	RESPONSIBILITY	TARGET GOAL
BOARD		
1.1 BE are committed to EDI long-term and across all areas of the business. The board will continuously refer to the code of sports governance to ensure the validity of our decisions and actions in this plan.	Board/EMT	DIAP published end of Q1 2025. Refreshed approach to EDI delivered to staff and members including detailed operational plan.
1.2 EDI and the DIAP are standing items on all Board meetings including annual reviews - as one of the foundational pillars.	Board/EDI Chair	EDI minutes and actions published quarterly. 100% of Board decisions reviewed annually against the Code for Sports Governance. Annual EDI alignment audit completed and shared with Board.
1.3 The Board will commit to training to improve their understanding of their responsibilities and to raise their awareness of the needs of the different communities they serve.	Board/EDI Chair	100% completion across all staff by end of Q3 2025. EDI course included in all on-boarding.
1.4 The Board will take an active role in the identification and support of our EDI champions.	Board	4 x pieces of communications / year & Board member to champion advisory groups.
EMT		
1.5 Five BE executives to be responsible to ensure DIAP actions are delivered and embedded within each Department's work streams and working practices.	EDI Lead	EDI on agenda for all EMT meetings - actions to be reported quarterly. 1x monthly internal EDI Champions meeting. 1x monthly EDI Champions and EDI Advisory Committee meeting. EDI Champions responsible for quarterly progress reports.
1.6 The Organisation will ensure sufficient allocation of resource and implementation to advance equal opportunities across the protected characteristics.	Board/CEO/EMT	4x additional EDI Advisory Committee members being recruited in Q2 2025. Review annually.
1.7 EMT are responsible for leading the ambitions and actions of the DIAP and liaising with Senior leadership to ensure delivery of their contributions.	EMT	EDI embedded into the creation and delivery of all projects. This will be clearly evidenced.
INTEGRITY, TRANSPARENCY AND FAIRNESS		
1.8 We will share our decision-making processes, including how they impact members and the roles of independent individuals and groups supporting our organisation.	Board/CEO/EMT	Panel details on website/member portal. Member satisfaction survey produced and published annually.
DATA		
1.9 We will conduct a comparative exploration to find our internal benchmarks - using other NGBs and trusted data sources such as Active Lives, RRI and Sporting Equals.	HR & EDI Lead , Data and Insights	Improve existing Bronze membership with Sporting Equals charter to Silver.
1.10 We will further develop thorough data and insight measures to guide our direction and decision making, recording staff and member data at recruitment and application stage. We will publish our staff and member data annually.	Data and Insight Manager, HR, EDI Lead, Marketing & Communications Director, Board	Include in our annual report on which groups we are collaborating with. Data and Insights to report back on our data exploration exercise - see BE Data plan. Establish clear data sets which demonstrate the gaps in membership and engagement across all protected characteristics. Equal opportunities form to be used with all candidates. Safer Recruitment Policy in practice. Annual data report published publicly with year-on-year comparisons.
1.11 We will conduct an EDI Data review annually to understand our positioning and identify where improvements need to be made.	Marketing and Communications Director, EDI Lead, Data and Insight Manager	Survey strategy to be concluded Q2 2025. Equality data published annually across all protected characteristics, moving forward from just race and gender.

AMBITION 2: REPRESENTATION

KPIs:

ANNUAL RECRUITMENT & REPRESENTATION REVIEWS:

Complete recruitment audits and diversity gap analyses each year, with tracked follow-up actions.

INCLUSIVE RECRUITMENT DELIVERY:

All job postings use inclusive language; recruitment strategy in place and reviewed annually with diverse candidate metrics tracked.

TARGETED REPRESENTATION IMPROVEMENTS:

Aspire data and benchmarking used to increase diversity in coaches, volunteers, staff, and board; progress tracked year-on-year.

YOUTH DEVELOPMENT:

Create and maintain clear pathways for young people from volunteering to leadership, with year-on-year growth targets.

EXPERIENCE & FEEDBACK:

Collect and act on annual EDI-related feedback from game day experiences, leading to visible changes and improved satisfaction.

AMBITION 2: REPRESENTATION

ACTION

RECRUITMENT AND OPPORTUNITY

2.1 We will conduct a Recruitment Audit to identify challenges and shortcomings and provide recommendations for improvement.

2.2 Implement and maintain an improved inclusive recruitment strategy and process.

2.3 Identify gaps in representation in each area of the organisation annually and use this data to prioritise which areas and gaps we focus on improving.

2.4 Through the annual recruitment of our volunteers and coaches with Aspire, we will use our improved data collection to tackle the barriers to accessibility across all protected characteristics.

2.5 Commitment to identifying and maintaining opportunities for young people in the Sport from volunteer to senior leadership.

RESPONSIBILITY

HR & EMT

EDI Lead, Safeguarding, HR, Membership Innovation Manager

HR

HR, EDI Lead, Data and Insight Manager

Head of Talent and Performance, HR, Safeguarding, Data and Insights

HR & EDI Lead, Membership Innovation Manager

EMT, Board, HR

Marketing and Communications Director, Data and Insight Manager, EDI Lead, Safeguarding

TARGET GOAL

Assess job descriptions against accessibility requirements.

Ensure an EDI statement on all adverts.

Completion of recruitment audit by end of Q3 2025. 50% of recommendations implemented within 12 months, 100% in 24 months. Increased diversity of national partners. Establish minimum of 1 focal group for each protected characteristic.

Best practice TBD with recruitment partners.

Inclusive recruitment framework approved and in use by end of Q1 2026.

100% of job postings reviewed for inclusive language.

Candidate diversity increase YoY (e.g. ethnicity, gender, disability).

Annual diversity gap analysis report completed by Q3 2025.

At least 2 targeted actions developed per year based on findings.

YoY increase in Aspire programme participation from underrepresented groups. Increase YoY in the % of Aspire roles filled by individuals from protected characteristic groups.

Future Youth Committee voice included and considered in all major decisions. YoY growth in youth representation across programmes.

Minimum 2 youth-specific opportunities created annually.

ENVIRONMENT

2.6 Setting benchmarks for representation to ensure that the make up of our board and staff reflect the make up of our membership and communities served.

2.7 Collect qualitative feedback and data to help understand how we can enhance the game day experience from an EDI perspective.

Recruit 2x u25 board members in 2025. Benchmarks for staff and board diversity set by Q1 2026 with YoY increases. Diversity gap between BE and membership reduced annually.

Minimum of 4 events per year surveyed. Annual game-day EDI feedback survey response rate of 50%.

At least 3 improvements made per year based on feedback.

Stakeholder satisfaction with inclusion at events.

AMBITION 3: RESPECT AND ACCEPTANCE

KPIs:

POLICY & TRAINING INTEGRATION:

100% of policies reviewed with lived experience input; zero-tolerance policy updated and promoted annually with accompanying staff training.

DIGITAL LEARNING & ENGAGEMENT:

Launch and track engagement with an internal training hub, plus regular input from the EDI Advisory Committee.

MEMBER-FACING RESOURCES:

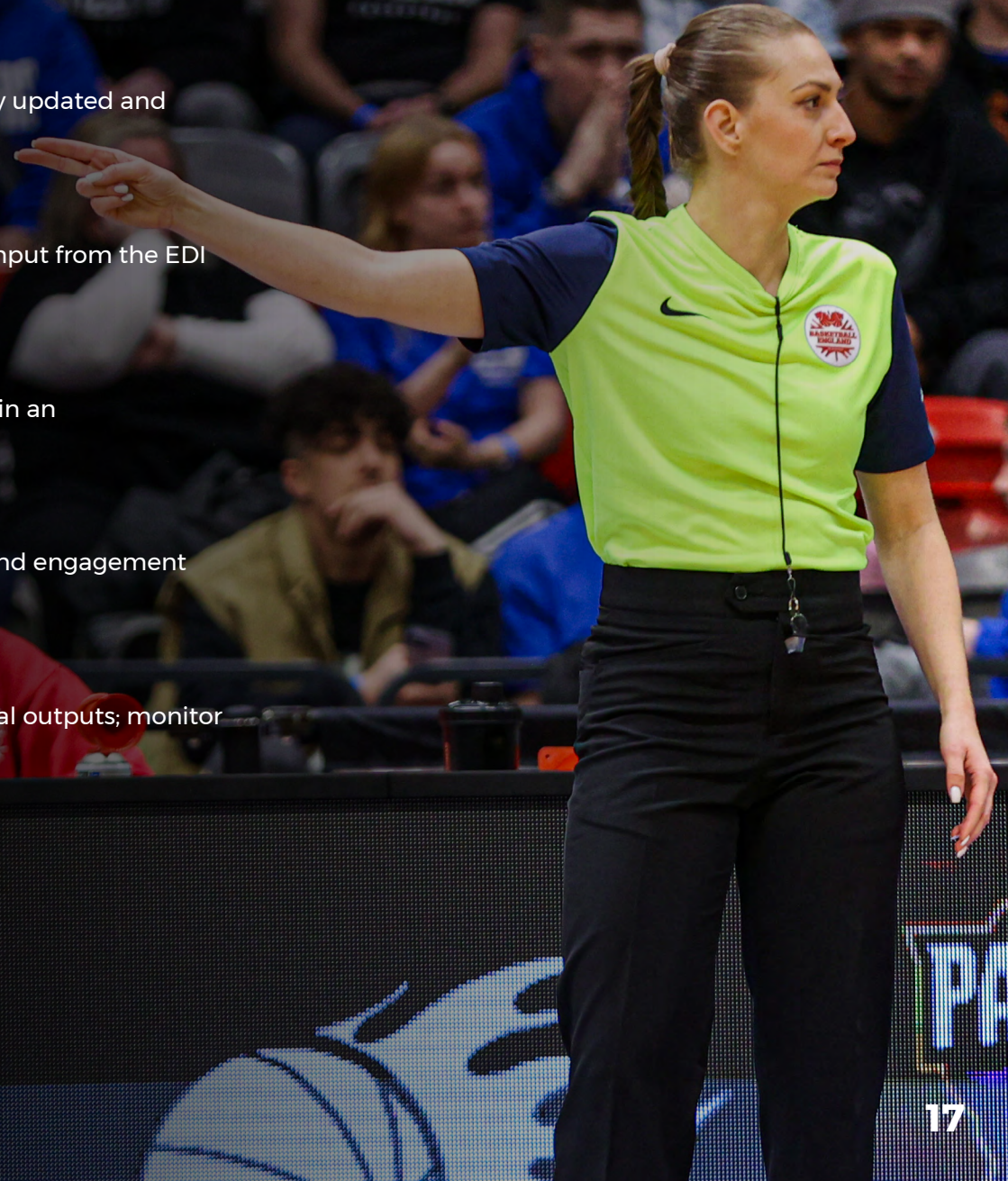
Publish a practical external EDI toolkit and track club engagement; maintain an up-to-date, high-traffic EDI section on the website.

TARGETED CAMPAIGNS:

Deliver a minimum of 4 inclusive campaigns annually with tracked reach and engagement across priority demographics.

TRANSPARENCY & ACCOUNTABILITY:

Publish how consultation and feedback have shaped policy and educational outputs; monitor and report quarterly progress across platforms.



AMBITION 3: RESPECT AND ACCEPTANCE

ACTION	RESPONSIBILITY	TARGET GOAL
POLICY, RULES AND REGULATIONS	HR & Safeguarding, Marketing and Communications	<p>Regular schedule of campaigns. Updated anti-discrimination policy published and promoted annually.</p> <p>Number of staff/volunteers trained on zero-tolerance policies.</p> <p>Reduction in reported discrimination incidents YoY.</p>
<p>3.1 Reinforce our committed zero-tolerance approach to all forms of discrimination, harassment and victimisation through improved policies, campaigns and education.</p> <p>3.2 When introducing or reviewing policies, rules, and regulations, consultation with subject matter experts or those with lived experience will be conducted to consider the impact on those with protected characteristics and from lower socio-economic groups.</p>	Board, EMT, EDI Lead	<p>100% of new/reviewed policies to include documented expert/lived experience consultation (where applicable).</p>
EDUCATION	EDI Lead, Safeguarding & HR	<p>Licence users increased annually. Implement a bite sized approach as additional packages are introduced.</p> <p>100% completion by end of Q3 2025. Reviewed annually.</p> <p>Training hub launched by end of Q4 2026. Reviewed as required.</p>
<p>3.3 Develop an internal EDI training hub/learning resource that can be tracked for engagement.</p> <p>3.4 Utilise our EDI Advisory Committee to help with the creation and sign-off of all educational material.</p>	EDI Lead, Safeguarding	<p>100% of EDI-related educational resources reviewed/signed off by committee.</p>
<p>3.5 Develop an external EDI toolkit for members and affiliated organisations.</p>	EDI Lead, Club Support Manager, Leagues Development Manager	<p>Toolkit completed and shared with 100% of affiliated clubs/orgs.</p> <p>Download/use rate within first 6 months ≥50%.</p> <p>2x yearly sessions to maintain momentum.</p>
COMMUNICATION AND ENGAGEMENT	Marketing and Communications Director, EDI Lead	<p>Minimum of 4 major campaigns delivered annually. Audience engagement rates (e.g. views, shares, feedback) ≥ set thresholds.</p>
<p>3.6 Develop campaigns and communications that reach intended audiences and promote our EDI values and aspirations.</p> <p>3.7 Create, maintain and regularly update a dedicated section on our website for the DIAP and related areas.</p>	Marketing and Communications Director, EDI Lead, Membership Innovation Manager	<p>Quarterly website updates to evidence progress, followed by an annual report.</p>

AMBITION 4: COLLABORATION

KPIs:

STRATEGIC EDI PARTNERSHIPS:

Stakeholder Matrix developed and reviewed annually, with at least 5 priority EDI partnerships tracked for impact.

JOINT ACTION WITH PARTNERS:

At least 3 collaborative initiatives or events delivered annually with external partners; satisfaction and shared objectives monitored.

SECTOR LEADERSHIP:

BE initiates 2+ collaborative EDI efforts with other Basketball or sport NGBs per year, aiming to influence national best practice.

COMMUNITY ENGAGEMENT:

≥10 community organisations/clubs supported annually, particularly those serving underrepresented groups.

INCLUSIVE VOICE:

Staff, members and advisory groups engaged via structured feedback mechanisms (e.g. forums, surveys) at least twice a year, with input visibly acted upon.

Wilson

DYNAMIK



**UNITING THE
MOVEMENT**



**THE
NATIONAL
LOTTERY**



FIBA

We Are Basketball



SPORTSERVE

MAYOR OF LONDON



SURE SHOT

AMBITION 4: COLLABORATION

ACTION		RESPONSIBILITY	TARGET GOAL
STAKEHOLDERS AND PARTNERSHIPS	4.1 Utilising a Stakeholder Matrix we will identify which partnerships can deliver the most impact in our EDI.	EMT, EDI Lead	Stakeholder Matrix completed and reviewed annually. Minimum of 5 high-impact EDI partnerships identified and tracked.
	4.2 Explore opportunities with our partners to collaborate on shared EDI goals.	EDI Lead, Membership and Innovation Manager, CEO	Coordination and firm commitments required for partners in EDI space. Establish 2 per quarter. Number of shared objectives documented in formal agreements (e.g. MoUs). Embed opportunities for campaigns into content calendar.
	4.3 Take a leading role in initiating collaboration with other NGBs in the Basketball community to continuously adhere to and aim for best practice.	Board/CEO/ Senior Participation and Partnerships Manager	BE to initiate minimum 2 cross-NGB EDI forums or working groups.
	4.4 Promote and support local community groups, organisations, clubs, and leagues that work with diverse groups.	EDI Lead, Senior Participation and Partnerships Manager, Membership and Innovation Manager	Identify and collaborate with teams/groups/key individuals across all protected characteristics. Increase in engagement metrics (e.g. event participation or co-funded projects).
BEST PRACTICE	4.5 Formalise opportunities for staff, members and our external advisory committees to share their experiences regarding matters that affect the communities we serve within the sport.	EDI Lead, Safeguarding & HR	Annual reporting. HR function in place for anonymous feedback.

AMBITION 5: EQUALITY AND EQUITY

KPIs:

VOICE & REPRESENTATION:

Minimum 3 lived experience listening opportunities annually; Youth Committee and underrepresented voices influence real decisions.

INCLUSION & ACCESSIBILITY:

Targeted initiatives and formal partnerships in place for disability, neurodivergence, women and girls, and mental health each year.

RESOURCE COMMITMENT:

Dedicated resource for wellbeing and funding hardship guidance; Foundation established to deliver long-term equity impact.

DATA-DRIVEN CHANGE:

Annual reviews of Talent Programme access and women/girls' gaps, with evidence-based action taken each year.

TARGETED GROWTH:

Expand women and girls' initiatives across new age groups and regions, with year-on-year growth and retention metrics tracked.

AMBITION 5: EQUALITY AND EQUITY

ACTION		RESPONSIBILITY	TARGET GOAL
PROMOTING INCLUSION	5.1 Actively listen to the views and experiences of those with lived experience, amplify the voices of underrepresented groups, making sure that they feel welcomed to the sport and both the sport and organisation is accessible to everyone.	EMT/ EDI Lead, Marketing & Communications Director	Formalise this feedback to reach decision making/board. Minimum 3 lived experience listening sessions per year
DISABILITY AND NEURODIVERGENCE	5.2 Further recognise the challenges of those with disabilities and develop shared goals and initiatives to improve inclusion. 5.3 Establish partnership with Disability/Neurodivergence partner to aid the organisation in its approach to ensure best practice.	Safeguarding, HR & EDI Lead, Head of Participation, Senior Participation and Partnerships Manager	At least 2 disability-focused initiatives developed annually. Inclusion audit completed with recommendations Finalise agreement and services provided by end of Q3 2025. Evidence of partner input in key decisions/resources
MENTAL WELLBEING	5.4 Recognising Basketball's positive impact to wellbeing, we will develop targeted signposting and partnerships with more local mental health and wellbeing organisations 5.5 We will dedicate resource to flesh out our mental health and wellbeing offering.	EDI Lead, Safeguarding, HR EDI Lead, Safeguarding, HR	Minimum 3 partnerships formed with mental health/wellbeing orgs To be completed in Q3 2025. Staff time or funding formally allocated in budget Mental health plan published and updated annually
WOMEN AND GIRLS	5.6 Formalise a dedicated and committed plan to address the existing gaps for women and girls across the sport. 5.7 Establish the partners we collaborate with to amplify the reach to women and girls from participation all the way through to senior leadership. 5.8 Expand our existing dedicated women and girls initiatives by both age and region.	EDI Lead, Head of Participation, Data and Insights Manager, Membership and Innovation Manager, Marketing and Comms, CEO Head of Talent and Performance, EDI, Head of Participation Head of Talent and Performance, EDI, Head of Participation	Plan published with actions, timelines and KPIs. Representation and participation data by gender collected and reported annually. Minimum of 3 actions delivered per year targeting key gaps At least 3 partners engaged to amplify reach to women/girls Continue to develop co-delivered projects supporting women and girls. Increase in female participation or leadership YoY Initiatives expanded to at least 2 new age groups and 3 new regions annually. Reach and impact tracked by demographic area

AMBITION 5: EQUALITY AND EQUITY

ACTION		RESPONSIBILITY	TARGET GOAL
YOUNG PEOPLE	<p>5.9 Future Youth Committee established to represent the voice of the youth within the sport and organisation. Their input to be considered throughout each area - participation, coaching, leadership.</p>	<p>EDI Lead & Club and Volunteers Development Manager</p>	<p>Youth Committee re-established by May 2025 with terms of reference</p> <p>Minimum of 3 meetings per year</p> <p>≥2 recommendations per year incorporated into BE decisions</p>
	<p>5.10 Ensure feedback and recommendations from the Future Youth Committee are clearly visible in decisions that impact the future of the sport.</p>	<p>EDI Lead & Young Peoples Champion, Data and Insights</p>	<p>Internal lead assigned by Q2 2025 - Plan to be confirmed with EDI Lead by end of Q3 2025.</p>
LOWER SOCIO ECONOMIC GROUPS	<p>5.11 To have guidance available on local and national funding opportunities to support individuals experiencing hardship.</p>	<p>Head of Talent and Performance, Head of Participation</p>	<p>Evidence of Youth Committee feedback visibly impacting decisions per year. Annual report showing Youth Committee outcomes.</p>
	<p>5.12 Working with Data Insight Manager to better understand the barriers to participation in the Talent Programme in relation to LSEG.</p>	<p>Head of Talent and Performance, Club and Volunteers Development Manager</p>	<p>Funding guidance published and updated biannually. Number of users accessing hardship-related support.</p>
	<p>5.13 Review existing opportunities for individuals from LSEG communities to access basketball and establish improved and targeted opportunities/campaigns backed by data and the knowledge of our delivery team.</p>	<p>Head of Participation, Head of Talent and Performance, EDI Lead, EDI Chair</p>	<p>Insight report produced annually with data breakdown by LSEG. Minimum 2 recommendations actioned from findings.</p>
	<p>5.14 Basketball England to formalise a Foundation and agree its responsibilities</p>	<p>CEO, EDI Lead, EDI Chair, Board</p>	<p>Present proposal end of Q4 2025 - develop action plan throughout 2026 with view to launch and establish in 2027. Foundation established with legal and governance structure agreed. Annual impact goals set and monitored. Fundraising and grant distribution metrics tracked.</p>

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