



Hoopsfix Foundation 9th Board Meeting Minutes

Date: 24th April 2025

Time: 5:00pm

Location: Google Meet

Attendees: Steve Nelson (Chair)

Sam Neter (Executive Director)

Richard Frost (Director)

Faith Okwuosa (Director)

Roberta Guerrina (Director)

1. Welcome and Introductions

The Board welcomed Professor Roberta Guerrina to her first meeting following her appointment as a Director. Roberta is Professor of Politics at the University of Bristol and a long-standing national league and GB Maxis coach. Each board member introduced themselves and their background in the game.

Sam will register Roberta as a director with Companies House following the meeting.

2. Academic Taskforce and Research

The recruitment process for the board position attracted a strong field of academic applicants, several of whom offered to stay involved in a research capacity. The Foundation intends to establish an academic think tank to identify where evidence and peer-reviewed research is needed to support the case for British basketball with decision makers, funders and councils.

The outdoor court usage paper remains with a journal. Roberta will work with Sam to review it and secure publication. The Board agreed the think tank could become a revenue stream, with the Foundation offering research and consultancy services to federations and organisations. Roberta noted that university involvement would also support ethics approval and could form the basis of an impact case study. Steve will share the research priorities of the University of Bath sports advisory group.

3. Jordan Brand Partnership

The Foundation has been confirmed as an official Jordan Brand Purpose Partner for the coming year. The partnership supports the Hoopsfix All-Star Classic alongside three further areas of work: youth basketball, girls' and women's participation, and the long-term sustainability of the Foundation. The Board will consider how best to use the sustainability element to build capacity within the organisation.

Sam attended the Nike Lift leadership development programme in Amsterdam alongside Nike and Jordan Brand's European community partners, which has helped strengthen the relationship.

4. Court Renovation Projects

Work at Turnpike Lane in Haringey began this week, with resurfacing, new hoops and backboards and full artwork. The Foundation has contributed to the project, including funds raised in tribute to a local player who passed away. Completion is expected in the first week of May.

Phase two of the Brighton Beach court (artwork and paintwork) is about to start and will be finished by the end of May, with a launch event on Saturday 31st May. Foot Locker has come on board as a supporter of the project.

The grant agreement for Hackney Downs has been signed with Hackney Council. The investment covers the double court, multi-use games area and floodlights, and the court will be done in tribute to Joe White, linking to the documentary. Work starts in July with completion expected by the end of September. Steve suggested the project be used to encourage donations towards the documentary's remaining licensing costs.

Funding is agreed for Albany Green in Bristol and the Foundation is working with Bristol City Council on the planning details. Gibbons Park in Brent is moving into procurement following public consultation, and a site at Horn Fair Park in Greenwich is being assessed. The Foundation has also been invited to submit a full application to the London Marathon Foundation, on behalf of Hammersmith and Fulham Council, to refurbish the courts at Ravenscourt Park.

5. School for Social Entrepreneurs Scale-Up Programme

The Foundation has secured its first public grant after three years of applications, being accepted onto the School for Social Entrepreneurs Scale-Up Programme funded by London Marathon Foundation. The programme offers match funding against growth in trading income this year, alongside monthly mentoring sessions. The Foundation's trading focus will be its court renovation services, with a refined offer to councils, brands and organisations.

6. Marketing and Storytelling

Faith raised the need to get the basketballcourtsnear.me blog up and running given the volume of projects to talk about. The Board agreed that the Foundation needs to do a better job of communicating its work. Roberta offered to help write the first blog piece.

Rich followed up after the meeting to propose a dedicated Foundation marketing strategy, built around content on the culture of the game, that would both raise awareness and serve as the reporting mechanism for partners. Rich and Sam will meet to develop this.

7. Summer Events

The Hoopsfix All-Star Classic takes place on 25th May. This year the Saturday evening will host the UK qualifier for Jordan Brand's The One 1v1 competition, with winners progressing to the European finals in London in July. The weekend also includes the under 12s clinic and the coaching and development conference.

The Summer League starts on 13th June at Brixton Recreation Centre for five Sundays, with men's, women's, boys' and girls' divisions. Foot Locker is supporting activity on the Foundation's courts over the summer, including a proposal to add further hoops at Clapham Common, subject to Council approval. Early conversations are also taking place about a Hoopsfix Elite game against a Paris team.

8. Heritage Fund Application

An application has been submitted to the National Lottery Heritage Fund to build a historical database of British basketball results and statistics, drawing on the archive at the University of Worcester. All federations have provided letters of support and agreed to use it as their official source of data. A decision is expected by 1st May.

9. Next Steps

- Steve will share the University of Bath sports advisory group priorities with Sam.
- Steve will connect Sam with a contact who sources facilities for businesses, to explore pro bono support.
- Sam will send the meeting notes to Roberta as a reference for the blog.
- Sam will register Roberta as a director with Companies House.
- Board members will consider how best to use the organisational sustainability element of the Jordan Brand partnership.
- Rich and Sam will meet to develop a Foundation marketing strategy.
- Board members to confirm attendance at the Hoopsfix All-Star Classic on 25th May.

10. Date of Next Meeting

The next board meeting date will be confirmed in due course.

Meeting adjourned at 5:55pm
Minutes submitted by Sam Neter