

# Sport Unlimited Case Study



## The Jets Land Basketball at Sankey



**CSP**  
CHESHIRE & WARRINGTON SPORTS  
PARTNERSHIP

**ACTIVITY**  
BASKETBALL

**LOCATION**  
CHESHIRE, THE WIRRAL AND FLINTSHIRE

**CRITICAL SUCCESS FACTORS**  
SUSTAINABILITY

**DATE**  
APRIL 2009

### 'BIG STORAGE CHESHIRE JETS'

BiG Storage Cheshire Jets have been running a highly successful British Basketball League (BBL) professional team for many years. In September 2007, they embarked on a major primary school program delivering the BBL's 'Hoops for Health' program to 120 schools and 10,000 children in total. This created a significant demand for basketball clubs of which there were none in Cheshire.

### ESTABLISHMENT OF SANKEY JETS

The Cheshire Jets consulted with Warrington School Sports Partnership and Warrington Borough Council. This led to the revitalisation of a local council run club that was getting only a small number of children attending a pay and play session on a Saturday morning. This club has now become established as the Sankey Jets basketball club. Sport Unlimited gave support to the Sankey Jets to help the signposting of children engaged by the 'Hoops for Health' program to the club and used the successful brand of a professional sports club to attract the older children. Young people have the opportunity to sign up for one coaching session per week as well as entry in to two weekly leagues for just £25 per month, or they can turn up and pay £3 on a pay & play basis. Parental engagement was very much encouraged; with Jets community coaches carrying out a coaching programme that allowed parents and other volunteers to work through their coaching qualifications.

"The success of Sankey Jets is a great example of what can be achieved with the focus and enthusiasm of parents and children supported by a professional sports club through the provision of a framework for them to thrive within"

- Peter Hawkins, Director  
BiG Storage Cheshire  
Jets

### SUPPORT OF A PROFESSIONAL CLUB

Having the support of a professional club alongside Warrington SSP and Warrington Borough Council has made a considerable contribution to the current success of the Sankey Jets, not only by rejuvenating a local council run club and establishing the Sankey Jets, but also by making the project sustainable by providing coaching expertise to train parents and volunteers to allow them to take an active role in the running of the club.

### RETENTION

Three months after the establishment of the Sankey Jets the retention rates are high. The club currently has 61 registered participants, with 55 of these players retained, of which 50 are boys and five are girls. Not only do the Sankey Jets have over 50 players turning up to the weekly training sessions, the club also has several teams who compete both in the local league and the Jets Regional League. The club is well on its way to becoming fully sustainable, and this is thanks to the increasing number of club members and growing band of volunteers.

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for more information about Sport Unlimited.

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