



London Borough of Hackney
Basketball facility case study a report from
Sport Structures Ltd

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Our expertise includes:

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Coaches CIC: Developing opportunities for people, particularly from disadvantaged backgrounds to be employed and volunteer in sports coaching and activities

For enquiries about this report, contact Sport Structures info@sportstructures.com

1. Basketball Centre Case Studies

Case Study 1: Nechells Community Sports Centre

Address: Rupert Street, Birmingham

Post Code: B7 5DT

Tel: 0121 464 4373

Fax: 0121 464 4149

Email: nechells_csc@birmingham.gov.uk

www.leisure.birmingham.gov.uk – site links to Nechells Community Sports Centre.

1.1 Nechells Community Sports Centre has two indoor full size basketball courts, one outdoor court, an outdoor Netball Court, Outdoor Five-a-side area and an Indoor Fitness suite.

2. History and Background

2.1 The Centre was opened in January 2002 and was funded by a Lottery award of £2.8million supported by the City Council and receives contributions from the Bournville Village Trust of £10,000 per year for revenue. The planning for the building took over 6 years from planning to fund application. As part of the Lottery grant agreement the centre has to provide 50% peak time usage to basketball.

2.2 The Centre is overseen by an Advisory Board made up of the City Council, Bournville Village Trust, Sport England, England Basketball and Centre users.

2.3 In planning the centre the Sport England Facility Planning model did not assist the justification for the facility. An inherent demand/activity of basketball existed in Birmingham which has a strong tradition of basketball in schools Competition and curriculum time, local competition, and a high profile professional Club - Birmingham Bullets - who play at one of the Cities major venues as well as working in Schools. Birmingham has the highest number of Outdoor Courts allocated through the England Basketball's Outdoor basketball Initiative.

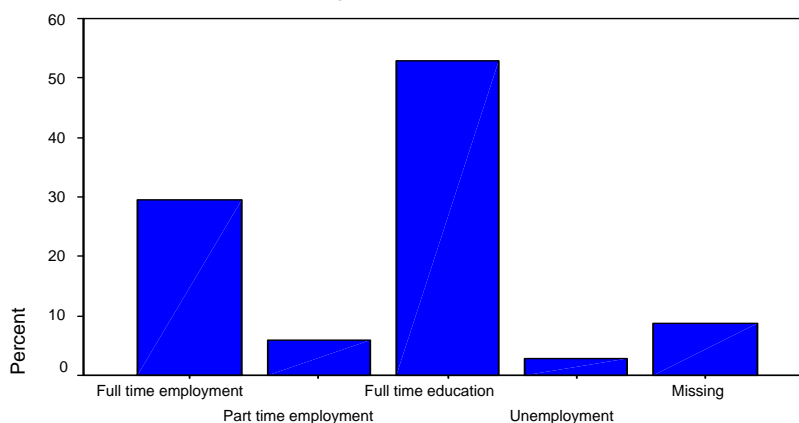
3. Catchment and Locality

3.1 The Centre is within the ward of Nechells in the Ladywood constituency which is one of the most deprived constituencies in the Country. The constituency has 27,390 people living in the ward of which 8.1% are unemployed, 20% of the population are recognised as having coronary heart disease which is above the national average, domestic burglary is 5.4 % above the national average and 7.5% of the ward's population is permanently sick or disabled.

3.2 From the user survey carried out in January 2004 it was established that over 50% participants were in full time education this is supported by the age profile of the centre from the same survey.

How would you categorise your main employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full time employment	10	29.4	29.4	29.4
	Part time employment	2	5.9	5.9	35.3
	Full time education	18	52.9	52.9	88.2
	Unemployment	1	2.9	2.9	91.2
	Missing	3	8.8	8.8	100.0
	Total	34	100.0	100.0	

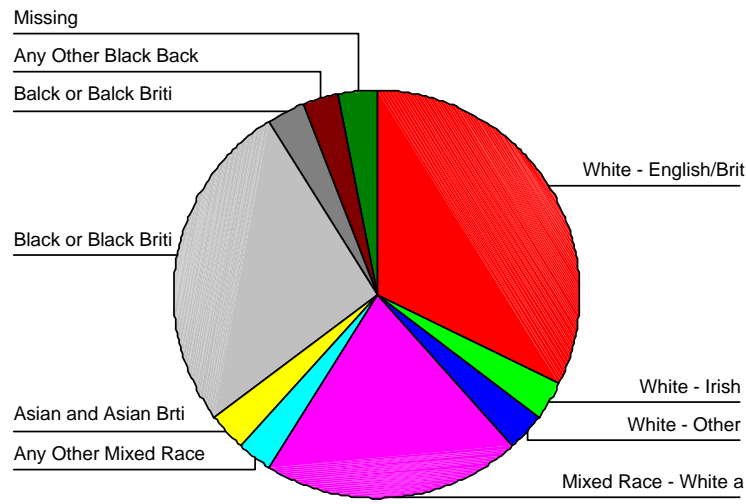
How would you categorise your main employment status?**How would you categorise your main employment status?**

3.3 The demographic profile of the Ward is of a mixed race population of 4.6%, Asian/Asian British 46.4%, Black or Black British 9.6% Chinese or others 2%, 37.4% White European. This is supported by the survey in January 2004.

What is your ethnic background?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White - English/British	11	32.4	32.4	32.4
	White - Irish	1	2.9	2.9	35.3
	White - Other	1	2.9	2.9	38.2
	Mixed Race - White and Black Carribean	7	20.6	20.6	58.8
	Any Other Mixed Race Background	1	2.9	2.9	61.8
	Asian and Asian British - Pakistani	1	2.9	2.9	64.7
	Black or Black British - Caribbean	9	26.5	26.5	91.2
	Black or Black British - African	1	2.9	2.9	94.1
	Any Other Black Background	1	2.9	2.9	97.1
	Missing	1	2.9	2.9	100.0
	Total	34	100.0	100.0	

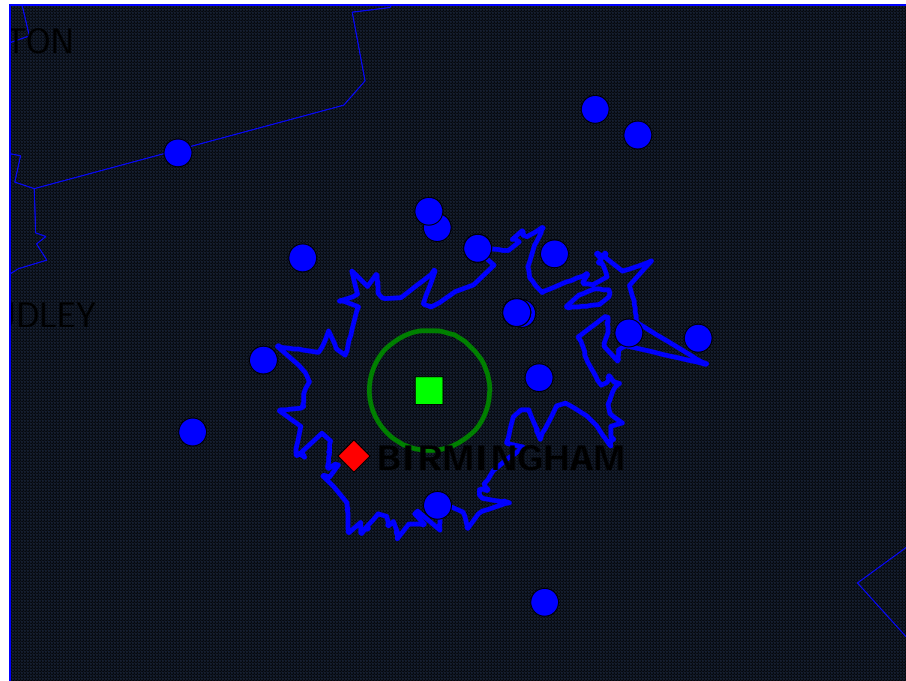
What is your ethnic background?



3.4 The Centre is well served with transport communication. Buses stops are right outside the Centre and are on a main route to the City Centre some 10 minutes on the Bus route and a 15 minute walk. The City Centre has the main line station, New Street station, which has communication to elsewhere in the West Midlands and beyond. The Centre is within one mile of Junction 6 of the M6.

3.5 Although 50% of those surveyed in the January survey travelled by car the proximity and regularity of buses led to 47% travelling to the centre by bus.

3.6 From this survey young people travel to the facility in different modes and the influence of main roads is significant.



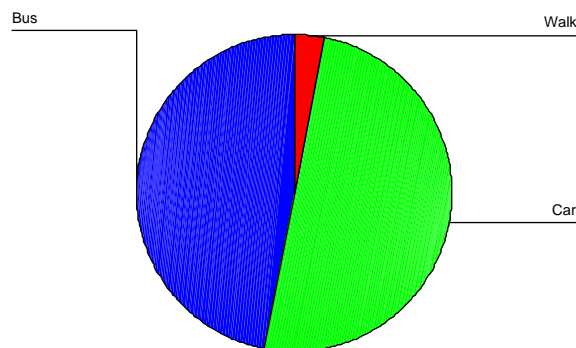
Map Key

- Participants
- Sports Centre
- ◆ City Centre
- 10 minutes walking distance
- 10 minutes driving distance

How do you travel to the centre?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk	1	2.9	2.9	2.9
	Car	17	50.0	50.0	52.9
	Bus	16	47.1	47.1	100.0
	Total	34	100.0	100.0	

How do you travel to the centre?

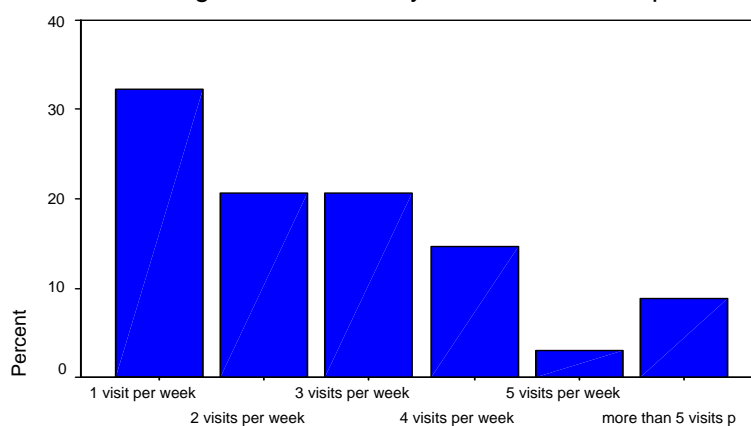


3.7 Over 50% of the participants surveyed that they visited either once or twice a week. And only 8.8% over five visits a week.

On average, how often do you visit the centre per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 visit per week	11	32.4	32.4
	2 visits per week	7	20.6	52.9
	3 visits per week	7	20.6	73.5
	4 visits per week	5	14.7	88.2
	5 visits per week	1	2.9	91.2
	more than 5 visits per week	3	8.8	100.0
	Total	34	100.0	100.0

On average, how often do you visit the centre per week?



On average, how often do you visit the centre per week?

3.8 The centre has set targets in relation to the local demographics and at present the percentage of users who are from the local area is, 36.2% of users are from B7 postcodes. In addition to these targets the Advisory Board has requested that the centre reports how many of its employees are from the local area. At present this figure, including all staff both full and part time stands at 58.7%. Currently 47.8% of Leisure Card users at the Centre are holders of the City Council discount Leisure Card - Passport to Leisure.

3.9 These targets are the subject of discussion / review at the advisory board meeting taking into account the demographics of the area, and the development of the Basketball programme.

Advisory Board targets	
Girls and Young Women (5-15yrs);	
Year 1 - 35%,	
Year 2 - 40%,	
Year 3 - 45%	
Year One Results	
From 100% of LC holders at NCSC and Club Details; Female = 42.6%	
From 100% of LC holders at NCSC and Club Details; Female 5-15 yrs = 9.2%	
Target Black, Asian and other ethnic groups;	
Year 1 - 40%,	
Year 2 - 45%,	
Year 3 - 50%	
Year One Results (95.6% of LC holders and Clubs)	
Bangladeshi	4.0%
Pakistani	6.2%
Indian	2.1%
Chinese	0.5%
Vietnamese	0.2%
Asian Other	1.6%
Black African	2.9%
Black Caribbean	27.2%
Black Other	8.2%_ (52.9%)
Mixed Race	8.5%
Irish	0.5%
White UK	27.3%
White Other	1.8%
Other	9.0%
Target People with disabilities;	
Year 1 - 1%,	
Year 2 - 1.5%,	
Year 3 - 2%	
Year One Results (94.3% of LC holders and Clubs) = 2.1%	

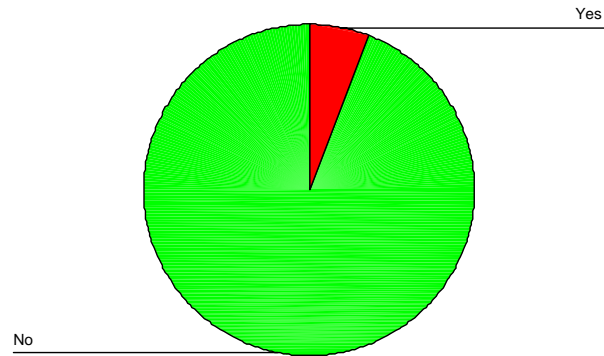
3.9 From the Survey carried out in January 2004 it demonstrates that the actions being taken moving towards the targets agreed by the Advisory group. In the case of disability these have been surpassed with 5.9% of participants having a disability.

3.10 However the level of female participation needs action as only 17.6% of participants were female. Although clearly a high percentage of those attending the centre are young people under the age 19 (76.4%).

Do you consider yourself to have a disability?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	5.9	5.9	5.9
	No	32	94.1	94.1	100.0
Total		34	100.0	100.0	

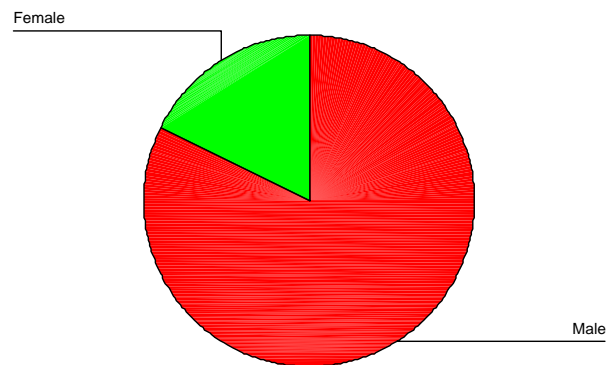
Do you consider yourself to have a disability?



Are you male or female?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	28	82.4	82.4	82.4
	Female	6	17.6	17.6	100.0
Total		34	100.0	100.0	

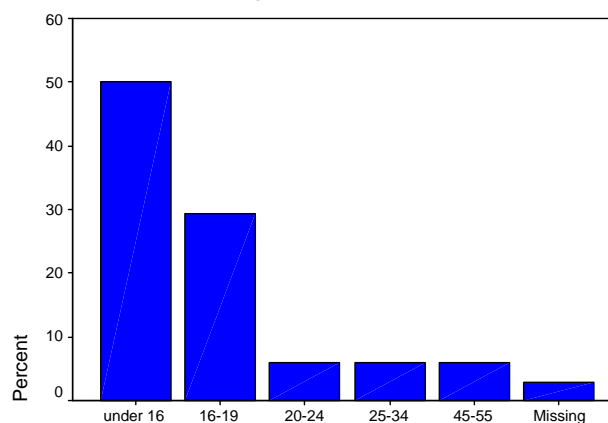
Are you male or female?



What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 16	17	50.0	50.0	50.0
	16-19	10	29.4	29.4	79.4
	20-24	2	5.9	5.9	85.3
	25-34	2	5.9	5.9	91.2
	45-55	2	5.9	5.9	97.1
	Missing	1	2.9	2.9	100.0
	Total	34	100.0	100.0	

What is your age?



What is your age?

4. Management, Staffing and Operation (including finance)

4.1 The centre is management by Birmingham City Council and is open year round from 9am to 9pm weekdays, 9am to 5pm Saturdays and 9am to 3pm on Sundays, although this is extended on a flexible basis to accommodate the needs of National League matches. As well as basketball the Centre provides for Badminton, Netball, Football and Table tennis indoor and Basketball, Netball and Five-a-side football outside. The current facility programme is below.

4.2 The centre charges £30 per hour for a basketball court inc vat, Junior £18 per hour inc vat and Schools £15 per hour inc vat. Vat exception for affiliated clubs and groups booking more than 10 sessions. Netball has the same pricing although the outside netball court is charged at £11.50 per hour. The Outdoor Basketball court is free. Active Sports Sessions charged at £1.50 per person per session (2 hours)

4.3 The Centre employs 8 Basketball coaches and utilises Coach education through Sport Birmingham/Active Sports. Although a Basketball development plan is not in place this is envisaged to develop with the instigation of Nechells Club plan where the main objective is to instigate a club.

4.4 In the first year of Operations the centre had a turnover of just over £195,000 (2002-3). And made a loss of £25,000 mitigated by grants of £10,000 from Bournville Village trust and interest from Heartlands Development corporation

(£5,000). The Second year the centre is meeting targets and will be covering costs including grant support

5. Marketing

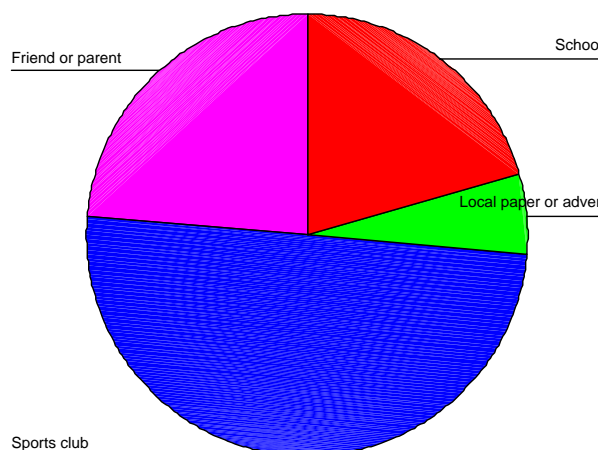
5.1 The Centre promotes sessions in Schools as tasters, although they do experience Difficulty in getting young people to the Centre due to the nature of the neighbourhood. School sessions are also held at the centre.

5.2 The importance of the Basketball club and Schools are critical to the success of the facility.

How did you find out about the activities at the centre?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid School	7	20.6	20.6	20.6
Local paper or advert	2	5.9	5.9	26.5
Sports club	17	50.0	50.0	76.5
Friend or parent	8	23.5	23.5	100.0
Total	34	100.0	100.0	

How did you find out about the activities at the centre?



6. Partnerships and Sports Development (including events and competition)

6.1 The centre is now working towards the England Basketball's facility Accreditation programme – Indoor Basketball Initiative and is seeking to meet the IBI200 standard (see attachment – facility plan). The centre is seen as a focal point for the sport and hosts Regional basketball meetings – and national events such as the Women's All Star game.

6.2 The centre is the main venue for Birmingham's Active Sports Basketball programme. The Boys league has in excess of 80 players and the Girls programme has one team who train and play friendly matches.

7. Areas for future development and expansion

7.1 The centre has an evolving plan to develop the centre into a Basketball club encompassing Active Sports, XL Basketball and the Junior Bullets clubs and the Colleges League.

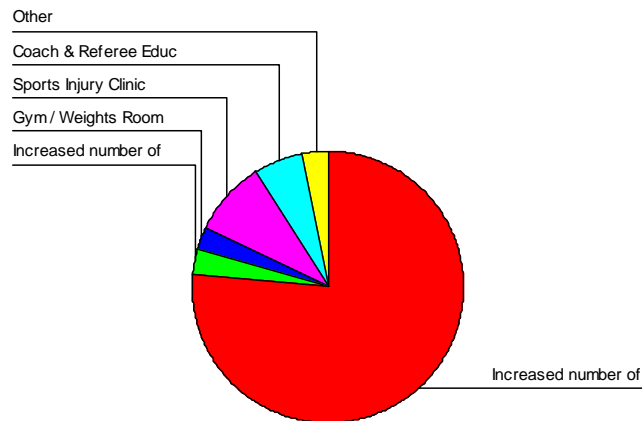
7.2 The centre also worked in partnership with the Positive Activities for Young People in the Summer to deliver the HOOPS programme. The facility has a broader role within Birmingham and the West Midlands with Basketball.

7.3 A very high percentage from the January survey identified that a further investment in new facilities would be welcomed. This could be borne out by the low number of weekly attendances by individuals as identified in 3.6

What new or additional facilities would you like to see at the centre?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Increased number of basketball courts	26	76.5	76.5	76.5
Increased number of outdoor courts	1	2.9	2.9	79.4
Gym / Weights Room	1	2.9	2.9	82.4
Sports Injury Clinic	3	8.8	8.8	91.2
Coach & Referee Education Courses	2	5.9	5.9	97.1
Other	1	2.9	2.9	100.0
Total	34	100.0	100.0	

What new or additional facilities would you like to see at the centre?



8. Key Success Criteria

- **Commitment from the Facility Manager to developing basketball**

The Facility Manager acts as the conduit to all Basketball element using the facility through activity communication.

- **Partnership established between clubs and deliverers of Basketball in the City.**

The partnerships between clubs and schools are enhancing the participation in Basketball particularly with young people.

- **School Outreach programme the basis of developing Central Venue Leagues**

The investment in coaches going into Schools is providing a clear benefit to the development of the basketball programme and in particular the demographic profile of the participants.

Case Study 2: Jesse Boot Wildcats Arena

Greenwood Road,

Bakersfield

Nottingham

NG3 7EB

Tel: 0115 915 0108

Fax: 0115 915 0109

Email: c.prior2@ntlworld.com

Website: www.nottinghambasketball.com

- 1.1 Jesse Boot Wildcats Arena has two indoor full size basketball courts with only Basketball court markings, one outdoor court, an indoor Fitness suite, Dance studio and Meeting rooms.
- 1.2 The Centre's programme does not change through the year except for the needs of providing for national League fixtures in the main Basketball Season and Basketball camps in the summer. The programme is almost entirely Basketball – one hour is allocated to football for the Jesse Boot School staff.

2. History and Background

- 2.1 The construction of the centre was funded by £1.8 million from the Sports Lottery. £150,000 from WREN (A waste recycling support programme), £60,000 from Nottingham City Council, £20,000 from Capital One and £5,000 from the Nottingham Basketball Association.
- 2.2 Although the centre was opened in October 2001, from first discussion to completion it took over two years. However the concept was planned for 10 years by Nottingham Wildcats who carried out a feasibility study themselves and worked with the Local Authority to develop the project.
- 2.3 The centre is managed by a charitable trust made up of representatives of the Club, the School, Local Authority, Sport England and the County Basketball Association. The Charity - Jesse Boot Community Basketball and Sports Trust Limited has a minimum of eight and a maximum of 12 Trustees (present 8).
- 2.4 The centre was programme was built around the Nottingham Wildcats Basketball Club existing programme and was to develop as a focal point for Basketball in Nottingham. To that end the centre has brought together a number of elements of Basketball in the Nottingham area – saving the local Women's League and the re-establishing of Nottingham inter-School programme with all 22 secondary schools and Six Girls School now in the league.

3. Catchment and Locality

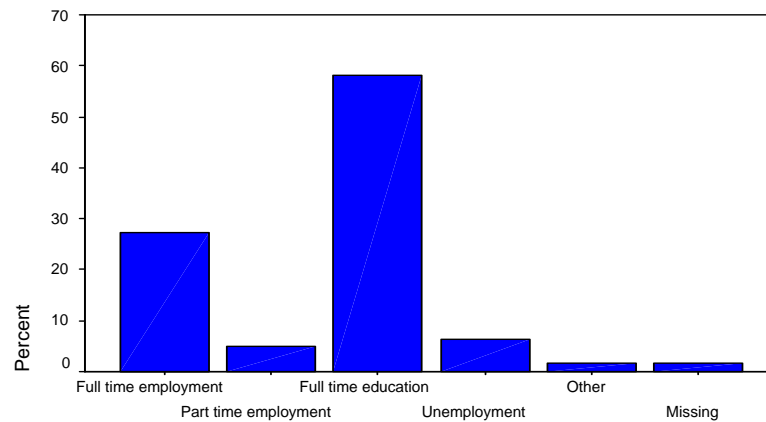
3.1 The Centre is situated on a School Site – Jesse Boot Primary School although is not physically connected to the School. The Centre is in the Dales Ward of Nottingham City Council which has a population of 30,000 population – further detail from the Census.

3.2 Similar to the Birmingham case study a high level of participants (58.1%) are in full time education. The age profile is also young with 63.4% are aged under 19.

How would you categorise your main employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full time employment	17	27.4	27.4	27.4
	Part time employment	3	4.8	4.8	32.3
	Full time education	36	58.1	58.1	90.3
	Unemployment	4	6.5	6.5	96.8
	Other	1	1.6	1.6	98.4
	Missing	1	1.6	1.6	100.0
	Total	62	100.0	100.0	

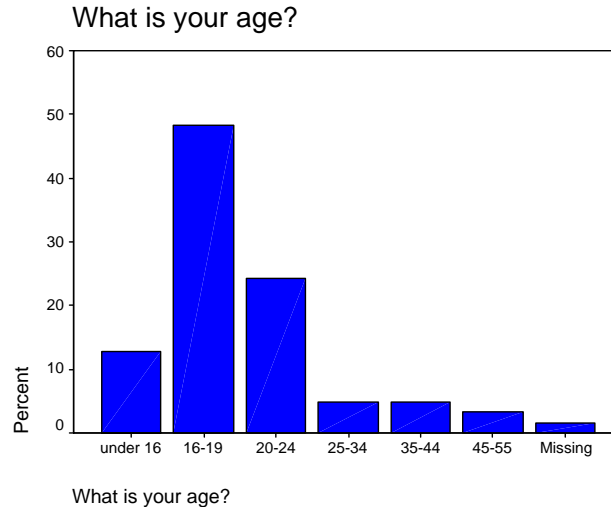
How would you categorise your main employment status?



How would you categorise your main employment status?

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 16	8	12.9	12.9	12.9
	16-19	30	48.4	48.4	61.3
	20-24	15	24.2	24.2	85.5
	25-34	3	4.8	4.8	90.3
	35-44	3	4.8	4.8	95.2
	45-55	2	3.2	3.2	98.4
	Missing	1	1.6	1.6	100.0
	Total	62	100.0	100.0	

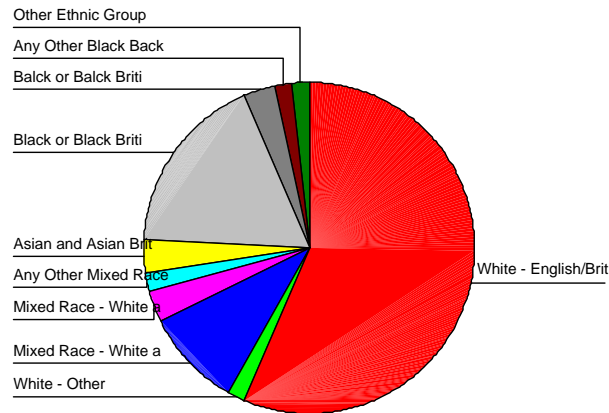


3.3 From the survey carried out in January 2004 the demographic profile of the Jesse Boot Wildcats Basketball Arena demonstrates that the facility reaches out to a broad range of the community. Of those surveyed 58.1% were White British or White Irish and as seen in the diagram below a wide range of differing ethnic minority communities.

What is your ethnic background?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid White - English/British	35	56.5	56.5	56.5
White - Other	1	1.6	1.6	58.1
Mixed Race - White and Black Carribean	6	9.7	9.7	67.7
Mixed Race - White and Asian	2	3.2	3.2	71.0
Any Other Mixed Race Background	1	1.6	1.6	72.6
Asian and Asian British - Indian	2	3.2	3.2	75.8
Black or Black British - Caribbean	11	17.7	17.7	93.5
Balck or Balck British - African	2	3.2	3.2	96.8
Any Other Black Background	1	1.6	1.6	98.4
Other Ethnic Group	1	1.6	1.6	100.0
Total	62	100.0	100.0	

What is your ethnic bakground?

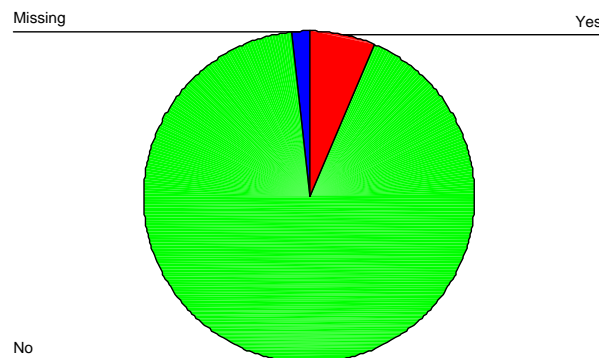


3.4 Although below the national average for people with disabilities the 6.5% of participants identifying themselves as having a disability is high considering that no specific disability group use the facility and this support the inclusive nature of the management of the facility.

Do you consider yourself to have a disability?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	4	6.5	6.5	6.5
No	57	91.9	91.9	98.4
Missing	1	1.6	1.6	100.0
Total	62	100.0	100.0	

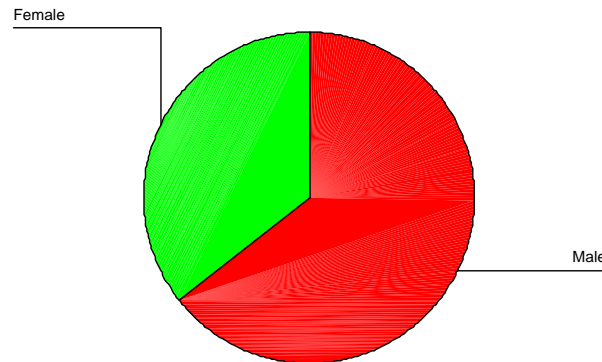
Do you consider yourself to have a disability?



3.5 The facility and its management have taken positive action in relation to the development of Women and Girls through basketball which is reflected in over one thord of participants being female.

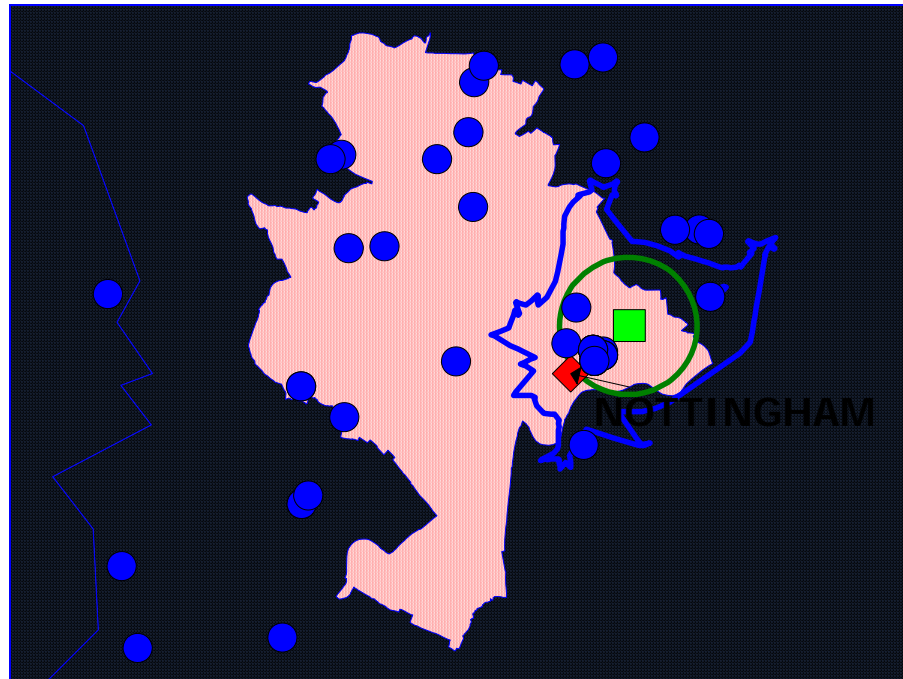
Are you male or female?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	40	64.5	64.5	64.5
	Female	22	35.5	35.5	100.0
	Total	62	100.0	100.0	

Are you male or female?

3.6A bus stop is within 150 yards of the Centre's entrance and this provides easy connections to the City Centre, where users can link to other parts of Nottingham and able to access the City Main line train station. The City Council has an aim to develop a tram system to improve communication within the City, although this will not directly benefit the Centre. The Centre is in close proximity to motorways junctions on the M1.

3.7 Although the car is the highest percentage the combination of walking and using the bus is over 50% of those using the centre. The number of visits per week is considerably higher than in Birmingham. This could be related to the maturity of the programmes within an established club environment.

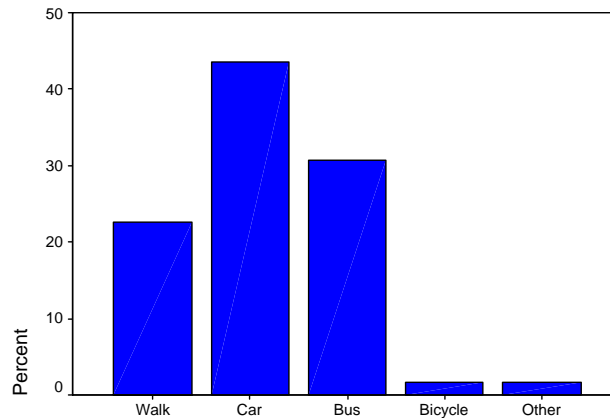


Map Key	
•	Participants
■	Sports Centre
◆	City Centre
— (Green)	10 minutes walking distance
— (Blue)	10 minutes driving distance

How do you travel to the centre?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk	14	22.6	22.6	22.6
	Car	27	43.5	43.5	66.1
	Bus	19	30.6	30.6	96.8
	Bicycle	1	1.6	1.6	98.4
	Other	1	1.6	1.6	100.0
	Total	62	100.0	100.0	

How do you travel to the centre?

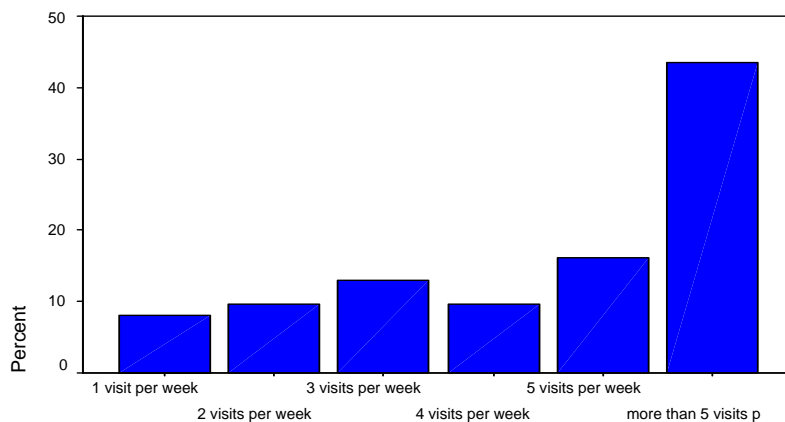


How do you travel to the centre?

On average, how often do you visit the centre per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 visit per week	5	8.1	8.1	8.1
2 visits per week	6	9.7	9.7	17.7
3 visits per week	8	12.9	12.9	30.6
4 visits per week	6	9.7	9.7	40.3
5 visits per week	10	16.1	16.1	56.5
more than 5 visits per week	27	43.5	43.5	100.0
Total	62	100.0	100.0	

On average, how often do you visit the centre per week?



On average, how often do you visit the centre per week?

4. Management, Staffing and Operation (including finance)

4.1 The Centre Staffing is made up of a Manager, Assistant Manager and a 26 hour a week cleaner, 2 part-time receptionists (20 hours between them). In addition self employed Physiotherapist, Masseur Dance and Aerobics Teachers and two self employed Basketball Coaches – all organised in different ways for example they pay

the centre on a Per user basis. Two Basketball Coaches are employed and the rest (7) voluntary, although another 8 work on a casual basis.

4.2 The Fitness suite is managed by security code entrance that is given to users when they have been inducted. Minimum management is needed as the "community" of the club oversees the management of the centre with considerable volunteer commitment to coaching and administration.

4.3 Some young players from the Wildcats programme are now earning income from coaching within the centre along with a considerable number of volunteers with a formal role. Some 10-15 regular users commit to an amount of volunteering. The style, culture and values of the centre reflect the values of Pauline and Chris Prior, the key people involved in the centre. Their key aim was to develop relationships with the local basketball community through One-one marketing which has proved very effective in developing relationships with key local people in the Basketball community and beyond.

Weekdays

- From 9am To 10pm
- Saturday
From 9am To 6pm (unless National League fixtures)
- Sunday
From 9am To 4pm (unless National League fixtures)

4.4 The centre has an agreement that 50% usage 9am- 3pm term time weekdays will be given to local schools and in particular the Jesse Boot Primary School. The centre charges £15 per hour per court (no vat – all sessions are blocked booked) Potential rise in September.

5. Marketing

5.1 Very little marketing is carried as the feeling is that this is not cost effective. Where printing is required this is carried out by one of the Trustees who owns a print firm. The centres overall philosophy of being inclusive and bringing people together is clearly being adopted.

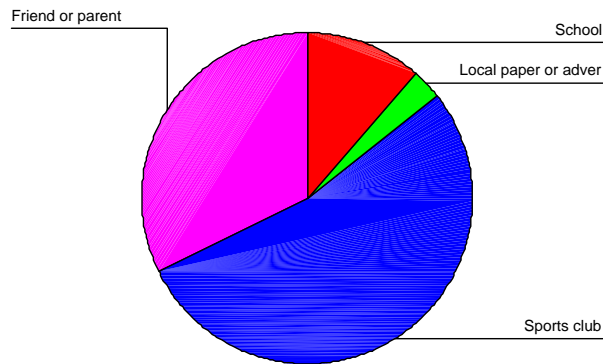
5.2 The Centre also feels it has attracted more participants as it is being recognised a centre that provides a high level of coaching to players. At present the conversation rate of level one coaching into practical activity is high.

5.3 Marketing materials are extensive and the facility utilises other publication to promote the activity of the activity of Jesse boot Wildcats Arena. However more importantly is the strong "word-of-mouth publicity that has been a critical element to the success of the facility.

How did you find out about the activities at the centre?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School	7	11.3	11.3	11.3
	Local paper or advert	2	3.2	3.2	14.5
	Sports club	33	53.2	53.2	67.7
	Friend or parent	20	32.3	32.3	100.0
	Total	62	100.0	100.0	

How did you find out about the activities at the centre?



6. Partnerships and Sports Development (including events and competition)

- 6.1 The centre has a development plan which was developed and evolved as the centre planning developed. First five years targets have been met within this plan a revised plan is currently being re-written. The centre has a strong partnership with a local College where Coaches and Officials education is supported. The Centre is also seeking IBI200 accreditation and is awaiting response from England Basketball.
- 6.2 The Centre Operates at a surplus. (Business plan to be supplied) and in both years has exceeded targets. In extending the fitness suite income has been increased and this extra income has been used to subsidise the development programmes. The Dance studio usage has surpassed expectation through a partnership with a Dance School. There may be further opportunity to develop link with FE in relation to the Dance programme.
- 6.3 Each School in the Inter-School League has a qualified level one coach. One of the goals for the future is to develop the participation end of the game particularly with Junior Schools who are starting to utilise the centre more readily.
- 6.4 The Centre has hosted National Basketball Finals and provides free court time to some of the International Teams for training. No funding has been sort or attracted to support the ongoing programme although they are seeking funding to support the development of fundraising within he centre.

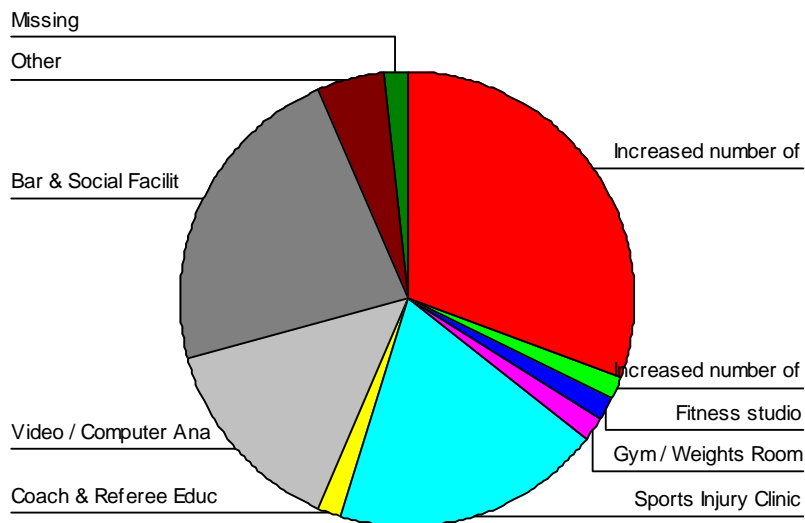
7. Areas for future development and expansion

- 7.1 In planning for the future the Trust feels it may need more management/administration to "free-up" the Manager to develop further development and participation programmes.
- 7.2 In addition an extra court – drawing and planning permission has already been gained – set up specifically for Mini-Basketball would further grow participation. Sleeping accommodation on site would also increase the regional and national role that the centre can play. As with the extra court drawing and planning permission has been gained.

What new or additional facilities would you like to see at the centre?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased number of basketball courts	19	30.6	30.6	30.6
	Increased number of outdoor courts	1	1.6	1.6	32.3
	Fitness studio	1	1.6	1.6	33.9
	Gym / Weights Room	1	1.6	1.6	35.5
	Sports Injury Clinic	12	19.4	19.4	54.8
	Coach & Referee Education Courses	1	1.6	1.6	56.5
	Video / Computer Analysis	9	14.5	14.5	71.0
	Bar & Social Facility	14	22.6	22.6	93.5
	Other	3	4.8	4.8	98.4
	Missing	1	1.6	1.6	100.0
	Total	62	100.0	100.0	

What new or additional facilities would you like to see at the centre?



8. Key Success Criteria

- **National League programme**

The ability for young people entering into development programmes can clearly see an aim to aspire to.

- **Basketball people managing and developing the programme**

The development of the sport has been based on personal contact and knowledge of the basketball community. This has led to the development of a basketball to suit the needs of the community.

- **"In-house" Development of coaches essential to success**

Using club members as tutors as well as students has enabled those taking part in courses to be fed into coaching opportunities.

- **The club is the community for the facility**

The ethos of a "community club" enables a cost effective facility to be run by the people involved in the sport.

- **Strong volunteer commitment**

The development of "people" has led to commitment from those people to developing the ethos and cost effective management and supervision of the facility.

- **Two courts dedicated to Basketball**

The provision of two basketball courts has enabled the sport to progress at participation and performance level.

Case Study 3: Amaechi Basketball Centre

Wilbrahan Road

Manchester

M16 8GW

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Email: gmybc@tesco.net

Website:

- 1.1 The Centre was opened in June 2002 on the Whalley Range Girls School site. The development is a partnership with Vida, a football Centre management company, the School and Manchester Magic Basketball Club. The Centre has three Basketball Courts, fitness suite, Dance studio and the Vida Football Centre with outdoor synthetic Five-a-side Football pitches.
- 1.2 The Basketball Club, Manchester Magic, manage the Basketball Courts and Vida the Fitness suite and Dance studio on a profit share basis. Former Education Minister Estelle Morris is an ex pupil of Whalley Range. The School have access term time 8.30am to 5.30pm.

2. History and Background

- 2.1 The total cost of the scheme was £2.1million and was funded by £1.2million from New Deal for Schools, £550,000 –Vida Football/Fitness partner, £250,000 from John Amaechi, NBA player and ex-player with Joe Forber. The balance came from the City Council. Funding was received in April 2001 – although the building programme was frustratingly delayed for City Council procedural reasons.
- 2.2 John Amaechi was brought up in Manchester and developed his basketball under the guidance of Joe Forber. His donation was a wish to put something back into Manchester. He did so initially with his contribution to the construction of this facility. In addition when he retires from professional basketball he wishes to settle back in Manchester to support and develop Basketball with young people.
- 2.3 The Centres programme was developed from a long term established basketball development programme in Manchester led by Joe and Maggie Forber. The club had developed an excellent programme at the Trafford Basketball Centre, a two court facility on a school site.
- 2.4 Built around attracting and developing quality coaches the programme out grew the Trafford Centre and the new centre was needed as a necessity. In moving the programme to the Amaechi Centre the extra court and community programme took six months to build to full capacity. The programme has a mix of National league competition and community programme. The quality of coaching has led to a high quality of players and national league success.

3. Catchment and Locality

- 3.1 The Centre is situation in the ward Whalley Range within Manchester City Council. The centre is on the boarder of Moss Side an area of high deprivation and

Withington which is more middle class. The vast majority of young people who come to the centre come from Greater Manchester. The centre is seeing an increasing number of people walking or using the bus to the centre rather than use cars. Since moving from Trafford the Basketball programme has also seen an increase in the numbers of people from the local area.

3.2 Bus services are very good and the Centre is on a main arterial route into Manchester City Centre. Main-line stations in the City Centre are about 2.5 miles away with easy and regular access by the bus service. The centre is 4 miles from the M56 which links to the M6 – M62.

4. Management, Staffing and Operation (including finance)

4.1 The staff are led by Joe and Maggie Forber with three other full time staff - all of whom are qualified coaches. They all work in Schools – coach and manage the community programme, oversee games and table official. All of the staff have been involved in the Club either as coaches or players or with Basketball in Manchester.

4.2 In partnership with Manchester City Council the Magic host a Part Time Development Officer who also coaches the Women's National League side. In addition they host experienced coach Jeff Jones, who is the Active Sports Basketball coordinator for the Greater Manchester Sports Partnership. Jeff is also a Director of the English Basketball Association. These two positions strengthen the existing partnerships with the local Authority who are very supportive and events and the development of the programme.

4.3 The programme is consistent across the year with no fundamental change during off the season.

- Weekdays
- From 5.30 To 10pm
- Saturday
- From 9am – 1.30 To depends on matches – 6pm – 10pm
- Sunday
- From 9am – 1.30 To 6pm – 9pm

4.4 The School have priority access during the day up until 5.30pm weekdays, term-time. During the summer six weeks the Magic organise and run camps. Last summer the centre closed for three weeks repair and maintenance however that will change in the future. The programme on the three courts is entirely Basketball with the exception of one hour which is devoted to a netball session delivered by Manchester City Council Sports Development.

4.5 The pricing structure is only set for the netball session which is £15 per hour and as such the Club does not hire out the facility. The principles are adopted by the club and how it organises and runs the facility. The budget is set around the clubs needs and in the main the community programmes funds the support of the National league programme although National League Players do not pay for training, however no players are paid to play for the club. As the Club is a Charity the club budget is the centre budget.

4.6 Although no formal business plan exists the planning of weekly revenue is enhanced by seeking grants. Magic have been successful in receiving Awards for All, funds from charitable trusts and England Basketball Club Development funding.

5. Marketing

5.1 The Club markets through local Schools activity – running sessions for Schools in partnership with the City Council. The feeling is that the club does lack awareness across the City. However with John Amaechi returning to play for the Magic may take a role that could assist in this awareness.

6. Partnerships and Sports Development (including events and competition)

6.1 The Club run a number of internal Leagues which in total have 160 (ave 8 players) teams per week and these are mostly young people. Approximately 25-30% of the players are female. Although the School is predominantly Asian it is a still a big challenge to increase the numbers of Asian girls playing in community time.

6.2 The National League Senior Men's team play in the EBL Conference League which sits below the Premier Men's League and attracts 300- 350 spectators per home game. In addition to the senior team the Magic run extensive Junior (under 18), Cadet (under 16) and Passerelle (Under 14 and 15) teams both male and female. They were the first club to achieve England Basketball's Five Star club accreditation award

7. Areas for future development and expansion

7.1 The programme is now so extensive the Magic current hire courts three evenings a week at a local school and the long term future would see Magic seeking to build another facility on the north side of Manchester.

8. Key Success Criteria

- **Participation through to National League programme**

The centre provides participation for young people and adults and an opportunity to progress through to National League standard. The centre recognised the important of providing quality coaching on a number of sessions keeping the cost to the performance player low.

- **Basketball people managing and developing the programme**

The basketball people managing the facility give priority to the development to basketball ahead of all other sports. The budget and programme planning are geared towards the growth in development of basketball.

- **"In-house" Development of coaches essential to success**

Through partnership with the City Council and the development of coaches formal qualifications and informal mentoring takes place throughout the basketball programme.

- **Strong volunteer commitment**

Volunteers come from current and ex-players, parents and they are actively encouraged to involve themselves in all aspects of the club's development.

- **Three courts dedicated to Basketball**

Significant time is allowed for participation and Performance coaching and competition. With fewer courts the opportunity for performance players to practice and be coached along with sufficient time for participations leagues to play and grow would be significantly limited.

- **High profile player as a role model**

The attraction of using a high profile player such as John Amaechi gives a focus to promotion and enables the activity of the club in the centre to be raised.

2. Common factors of good practice

- **A programme that has introductory participation with Schools through to a National League programme**

To ensure that the development of a programme has the full range of activity from introduction to performance at National League level in both male and females enables a progressive approach to the sport. From the case studies it is clear that Centre needs to reach out into the community. All of the case studies highlight the need for a centre to be pro-active with its local schools.

- **Participation programme support the performance element of the facility**

In the construction of the facility it is clear from the case studies that a minimum of two courts is needed. The participation programme is able to grow and be fed as described above, whilst allowing the performance programme enough time for its members to improve particular techniques. The income derived from the participation programme can be used to support the more expensive performance programme.

- **School Outreach programme the basis of developing Central Venue Leagues**

From the case studies all the centres have developed a schools outreach programme. This "promotional" work in schools is used to bring new players to centre. These players are then organised into teams with team managers and entered into a venue based league. In some cases coach and officials development supports this activity.

- **Basketball people managing and developing the programme**

From the case studies basketball with develop more readily if the managers have a Basketball background. This enables the Managers who have the know how to develop basketball. From the case studies this has brought the community together and ensures that basketball is given priority ahead of all other sports.

- **The Centre as a club as the management philosophy for the facility**

Two of the case studies see the centre as a whole as a clubs and the third is seeking to bring all basketball into one club. The development of an inclusive club based at the centre enables an easy movement of players and coaches through the club in an environment they are used to and comfortable with.

- **"In-house" Development of coaches essential to success with local College partnership.**

With a basketball "culture" within the centre the opportunity to develop coaches whilst they are players gives an opportunity for them to naturally progress into coaching in a supportive environment. In addition a partnership with a local educational establishment enables accreditation and further potential links to employment.

- **Two Basketball courts a minimum with an indoor and outdoor mix**

The provision of two full size basketball courts is the minimum requirement for the development of basketball. This allows sufficient time for participation at different ages and National League basketball and in both cases for both genders.

Appendix 1: Consultees

Barry Taylor – Manager – Nechells Community Sport Centre
Peter Mintoft – Head of Sports Development – Birmingham City Council
Chris Prior – Trustee - Jesse Boot Wildcats Basketball Centre
Pauline Prior – Manager - Jesse Boot Wildcats Basketball Centre
Chris Xzavier – South Nottingham College
Joe Forber – Manchester Magic
Matthew Baird – Facility Manager – England Basketball