

Rocks Community Clubs Case Study

Rocks Community Clubs use the excitement and influence of the Jump2it programme to inspire primary school children to participate in basketball outside of school hours. The community clubs are held in a suitable location which makes it accessible for children from several schools to come together and form a team. Children will join for different reasons and subsequently each individual may gain different benefits and experience from the clubs. It is for this reason that we conduct independent case studies.

William

William is an 11 year old who attends a primary school in the Clyde Gateway area of Glasgow. Before the start of the 2013/14 school year, William had never been to any sports clubs, he said he felt happy to try it after Jump2it delivered basketball in his school. When asked why he attended the club he said that he would like to “learn a different sport and learn what happens in it”.

William spent 40 hours playing basketball with Jump2it and also performed in front of thousands of Glasgow Rocks fans at the Emirates Arena, on two separate occasions. He won a silver and gold medal at the Emirates Arena and was also awarded the ‘Elite’ Jump2it certificate for his high attendance at the clubs. William said that the basketball club has got him thinking about what he wants to be when he is older; he told us that he would like to reach professional level in basketball.

During an interview, William stated that the reasons for his continued participation was that he made friends with many new people from different schools. He also loved wearing his team strip to the classes and tournaments. William also mentioned that the coach also had a huge influence on his weekly attendance.

Indeed, when asked what he had learned he indicated that he can now correctly perform a lay-up shot and a jump shot. William has excelled as a young basketball player and the Jump2it staff have now directing him towards his local basketball club where he can play regularly for the regional development squads and play through the age groups and beyond.

