



North Herts Knights Basketball Club Development Plan

2025-2030 Strategic Vision

Introduction

The North Herts Knights Basketball Club is dedicated to developing basketball talent in the North Hertfordshire region while fostering a strong community spirit. This development plan outlines strategic goals and initiatives to grow the club, enhance player development, and strengthen its presence in local and regional basketball.

Vision Statement

To become the leading basketball club in North Hertfordshire, known for excellence in player development, community engagement, and competitive success.

Mission Statement

Our mission is to provide a supportive and inclusive environment that encourages individuals of all ages and abilities to participate, develop, and excel in basketball.

Core Values

- Inclusivity – Welcoming players of all backgrounds and abilities.
- Player Development – Fostering technical skills, teamwork, and leadership.
- Community Engagement – Building strong ties with local schools, businesses, and organizations.
- Sportsmanship – Emphasizing respect, integrity, and fair play.

Strategic Objectives

1. Increase Participation and Membership
2. Enhance Player Development Pathways
3. Strengthen Coaching and Volunteer Structure
4. Improve Facilities and Resources
5. Boost Community Engagement and Partnerships, and
6. Achieve Competitive Success.

Development Strategies

1. Increase Participation and Membership

- Target Groups: Primary and secondary school students, adults, and wheelchair basketball players.
- Initiatives:
 - Deliver basketball taster sessions in local schools.
 - Develop girls-only sessions to increase female participation.
 - Establish social basketball leagues for adults.

Key Target: Achieve a 20% increase in membership within three years.

2. Enhance Player Development Pathways

- Youth Development:
- Introduce structured player development programs with clear progression pathways.
- Provide specialized training camps during school holidays.
- Provide specialized basketball strength and conditioning training for squads
- Elite Pathway:
 - Establish links with professional clubs, regional academies, and colleges.

- Develop a 'Knights Talent ID Program' to identify and nurture high-potential players.

Key Target: Develop at least five players annually who progress to regional or national squads.

3. Strengthen Coaching and Volunteer Structure

- Recruit and train new coaches with clear mentoring support.
- Provide subsidized access to Basketball England coaching qualifications.
- Create a volunteer structure to support matchday operations, fundraising, and events.

Key Target: Increase the number of qualified coaches to level 2 and having one paid coach for each national league age group.

4. Improve Facilities and Resources

- Develop partnerships with local leisure centers and schools to secure additional training space.
- Secure funding for new equipment, including balls, kits, and strength/conditioning tools.

Key Target: Secure an additional primary training venue within 18 months.

5. Boost Community Engagement and Partnerships

- Establish partnerships with local schools to integrate basketball into PE curriculums.
- Develop links with local businesses for sponsorship and funding.
- Host annual community events such as 3x3 tournaments during off season.

Key Target: Organize at least three major community events annually.

6. Achieve Competitive Success

- Develop a structured approach to competing in Basketball England leagues at multiple age levels.
- Focus on building strong team identities across all squads.
- Create pathways for players to move from junior to senior teams.

Key Target: To get top three national league placing across each age group.

Implementation Plan

Objective	Action Steps	Timeline	Responsibility
Increase Membership	Launch taster sessions in schools	Year 1	Club Development Officer
Enhance Player Pathways	Introduce the 'Knights Talent ID Program'	Year 2	Head Coach
Strengthen Coaching Structure	Recruit 2 new volunteer coaches	Year 1	Coaching Coordinator
Improve Facilities	Secure an additional training venue or improvements to the current venues.	Year 1	Club Secretary
Community Engagement	Host an annual community tournament	Year 2	Events Coordinator
Achieve Competitive Success	Enter 2 new age groups in leagues	Year 3	Head Coach

Financial Plan

- Funding Sources: Membership fees, sponsorship, fundraising events, and grant applications.
- Projected Budget Growth: Increase annual budget by 25% to support expanded programs and facilities.

Monitoring and Evaluation

- Regularly review progress against objectives in quarterly committee meetings.
- Conduct player and parent feedback surveys annually.
- Produce an annual development report to share with stakeholders.

Conclusion

The North Herts Knights Basketball Club Development Plan is designed to ensure sustainable growth while enhancing the experience for players, coaches, and supporters. By following this strategic roadmap, the club can develop both its competitive success and community impact over the next five years.

John Houlihan - Chairman

Adam Sullivan - Vice Chair

Nina Roberts - Treasurer

Luke Patterson - Co-Head of Youth Basketball

Ben Ryan - Co-Head of Youth Basketball

Dave Turner - Coach