



Hoopsfix Foundation 10th Board Meeting Minutes

Date: 14th July 2026

Time: 6:00pm

Location: Google Meet

Attendees: Sam Neter (Executive Director)

Richard Frost (Director)

Faith Okwuosa (Director)

Roberta Guerrina (Director)

Apologies: Steve Nelson (Chair)

1. Office and Community Space

The Foundation has secured its first office, a 700 square foot space on the second floor of a warehouse in Bow, on a one-year lease. The mezzanine houses a studio and the floor below has three desks and a community space. The space was fitted out with support from the Jordan Brand Purpose partnership, and the aim is for it to be self-funding by the end of the year.

The Foundation hosted its first in-person placement student, from Sheffield Hallam University, who attended weekly. After the summer the space will be programmed more intentionally with workshops and panels.

2. Court Renovation Projects

The School for Social Entrepreneurs match funding has been fully secured after the Foundation met its trading income target within the first three months of the programme. The funds are earmarked for Bethnal Green Gardens, covering new hoops, backboards, posts and floor artwork. Work is expected to start in September with a launch event and coaching sessions to follow. The Board agreed that Hoopsfix Foundation branding should lead on court projects.

Hackney Downs is complete except for the artwork, which is scheduled for this month. Brighton Beach is complete and has been well received. The Bristol court has been

approved by the Council and the funding reconfirmed, with the Foundation awaiting confirmation of next steps. Roberta will follow up with her local contacts.

The Foundation has committed funding towards converting the Joe White Gardens multi-use games area into a dedicated basketball court, alongside funding secured by the Council. In Preston, the Foundation is funding new hoops and artwork for two recently resurfaced courts.

The Foundation is reapplying to the London Active Spaces Fund for Ravenscourt Park. Consultation is underway at Argyle Square in King's Cross with work expected in early spring 2027, and an application is being made to the Mayor of London's basketball facilities fund for Ravenscourt Park.

3. Hoopsfix All-Star Classic and Summer League

The twelfth Hoopsfix All-Star Classic was delivered in May. The Board noted the rising cost of staging the event and that Crystal Palace National Sports Centre is closing in September for a two-year refurbishment, meaning a new venue is needed for next year. Options were discussed, including hiring a space and building the event from scratch. Jordan Brand has indicated the Classic will be a bigger part of its plans next year.

The fifth Summer League was delivered at Brixton Recreation Centre. The event did not break even this year and the Board discussed a more sustainable model for the future, including a workforce training approach that would bring in young people not in education, employment or training as event staff. The Board noted the event's value as a training ground for young staff, with one former team member recently hired by a professional franchise.

4. New Initiatives

The Hoopsfix Elite trip to Paris was delivered despite significant disruption from the heat and venue closures. Jordan Brand is keen to continue the exchange, with the Paris team to visit London next summer and a return trip the year after.

The Board discussed the potential to expand the Hoopsfix conference into an international format with world-class speakers and NBA and European representation, and saw a gap in the market for such an event.

The Board discussed the potential launch of an Under 19 League in response to demand from academies. The Foundation is working to confirm funding and would hire someone to operate the league. Fixtures would be scheduled so clubs can take part alongside existing competitions.

5. Impact Measurement and Storytelling

The Board agreed to develop a formal impact measurement framework for the Foundation's court projects and programmes. Ideas discussed included QR code check-ins at courts with

a raffle incentive, with any demographic data stored securely and separately from contact details.

The Board again raised the need to better tell the Foundation's story. Beneficiaries extend beyond players to the wider community and local economy. A mixtape-style video visiting every refurbished court with community interviews was suggested.

6. Staffing and Operations

The Board discussed the Foundation's staffing needs ahead of a hiring decision before the end of the year. Two options were discussed: an operations role covering logistics, venues, suppliers and insurance, or a commercial role driving sponsorship year-round, with a possible split between the two on a part-time basis. The Board agreed to explore a short commercial trial.

The Board asked for the Foundation's key metrics and three to five year goals to be defined, to give an overarching direction for commercial pitches and hiring. An accountant has been engaged and last year's accounts have been filed. Upcoming events include the Jordan Brand European Finals, two clinics and Foot Locker's Manchester event.

7. Next Steps

- Hoopsfix Foundation branding will lead on the Bethnal Green Gardens refurbishment and future court projects.
- Roberta will follow up with Bristol contacts on the Albany Green court project.
- Sam will develop a court impact measurement methodology, exploring QR code check-ins with a raffle incentive and secure storage of demographic data.
- Sam will explore a short commercial trial and report back to the Board.
- The Board will define the Foundation's key metrics and three to five year goals to frame commercial pitches and hiring.
- Sam will progress the Under 19 League ahead of a potential September launch.
- Sam will send the invite for the next board meeting.

8. Date of Next Meeting

The Board has agreed to meet quarterly on the second Tuesday of January, April, July and October at 6:00pm. The next board meeting is scheduled for Tuesday 13th October 2026.

Meeting adjourned at 7:00pm

Minutes submitted by Sam Neter