

INQUIRY REPORT

Evidence from Newcastle Eagles

Newcastle Eagles

1. Introduction

The Newcastle Eagles launched its Healthy Living Hoops4Health basketball programme in January 2002 as a project designed to cater for a demand for the sport identified in Newcastle City Council's Participation Strategy report.

The basketball club partnered with Newcastle Primary Care Trust and four Single Regeneration Budget ["SRB"] project areas.

Newcastle Eagles players work as role models to promote sport participation, healthy living and basketball as a socially inclusive activity available to all regardless of gender, ability or social background.

2. Eagles Community Foundation

The Newcastle Eagles are committed to working with the local community. In 2006, the Eagles launched the Eagles Community Foundation ["ECF"]. The main aim of the organisation is to grow levels of sustainable basketball participation in Tyne and Wear and South East Northumberland, predominantly through the following programmes of activity:

- The Eagles Healthy Living Hoops4Health Primary Schools programme;
- The ECF Club Development Scheme;
- The Eagles Central Venue Basketball League;
- Eagles School of Excellence;
- Eagles Tyne Met College Academy;
- Eagles Gateshead College Academy; and
- Eagles Team Northumbria Elite Programmes.

The Healthy Living Hoops4Health Primary Schools programme is an introductory scheme, involving Newcastle Eagles and Team Northumbria players in a healthy living promotional programme with 120 primary schools across the Tyne and Wear every year. Year 5 and 6 participants in the scheme are encouraged to attend one of nearly 20 satellite juniors clubs set up or supported by the scheme across Tyne and Wear and South East Northumberland.

The ECF coaches take the schools through a programme of activity with exit routes to lifelong participation in the sport. The project has benefited more than 80,000 children in the North East since 2002. The ECF has transitioned through a decline in grants funding and now works with schools directly to make the programme more sustainable.

Danny Ruta, who was Director of Public Health at Newcastle and now holds the same position in Lewisham, says, "*Public Health sees this as a hugely significant programme - a massive public health intervention that has been immensely successful. In recent times, our children have had a shorter life expectancy than we do and this was the first time in 300 years that this has been the case. So, the programme has tackled and still is delivering huge differences in life expectancy and this programme is extremely important. The Eagles are the model - they are doing this on an industrial scale with up to 5,000 participants per week. Football excludes youngsters, particularly those with less talent and those of a very young age, whereas basketball is inclusive in the widest sense.*"

3. Project Rationale

Coronary Heart Disease ["CHD"] and other circulatory diseases are responsible for over one third of all deaths, and are a significant burden of ill health in the population. There are inequalities in socio-economic status, and in many parts of the North East, the most deprived electoral wards have been shown to have the highest death rates. Some causes of CHD have been identified as smoking, high fat and low fruit and vegetable diet, lack of exercise and obesity.

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The ECF delivers its Healthy Living Hoops4Health basketball programme with the following rationale:-

- Improving individuals responsibility to make healthier choices;
- The importance of physical activity as a part of a healthier lifestyle;
- The need to improve diet; and
- Preventative promotion of the risks of smoking.

Schools participating in the programme were chosen with the following criteria:

- Targeted schools within deprived areas which would benefit most from positive use of role models;
- Schools that have a positive interest in basketball as an introductory primary school activity; and
- Schools that have an exit route to a basketball club.

4. Healthy Living Hoops4Health

The Healthy Living Primary School Hoops4Health basketball programme comprises five stages:

- Healthy Living Roadshows;
- Schools Basketball Coaching;
- Regional Hoops4Health Tournaments;
- Regional Hoops4Health Finals; and
- National Championships.

5. Stage One - Healthy Living Roadshows

The Healthy Living Roadshows in Stage One comprises four stations:

- No Smoking;
- Healthy Eating;
- Fitness; and
- Basketball.

The roadshow is an interactive educational afternoon led by professional basketball role models, with each station being led by a professional BBL player.



Over 8,000 pupils from 114 schools took part in roadshows across the North East in 2013.

i) No Smoking Station

The player leading the station provides the children with facts & figures about smoking. They must retain the information as it will be needed at the end the station.

Examples include:

- One out of ten 11 to 15 years olds are regular smokers.
- Children who take up smoking are more likely to have parents who smoke.
- Children may take up smoking for many reasons: peer pressure, appearing 'cool'.
- Smoking cigarettes may also change the way you look.
- It is estimated that 450 children a day start smoking in Britain.
- Smokers are twice as likely to have a heart attack.

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ii) Fitness Station

The player leads a group discussion about the heart asking the following questions:

- What is the main function of the heart?
- How big is the heart?
- Where is the heart located?
- When is the heart resting?
- When does it beat fast?
- How often should you exercise?
- What types of exercise should you do?

All of the children are then directed through a five-minute exercise programme.

iii) Healthy Eating Station

The roadshows focus on the following healthy eating issues:

- Enjoy your food and eat a variety of different foods.
- Eat the right amount to be a healthy weight.
- Eat plenty of food rich in starch and fibre.
- Eat plenty of fruit and vegetables.
- Don't eat too much fat.
- Don't eat sugary foods too often.
- Look after the vitamins and minerals in your food.

iv) Basketball Station

This station is a basic introduction to the sport of basketball. After the session participants are made aware of opportunities to continue to play basketball outside of school hours. The player leads a station on the basic skills of basketball, including:

- Over head pass;
- Bounce pass;
- Chest pass;
- Dribbling the basketball;
- Shooting the basketball; and
- Team games

6. Stage Two - Schools Basketball Coaching

After receiving the Stage One Roadshow presented by the players, a block of curricular / extracurricular basketball coaching is given to the group to:

- Develop the group's core skills in basketball;
- Further promote exercise and physical activity;
- Identify interest in attendance at local clubs; and
- To prepare teams for stage three of the programme.



In 2013 over 4,000 boys and girls received basketball coaching as part of the Eagles Hoops4Health project.

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7. Stage Three - Regional Hoops4Health Tournaments

Once schools have received their coaching block they are invited to place teams in to the Hoops4Health primary schools tournament. Schools have the opportunity to enter more than one team.

All teams are mixed with an equal representation of boys and girls.



Over 400 teams with over 3,000 participants entered the North East regional competitions in 2013.

8. Stage Four - Regional Hoops4Health Finals

The top four teams in each council tournament come to a BBL home game to battle it out for regional championship honours. Finals are held for Newcastle, Gateshead, North Tyneside, South Tyneside, Sunderland and Northumberland. Teams receive tickets for friends and family to watch their finals and stay for the Eagles match too!



9. Stage Five - National Championships

Each of the six council champions return to the Arena to battle for the title of North East Hoops4Health Champion. In 2013 St Aloysius School won the regional Champion of Champions night.

The regional winner receives 50 tickets and transport to take part in the National Hoops4Health Finals at Wembley Arena on BBL Play-Off Finals day. 2013 also saw a GB Hoops4Health Final at the Glasgow Emirates, before a GB Senior Men's International.

In 2013 regional champions St Aloysius School won both the National Finals at Wembley and the GB International at the Glasgow Emirates.



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10. Participating Schools 2012-13

The following tables show each participating school in terms of:

- Participation numbers;
- Wards;
- Special Educational Needs ["SEN"] %;
- Free School Meals ["FSM"] %; and
- Ethnic Minority ["EM"] %.

i) Participating Schools in Newcastle

School	Ward	SEN %	FSM %	EM %	No.	School	Ward	SEN %	FSM %	EM %	No.
Our Lady & St Anne's	Westgate	12	36	50	60	Walkergate	Walkergate	17	43	2	149
St Michael's	Elswick	26	30	42	58	West Walker	Walker	46	49	3	52
St Cuthbert's	Kenton	15	17	14	60	Central Walker	Walker	32	44	42	151
Kenton Bar	Kenton	26	36	10	65	Canning Street	Elswick	33	27	41	120
Atkinson Road	Benwell & Scotswood	37	55	40	65	Tyneview	Walker	18	42	2	50
St John's	Benwell & Scotswood	27	58	16	48	Welbeck	Walker	37	56	3	155
St Bede's	Benwell & Scotswood	25	20	12	60	St Albans	Walkergate	8	18	2	58
Hadrian	Benwell & Scotswood	100	43	24	60	Byker	Byker	30	60	1	119
Gosforth Central	Grange	15	8	18	126	St Lawrence's	Byker	22	41	1	83
Gosforth Junior	Grange	22	21	-	102	St Vincent's	Walker	34	48	1	33
Gosforth East	Grange	13	6	33	116	Kingston Park	Castle	13	7	-	106
Broadwood	Benwell & Scotswood	33	50	-	90	English Martyrs	Blakelaw	13	19	-	120
St Joseph's	Benwell & Scotswood	16	33	-	51	Fame	Woolsington	25	27	-	58
St George	Lemington	18	21	-	24	Hotspur	Ouseburn	20	32	-	104
West Jesmond	North Jesmond	12	6	-	80	Lemington Riverside	Lemington	22	40	-	40
Milecastle	Westerhope	17	16	-	48	Throckley	Newburn	16	39	-	57
						Newburn Manor	Newburn	17	22	-	54

ii) Participating Schools in South Tyneside

School	Ward	SEN %	FSM %	EM %	No.	School	Ward	SEN %	FSM %	EM %	No.
Hadrian	Beacon & Bents	16	23	51	84	East Boldon	Cleadon & East Boldon	17	4	3	120
Harton	Harton	22	24	1	90	Cleadon Village	Cleadon & East Boldon	9	3	15	120
Monkton	Tyne Dock & Simonside	19	44	2	58	West Boldon	Boldon Colliery	31	37	-	36
Biddick Hall	Biddick Hall	32	47	2	95	Hedworth Lane	Boldon Colliery	16	17	-	54
St Bede's	Rekennyke	15	22	2	60	Simonside	Bede	30	38	-	54
						St Aloysius	Hebburn Quay	18	16	-	111

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iii) Participating Schools in Gateshead

School	Area	SEN %	FSM %	EM %	No.	School	Area	SEN %	FSM %	EM %	No.
Falla Park	Felling	30	38	1	53	Glynwood	Low Fell	30	37	6	60
Birtley East	Lamesesly	26	40	3	46	St Augustine RCVA	Pelaw & Heworth	13	15	-	88
Barley Mow	Birtley	17	44	12	45	St Joseph's - Birtley	Birtley	22	21	-	54
St Anne's	Chowdene	10	19	2	52	St Joseph's RCVA	Bensham	19	29	-	55
St Albans	Pelaw & Heworth	20	12	-	60	St Oswald's RCVA	High Fell	26	31	-	27
Larkspur	High Fell	26	53	3	44	Bede	Felling	16	50	-	35
Carr Hill	Deckham	30	51	1	86	St Aidan's	Teams	13	44	-	60
Fell Dyke	High Fell	37	59	-	62	Kells Lane	Low Fell	6	4	-	120
						Dunston Hill	Dunston	24	20	-	60

iv) Participating Schools in North Tyneside

School	Area	SEN %	FSM %	EM %	No.	School	Area	SEN %	FSM %	EM %	No.
Battle Hill	Wallsend	28	27	-	60	Collingwood	Chirton	42	24	1	30
Stephenson Memorial	Riverside	24	39	-	38	Amberely	Holystone	16	10	-	59
Denbigh	Howden	35	30	-	41	New York	Collingwood	33	40	1	30
Hadrian Park	Battle Hill	9	19	-	85	Riverside	Riverside	37	48	-	30
Holy Cross	Howden	30	17	-	62	Percy Main	Riverside	26	57	1	30
St Bartholomew's	Benton	9	6	-	45	Bailey Green	Camperdown	12	22	-	62
Valley Gardens	Monkseaton	5	3	-	120	Backworth	Valley	20	42	-	29
Wellfield	Valley	16	2	-	90	Grassmere	Killingworth	-	-	-	34
Benton Dene	Longbenton	29	21	-	120	Holystone	Holystone	17	7	-	120
Ivy Road	Holystone	19	40	-	36	Shiremoor	Valley	54	40	-	90
						Waterville	Riverside	39	50	-	30

v) Participating Schools in Sunderland

School	Area	SEN %	FSM %	EM %	No.	School	Area	SEN %	FSM %	EM %	No.
Farringdon	St Chad's	28	37	2	68	Richard Avenue	St Michael's	24	25	51	100
East Herrington	St Chad's	14	8	1	59	St Paul's C of E	Ryhope	21	15	-	56
Mill Hill	Silksworth	12	19	1	80	Academy 360	Grindon	28	44	1	90
New Silksworth	Silksworth	24	22	2	54	Sunderland High	Hendon	4	-	-	36
						Springwell Village	Washington West	9	5	-	60

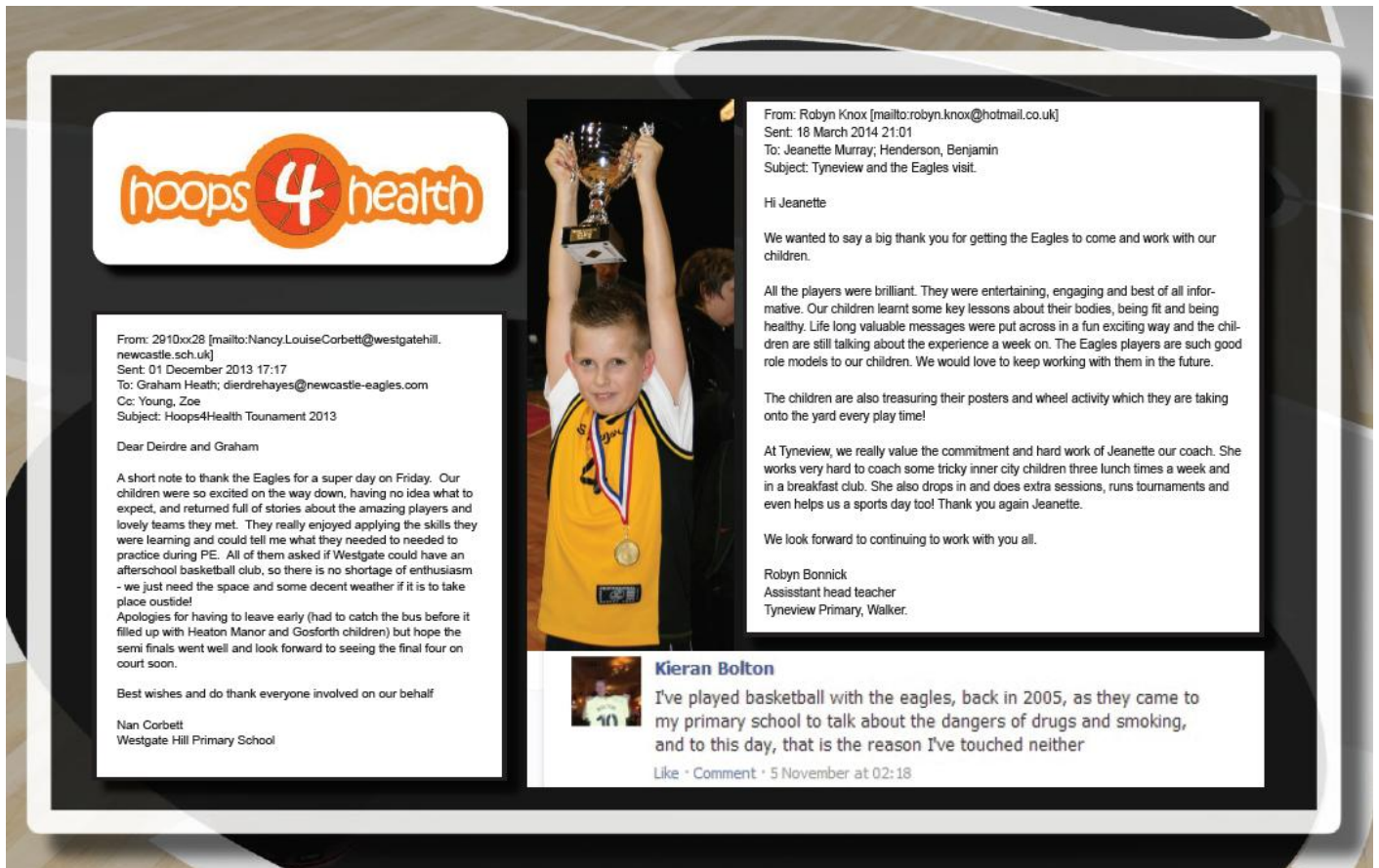
vi) Participating Schools in South East Northumberland

School	Area	SEN %	FSM %	EM %	No.	School	Area	SEN %	FSM %	EM %	No.
Whytrig	Seaton Deval	16	16	-	90	Grace Darling	Newbiggin by the Sea	-	30	-	110
Bothal Middle	Bothal	15	11	5	110	William Leech	Lynemouth	-	30	-	38
Hareside	Cramlington Village	5	15	-	124	Richard Coates	Ponteland North	8	5	-	112
Bede Academy	Plessey	14	10	1	180	Ponteland	Ponteland East	16	3	-	240
Tweedmouth	Spittal	15	14	1	98	Beaconhill	Cramlington West	11	31	-	55
Seaton Sluice	Hartley	14	14	1	120	Shanklea	Cramlington Parkside	16	11	-	45
Thomas Bewick	Ashington	-	30	-	30	Eastlea	Cramlington North	26	40	-	43
James Knott	Ashington	-	30	-	56	Northburn	Cramlington North	20	4	-	90
Josephine Butler	Ashington	-	30	-	60	St Peter	Cramlington	-	-	-	50

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11. Testimonials



12. Healthy Living Hoops4Health 2013-2014 Funding

Schools Contribution (95 Schools)	£28,800
Northumbria Healthcare Trust	£15,000
Esh Group Foundation	£20,000
Heart Research UK (9 Special Schools)	£9,730
Change4Life (9 Schools)	£6,300
Gateshead Housing Company	£5,000
Total	£84,830
113 Schools engaged in 2013-2014 programme	
Funding contribution per school	£750.00
Actual delivery cost per school	£1,000.00
ECF delivery contribution per school	£250.00

13. Press Coverage

The project receives press coverage throughout its stages in regional press and occasional TV news coverage around the roadshows and tournament stages - 2013's Newcastle tournament hosted 700 children in one venue.

The project is also covered weekly in the Eagles match programme and on the Eagles website.

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14. After Healthy Living Hoops4Health, What Comes Next?

i) ECF Club Development

Once involved in a club environment the growing base of club players are part of a family of clubs driven by ECF development officers and community coaches, of which there are currently 10 full time staff and 15 part time staff. The structure is set up to develop clubs and opportunities for volunteers to gain qualifications in coaching, refereeing and table officiating at their respective clubs.

Each club is expected to enter teams into the Eagles Tyne and Wear Central Venue League, operating at Under 12, Under 14, Under 16 and Under 20 age groups at central locations every Saturday across the playing season. The League has now been in operation for four years and is growing every year.

For those who aspire to reach the next level in the sport, Newcastle Eagles have launched a School of Excellence and are operating boys national league teams at Under 15, Under 16 and Under 18 in the EB national leagues. Girls' programmes are also growing linking into the Team Northumbria national league programme.

From this point juniors who show development potential are encouraged to move into the Elite programmes linked to Team Northumbria at higher education level and Tyne Met College North East Sports Academy at further education level. This academy is a new initiative. Across this academic year 37 players have studied at Tyne Met College whilst receiving 2 hours per day coaching from the Newcastle Eagles Head Coach and Academy Basketball Manager, Fab Flournoy, and the Newcastle Eagles Under-18s coach, Mark Steutel.

However, participation is the key to all programmes and the growth in junior clubs over the past 5 years is now beginning to have an impact on regional senior participation, as a wave of players staying in the game continue to play in the regional senior leagues.

The programme is also responsible for developing the provision in curriculum time at primary and secondary school level. At primary school level the Healthy Living Hoops4Health programme is a key driver in developing participation and exit routes into clubs for 10 and 11 year olds. The programme is also extending its delivery in curriculum time across a large number of secondary schools in Tyne and Wear.

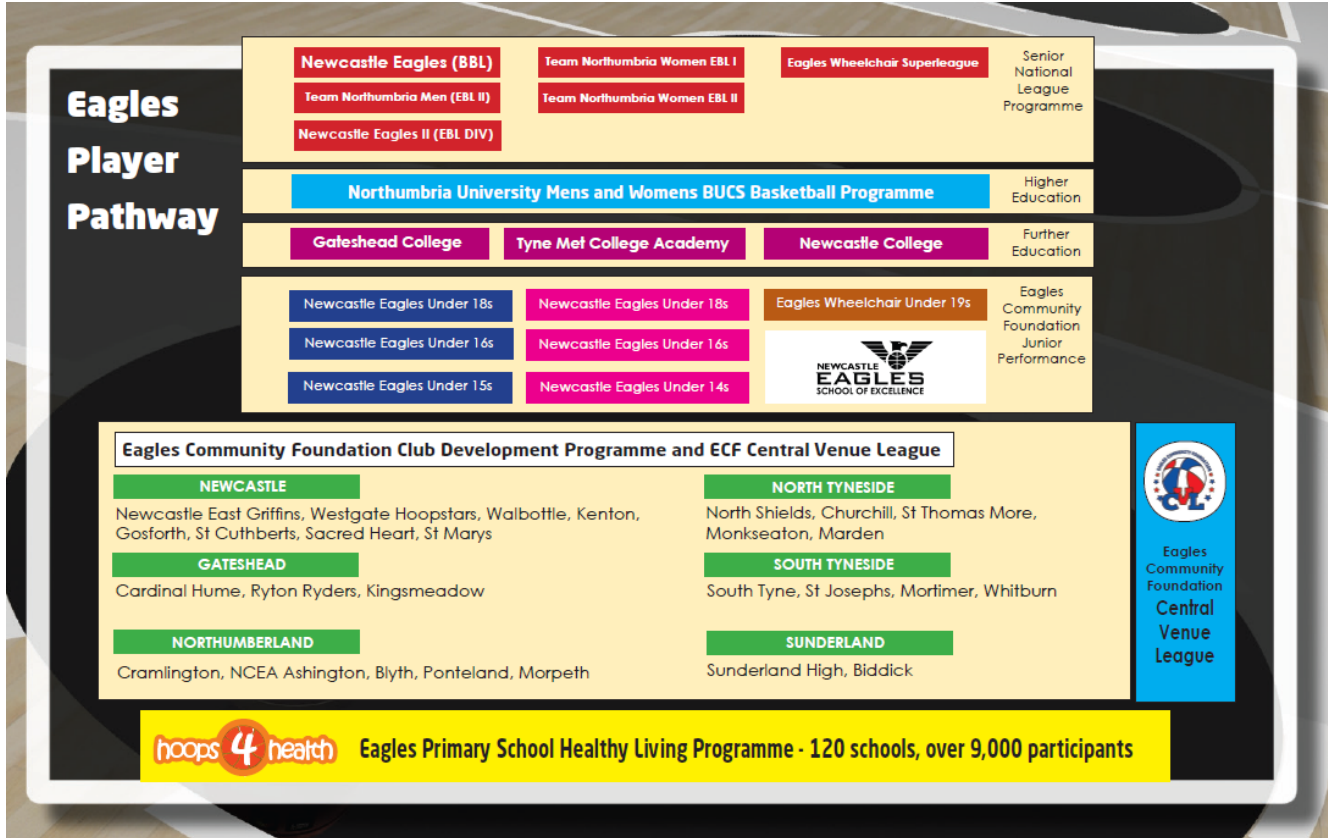
ECF also has a programme of half term and summer camps and clinics that run throughout the year. Camps are delivered by Eagles players and the community team.

Further, the Newcastle Eagles Wheelchair Basketball Club aims to give people of all abilities, ages and genders the chance to take part in an exciting and fast paced sport. As well as doing inclusive events within their own community, the Newcastle Eagles also deliver sessions to injured soldiers who are part of the Help for Heroes campaign. The frequent coaching sessions aim to raise awareness of disability as well as being a great social environment for those with or without disabilities. All members of the Newcastle Eagles are included within the national competitions that occur throughout the year. The coaching sessions within the club itself and out and about in the community, are of a very high skill level whilst also being fun and catering to all members of the group. Due to increased demand, the Newcastle Eagles are working towards setting up a junior club, to cater specifically to the younger generation of basketball players.

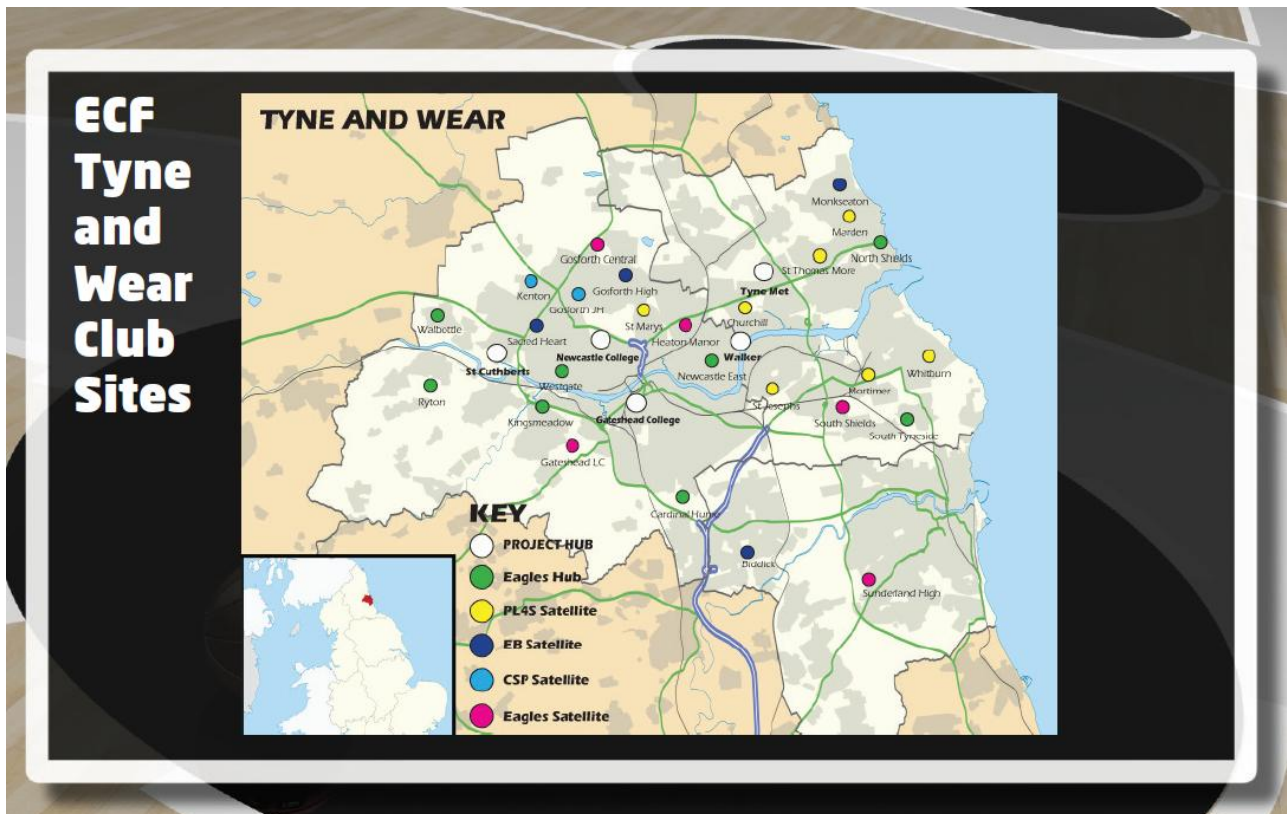
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ii) Eagles Player Pathway



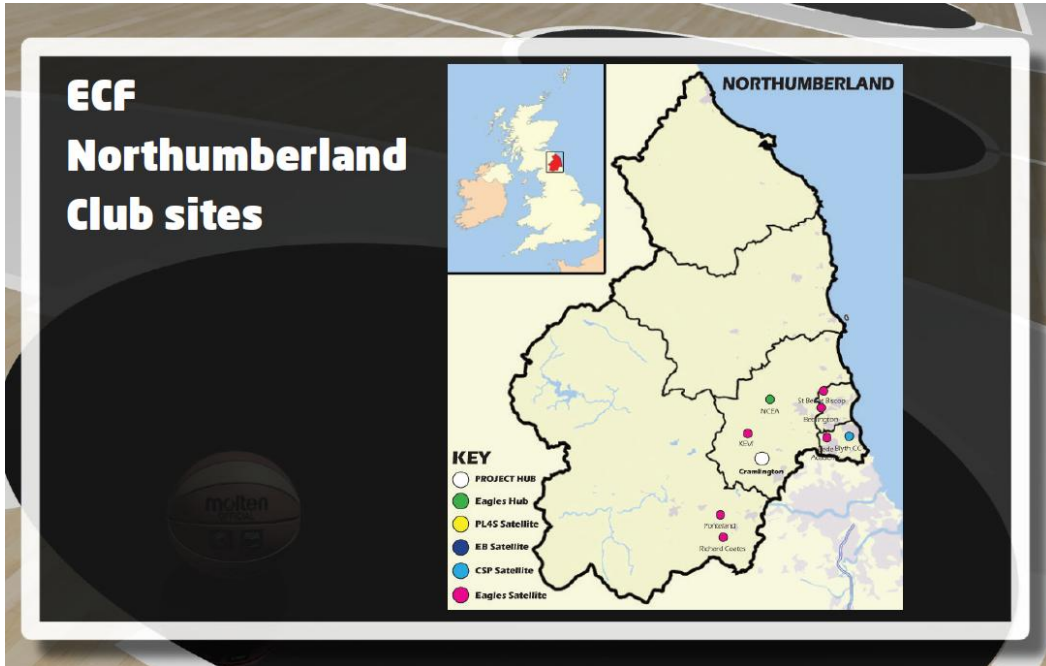
iii) ECF Tyne and Wear Club Sites



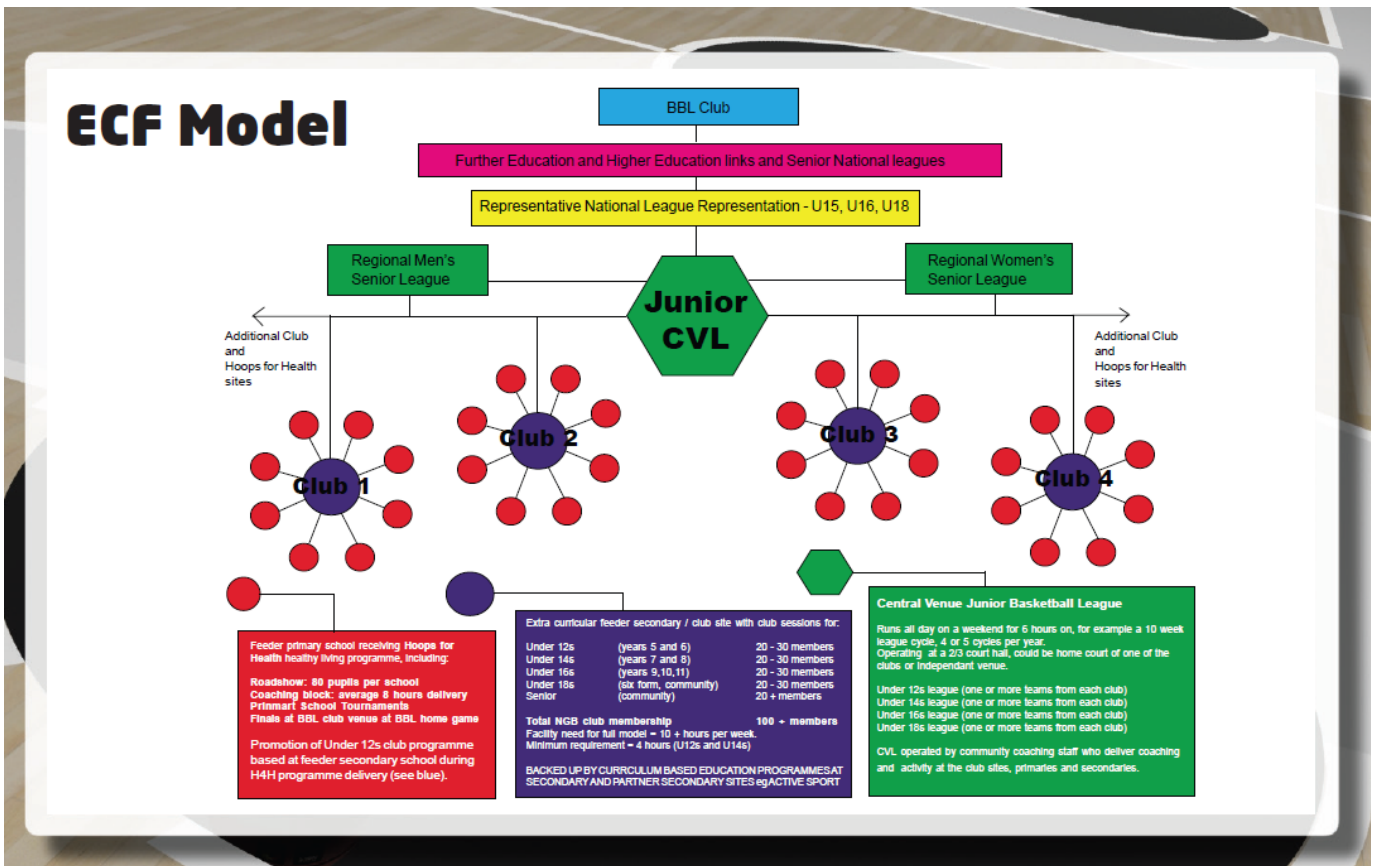
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iv) ECF Northumberland Club Sites



v) ECF Model



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15. Presentation to the APPG on 8th April 2014

Paul Blake, Managing Director of Newcastle Eagles, showed the following video: <http://www.bbc.co.uk/sport/0/basketball/25674641> to the APPG, which shows the Newcastle Eagles Head Coach and Academy Basketball Manager, Fab Flournoy, telling BBC Look North that he believes his role at the club is about helping to grow basketball in the region, as well as winning games.