

INQUIRY REPORT

Evidence from Reach and Teach & London School of Basketball

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1. Introduction to Reach and Teach

The Reach and Teach Sports Network [**“Reach and Teach”**] works with a range of local partners to develop networks of intervention programmes for the community using sport, physical activity, social inclusion programmes linked to education training and employment as a tool for engagement. Reach and Teach currently runs community sport provisions, which are primarily basketball, but through its partnership with the Community Action Zone [**“CAZ”**], 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 2 main streams - Midnight Madness and the London School of Basketball [**“LSB”**].

2. Midnight Madness

Midnight Madness is ‘sport with a difference’, comprising social, lifestyle, music and education to reach difficult communities. Midnight Madness started as a way of engagement in 1999 in Harlesden where gun and knife crime was prevalent. Reach and Teach hired a local venue and ran Midnight Madness overnight to 6am to give young people somewhere to go and engage in basketball in a very different environment. Sixty to seventy young people turned up on the first night and this quickly built to hundreds at future sessions.

In 2005, Reach and Teach was invited to introduce 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 managed to secure access to an old school site, partnered with the Lambeth local authority, and through Midnight Madness basketball sessions brought about a massive change to the area.

Reach and Teach then approached sponsors, such as Nike, who wanted to be involved in ‘lifestyle’ and ‘fashion’ and they were supportive.

Over a 24 month period, the project reached all of its targets and in some areas, surpassed the benchmark success indicators put in place at the start of the project.

Later, Midnight Madness expanded to the Brixton Recreation Centre. Brixton became the ‘Mecca’ for basketball and it allowed basketball to be taken to another level. Scrimmages led to competitions and competitions to prizes, ultimately including trips to the USA. 45 players were competing for 10 places in the team travelling to play in America and Luol Deng was presenting the prizes. The following year saw the same format being used, but it was bigger and better and it was moved to Crystal Palace as a truly community event and the venue was at capacity. Eventually Midnight Madness evolved to Wembley and international stars came along. Exclusive kit was given to all participants and the four most valuable players [**“MVPs”**] were awarded 1-on-1 sessions with Kobe Bryant.

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.

3. London School of Basketball

i) Introduction

It was seen that London needed a clear and effective community basketball development programme in order to:

- increase sustainable grassroots participation;
- increase access to opportunities for positive play;
- increase skills & capacities at the local level; and
- improve community cohesion & quality of life across the capital.

Consequently, the London School of Basketball [**“LSB”**] 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 through the on-going

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training, mentoring and employment opportunities directed at the engaged young people, supporting them in reinvesting their newly acquired coaching skills in delivering back to their local community.

LSB represents a new way of working towards increasing participation and delivering sustainable community basketball provision. It focuses on empowering coach mentors to engage young Londoners and then builds locally-owned community sports clubs and accessible Central Venue Leagues to sustain participation and develop local opportunities.

The programme is built upon a proven model which is:

- already being delivered in multiple areas across London;
- engaging over 6,500 participants with coaching and competitions on a weekly basis;
- officially endorsed by the Mayor of London and the National Governing body, England Basketball; and
- officially recognised as the biggest grassroots community basketball programme in England

ii) LSB Objectives

The LSB objectives are to:

- increase sustainable participation in marginalised areas;
- provide an accessible pathway for ongoing basketball provision;
- address the 16+ drop off issue; and
- develop locally owned and commercially sustainable sporting infrastructure.

For local communities, the LSB:

- delivers fully sustainable local sports clubs for the local community - owned and run by the local community;
- provides regular basketball coaching sessions and competitive games within the local setting;
- provides access to positive opportunities for young people to get involved in;
- engages local volunteers in the ongoing development of new clubs - creating a greater sense of community involvement, investment, achievement and appreciation;
- develops new skills and accredited qualifications for local residents;
- brings positive media coverage and sporting role models into local communities;
- improves the health, discipline, social and academic outlook and performance of the young people within local areas; and
- helps develop safer and more connected neighbourhoods.

Target participants for LSB are young males or females, aged between 12 and 24, who are from a disadvantaged background and have an interest in playing basketball.

iii) LSB Programme

The LSB offers a three-phase programme:

Phase one: Engagement - "*Give me access to basketball*"

- Launch events: camps, clinics, competitions; and
- Free basketball coaching sessions.

Phase two: Development - "*Give me the opportunity to compete*"

- Develop coaching sessions into organised teams;
- Enter teams into local tournaments & competitions; and
- Progress teams through to the London community basketball league.

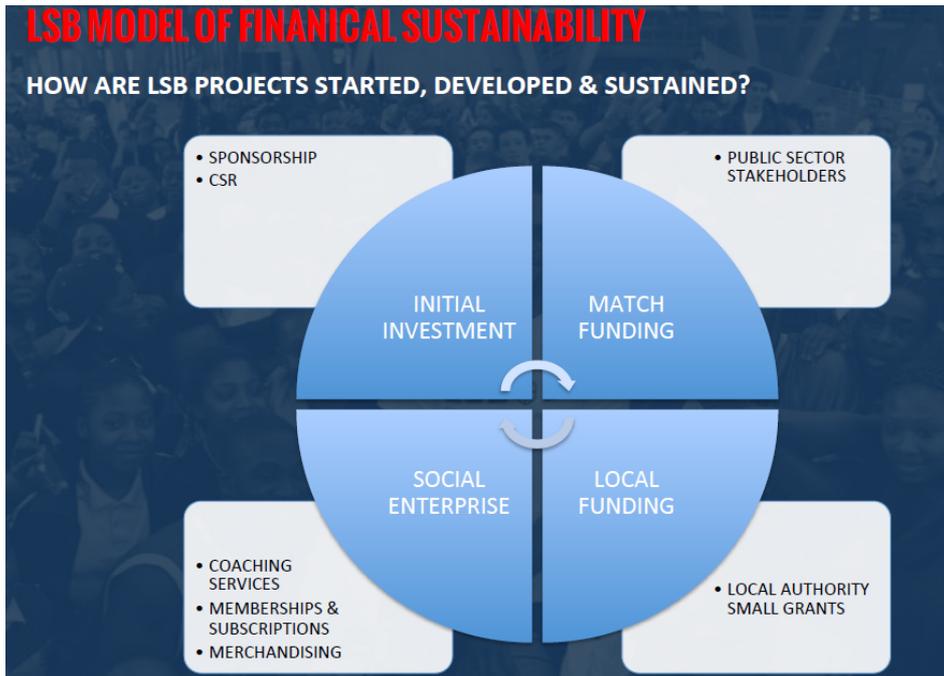
Phase three: Sustainability - "*Give me the opportunity to develop*"

- Run coach education courses and develop local coaches;
- Run club development workshops for local volunteers; and
- Establish sustainable local community basketball clubs.

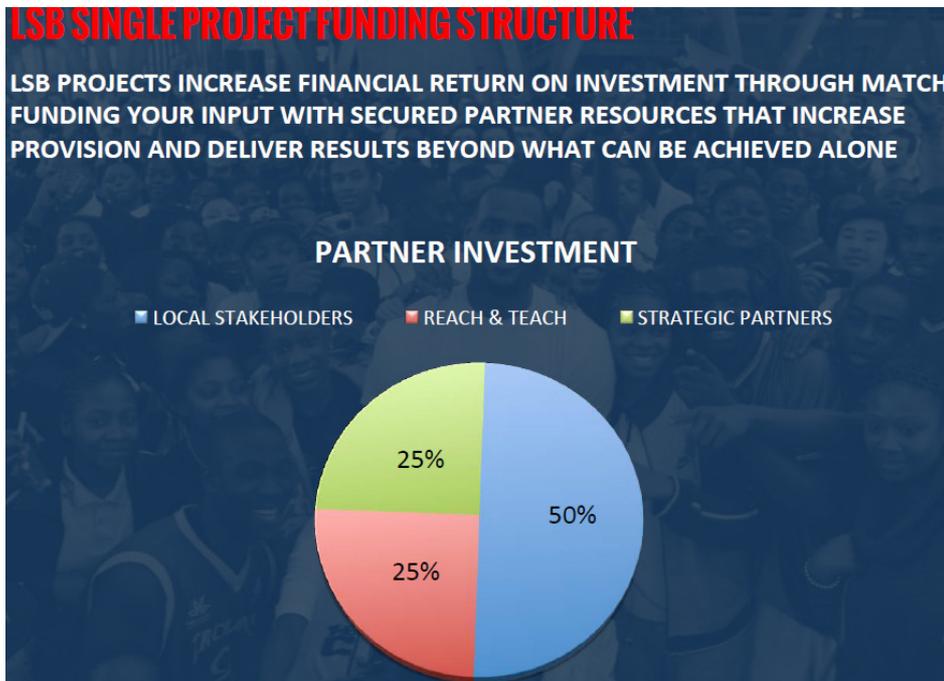
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iv) LSB Model of Financial Sustainability



v) LSB Single Project Funding Structure



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vi) LSB Stakeholder Commitment

Strategic partners:

- facilitate structural project support;
- support the community basketball leagues to grow and facilitate more competitive playing opportunities across London;
- provide inspiration to engage young people with basketball star athlete appearances, innovative events, prizes and facility development; and
- provide each project with an 'LSB starter pack' of basketballs and uniforms to kit teams out for competition.

Reach and Teach:

- provides technical expertise, credibility and a proven track record;
- provides programme coordination and project management throughout each cycle;
- provides programme delivery, coaching sessions, coach education, club development workshops and on - going support for the emerging clubs;
- develops new partnerships with public and private sectors to enhance and sustain projects; and
- markets and promotes project activities to maximise the impact in the local area.

LSB partners are:

- The Mayor of London - LSB is a key part of the Mayor of London's Sports Legacy programme;
- England Basketball - LSB's strategic relationship with England Basketball is growing the game across the region and has led towards establishing LSB as the largest community basketball programme in England;
- The GLL Sport Foundation - GLL views LSB as the key facet in strategically increasing sustainable basketball participation at its centres across London; and
- The London Lions - The London Lions are London's premier professional basketball team and they rely on LSB to deliver their community programmes.

vii) The LSB Story

The LSB is about developing sustainable community basketball clubs. At its launch there were 300 attendees and NBA professional basketball player, Kobe Bryant, and Mayor of London, Boris Johnson, came along to give their endorsement.

A pilot programme was started and built to 4,081 regular participants over a two-year period, initially match-funded by the Greater London Council. The LSB is led by coaches and mentors and is evolving to a volunteer structure. It is now the biggest basketball club in terms of registered England Basketball members in England, with only a quarter of participants having registered.

Key achievements against project targets are outlined below:

- 4,841 new participants are playing basketball with LSB on a regular basis from 11 different London boroughs;
- 8,212 hours of free-to-user basketball coaching has been provided to young Londoners over the past two years;
- 976 hours of community grassroots basketball competitions have been delivered through the LSB over the past two years;
- 36 new LSB clubs and 104 teams are now available for young Londoners to join and start learning how to play and compete in basketball;
- 1,786 LSB participants are now official members of England Basketball, making the organisation the biggest club in the country and elevating Reach and Teach and the LSB to the top of the table in the NGB Annual Report for membership organisations;
- 132 new basketball coaches have qualified through LSB, to provide services back to Londoners;
- 89 new basketball officials have qualified through LSB to referee and officiate grassroots competitions across London;
- LSB has engaged 1,023 previously 'inactive' participants during the programme ('inactive' is defined as individuals who had not taken part in at least one moderately intense exercise within the four weeks prior to attending);

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- LSB now delivers over 200 different coaching sessions per week for young Londoners;
- LSB also delivers a pan-London central venue league, providing grassroots competition for 102 teams at the under-25, 20, 18, 16, 14 and 12 levels for both males and females; and
- LSB has established the leading online grassroots basketball resource (www.londonschoolofbasketball.com) and community (www.facebook.com/theLSB) with over 21,000 online members tuning into regular LSB content and on-going promotion of London basketball programmes and opportunities.

As a result of the project, the LSB model is now being included in the Whole Sport Plan for basketball for the 2013-2017 period, with the Mayor’s Legacy Fund playing the pivotal role in enabling LSB to influence and embed the programme into NGB strategic planning.

The initial proposal was to develop the LSB in 8 specific boroughs (Brent, Hackney, Lambeth, Southwark, Islington, Sutton, Croydon and an eighth unspecified borough). However, as delivery has progressed, it became clear that delivery would need to be re-focused towards facility accessibility. Working in partnership with a leisure management organisation, GLL, the geographical delivery of the LSB model has been modified to operate across the following boroughs:

Brent	Southwark	Hackney	Lambeth	Islington	Harrow	Sutton	Croydon	Barnet
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In modifying (and extending) the geographical reach of the project, it has also been necessary to aggregate the performance indicators across a wider number than was originally planned. This has resulted in the LSB meeting or surpassing participation targets overall, but reducing the ‘per borough’ targets that were initially set at the outset of the project.

The Mayor’s Legacy grant has been pivotal in the LSB being able to achieve the results it has. Without the financial support to initiate the coaching, planning and project delivery - the LSB would not have happened. Had the grant not been received, it’s difficult to estimate what would have been achieved as the alternative route to delivery is to approach local community organisations and seek collaborative partnerships with the LSB for less financially demanding single projects, than the overall project. However, a key catalyst in actually being able to successfully attract partners to LSB single projects is LSB’s ability to demonstrate partnership funding and high profile support for the LSB. It is felt that, without the Mayor’s Legacy grant, the many documented successes of the LSB would have, at best, been seriously jeopardised or otherwise simply would not have happened.

Table of Key Project Indicators (1--3) against Targets

LSB Participant Demographics	TOTAL	%
Overall Participants	4,841	100.0 %
Male	3,596	74.3 %
Female	1,245	25.7 %
8-12 year olds	823	17.0 %
13-16 year olds	2,285	47.2 %
17-21 year olds	852	17.6 %
21-25 year olds	213	4.4 %
Black or Black British	1,394	28.8 %
White or White British	586	12.1 %
Asian or Asian British	639	13.2 %

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Chinese	53	1.1 %
Other	678	14.0 %
Preferred Not To Say	1,491	30.8 %

Table of other Project Indicators against Targets

Target	Target No.	Current No.	Progress
Overall Participants	4,425	4,841	109.4 %
Number of previously inactive participants	768	1,023	133.2 %
Free 2 - hour basketball sessions delivered	2,850	3,656	128.3 %
Number of constituted new clubs formed	32	36	112.5 %
Registered members of England Basketball through Reach & Teach / LSB / Community Basketball League	1,268	1,786	140.9 %
Number of newly accredited basketball coaches	88	132	150.0 %
Number of newly accredited basketball officials	70	89	127.1 %

Notes on Softer Outcomes

In addition to the noted increases in participation across the LSB activity, the project also delivered a number of additional accredited and non-accredited qualifications to participants which included:

- Organisation and presentation skills;
- Introduction to youth work;
- Introduction to community sports;
- Conflict resolution;
- Working with challenging behaviour; and
- Being a role model for equalities and diversity.

A total of 172 additional qualifications were awarded to participants who completed the aforementioned courses, which are currently being re-invested back into the development of LSB clubs within the network.

Participants from the LSB have also been treated to a number of exclusive opportunities to meet and gain invaluable advice during live LSB Q&A sessions from international sporting superstars from both the GB and USA Olympic basketball teams, which included the following stars:

- LeBron James (NBA MVP and current World Champion - 2-time Olympic Gold Medal winner);
- Scottie Pippen (6-time World Champion, 2-time Olympic Gold Medal winner and member of original Team USA 'Dream Team');
- Kobe Bryant (5-time World Champion and 2-time Olympic Gold Medal winner);
- Chris Paul (NBA All-Star and 2-time Olympic Gold Medal winner);
- Luol Deng (NBA All-Star, star player of GB Olympic team and widely regarded as the best ever player produced in England);
- Matthew Bryan-Amaning (GB Olympic team, US college basketball star, from South London); and
- Ogo Adegboye - (GB Olympian & European professional, from South London).

Through the LSB club development work, seven member clubs have been able to achieve official Clubmark status, with many more soon to follow. A club development programme has been established and all the LSB club development resources have been made available online.

Though initially targeted at engaging participants at a grassroots level through the club development programme, the LSB has been able to deliver significant results towards the gifted and talented player performance NGB agenda. LSB project work, most notably in Southwark and Brent, has led to noted sporting achievements from some of the LSB participants and member clubs/coaches which include:

- Fuelled by LSB's Peckham Pride, Southwark has been placed 1st for two successive years in the London Youth Games, coached by LSB's senior coach Sterling Muschett, featuring a team developed entirely from LSB activity;
- 378 players from LSB projects have been developed through the LSB pathway on to National League competition;
- 11 players from LSB programmes have developed through to England Basketball Area Performance Camps - with 5 LSB players being selected to represent London in inter-regional competitions; and
- 3 LSB players have been selected for the England national team squad:

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- Irekpitan Ozzy-Momodou (England under-16 Girls);
- Kemar Hawes (England under-15 Boys); and
- Sam Japhet-Mathias (England under-15 Boys).

In addition, the LSB has had a noted impact on the level of academic attainment and general improved behaviour of many of its participants with examples of exemplary performance at the GCSE level from participants within the network, attributed largely to the transitional skills developed through the early morning 'breakfast club' basketball sessions.

The LSB engages with students from a number of schools throughout its network by using school sports facilities early in the mornings and/or after school - inevitably attracting and engaging students from the host school. Head teachers from across the network have been impressed with the impact that the LSB engagement has had in other areas of their students' lives with improved focus, discipline and overall behaviour being noted as additional benefits to the programme.

viii) Testimonials from LSB project participants and other stakeholders

Mandy Ayres, Director of Sustainable Business & Innovation, Nike Inc: *"Nike is proud to be a part of a co-ordinated effort to give young Londoners opportunities to play basketball. LSB is part of Nike's commitment to harness the power of sport to create a positive impact on young people's lives on and off the court and the results from the project thus far have been nothing short of amazing!"*

Sam Spare, National Development Manager, England Basketball: *"England Basketball is pleased to be working with the London School of Basketball within our efforts to increase basketball participation across London. Early results from our partnership with Reach and Teach are promising with Reach and Teach Basketball now the largest club in the country in terms of affiliated participation, which is a direct result of the London School of Basketball project. We look forward to working together and continuing to increase the number of people playing basketball on a regular, weekly basis".*

Phil Lane, Head of Sport, GLL: *"GLL are pleased to be involved with the London School of Basketball and view the program as a key facet in strategically increasing sustainable basketball participation across the London region".*

Jonathan James, 16 year old member of LSB's Brent Ballers: *"My family see a difference in my behaviour, they think I have more discipline, they see I'm more committed. LSB makes us fitter and mentally it makes us smarter and quicker."*

Rakim Hunte, 18 year old member of LSB's Kennington Generals: *"I came to LSB to see what it was like and just had so much fun. I met Coach Junior and he's inspired me to believe I have a good chance of making something of myself here not just in basketball but with my life. I see him as a role model now."*

Jay Williams, LSB Senior Coach: *"My role is to get as many young people playing as possible, get them off the streets and playing basketball. It's not necessary for them to be the next superstar within the game - it's about getting them doing something positive, keeping them in shape, getting them fit and keeping them engaged so they can see the potential in themselves in all areas of life."*

ix) Disability at LSB

The LSB has developed an 'Inclusive & Active 2' action plan, incorporating its strategic principles into LSB development plans, which in the most immediate instance is reflected in its coach education programming. A key feature of all LSB coach education programming now includes disability awareness and specific qualifications targeted to ensure LSB coaches are appropriately qualified and trained to facilitate provision for disability groups.

A brief summary of LSB's progress and achievements across its disability agenda includes:

- 4 LSB coaches successfully completed Level One Wheelchair Basketball Award;
- LSB session plan has now been developed with awareness of participants with disabilities;
- 6 LSB coaches completed Interactive online disability training;
- 2 LSB officers now sit on Southwark's Disability Sub-Group;
- LSB delivered coaching at Southwark Disability Sub-Group Event in September 2012 (Boundless);
- LSB are to deliver projects for MLD and Visually Impaired groups in the first 2 quarters of 2013;

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- LSB are currently developing a project for Hearing Impaired group in 2013;
- Option to indicate disability on all Activity Forms which is logged onto Views; and
- Mentoring programme in place for LSB coaches, which includes support for potential coaches with disabilities.

The LSB is also in talks with the national governing body of wheelchair basketball around setting up LSB projects catered towards developing grassroots coaching and club development following the LSB model for wheelchair basketball participants. The LSB launched the first LSB wheelchair basketball project in 2013.

4. Lambeth and Southwark Community Action Zone

Reach and Teach also has a partnership with the Lambeth and Southwark Community Action Zone ["CAZ"]. CAZ was established in March 2011 following the ending of the Sport England funded Sport Action Zone ["SAZ"] project - the key role for CAZ being to unite partners to develop and sustain sport and physical activity programmes to local communities within the zone.

CAZ has established itself as a key deliverer of services focussed on sport and physical activity and was recognised as a good practice example in bringing new sporting opportunities to over 7,500 disadvantaged people in London, when, then as SAZ, the 2009 BBC Power of Sport Award was presented to Brian Dickens, the then Director of SAZ and member of the Pro-Active Central London Board.

In Autumn 2008, the SAZ commissioned Sandy Craig of Leisure Futures to carry out an assessment of the impacts of the SAZ. The report of this Impact Study was also submitted to the APPG by the LSB and this can be found on the APPG website alongside the other Inquiry Report Appendix E documents.

Brian Dickens said, *"We're delighted to have gained this high profile recognition for our way of working and the impact it has on our community. The success of the Sport Action Zone is really down to our network of partners, dedication to our community and the coordinated way we provide sport for local people. I very much hope this will help us secure a longer lease on Lilian Baylis Technology School so that we can continue growing our work."*

David Holdsworth, Controller of BBC English Regions, added: *"All of our Power of Sport award winners are making a real difference through sport to the lives of people in their communities. Finding and telling these fantastic stories back to our audiences across England are at the heart of what the BBC is here to do, so we're delighted to be part of these awards."*

Jennie Price, Sport England's Chief Executive said, *"This award celebrates the power of sport to improve lives and enrich local communities. The Sport Action Zone proves just what can be achieved when you have great ideas backed by dedicated people."*

5. Mentoring Scheme

Partnering with CAZ, Reach and Teach has also run an urban Mentoring Scheme primarily aimed at 100 disengaged young people, of which 62% came from the basketball networks, which achieved the following results:

- 96% attendance across the course;
- 92% of all participants completed the BTEC Level 2 in Sport; and
- 72.5% of students went on to full-time jobs or back in to further education, college or university.

These statistics strongly support the positive impact of basketball-led mentors and general basketball engagement in relation to the personal and social development of marginalised young people from disadvantaged communities.

6. Conclusions

Ultimately, Reach and Teach wants to change the outlooks of young people, gaining their respect, and widening their horizons. These changes have been measured and the outcomes are exceptional:

- 98% have passed Bachelor of Technology examinations;
- 30% decrease in anti-social behaviour;
- long term behavioural changes; and

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- an estimate, via an accredited technique, is that for every £ invested there has been £8 return in social capital.

Through its networks, Reach and Teach currently has over 3,000 young people attending free user sessions each week across London. It has been proven that those young people involved have gained a 20% increase in academic achievement or grades.

Independent evaluation of the programmes said that there had been a 40% reduction in crime in the targeted local areas, a 30% reduction in 'trouble', a 20% reduction in vandalism and a 70% reduction in calls to the police over the evaluation period; and also reports a social return on investment to the value of 1:8 (i.e. £8.00 return for every £1 invested) on the work that Reach and Teach currently does with its partners.

The statistics around the work of Reach and Teach highlight the social impact of long term sustainable intervention through basketball while highlighting the systemic need for these programmes in marginalised communities. In last 4 months, funding to Reach and Teach from the Mayor of London has been matched by Sport England for its programmes to be expanded to all London boroughs.