
SERVICECATALOGUE


## Service Catalogue

## 2021/2022 Season



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## Introduction

In 2014 James Davies recognised that there was not a league structure in place for young people playing basketball competitively in the Midlands.


Teams were only able to play at National League level and he knew there were children out there playing who would never have an opportunity to experience playing in a league format that ended in a final.

James' vision was to start the Youth Basketball League (YBL), with a lot of determination, hard work and lack of sleep it began with a handful of clubs.

James' idea started to grow momentum and players and clubs that were enjoying the experience started telling other clubs and they wanted to see what it was all about and have never looked back.

As the YBL grew so did James'vision when the West Midlands Women's League folded, he decided that they should also come into the YBL family, but he didn't stop there he wanted the YBL to be fully inclusive. So along came the Wheelchair Development League, Development Men's League and 'All-Girls'as well as pathways for clubs and their workforces.

To have a more inclusive name he also changed the name to 'Your Basketball League', but the Youth Basketball League is still here as our junior league brand.

As we approach the 2021/2022 season after a pandemic, James and the rest of the YBL Directors and staff are ready to welcome everyone back to enjoy what the YBL have to offer for this season...

## History of the YBL



2014-2015
May 2014 - the Youth Basketball League was formed.
2014/2015 being our first season with U12, U14, U16 \& U19 leagues 10 Clubs - 26 Teams

Our first one-day final in 2015 was at Perry Barr - Birmingham


2015/2016 the YBL changed our league format to U11, U13, U15, U17 \& U19
2015-2016
Our second year YBL Championships was born and was held at Nechells Wellbeing Centre over two-days, introducing semifinals

Our first development tournament was held in August 2016
2017/2018 following the collapse West Midlands Women's Basketball League, they joined the YBL Family.


May 2017 the YBL become a Community Interest Company
2018 - present
2018/2019 women's participation doubled in size
Men's Development League provided a transition from junior to senior level.

We moved our YBL Championships to Worcester University which saw record number of spectators
2019/2020 introduced our first Under 9 Central Venue League \& wheelchair development league

In 2020 the YBL became Your Basketball League, to show the inclusive diversity of our organisation.

2020/2021 we introduced the first All-cirls leagues


Home of YBL Clothing



## League Statistics

A lot of work goes on behind the scenes, here is the exponential organic growth of the YBL since 2014.

Top stats 2014-2021


## Players



Playing divisions

| U9 CVL |
| :--- |
| in 2020 |


| U11 CVL |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| in 2020 |

in 2019

Officials


Board \& Staff


## Social \& website

| site views | 21,607 in 2019/2020 |
| :---: | :---: |
| $46 \%{ }_{\substack{\text { increase } \\ \text { ofserse } \\ \text { 2inc/2019 }}}^{\substack{\text { in }}}$ | 11,894 in 2018/2019 |
| YouTube Views All videos collectively | 3,401 March 2021 |
| 76\% | 820 August 2020 |
| 8\% 106 | 98 March 2021 |
| $\begin{aligned} & \text { Twitter Views } \\ & \hline 10 \% \\ & \hline \end{aligned}$ | August $2020 \quad 583$ March 2021 |
| Instagram Views |  |
| 6\% 1,075 | guust 2020 1,139 march 2021 |

## Digital publications readership

Date of issue to 12 March 2021

| Full Court |
| :--- |
| 1,408 Issue 1 1,188 |
| Issue 2 |
| In the Zone |
| $\mathbf{8 2}$ |

## Looking to the future

The YBLs is pioneering the way for grassroots and developmental basketball in nearly every aspect of the game.

We look to forge lasting relationships and partnerships with organisations and businesses to help the YBL flourish.

We continue to look at the development of everyone involved in basketball to support and mentor them through their YBL journey.

## Building basketball connections to help our members

The YBL are pleased to be working with some extraordinary people at Newcastle Eagles
 Community Foundation, South Wales Basketball Association, All City Basketball's 'Building the Athlete', Bigfoot Basketball Ltd., and Starting5 Ltd.

These relationships will benefit the YBL and our members.

## Safeguarding and Compliance

We have a dedicated Board Member who looks after the safeguarding and wellbeing of all our members, working with with all our partners and governing bodies to make sure that everyone has a safe and welcoming environment to participate in their favourite sport.


## Our digital publications

The YBL provides two digital magazines for everyone to keep up to date with all things YBL and basketball.

In-season 'In the Zone' provides everyone with league updates, championships progress, match reports, as well as news and offers.

Our'Full Court’magazine gives the wider basketball community articles and interviews to celebrate the game we love.

All free on our website.
To get notified of these releases you can sign-up, or follow us on Instagram, YouTube, Facebook and Twitter.

## Member Services

The YBL is unique. We provide friendly competitive basketball as well as mentoring and development.

League games structure
Play-off structure
Championships structure
Additional competition structures
Development All-Girls league All-Girls player retention programme

Development Wheelchair Leagues
Player pathway
Skills and development
Referee pathway *
Table Official pathway *
Statistician pathway*
Coaches pathway*
Club pathway* (*See Development Pathway)
Appointment of referees
Learning and mentoring programme for 2PO \& 3PO (2/3-person-officiating)

YBL members can access subsidised courses.

Honours List and YBL Awards

Junior associate programme
Mentoring for officials and club personal

Digital publications
YBL social media platforms

Dedicated staff
Safeguarding \& Compliance Development
Website and Publications Inclusion

Development tournaments promoting opportunities for players, coaches and officials

Dedicated Club Admin page
Secure pages for clubs administrators
Official kit and clothing partner with special offers for YBL members

Dedicated website with fixtures \& results, news, courses and events

Volunteer support
YBL telephone and email support during our office hours

Member clubs out of hours services

## Development for all (Development Pathway)

If we had a middle name, it would be 'development:'

Our Development Pathway booklet outlines those journeys in basketball to player to club administrator.

This living document is updated on a regular basis when new courses and opportunities arise.


## Mini \& Junior YBL REGULAR SEASON-ZONALLEAGUES



PLAY-OFF CRITERIA FOR ZONAL LEAGUES CAN CHANGE DEPENDING "Depending on format for league

QUARTER-FINALS
YBL CHAMPIONSHIPS
TEAMA VS TEAMB
TEAMC VS TEAMD TEAME VS TEAMF TEAMG VS TEAMH Quarter-Finals depending on league format

SEMI-FINALS YBLCHAMPIONSHIPS
TEAMA VS TEAMB TEAMC VS TEAMD

FINALS
YBL CHAMPIONSHIPS

## TEAMA VS TEAMB

## Mini \& Junior YBL YBL Championships




Jamie Clark Barrie Mann Trophy
PARTICIPANTS TAKEN FROM THE YBL CHAMPIONSHIPS AT U13, U15, U17 Zonal \& a YBL Selected U19 Team

## Primis \& Senior YBL REGULAR SEASON

|  |  |  |  |  | OBL. Womer |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Under 13 Primis West Midlands | Under 15 Primis West Midlands | Under 17 Primis West Midlands |  | Men2 (Development) | Women2 (Development) |
| EAGUE SIZES $4 / 5$ | EAGUE SIZES $4 / 5$ | EAGUE SIZES $4 / 5$ |  | EAGUE SIZES 5/10 | LEAGUE SIZES 4/6 |
| Number of Leagues | Number of Leagues | Number of Leagues | $4{ }^{4}$ | Number of Leagues 2 | Number of Leagues |
| League variations | League variations | League variations | WDL:Wheelchair | League variations | League variations |
| ALL LEAGUES | ALL LEAGUES | ALL LEAGUES | Development League | ALL LEAGUES | ALL LEAGUES |
| West Mids | West Mids | West Mids | LEAGUE SIZES $3 / 4$ | Men2 North (Midlands) | Women2 (Midlands) |
|  |  |  | Number of Leagues 2 | Men2 South (Midlands) |  |
| LEAGUE FORMAT | LEAGUE FORMAT | LEAGUE FORMAT | League variations | LEAGUE FORMAT | LEAGUE FORMAT |
| Home and Away fixtures Normal game rules apply. | Home and Away fixtures Normal game rules apply. | Home and Away fixtures Normal game rules apply. | ALL LEAGUES | Home and Away fixtures | Home and Away fixtures |
| No Zone permitted. Limited NL players permitted. | Limited NL players permitted. | Limited NL players permitted. | Group A Group B | Normal game rules apply. No NL players permitted. | Normal game rules apply. No NL players permitted. |
| YBL CHAMPIONSHIPS | YBL CHAMPIONSHIPS | YBL CHAMPIONSHIPS | LEAGUE FORMAT | YBL CHAMPIONSHIPS | YBL CHAMPIONSHIPS |
| SEMI-FINALS | SEMI-FINALS | SEMI-FINALS | Two or three games per-CVL | SEMI-FINALS | SEMI-FINALS |
| FINALS | FINALS | FINALS | Playing four quarters of 10 minutes running clock. | FINALS | FINALS |
| AVAILABLE TITLES | AVAILABLE TITLES | AVAILABLE TITLES |  | AVAILABLE TITLES | AVAILABLE TITLES |
| LEAGUE WINNER | LEAGUE WINNER | LEAGUE WINNER | YBL CHAMPIONSHIPS | LEAGUE WINNER | LEAGUE WINNER |
| LEAGUERUNNER-UP | LEAGUERUNNER-UP | LEAGUERUNNER-UP | SEMI-FINALS | LEAGUERUNNER-UP | LEAGUERUNNER-UP |
| YBL CHAMP. SEMI-FINALIST | YBL CHAMP. SEMI-FINALIST | YBL CHAMP. SEMI-FINALIST | FINALS | YBL CHAMP. FINALIST | YBL CHAMP FINALIST |
| YBLCHAMP. FINALIST | YBL CHAMP. FINALIST | YBL CHAMP FINALIST | AVAILABLE TITLES | YBL CHAMPIONSHIP WINNER | YBL CHAMPIONSHIP WINNER |
| YBL CHAMPIONSHIP WINNER | YBL CHAMPIONSHIP WINNER | YBL CHAMPIONSHIP WINNER | GROUP WINNER | YBL $\quad$ ¢0 | OYBL |
|  |  |  | GROUP RUNNER-UP |  | Wome |
|  |  |  | YBL CHAMPIONSHIP WINNER | $\text { PRIMIS }-<$ |  |
|  |  |  |  | Men1 | Women 1 |
|  |  |  |  | LEAGUE SIZES | LEAGUE SIZES 5/8 |
|  |  |  |  | Number of Leagues | Number of Leagues |
|  |  |  |  | League variations | League variations |
|  |  |  |  | ALL LEAGUES | ALL LEAGUES |
|  |  |  |  | Men1 (Midlands) | Women1 (Midlands) |
|  |  |  |  | LEAGUE FORMAT | LEAGUE FORMAT |
|  |  |  |  | Home and Away fixtures Normal game rules apply. Limited NL players permitted. | Home and Away fixtures Normal game rules apply. NL players permitted (see rules for Criteria) |
|  |  |  |  | YBL CHAMPIONSHIPS | YBL CHAMPIONSHIPS |
|  |  |  |  | SEMI-FINALS | SEMI-FINALS |
|  |  |  |  | FINALS | FINALS |
|  |  |  |  | AVAILABLE TITLES | AVAILABLE TITLES |
|  |  |  |  | LEAGUE WINNER | LEAGUE WINNER |
|  |  |  |  | LEAGUERUNNER-UP | LEAGUERUNNER-UP |
|  |  |  |  | YBL CHAMP. FINALIST | YBL CHAMP. FINALIST |
|  |  |  |  | YBL CHAMPIONSHIP WINNER | YBL CHAMPIONSHIP WINNER |

QUARTER-FINALS YBLCHAMPIONSHIPS
TEAMA VS TEAMB TEAMC VS TEAMD TEAME NS TEAMF TEAMG VS TEAMH Quarter-Finals depending on league forma

## SEMI-FINALS

YBLCHAMPIONSHIPS
TEAMA VS TEAMB TEAMC VS TEAMD

FINALS YBLCHAMPIONSHIPS

Mini \& Junior YBL YBLChampionships


Quarter-Finals depending on league format

[^0]
## Other competitions



Jamie Clark Barrie Mann Trophy
PARTICIPANTS TAKEN FROM THE YBL CHAMPIONSHIPS AT U13, U15, U17 Zonal \& a YBL Selected U19 Team

Working with our friends at the Newcastle Eagles Community Foundation, the YBL and NECF have created a new competition: The JCBM Trophy (Jamie Clark Barrie Mann Trophy).

For the first year U13, U15, U17 Zonal and YBL selected U19 teams participating for the'champion of champions'title.


The YBL's Evolution Tournament
Invitational tournament for the development of grassroots players on a bigger


VARIOUS YBL LEAGUES Development Tournament

The'Development Tournament', which is held each year as part of the Development Pathway and the month of 'Development August’, sees clubs invited to participate in a tournament for teams, officials and coaches to grow their knowledge from on-site mentors.

## NEW LEAGUE PAGE LAYOUT

## Look at how this new looks works for you





[^0]:    TEAM A
    VS TEAM B

