



A Regal Summer 2018

Introduction

Following on from the continued growth of basketball provision here at The Hub, a full summer of basketball activities was designed. Working in partnership with many of the existing Black Prince Trust (BPT) basketball partners, BPT committed to in kind facility usage for over 180 hours of “Free to User” basketball provision delivered by BPT and its partners.

The community team at BPT considered the feedback provided by users during the consultation session back in April 2018. At this consultation basketball users and partners highlighted that they would like to see a balance between structured sessions and open court time, not only during the week but also during the school holidays and off season.

Individual meetings were conducted with BPT Basketball Partners to see what programmes they could deliver as part of “A Regal Summer”. From these meetings a six-week programme was designed to balance the needs not only of the local community but also the basketball community. The overall programme not only included day time usage but also incorporated evening and weekends.

Partners and delivery

The six-week programme was designed via the partnership approach and offered the community scrimmages, open sessions, camps, skills sessions, tournaments and official & referee education courses. The partners included Ball Is London, The London Basketball Association, Dunk Elite, Team Elite Basketball and Footfire.

Each partner who committed to summer delivery used their personal social media and marketing channels not only to promote their part in the programme but also the full programme and other partners delivery. This approach to working together to promote grassroots participation and official education was a unique opportunity to evidence the power of likeminded basketball organisations working together to promote, encourage and develop activities and programmes to widen and expand basketball participation within London.



Social Media

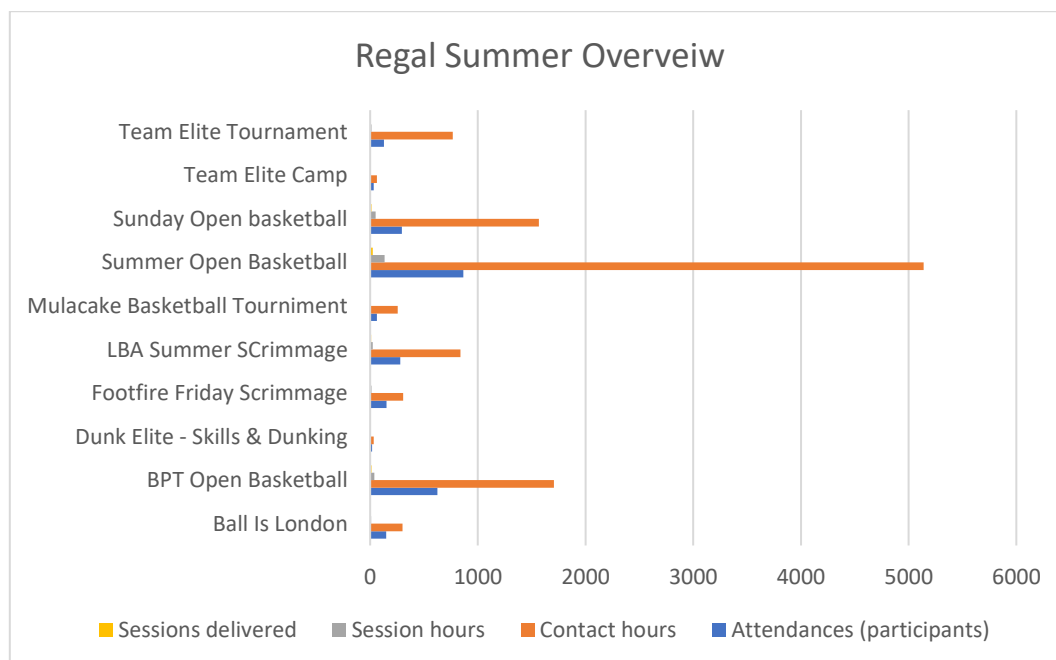
Key to raising awareness of ‘a Regal Summer’ and the provision on offer to the basketball community was the use of social media and the reach of the partners committed to delivering as part of the programme.

Partner	Twitter (followers)	Instagram (Followers)
Official Footfire	716	2156
Ball Is London	53	1632
Dunk Elite	1500	121k
Team Elite	737	122
London Basketball Association	1080	1665
London Lions	5301	10.3k
Kennington Generals	245	251
Always Ballin Brand	1779	2742
Who’s Got Game	582	1008

This approach maximised the reach of the programme and the opportunities of the basketball community to take part in free basketball provision during the six weeks.

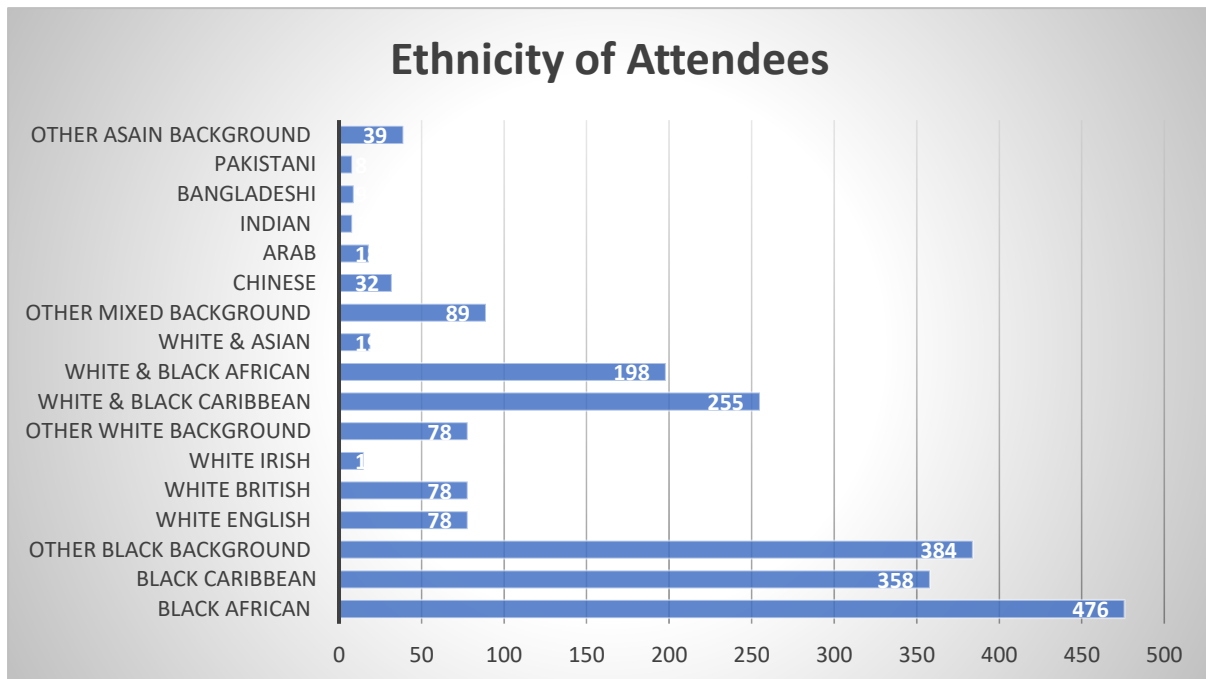
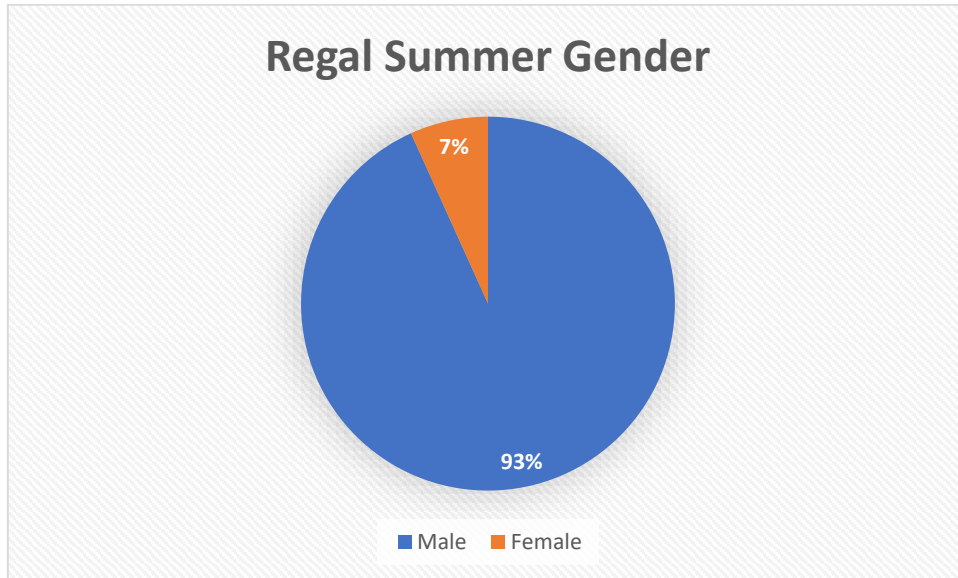
Monitoring the programme

A key part of the programme was to realistically show the impact that ‘A Regal Summer’ was to have on the community. Using BPT’s monitoring and evaluation system “Upshot” we recorded sessions delivered, session hours, contact hours, attendances, Head Counts and unique users of the programme. As an example, the below graph shows that the programme delivered 24 sessions equalling 70 session hours, had 286 unique users, 590 attendances and had 2071 contact hours with members of the basketball community.



The System also allowed us to monitor the personal details of each user which included name, date of birth, ethnicity and postcode. This information allowed BPT to fully understand the makeup of its basketball users and the pan London footprint of the provision on offer by BPT and its basketball partners.

The below chart shows the percentages of male and female attendees during the Regal Summer programme.



During the “Regal Summer” programme we had attendees from 51 districts across the UK and several international visitors including Israel, Germany and USA. The below shows the districts the attendees lived.

