

# INQUIRY REPORT

## Evidence from Sport England

### Sport England

#### 1. Introduction to Sport England

Sport England’s ambition is to get more people playing sport regularly. Through our Youth and Community Sport Strategy we are investing over £1 billion of Grant in Aid and National Lottery funds in a range of programmes designed to increase participation over the period 2012-17.

The strategy has a specific but not exclusive focus on young people and disabled people. We recognise the challenges particular to getting more young people playing sport. There are currently 3.74 million 16-25 year olds playing sport once a week every week. This is 51,400 fewer than a year ago which shows the persistent nature of the challenge of maintaining a sustained increased in participation amongst young people.

A breakdown of the recent drop in overall figures reveals fewer young people playing traditional sports like football and netball. However, it also shows an increase in the popularity of fitness and conditioning activities and going to the gym. If we really want to get more young people in sport then we need to move beyond just providing the traditional offer and invest in more innovative approaches to the delivery of grassroots sports. It is good to see that parts of the basketball sector have understood and are acting upon this insight.

We are currently working hard to fully understand the barriers and motivations for young people and to make sure they are offered the sports they want, in a format they want, at a time and place that suits them, StreetGames (see Section 6) is a good example of an organisation that understands this, and in January 2014 we announced increased levels of investment to it in 2014-15 (£6 million).

#### 2. Sport England’s approach to Basketball

Our approach to basketball is based on our insight and expertise (see Section 2) which directly informs our investment in the sport, as well as our investment in our partners and programmes.

As a result we have a clear focus on young people and bringing the game to disadvantaged areas. We are:

- Directly investing in the sport through new ‘mixed economy’ approach (see Section 4);
- Investing in satellite clubs (see Section 5);
- Investing in partners that have a specific aim to bring sport to young people in disadvantaged communities (see Section 6: StreetGames and Dame Kelly Holmes Legacy Trust); and
- Investing in programmes to get more young people trying new sports and creating a sporting habit for life (see Section 6: Sportivate).

We believe our programmes and investments are good for basketball and through them, will help make a difference to the lives of young people facing a variety of social challenges. However, it should be recognised that tackling deep-rooted social problems cannot be done through investment in sport alone. To make a significant impact, engaging young people through sports such as basketball should be a part of a much broader range of measures and interventions.

#### 3. Basketball participation in England

**Table 1: Active People Survey [“APS”] data for basketball participation**

	2005 (APS1)	2012 (APS6)	2013 (APS7)	One year change
General	158,300	152,900	154,700	1,800 (+1.2%)
Young people (16-25)	131,100	122,000	109,000	-13,000 (-10.7%)
Black and mixed ethnic [“BME”]	65,300	74,200	80,100	5,900 (+8%)
Lower socio-economic groups	19,700	22,100	28,700	6,600 (+29.9%)
Women	33,100	34,900	28,000	-6,900 (-20%)

According to the latest APS, 109,000 young people aged 16-25 play basketball regularly. This is 70% of the total number of people who play the sport. The sport is predominately male with 126,700 (82%) of those playing basketball regularly being men - and is the third most popular team sport with young people (after football and rugby union).

## INQUIRY REPORT

### Evidence from Sport England

Currently 80,100 people from BME backgrounds play basketball once a week every week. This is a rise of 5,900 people in the last year and represents 51% of the total number of people who play basketball.

Our previous work to identify level of latent demand for different sports has shown that there is a potential market of around 20,000 people who play basketball infrequently and who could be encouraged to play more, and in total, there are up to 50,000 potential new basketball players in England.

#### 4. Sport England's increasing investment in Basketball

Sport England announced on 23 January 2014 that we were increasing the amount of money we are investing in basketball by £2.25 million, taking the total to £9 million. Our increased investment includes a £1.9 million investment in the British Basketball League Foundation and £418,000 for a pilot project 'Reach and Teach'. This clearly demonstrates our support for the sport of basketball, and our belief in the positive impact that it can have for young people.

Sport England continues to invest in areas of delivery where England Basketball demonstrates particular strengths, notably satellite clubs and talent development. A further £2.8 million remains available to the sport of basketball.

Basketball exemplified our tough new approach for governing bodies; we are challenging NGBs to get more people playing their sport by understanding their markets and developing products which respond to demand. Where NGBs fail to get more people taking part in community sport we will work with other providers such as the British Basketball League Foundation, who have a strong track record of local delivery. Reach and Teach

Reach and Teach is the leading basketball charity in London. The charity comprises two main brands - Midnight Madness (MM) and London School of Basketball (LSB). MM is an annual basketball event designed with input from young people and LSB provides regular basketball sessions all year round.

Basketball participation in London has grown in the last two years unlike the rest of the country. In two years LSB, operating in only eight London boroughs has become the largest basketball club in the country with 6,868 regular players. These LSB players automatically become members of EB, which mean LSB will be responsible for 62% of total EB London basketball membership. MM's strong marketing and solid coaching offer is continuing to attract young people to join LSB.

Our investment of £418,000 will extend Reach and Teach to all 32 London boroughs. The target is for 10,000 new players reflecting the growth to date. If this whole-London pilot is successful it could be a model applied to other core cities.

#### 5. Satellite Clubs

Satellite clubs are extensions, or outposts of community sports clubs which are established in a new venue, usually a secondary school or college and specifically target the 11-25 age group.

Satellite Basketball Clubs are being delivered by England Basketball through accredited local basketball clubs, with the aim of creating regular informal opportunities for participants who have not made the commitment to regular club basketball or are completely new to the game. With £1.2m of Sport England investment, its target was to establish at least 144 satellite clubs by 2017 engaging 3,280 basketball players between the ages of 14 and 18.

In January 2014, across all satellite club delivery there were 153 active basketball satellite clubs with 2,408 basketball players. 43 (23%) of these satellite clubs are located in the top 20% most deprived areas in England.

Basketball satellite clubs are also currently being delivered by 22 Premier League and Football League clubs through the Premier League 4 Sport ["PL4Sport"] programme which uses Premier League and local football club brand to engage young people in sports other than football. Much of the delivery via these satellite clubs takes place in urban and often deprived areas. For example, the Manchester United Basketball satellite club at Manchester Enterprise Academy in Wythenshawe is located in the second most deprived ward in England.

In January 2014 there were 92 active PL4Sport basketball satellite clubs which have engaged 1,491 participants.

## INQUIRY REPORT

### Evidence from Sport England

#### 6. Other programmes getting more young people playing basketball

As well as our direct investment in Basketball, Sport England is investing in a number of programmes to get more young people playing sport, with programmes such as Doorstep Clubs and Dame Kelly Holmes legacy Trust, having a specific focus on supporting young people from disadvantaged backgrounds.

Our investment targets young people in the most deprived areas of England, where 52% play sport regularly, compared to 57% in the wealthiest areas. Socio-economic factors have an impact on sports participation in later life, with 41.3% of adults in the higher socio-economic groups playing sport compared to 26.6% of adults in the lower groups. Doorstep Clubs and Get on Track are two programmes we invest in to bring sport to deprived areas of the country, and giving young people a say on the type of sports offered, and how they want to play it.

##### i) StreetGames

StreetGames is the national sports charity that is bringing sport to the doorstep of young people in disadvantaged communities across the country via the Doorstep Sports Clubs project, which is a key part of our strategy to get more young people playing sport

In May 2013 Sport England made a one-year investment of £3.38 million to StreetGames to set up 307 Doorstep Sports Clubs and engage over 18,000 young people living in some of England's most disadvantaged communities.

In recognition of the good progress made over the last year, we are investing £6 million for one year in StreetGames to build the programme and increase the number of clubs. The additional funding will allow the organisation to establish 700 new clubs over the next year so more young people from disadvantaged communities can get into sport.

There are currently 70 Doorstep Clubs that offer or are planning to offer basketball. This is 25% of the total number of Doorstep Clubs. By March 2015 there will be about 200 clubs where basketball can be played.

##### ii) Case Study: Back to Basics with Basketball

This South London based basketball programme was developed in ten estates in Lambeth and Southwark as well as on estates in Brent. In Lambeth and Southwark over 1,100 hours of free basketball coaching has been on offer to the community with 181 young people regularly playing basketball. In Lambeth, seven players from the basketball club who were previously underperforming achieved GCSEs at grades A-C and went on to further education.

##### iii) Dame Kelly Holmes Legacy Trust

The Dame Kelly Holmes Legacy Trust ["DKHLT"] has worked with the London School of Basketball to deliver basketball projects, using the sport as a way to engage young people during sessions that

DKHLT has found that basketball in particular was an effective way of engaging young men who were not participating in any other form of physical activity. In some cases it has even led to young people gaining qualifications in sports leadership and coaching.

DKHLT are looking to work with Community Action Zone in Lambeth in 2014-15 - an organisation which has a lot of experience using basketball for social change.  
Sportivate

##### iv) Sportivate

Sportivate is Sport England's £56 million Lottery funded London 2012 legacy project which offers 11-25 year olds six-eight weeks of free coaching in sports such as basketball.

Since 2011, almost 300,00 young people aged 14-25 (11-25 since September 2013) have attended six to eight week sports courses, of which 80% have been shown to have still been playing the sport three months later. This retention rate is significantly higher than other interventions. Generally speaking, a retention rate of 50% is

## INQUIRY REPORT

### Evidence from Sport England

considered untypically high, which highlights how successful Sportivate is in comparison with its 80% retention rate.

Since 2011 over 500 projects have engaged almost 20,000 young people retaining over 16,000 young people. The majority of the young people have been in the 14-16 age group with a higher number of young people from BME backgrounds (Yr1: 38%, Yr2:46%) compared to the rest of the programme.

#### **v) Case Study: IM Basketball Hampshire**

As part of Sportivate, IM Basketball Hampshire created a relaxed and fun environment to attract a range of players to the game. Based in 38 Secondary Schools, 14 FE colleges and two universities, the sessions were run by young enthusiastic coaches with music a central part of the sessions. Although IM Basketball ran regular tournaments and leagues, the focus was on bringing large groups of young people together to play the sport. Over 91% of the young people who engaged with the programme continued to play basketball.