

Project brief: British Elite Women's Basketball Competition

British Basketball (BB) plans to establish a vision for a business case, a project brief and a project team to consider the key elements in establishing an elite women's basketball league in the UK. The project is designed to feed off the back of the London 2012 Olympics and the commercial opportunities that may arise as a result.

The Performance Management Group within British Basketball has identified the need for a professional or semi-professional women's league involving the home countries. BB has been concerned with the level of the top end professional game in the home countries for some time. These concerns have centred on the need to enhance the British national team and the development of its contending players, and how best to showcase the game in the home countries and in Europe. The establishment of a new elite women's league is seen as an enhancement for the national women's team quality and competitiveness. A league based on European quality is desired to improve the performance pathway for coaches, players and referees.

Business case:

What is the purpose?

- To make the national team better
- To raise the profile of women's basketball in the UK

Why is it needed?

- The netball super league has indicated that women's sport can be featured on TV and can help the profile of the game. It is believed that women's basketball has the same if not more potential in profile and performance.
- An elite women's league would better market basketball in the home countries
- There is a need for a level of corporate investment which demands a better product and partnership value through a recasting of a basketball product.

Project brief

What are the terms of reference and the project brief for the project team?

- Considering the England super netball league as a base examine the key elements in establishing an elite women's league that will enhance both profile and performance for women's basketball in the UK.
- The new league should be established to provide a vehicle for the best UK teams to access European club competition but learn the lessons from the UK's last European club competitor: the Rhonda Valley
- The vision is for the formation of new teams with centralised coordination and control beyond the existing home nation national division one leagues,
- The vision will include a vision for improving the key aspects aspect of development and performance for teams, players, coaches and referees with a commercial orientation

- Will feature a commercial component for a period of 4 to 5 years with corporate investment to support a package for TV
- The vision will build on the lessons learned from netball's super league and other women's leagues throughout the world
- The league will be well placed to encourage team/s from the new elite women's league to qualify and play in Europe
- The schedule will be packaged appropriately for TV and most likely be of a shorter duration to fit within the European competition window so as to best advantage British-based players
- The league should be a vehicle for players returning from US colleges in the hope of providing a continuation of their career
- The league should not replace the existing home nation teams and current quality but add value to them

Project team

Who would be on the project team and what stakeholders need to be represented at this stage?

Roles and representatives from key sectors both internal and external to basketball should be identified within the project team and to develop the project brief.

Potential Stakeholder representation in the project plan

1. Women's High Performance Coach
2. Player recruitment and player representative
3. Commercial investors who maybe interested in an elite women's the league
4. TV production expertise
5. Expertise in Establishing a new club franchise infrastructure including a volunteer base and spectator marketing plan
6. Semi-professional women's competition management and leadership

A project team will be formed to consider the project brief and help establish a business case for an elite women's basketball league, and a project plan to the establish the new league. It is for the Project Chair and the BB High Performance representative to finalise the group but representation would most likely include the following:

- Project chair, BB High Performance rep, National player representative, BB commercial representative, independent commercial investor rep, TV production house rep, elite women's coach, person familiar with European women's competition, Netball super league consultant, FIBA Europe competitions representative, home nations competitions rep.

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26 September 2011