

street
games
case study

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Report Subject:

Development of Doorstep Basketball in South London

Title:

Back to Basics with Basketball

Introduction

The South London estates based basketball programme has been developed by the Sport Action Zone team in North Southwark and North Lambeth – a doorstep sport project within the StreetGames network.

The programme is now running on 10 estates in Lambeth and Southwark as well as on estates in Brent. Working with a range of partners including Limelight, NIKE, London South Bank University, Positive Futures and Reach and Teach as well as Community Coaches.

The main objective and outcome of the programme is to increase participation amongst hard to reach groups. However, it has also been successful in capacity building within the local community via coaching, education and vocational training and the development of a grass roots structure that has led to the establishment of inner city satellite clubs that feed into both mainstream provision

and gifted and talented programmes.

How is the programme delivered?

The programme is built upon the key principles of doorstep sport; in terms of right time, right place, right price and right style. The estate based sessions are provided at facilities within the 'heart' of local communities, provided either free of charge or at a very low cost.

The skills of the delivery team are critical and outreach work is essential to raise awareness and engage directly with target communities. For some participants an element of 'hand holding' is required to secure their initial engagement.

The ethos of the estate based sessions is very much about providing participants with the opportunity to 'come and have a go and enjoy the sessions'. As such, coaches will focus



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far less on rules and technique (skills which can be learnt with onward referral) and the sessions will also have a 'social' feel to them – so that participants can develop friendships and an affinity with the group.

In order to develop the skills and pathways of participants, all of the programmes include a competition structure, such as 3 v 3 estate based leagues and tournaments and progression routes into inner city satellite clubs and beyond.

What has happened?

The programme has been extremely successful – some of the key outcomes to date include:

Lambeth

- Over 1,000 hours of structured basketball coaching delivered free to the local community in a safe and secure environment.
- 16 hours of regular basketball sessions delivered to multiple age and mixed gender groups - free of charge and openly accessible to the local community every week.
- Qualified 12 new Level 1 coaches from the local community – four of which are involved in ongoing coaching programmes within the communities in which they live.
- 8 newly qualified Community Sports Leaders from local community.
- Qualified 3 new Level 1 certified coaches from previously disengaged, excluded group – none of whom held any prior educational certification.
- Increased basketball participation within young people from the local community: 102 young people aged between 8-19 actively involved in the programme.
- Creation of a new community based satellite club called Kennington Topcats. 4 new teams are now competing for Kennington Topcats club at U12's, U14', U16's and U19 levels.
- 9 holiday basketball camps/clinics delivered over the course of the year with an average of 14 participants per camp/clinic – 126 total.
- One estate based 3 v 3 tournament held with a total of 60 participants from local community.
- 7 players from the newly formed community club, who were previously underperforming at school, have achieved GCSE's at grades A-C and are all now going on to further education.
- Nathaniel Befekadu who previously never participated in



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any regular sports activity prior to our programme, received the Most Improved Player Award and was selected for the London Regional District training squad. Also made significant improvements in school and home setting performance/behaviour.

- Active promotion of Healthy Living within all engaged young people.
- Active promotion of self-awareness, self-discipline and holistic learning within core engaged group Programme visits from VIPs including the Prime Minister, David Cameron and HRH Princess Anne who were both very impressed with the delivery and development elements of the programme.
- In excess of £500,000 in PR value through the Community Basketball Programme through the following media: TV (Channel 5, Channel 4), Radio (Choice FM), Newspapers (Evening Standard, The Times, South London Press).
- The Community Basketball Programme has been a key catalyst in attracting potential new investment into the Lilian Baylis SAZ/London Active Communities projects, other companies and funders investing in other parts of the building.

Southwark

- 116 hours of free, quality assured basketball coaching delivered to the community.
- 4 open participation engagement events (3 on 3 competitions and basketball coaching clinics) held within Brunswick Park, Peckham and Bermondsey estates and communities within the period.
- Open participation community coaching sessions set up for 8-11 year old males and females at Brunswick Park Community Centre. Sessions currently engage 23 regular participants for 4 hours each per week (12 boys, 11 girls).
- Open participation community coaching sessions set up for 11-16 year old males at Peckham Academy, utilising the extended schools sports facility provision. Sessions currently engage 40 regular participants for 2 hours each per week.
- Open participation community coaching sessions set up for 11-16 year old females at Notre Dame School, utilising the extended schools sports facility provision. Sessions currently engage 16 regular participants for 2 hours each per week.
- Open participation community coaching sessions set up for 11-16 year old males and females at Walworth



Academy. Sessions currently engage 25 participants per week for 2 hours each (21 males, 4 females). This session is used as a feeder for the now established 'Peckham Pride' basketball club.

- Constituted the 'Peckham Pride' satellite basketball club – the first community club to be established in Southwark as part of the Community Basketball Plan.
- Conducted the first ever 'female only' community basketball camp in Southwark.
- Conducted the first ever 'female only' community basketball 3 on 3 tournament in Southwark.

Basketball Pathways

The project provides a pathway for young people into regular basketball in the following ways shown in Table 1.

Table 1

PROJECT ACTIVITIES	PREPARATION FOR THE NGB STRUCTURE
Provides regular basketball playing opportunities for young people within their subjective neighbourhood	<ul style="list-style-type: none"> • Developing a sense of enjoyment in the game • Building up confidence • Developing new team-mates and friends • Developing playing skills • Reinforcing acceptable behaviour on court
Provision of opportunities for participants to access competitive basketball at the 'right' level via central venue leagues, local based leagues and regional tournaments	<ul style="list-style-type: none"> • Developing confidence in a competitive game • Getting used to playing against new teams and new players from other areas • Getting used to making the commitment to playing on a regular basis
The Development of inner city satellite clubs	<ul style="list-style-type: none"> • Developing playing skills and tactics • Provision of further pathways into mainstream provision and gifted and talented programmes

Key success factors

The success of the programme is seen to be the result of a range of factors which include:

- The use of the same coaches to deliver estate based sessions and inner city clubs to assist with onward referral of participants.
- The development of competition structure – which may include central venue leagues and local based leagues which can feed into regional tournaments.
- Ensuring that delivery staff have the 'right' skills to engage with the key target group – so that the sessions provided are enjoyable, motivating and varied. This may involve providing delivery staff with access to training courses beyond sports coaching qualifications in areas such as managing challenging behaviour, conflict resolution and the essentials of working with young people.
- The mentoring and up skilling of young participants and local community members, so that they can act as assistant coaches and role models.
- Ensuring that the 'style' of the estate based sessions is accessible to beginners and includes a social aspect to enable the coach to build a rapport with participants and for the participants to socialise and build friendships within the group.

- Strong partnerships and links with both sporting organisations (such as local clubs and NGBs) and non-sporting community organisations.
- A holistic approach that offers participants a range of pathways – which may include routes into community clubs, volunteering, officiating or sport related youth worker.
- Community consultation, to ensure that sessions are provided at the 'right' time, place and price to meet the needs of the key target group.

A selection of individual case studies are provided here.

Nataniel Naseer Lucas

Nataniel has been attending the Reach and Teach School of basketball since its inception in 2007 and has quickly emerged as a committed individual whose work ethic has gained him respect from all players, young and old.

Once Nataniel gained his Basketball Level I qualification he was happy to take on the responsibility of developing the younger players teaching them the game of basketball and how to respect one another. Nataniel developed his own coaching style and has worked for Reach and Teach and SAZ on many camps and tournaments and has also frequently assisted in the Community Basketball League.

Nataniel is currently studying at Southern Nazarene University in the USA, where he will play college basketball

and pursue his academic goal of a degree in Exercise Science and Public Speaking.

Kenneth Nzeyimana

Academically, Kenneth has continued to excel and on the basketball court, he has continued his dedication to practicing as hard as he can as often as he can which earned him a spot on the Westminster Warriors National league side who won the 2010 National Championship with a 24-0 record.

For the second year running Kenneth earned his place on the Lambeth basketball team who competed in the 2010 London Youth Games. Legendary coach, Jimmy Rogers, commented on his great attitude and impressive work ethic.

Since passing his Level I coaching Award Kenneth has been giving back with his time coaching and mentoring the younger players at MJ court, he has gained a tremendous amount of respect from all his teams and coaching staff for being an honest hard working team player.

Ramatu Jalloh

Ramatu has attended basketball coaching sessions at school in the morning from 6am as well as afterschool sessions whether they are Community based for her team The Peckham Pride or school sessions for Harris Girls Academy East Dulwich. Ramatu's work ethic, dedication and love for basketball are second to none sometimes



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using her church hall for her own developmental sessions as well that she does on her own. In the space of 3 years Ramatu has only missed one training session which was due to her sister having an accident.

Both for her club and her school team Ramatu also known as Rambo, embodies everything that her coach is achieving with a special group of children across the borough of Southwark. Ramatu's story of life is a true inspiration to everyone and uses failure and success as means of motivation.

This year has been a great year for Ramatu, being selected for the London under 15s and under 17s girls teams as well as being one of the leaders on her school team to make the London Semi Final and London Final of the English Schools Basketball competition. Also her team the Peckham Pride were winners of the girls under 18s Community Basketball League and runners up in the under 16s league. All achieved with Ramatu being 14 years old. Ramatu has represented the borough of Southwark at the London Youth 3 years in a row since 2008, the most of any girl playing basketball in Southwark at the moment'.

The goal for Ramatu is to study in the US – Maryland in particular – go to high school and college and then make the WNBA. With an attitude that she has and that trickles down through her team, the sky is the limit for this fantastic individual.

StreetGames

StreetGames is a national partner of Sport England and a centre of expertise for developing doorstep sport in disadvantaged communities.

The charity supports community based sports projects that deliver sport and volunteering opportunities to young people living in the 20% most deprived wards in the UK.

StreetGames works with National Governing Bodies of Sport to establish and develop links between community and mainstream sport. Recognised by the London 2012 Olympic & Paralympic Games Inspire Mark, StreetGames is creating a lasting legacy of doorstep sport in the UK.

