



Stability
Universities
Transport Links
Case studies
Social Media
Music
Affordability
Thursday
Friday
with playing experience
Colleges
Schools
Football Champion
Communication
Competitions
Incentives
Safe
Female Coaches
% BME participants
Safeguarding
Volunteers
Level 2

Basketball England Satellite Club Review
Insight 2014-15



Basketball England Satellite Club Review **Insight 2014-15**

1. Participants:

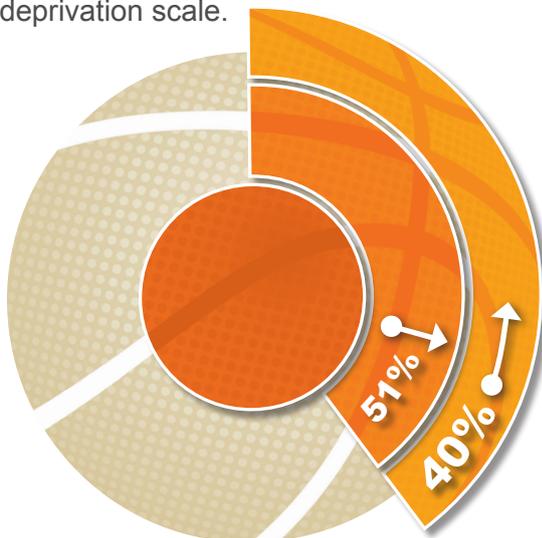
- 6986 participants engaged during 2014-15.



- 48% of which are from BME Groups.



- 51% of all participants are within the top 40% of bands within the index of multiple deprivation scale.



- Average engagement per site is 34 participants.



- Total males engaged = 5169 (74%).
- Total females engaged = 1814 (26%).



- Retained:



- Sustained:



- The average age of participants is 14 and a half years.





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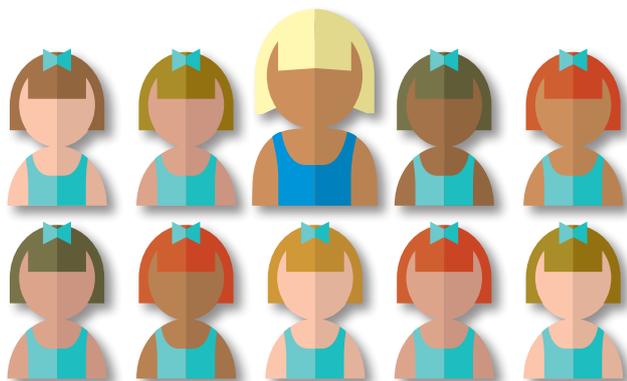
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2. Coaches

- Each club has an average of 3 Satellite Club Coaches involved in the Nothing but Net Satellite Club programme. One third of clubs have 5 or more coaches.
- Our Coaching Workforce is dominated by males (74%), particularly those aged between 17 and 34 years.



- 50% of all coaches are aged 25-34 years old with a further 31% aged 17-24 years.
- Evidence suggests the eldest coaches have the best engagement figures though there is not a significant variance between the ages of coaches and the levels of participants they engage.
- Female coaches attract an average of 9 more female participants per session than male coaches. In light of this more females coaches must be recruited and developed.



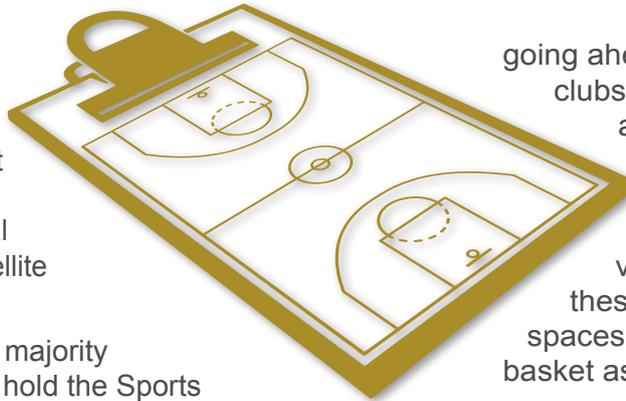
- In line with age profile, half of qualifications were obtained during 2010-2015. The England Basketball qualification accounted for the highest proportion (47%) while Basketball England qualifications were next common (12%) followed by UKCC (4%).
- 80% of coaches receive financial rewards for their coaching. 50% receive payment on a per session basis, with 33% employed as full time coaches and the remaining 17% part time. Given the bulk of qualifications were obtained within the last 5 years this demonstrates that relatively 'new' coaches can run a successful session with support of their Hub Club and receive payment for their efforts.
- Playing experience is universal across all coaches. 7 in 10 coaches are still active players in national, local and recreational basketball. Of these coaches, 60% of individuals play more than once a week with the remaining 40% playing once a week or fortnightly (38% / 2%).
- Coaches who have or are playing National League basketball engage a greater number of participants than other coaches. This can be attributed to these individuals possessing a greater profile in their community, this further contributing to their status as a role model.
- In terms of training and development of additional female coaches, although not exclusive, the player/ex-player market would be an ideal group to recruit from given that all current coaches have played basketball previously. Basketball England can assist clubs in making these links where required.
- The vast majority of coaches are local to the session venues with a typical distance of 7.5 miles; however some coaches reside much closer at 1.2 miles away as well as much further at 23 miles away.
- British Nationals dominate the nationality profile accounting for 87.2% of the total number of Satellite Club coaches.



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- White British coaches are the primary ethnic segment accounting for 60% of the total number of Satellite Club coaches.
- While the vast majority of coaches do hold the Sports Coach UK Safeguarding and Protecting Children qualification, there is a small group of coaches who may not. It is essential that all coaches obtain this valuable qualification in order to meet minimum operating standards for all coaches. Basketball England will support all clubs and coaches to achieve these standards.
- 78% of clubs used one coach per session for the duration of the programme. This demonstrates clubs feel it is important for one coach to remain at each site and so provide a regular environment for participants.
- The reliability of coaches, coupled with the affordability of venues, were cited as the two main factors that had influenced smooth and successful delivery over the past season.



going ahead. To overcome any issues, clubs should obtain all exam dates and sports hall closures at the beginning of each season and plan their delivery accordingly. Also, alternative venues should be sought for these periods; outdoor courts, other spaces to focus on skills without a basket as well as local leisure centres.

- A venue that has good public transport links as well as one that is perceived to be safe and secure are attributes that clubs perceive to be integral in the delivery of a good quality Satellite Club. At this level, a top specification court was not deemed necessary.
- Tuesday and Thursdays are the most popular days to run Satellite Club sessions and account for 44% of all sessions. No sessions are currently taking place on Sundays.
- Session day breakdown:

3. Sessions

- Secondary Schools are the most common facility type utilised by Hub Clubs. This shows firstly that schools are the most favourable venue to use and also that there is the potential to further exploit other venues such as Leisure Centres, College and Community Centres in order to grow basketball opportunities and reach out to new segments.
- Given that schools are the most popular venue for Satellite Clubs, exams are the primary factor preventing sessions from



13% Monday

22% Tuesday

17% Wednesday

22% Thursday

21% Friday

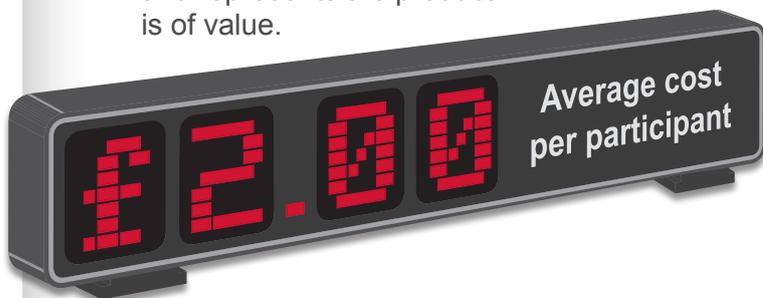
5% Saturday



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- The core time zone for sessions is between 3.00pm and 5.30pm (85%). A trend suggests that clubs focus on specific time slots with a number of clubs running all of their sessions at the same time over the course of the week. Providing a session is between 3.00pm-7.00pm it will attract the same number of participants regardless of if it starts at 4pm or 6pm.
- 67% of sessions last for 60 minutes and therefore appear to be most popular. Fewer sessions run for 90 minutes (20%) with a session duration of 120 minutes being least favourable.
- On average, sessions covered a period of 262 days. 74% of sessions started in September 2014 with the majority going through to July 2015. The average length for sessions starting in September was 270 days i.e. a full season covering 8+ months.
- The fees charged to participants range between £1 and £4 per session with £2 being the most common charge. Of those that charged, fees were introduced from the outset. Qualitative data suggests that clubs take a common sense approach with charging participants – if there is a genuine hardship case an arrangement can be made. However, charging from the start of the sessions manages expectations and represents the product is of value.



- At present, 70% of participants are not charged a fee. Of those that are, they are all charged on a per session basis. This demonstrates there may well be opportunity to charge a nominal fee for a series of

sessions which in turn could contribute to the improvement of retention and sustainability. While a considerable portion of our participants are from deprived backgrounds, a quarter are from the least deprived communities nationally.

- There is no significant difference between the numbers of attendees at a Satellite Club where a Hub Club charges a fee in comparison with one that does not. This evidence shows that sessions that charge a fee can be just as successful as one that is free. The benefit of a fee paying session is that it has greater potential to be sustainable long term.
- 71% of sessions benefit from an in-kind facility – either via a coaching agreement with the school for performance teams or an arrangement whereby pupils do not pay and so there is no charge for a sports hall. Where a fee is paid, the scale is extremely wide ranging from £10 - £90.
- Music is not played at the majority of sessions and, if played, only occasionally. Where played, it is a joint decision between the coach and participants. A common reason for this was due to a lack of suitable audio equipment.
- Basketball England equipment is more or less universally used by satellite club sites. The provision of the Nothing but Net bag full of everything a coach needs for a sessions has proved to be invaluable in making sessions straightforward for clubs.
- The ways in which clubs achieved transition rates included social media (61%), CVL and competitions (55%), case studies (22%), buddy system (39%), free vouchers (50%), taster sessions (55%). The most popular factor was Hub Club Coaches playing an active role within the development and delivery of Satellite Clubs (67%).

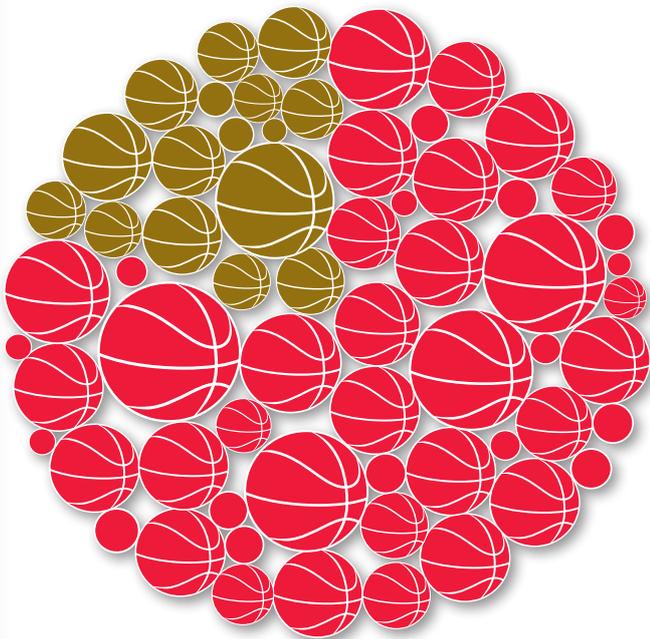




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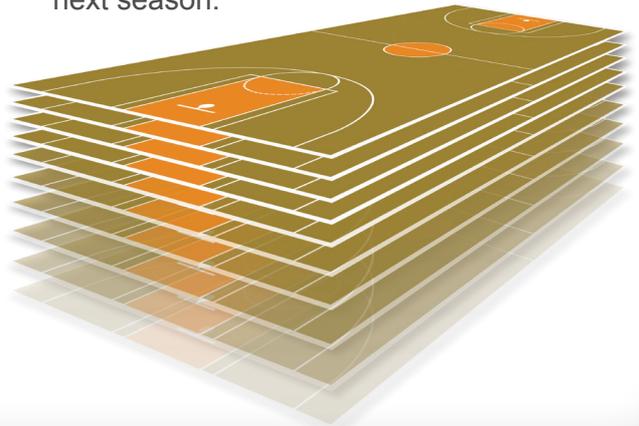
- 80% of Hub Clubs expressed that they had been able to transition up to 10 participants to their main club sessions. While it is essential that all young people have the opportunity to progress their involvement in basketball where desired, some participants may be content at their satellite club.



- While all clubs stated they had no concerns with the strength of their relationship with the venues, it appears there is some room for improvement, namely with communication regarding closures and assistance in the promotion of sessions.
- The frequency of communication between Hub Club and venue was largely rated as 'just right and so improvements may only need to be made regarding the promptness of information sharing.
- Positively, a third stated that they were financially sustainable and so will have to potential to add additional sessions to their delivery next season. Half of Hub Clubs were unsure if their sessions were sustainable with the remaining portion being aware that sessions are currently heavily reliant on funding at present.

4. Central Venue League

- The proportion of Hub Clubs running CVLs increased year on year. There are currently 33 CVLs that provide competitive opportunities for Satellite Club participants.
- A weekly cycle was the main frequency for the leagues with the remaining 50% split between monthly (30%) and bi-weekly (20%) CVLs.
- The main age group involved in CVLs are those 14-18 years old. There are no over 18s involved suggesting that this age group seek their competition opportunities elsewhere once they have left school or do not in fact take part in this type of basketball. From a commercial perspective, clubs could provide open run style opportunities for this age group to generate club funds.
- None Satellite Club participants and teams were involved in CVLs to bolster numbers and competition. Similarly, regular junior CVLs were welcoming of new players from Satellite Clubs who joined and created new teams. This supporting the methods for transition utilised by our Hub Clubs this season.
- Some CVLs stated that available and appropriately qualified officials could sometimes be problematic. In light of this, further support will be focussed on ensuing officials are not a barrier for competitions next season.





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5. Streetball Champion

- Statistics derived from other areas of the research show that social media is used much more for other purposes and so there is scope for clubs to get behind the initiative more in future.



- While the volume and regularity of challenges was viewed as appropriate, many clubs considered the videos to be too difficult for the Satellite Club participants.
- The quality and location the videos, the initial and ongoing support from Basketball England and the presence of t-shirts as prizes were viewed favourably and lay a sound foundation for the roll out of Streetball Champion series 2 next season.

- 6 in 10 clubs participated in the inaugural series of Streetball Champion videos – an initiative designed to raise retention of participants via online content that taught participants how to perform a range of Streetball and Freestyle moves for which they could win prizes.
- Of those who took part, clubs benefitted from a 15% increase in participation levels.
- The average number of participants engaged in Streetball Champion per site was 20.
- Coaches mainly became aware of the initiative via personnel meetings and emails. The main method to promote to participants was face to face at the sessions. Surprisingly, little social media was used either directly from the club or the sharing of BE posts with only a fifth of clubs utilising Twitter or Facebook.



- Qualitative data suggests the Skills Challenge at the National Satellite Club Finals was well received by participants – the components of the Skills Challenge will be reflected in the future videos in responses regarding challenge difficulty.



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6. Training & Development

- As a method of assisting clubs in identifying and recruiting volunteers, all clubs had the opportunity to benefit from free Activator Award resources. Regrettably, only one fifth of clubs took the offer of free Activator Award resources, not necessarily due to a lack of interest but largely due to availability of candidates and facilities.
- Of those who did benefit from the free Activator Award resources; better supported coaches and a greater volume of volunteers were cited as worthwhile reasons for arranging the training.
- 66% of remaining respondents expressed an intention to run an Activator Award during the forthcoming season. Satellite Club Officers will work with all Hub Clubs to ensure they have the support they need to do so.
- 1 in 2 clubs shared that they feel they need support with the DBS system and obtaining minimum operating standard qualifications such as Sports Coach UK Safeguarding and Protecting Children.
- Development of Level 1 and 2 coaches was stated as being important to 35% of clubs though interestingly 50% of clubs stated development of Level 1 and Level 2 Table Officials and Referees was of greater importance.

7. Components of a super Satellite Club

