



# BASKETBALL ALL-PARTY PARLIAMENTARY GROUP

## INQUIRY REPORT

Inquiry into the ability of Basketball to make a difference to the social challenges affecting young people, particularly in the UK's inner cities



## Foreword

Not many people would look at me and see a basketball player, but after seeing the sport on TV, I began playing for my school team. As an adult, I've come to enjoy basketball as a spectator, enjoying the electric atmosphere and family-friendly feel in the stands as much as the frenetic action on the court.

As a local MP in the North East of England, exceptional sports teams and community engagement is easy to come by, but when I discovered the off-the-court activities of my local basketball team, Newcastle Eagles, I knew there was something special in their outreach work that deserved promotion amongst my Parliamentary colleagues, which is why I set up the Basketball All-Party Parliamentary Group in the last Parliament.

We can all agree that sport in general has the power to change and improve lives, but what basketball has over almost all other sports is its accessibility, its coolness, and its ability to provide a route out of gang violence and knife crime.

Over recent years the APPG has heard countless anecdotes about young men and women 'done good', and seen statistics showing booming grassroots participation in the sport, with basketball second only to football for team sport participation amongst teenagers. Whilst we therefore already understood the unique qualities of basketball and were aware of the high degree of engagement with it, none of us could have foreseen the scope and breadth of the work, nor the extent to which the lives of disadvantaged young people are being transformed through the sport.

Despite these successes, basketball struggles to secure vital Government funding for both the elite and grassroots levels of the sport - a struggle which is not shared by many better-established sports, which cannot hope to engage as many people as basketball already does, or are already well-funded on a commercial basis.

When there's less money around, it's inevitable that UK Sport will focus funding on those sports where they will see the greatest medal return in the 2016 and 2020 Olympics, but this all-or-nothing approach ignores the wider benefits that having an elite team in major competitions for young people to look up to, thus encouraging grassroots participation, and thereby boosting the social impact that basketball already has amongst disadvantaged young people, particularly those living in urban areas.

The aim of this report was therefore to try and change the perception amongst those in positions of power of seeing basketball as a 'niche' sport (which isn't the case), to seeing it as a driver of social mobility, something which can play a part in achieving a range of wider objectives across public health and social policy and, therefore, something which should be supported as much as possible - and certainly more than other sports which can't boast the same impact.

It's my hope that this report provides the necessary spark for a radical rethink about what outcomes we want to see from the money we invest in sport, the value we invest in each and, therefore, how sport funding is allocated. Gold medals are nice, and we all welcome the phenomenal performance of Team GB over the last decade, but changing someone's life for the better - that's a real slam dunk.

I'd like to thank my Parliamentary colleagues who devoted considerable time and effort to make this report happen, particularly to Stephen Mosley MP, George Howarth MP, Oliver Colville MP and Lord Wasserman. I'm also grateful to our members of staff and the BBL for their support in providing the organisational and administrative assistance to conduct the inquiry and produce this report and special thanks to Kevin Routledge and Roy Bent for going above and beyond in helping see this report through.



Sharon Hodgson MP  
Chair of the All Party Parliamentary Group on Basketball

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### Did You Know?

**Wheelchair basketball** is the **largest disability sport** in the world, and the UK has the **largest junior league** and the **largest women's league** in the world. In addition, **wheelchair basketball** participation in the UK is the **largest in Europe** for both men and women.



Participation in **wheelchair basketball** increased by **100%** in the four years leading up to London 2012, and has **increased a further 25%** since the London games.

### Did You Know?

There are nearly **100 British basketball players, male and female, playing overseas** in US and Canadian colleges, most on **basketball scholarships** paying the majority or all of their education and living costs. It is further noted that a **very large percentage** of these players are from amongst **the most deprived communities** and the inner cities of the UK.



## Section 1 - Executive Summary

### 1.1. Introduction

- 1.1.1 During the course of its work, the All-Party Parliamentary Group on Basketball [“**APPG**”] has seen and heard of countless examples of how community programmes centred around the sport are making a real difference to the lives of young people, and therefore became increasingly concerned that there was no national picture of what that work is achieving at present, and therefore an insufficient and disjointed approach to replicating the success of those schemes in other communities.
- 1.1.2 The APPG therefore resolved to conduct an Inquiry into basketball in the UK, with the aim of better understanding its reach across the country, and of determining whether the sport is making an exceptional difference - relative to other sports - in tackling the many and varied social challenges affecting young people, particularly in deprived, inner-city communities.

### 1.2 Methodology

- 1.2.1 The APPG issued a ‘Call for Evidence’, to which 20 organisations responded. 12 of those organisations were then asked to present their submissions for cross-examination by MPs and Peers, at one of three oral evidence sessions held in March and April 2014. Those sessions covered seven broad themes, which are set out later in this report.
- 1.2.2 A very wide range of high quality submissions were received, including submissions from basketball clubs, small and large; charities, both basketball-specific and multi-sport; a university tied into a top basketball club, and Sport England. Most of the organisations submitted detailed evidence of their basketball-related programmes, while others made more general comments on the difficulties faced by basketball organisations in the UK.

### 1.3 Conclusions

- 1.3.1 The APPG achieved its objective of generating a good understanding of the wide breadth of important activities that are taking place in UK inner cities through the vehicle of basketball.
- 1.3.2 The evidence received described the extraordinary impact that basketball is having in many of the UK’s most-deprived communities; not just, or even primarily, related to the development of sporting talent, or just increasing sports participation, but mainly in improving life outcomes by addressing some of the social challenges faced by disadvantaged young people in the UK.
- 1.3.3 It is evident that basketball is indeed unique amongst sports in this, and that basketball-related programmes can have a particularly positive impact on educational outcomes.
- 1.3.4 Thus, in the context of fiscal constraint in the public sector, and a heightened focus on ‘bang for your buck’ in all sectors, including private sector companies’ Corporate Social Responsibility [“**CSR**”] strategies, there is no more efficient sporting vehicle than basketball to improve outcomes for individuals and communities - if resources are deployed wisely.
- 1.3.5 It is also evident that the lack of facilities under the control of basketball is significantly impacting the sustainability of clubs and community projects, and inhibiting the growth of the game at grass-roots and elite level.
- 1.3.6 It is noted that all this basketball activity is going on while there has been and remains a sustained underfunding of the NGB (England Basketball) compared with other high participation team sports, and with the background of the Great Britain teams having all funding from UK Sports terminated in March 2014.

## 1.4 Recommendations

### 1.4.1 The Government and its relevant agencies should:

- commission a pilot project using basketball to inform a re-drawing of Sport England's success metrics, which should look beyond simple participation figures, to consider other socially-useful targets, particularly improving health and educational outcomes, social engagement, and reducing crime;
- urgently review the funding framework for elite team sports, to ensure that socially inclusive and useful sports such as basketball are not prevented from achieving their potential by the lack of visible national teams; and
- ensure that third-party deliverers of basketball participation projects funded by Sport England have some accountability to England Basketball for their performance.

### 1.4.2 The sport of basketball should:

- seek a discussion with the Cabinet Office to determine how the funding of basketball can contribute to cross-departmental objectives on improving health and educational outcomes, social engagement, and reducing crime;
- establish a forum under the auspices of the BBL Foundation, potentially with the help of the NBA, to bring together those running programmes to determine how to best engage potential funders from the private sector;
- undertake research to determine the most effective route for building better alignment and partnerships between community basketball clubs and third sector organisations, such as housing associations, with whom they share objectives;
- open a dialogue with Police and Crime Commissioners nationally with a view to commissioning innovative basketball-inspired projects which contribute to the reduction of youth crime and anti-social behaviour in problem areas;
- lobby the Ministry of Justice to utilise resources from the Proceeds of Crime Act to deliver basketball community projects, as is the case in Scotland;
- develop 'best practice' partnership models with the aim of ensuring that there are sufficient basketball facilities nationally;
- consider how to widen the scope and remit of the BBL Foundation in order to promote and work closely with non-BBL Clubs;
- develop a common and accepted framework for measuring social return on investment from community basketball projects, in conjunction with Sport England;
- ensure all relevant UK basketball organisations have a dedicated senior official focused on women and girls, and a specific women's strategy, to increase women's participation in the sport;
- re-think its media strategy to make more of the sport's inherent assets and attractiveness to particular groups, including using new technology and social media to better effect;
- encourage greater and wider engagement of universities with basketball by developing a prospectus of current best practice in this area; and
- establish partnerships with relevant overseas bodies to share best practice about harnessing the potential of basketball to deliver on social objectives.

## 1.5. Final Conclusion

- 1.5.1 Basketball is exceptional, even in the UK, for the many reasons detailed in this report, and there are projects and programmes operating across the country under its auspices which are efficiently and effectively contributing a great deal towards achieving vital sporting (elite and grass-roots), educational, health, social and inclusion objectives. More importantly, the potential for the sport to make a much bigger contribution is vast.
- 1.5.2 However, without the right leadership and support, and without a step change in the way the sport and its main institutions are seen by Government and other potential allies in the public, private and third sectors, basketball will never grow as it should as a sport, or achieve what it could for some of the most deprived young people and communities
- 1.5.3 It is therefore hoped that the Inquiry's conclusions build the case for a much greater engagement between the sport and its stakeholders, and that these recommendations act as a catalyst to bringing basketball to more communities, so that it can change more lives.

### Case Study:

Brixton Topcats Basketball Club was formed in 1984 against the backdrop of race riots in England, advancing the education of young people resident in Brixton and surrounding areas by providing programmes for physical recreation to develop their physical, mental and spiritual capacity, that they might grow to full maturity as individuals and members of society, and that their lives may be improved. The club remains a cornerstone of the local multi-ethnic community and has touched the lives of thousands of inner city children in the last 30 years. Luol Deng learned his basketball as a teenager at Brixton and has since represented Great Britain and become a highly-paid star in the NBA for the last 10 years. He says, *“Playing basketball in Brixton provided me with a way of belonging; it opened doors to help further my education and career.”*



## Section 2 - The APPG Inquiry

### 2.1. Introduction to the Inquiry

- 2.1.1 The All Party Parliamentary Group on Basketball [“**APPG**”] was formed from across the political spectrum, in order to promote the development of the sport of basketball at all levels in the UK.
- 2.1.2 During the normal course of its business, the APPG had received representations about on-going work in their local communities from a number of basketball organisations, the scope and scale of which were well beyond those that might be expected for sports organisations. It also seemed evident there were very positive impacts of these interventions, but that these interventions were not well publicised even within the sport, never mind more widely.
- 2.1.3 Consequently, the APPG decided that it should inquire into basketball to better understand its scope, scale and impact, and, in particular:
- determine the interest of basketball to disadvantaged young people in UK inner cities, taking account of available participation data from Sport England; the Department of Culture, Media and Sport [“**DCMS**”]; and other sports organisations;
  - review current basketball-related programmes that are addressing inner city social challenges, and understand their impact;
  - understand the current evidence about the potential of basketball to rehabilitate disaffected youth, both keeping them off the streets and providing them with life-changing opportunities;
  - understand how basketball is being used as an activity to convey a range of positive health and education-related messages to young people, and evidence to show measurable impacts;
  - determine lessons learned and outcomes from those programmes, and the potential ability to replicate those outcomes in other locations;
  - review the origins and sustainability of funding, where it exists for current programmes; and
  - review any relevant examples from other countries and/or jurisdictions.

### 2.2. Social Impact of Sport

- 2.2.1 The APPG decided not to seek to determine if sport, in general, can ‘make a difference’, as it is aware of other research addressing this subject, including two recent studies commissioned by the DCMS to provide evidence of the social impacts of engagement in sport and culture: i) Quantifying and Valuing the Wellbeing Impacts of Culture and Sport; and ii) Quantifying the Social Impacts of Culture and Sport. For details, please see:  
[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/304896/Quantifying\\_the\\_Social\\_Impacts\\_of\\_Culture\\_and\\_Sport.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/304896/Quantifying_the_Social_Impacts_of_Culture_and_Sport.pdf).

### Case Study:

Reach and Teach engages the community with basketball across the most deprived areas of London through its Midnight Madness programme, which started in 1999 in Harlesden where gun and knife crime was prevalent.

Reach and Teach achievements include: 36 new basketball clubs and 104 teams are now available to young Londoners; 1,786 participants are now NGB official members, making it the biggest club in the country; and 132 newly qualified basketball coaches are providing their services to Londoners. Midnight Madness continues to be a major success and is delivering a very significant return on investment.



2.2.2 Nevertheless, it is important to note that these DCMS studies found that a range of social impacts associated with engagement in sport were significant statistically, including the following about people who participate in sport:

- They are 14.1% more likely than non-participants to report good health;
- If unemployed, they are 11% more likely than non-participants to have looked for a job in the previous four weeks;
- They are 3% more likely than non-participants to volunteer frequently; and
- They gave £25 more per person via charitable donations over the last year than non-participants.

2.2.3 It was also reported that the estimated increase in wellbeing associated with sport participation can be valued at £1,127 per person per year, or £94 per person per month.

2.2.4 These reports also noted that many of the benefits that sport and recreation bring can be difficult to measure and value and can, therefore, become neglected in Government discussions about how to allocate scarce resources. However, the wellbeing measurement is increasingly being used in policy discussions and so this confirmation that sport generates benefits for society is incredibly valuable. The APPG believes the evidence is undeniable, and accordingly the focus of this Inquiry has been on the existing and potential impacts of the sport of basketball.

### Case Study:

Worcester Wolves Basketball Club and the University of Worcester have recognised that basketball encourages academic progress; attracts and supports students; and is integral to developing role models for the wider community.

The number of University students recruited from disadvantaged backgrounds and engaged through basketball has increased from 16 to 120 in last 6 years.

The University's newly constructed 2,000-seat arena has a clear focus on disability sport and basketball. It is designed for the disabled, enabling true inclusion, and is now a centre of excellence for coach education.



## 2.3. Purpose of the Inquiry

2.3.1 If the Inquiry proved that basketball is, exceptionally, making a difference to the many and varied social challenges affecting young people, particularly in the UK's inner cities, the APPG's intent was to bring this to the attention of relevant Government departments, the media, sport-related organisations, charities, businesses and philanthropists, in order to encourage increased funding for more of these worthy initiatives.

2.3.2 In addition, as part of the Inquiry, the APPG intended to make recommendations on the following:

- a) How such basketball-related programmes could be better and more effectively delivered;
- b) How various Government entities might collaborate to provide funding in a cost effective manner, and sustainably, to use basketball as a method of engagement and change; and
- c) How to bring examples of best practice to the widest audience of partners, potential funders, decision makers, media, etc.

## 2.4. Inquiry Process

2.4.1 On 21st February 2014, the APPG issued a 'Call for Evidence' to 27 individuals and organisations, which were currently running, or had previously run, relevant basketball-related programmes, or which could point the Inquiry to others, who were achieving the stated objectives.

- 2.4.2 20 organisations responded to the ‘Call for Evidence’ by submitting either detailed evidence of their basketball-related programmes, or brief comments on the difficulties faced by basketball organisations in the UK. All the information provided within each of the submissions received has been made available to be viewed in detail on the APPG website: <http://appgbasketball.org.uk/index.html>. Research was carried out on basketball-related programmes overseas in accordance with objective g) of the Inquiry. Links to the findings of this research and to the evidence provided by individual organisations are shown in Appendix A.
- 2.4.3 13 of those organisations were invited to present their submissions for discussion with MPs and Peers at one of three hearings held at the Palace of Westminster, although Sport England was unable to accept an invitation to attend.
- 2.4.4 Detailed transcripts of the hearings are shown in Appendix B - Transcripts of Inquiry Hearings, but the 7 overarching themes of those discussions were as follows:
- Why basketball? What makes it unique?
  - What are the barriers to basketball being recognised as a unique vehicle for change?
  - How much of what we are hearing is about individuals rather than the sport of basketball?
  - What support is available from Sport England, national governing bodies [“NGBs”] and public authorities?
  - What are the key requirements for the sport of basketball to maintain these types of interventions?
  - How are/were the basketball initiatives funded?
  - What specifically are organisations doing to allow girls to play or be involved in basketball? How much of what we are hearing relates to girls as well as boys?
- 2.4.5 These themes were well explored and formed the basis for the Inquiry’s Conclusions and Recommendations that follow.

### Case Study:

Basketball in England has huge potential, particularly within London boroughs that are culturally and ethnically diverse and have a concentrated population of young people. For example, Lewisham Basketball Club has developed in 6 years from a community session with 12 youngsters to now engaging more than 1,000 young people a year. It now has more than 200 NGB registered members; and 5 national league teams, including wheelchair and girls’ teams. Lewisham’s under-18 boys were national champions in 2012; the under-14 boys were 2nd in the national championships in 2013; and the club was awarded the Lewisham sports club of year in each of the last 2 years; and the Mayor of London’s Team London Award in 2013.



### Case Study:

Greenhouse is a very successful multi-sports charity committed to expanding its work in basketball as the sport naturally attracts the young people in deprived areas. Basketball is the most impactful of Greenhouse’s sports and it keeps young people engaged through to adulthood, and gives coaches the greatest possible opportunity to make a significant difference to their lives. Basketball is also Greenhouse’s most successful sport for engaging girls. Statistics for 2012-13 show that Greenhouse delivered 43,422 hours over 28,034 basketball sessions at 13 schools. 1,334 young people averaged 2.1 hours of engagement each week over 44 weeks. There was 95.74% attendance at school by Greenhouse participants compared to 93.63% by their school peers; and on average, Greenhouse basketball participants had 4 days less absence from school than their peers. Further, Greenhouse participants attained 10% higher points in English and Mathematics on the NCP scale than their peers.



## Section 3 - Conclusions from APPG Inquiry

### 3.1. Preface

3.1.1 A very wide range of high quality submissions was received by the APPG from basketball clubs, small and large; charities, both basketball-specific and multi-sport; a university in partnership with a top basketball club; and Sport England. Undoubtedly, the APPG achieved its objective of gaining a good understanding of what important basketball related activities are taking place in the inner cities, amongst the UK's most deprived communities, and the factors that make them significant and different.

### 3.2. Why Basketball?

3.2.1 The Inquiry has sought to establish whether basketball in the UK is in some way special or unique to the challenges of the inner city communities. The responses received were uniformly in the affirmative, although the reasons given were very variable.

3.2.2 There are local, cultural, national and global characteristics of basketball which, when combined, convincingly show the sport as efficient and effective in addressing well known challenges of inner cities.

3.2.3 UK basketball's success in addressing the issues relating to education, health, inclusion, opportunities, aspiration, gang culture, anti-social behaviour and meaningful employment can be partly explained by the ever changing demographics of the UK's inner cities, and the increasing globalisation of sport, culture and business. All of this despite the immense commercial firepower, and pervasive media reach, of the more traditional sports in the UK.

3.2.4 Consequently, the Inquiry has concluded that there is no single or small group of characteristics of basketball that drives this apparent 'special' status, but rather a number of particular factors which, in combination, are unique. These include the facts that basketball:

- is very physical and athletic, while essentially non-contact;
- appeals to and is played by both sexes;
- has huge street credibility, globally;
- is perceived as being 'cool';
- has a strong affinity to music and lifestyle;
- can be played with very little in terms of equipment, space or money;
- is a team game, but one which can be played and skills honed as an individual;
- has a global community with many routes to achieve success locally, nationally, in European clubs, in US colleges, and for the very few, in the NBA;
- lays claim to almost all of the top players being from deprived communities;
- requires a route to success almost exclusively through further education, because of the unique role of US colleges in global talent development, and the increasing role of UK universities, which are recognising basketball as a way of enticing overseas students;
- features global superstars who are primarily BME; and
- boasts professional players who are exceptional proponents of the value of education, aspiration and sport as a route to success, unlike any other relevant sport.

#### Did You Know?

According to Sport England, **basketball** has the **lowest %** of its participants in the **professional, managerial or self-employed small employers** groups compared with all other significant **team** sports and all funded **Olympic** sports, for which relevant participation statistics are available. **Basketball** has the **greatest %** of participants in the **manual and routine work** occupations, the **unemployed category**, and the **student classification**.



- 3.2.5 Of course, there are a number of other sports, particularly football and boxing, which have a strong appeal within deprived communities, but for reasons that are obvious, neither of these sports can lay claim to all or many of the attributes listed above and, especially, the synergy of education and success. This is recognised as a significant factor in the case of the Plymouth Raiders’ successful primary school ‘Basketball in the Curriculum’ programme, about which Ofsted wrote in its report “The involvement of professional basketball players from a wide range of cultural and ethnic backgrounds has broadened pupils’ horizons and makes a strong contribution to their outstanding spiritual, moral, social and cultural development.”
- 3.2.6 Stuart Culliford, the Chairman of Bradford Dragons, says in his submission, “We have young players from refugee families from Africa, players from more eastern European countries than you can shake a stick at, Asian and Chinese - the list goes on. Our Under-13/14 squad has players whose families originate in Poland, Latvia, China, the Philippines, the West Indies, as well as local south Asian, African Caribbean and white British players, all coached by a Hungarian coach, in a sport they are learning to love and their families and communities support. The appeal of an indoor sport [that can be played outdoors as well] that does not close down for two months every UK winter due to frozen or waterlogged pitches, can be played in a relatively small space, that is primarily a non- contact and therefore relatively low impact injury game, that is a truly global game that binds together sport, fashion and music like no other sport makes basketball a very exciting sport for young people to take up and learn a team ethos and respect for the rules of the game.” This quotation summarizes the inclusive and diverse nature of twenty first century Britain, and the unique way basketball engages with our rapidly changing inner city communities.
- 3.2.7 The APPG notes as well the Sport England once-a-week participation data, which confirms basketball has by far the highest percentage of players who are BME; in the very latest Sport England data over 50% of participants are BME (see Appendix E). With a strong affinity to females as well (the gap between boys and girls playing basketball is just 10% amongst young people 11 to 15 years old, according to the DCMS Taking Part Survey), the inclusivity of basketball is well established.
- 3.2.8 Recognising its appeal in these deprived inner city communities, the impact of basketball, with respect to social cohesion, as a diversionary tactic to avoid anti-social behaviour, and in reducing crime, was presented and quantified (see Section 3.8).

Did You Know?

According to ESPN The Magazine / Sporting intelligence, the **average annual salary** for the **441** players in the **top basketball league** in the world, the NBA, is **£2.98m**, making the NBA the **best paid professional global sports league**, exceeding for example, the English Premier League, Spain’s La Liga and the NFL. **Female basketball players** are also the **highest paid female athletes** in the world in a **team** sport; with the top **female annual salaries** at circa **\$1m**, dwarfing female salaries in football.



**Summary Conclusion 1** - It is evident that basketball is indeed unique, and has a particular affinity with education. Recognising the overall social impact of basketball as set out in Section 3.2, when resources are extremely tight and reducing in every part of the public sector, and when all private and other organisations are focused on getting a ‘bang for their buck’, including private sector companies from their CSR budgets, there is no more inclusive and impactful sporting vehicle than basketball to address the challenges faced, if resources are to be deployed most effectively.

**Recommendation 1 - Police and Crime Commissioners** - Police and Crime Commissioners [“PCCs”] have a direct responsibility for community safety and associated budgets, and are more likely to be open to innovative projects that can engage the community, and build trust and opportunity (particularly if there was agreement on social return metrics from the pilot proposed in Recommendation 2). Thus the sport should use its existing relationships with the Police regionally, to open a dialogue with PCCs nationally, with a view to spreading awareness of the value of basketball-related programmes, and therefore increasing their commissioning across the country.

### 3.3. Social Impact of Basketball

3.3.1 Evidence submitted to the APPG, including many testimonials from participants, has shown that basketball is having an extraordinary impact throughout a significant portion of the UK's most deprived communities, not just related to the development of sporting talent, or simply increasing sports participation, but much more to do with improving life outcomes for participants in basketball-related projects. This is best summarised in the testimony of Jimmy Rogers of Brixton Topcats, "From the outset, the club's mission has been to advance the education of young people resident in Brixton and surrounding areas, by providing programmes for physical recreation in order to develop their physical, mental and spiritual capacity, that they may grow to full maturity as individuals, and as members of society, and that their lives may be improved on court and in wider areas of life. Our philosophy is: winning is an attitude - it is not about winning a game of basketball, but winning the game of life - saying 'yes' to the positives and 'no' to the negatives."

3.3.2 The APPG also received evidence which highlighted the following:

- a) The step change in educational opportunities for young players from deprived communities to achieve academic qualifications, which is being provided by the University of Worcester's basketball programme with its close link to the Worcester Wolves BBL club;
- b) The prestigious alumni of the Brixton Topcats, that includes NBA star Luol Deng, barristers, head teachers and many successful businessmen, resulting from the club's engagement, coaches and leadership;
- c) The fact that basketball is the most impactful and fastest growing of the sports offered by the London Greenhouse charity in deprived areas, and is the one which leads to, for example, demonstrable improvements in attendance and behaviour in school;
- d) The ability of Newham All Stars Sports Academy's ["NASSA"] 'Carry a Basketball not a Blade' ["CABNAB"] project to engage and enthuse young people, to keep them off the streets, and to reduce crime;
- e) The Reach and Teach ["R&T"] projects in London that are transforming lives, and engaging the most hard-to-reach by giving them purpose to life and raising aspiration;
- f) The ways in which basketball is giving a lifeline to the most disengaged on a Dagenham estate;
- g) The extent to which Plymouth Raiders' educational projects in deprived primary schools are recognised as making a difference, by schools, teachers, parents, pupils, and, in particular, Ofsted;
- h) The ability of Lewisham Thunder to provide opportunities for young people to turn from gangs and disillusionment, to education and achievement, via basketball;
- i) The improvements in health, diet and obesity for primary school children ensuing from the Hoops4Health projects in Newcastle, Leicester, Lewisham and Cheshire, with the Newcastle project now described by Lewisham's Director of Public Health as being of "industrial scale" and meriting replication nationally;
- j) The reduction in anti-social behaviour and improvements in social inclusion in the most deprived areas, as a result of a partnership between the Leicester Riders and Leicestershire Police; and
- k) The power of basketball to cut across the sectarian divide, and provide diversionary options, and reductions in vandalism, crime and anti-social behaviour in Scotland, through the Glasgow Rocks and its partner charity, Scottish Sports Futures ["SSF"].

#### Did You Know?

According to Sport England, **basketball** is a **very popular team** and **individual** sport in England among the black and minority ethnic population (**BME**). In the Active People Survey (APS6), **42%** of **basketball** participants over **16 years** old playing once a week were **BME**. Cricket was the **2nd** placed **team** sport at **29%**. By contrast, the percentage **BME** was **0%** for rugby union, rugby league and hockey. With **19% BME**, badminton was the **2nd** placed **Olympic** sport to **basketball**. Cycling has **6% BME**; while rowing, canoeing and equestrian are all **0%**. In the very latest APS7 the **basketball BME %** has **increased to 52%**.



- 3.3.3 The initiatives described above are exceptional examples of basketball ‘making a difference’ to the social challenges of the UK’s most deprived communities. It is noteworthy that basketball clubs are giving an equal, if not greater, priority to the social agenda (i.e. give young people an outlet or diversion; give educational opportunities; improve health outcomes; raise aspirations amongst young people; etc) compared with the typical sporting objectives of the clubs (i.e. win games; achieve promotion; win trophies; develop and improve players; etc).
- 3.3.4 For some of the bigger, more established basketball clubs, it is apparent that the social objectives were not at the core of their original mission. However, for even these high profile professional clubs, the community objectives are now evidently inherent to their operational focus. Whatever the motivation, it appears to be well understood, by certain key leaders at club level within the sport of basketball, that a holistic engagement with their local communities represents a more secure path to growth and sustainability.
- 3.3.5 It is noteworthy that each of these groups assessed, and presented, their social impacts in different ways, inevitably dictated by the individual requirements of local stakeholders. This makes the projects difficult to compare in terms of added value.
- 3.3.6 It is also noted that this situation is against the background of a general underfunding of basketball, as set out in Section 3.5 and Appendix F.

Did You Know?

According to the Department of Culture Media and Sport in August 2013, **basketball** is the **2nd most popular of all** sports played in the UK by **11-15** year olds, with **32%** of **all** children playing. Only football is more popular with **54%** playing. **Basketball** had **increased** its popularity in the previous year by **4%** to **32%** while football **stayed the same**. Further, boys playing football exceeded girls by almost **2 to 1**, but the number of boys playing basketball exceeded girls by just **10%**. **Basketball’s** popularity exceeded sports like swimming **27%**; gymnastics **25%**; badminton **23%**; athletics **21%**; and cycling **19%**. The **3rd** ranked team sport is cricket at just **23%**.



Summary Conclusion 2 - It is evident that basketball is significantly impacting a range of social and sporting objectives, particularly amongst the deprived, and in inner cities, and the sport needs to find a way of measuring the added value of those social, educational and health achievements, and bringing that to the attention of relevant parties.

Recommendation 2 - Valuation of Non-Participation Metrics - Through its sports club development remit, Sport England should re-evaluate its success metrics, to look beyond sports participation, to consider other non-participation targets, such as for health, education, social engagement, and crime reduction, as those outcomes have a strong value to society, and should attract funding in their own right, which, in turn, would support the sustainability of clubs. Therefore, the APPG recommends that there is a pilot project initiated by Sport England to properly assess how Sport England might value and give credit for these non-participation metrics.

Case Study:

About 11,000 knives have been found and 5,000 people arrested for knife-related crimes since the Metropolitan Police began specifically targeting such weapons in May 2008. NASSA’s amazing project called ‘Carry a Basketball, not a Blade’, or ‘CABNAB’ for short, contributed to 46% crime reduction in one of London’s most deprived boroughs since 2012. FIBA Secretary General and IOC member Patrick Baumann said, *“This NASSA initiative is truly inspirational and shows clearly the social power that basketball has to encourage respect, channel rivalry and build communities.”*



3.4. Participation in Basketball

3.4.1 In its written submission to the Inquiry, Sport England confirmed that its focus is on getting more people to play sport regularly, and reported that it is investing over £1 billion in grants and lottery funds designed to increase participation during the funding period 2012 - 2017. Sport England emphasised its ‘mixed economy’ approach to funding basketball, and confirmed what others have told the APPG: that it has measured an increase in participation in basketball by black and ethnic minorities [“BME”] (up 8% over the year) and the lower socio-economic groups (up 29.9%), whilst overall basketball participation is up by 1.2%, whereas overall sports participation over the year declined in England, particularly in traditional sports. Sport England also confirmed a significant latent demand for basketball.

3.4.2 The submissions and presentations of multi-sport charities, Greenhouse and SSF, highlight that both of those organisations provide a comprehensive approach to using sport for developing individuals and improving society, and they support young people from early interventions, to education, and all the way through to training and employment. Both Greenhouse and SSF were unequivocal in attributing a special status to basketball, which is the most impactful sport that they each deliver.

3.4.3 In its written submission to the Inquiry, the national charity StreetGames confirmed that basketball has high rates of demand amongst disadvantaged young people, and typically is the 3rd most popular sport provided by the StreetGames network, after football and dance.

3.4.4 StreetGames also confirmed that “appropriately designed basketball programmes” can deliver secondary benefits, including those related to youth offending, youth empowerment, youth health, and educational attainment.

3.4.5 StreetGames made recommendations about how basketball, and indeed other sports, should be delivered to the most disadvantaged communities, and those recommendations appear to be already well established elements of the delivery by a number of the other organisations which provided evidence to the Inquiry, including the common philosophies of ‘in the right place’, ‘at the right time’ and ‘in the right style’.

**Did You Know?**

According to Sport England’s data in 2013, **basketball** is the **2nd most popular team sport** in England behind only football. It is played at least once per week by **217,900** participants **over 14 years old**. **Basketball** is ahead of rugby union (**200,800**); cricket (**190,200**); hockey (**117,300**); and rugby league (**67,300**). Swimming is the most popular of **all** sports with basketball in **11th** place; boxing **15th**; table tennis **17th**; and gymnastics **21st**.



**Summary Conclusion 3** - Sport England is continuing to reduce funding to England Basketball, making an already difficult situation even more acute, but at the same time is funding third parties to deliver basketball projects (amongst other sports) as part of their ‘mixed economy’ approach. Despite having no power or influence to affect the outputs of these schemes, it is England Basketball - and not the third parties - which remains wholly accountable for them in terms of basketball’s participation performance in Sport England’s Active People Survey (APS). It would therefore seem sensible, to ensure that public money is being spent wisely and in an accountable way, that England Basketball, as the NGB, should be involved in the review and oversight of these activities.

**Recommendation 3 - Accountability for Basketball Delivery** - The APPG recommends that Sport England should ensure, through their ongoing funding agreements, that third party deliverers of basketball participation projects work with, report to and are accountable to England Basketball for those performance measures on which England Basketball itself is judged by Sport England; and further, that Sport England should provide the requisite funding and additional support to England Basketball to give it the capacity to perform this role, and therefore to lead participation improvements across the sport.

### 3.5. Funding of Basketball

3.5.1 Sport England advised that, in response to market changes, its approach has been to fund multi-sport charities like StreetGames and the Dame Kelly Holmes Trust to deliver sport, including basketball, to deprived communities, as well as, much more recently, to fund basketball entities, such as R&T and the BBL Foundation. Sport England reported an overall increase in funding allocated for basketball following decisions in January 2014, but it is noted there was no comparison given with investments that Sport England is making in other team sports with similar participation levels, or why basketball should be so relatively underfunded, both now and for the long term basis (see Appendix F). There was no apparent recognition from Sport England of the work already being carried out by many of the organisations, which presented to this Inquiry. This is consistent with the message from the presenters that Sport England has shown no interest to date in these projects.

3.5.2 The APPG believes that basketball has a lack of credibility with, and political influence on, national public funding bodies, as evidenced by the fact that England Basketball, the NGB for basketball, is chronically underfunded by Sport England, compared with every reasonable comparator traditional team sport, and on a long term basis, notwithstanding that Sport England's own figures say that basketball is 'what the customers want'.

3.5.3 It is noted that Sport England will be increasing its funding of StreetGames to £6 million for the next year, whilst many of the specific basketball organisations will receive little or no funding, despite following similar, well established and, indeed, sustainable models.

3.5.4 Another example of basketball's lack of political influence, is UK Sport's February 2014 decision to withdraw funding for both the GB Men's and Women's basketball teams with immediate effect, and without adequate notice, just a few months prior to the Women's European Championships, and only twelve months after it had agreed to reinstate the funding. The reason given was that winning a medal would, in UK Sport's assessment, be extremely challenging in 2016 and 2020. Whilst the 'no compromise' model has shown positive results for some sports at Olympic level, there is a lack of accountability for ensuring elite funding reflects the interests of, and provides inspiration to, all of society.

3.5.5 There were examples of other sources of basketball funding apart from Sport England's and UK Sport's. Greenhouse relies mainly on private donations and funding from schools (see Appendix B.4.4); SSF is significantly dependent on a crime cash-back scheme from the Scottish Government and private sector sources (see Paragraphs 3.8.1, 3.8.2 and Appendix B.12.2). Despite being hugely successful in engaging young people with sport, and in particular basketball, at opposite ends of the UK, it is noted that the work of these charities is not leveraged with support funding from traditional public sector sport sources. Cheshire recommended a partnership with organisations like housing associations, whose wider objectives could align with community basketball clubs.

3.5.6 The APPG is aware of the strength of American influence in the City of London, the associated philanthropy, direct or through charities, and the inevitable knowledge of those financial leaders about the global reach of basketball. This is an area that should be better targeted by the sport in the UK, with a more coherent elaboration of the added value of basketball in the UK.



#### Did You Know?

**England Basketball**, is by some way the **poorest funded** of popular **team** sports by Sport England. In the 2013-2017 Whole Sport Plan, Sport England funding to support **basketball** participation is just **£9.25** per participant (i.e. just **£2.32** per year). By contrast, Sport England funds rugby league at **£164.93** per participant, almost **18 times more than basketball**, and cricket receives **£70.72** per participant, almost **8 times more than basketball**. There were similar large funding discrepancies in the 2009-2013 Whole Sport Plan. This is indicative of a long-term trend of **very significant underfunding of basketball in comparison with all traditional team sports**.

**Summary Conclusion 4A** - With regards to access to public funds, there ought to be a new focus on seeking to engage local and national Government across multiple departments. Currently, funding is sought from Sport England or the National Lottery to meet sporting objectives; education departments or charities to meet education objectives; and the same with regard to health, crime and social inclusion. Inevitably, the criteria to be met are variable, there is 'no counting' of non-aligned but valuable outcomes, and bureaucracy means that small or volunteer-heavy clubs cannot compete with, say, other public sector entities or national charities, or are simply overwhelmed. At some level, if the organisations can meet these overlapping objectives, there must be a way for the Government, in general, to give proper credit.

**Summary Conclusion 4B** - Greenhouse has shown that there is a commercial market for the funding of grass roots basketball programmes with proven valuable social outcomes; and the APPG has been advised that sponsors, such as Nike, recognise the worth of associating its brand with grass roots initiatives and marketing. However, such arrangements require the 'right contacts' in the 'right places'; and generally this scenario is lacking, because of the socio-demographic factors of many of the community leaders of basketball, and the schools in which basketball is played; as well as the deficient profile of the professional game. This means that basketball must make an effort to significantly improve the way it works and promotes itself, and much greater collaboration and sharing of best practices by all entities within the sport is essential.

**Recommendation 4A - Access to Public Sector Funds** - The APPG recommends that there is an initial discussion with the Cabinet Office to determine how the funding of basketball can contribute to cross-departmental objectives on improving health and educational outcomes, social engagement, and reducing crime.

**Recommendation 4B - Access to Private Sector Funds** - The APPG recommends that a forum involving relevant basketball organisations, including the NBA, is arranged to consider the best way forward to solicit private sector investment in general, and believes the BBL Foundation is the right organisation to provide the leadership to make this happen.

**Recommendation 4C - Alignment of Community Social Objectives** - The APPG notes that there could be better alignment of the objectives of the community basketball clubs with third sector organisations and charities, such as housing associations ["HAs"], etc (e.g. through build of outdoor facilities for basketball on HA sites). Therefore, the APPG recommends that the relevant basketball organisation undertakes research in this area, to determine the most effective route for building such relationships, aligning objectives, sharing best practice from across the UK, and determining the most efficient processes for engaging with these third sector parties.

**Recommendation 4D - Proceeds of Crime Act** - The APPG has seen with SSF, how the Scottish Government has been able to fund some community interventions in inner cities through basketball, via a 'cashback' scheme from crime-related seizures. Therefore, the APPG recommends that basketball holds discussions with the Ministry of Justice to determine whether an equivalent arrangement can be made elsewhere in the UK utilising resources from the Proceeds of Crime Act.

**Recommendation 4E - Funding of Elite Team Sports** - The APPG notes the critical value of relevant role models to inspire young people in UK inner cities, and the strong evidence it has received about the unique role of basketball in meeting the needs of these communities. Therefore, the APPG urges an immediate re- think by the Minister of Sport regarding the funding of elite team sports, which is currently effectively shared by UK Sport and Sport England. Any re-engineering should make certain that the current model evolves quickly, to avoid the inadvertent disenfranchising of a whole segment of UK society, which is effectively in-train, as a result of UK Sports' February 2014 decision to completely eliminate funding of the GB Men's and Women's national basketball programme.

### 3.6. Leadership and Infrastructure for Basketball

- 3.6.1 Testimonies received indicate that more could be done to improve matters by the sport of basketball itself. The evidence suggests that England Basketball is 'nowhere to be found' when local clubs are seeking funds to assist them engage with the community, take young people off the streets, or give them something tangible to which they can aspire.
- 3.6.2 The APPG is sympathetic to the limits of what an underfunded sporting NGB, like England Basketball, can do, particularly for clubs and other organisations whose ethos and efforts are crossing a wide range of sporting and other social objectives. However, the APPG believes a more innovative approach ought to be taken by Government bodies, like Sport England, towards increasing regular sports participation. That lack of innovative thinking appears to extend to other related public sector organisations, which follows formulae and criteria largely influenced by narrow, straight line thinking.
- 3.6.3 This can lead to frustration, as evidenced by the story from Ian Hirst, a former police officer and winner of many sports related community awards. By 2004, Ian had coached the largest rural comprehensive school, Wolsingham, to the England Schools National Basketball Championships, at under-19 level - an extraordinary achievement. Then, in 2009, after 13 years of developing the Wear Valley basketball club, which had grown to 300 registered members, Ian closed the club because of lack of support, and the massive drain on his time and funds. This is a common challenge for community based clubs, as the Inquiry saw with the Dagenham Dragons, who are facing significant financial challenges in their first few years.

#### Did You Know?

**Basketball** is recognised as **one** of only a handful of **truly global** sports, with over **450 million** people worldwide playing the sport regularly, and with **213 countries** affiliated to the international governing body, FIBA. Only football operates on a similar global scale. In addition, there are **professional basketball leagues** throughout **North America, Central America, South America, Europe, Africa, Asia and Australia/New Zealand**. Basketball has become **one of the biggest** drawing **team sports at the Olympics** and, like football, has a regular cycle of **continental championships** and a **World Cup**. According to a study by American academics, the **strength of competition worldwide** makes an **Olympic medal in basketball, for males and females, one of the most difficult to win**.



#### Case Study:

Referring to Scottish Sports Futures' Twilight Basketball programme, PC Stephen Scott of New Gorbals Police Office, says, *"I am delighted with this worthwhile initiative. This area has a high percentage of asylum seekers and refugees from all over the world, and is wholly social housing, with many properties in a state of disrepair and urgently needing regeneration.*

*Unemployment is high and there are issues surrounding territorialism, whereby young indigenous youths are constantly involved in gang fighting and sometimes pick on vulnerable asylum seeking youths. This project has given young people a sense of belonging and self ownership, and provides a healthy and safe environment, in contrast to daily life in which they are constantly racially abused and have to deal with the social and economic issues related to being a young asylum seeker in Scotland today."*



3.6.4 This lack of innovation and support from any of the governing bodies for new, fledgling or even successful community-based basketball clubs inevitably means that there will be inadequate sharing of best practice amongst all basketball clubs that have made social objectives a core part of their mission. Therefore inefficiencies, wasted resources, burnt-out volunteers, futile competition for limited funds, and much 'reinventing of the wheel' are all inescapable consequences, and the APPG heard some testimony to that effect. Encouragingly, the top clubs in the country, through the BBL Foundation, are attempting to grapple with these challenges, and the APPG is pleased that Sport England has very recently recognised those efforts with funding, but there is, by everyone's admission, much work to be done.

3.6.5 There is a recurrent theme that many of these clubs and programmes are based on local entrepreneurial drive and enthusiasm, and, notwithstanding the apparent independently assessed exceptional outcomes, 'each day is a new day' when it comes to funding and support from traditional sources. Clubs are surviving - just - but the dependence on very few, hugely dedicated individuals is a major risk.

3.6.6 Lack of an effective infrastructure within basketball has also been highlighted as a major concern. The recent cutbacks affecting England Basketball and the elimination of most of its sports development posts, further exacerbate the problem.

### Did You Know?

According to the Department of Culture Media and Sport in August 2013, **basketball** is the **12th most popular** of **all** sports and the **3rd of team sports played in the UK by 5-10 year olds**, with **4.1%** of **all** children playing. Only football with **35.6%** and cricket **4.7%** are more popular **team** sports. What makes this statistic more remarkable is that **very few primary schools** in the UK have **any facilities for basketball**.



**Summary Conclusion 5** - Recognising that England Basketball is going through change and downsizing, basketball needs a genuine champion to promote the excellent community work, and extensive added value, taking place around numerous clubs, including many which are without a BBL affiliation.

**Recommendation 5 - Basketball Community Challenge** - The APPG recommends that the BBL Foundation considers how to widen its scope and remit, in order to promote, and work closely with, non-BBL clubs, and share best practice, and aid them in generating income from all available sources.

### 3.7. Facilities for Basketball

3.7.1 Another recurrent theme is that the chronic lack of affordable and accessible facilities for basketball is significantly undermining the sustainability of the existing initiatives. The APPG heard of many projects for which the cost of court time was the major impediment and risk. It is noted that basketball has virtually no dedicated facilities in the whole of the country, yet it is played regularly by more people than sports like rugby, cricket and hockey. This anomaly means that every project is dependent upon high levels of priority and access from a public body, whether a local authority leisure centre or school, and this uncertainty has led to very difficult to organise programmes with unpredictable outcomes, and made them exceptionally challenging to sustain.

3.7.2 In its written submission, Sporting Clubs Birmingham said that the lack of accessible and affordable facilities in Britain's second largest city means that the cost of playing basketball was 8 times more than that in its European neighbours. Sporting Clubs Birmingham called for dedicated facilities, with central venue leagues, to reduce the cost of playing basketball, as the key to its sustainability in cities.

- 3.7.3 Even the major basketball clubs have advised the APPG of their continued battle to access acceptable facilities at reasonable prices, and that they have to undertake almost all of their community programmes as outreach work. Of course, the availability of these facilities and opportunities fluctuates, depending on the myriad of changing priorities in different parts of the public sector, with respect to the hire of facilities and the associated costs.
- 3.7.4 There are a few more encouraging stories. There has been a significant transformation at the Lewisham Thunder basketball club, after it was given rent free tenancy of a disused warehouse, which has been transformed into a dedicated two-court basketball facility. This has significantly improved the whole sustainability of the club and the holistic services that are being offered to disadvantaged young people in the area, including education and mentoring. In addition, NASSA also reported that it has been able to come to a long term arrangement with the University of East London, courtesy of lottery funding, to ease significantly its venue-related risks.
- 3.7.5 The example of the close working of Worcester Wolves BBL club with the University of Worcester, and their ability in partnership to deliver a magnificent new Arena, with an emphasis on disability sport, is another very encouraging example of what is possible, with the right drive and leadership.

**Summary Conclusion 6** - It is evident that facilities and the lack thereof, under the control of the sport, is significantly impacting the sustainability of clubs and their projects, and inhibiting the growth of the game.

**Recommendation 6 - Facilities for Basketball** - Basketball needs to develop a range of best practice partnership models that can deliver a basic national infrastructure, whether new builds or refurbishments, utilising the experiences of Lewisham, NASSA and the University of Worcester, and seek Sport England's strategic support and alignment in that effort, and roll out those models as a high priority.

### 3.8. Return on Investment

- 3.8.1 The return on investment from interventions organised via basketball-related initiatives has been quantified in many of the cases, either by participant feedback, independent studies or academic research. The positive outcomes, and qualification, in a number of cases (e.g. Leicester, NASSA, SSF, Lewisham and Newcastle) have been corroborated by public sector funding partners, including the Police and Public Health. This included improvements in school attendance, measurable decreases in anti-social behaviour and improvements in school achievements; for example, SSF have quoted a £4 social return for every £ invested from their work on Twilight Basketball with Shell.
- 3.8.2 SSF also referred to a recent report commissioned by a strategic partner, Laureus, and undertaken by Ecorys - Sport Scores, which reviewed the costs and benefits of sport for crime reduction, and analysed the positive benefits that sport can generate in relation to health, education, and employment. The report established, on average, a return of £5 for every £1 invested across the four SSF projects analysed.

### Case Study:

In partnership with Leicestershire Police and De Montfort University, the Leicester Riders' Shoot2theFuture project targets anti-social behaviour and has had a major positive impact on 14-25 year olds in the most deprived areas of Leicester. Chief Superintendent Rob Nixon says, *"There is a major disconnection with the young people, and Leicester is hugely diverse, with 55% of BME origin in schools. Some areas are very deprived and there are big health challenges. Our strategy is to get young people from different communities to work and play together and this is a key diversionary tactic. Shoot2theFuture is very effective. We are breaking down stereotypes as well as reducing crime."*



- 3.8.3 It has also been noted that an impact survey of 200 participants in the Midnight Basketball programme in Milan (the equivalent of Twilight Basketball run by SSF) revealed that:
- 24 crimes had been avoided, delivering €191,489 worth of savings to society;
  - The educational and employment impacts had been valued at €185,467;
  - There had been 4,256 extra sessions of physical activity, equating to a total of one additional year of (quality adjusted) life expectancy gained, with a value of €23,772; and
  - It was estimated that the programme had delivered at least a benefit to cost ratio of €8.64 for every €1 invested.

- 3.8.4 Numerous other sets of data have been provided to support the value of their interventions, including many examples of better educational results, reduced obesity, and reduced anti-social behaviour. For example, the work of the Plymouth club in primary schools elicited commendations from Ofsted. The Hoops4Health primary school programmes in a number of areas have received commendations from public health officials. NASSA's CABNAB programme is quoted as contributing to a 46% reduction in crime in Newham in 2012. The testimonials from participants, their parents, public officials, teachers and the police are compelling. The detail is provided in the various submissions, which have been made available to be viewed on the APPG website <http://appgbasketball.org.uk/index.html>.

- 3.8.5 With respect to the return on investment, Brixton Topcats have summarised the value of their interventions by referring to their alumni, which not only includes one of the world's greatest basketball players, in Luol Deng, and numerous GB internationals, male and female, but also now includes: 3 barristers; one doctor and another nearing completion of his medical studies; 2 head teachers; a successful international journalist, who was Russian Correspondent for 'Time' magazine for 8 years; numerous successful business personnel in the UK and globally; and 3 Ivy League graduates. Further, they state that there are more former Brixton Topcats players than from any other club in the UK, who are actively coaching or participating in various clubs throughout England.

### Did You Know?

Since 1996, Great Britain's **Wheelchair basketball Men's Team** has **never finished outside the top 4** places at the Paralympic Games, whilst the **Women's Team** achieved their **best position** at London since Athens. In addition, the GB **Men's Team** has **won the last two European Championships** (2011 and 2013), with the **Women's Team** earning a **Bronze medal**.

Since 2005, Great Britain has hosted: the World Championship; the Under-23 World Championship; the Under-22 European Championship; the Women's European Championship; the first ever Women's Under-25 European Championship; and the first ever Women's World Championship.

This is **more events than any other nation** in the last **10** years. And, in 2015, Great Britain will host the Men's and Women's European Championships.



**Summary Conclusion 7** - It is evident that there is a multitude of models for assessing return on investment, and little consistency of approach is evident; nor is there a method of modelling which is accepted by relevant bodies. What data there is, points to excellent outcomes for the projects presented to the Inquiry, albeit there are difficult to compare and assess 'best value'.

**Recommendation 7 - Return on Investment** - In discussion with funding bodies, and using their existing relationship with universities, basketball should seek to commission some work to develop a common framework for measuring social return on investment. This could perhaps be an element of the proposed pilot project in Recommendation 2.

### 3.9. Media Perception of Basketball

- 3.9.1 In both broadcast and printed media terms, the profile of basketball at a national level can only be described as derisory. It was noted that local media coverage in some markets was much greater comparatively; for example in Tyneside and Leicestershire. The APPG has noted that the BBC, in its absolutely correct recent focus on women's sports, follows the predictable pattern of giving all the emphasis to traditional sports, notwithstanding the fact that the female playing numbers in some of those sports scarcely merit it, compared with females playing basketball in the UK. There is also a lack of understanding of the recognition that some of the top female basketball players are receiving beyond these borders, both in the US college system and in professional clubs overseas. This lack of media understanding and profile inhibits 'basketball's story being told'.

**Summary Conclusion 8** - It is evident that media penetration nationally is a huge challenge for the sport, for which little progress is evident. It is also apparent from private briefings between the APPG and some senior media sources that media attitudes are entrenched.

**Recommendation 8 - Basketball and the Media** - The APPG recommends that the UK basketball organisations re-focus their media strategies on the sport's inherent strengths: the social impact of basketball; strong interest from regional media; the in-house TV channel (BBL TV); and the opportunities offered by social media and the internet, to reach younger and wider audiences.

### 3.10. Basketball for Women

- 3.10.1 The APPG probed the extent to which the community programmes and the lessons learned are applicable to women and girls. It is clear that many of the programmes presented are biased to boys and young men; but equally there are numerous examples, such as in Greenhouse, R&T, SSF and Newcastle, where there is significant female participation and engagement.
- 3.10.2 Encouragingly, all of the various organisations understand well what is required, including the need to start at a younger age group for girls; to include female coaches; to include women on committees; and to develop and provide female role models. Greenhouse reported that, after specific interventions, there is now 100% participation by the target female group. R&T reported 47% of the participants are female in their programme in Southwark. These figures compare with circa 20% of regular weekly basketball participants, as measured by Sport England, being female.
- 3.10.3 The APPG is encouraged by the initiative of the BBL to establish a women's league, the WBBL, and believe that will prove an important step in inspiring young girls into the sport.

#### Did You Know?

Of the **20** players in the GB **Women's basketball squad** for the European Championships in May 2014, **6** of the squad have **full-time professional contracts** in Europe and Australia, and **5** are on **basketball scholarships** at US universities, including **one** at the elite Harvard University. Of the remainder of the squad, **7** are at **UK Clubs**, including **1** on a **basketball scholarship** at **Loughborough University**.



**Summary Conclusion 9** - It is evident that basketball has equal appeal to girls and young women in the UK, and internationally the women's game is a world leader. Great focus needs to be given in the UK to leveraging that global progress.

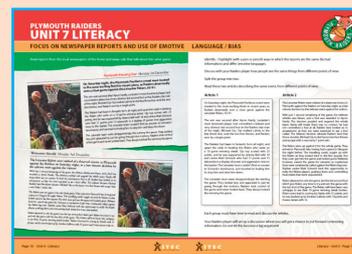
**Recommendation 9 - Basketball for Women** - The APPG recommends that all relevant UK basketball organisations should have a dedicated senior official focused on women and girls, and a specific women's strategy, to increase significantly their investment in the women's game, and thereby increase the percentage of female participants.

3.11. Education and Basketball

3.11.1 Though by no means pervasive, there are very demonstrable and effective examples, of well developed links forged between basketball clubs and universities and colleges, to provide very substantial synergies. The most integrated approach is the Worcester example (see Paragraph 3.7.5 and Appendix B.2), where there is mutual leadership in the club and the university, and both of which work to a common vision and shared resources. There are other examples, including Leicester, Newcastle, NASSA, Plymouth and Lewisham, in which basketball and educational entities are collaborating closely.

Case Study:

Plymouth Raiders have developed a Numeracy and Literacy workbook, with 10 units on Numeracy and 10 units on Literacy, all of which are designed to use basketball scenarios. Presentation of the workbook by the Raiders players to pupils in years 3, 4, 5 and 6 of Plymouth's disadvantaged communities has significantly boosted the pupils' numeracy and literacy skills, and helped to increase levels of educational attainment, school attendance and significantly reduced discipline problems.



**Summary Conclusion 10** - It is evident that there are increasingly common challenges and opportunities for top flight basketball and universities and, therefore, there is value for them jointly to use basketball to increase university access from our most deprived communities; to market UK universities overseas; to assist in the development of players; to engage with local communities; and to develop joint assets to address the lack of facilities for basketball in the UK.

**Recommendation 10 - Education and Basketball** - The relevant basketball bodies in the UK (clubs, BBL Foundation, England Basketball, Basketball Scotland and British Performance Basketball) should develop a prospectus of current best practice, and use that prospectus to promote the sport to the senior leadership in universities more widely, in partnership with the local clubs.

3.12. Basketball Overseas

3.12.1 One of the aims of the APPG Inquiry was to better understand the relevance, scope, scale and impact of basketball-related programmes in other countries and/or jurisdictions. Research for the APPG has highlighted many similar basketball initiatives overseas to those in the UK, aimed at the social challenges affecting young people in inner cities. These programmes are from across the globe, but include many common characteristics and outcomes. It is noted that, as in the UK, basketball appears to have unique characteristics that make it particularly effective in achieving these laudable objectives around the world.

**Summary Conclusion 11** - It is clear that the role of basketball in addressing social challenges has many global applications, and good practice. It is not evident the extent to which the relevant entities in basketball in the UK has a good understanding of those programmes, and their applicability to the circumstances in the UK.

**Recommendation 11 - Basketball Overseas** - The relevant UK basketball entities should consider how best to develop international partnerships, and to leverage world-wide best practice in delivering on social objectives, using the sport of basketball.

Case Study:

The Hoops4Health programme launched by Newcastle Eagles has benefited 80,000 boys and girls in the North East since 2002. It is viewed as a hugely important, immensely successful programme and a massive public health intervention making a significant difference to life expectancy in the region.



## Section 4 - APPG Recommendations

### 4.1. Summary of Recommendations

#### 4.1.1 The 15 APPG recommendations resulting from the Inquiry are as follows:

**Recommendation 1 - Police and Crime Commissioners** - Police and Crime Commissioners ["PCCs"] have a direct responsibility for community safety and associated budgets, and are more likely to be open to innovative projects that can engage the community, and build trust and opportunity (particularly if there was agreement on social return metrics from the pilot proposed in Recommendation 2). Thus the sport should use its existing relationships with the Police regionally, to open a dialogue with PCCs nationally, with a view to spreading awareness of the value of basketball-related programmes, and therefore increasing their commissioning across the country.

**Recommendation 2 - Valuation of Non-Participation Metrics** - Through its sports club development remit, Sport England should re-evaluate its success metrics, to look beyond sports participation, to consider other non-participation targets, such as for health, education, social engagement, and crime reduction, as those outcomes have a strong value to society, and should attract funding in their own right, which, in turn, would support the sustainability of clubs. Therefore, the APPG recommends that there is a pilot project initiated by Sport England to properly assess how Sport England might value and give credit for these non-participation metrics.

**Recommendation 3 - Accountability for Basketball Delivery** - The APPG recommends that Sport England should ensure, through their ongoing funding agreements, that third party deliverers of basketball participation projects work with, report to and are accountable to England Basketball for those performance measures on which England Basketball itself is judged by Sport England; and further, that Sport England should provide the requisite funding and additional support to England Basketball to give it the capacity to perform this role, and therefore to lead participation improvements across the sport.

**Recommendation 4A - Access to Public Sector Funds** - The APPG recommends that there is an initial discussion with the Cabinet Office to determine how the funding of basketball can contribute to cross-departmental objectives on improving health and educational outcomes, social engagement, and reducing crime.

**Recommendation 4B - Access to Private Sector Funds** - The APPG recommends that a forum involving relevant basketball organisations, including the NBA, is arranged to consider the best way forward to solicit private sector investment in general, and believes the BBL Foundation is the right organisation to provide the leadership to make this happen.

**Recommendation 4C - Alignment of Community Social Objectives** - The APPG notes that there could be better alignment of the objectives of the community basketball clubs with third sector organisations and charities, such as housing associations ["HAs"], etc (e.g. through build of outdoor facilities for basketball on HA sites). Therefore, the APPG recommends that the relevant basketball organisation undertakes research in this area, to determine the most effective route for building such relationships, aligning objectives, sharing best practice from across the UK, and determining the most efficient processes for engaging with these third sector parties.

**Recommendation 4D - Proceeds of Crime Act** - The APPG has seen with SSF, how the Scottish Government has been able to fund some community interventions in inner cities through basketball, via a 'cashback' scheme from crime-related seizures. Therefore, the APPG recommends that basketball holds discussions with the Ministry of Justice to determine whether an equivalent arrangement can be made elsewhere in the UK utilising resources from the Proceeds of Crime Act.

**Recommendation 4E - Funding of Elite Team Sports** - The APPG notes the critical value of relevant role models to inspire young people in UK inner cities, and the strong evidence it has received about the unique role of basketball in meeting the needs of these communities. Therefore, the APPG urges an immediate re- think by the Minister of Sport regarding the funding of elite team sports, which is currently effectively shared by UK Sport and Sport England. Any re-engineering should make certain that the current model evolves quickly, to avoid the inadvertent disenfranchising of a whole segment of UK society, which is effectively in-train, as a result of UK Sports' February 2014 decision to completely eliminate funding of the GB Men's and Women's national basketball programme.

**Recommendation 5 - Basketball Community Challenge** - The APPG recommends that the BBL Foundation considers how to widen its scope and remit, in order to promote, and work closely with, non-BBL clubs, and share best practice, and aid them in generating income from all available sources.

**Recommendation 6 - Facilities for Basketball** - Basketball needs to develop a range of best practice partnership models that can deliver a basic national infrastructure, whether new builds or refurbishments, utilising the experiences of Lewisham, NASSA and the University of Worcester, and seek Sport England's strategic support and alignment in that effort, and roll out those models as a high priority.

**Recommendation 7 - Return on Investment** - In discussion with funding bodies, and using their existing relationship with universities, basketball should seek to commission some work to develop a common framework for measuring social return on investment. This could perhaps be an element of the proposed pilot project in Recommendation 2.

**Recommendation 8 - Basketball and the Media** - The APPG recommends that the UK basketball organisations re-focus their media strategies on the sport's inherent strengths: the social impact of basketball; strong interest from regional media; the in-house TV channel (BBL TV); and the opportunities offered by social media and the internet, to reach younger and wider audiences.

**Recommendation 9 - Basketball for Women** - The APPG recommends that all relevant UK basketball organisations should have a dedicated senior official focused on women and girls, and a specific women's strategy, to increase significantly their investment in the women's game, and thereby increase the percentage of female participants.

**Recommendation 10 - Education and Basketball** - The relevant basketball bodies in the UK (clubs, BBL Foundation, England Basketball, Basketball Scotland and British Performance Basketball) should develop a prospectus of current best practice, and use that prospectus to promote the sport to the senior leadership in universities more widely, in partnership with the local clubs.

**Recommendation 11 - Basketball Overseas** - The relevant UK basketball entities should consider how best to develop international partnerships, and to leverage world-wide best practice in delivering on social objectives, using the sport of basketball.

## Appendix A - Evidence Submitted

### A.1. Links to Evidence Submitted

A.1.1 Documents containing the detail of all information provided, merged with the presentations where appropriate, can be viewed on the APPG website <http://appgbasketball.org.uk/index.html>. Links to each of these documents are listed below.

**Birmingham Sports & Education Foundation**

[http://www.appgbasketball.org.uk/resources/Evidence+from+Birmingham+Sports+\\$26+Education+Foundation.pdf](http://www.appgbasketball.org.uk/resources/Evidence+from+Birmingham+Sports+$26+Education+Foundation.pdf)

**Bradford Dragons**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Bradford+Dragons.pdf>

**Brixton Topcats**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Brixton+Topcats.pdf>

**Cheshire Phoenix**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Cheshire+Phoenix.pdf>

**Dagenham Dragons**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Dagenham+Dragons.pdf>

**Leicester Riders**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Leicester+Riders.pdf>

**Lewisham Thunder**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Lewisham+Thunder.pdf>

**London Greenhouse**

<http://www.appgbasketball.org.uk/resources/Evidence+from+London+Greenhouse.pdf>

**Newcastle Eagles**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Newcastle+Eagles.pdf>

**Newham All Star Sports Academy**

<http://www.appgbasketball.org.uk/resources/Evidence+from+NASSA.pdf>

**Plymouth Raiders**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Plymouth+Raiders.pdf>

**Reach and Teach & LSB**

[http://www.appgbasketball.org.uk/resources/Evidence+from+Reach+and+Teach+\\$26+LSB.pdf](http://www.appgbasketball.org.uk/resources/Evidence+from+Reach+and+Teach+$26+LSB.pdf)

**Scottish Sports Futures**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Scottish+Sports+Futures.pdf>

**Sheffield Basketball Development Group**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Sheffield+Basketball+Development+Group.pdf>

**Sport Action Zone Impact Study**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Sport+Action+Zone.pdf>

**Sport England**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Sport+England.pdf>

**Sporting Clubs Birmingham**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Sporting+Clubs+Birmingham.pdf>

**StreetGames**

<http://www.appgbasketball.org.uk/resources/Evidence+from+StreetGames.pdf>

**University of Worcester & Worcester Wolves**

[http://www.appgbasketball.org.uk/resources/Evidence+from+University+of+Worcester+\\$26+Worcester+Wolves.pdf](http://www.appgbasketball.org.uk/resources/Evidence+from+University+of+Worcester+$26+Worcester+Wolves.pdf)

**Wear Valley**

<http://www.appgbasketball.org.uk/resources/Evidence+from+Wear+Valley.pdf>

**Examples of Basketball Overseas**

<http://www.appgbasketball.org.uk/resources/Examples+of+Basketball+Overseas.pdf>

## Appendix B - Transcripts of Inquiry Hearings

### B.1. Introduction

B.1.1 13 organisations were invited to present their submissions for discussion with MPs and Peers, although SE was unable to accept an invitation to attend. All presentations were attended by Sharon Hodgson MP; Stephen Mosley MP; and George Howarth MP. APPG support was provided by Kevin Routledge; Daniel Tye; and Roy Bent.

B.1.2 The detailed transcripts of the 12 presentations and those in attendance are shown below.

### B.2. University of Worcester and Worcester Wolves

B.2.1 The University of Worcester presentation to the APPG was also attended by: Robin Walker MP; Kate Hoey MP; Lord Wasserman; Lord Faulkner; and Mick Donovan (University of Worcester).

B.2.2 Mick Donovan said, *“Worcester Wolves was established at the University of Worcester in 2000 following a traditional pattern of sport and education co-existing within universities. However, excellence in sport has sometimes been seen as being at the expense of academic progress. This partnership tackled the potential conflict by recognising that basketball can be an important vehicle for encouraging academic progress, whilst also providing an environment that attracts and supports students and becomes integral to developing role models for the wider community. Consequently, the University together with the Wolves and a range of professional and voluntary sports organisations, charities and businesses have created thousands of innovative Learning through Sport [“LTS”] opportunities for children throughout the region. With basketball as a focus, LTS has included and inspired thousands of able-bodied and disabled children and young adults nationally and internationally. Through the LTS programmes the Wolves have engaged with the community not only locally in leafy-green Worcestershire, but also further afield by providing educational opportunities to the most disadvantaged of young people.”*

B.2.3 Mick Donovan went on to say, *“The University has constructed a 2,000-seat arena that has extended the LTS model further, with a clear focus on disability sport and basketball. The arena is now the home for the Wolves’ BBL team and all LTS schemes and basketball initiatives. The arena caters for disability by design and enables true inclusion. The University has become a centre of excellence for coach education, offering courses at all levels as well as extensive sports science support to a range of sporting organisations. The arena is now also the training base for the GB Men’s and Women’s Wheelchair basketball teams and the host venue for all major national and international basketball competitions, including the European Championships in 2015. The arena will also host the GB Men’s and Women’s able bodied senior international training camps and games in 2014. With the arena and the onset of the LTS programmes, the University’s students from inner city backgrounds have increased from 16 to over 120, and the programmes have received national and international recognition.”*

B.2.4 Sharon Hodgson MP asked, *“Where do bursaries for disadvantaged students come from?”* Mick Donovan replied, *“6 full scholarships and 25 bursaries are provided and are funded from variety of sources, including local businesses, the university, etc.”*

B.2.5 Stephen Mosley MP said, *“I met the Wolves team in a motorway services and they were a credit to everyone.”* and then asked, *“How did the club progress so rapidly?”* Mick Donovan replied, *“Through the focused efforts of small team; with a clear vision and business plan; strong support of a Vice Chancellor who ‘understands’ the role of sport in education; and a lot of very hard work.”*

B.2.6 Lord Wasserman asked, *“What is the relationship between the club and the university?”* Mick Donovan replied, *“They have the same common leadership and a common vision.”*

B.2.7 Robin Walker MP said, *“I believe that Mick Donovan has undersold the fantastic work of the club and the university, especially with regards to disability sport; and I invite the APPG to tour the facilities to see the work at first hand.”*

- B.2.8 George Howarth MP asked, *“How do you get an increase in numbers of women playing?”* Mick Donovan replied, *“By going back to basics; and we have concluded that there is a need to start at an earlier age and offer less competitive offerings.”*
- B.2.9 Lord Faulkner said, *“There is an extraordinary role of the Arena in disability sport and could Mick explain how the Arena came to be built?”* Mick Donovan replied, *“A supportive Vice Chancellor was key. He set a target for Sport to find £3 million; the NGBs were supportive especially England Basketball; and funding was found from a variety of sources, including the SE Iconic Facility Fund (£1.5 million).”*

### B.3. Brixton Topcats

- B.3.1 The Brixton Topcats presentation to the APPG was also attended by: Robin Walker MP; Kate Hoey MP; Lord Wasserman; Lord Faulkner; and Jimmy Rogers (Brixton Topcats).
- B.3.2 Jimmy Rogers explained, *“Much of my presentation is my personal story from being an orphan in Newcastle; going into the army; starting community basketball programmes in Toxteth; going to Brixton and starting Brixton Topcats; and ‘making a difference’ after the riots in the early 1980s. From the beginning, the function of the Brixton basketball club was to make a difference to the lives of young people as well as offering an opportunity to play sport at a high level. The philosophy of the club came from a Coach at Temple University in the USA and is “Winning is an attitude - it is not about winning a game of basketball, but winning the game of life - saying yes to positives and no to negatives. Engaging with young people is key. Understanding their family and family situation and challenging them to set goals to do better. The outcome has been that many of Brixton’s young people have graduated: NBA All Star Luol Deng; 3 barristers; 2 Head Teachers; an international journalist, the first English Women’s NBA player; many successful business men; and 5 of the current GB Olympic team! But it has always been a struggle for resources - almost since the old GLC was dissolved and still to this day!”*
- B.3.3 Sharon Hodgson MP asked, *“This is exceptional work - how much of what you have been able to achieve is a ‘Jimmy Rogers’ effect, or a basketball effect?”* Jimmy Rogers replied, *“There is a ‘Jimmy Rogers’ effect, but the sport of basketball plays a very important role. It provides the multi-purpose vehicle to achieve a wide range of objectives.”*
- B.3.4 George Howarth MP asked, *“If SE came to see the Brixton club, what would you say and what should their role be?”* Jimmy Rogers replied, *“SE has never come. Many of those national organisations have no understanding or feel for what goes on at the grass roots - probably because basketball is not played on grass!”*
- B.3.5 Stephen Mosley MP asked, *“This is truly inspirational. How does the learning get shared?”* Jimmy Rogers replied, *“60% of the players in other clubs started at Brixton. So spreading of the word, the processes and the vision has come through naturally. The NGBs and other national organisations have no feel for what goes on at this level, and it is hard when clubs like Brixton are then scrambling for resources just to survive.”*
- B.3.6 Robin Walker MP asked, *“Have you seen any change in attitude in schools over all this time and have there been any improvements?”* Jimmy Rogers replied, *“There have been some changes in schools and amongst young people, some better understanding of the importance of education. The young people are starting to see what is possible in this country rather than having to leave the country. In US colleges it can often not work out and students can be very lonely.”*
- B.3.7 Lord Wasserman said, *“The sport of basketball is special because it is team game that can be honed as an individual.”* He then went on to ask, *“How can the work at Brixton be replicated? We need to tell this story!”* Jimmy Rogers replied, *“There is an ex Brixton player who is now a journalist who is tasked with writing this story. Basketball is special in that anyone can play anywhere; but finding resources to make a difference remains a big challenge and getting national organisations to recognise what goes on remains very difficult.”*

#### B.4. London Greenhouse

- B.4.1 The London Greenhouse presentation to the APPG was also attended by: Stephen Timms MP; Robin Walker MP; Lord Wasserman; Graeme Duncan (Greenhouse); Wuraola Ijelu (Greenhouse); Suzanne Keatley (Clapton Girls' Academy); Fionnuala Keown (Greenhouse); and Jorone Taylor Lewis (Greenhouse).
- B.4.2 Graham Duncan said, *"The Greenhouse charity was founded in 2002 when Michael de Giorgio, a successful businessman, set up a multi-sports pilot project to give young people on a local housing estate something positive to do in the school holidays. With support from the Metropolitan Police, the pilot helped troubled teenagers and it was so successful and so much in demand that the programme has continued to grow. It was quickly realised that, rather than transporting youngsters from London's disadvantaged areas to private schools in more affluent areas, sport needed to be brought to the young people. Consequently, in 2004, Greenhouse moved into schools, launching full-time programmes in disadvantaged London communities and since then Greenhouse has provided more opportunities and role models to many more young people. Today, Greenhouse runs 41 programmes across 9 of the 11 most disadvantaged boroughs in London, working with around 7,000 young people each week. Greenhouse uses different sports as a tool to engage, empower and develop able bodied and disabled 8-18 year-olds in order for them to realise their potential through high quality, intensive programmes delivered by inspirational and highly effective coaches, role-models and mentors."*
- B.4.3 Graham Duncan went on to explain, *"Greenhouse's biggest sport is basketball, and the organisation is proud to highlight some of the impact that has been achieved through basketball, including improvements in attendance and behaviour in school, leading to greater academic progression. Basketball is also Greenhouse's fastest growing sport, with demand from young people and schools far exceeding what Greenhouse can now deliver. 13 of the 27 Greenhouse secondary school programmes operating across London are for basketball and there is one school-based basketball club - The Greenhouse London Pioneers Basketball Club. Originally founded as the London Pioneers, it was an excellently run SE 'Clubmark' club to whom Greenhouse sent the young people on its school programmes to broaden their basketball experience. This fantastic partnership helped both organisations to significantly develop their basketball programmes, and so the club merged into Greenhouse in 2013."*
- B.4.4 Sharon Hodgson MP asked, *"This is a really valuable and inspirational story. Where does the funding come from?"* Graeme Duncan replied, *"The major part is from philanthropic sources, one third is from schools and one source is a private company contributing over £400,000 per annum. There is a Goldman Sachs representative on the Greenhouse Board."*
- B.4.5 Sharon Hodgson MP then asked, *"What about funding from SE?"* Graeme Duncan replied, *"There has been nothing so far from SE. They are interested in once-a-week (one hour) participation and we average over 4 hours per participant per week and some have up to 20 hours per week."*
- B.4.6 Lord Wasserman asked, *"How did the charity get going?"* Graeme Duncan replied, *"Our CEO was a successful businessman who wanted to give something back to society after his son had been mugged. He went to the police, saw a need, set up the Greenhouse charity which started with table tennis but then followed the demand for basketball."* Lord Wasserman then asked, *"Is he still there?"* Graeme Duncan replied, *"Yes, he is still our CEO, Michael de Giorgio."*
- B.4.7 Lord Wasserman asked, *"Do you get together with other basketball groups?"* Graeme Duncan replied, *"No, there is a complete lack of leadership from anywhere, from NGBs, etc and there is a lot of politics. It is not worth it."*
- B.4.8 Robin Walker MP asked, *"What is the offering for those girls who may be less competitive?"* Graeme Duncan replied, *"We vary the offering depending on what the girls are best suited to."*
- B.4.9 Fionnuala Keown went on to say, *"Until recently 50% of the girls did not participate; now 100% do."*
- B.4.10 Graeme Duncan also went on to say, *"The elite aspect is effectively a by-product as we focus more on engagement and participation."*

- B.4.11 Sharon Hodgson MP asked, *“Why basketball?”* Jorone Taylor-Lewis replied, *“I believe that basketball disproportionately attracts inner city youth, especially those at greatest risk of falling between the cracks of society. Why is this? There are obvious links to hip-hop culture, music and fashion, and basketball is cool. Cool gets people through the door but what makes them stay? Basketball is unique in that all five players are called upon to play both phases of the game, offensively and defensively. All five players on the court are required to be proficient at the fundamental elements of the game, making it able to blend both team play and individual expression. Basketball requires a quick mind and problem solving skills. To the untrained eye a basketball game can look like organised chaos, but under the surface it is a synchronised dance between five people, moving together...in a moment exploiting their advantage offensively and seconds later defending their weaknesses. These characteristics help keep participants coming back. That stickiness allows us to have multiple bites at the proverbial apple to gain their trust and provide positive influence. However, the game alone doesn’t keep the young people coming back consistently.”*
- B.4.12 Sharon Hodgson MP then asked, *“So, why did Jorone get involved as a volunteer at Greenhouse?”* Jorone Taylor-Lewis replied, *“In summary, the work we do at Greenhouse shows that basketball can attract the seemingly most difficult to reach and deliver the positive outcomes that society values. We pride ourselves on having great coaches, who are passionate about the game, committed to the young people they serve and accountable for their actions and quality. Passionate coaches make for engaging teachers of the game, providing a gateway into the lives of our young people to inspire them. It is no coincidence that basketball is the biggest, fastest growing and most impactful programme. Elite players have been created as by-product, not by design through talented players getting large amounts to high level coaching from full-time basketball coaches.”*
- B.4.13 Graeme Duncan then said, *“I would like to invite the APPG to visit the Pimlico Academy to see their activities.”* Lord Wasserman said, *“I have seen it.”*

## **B.5. Newham All Star Sports Academy [“NASSA”]**

- B.5.1 The NASSA presentation to the APPG was also attended by: Stephen Timms MP; Lord Wasserman; Natasha Hart (NASSA); and Anthony Okerefor (NASSA).
- B.5.2 Natasha Hart said, *“NASSA wants to develop good basketball players, but its primary goal is to mature good people. To achieve this aim, NASSA believes that communication is everything. At NASSA, which is a grassroots community initiative based in the London 2012 Olympics borough of Newham and runs its own national league teams, there are many opportunities for young people to learn and eventually earn, starting as basketball table officials and progressing to training as basketball officials and coaches. These programmes are seen as providing life changing opportunities. NASSA has grown from 37 members in 2006 to 425 in 2011, and now has 518 playing members registered with England Basketball and 5,000 young people are at grass roots level and 2,000 regularly participate each week. NASSA now reaches out to 1,950 youngsters with 25 coaches holding training sessions at 65 primary, secondary and special schools within Newham every week. Players come from just about every ethnic background possible. Showing how diverse NASSA is, the 518 playing members speak a total of 151 different languages and dialects between them. Over the school year NASSA’s community basketball sessions are attended by more than 78,000 young people.”*
- B.5.3 Natasha Hart went on to say, *“‘Carry a Basketball Not a Blade’ is beneficial to the participants in more than one way. The aim of the project is to engage young people, allowing them to participate in a sport that encourages them to develop both physically and socially. Basketball offers the opportunity to develop key life skills and creates a strong team ethos as well as educating about health and nutrition. But most importantly, it removes young people from the streets and away from the persuasion of becoming involved in knife crime. ‘Carry a Basketball Not a Blade’ is about giving young people opportunities, creating role models and developing their self-belief.”*

- B.5.4 Sharon Hodgson MP asked, *“How did you fare during the riots in 2011?”* Natasha Hart replied, *“NASSA actually extended its sessions by 3 to 4 hours each day, starting at 9:00am in order to give club members a safe and healthy environment away from the disturbances. The extended sessions were advertised heavily on Facebook to ensure that all the young people knew that they were taking place, and every young person in the local area, not just NASSA players, were invited to attend. An average of six non-members turned up each day and the NASSA coaches took the register at different times during the day to make sure that all of the young people were all attending the basketball sessions. Attendance by club members during this period was 100%. NASSA received praise at the time from the Newham Police Borough Commander, Robert Jones and Stephen Timms, MP for East Ham, which includes the London Borough of Newham.”* Stephen Timms MP said, *“I would like to endorse the remarkable impact of the work of NASSA. They have also had remarkable success in their teams in national championships; and their partnership with the University of East London is critical to their success and an example for others.”*
- B.5.5 Sharon Hodgson MP asked, *“Is the link to the police local or something that could expand from the Borough to the whole of the Metropolitan Police?”* Natasha Hart replied, *“Our relationship is with the Borough Commander, but the Metropolitan Police know about it. It is long term relationship.”*
- B.5.6 Sharon Hodgson MP said, *“I think the mentoring aspect is really important and it makes the project special.”* Natasha Hart agreed.

## B.6. Reach & Teach and London School of Basketball

- B.6.1 The R&T and LSB presentation to the APPG was also attended by: Nhamo Shire (R&T); and Brian Dickens MBE (CAZ).
- B.6.2 Nhamo Shire said, *“Reach and Teach works with a range of local partners to develop networks of intervention programmes for the community using sport, physical activity, and social inclusion programmes linked to education training and employment as a tool for engagement. Reach and Teach currently runs community sport programmes, which are primarily basketball, but through its partnership with the Community Action Zone, also feature athletics, boxing, dance and football. These are linked to social skills programmes which include: mentoring, educational and vocational training programmes and employment. Reach and Teach is a charity with two main streams - Midnight Madness and the London School of Basketball.”*
- B.6.3 Nhamo Shire went on to explain, *“Midnight Madness started in 1999 in Harlesden where gun and knife crime was prevalent. Reach and Teach ran Midnight Madness overnight to 6am to give young people somewhere to go and engage in basketball in a very different environment. 60 to 70 young people turned up on the first night and this quickly built to hundreds at future sessions. In 2005, Reach and Teach introduced Midnight Madness into Lambeth, one of the most notorious estates in the country, with gang problems and three recent high profile murders. Reach and Teach secured access to an old school site, partnered with the local authority, and with the basketball sessions brought about a massive change to the area. Over 2-years, the project reached all and surpassed many of its targets. Later, Midnight Madness expanded to Brixton, an area which became the ‘Mecca’ for basketball and it allowed basketball to be taken to another level. It became even bigger and better and then moved to Crystal Palace as a true community event with the venue full to capacity. Eventually Midnight Madness evolved to Wembley and many international stars came along. However, Midnight Madness was always about a hook to engagement and, as it got bigger, there tended to be a bit less focus on the community and it was then that the idea of the London School of Basketball was born.”*
- B.6.4 Nhamo Shire then explained, *“The London School of Basketball is the London legacy community basketball programme aimed at increasing sustainable grassroots basketball participation and regular playing opportunities, particularly amongst young people from disadvantaged backgrounds. The programme strives to provide accessible, free basketball coaching; structured grassroots basketball competitions; coach education; local volunteering; and programming and training followed by the inception of local community basketball clubs. The emerging clubs, are then developed to provide a sustainable network, through which the clubs continue to thrive with training, mentoring and employment opportunities directed at the young people, supporting them in reinvesting their newly acquired coaching skills in delivering back to their local community.”*

- B.6.5 Sharon Hodgson MP asked, *“This is a great example of basketball making a difference! How can you quantify social change and early intervention?”* Nhamo Shire replied, *“Early intervention is the key. Horizons must be widened. Opportunities and other options must be given. New families coming in may turn out to be part of new basketball teams. It is half and half which way the kids will go. We must point them in the right direction. Midnight Madness is powerful. It allows kids to be spoken to in a non-threatening way. The coaches/mentors gain trust and build relationships. We run programmes that cross the local boundaries and these help to provide the kids with routes out of gang culture.”*
- B.6.6 Sharon Hodgson MP asked, *“What about the gangs - how did they react - did they try to cause trouble?”* Nhamo Shire replied, *“Surprisingly respectful. They recognised that it was something that youngsters valued and appreciated. Basketball is almost sacred amongst the youth and so these sessions were not sabotaged or challenged. Not all gang members actually want to be gang members. Some need a way out. For example, there was a ‘rough and ready’ street basketball player who was so good that he was beating BBL players. We took him to Chicago to play and he cried at the whole experience - he had never been out of his own area of London before.”*
- B.6.7 Brian Dickens MBE said, *“Independent research has reported a social return on investment to the value of 1:8 (that is £8.00 return for every £1 invested), on the work that Reach and Teach currently does with its partners.”* George Howarth MP asked, *“How was the return on social capital calculated?”* Brian Dickens MBE replied, *“Reach and Teach is a fantastic example of sport bringing about social change and this has been evaluated via an academic-backed approach. We will provide the analysis for the APPG’s report.”*
- B.6.8 George Howarth MP then asked, *“What about the inclusion of girls?”* Nhamo Shire replied, *“It was variable, but numbers were generally fewer than males. It is not difficult to attract females to basketball, but it is difficult to get them to play competitively. In Southwark they have 47% female and 53% male attendance. Coaches as mentors are key to building relationships with those girls attending as girls need to have trust and feel comfortable. They need females on committees and female role models. Arranging female only Midnight Madness sessions is a very positive step.”*
- B.6.9 Kevin Routledge asked, *“It sounds like you grew and grew in a straight line with a steady improvement - is that right?”* Nhamo Shire replied, *“That’s a good point - absolutely not. We have had many highs and lows along the way and it is only in the last two or three years that we have seen an improvement. It has taken us 15 years of very hard work to get SE only in the last month to recognise what we do and agree to give us some funds. We now have 40 to 50 thousand people on board and we have had very little input or support from the national governing bodies. They do not really understand what is happening. They see us as a breakaway niche, but we are not and we want to be part of the wider solution.”*
- B.6.10 Sharon Hodgson MP asked, *“What would you do with extra funding?”* Nhamo Shire replied, *“We would deliver our programmes to half of London through the Mayor’s office and SE could pick up the rest. We could adopt our model to reach other areas of the country with other organisations. We are doing much better nowadays, but there is a long way to go.”*

## **B.7. Dagenham Dragons**

- B.7.1 The Dagenham Dragons presentation to the APPG was also attended by: Jack Kendall (Dagenham Dragons).

- B.7.2 Jack Kendall said, *"I am a reformed drug addict who has launched the community-based Dagenham Dragons basketball team. My story is a personal one. I was born in Dagenham and had a difficult childhood and struggled with school. I was a troublesome bully for whom only sport mattered. However, I did have a supportive family. I started playing rugby, but my father had to take me to Kent to play as there was no rugby in Dagenham. I played under-age rugby for England and ended up playing with London Irish. However, due to my personality and the rugby environment, I overdid things - drinking; then steroids; then cocaine and I became 'caught up in the lifestyle'. I ended up addicted to drink and to drugs. I stole even from my family, and I became so bad that I attempted suicide twice. I found myself in hospital and my whole life was in a downward spiral. I then realised that my addictive personality was destroying me and all those around me, including my wife and children. So to turn it around, I started a basketball club on my estate. At the first sessions, thirty youngsters turned up. All tough, difficult types - they tended not to go to school, but needed someone to reach out to. Basketball now gives them a purpose, an outlet, and hopefully eventually basketball will broaden their horizons. However, it will always be a struggle because funds are so difficult. It is always a problem to pay for hire of a hall and for various fees, but basketball and the Dagenham Dragons club are important to their lives."*
- B.7.3 Sharon Hodgson MP asked, *"This is an extraordinary story. Who gives you help? Who does the coaching?"* Jack Kendall replied, *"We do it all ourselves, but it is a struggle. I have an addictive personality and so I always want things solved and quickly. Therefore, I hound people and if others don't do it, I do."*
- B.7.4 Sharon Hodgson MP asked, *"Was it something about rugby that drove you to doing the wrong things? Is there a difference between the basketball and rugby lifestyles?"* Jack Kendall replied, *"Yes, there was a drinking culture within rugby and so I drank too much and then to train the next day I took steroids, as everyone did. I ended up in hospital and that is when the change happened."*
- B.7.5 Sharon Hodgson MP asked, *"Why basketball and why not rugby?"* Jack Kendall replied, *"Rugby is too middle class. When you make a mistake the people in rugby don't support you. They knew we were on steroids. They don't want to know you if you fall off the rails. They turf you out. The mentality of those in basketball is to give you a second chance and they support you. I wish I had found basketball before I found rugby. Things might have been different. I offered a session of basketball locally and thirty youths came on a Saturday morning. It will work if you do one day or one night of basketball at a time."*
- B.7.6 Sharon Hodgson MP asked, *"Is it the coach/mentor relationship in basketball that makes the difference?"* Jack Kendall replied, *"Yes, but just keeping at it works. There are still drug dealers that hang around basketball. They sell drugs and they take drugs if they want to. They offer us sponsorship, but it is only because they want to launder money through the club. They won't give up trying to get me back on drugs because they know that I've been addicted to drugs."*
- B.7.7 Stephen Mosley MP asked, *"How did you start the basketball club in Dagenham? What have you done over the last six or nine months?"* Jack Kendall replied, *"All through word of mouth and social media. Then it was just the normal stuff - getting a venue, charging subs, and all the usual hassle. I had a friend in the church, although I don't go to church, who knew all about Facebook and Gumtree. He helped me to arrange a session of basketball locally and twenty or thirty youths came from our estate on a Saturday morning. It works if you do one day or one night of basketball at a time."*
- B.7.8 Stephen Mosley MP asked, *"What funding do you get?"* Jack Kendall replied, *"Just dribs and drabs from different places, but I get things done and I chase sponsorship. For instance, the local Tesco gave us some and we were given some kit from a mate of mine who is a plumber, but the kit is far too small for us."*
- B.7.9 Stephen Mosley MP then asked, *"What level of basketball do you play?"* Jack Kendall replied, *"Just friendlies at the moment, but we do want to join a local Essex league in September for next season."*

- B.7.10 Stephen Mosley MP then asked, “*Are fees the problem?*” Jack Kendall replied, “*Our members pay £50 membership fee per year, juniors pay £44. They all pay £2 per week for court hire. This is OK because other clubs charge more. Getting kids to pay regularly can be a problem, but they do find money for basketball and for other things. It’s all about positive thinking. I don’t want the money. I want to leave the club as a legacy in Dagenham. If the players don’t come to training on a Friday night, they’ll go down the pub and drink, then they’ll go poncing and then they’ll nick something. I know how to talk to them because I’ve been an addict and done all of those things. They relate to me.*”
- B.7.11 George Howarth MP asked, “*I came from a similar background in Liverpool and we all appeared to be cocky, but is low confidence and a lack of self-esteem a factor?*” Jack Kendall replied, “*Basketball gives them something. Maybe they feel that basketball is something that they can be good at and with which they can show their flair. I work with them on confidence on a one-to-one basis. They still won’t go to school necessarily, but again I give them one-to-one tuition of sorts because I get on well with them. My sister is an accountant and she might help, but you just have to make them feel special.*”
- B.7.12 Sharon Hodgson MP asked, “*In those who don’t want to go to school, have you seen a change in their horizons or their values?*” Jack Kendall replied, “*Yes I have, but the young people need to find things out for themselves. My horizons have changed. I came out of the devil’s den. I tried to commit suicide twice, but I was no good at that either! I now realise that I missed out on education and that I need to do something about it. I am now doing something about it. Basketball is a family. They are my family.*”
- B.7.13 George Howarth MP said, “*Maybe a problem with local rugby and football at that level can lead to lots of injuries and affect other parts of life.*” Jack Kendall replied, “*I’m not sure. Basketball can be pretty tough as well! You can still get injured, but perhaps they are not collision injuries. Education is important - don’t just throw them out because they are injured. There is a big community feeling in basketball. I just think that in our area, on our estate, basketball is more accepted. There should be more adverts on the tele about basketball, and then everyone would know how good it is.*”

## **B.8. Plymouth Raiders**

- B.8.1 The Plymouth Raiders presentation to the APPG was also attended by: Dave Briggs (Plymouth Raiders).
- B.8.2 Dave Briggs said, “*The Plymouth University Raiders is the second oldest basketball club in the top flight, after 20 years in the National Leagues and then moving on to the BBL. Together with the Raiders Foundation we have three community programmes: a Mentoring Scheme; Basketball in the Curriculum; and Numeracy and Literacy. The Mentoring scheme has been a success with schools having reported almost 100% attendance by pupils on the days that the Mentoring scheme is delivered; pupils are more engaged with their learning; and the quality of the pupils’ work has significantly improved. The Numeracy and Literacy programme was incredibly successful. It is built around a workbook, which has 20 units - 10 on Numeracy and 10 on Literacy, all of which are designed to use basketball scenarios. Each school was full of praise for the scheme; the workbook and the way it was delivered; those players delivering the scheme; and for the Raiders for its initiative. All schools reported great improvement in pupils’ attainment and reduced discipline problems. The Basketball in the Curriculum programme was a massive success, on every level. The school had been investigated by Ofsted, and their rating soared from ‘Satisfactory’ to ‘Outstanding’. The report gave substantial credit to the Raiders for the work that they had undertaken in the school over the course of the year, mentioning how well the project had been thought of by those pupils interviewed by the inspectors.*”
- B.8.3 Sharon Hodgson MP said, “*This workbook is fantastic. It has such good teaching material and links with basketball. The workbook would help enormously for children who are having difficulty with numeracy and literacy. It would be great if it could be used across the country as a learning tool for numeracy and literacy.*”
- B.8.4 Sharon Hodgson MP asked, “*How did you get the professional players involved, and for as long as twenty weeks?*” Dave Briggs replied, “*Initially there was some reluctance, but when they saw the impact, there was noticeable change in their attitude. Players are almost all university educated and many are black and from deprived backgrounds. So, for them to realise the difference they can make, is an eye opener.*”

- B.8.5 Sharon Hodgson MP then asked, *"Have you had any support from the basketball organisations?"* Dave Briggs replied, *"No, we haven't."*
- B.8.6 Sharon Hodgson MP then asked, *"Do we know whether all clubs are aware of such programmes being run by Plymouth and consequently share programmes?"* Dave Briggs replied, *"As far as I know, they may do so to some extent, but mainly schemes are each evolved to fit local demand."*
- B.8.7 Stephen Mosley MP asked, *"Will the link with the University of Plymouth make a difference?"* Dave Briggs replied, *"We expect that it will. They are doing some work on producing a secondary school version of the work book at their own expense and we hope for more involvement in the future."*
- B.8.8 Sharon Hodgson MP asked, *"Is there a possibility that the BBL Foundation could share best practice?"* Dave Briggs replied, *"Yes, I think we should. That would be a good idea."*
- B.8.9 Dave Briggs asked, *"What could an organisation like Reach and Teach or an individual like Jack Kendall at Dagenham Dragons do with this? Is there Government funding available for something like this to roll out elsewhere locally or nationwide?"* Kevin Routledge replied, *"We have seen how the University of Worcester and Worcester Wolves have collaborated to produce a DVD for similar purposes. Now they are selling the DVDs all around the world. There was no national funding for that project, which would have been ideal and could have led to more commonality of content and purpose."*
- B.8.10 Stephen Mosley MP said, *"There is nothing against anyone customising it locally."*
- B.8.11 Kevin Routledge said, *"We've all seen what Ofsted has said about how the schools have benefited from this project. Why would anyone want to do anything different to this?"* Dave Briggs agreed, *"You can use professional basketball players from the USA as role models to broaden the horizon and show what is possible elsewhere."*
- B.8.12 Sharon Hodgson MP said, *"It is such a shame that this work and the fact that the University is now producing a version of this workbook for secondary schools has not been reported. Our report from the Inquiry should bring all of this to the attention of all relevant people and to potential sponsors with a hope of attracting funding. It could in fact easily be modified for other sports."*
- B.8.13 Kevin Routledge said, *"The reason why it has worked so well for basketball is that many of the professional players delivering the contents of the workbook have been through the college system in the USA. They may not be star basketball players, but they know the advantages of education. This may not be the case with other sports in the UK whether or not you used star players. The Worcester model is an example of linking basketball with education in the UK."*

## **B.9. Lewisham Thunder**

- B.9.1 The Lewisham Thunder ["LT"] presentation to the APPG was also attended by: Oliver Colville MP; Heidi Alexander MP; Lord Wasserman; Nikki Sealy (LT); Ann Pittman (LT); Steve Bucknall (LT); Steve Sadler (LT); Josh Davies (LT); Peter Lang (LT); Peter Bishai (LT); Rowell Graham (LT); Khalil Baro (LT); Philip Lewis (LT); Heidi Nietzold (LT); and Dr Danny Ruta (Director of Public Health for Lewisham).
- B.9.2 Steve Bucknall said, *"I am from London and I was the first English player in NBA in the USA. I was at the end of my playing career and I returned to London to find that there was nowhere for young people to play basketball in South London. So, I established the Lewisham club with others in 2006 and it grew in six years from a community session with twelve youngsters to engaging more than 1,000 every year and now has more than 200 registered club members. We have a key partnership with the Harris Academy Beckenham, which operates a 'no study, no play' approach. Lewisham has a population of 275,000 with 25% of them under 19 years of age and there are 76% black and mixed ethnic origin children in schools. We seek to address health, education and crime or anti-social behaviour issues as well as excellence and participation in sport."*
- B.9.3 Sharon Hodgson MP asked, *"Why basketball?"* Steve Bucknall replied, *"Because it uniquely cuts across boundaries and cultures and it has links with music, lifestyle and expression."*

- B.9.4 Josh Davies said, *“I went to Yale and I am now working with Lewisham Thunder to help youngsters to facilitate their road to success, whether that success is in sport, academics, business or socially.”*
- B.9.5 Oliver Colville MP asked, *“Is there a basketball team in Plymouth, Massachusetts because I am looking for Plymouth in England to celebrate its 1620 connection with Plymouth, Massachusetts? Has Steve or Josh any connections to the Plymouth, Massachusetts basketball team and could we possibly arrange for them to play Plymouth Raiders home and away as part of the celebrations?”* Steve Bucknall and Josh Davies replied, *“We can make that connection and try to make it happen.”*
- B.9.6 Oliver Colville MP then asked, *“Can basketball deliver on aspirations?”* Steve Bucknall said, *“Yes”*. Danny Ruta replied, *“The inspiration is there from Steve Bucknall.”*
- B.9.7 Rowell Graham said, *“I started at 15 years old and I used to get into trouble. I had choices to make, good versus bad. I had initially chosen boxing, but I didn’t think that learning how to fight was the best thing to do. Basketball provided me with a way out. Because we couldn’t afford much else and because I had heard that there was an ex-NBA player now a coach, Steve Bucknall, in Lewisham, I insisted that as my birthday present I wanted my Dad to take me to the Lewisham basketball club. My peers initially tried to stop me doing this, but I said “No” and eventually gangs leave you alone when you have made a choice of what you want to do and they see you are doing something good. I have been involved ever since and I am now part of the GB basketball programme.”*
- B.9.8 Khalil Baro said, *“I started at Lewisham Thunder at 16 years old. I had been playing football for Fulham, but there was a lot of competition for me to become the best at football and I was eventually released by Fulham in year 7. I heard about Steve Bucknall being in Lewisham and I talked to him, got to know him and followed his advice. I want to be ‘unique’, somebody special and basketball has provided me with that route, direction and a foundation for my education. I now understand that there are lots of steps and that I now have to go to university and get a degree to follow my dream. If I fail to become a star basketball player, I will still have my degree to fall back on.”*
- B.9.9 Danny Ruta said, *“Basketball is an exceptional power for good. You only have to look at the background of young people in Lewisham. They have massive diversity and upwards of 76% black and mixed ethnic origin. Basketball’s global superstars are black and of African origin, but football’s are predominantly white Europeans or South Americans. Through the Lewisham club, basketball has become transformative for the young people of Lewisham.”*
- B.9.10 Nikki Sealy said, *“Key to the future of Lewisham Thunder is the Stockholm Road project. The club took over a disused warehouse. The local health authority provided some key funding and this warehouse project is now transforming the club, its sustainability and its ability to deliver across its wide mandate. We now have a two basketball court facility with everything under one roof.”*
- B.9.11 Sharon Hodgson MP asked, *“How important is the new venue?”* Ann Pittman replied, *“Our biggest inhibitor was always the access to venues and the cost of court hire. Therefore, the new venue is absolutely key. It gives us the opportunity to hold all activities: sport; education; goal setting; etc all under one roof at less cost.”*
- B.9.12 Stephen Mosley MP asked, *“Where did the drive for acquiring the warehouse come from?”* Ann Pittman replied, *“We had seen Milton Keynes, and someone in the local council came to us to see what could be done. We already had a stable financial base. We didn’t want to lose that and it was nerve wracking because of all the risks involved, but then we realised that we really could do it.”*
- B.9.13 George Howarth MP asked, *“What are the overhead costs of the venue?”* Ann Pittman replied, *“We have to raise approximately £2,000 per month through subscriptions, memberships and small grants. The costs of running the warehouse are not that much different to the costs of court hire. We work very hard in chasing and bidding for every offer of funding.”*
- B.9.14 George Howarth MP then asked, *“Can the kids afford the subscriptions?”* Ann Pittman replied, *“The majority of them find a way to pay, but everyone understands that the venue is absolutely key to our sustainability.”*

- B.9.15 Heidi Alexander MP asked, *“What about the future?”* Ann Pittman replied, *“There is a plan for development of part of the arena, but we are doing OK because we are reaching more than 1,000 kids now and 60 kids attend on Saturday mornings and we have other sessions on Tuesday nights. We also arrange summer camps. Attendance is somewhat self-perpetuating.”*
- B.9.16 Heidi Alexander MP said, *“This has been exceptional work by the Lewisham club and it is well recognised in the local community.”*
- B.9.17 Danny Ruta said, *“Basketball is unique and we will try to replicate in Lewisham what Newcastle has done to deliver Hoops4 Health on an industrial scale.”*
- B.9.18 Sharon Hodgson MP said, *“Thank you. ‘Archie’s Story’ was such an inspirational video and it was an excellent presentation. Rowell and Khalil, please remember us when you are stars in the NBA. I am sure that this has shown us that Lewisham Thunder would not be here today if it wasn’t for Steve Bucknall.”*

## B.10. Cheshire Phoenix

- B.10.1 The Cheshire Phoenix presentation to the APPG was also attended by: Oliver Colville MP; Stephen Mosley MP; Lord Wasserman; and Andrew Donaldson (Cheshire Phoenix).
- B.10.2 Andrew Donaldson said, *“Cheshire Phoenix operates a highly successful Hoops4Health programme as well as having numerous satellite and junior clubs, very similar to the offerings of other BBL clubs. The Cheshire franchise area contains areas that are known to present social challenges, for example Blacon, Lache and areas in Warrington, although this is not always recognised, particularly when comparing the region with other inner cities. For the past 27 years Cheshire Phoenix has run a Summer Basketball Camp with an average of 200 campers attending over the past 5 years and early indications suggesting in the region of 250 in the 28th year of the camp.”*
- B.10.3 Oliver Colville MP asked, *“We need to convince SE about basketball being special. How can we do that?”* Andrew Donaldson replied, *“By delivering! We did that for them on the pilot basketball programme for the BBL Foundation and had very impressive numbers. That has led to SE having the confidence to give funds to the BBL Foundation.”*
- B.10.4 George Howarth MP asked, *“What is special about basketball?”* Andrew Donaldson replied, *“It is the second most played sport in the world. It is a global game. It appeals across all boundaries; to all cultures and minorities; and to those that don’t fit in elsewhere. Kids listen to the professional basketball players as role models. For example, they used to talk about not smoking, but now the message is about e-cigarettes in order to give up smoking and the kids are still listening to them.”*
- B.10.5 Sharon Hodgson MP asked, *“Should we look elsewhere other than SE for money?”* Andrew Donaldson replied, *“Yes, the key organisations are public and private companies such as housing associations. They have some of the same objectives as our club and we are already making inroads into building a partnership with a housing association.”*
- B.10.6 Lord Wasserman asked, *“Have you engaged with your Police and Crime Commissioner, John Dwyer?”* Andrew Donaldson replied, *“Not so far, but I will do so. We did bring the police in to some of our sessions, but the kids listen more to the basketball players as role models.”*
- B.10.7 Sharon Hodgson MP asked, *“Using basketball to address crime and anti-social behaviour may provide another source of funding?”* Andrew Donaldson replied, *“Yes, and the Fire Service also.”*
- B.10.8 Sharon Hodgson MP asked, *“What is unique about basketball?”* Andrew Donaldson replied, *“Its minority positioning. Local basketball players can be used as role models, not like the Wayne Rooney’s. Why shouldn’t basketball develop in the UK like it has across Europe?”*

- B.10.9 Oliver Colville MP asked, *“How did basketball become so big in Europe? What can we learn from basketball’s growth in the USA and Europe?”* Andrew Donaldson replied, *“It needs a catalyst. I liken it to self-storage. Basketball did come over to the UK at one time, but it didn’t take off. It was on television at the time, but it was over-hyped.”*
- B.10.10 Oliver Colville MP asked, *“Is the lack of profile for basketball in the media a key weakness?”* Andrew Donaldson replied, *“It is one of a dozen weaknesses that need to be addressed, including venues. Without affordable and accessible venues there is nowhere to go. Also basketball is not taught in schools and we should be delivering basketball at the grassroots level.”*
- B.10.11 George Howarth MP asked, *“Are you doing anything special about attracting female players?”* Andrew Donaldson replied, *“Not specifically, but we need to do more, but they could perhaps get into cheerleading competitions more as in America.”* Sharon Hodgson MP responded, *“I would like to see more cheerleading competitions here in the UK, but I want to see more girls playing basketball rather than cheerleading.”*
- B.10.12 Lord Wasserman said, *“I have just returned from the States and the finals of the Women’s College basketball were on while I was there. The coverage was all over the front page of the New York Times.”*
- B.10.13 Sharon Hodgson MP said, *“Thank you for your honesty and passion. Please invest in basketball as much as you want.”*

## **B.11. Newcastle Eagles**

- B.11.1 The Newcastle Eagles presentation to the APPG was also attended by: Oliver Colville MP; Lord Wasserman; Paul Blake (Newcastle Eagles); and Dr Danny Ruta (formerly Director of Public Health for Newcastle).
- B.11.2 Paul Blake said, *“The Eagles’ Hoops4Health programme has benefited 80,000 youngsters in the North East since 2002. Funding has transitioned from grants for the first ten years with schools not being charged, to 95 schools now paying for the programme. This is more sustainable. The drive initially was coronary heart disease linked to lack of exercise and obesity and the programme has always been about healthy living, diet, healthy lifestyle and no smoking, all via basketball.”*
- B.11.3 Oliver Colville MP suggested, *“If schools pay for the programme they value it more.”* Paul Blake agreed and went on to say, *“This whole programme has been sustained now for 13 years - where else has this happened? However, while charging schools for participation in the Hoops4Health programme is easy to sell, we have to rely on Government funding to deliver the infrastructure within which we operate. We have a team of people who have become professional bid writers in the office who are repeatedly bidding for each and every offer of funds available. But we can’t maintain this scale of operation on a volunteer basis. I estimate that there is only 10% chance of success with these bids, 90% are rejected. It is a constant battle and such a waste of resources.”*
- B.11.4 Danny Ruta said, *“Public Health sees this as a hugely significant programme - a massive public health intervention that has been immensely successful. It is being estimated our children will have a shorter life expectancy than we do and this will be the first time in 300 years that this has been the case. So, the programme has tackled and still is delivering huge differences in life expectancy and this programme is extremely important. The Eagles are the model - they are doing this on an industrial scale with up to 5,000 participants per week. Football excludes youngsters, particularly those with less talent and those of a very young age, whereas basketball is inclusive in the widest sense.”*
- B.11.5 Paul Blake also said, *“The whole Hoops4Health competition is also so inspirational. For example, when the kids from St. Aloysius School won the Hoops4Health competition last year and went to Wembley, it was amazing for them as well as being transformational. Most of them, if not all, had never been as far as Sheffield before. They all thought it would be a one hour drive to London. There is a clear indication of the types of kids who are being inspired, as is shown in the tables showing participating schools in our presentation. We have received thousands of letters telling us how inspirational the programme has been.”*

- B.11.6 Oliver Colville MP asked, *“Do you have any figures on the impact on heart disease?”* Danny Ruta replied, *“There has been some evidence, but really this is a much wider public health intervention. We have seen reductions in obesity of 4% in the east of Newcastle. This does not sound like much, but in other areas where the programme hasn’t been used, obesity levels have continued to increase.”*
- B.11.7 Oliver Colville MP said, *“We need to find a way of engaging with the Department of Culture, Media and Sports, the Home Office and the Department of Health on this.”* Paul Blake replied, *“Yes, but it is very difficult to get cross functional discussions - at any level.”*
- B.11.8 George Howarth MP asked, *“Does having successful clubs/teams, such as at Newcastle and Leicester matter in this regard?”* Paul Blake replied, *“It helps, but it is not critical. What is critical is the lack of infrastructure. We are all trying to deliver in spite of no support or infrastructure. A case in point is that SE has just pulled funding from the NGB, which in turn has pulled funding of the single Development Officer who sits in our office.”*
- B.11.9 Stephen Mosley MP asked, *“Do we have data on all of this?”* Kevin Routledge replied *“Yes.”*
- B.11.10 Stephen Mosley MP asked, *“Danny, how did you get the same scheme off the ground in Lewisham?”* Danny Ruta replied, *“By a happy coincidence, but it is all down to dedicated people with the right vision.”* Paul Blake went on to say, *“It can’t work on a standalone basis. It needs a club and resources.”* Danny Ruta continued, *“Newcastle showed the way by building from the ground up, but it took 15 years.”*
- B.11.11 Oliver Colville MP asked, *“Is lack of media coverage an issue for basketball?”* Danny Ruta replied, *“There are parallels with soccer in the USA.”* Paul Blake went on to say, *“We get great media locally and we sold out at 3,000 last weekend at our Eagles game, but the challenge is nationally.”* Lord Wasserman said, *“The sport messed up with Channel 4 in the 1980s.”*
- B.11.12 Lord Wasserman went on to say, *“The sport should not try and rely on public sector funding. The ‘sell’ of basketball is that it can be played as an individual as well as a team sport. It is a way out of deprivation and it can lead to wealth and opportunity.”* Danny Ruta continued, *“All of those things, plus basketball has a big impact on health.”*
- B.11.13 Oliver Colville MP said, *“I note the importance of infrastructure and the council estates do not have enough of the necessary facilities.”* Paul Blake responded, *“It is amazing to note that there are 4,500 basketball clubs across France; there the investment has been made and the facilities are available in every community.”*
- B.11.14 Sharon Hodgson MP went on to say, *“I know from my constituency the difference this amazing programme is making.”*

## **B.12. Scottish Sports Futures**

- B.12.1 The Scottish Sports Futures [“SSF”] presentation to the APPG was also attended by: Oliver Colville MP; Lord Wasserman; Jon Ashworth MP; David Lammy MP; Russell Brown MP; Ian Reid OBE (SSF); Emma Reid (SSF); Karyn McCluskey (Head of Scotland’s Violence Reduction Unit); and Joanna McLaughlin (The Robertson Trust).
- B.12.2 Ian Reid OBE said, *“Scottish Sports Futures is committed to enhancing the lives of young people and it is engaging more than 10,000 of them per annum. We use the power of basketball and professional athletes from the Glasgow Rocks to make a difference. Our programmes are about stimulating behavioural and attitudinal change through sport. We have a turnover of between £800,000 and £900,000 per annum. Greater than 60% of that comes from Cashback for Communities and the remainder comes from Trusts and Funders who share our aims.”*
- B.12.3 Stephen Mosley MP asked, *“Why basketball?”* Ian Reid OBE replied, *“Because it is inclusive; it has professional role models; it is free from tribalism; it has a cool image; it is played equally between the genders; and it goes across communities.”*

- B.12.4 Emma Reid explained, *“Our approach is to use sport for development and to make it accessible and diversionary through four programmes, two of which are Jump2it and Twilight Basketball. Jump2it is like Hoops4Health and it has evolved with Hoops4Health, but we can’t use ‘Hoops’ in Glasgow because of its connotations with Celtic Football Club. We have more than 7,000 participants per annum and it has positive education and health outcomes. An external evaluation has said that 9 out of 10 of our youngsters are more aware of smoking dangers and 83% have actually made a positive change. Twilight Basketball is sponsored by Shell and it is a route to volunteering, training and development. We have 900 participants, youth panels, basketball skills coaching and basketball tournaments. Many positive outcomes have been measured, including measurable reductions in vandalism and anti-social behaviour. The measured Social Return on Investment shows £4 return for every £1 invested.”*
- B.12.5 Karyn McCluskey said, *“I have led in Scotland on gangs, guns and serious violence and the challenge within the inner cities is huge. Life expectancy is 55 years. People are actually dying young through stress. Most people live and die within one square mile. Part of our problem is that we have 46% of single parent families and men are generally absent. We have to re-engineer men back into society as we have so many single mothers. We must also address a major problem of sectarianism. You can see that we have a very interesting and unusual challenge in Scotland. Basketball provides a route to engage with young people and make a difference.”*
- B.12.6 Joanna McLaughlin said, *“We have seen an inequity in the way funding is allocated. The Robertson Trust seeks to address these inequities and Scottish Sports Futures provides a great route for doing that.”*
- B.12.7 Lord Wasserman asked, *“Why do you say that basketball is particularly inclusive?”* Ian Reid OBE replied, *“Because it is played by males and females in all community groups and this is not the case for other sports.”*
- B.12.8 Oliver Colville MP asked, *“Is it a fact that basketball is a less competitive sport in Scotland compared with football?”* Ian Reid OBE replied, *“In Scotland, it is that basketball is less tribal than football.”*
- B.12.9 Oliver Colville MP asked, *“Sectarianism was addressed in the Northern Ireland Select Committee and it goes back to the 1930s. It goes through every facet of life. How can it be addressed?”* Ian Reid OBE replied, *“We are breaking down these barriers through basketball. We have also made those connections to Northern Ireland.”*
- B.12.10 Russell Brown MP said, *“We need to get this in Scotland’s First Minister White Paper as I don’t think he has recognised the role of basketball.”* Karyn McCluskey replied, *“The approach to date has been too haphazard. We need to address the sustainability issue.”*
- B.12.11 Sharon Hodgson MP said, *“It is a shame that we don’t have time to explore this further, but it is clear that these programmes are ‘making a difference’. It is excellent that we have the Scottish Government endorsing these claims, and help from the charity sector.”*

### **B.13. Leicester Riders**

- B.13.1 The Leicester Riders presentation to the APPG was also attended by: Oliver Colville MP; Lord Wasserman; Jon Ashworth MP; David Lammy MP; Russell Levenston (Leicester Riders); Liz Jennings (Leicester Riders); and Rob Nixon (Chief Superintendent - Commander, Leicestershire Constabulary).
- B.13.2 Russell Levenston said, *“The Riders are engaged in many community programmes that engage 18,000 young people aged from 6 to 24. The programmes include Hoops4Health in primary schools, but we also have programmes for secondary schools, universities and colleges; apprenticeships and training programmes; and general community programmes that address crime, anti-social behaviour, education and health challenges. An example is Project3on3 which engaged more than 1,000 young people, 60% of whom are of black and mixed ethnic origin. Another is Shoot2theFuture which has been set up with the police and targets anti-social behaviour in key deprived areas of the city. It helps young people to make informed decisions. We have 150 to 180 young people on Friday nights. The project is funded by the police and the Riders. It has a material impact on the anti-social behaviour metrics.”*

- B.13.3 Rob Nixon said, *"I have been the City Commander in Leicester for the Police for 4 years. There is a major disconnection with the young people and Leicester is also hugely diverse, with 55% of black and minority ethnic origin in schools. Some areas are also very deprived and there are big health challenges. One strategy is to get young people from different communities to work and play sport together and this is a key diversionary tactic. The Riders programme is very effective. It offers meaningful activity to the youngsters on Friday nights. We are breaking down stereotypes as well as reducing crime."*
- B.13.4 Sharon Hodgson MP asked, *"Do you prescribe basketball?"* Rob Nixon replied, *"We are using two sports: basketball and football. Basketball is strong with the black and mixed ethnic communities. We need to create choices and drive the aspirations for these young people. The youth just get on with it. There are siblings of those who commit crime who are playing basketball. We have a multi-agency approach to secure their support. We can fill a gymnasium with those who would otherwise be on the streets. It is voluntary engagement coupled with a coerced approach. There is also scope for even more partnerships."*
- B.13.5 Sharon Hodgson MP then asked, *"How do the police decide where to focus these programmes?"* Rob Nixon replied, *"We divide people into three groups: 'career criminals'; those not involved in crime or anti-social behaviour; and 'swing voters'. We try to focus on the last group, as well as addressing the first group. We try to create new peer groups for youngsters at risk."* Sharon Hodgson MP then asked, *"So they get 'sentenced to basketball' rather than being incarcerated, are we changing their behaviour and who pays for it?"* Rob Nixon replied, *"Yes. Restorative justice is important. It is an important role for the police and crime commissioners as well and they have funding to engage with communities."*
- B.13.6 Russell Levenston said, *"Something that has been very interesting is that we were seeing a decrease in anti-social behaviour in all of our targeted areas, but then we saw an increase in New Parks for 2013. On closer inspection, though, we found that in July and August 2013, the basketball facilities were not available and that was the reason. We are now seeing young people travelling more across the boundaries that were there before, for example, attending sessions in neighbouring deprived areas, and going to other schools previously off limits."*
- B.13.7 Sharon Hodgson MP then asked, *"How do you involve girls in these programmes?"* Russell Levenston replied, *"The girls came along on the Friday nights because the boys did, but they would not play basketball. So, we introduced street dancing and they all got involved in that. We funded a dance teacher to come along and as they've put together routines, we have invited them to perform at Riders games."*
- B.13.8 Russell Levenston added, *"We are now building relationships with Colleges and together we are able to offer training and apprenticeships. Also we are seeing more and more volunteer leaders becoming available."*
- B.13.9 David Lammy MP said, *"You really need to engage with your local MPs so that these programmes receive support."* Russell Levenston said, *"That is something that we do with Jon Ashworth MP."* Jon Ashworth MP confirmed that this is the case. David Lammy MP said, *"Sometimes communities don't get their fair share of financial support from Government and local authorities."*
- B.13.10 Sharon Hodgson MP said, *"Thank you all. These are amazing programmes. Thanks also to Rob for taking time out today of his busy schedule."*

## Appendix C - Examples of Basketball Overseas

### C.1. Introduction

- C.1.1 One of the aims of the APPG Inquiry was to better understand the relevance, scope, scale and impact of basketball-related programmes in other countries and/or jurisdictions. Research has highlighted many basketball initiatives aimed at the social challenges affecting young people in inner cities overseas and some of them are listed below. These programmes span the globe, but include many common characteristics and outcomes. It is noted that, as in the UK, basketball appears to have unique characteristics that make it particularly effective in achieving these laudable objectives around the world.
- C.1.2 It is noted as well, that, like the BBL Foundation, the NBA has a specific organisation (i.e. NBA Cares (<http://www.nba.com/cares/>)), which is the league's community outreach initiative that addresses important social issues such as education, youth and family development, and health and wellness, but it operates on a global scale. The NBA and its teams through NBA Cares, support a range of programmes, partners and initiatives that strive to positively impact children and families worldwide.
- C.1.3 Further, it is noted that basketball's equivalent of the Champions League - the EuroLeague, has a similar community programme via all of its clubs called One-Team (<http://www.euroleague.net/one-team>). This organisation has a close relationship with the Special Olympics.

### C.2. Association of Midnight Basketball League Programs

- C.2.1 Arguably the best known basketball-related community initiative and the forerunner of many similar initiatives in the UK, including SSF's Twilight Basketball and R&T's Midnight Madness programmes, is the Association of Midnight Basketball League Programs in the USA (<http://amblp.com/basketball/>). This is a non-profit organisation designed as the central administrative body for all local, regional and national Midnight Basketball activities and it is based in San Francisco. An umbrella organisation, it provides operational and financial support to local chapters or branches thereby ensuring that each efficiently meets Midnight Basketball objectives.
- C.2.2 These programmes, some of which go back 25 years, have proven to be highly effective in achieving their objectives. According to numerous testimonies, the concept has changed the lives of many thousands of young adults since the Association was founded. They are offered to vulnerable young men and women to give them the opportunity to take part in safe and structured activities during 'high risk' periods.
- C.2.3 Whilst the programmes provide young people with the opportunity to play competitive basketball, they provide far more than that. A series of workshops is key to the success of the programmes with participants given opportunities to attend and benefit greatly from workshops on the following:
- Interviewing techniques;
  - Employment opportunities;
  - Inter-personal relationships;
  - Alcohol and drug abuse;
  - Sexually transmitted diseases;
  - Conflict resolution;
  - Knowing the law, knowing your rights;
  - Higher education;
  - Applying for college financial aid;
  - Becoming involved in the general educational development process; and
  - Adult education.
- C.2.4 The programmes work closely with local social service agencies, community colleges and health departments on some or all of these areas.
- C.2.5 The programmes claim to achieve the desired results because:
- The 4-hour period scheduled for the programmes is between 10pm and 2am which is when temptations towards crime and drug activity are at their greatest;

- The front-end commitment of youths to the programmes and the discipline/reward system provide participants with a sense of pride and accomplishment;
- The wide variety of workshops and scholarship opportunities encourages youths to reflect on both their current life situations and future vocational goals;
- The efforts of volunteer adults and financial and in-hand contributions from businesses make the programmes work;
- Some part-time and full-time entry-level employment is provided for the participants in the communities in which they live;
- Interaction with prominent law enforcement authorities, businesses and community leaders gives the participants respect for individuals and fosters better mutual understanding;
- Basketball is the sport of choice for the target population;
- Basketball is an activity in which both individual talent and group teamwork is necessary to achieve the desired results;
- A 'draft' process is used to form teams from the communities in which they live and spreads talent across all teams to ensure the maximum degree of competition within each league;
- The mandatory use of all players in each game and required man-to-man defence ensures a high degree of participation and physical activity;
- The 1:6 ratio of adults to youth and the fact that all coaches are community leaders combine to communicate a sense of commitment to participants; and
- Recreational programmes for post-high school youths begin at a time of rapid and often difficult transition to education and employment continues all year and affords them an opportunity to learn.

C.2.6 These programmes originally had their struggles in the USA, principally in gaining financial support. In the early days, because it was believed that voters preferred to see their taxes being used to build more prison cells. Cash for these preventative schemes had to come from private donations and corporate sponsorship. Washington DC, for example, took a lot of convincing that basketball could have a direct effect on crime rates, but the hard work and dedication of thousands of volunteers and participants was translated into plummeting crime rates in more than 60 US towns and cities - some areas saw reductions of 70%.

### C.3. Midnight Basketball programme in Milan

C.3.1 In August 2012, an impact survey of 200 participants in the Midnight Basketball programme in Milan, Italy undertaken by Ecorys and the Center for Research on Sustainability and Value; and Università Bocconi, supplemented by qualitative evidence gathered by university researchers, recorded the following for the previous 12 months:

- Midnight Basketball resulted in around 24 crimes being avoided, delivering €191,489 (£153,191) worth of savings to society;
- Overall, the educational and employment impacts of Midnight Basketball are valued at €185,467 (£148,374), particularly positive given the high rates of those not in employment, education or training in Italy;
- An estimate of around 80% of participants would not have found similar activity in the area, which suggests that Midnight Basketball is a particularly well targeted project;
- Five 16 year olds had been helped into further education, and nine 16 year olds into a job;
- There were 4,256 extra sessions of physical activity (of at least 30 minutes) participation thanks to Midnight Basketball. This equates to a total of one additional year of (quality adjusted) life expectancy gained, with a value of €23,772 (£19,018);
- There were smaller positive impacts in terms of school truancy and exclusions;
- Overall it is estimated that Midnight Basketball delivered at least €316,902 (£253,522) of additional social benefit, and with the cost of the project running at €56,180, this delivered a benefit to cost ratio of €5.64 for every €1 invested.

### C.4. Midnight Basketball Australia

C.4.1 Midnight Basketball Australia ["MBA"] (<http://www.midnightbasketball.org.au/Pages/Home.aspx>) is a national social inclusion programme to help 'at risk' youth identify and embrace positive opportunities. The first MBA programme was in Redfern, Sydney in 2007 and due to its success the programme now runs across the country.

- C.4.2 MBA provides a dinner, compulsory life skills workshops and tournament basketball games for youths aged 12 to 18 years in stadia on Friday or Saturday nights from 7.30pm until midnight, followed by a bus home, providing a safe and motivating environment.
- C.4.3 MBA offers an intervention that: contributes to community and individual capacity building; engages a diverse social mix of young people in its programmes; and is sustainable over time. In meeting these aims MBA believes it will make a positive contribution to:
- providing young people with a safe, healthy and positive environment at times when they may be vulnerable to harmful and anti-social behaviour;
  - combating drug, alcohol and other physical abuse by young people;
  - supporting the learning needs of young people and providing them with encouragement to participate in mainstream society and their local community;
  - providing positive role models and reinforcing the importance of self esteem among young people; and
  - diverting young people in areas of need from the risk of anti-social and criminal behaviour.
- C.4.4 MBA says that the most common question asked is “Why basketball?” The answer is that basketball is a fast and inclusionary game. While the actual sport is not important per se, basketball is actually the only sport that:
- caters for all MBA requirements and fits with MBA’s inclusionary culture;
  - caters to all areas of sporting ability (some sports require a high level of skill which would exclude some players);
  - is a magnet to both genders and ages;
  - provides great mentoring opportunities (the older players mentor the younger players in their team);
  - is played on basketball courts (which are small enough to house indoors); and
  - is held inside, which is important from a safety and climate perspective. Given that between 60 and 80 youths are being looked after until midnight, this is important to creating a happy, high energy and safe environment.
- C.4.5 MBA says that the second most common question asked is “Why midnight?” The answer is that in MBA’s experience youth participants of midnight basketball go home exhausted and happy, and go to sleep and this is a benefit to all. If the programme was held to finish earlier in the evening the youths may end up back out on the streets, benefiting no one.

## C.5. Inner City Players in Portland, Oregon

- C.5.1 Inner City Players [“ICP”] was established in Portland, Oregon in 1997. The mission was simple: *“Use the game of basketball as a motivational vehicle for inner city youth to dream!”* Through this vision, programme founder, Canaan Chatman and his staff practice a comprehensive approach to student athlete development, through their ‘Challenge and Encourage’ techniques. From the beginning of their programming in 1997, ICP claims a 98% high school completion rate, with over 200 student athletes attending college institutions.

## C.6. Basic Ball Philly

- C.6.1 Basic Ball Philly is a youth basketball program in Philadelphia. The primary focus is to take young students from at-risk, low income areas and give them a positive outlet. Continued basketball development has been the driver in keeping these young men active and out of trouble and also to improve their classroom grades. Currently, all financial responsibilities fall on the parents (i.e. mostly single mothers) and the two coaches, but it is going to take community assistance to secure a permanent playing facility and achieve the planned expansion of the programme.

## C.7. Winnipeg's Power of Sport for Kids Programme

- C.7.1 25 teenage girls from Winnipeg's inner-city have taken to the basketball circuit with new coordinated uniforms, jerseys, jackets, duffle bags, basketball shoes and basketballs, thanks to a generous donation by The Forzani Group, which supports the Power of Sport for Kids programme.

- C.7.2 The programme endeavours to bring fun, sport and exercise to deserving children. The reality is that almost 900,000 children in Canada are living beneath the poverty line. The struggles they have to face on a daily basis are harder than many Canadian adults will ever have to face; these children simply don't have the resources to engage in play.

#### C.8. Windy City (Chicago) Hoops Inner-City Basketball Programme

- C.8.1 Mayor Rahm Emanuel, his basketball friend Isiah Thomas, a range of sponsors and some charitable Chicago citizens have taken basketball to those who so desperately need it – the poor, bored, scared and talented youth of the inner city.
- C.8.2 The Windy City Hoops programme features open gyms and 'hoops' leagues on Friday and Saturday nights at 10 city parks across Chicago. In addition, Nike has teamed up with the Chicago Park District to offer free summer basketball clinics in neighbourhoods throughout the city. More than 1,000 children aged 9 to 18 have already joined the programmes, which provide competition, referees, mentors and camaraderie, all in a safe place.
- C.8.3 Isiah Thomas, an impoverished Chicago child who went on to become a 12-time NBA All-Star and a Basketball Hall of Fame member, recently earned his Masters Degree in Education from the University of California-Berkeley, and this project is close to his heart. He feels so fortunate to have had great mentors when he was growing up and he is compelled to give a lot back to the sport. He firmly believes *"Basketball is a game that can bring a community together. It can't change the world, but it can be the catalyst for so much."* Emanuel and Thomas know that *"There are thousands of salvageable lives and tens of thousands of decent, desirous children who no longer can be left to sink alone into crime, drugs and despair, and safe, joyful play is a start. The real truth is, just because you are poor does not mean that you cannot be educated."*

#### C.9. Greater Columbus Basketball Legends Association

- C.9.1 The Ohio State men's basketball teams appeared in three consecutive national championship games from 1960 to 1962. Those 'Buckeyes' had a collective grade-point average of around 3.5. Among them were eight young men from Columbus, including the first African-American recruits at the school. Some of them played professional basketball, a few of them went into basketball coaching, but all went on to successful careers in different walks of life.
- C.9.2 Their story is not unique. Basketball has been an inner-city vehicle in Columbus, Ohio since the sport was introduced, at the local YMCA, in the 1890s. It has been used, as often as not, as a building block for success and it will continue to be.
- C.9.3 The Greater Columbus Basketball Legends Association was formed by black men who had struggles, who got through school, who went on to college and who had successful careers. The goal of the Association is to highlight off-court character as much as prowess on the basketball court and it firmly believes that basketball can be a positive vision to help young people, to show them that there is a path and that they can be a success.

#### C.10. Inner City Education Foundation in Los Angeles

- C.10.1 Former sports star Brian Taylor, who was a top basketball player at Princeton University and later played professionally in the NBA, is now an administrator with a group of rigorous schools for minority students in Los Angeles. Taylor tells his students that athletics and study are two sides of the same coin. He says, *"I learned while playing basketball at Princeton University that both take hard work and perseverance."*
- C.10.2 After 10 years in professional sports, he finished his degree, and recognised that he had to be involved in education. He worked in Los Angeles as an administrator and basketball coach at an exclusive private school, but he thought that he could make a difference in the inner city, where he believes that minority students often drop out and waste their talent. The graduation rate for schools in many big American cities, including Los Angeles, is less than 50%.

- C.10.3 Michael Piscal founded the Inner City Education Foundation [“ICEF”] in 1994, and Taylor joined him. He believes that students value sport and so he has taken their focus on winning and applied it to academic studies. Today, ICEF runs 15 rigorous college preparatory schools.
- C.10.4 Their experience shows that students work as hard in class as they do on the basketball court and they are succeeding. School test scores are among the highest in the state for African American students, and Taylor says *“Students are finishing school and graduating. We’re very proud that of our first three graduating classes, 100% of our kids have not only graduated, but have also enrolled in top colleges and universities in the US.”*
- C.10.5 Taylor believes that sports and study together build character and he is also involved in a programme for coaches to teach adolescent boys to respect young women. The programme is called Coaching Boys into Men, and Taylor says *“It is another example of how sports can be used to teach bigger lessons. Our schools adhere to high standards for personal conduct.”*

### C.11. 'H3 Cincy' Teen-Police Basketball Initiative

- C.11.1 In Springfield, Ohio, students from the ‘Boys Hope-Girls Hope of Greater Cincinnati’ programme have started a new ‘H3 Cincy’ basketball initiative aimed at getting teens off the street and onto the basketball court. The three Hs stand for hoops, heart and hope. Students collaborate with the Cincinnati Police department for a 10-week educational and basketball programme.
- C.11.2 Police Chief Jeff Blackwell said, *“What we do is narrow that disconnect between youth and police officers and in inner city communities, not just in Cincinnati, but all over - that rift is really wide. I am excited to help shape the future of the youth for the better. The 10-week sessions are far more than basketball. We have financial literacy classes; conflict resolution (which we realise is hugely important to young people), college preparedness and a whole host of things.”*

### C.12. Ray Neblett Inner City Basketball Camp

- C.12.1 Ray Neblett couldn't save himself. That is what drives him to save as many of the inner-city youth in Richmond, Virginia as he can; and he is trying to do it through basketball. Neblett, a point guard at Virginia Union University in the 1980s, initially hosted more than 300 youth from low income local communities free-of-charge at the Ray Neblett Inner City Basketball Camp. But for those five days, basketball skills were secondary to the life lessons that Neblett and others imparted. Neblett says, *“This camp is about transforming the inner city by transforming the inner man that is in our kids. Our kids deserve quality and we try to provide that for them.”*
- C.12.2 Neblett is dedicated to these youngsters and wants to share with them the skills to avoid life's ‘bear traps’. He can speak from first-hand experience; he got caught in one. Neblett spent 14 years in prison on an armed robbery conviction and he reflects on the case and said *“It helped me get myself together.”* Morrissey, his prosecutor, now supports Neblett and says, *“Whatever he does on the court pales in comparison to the education he’s giving these kids on life choices.”*
- C.12.3 Neblett shows the youngsters that there is something beyond their block and their neighbourhood and he wants the community leaders to see the positive influence his camp has on inner-city youth. Neblett says that his programme allows the youth to see that people do care about them. He also teaches them to be respectful of others.

### C.13. Street X Games ‘Basketball 4 life’ project

- C.13.1 Street X Games is a non-profit organisation that uses basketball and community programmes to prevent at-risk behaviour. The programmes develop basketball, art and life skills in order to support at-risk young people between the ages 6 and 18.
- C.13.2 The 3 Street X Games programmes operate in Jinja, Uganda and the project is spearheaded by ‘Basketball 4 life’, a life-skills project that teaches 50 children how to play basketball and advises them of the dangers of drug use and encourages them to lead a healthy drug free lifestyle.

**C.14. Laureus Sport for Good Foundation**

- C.14.1 Laureus comprises the Laureus World Sports Academy, the Laureus Sport for Good Foundation [“LSGF”] and the Laureus World Sports Awards, which collectively harness the power of sport, including basketball, to promote social change and celebrate sporting excellence.
- C.14.2 LSGF raises funds to provide financial and practical support to more than 140 projects which use the power of sport to provide coaching and education to young people in some of the most challenging or deprived environments around the world.
- C.14.3 LSGF’s goal is to help young people overcome the limitations imposed by challenging social issues including poverty, homelessness, war, violence, drug abuse, discrimination and AIDS. To do this Laureus supports and assists a worldwide programme of sports related community projects that have been working to educate children, protect the vulnerable from illness and even bring people from divided communities together in friendship for more than ten years.
- C.14.4 Laureus believes that sport, including basketball, can change the world for the better and the LSGF helps to make this happen in four ways: funding children’s community sports projects; offering training to charities in how to use Sport for Good; giving support in how to measure the change that individual projects are making in their communities; and opening up projects to a global network of other charities using sport to change the world.

**Twinned Peace Basketball Schools for Girls**

- C.14.5 One example of a Laureus basketball project is the Twinned Peace Basketball Schools for Girls [“TWPBSG”] programme. Founded by Nobel Peace Laureate, Shimon Peres, the Peres Centre brings together girls to play basketball in mixed teams composed of both Israelis and Palestinians. Basketball has been selected because it is such a popular sport with the girls. The TWPBSG are located in various Palestinian communities, such as Jericho and Issawiyya, as well as Israeli communities including Sderot and Ofakim. The project works toward establishing an infrastructure of peace for the people of Israel and Palestine.
- C.14.6 The schools run individual, but parallel, programmes in which the girls learn about basketball skills, fitness, teamwork and discipline. They are then brought together regularly to play basketball together in mixed teams. This breaks down stereotypes, builds self-confidence, improves physical skills, teaches empathy and offers a safe and meaningful space for dialogue and interaction with the ‘other side’. The programme also provides them with peace education classes and educational support. They are expected to maintain a certain academic level at school in order to participate in the programme.
- C.14.7 Over 700 Israeli and Palestinian girls have participated in the TWPBSG project to date, making an impact not only on the mindsets of the girls themselves, but on their friends, families and whole communities. It has been seen time and again how friendships formed during the project have continued outside of the project framework and allowed the girls to view the ‘other side’ as friends and equals rather than unknown enemies.
- C.14.8 TWPBSG has challenged the stereotype, enabling the girls to participate in sporting activities, something they would likely otherwise not have the chance to do, while allowing them to develop as strong, independent women and, uniquely, interact and get to know girls on the other side of the border. The effects that have been seen on the girls, their families and their entire communities as a result of this simple concept have been truly amazing.

**Körbe für Köln**

- C.14.9 Another example of a Laureus basketball project is Körbe für Köln, which translates to ‘Baskets for Cologne’, and uses sport as the means to engage deprived youth in this German city and offers them a route to counselling sessions and vocational advice and support. Körbe für Köln attracts the target group by means of basketball, using the attractive streetball variant; indoor-basketball in a sheltered space for girls; and indoor-wheelchair-basketball.

### C.15. PeacePlayers International - Northern Ireland

- C.15.1 PeacePlayers International is a non-profit organisation that brings children from communities in conflict together to play basketball. Its coaches and mentors work year round to unite, educate and inspire young people to create a more peaceful world.
- C.15.2 PeacePlayers International - Northern Ireland ["PPI-NI"] is an independently registered cross-community peace building charity in Northern Ireland that uses sport, in particular, basketball, to unite and educate young people from Protestant and Catholic communities.
- C.15.3 By regularly competing together in mixed teams, children from these historically divided groups discover common ground and forge new friendships, while a mix of local and international facilitators help them adjust to the complexities that accompany growing up in a post-conflict society. In its last programmatic year, PPI-NI worked with roughly 2,000 participants, while providing services to eight of the ten most disadvantaged communities in Northern Ireland according to the Northern Ireland Statistic and Research Agency.
- C.15.4 A programme participant, Ann Murphy, said, *"At the start [playing together] wasn't weird, but it was different because we would never have gotten the opportunity to go out and meet Protestants and be friends with them."* Another participant, Aoife Doherty, said, *"When you get to know your teammates, it doesn't really matter what their religion is."*

#### Primary School Twinning

- C.15.5 Entire classes of children aged 7 to 11 from neighbouring controlled (predominantly Protestant) and maintained (predominantly Catholic) schools come together for basketball and community relations sessions in mixed groups. PPI-NI works with 20 schools in Belfast, 4 in Lurgan, and 6 schools in Ballymena.

#### Cross Community Interface League - Junior and Senior Belfast Interface League

- C.15.6 This is an evening, after school and residential programme for 9 to 17 year-olds that builds upon the primary school curriculum and engages young people in 'hubs' in north, south, east and west Belfast providing cross community basketball training, matches, and community relations discussions.

### C.16. PeacePlayers-Cyprus

- C.16.1 Each summer, in the mountain town of Agros, 64 Greek-Cypriot and Turkish-Cypriot youths spend a week living together, playing basketball, and building new friendships at the PeacePlayers-Cyprus basketball camp. Since the end of an inter-ethnic war in 1974, Greek and Turkish communities in Cyprus have been physically separated by the UN-administered 'Green Zone' stretching from one side of the island to the other. Most youths have no opportunities to interact with children from the other community, instead relying on propaganda and misinformation that spread fear and hate.
- C.16.2 By spending an entire week learning and playing together, these young people have made tremendous progress in breaking down stereotypes and building real friendships. *"We came here knowing little of each other and we have in these few days gained tremendous experiences, new friendships and a strong belief we can make things happen!"* said a young female participant.
- C.16.3 Each day, PeacePlayers staff and guest basketball coaches lead the participants through a host of special activities that included basketball skills training and competitive matches as well as film making, trivia games, conflict resolution seminars and other team building exercises. Participant, Evripidis Kardamilas, said, *"In the beginning I participated for the basketball, but then I made friends with the Turkish-Cypriots. Now we play and we all have fun together."*

- C.16.4 This year the camp also featured young coaches in training from PeacePlayers-Cyprus' Leadership Development Program ["LDP"]. The LDP is made up of thirty 15 to 18 year-olds who are graduates of the youth programmes and receive additional training to become basketball coaches and community leaders themselves. After spending the past year developing their communication and leadership skills both on and off the court, eight LDP participants were chosen to be assistant coaches for the camp. Each of the young leaders took on great responsibilities both on and off the court, learning what it takes to become good leaders and role models.
- C.16.5 During the camp, participants also attended conflict resolution sessions led by two very well-known Cypriots working within the field of peace building, Nicos Anastasiou and Alexis Lyras. Nicos led participants through an activity that allowed them to explore their community's stereotypes, as well as how they have changed their own personal perceptions through their new friendships; while Professor Lyras helped the participants realise that it is within their power to utilise the positive power of sport to create peace.
- C.16.6 The 'PeacePlayers Basketball Camp' was supported by the US Embassy, LSGF and the Brooklyn Nets. Ambassador John Koenig from the US Embassy in Nicosia said, *"I am so impressed that I pledge to do my best to support this initiative during the upcoming year, despite the dire cutbacks been made at the Embassy. By focusing on the game of basketball and the values of sportsmanship, the youths learn to break down stereotypes to contribute to an environment whereby children who play together can learn to live together."*

#### **C.17. PeacePlayers International - Middle East**

- C.17.1 The Israeli-Palestinian conflict is one of the most persistent and destructive in modern history. Children from both backgrounds, growing up within this tragic environment, have frequently been left afraid and distrustful of each other. Working to tackle such tension between communities, PeacePlayers International Middle East ["PPI-ME"] brings Israeli and Palestinian children together onto the safe zone of the basketball court.
- C.17.2 Achieving the goals comes down to a question of identity. Before children start with PPI-ME, they often only think of themselves as either Israeli or Palestinian. To tackle the prejudices built up over years of social tension between these groups, the basketball court offers a unique place where a shared identity is achieved: team-mates.
- C.17.3 Built in conjunction with the Arbinger Institute, the peace building curriculum offers a set of on and off the basketball court lessons for the children of both communities to help understand why tension between them has come about and how it can be overcome.
- C.17.4 PPI-ME has used basketball to bring together 5,500 children from both Israeli and Palestinian backgrounds and helped them to form positive relationships and even long-lasting friendships.
- C.17.5 Yael Gur, Project Manager of 'A New Way in Israel', said, *"We typically use activities such as art and drama to bridge divides between the youth. We always knew that sport had the potential to do the same, but PPI-ME's basketball day went way above and beyond..."*

#### **C.18. PeacePlayers - South Africa**

- C.18.1 29 PeacePlayers South Africa teams will participate in the 2014 Primary School Programme ["PSP"], which has begun to take shape, and the four teams set to re-launch the LDP for high school players are ready to take to the basketball court.
- C.18.2 Coaches have been busy conducting try-outs for 6th and 7th grade boys and girls at 15 primary schools around the Durban area. Interest in the programme is very high, with some schools having more than 100 children trying-out for just 24 spots - 12 boys and 12 girls. There are many familiar faces, but also a huge number of new participants looking to replace last year's 7th graders who have moved on to high school this year.

- C.18.3 The PSP focuses on basketball fundamentals while promoting character-building traits such as self-confidence, self-discipline, and goal-setting. It is hoped that all of the PSP participants finish the year better equipped to make positive decisions in their lives, which isn't always easy in their home communities that are often filled with obstacles, dangers, and bad influences.
- C.18.4 While try-outs are being conducted in primary schools, the staff have also been at high schools in the townships of Umlazi and Lamontville to recruit children for the LDP. There will be a boys' and a girls' team in each township and the first round of try-outs has begun. The LDP participants are challenged to not only make positive decisions in their own lives, but to become a positive influence on others in their community.
- C.18.5 Jennifer Sonasundrum, Principal, Merry Hill Primary School, South Africa, said, *"Basketball has added a new dimension to our sporting activities. Of course, it improves coordination and also improves communication between the kids themselves. It's wonderful that PPI has become..."* A participant, Geina Mdungo, said, *"I was scared to death at first. But by the end of the match, I realised we were all the same."*

## Appendix D - Organisation of Basketball

### D.1. Basketball Worldwide

- D.1.1 The popularity of basketball across the world is not often recognised, but the sport operates at a huge scale worldwide, both with major participation across the world and as a sport with iconic world events. It is a sport played by over 450 million people in 213 countries affiliated to the world governing body of the sport, the International Basketball Federation [**"FIBA"**]. To put this in context, the world governing body for football [**"FIFA"**] has five fewer affiliated nations.
- D.1.2 There are professional basketball leagues across Europe; Asia; Africa; the Middle East; Australasia; and North and South America. Basketball players are the highest paid female athletes in any team sport in the world. The top league in the USA, the NBA, has a global reach, and its top players are amongst the highest earning sportsmen in the world.
- D.1.3 Basketball is one of the major Olympic sports; Basketball World Championships also take place every four years and continental championships are also staged, including the European championships [**"EuroBasket"**]. The sport has extensive television coverage across the globe for its international and club championships.
- D.1.4 Wheelchair basketball, whilst part of the basketball family, is recognised as a sport in its own right and has a structure to mirror the structure in the running game, with the International Wheelchair Basketball Federation [**"IWBF"**] undertaking a similar role to FIBA. Throughout the world various models of governance exist where wheelchair basketball is either coordinated by the running game, is partly governed by the running game or is completely separate to the running game, as is the situation in Great Britain.

### D.2. Basketball in Europe

- D.2.1 FIBA Europe is the governing body for basketball in Europe, one of 5 Zones of FIBA, along with Africa; Americas; Oceania; and Asia. FIBA Europe is responsible for controlling and developing basketball in Europe, including: promoting, supervising and directing international competition at club and national team levels; and governing and appointing European international referees.
- D.2.2 FIBA Europe is an international federation whose membership consists of the national basketball federations of Europe, of which there are currently 51 members. The highest decision making body is the Board of FIBA Europe which is the executive body representing all 51 federations and comprises 25 persons elected by the national federations.
- D.2.3 The Secretariat of FIBA Europe, situated in Munich, administers, promotes and markets the FIBA Europe competitions and enacts and implements the wishes of the 51 federations via the FIBA Europe Board.
- D.2.4 FIBA Europe's mandate is to promote basketball throughout Europe and the supervision of competitions is a vital component of this task. The competitions for national teams are: EuroBasket for men and women; under-20s, under-18s and under-16s European Championships for men and women; and under-14s mini-basketball tournaments for boys and girls; and at club level: the EuroChallenge; the EuroLeague; and the EuroCup, all for both men and women.
- D.2.5 In addition, FIBA Europe Universitas is an international educational institution, governed by FIBA Europe, with aims to research and develop basketball in both the competitive and educational perspectives of the whole person.
- D.2.6 Last year a number of FIBA Europe Universitas projects, covering three fields of activity: education; research; and development, were presented in what is seen as a milestone in the further growth of basketball in Europe. Through these activities, FIBA Europe Universitas will implement the different steps of the Lifelong Learning Strategy for Sport which have been successful in other parts of the sport industry and have received the full support and approval of the EU.

### D.3. Basketball in England

- D.3.1 Founded in 1936, England Basketball ["EB"], which was then commonly referred to as the EBBA, is the NGB for all basketball in England. A non-profit organisation, it is an association of member clubs and players, who elect an Executive Board of Directors to administer its affairs.
- D.3.2 The Executive Board employs a number of professional staff to enable it to undertake its duties and achieve its aims. EB's national headquarters are in Sheffield.
- D.3.3 EB has a regional structure based on the ten SE regions. Each of these regions has an elected voluntary representative. Together, the Executive Board members and the regional representatives form the Council. EB also employs field officers working in the regions to undertake development work. Within this network of regions there are approximately 800 member clubs.
- D.3.4 EB produces a wide range of books and journals, manuals on coaching, refereeing and table officiating and various other promotional and information pamphlets. It also works closely with its area associations and leading clubs, giving information and advice wherever possible. The media and other influential channels also receive a constant supply of information from EB.

### D.4. Basketball in Scotland

- D.4.1 Basketball Scotland ["BS"] is the recognised NGB for basketball in Scotland.
- D.4.2 Basketball in Scotland is at a critical time and there is an undoubted opportunity for basketball to make significant steps forward if it can respond to the challenges ahead. Success will require the buy-in, energy and delivery from many partners working towards the same goal.
- D.4.3 Smaller countries, similar to Scotland, have been successful in establishing both mass participation and significant elite performance, and recent developments in the sporting landscape mean that there are opportunities for the sport to make giant steps in Scotland.
- D.4.4 The work of Active Schools throughout Scotland is introducing a very large number of children to basketball and the simplicity, fun, competitiveness and image of the sport are engaging them.
- D.4.5 At the other end of the spectrum, the success of London's 2012 Olympics and the subsequent developments within the structures of British basketball, have provided opportunities for the best Scottish players, which have not been there for years.
- D.4.6 Basketball in Scotland must build on the good work that is going on throughout the country and establish a structured development system that provides opportunities for players to compete at the level of their choice and ability. If it does so, the sport will surely prosper.

### D.5. Basketball in Wales

- D.5.1 Founded originally in 1952 as the Basketball Association of Wales, Basketball Wales is the sole controller and the NGB of all aspects of basketball in Wales. It is responsible for the management of the Welsh National Basketball League, the national teams and for the organisation of all national and international basketball competitions held in Wales.

### D.6. Basketball in Northern Ireland

- D.6.1 Basketball Northern Ireland ["BNI"] is an area board of Basketball Ireland ["BI"], the NGB for the sport on the island of Ireland. Part of FIBA, BI is responsible for the promotion and administration of basketball in Ireland and for Irish international participation.
- D.6.2 BNI seeks to promote the game, in all its forms, to supporters and prospective supporters by emphasising the great attributes of basketball, and BNI acts as a conduit of BI to try to facilitate all participation in the sport.

## **D.7. British Basketball League**

- D.7.1 The British Basketball League [**"BBL"**] has been at the pinnacle of British basketball since its inception in 1987, and represents the highest level of the professional game in the UK. The league has a long and colourful history including great teams, dynasties, memorable moments, and unforgettable players and coaches.
- D.7.2 The BBL is owned and run by a twelve person board, which includes one director from each club, and the league is administered by a central office.
- D.7.3 There are currently 12 franchises in major towns and cities across the nation, spanning Plymouth in the south-west to Glasgow north of the border. Franchise development is at the fore of the league's strategic intentions, in order to bring top-level basketball to as many people as possible.
- D.7.4 The BBL considers itself, the NGBs and the Team GB national programme, run by BPB, to be prominent partners in the development of basketball in Britain, and it has striven for home-nation success since the London 2012 Olympics and will do so in the future, whilst also providing somewhere for local people to pick up a basketball in the constituencies of BBL clubs.
- D.7.5 BBL clubs are increasingly built on the foundations of strong community programmes and they deliver programmes generally via Club Foundations or through their community interest companies [**"CICs"**] in partnership with schools, local authorities, local universities and colleges of further education, local primary care trusts, housing associations, community groups and charities. These programmes cover a wide scope of activity, including basketball participation, elite basketball, working with disability, education, healthy living, social inclusion, and a variety of other related areas around both basketball and a wider social agenda in their franchise areas. The programmes are generally regionally based, recognising the franchise areas allocated to clubs.
- D.7.6 Whilst providing positive role models for young people, clubs are also actively involved in developing the next generation of British basketball players and promoting the sport, and associated healthy lifestyles, to young people in their localities.

## **D.8. British Basketball League Foundation**

- D.8.1 The BBL Foundation was established in June 2011 as a not-for-profit organisation to coordinate and deliver national programmes, consistent with the work of the Club Foundations at a local and regional level.
- D.8.2 The vision of the BBL Foundation is to be a recognised leader in UK professional sport for "making a difference" to all in the community.
- D.8.3 The mission of the BBL Foundation is to work in partnership to provide high quality inclusive opportunities for the people of the UK to achieve their potential and improve their well-being, in and through the sport of basketball and physical activity, and to provide leadership to improve the quality of community programmes by basketball clubs.

## **D.9. British Basketball Union**

- D.9.1 In May 2012, with the focus of the sport turning to the London 2012 Olympics, and basketball being one of the most high profile team sports at those Games, the sport of basketball came together to leverage its organisational capability to ensure that London 2012, and the performance of the GB men's and women's teams, acted as a springboard to the growth of the sport, and thereby ensured a lasting legacy.
- D.9.2 In order to further the links between the various basketball authorities, the British Basketball Union LLP [**"BBU"**] was founded as a commercial partnership between BPB, responsible for the GB national teams; the BBL, responsible for the top men's league in Britain; and the NGBs for England and Scotland.

D.9.3 The BBU's vision is to improve and enhance the basketball customer experience, and to create and deliver common tools to engage and mobilise the basketball community in Britain. The BBU acts as a first-stop shop for anyone wishing to be involved in basketball: whether supporting the national teams; watching competitive League basketball; playing basketball; or in search of coaching or volunteering opportunities. In addition, the BBU seeks sport-wide opportunities with potential sponsorship and media partners through a new strategic marketing approach, summarised in the strap-line 'Closer to the Action'.

#### D.10. British Performance Basketball

D.10.1 BPB is the company set up to manage the GB elite basketball programme. BPB has had unprecedented progress in last 5 years and there is a golden generation of young players now emerging in the UK, which gives confidence for GB accomplishments at the Tokyo 2020 Olympics. On the road to Tokyo, GB can still qualify for Rio 2016 via success in EuroBasket in 2015.

#### D.11. British Wheelchair Basketball

D.11.1 British Wheelchair Basketball ["**BWB**"] is a registered charity and is the NGB for wheelchair basketball in the whole of the UK. An elected Executive Committee, also known as the Board of Trustees, is responsible for the governance and direction of policy for the sport.

D.11.2 The BWB League was formed in 1974 and the Association founded in 1982. Since then, the BWB has grown dramatically, having established an administrative office in Loughborough and employing 20 staff to cope with the growth of the sport and to ensure it is run efficiently.

#### D.12. British Basketball Agreement

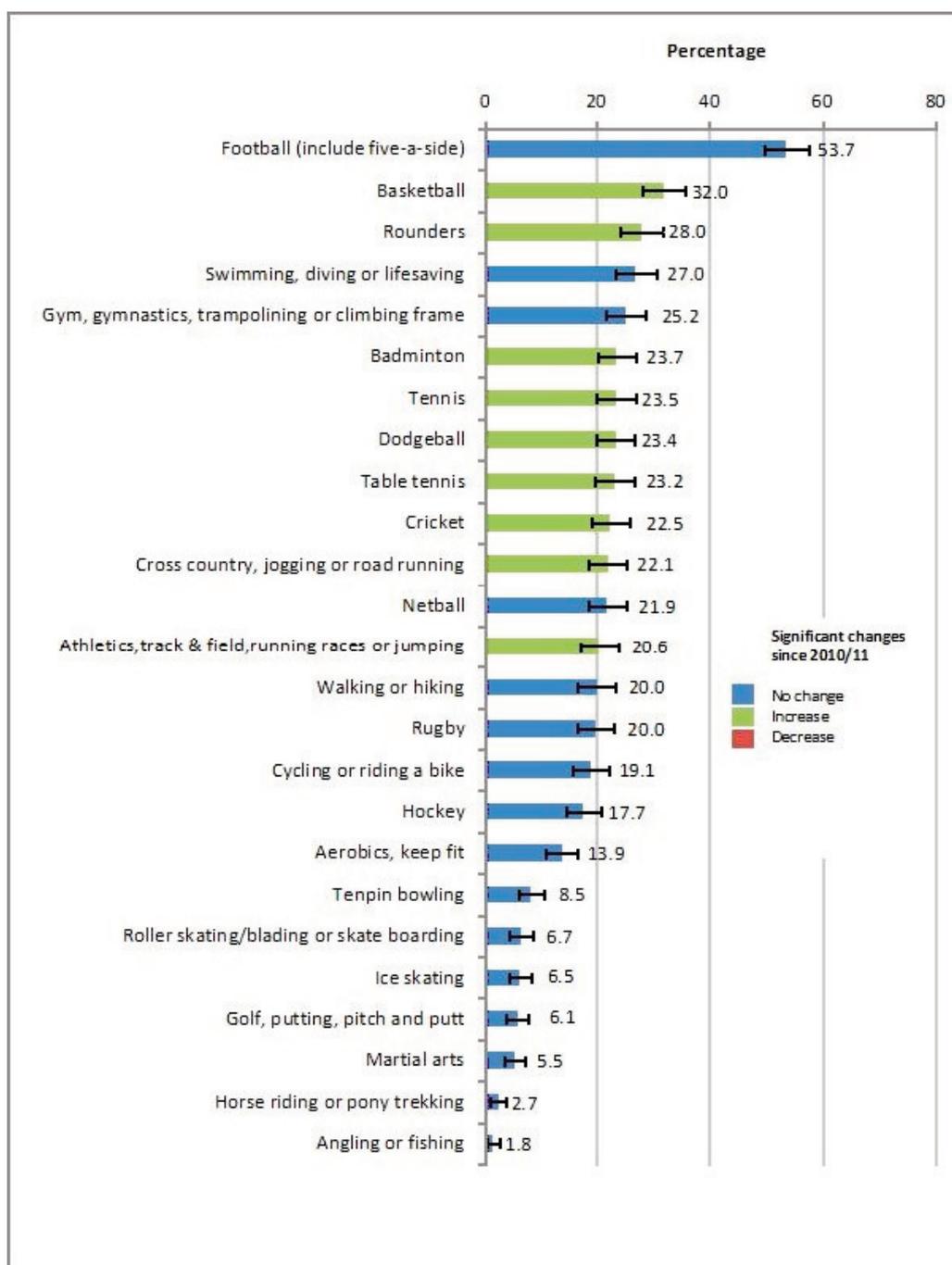
D.12.1 On 13th August 2012, at the conclusion of the Olympic basketball tournaments in London, EB and BS formally signed an agreement with FIBA which, from 2016, will see each affiliate to FIBA through the British Federation.

## Appendix E - UK Basketball Participation Statistics

### E.1. Taking Part Survey

E.1.1 The statistical release of the Taking Part Survey published by the Department of Culture, Media and Sport in August 2013 - Taking Part 2012/13 Annual Child Report - shows in Figures 1 and 2 below that basketball is hugely popular amongst 11 to 15 years old in the UK.

**Figure 1: Sports participated in by 11-15 year olds in the last 4 weeks, 2012/13, showing significant changes since 2010/11:**



Note: Confidence intervals range between +/-1.1 and +/-4.1  
Data for 11-15 year olds relate to activities undertaken both in and out of school

Figure 2: Sports participated in by 11-15 year olds in the last 4 weeks by gender 2012/13.

Note: Confidence intervals range between +/-4.3 and +/-5.5.  
Data for 5-10 year olds relates to out of school activities only.

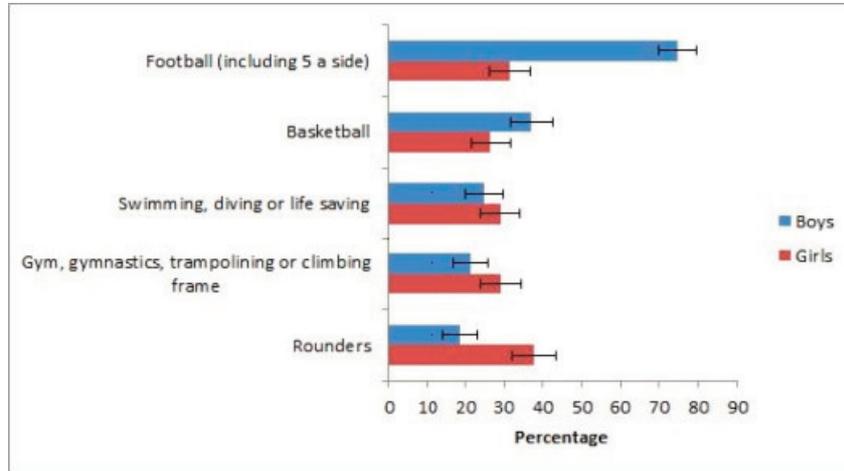
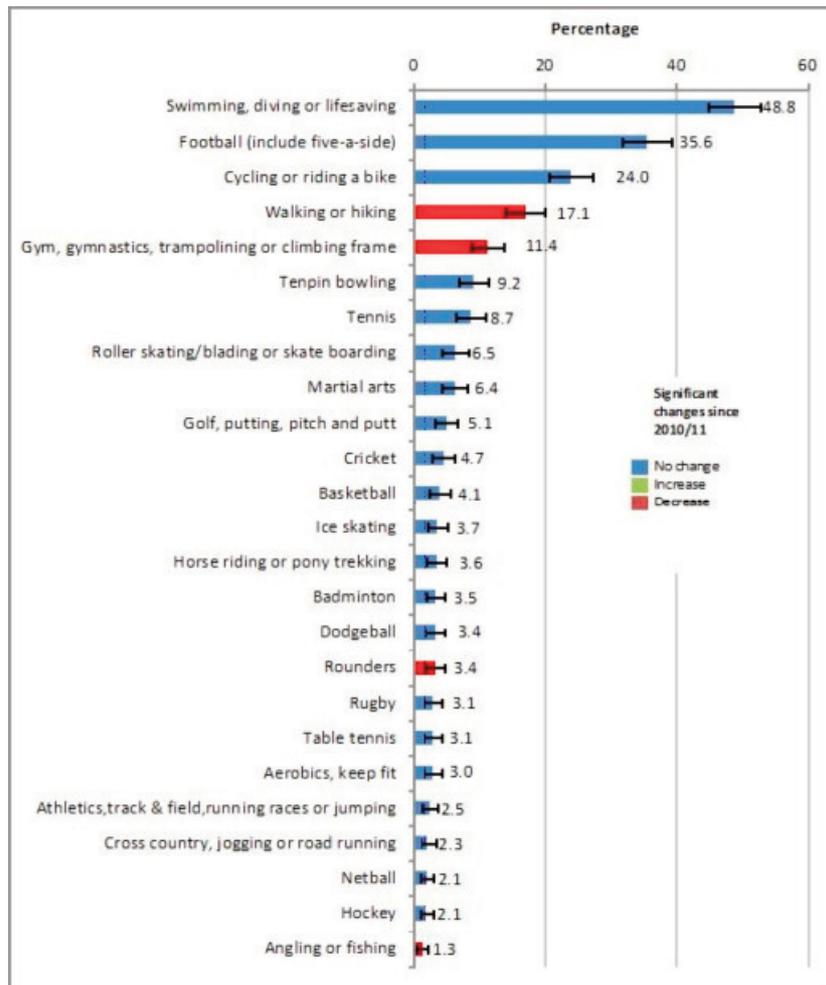


Figure 3: Sports participated in by 5-10 year olds in the last 4 weeks, 2012/13, showing significant changes since 2010/11



Note: Confidence intervals range between +/-0.9 and +/-4.0.  
Data for 5-10 year olds relates to out of school activities only.

**E.2. Active People Survey 7**

E.2.1 The Active People Survey 7 ["**APS7**"] published by SE shows the following:

**Table 1: Table showing participation levels in basketball (Source: SE APS7, October 2012-2013)**

SE ranking for team sports	Sport	Participation levels among 14-25 year-olds	Participation levels among 14 year-olds and above
1	Football	1,316,600	2,167,800
<b>2</b>	<b>Basketball</b>	<b>172,200</b>	<b>217,900</b>
3	Rugby Union	152,800	200,800
4	Cricket	104,800	190,200
5	Netball	119,800	182,800
6	Hockey	74,600	117,300
7	Rugby League	55,700	67,300

**Table 2: Table showing participation levels in basketball for young (16 to 25), and black, minority and ethnic ["BME"] compared with other sports (Source: SE APS6 at 16 plus)**

Please note that APS7 data at 16 plus, shows the BME% as 52% and % of 16 to 25 as 70%

Olympic Sports	16-25	% BME
<b>Basketball</b>	<b>79.79%</b>	<b>42.12%</b>
Archery	0.00%	0.00%
Athletics	25.52%	10.19%
Badminton	27.10%	19.26%
Boxing	39.96%	18.45%
Canoeing	0.00%	0.00%
Cycling	18.99%	5.53%
Diving	n/a	n/a
Equestrian	27.34%	0.00%
Fencing	0.00%	0.00%
Gymnastics	69.48%	0.00%
Hockey	57.42%	0.00%
Judo	0.00%	0.00%
Modern Pentathlon	n/a	n/a
Rowing	38.00%	0.00%
Sailing	0.00%	0.00%
Shooting	n/a	n/a
Swimming	18.05%	7.97%
Synchronised Swimming	n/a	n/a
Taekwondo	0.00%	0.00%
Triathlon	n/a	n/a
Volleyball	40.36%	0.00%
Water Polo	n/a	n/a
Weightlifting	36.47%	18.70%

Team Sports	16-25	% BME
<b>Basketball</b>	<b>79.79%</b>	<b>42.12%</b>
Cricket	49.40%	29.44%
Hockey	57.42%	0.00%
Netball	58.76%	10.11%
Rugby League	61.84%	0.00%
Rugby Union	65.03%	0.00%
Volleyball	40.36%	0.00%
Football	53.36%	18.33%

## Appendix F - The Funding of British Basketball

### F.1. Overview

- F.1.1 Data suggests that basketball is significantly underfunded both at present and historically, in relation to its participation numbers within the UK, and irrespective of the positive influence it has on the social challenges affecting young people, particularly within inner cities.
- F.1.2 According to the Sport England Active People Survey [“APS”] data, relative to participation numbers, basketball is significantly underfunded compared with other team sports (e.g. rugby union, rugby league, cricket, netball, hockey):

	NGB Participation Funding (2013-17)	Participants (over 14 yrs old)	Funding per participant	Olympic Sport?
<b>Basketball</b>	£2,015,000	217,900	£9.25	Yes
<b>Cricket</b>	£13,450,000	190,200	£70.72	No
<b>Hockey</b>	£6,422,995	117,300	£54.76	Yes
<b>Netball</b>	£11,583,024	182,800	£63.36	No
<b>Rugby Union</b>	£12,000,000	200,800	£59.76	No
<b>Rugby League</b>	£11,100,000	67,300	£164.93	No

- F.1.3 This is not a recent phenomenon: the discrepancies were even more apparent in the previous Whole Sports Plan (2019 to 2013). Basketball appears to be underfunded for the long term, in spite of exceptional participation numbers.
- F.1.4 Basketball also had all funding removed for Olympic participation by UK Sports in February 2014, because of the UK Sport’s belief that a medal was not possible at either of the 2016 Rio or 2020 Tokyo Olympics, in spite of the rapid advance up the world rankings by GB men’s and women’s teams over the last five years, and the exceptional under-age talent in the UK (please see Appendix G - British Basketball Key Achievements for details).
- F.1.5 The APPG also notes that the GB Wheelchair Basketball Men’s team lost £2.3m funding for the 2016 Rio Paralympics purportedly because of a 4th place finish at the 2012 London Paralympics, compared with the 3rd place that had been targeted. However, since then the team has won Gold at the European Championships and there has been a 25% increase in participation since the 2012 London Paralympics. Again, this is seen as an example of an overly brutal system against team sports, which surely require long term investment to succeed.

## Appendix G - British Basketball Key Achievements

### G.1. Summary of British Basketball's Key Achievements

#### G.1.2 Unprecedented progress in last 5 years:

- Men and women now ranked in World top 25 and Europe top 12, compared to top 75 in 2008.
- Only 2 EuroBasket final appearances in 50 years to 2009; now 5 EuroBasket appearances between 2009 and 2013.
- 2 GB FIBA Europe Player of the Year nominations in 2013 - unprecedented.
- 8 age group players nominated for all European Championship teams and one MVP.
- GB men were just one basket away from achieving their London 2012 Quarter Final target (lost 78-79 to Spain, the eventual silver medallist in group stage).
- GB women were the youngest team of any in London 2012 basketball tournament - yet, 3 of their 5 games had margins of 8 points or less, and were only beaten in overtime by the eventual silver medallists France.

#### G.1.3 Golden generation of young players now emerging, giving confidence for Tokyo 2020:

- Before 2009, no age group teams had competed in FIBA Europe A Division Championships. Every age group for men and women has now appeared at that level.
- In 2014, both under-20 and under-18 men will compete in A Division - unprecedented.
- No age group European medals before 2009; 6 since 2009.
- No all tournament age group nominations before 2009; 8 nominations plus 1 MVP since 2009.
- 55 young players (34 men and 21 women) from GB are now competing in NCAA Division 1 colleges (the breeding ground for the NBA). 23 players (15 men and 8 women) are competing in NCAA Division 2 colleges.
- British players now represent the 3rd highest group from one country (outside the USA) in NCAA Division 1.
- All this is creating an unprecedented pool of talent for GB to draw on so that it can realise its aspiration of being consistently in the medal zone at major championships within 10 years.
- The blend of experienced players and this golden generation provides an exciting foundation for GB to become a genuine force in world basketball and qualify for Tokyo 2020.

#### G.1.4 Continued funding makes GB basketball's breakthrough onto world stage likely:

- The foundations are now in place for GB men's and women's teams to be in the medal zone consistently within the next 10 years.
- Those foundations have been built over just the past 7 years.
- The journey of development and potential has only just started.
- The inclusion of 14 and 15 year olds in SE's APS now shows that basketball is clearly the 2nd biggest team sport after football.
- The APS shows that over 50% of participants in basketball in England are from BME communities. The sport widens opportunities for many more athletes from those communities to realise their potential in their chosen sport and have a path to Olympic participation and medals.
- Continued investment is crucial for progress to be sustained and world class potential delivered.

#### G.1.5 On the road to Tokyo, GB can qualify for Rio 2016:

- NBA players Luol Deng and Joel Freeland are committed to take GB to EuroBasket 2015 (the Rio 2016 qualification route).
- Joe Prunty, assistant coach to NBA's Brooklyn Nets, is confirmed as the GB men's coach and recruitment is underway for the head coach of the GB women.
- The GB programme is focused on building on the momentum gained from both EuroBaskets in 2013 by qualifying for EuroBasket 2015 and from there, Rio 2016.
- Basketball is the No. 1 team sport in the Olympic Games; progress amongst GB teams stands out; GB has realistic medal chances in 2020.