



basketballscotland

CHANGING THE GAME: INTRODUCTION

Over the past decade we have seen consistent growth in the number of people active within basketball in Scotland. However, there is much room for improvement in our game in order that the sport realises its potential.

We believe it is the right time to increase change in fundamental areas that will ensure our sport has a solid foundation for continued growth.

We believe the sport can have a wider impact by ensuring a positive experience for all, through enjoyment, focus on continuous improvement, developing skills for life and a ensuring a positive impact on wellbeing.

Moreover, we believe that a positive culture of collaboration between clubs, and with the governing body, is vital to help ensure that the various parts of the sport are connected; when individual clubs work together, solve problems and share learning, the whole sport improves and begins to realise its potential.

The areas of focus within Changing The Game are written for all parts of the game, and incorporate our inclusion focus on disability, race, deprivation and gender.

Changing the Game is comprised of **three key elements**:

1. The Blueprint for basketball in Scotland, comprising of our core beliefs, our belief in people and our values
2. The Strategy for how we will develop the sport over the next five years
3. Individual Plans to support each element of the Strategy (to be developed at appropriate stages in the delivery of the Strategy), each one embedding the core beliefs, our belief in people and our values, as outlined in the Blueprint.

This Blueprint and Strategy for basketball set out a long-term direction for the sport, focused on **two strategic pillars**:

1. Creating a positive, collaborative culture focused on continuous improvement
2. Supporting and developing the people who deliver the game.

BASKETBALLSCOTLAND

CHANGING THE GAME

Blueprint for Basketball in Scotland

2020-2025

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1. BLUEPRINT: INTRODUCTION

This document outlines the foundation for our Strategy for basketball in Scotland. In effect, it is a blueprint of the principles and ideas which will be fundamental to how we improve and grow the game.

The Blueprint sets out our key beliefs, our belief in people and the values that inform these beliefs. We also outline how we will help to develop a positive culture with continuous improvement at its heart.

At its heart, we believe that such a document is vital, as it sets out who we all need to be, individually and collectively, in order to deliver the Strategy and achieve its objectives. Nobody who loves, plays, coaches or supports our game, is excluded from this Blueprint. Why? Because we believe that the culture of basketball is key to its success, and everyone involved in our game is a part of that culture.

It is our hope that all clubs - and individuals within these clubs - will make use of these beliefs and values and use them to inform and underpin how they develop and grow.





2. WHO WE ARE: OUR CORE BELIEFS

The following beliefs underpin the strategic direction of **basketballscotland** and the basketball community in Scotland:

- We believe in the importance of positive culture and behaviours throughout all aspects of the sport.
- It is the responsibility of everyone attached to **basketballscotland** to help drive forward a sport that always works to be a positive influence in the lives of all those involved in the game.
- It is our role to support, enable and empower the basketball community to improve in all areas, both on and off the court.
- We should be approachable, visible and engaged in the community.
- We are one sport, whether that be male, female, wheelchair or mixed participation, and every person has knowledge and experience to share that can aid the overall development of the sport.
- We value individuals and clubs who share our beliefs, and who hold themselves accountable for their own progress and actions.
- We believe in respecting each individual's ambitions, and in supporting those ambitions by helping people to be in the right environment with the right support to succeed.
- Excitement and enjoyment should be embraced as a natural part of our sport, and everyone has a role to play in creating a positive atmosphere and sense of spectacle.



2. WHO WE ARE: OUR BELIEF IN PEOPLE

We believe that people should be at the heart of everything we do. The following beliefs influence the strategic direction of **basketballscotland** and the basketball community in Scotland:

- Our sport is for everyone, regardless of gender, ability, race, deprivation, religion, age or height.
- Nobody should be excluded from basketball due to their financial circumstances.
- We advocate a holistic approach to growth in those associated with our game. The more we care about the whole person, the more each person will improve. Individual and collective wellbeing is fundamental to development in all ages and in all roles within the sport.
- By caring for people, we increase the chances that they will improve within basketball. Caring is demonstrated by the actions and words delivered by everyone associated with the game.
- Positive and constructive feedback are regarded as integral to the experience of learning and improving.
- Listening is an important part of effective communication, and everyone's opinion should be respected.
- Basketball skills are inextricably linked to skills for life. We believe in embedding this connection within how the sport is taught.
- People who have previously contributed to our game should still feel connected and involved, and their legacy respected.
- Basketball should provide a sense of community and belonging for those engaged within it, as well as a place for friendship and support.

2. WHO WE ARE: OUR VALUES



TAKING RESPONSIBILITY:

We are accountable for our actions



BEING BRAVE:

We do the right thing even when it is difficult



WORKING AS A TEAM:

We work together positively for the sport



ALWAYS IMPROVING

We challenge ourselves and each other to continually improve

3. DEVELOPING OUR CULTURE

We aspire to create and demonstrate a positive, collaborative culture of continuous improvement where:

- We are all responsible for the culture we wish to see in our sport and our clubs, and everyone has their role to play in that culture (players, coaches, officials, administrators, parents and fans alike).
- Our sport actively works to include everyone in our culture, no matter their gender, race or ability.
- We all have a responsibility to help the game develop positively, and a responsibility to challenge behaviours that potentially damage the game.
- There is no shame in making mistakes where there is an appetite to learn and move on.
- It is the responsibility of all in the game to develop a supportive culture that accepts error as an integral part of improvement.
- As a sport, we actively seek out and promote successes beyond simply winning games and titles.





4. CREATING A POSITIVE, COLLABORATIVE CULTURE OF CONTINUOUS IMPROVEMENT

- The culture of our sport will be defined by how we act and behave as individuals and how we work together.
- We commit to driving the culture in our community by acting in accordance with our beliefs and values.
- We will support and work with people who demonstrate that they share our beliefs and values through their behaviours.
- We will embed the following behaviours by promoting them through our education, policies, processes and communications.



5. OUR CONTEXT

While our priority is to do what is right for both the sport and the people who participate in it, we believe we have a role in contributing to wider sport and societal and environmental aims from our immediate impact on sport in Scotland to the United Nation's sustainable development goals. We intend to be mindful of these and contribute wherever possible.



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