



Strategy on a page

Vision	Basketball For All				
Mission	To Serve And Grow The Game				
Strategic Priorities and Key KPIs					
1. Membership	2. Game	3. Revenue	4. Talent	5. EDI	
1. Increase membership from 40k to 80k 2. Improve member service through digital systems and response rates 3. Increase number of teams in NBL and improve structure 4. Increase the number of affiliated local leagues/clubs 4. Grow participation via BE programmes (Jr. NBA, Slam Jam, schools) and convert to membership	1. Increase volume and quality coaches trained 2. Increase volume and quality coaches trained and deployed 3. Increase number of learners who sign up to training and education courses 4. Develop, support and govern regions to facilitate membership growth via local delivery through strong volunteer and club network	1. Diversify and increase commercial revenue via BE shop (merchandise/ equipment/tickets), sponsorship and partnerships	1. Improve English talent via exposure to best coaching on England Talent Pathway 2. Increase in number of players/coaches in the talent pathway 3. Win medals at Commonwealth Games with – at least 1 gold, 1 silver 4. Maximise opportunities for players to compete in 3x3 and increase talent pool of 3x3 players	1. Publish and implement DIAP 2. Reduce disparity between male/female participation 3. Improve data and insight on member demographics 4. Use campaigns such as #ProjectSwish and #TogetherWeAreBasketbAL to reduce inequalities and celebrate the power of basketball to change lives	
Strong Governance and support services: Safeguarding, People Development, Financial management , Communications/campaigning, Discipline and standards, Customer Service, Digital Data collection, analysis and insight					