

Jr. NBA 3v3

IMPACT REPORT 2025



INTRODUCTION

In 2025, London Marathon Events and the NBA began a two-year pilot programme to deliver Jr. NBA 3v3 in the UK.

The aim was to inspire children and young people to play 3v3 basketball – a fast-paced, dynamic format of the sport that is particularly well-suited to the school environment.

Launched in January 2025, the programme offered an exciting tournament journey for participants, culminating in a Grand Final held on Trafalgar Square, in central London, on Friday 6 June.

London Marathon Events also partnered with London Youth Games to promote the event and coordinate regional competitions across London.

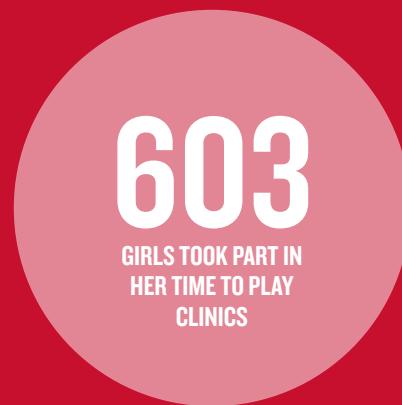


SUMMARY

SCHOOL INFORMATION AND ENTRIES

A total of 174 secondary schools from across all the London boroughs signed up to take part – 34% of the capital's secondary schools.

Students had the opportunity to play 3v3 basketball in their schools.



SUMMARY

SCHOOL INFORMATION

A key aim was to reach schools in all areas of London, giving opportunities for students to take part whatever their background.

31% of schools were from Index of Multiple Deprivation (IMD) deciles 1 to 3.

95 out of 174 (55%) schools were from IMD 1 to 5.

IMD	NUMBER OF SCHOOLS	PERCENTAGE
1	5	2%
2	18	11%
3	31	18%
4	24	14%
5	17	10%
6	26	15%
7	14	8%
8	16	8%
9	15	8%
10	8	5%

KEY PERFORMANCE INDICATORS

The four Key Performance Indicators for the 2025 programme were:

- **100** secondary schools sign up for the tournament pathway. **Achieved** – **174** schools signed up
- Team from every London borough represented in the pathway. **Achieved**
- **100** primary schools download the Jr. NBA 3v3 resources. **Achieved** – **106** primary schools have downloaded the resources, which are available year-round and will be a part of the year-long coaching clinics
- **Five** wheelchair basketball teams competing in the tournament. **Not achieved** – **nine** individuals played in the final on Trafalgar Square. This is being addressed in second year of the programme

The Net Promoter Score for the tournament (including finalists, runners up and wheelchair participants) was **88**, and **100%** scored the tournament Excellent and Good.





PRIMARY SCHOOL COACHING

In addition to the tournament pathway for secondary school children, more than 250 primary school children were given coaching, provided by the Jr. NBA 3v3 Coaches Programme.

150 children from five London primary schools received coaching at the Black Prince Trust's Community Hub on Thursday 5 June.

120 children from a further six primary schools attended the grand final on Trafalgar Square on Friday 6 June, where they experienced the excitement of the tournament and were coached on one of the courts.

THE NPS FOR THE PRIMARY
SCHOOL COACHING WAS:

80

HER TIME TO PLAY

In December, more than 600 girls from 32 schools across London took part in 3v3 basketball sessions that gave them the chance to try the sport, develop their skills and build confidence in a supportive environment.

Thanks to the NBA's collaboration with London Marathon Events, girls aged 11 to 14 who were part of the Jr. NBA 3v3 tournament pathway in 2025 had access to the Her Time To Play initiative.

The WNBA created Her Time To Play to inspire more girls to try basketball, addressing the higher sport dropout rates among girls aged seven to 14 compared to boys.

The three sessions organised in December were in response to the challenges London schools involved in the Jr. NBA 3v3 programme said they had encouraging girls to try basketball.



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PARTICIPANT FEEDBACK

The feedback on the sessions was extremely positive, demonstrating that Her Time To Play is fun, empowering and now helping more London teenagers to get active.

The girls involved in the sessions left feeling inspired, confident and excited to play more basketball. They loved the supportive coaches, the all-girls environment and the chance to make new friends while learning new skills.

Most had never played 3v3 basketball before but are now eager to continue. The request was simple: more time and more opportunities to play basketball.

TEACHER FEEDBACK

Osman Kafesci, a teacher at Cornerstone School in Bexley, which caters for pupils with autism and associated special educational needs, said:

“

THERE IS BELONGING AND COMMUNITY AT HER TIME TO PLAY. EVEN THOUGH WE ARE NOT A MAINSTREAM SCHOOL, IT'S STILL IMPORTANT FOR OUR GIRLS TO FEEL PART OF SOMETHING BIGGER. THERE IS AN AMAZING SENSE OF COMMUNITY WHEN THEY CAN COME TO EVENTS LIKE THIS. THE JR. NBA 3V3 HAS HELPED TO CREATE A LOVE FOR THE SPORT AND EVEN LITTLE THINGS LIKE THE BRANDED T-SHIRT HELPS THE GIRLS TO FEEL PROUD OF BEING PART OF THE TOURNAMENT.”

”

Tracy Burridge, a PE teacher at Chingford Foundation School in Waltham Forest, said:

“

THIS HAS BEEN THE BEST THING TO GET THE GIRLS INVOLVED IN BASKETBALL. THEIR PLAY TODAY AT HER TIME TO PLAY WAS FANTASTIC AND I COULDN'T BE PROUDER.”

”

BARRIERS TO PARTICIPATION

Teachers said there wasn't enough time to learn and teach the 3v3 basketball format while also putting on school clubs. They said not having basketball hoops was the biggest barrier to running their own sessions.

SOLUTIONS

To address this, London Marathon Events gifted schools that took part in the Her Time To Play sessions with a foldaway hoop, which can be easily set up anywhere and stored after use.

London Marathon Events and the NBA are also discussing a new coaching role, which would provide schools with someone to come in and run 3v3 basketball sessions.



ADDITIONAL EVENTS

St Augustine's School in Lewisham was selected to host the media launch event for Jr. NBA 3v3.

Ashley Hamilton and Katie Bennett, who both play 3v3 basketball for Team GB, visited the school to coach the format to 50 boys and 50 girls, as well as a further workshop for 30 girls, focusing on the benefits of playing 3v3 basketball.

A Q&A was held with Jenelle Grant, manager at the NBA and a former National Team player.

REFEREE CLINIC

A free clinic was held on Thursday 5 June for teachers and adults to receive NBA coaching on how to officiate the 3v3 format. 40 people received the coaching.



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EXTERNAL EVALUATION

A post-event evaluation was commissioned by the NBA to:

- seek feedback from teachers and students on the impact of Jr. NBA 3v3
- gather suggestions for improvements
- collect impact stories and case studies

This evaluation was conducted by interview at the event final in June and by follow-up interviews online.

THE BASKETBALL LANDSCAPE IN LONDON SCHOOLS

- The popularity of basketball varies between schools
- In some schools, basketball is a long-established part of the PE curriculum while in others it has a lower profile and may only be offered as an extracurricular activity
- Coaches and players stated that basketball doesn't get the same recognition as other sports
- Coaches believed that basketball is more popular among students from lower-income families, compared to sports such as rugby, in part because there are lower costs involved in terms of kit and equipment
- Uptake in girls' basketball is lower than boys', in part because of less female representation in basketball coaching as well as the different profile of the NBA and the WNBA

THE EXPERIENCE OF 3V3 BASKETBALL

- The 3v3 format is still in its infancy in the UK, but schools are being won over by its greater accessibility compared to 5v5 and a greater focus on core, technical basketball skills
- Not all coaches and participants were familiar with the rules of 3v3 and were more used to playing the game in an informal way

“YOU CAN HAVE TWO MATCHES GOING ON AT ONCE AT BOTH ENDS OF THE SPORTS HALL. THERE'S NO STOP-START LIKE IN NORMAL BASKETBALL WHERE YOU HAVE TO GIVE THE BALL BACK TO THE REF LOADS OF TIMES AND IT'S QUITE SLOW.”

- COACH



THERE'S FEWER PLAYERS, SO REALLY IT BRINGS OUT WHO YOU ARE AS A PLAYER. YOU HAVE TO SHOW WHO YOU REALLY ARE, OWN UP FOR YOUR ACTIONS AND OWN UP FOR YOUR MISTAKES.

- MALE PLAYER



IT'S MORE TECHNICAL BASKETBALL. IT RELIES A LOT MORE ON SKILLS RATHER THAN TACTICS.

- FEMALE PLAYER

EXPERIENCE OF THE JR. NBA 3V3 TOURNAMENT

Coaches' and players' experiences of the tournament were overwhelmingly positive.

They particularly praised the venue, event organisation, athletes' lounge, commentators, and media presence, all of which made the final on Trafalgar Square feel professional and exciting – as well as the presence of an official mascot.

There was also positive feedback around the quality of the refereeing, the social element of the event (players from different teams spending time with each other) and the friendly nature of the competition.

I HAD TWO BOYS IN THAT GROUP WHO HAD NEVER ACTUALLY BEEN TO TRAFALGAR SQUARE. IT WAS AMAZING TO NOT ONLY SEE SOMETHING THAT'S QUITE AN ICONIC PART OF LONDON BUT ALSO THEN TO PLAY THERE.

- COACH





“USUALLY 3V3 COMPETITIONS ARE A BIT CHAOTIC, PEOPLE DON'T REALLY KNOW WHAT COURTS THEY'RE ON, BUT I THINK IT WAS VERY WELL ORGANISED.

- FEMALE PLAYER

“WE MADE CONNECTIONS WITH OTHERS AS WELL. I KNOW IN NORTH LONDON THERE'S A BUSINESS WHERE YOUNG PEOPLE REF FOR OTHER CHILDREN'S GAMES, YOU CAN ACTUALLY EARN MONEY, AND WE'RE LOOKING INTO THAT RIGHT NOW.

- MALE PLAYER

“I MADE FRIENDS WITH A GIRL WHO DIDN'T KNOW HOW TO USE THE WHEELS. I TAUGHT HER HOW TO USE THEM.

- FEMALE WHEELCHAIR PLAYER

POST-EVENT IMPACT

- Coaches and players reported a 'buzz' upon their return to school and lots of excitement about their participation
- Schools have used Jr. NBA 3v3 to celebrate individual players and highlight the abilities of their players to the wider school community
- Coaches and players reported that this has boosted the confidence of the players and raised the profile of basketball within their schools, as well as encouraged families to support participation in basketball.
- There was also recognition of the impact of major sports organisations supporting this event and how it can help raise the profile of the game

66
IN ENGLAND, BASKETBALL DOESN'T HAVE AS BIG OF A CULTURE AS
IN AMERICA. I THINK WHAT LONDON MARATHON EVENTS AND NBA
DID WAS AMAZING TO BRING THE BIG BASKETBALL
COMMUNITY TOGETHER.
- MALE PLAYER **55**



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THERE'S BEEN A REAL HYPE AROUND THE SCHOOL ABOUT THESE BOYS, COMING BACK WEARING THEIR NBA KIT THAT THEY WERE GIVEN. WE WERE OUT ON FRIDAY, AND THEN THEY CAME BACK INTO SCHOOL, AND WE WERE SEMI-FINALISTS.

- COACH



A BROTHER OF A YEAR 8 GIRL COMPETING CAME TO SUPPORT AND WATCH, WHICH WAS LOVELY TO SEE. WE DON'T REALLY GET, IN OUR SCHOOL DYNAMICS, FAMILIES TAKING MUCH INTEREST IN THEIR KIDS' SPORTING ACTIVITIES. HE SAID, 'HOW CAN I GET MY SISTER TO SIGN UP AND PLAY MORE TEAM BASKETBALL? BECAUSE I CAN SEE SHE'S GOT A TALENT THERE AND I WANT TO GET HER INTO A TEAM SO SHE CAN PURSUE IT FURTHER.'

- COACH



SKILLS DEVELOPMENT

Players and coaches said the core basketball skills, such as passing and rebounds, improved because of the Jr. NBA 3v3 tournament.

In addition, coaches and players identified a number of soft skills developed by the players:

CONFIDENCE

 I THINK IT REALLY BOOSTED MY CONFIDENCE. IT'S ALWAYS NICE TO HAVE THAT EXTRA BIT OF VALIDATION OUTSIDE OF THE CLUB, OR SCHOOL. IT WAS SUCH AN AMAZING THING TO BE ABLE TO HAVE DONE. I JUST HAD RANDOM PEOPLE COMING UP TO ME AT SCHOOL AND SAY, 'WELL DONE.' IT WAS NICE SEEING THE SUPPORT THAT EVERYONE HAD FOR THE TOURNAMENT. 

- FEMALE PLAYER

RESILIENCE

 I THINK IT ALSO BUILT RESILIENCE WITHIN OUR PLAYERS. WE WERE PLAYING AGAINST YEAR 10s AND 11s, SO THEY WERE VERY TOUGH MATCHES THAT WE WENT THROUGH, AND SO WE HAD TO KEEP GOING AND NOT GIVE UP, NOT PUT OUR HEADS DOWN WHEN WE WERE LOSING BY JUST A FEW POINTS. 

- MALE PLAYER

TEAMWORK



FOR SOME ON THE TEAM, IT'S HELPED THEM
BECOME LESS OF A SOLO PLAYER AND THINK
MORE ABOUT THE TEAM DYNAMIC.

- COACH



LEADERSHIP



I DEVELOPED LEADERSHIP SKILLS BECAUSE
SOMETIMES, IN THE GAME, IT COMES TO A POINT
WHERE EVERYONE'S HEAD IS DOWN, AND SOMEONE
JUST HAS TO STEP UP, SAY SOMETHING, MAKE SURE
EVERYONE'S ORGANISED.

- FEMALE PLAYER



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COMMUNICATION



I THINK THE 3V3 TOURNAMENT REQUIRED US TO TALK INDIVIDUALLY, ONE-ON-ONE, TELL EACH OTHER IT'S OK TO MAKE MISTAKES, AND JUST SHOW OWNERSHIP, RESPONSIBILITY AND ACCOUNTABILITY.

- MALE PLAYER



DECISION-MAKING



YOU HAVE TO STAY ALERT, BECAUSE LITERALLY EVERY SECOND COUNTS. BECAUSE THE COURT IS SO SMALL, ONE SECOND YOU FALL ASLEEP, SOMEONE'S ALREADY AT THE BASKET.

- FEMALE PLAYER



FOCUS



MY FOCUS DEFINITELY INCREASED. IT WAS A BIT UNEXPECTED TO HAVE ALL THE PEOPLE WATCHING, AND THE CAMERAS AND THINGS. SO, I THINK WHAT I LEARNT WAS TO BLOCK THAT OUT A BIT MORE AND NOT PAY ATTENTION, BECAUSE OBVIOUSLY THERE ARE LOTS OF PEOPLE WATCHING AND SUPPORTING, OR NOT SUPPORTING.

- FEMALE PLAYER



FOCUS

YOU START TO DEVELOP A COMPOSURE, BEING CALM WHEN YOU HAVE SO MANY PEOPLE WATCHING YOU. IT'S QUITE A BIG SKILL I THINK YOU NEED TO HAVE, BECAUSE OTHERWISE YOU'RE NOT GOING TO PERFORM TO YOUR BEST IF YOU'RE GETTING DISTRACTED BY EVERYTHING THAT'S GOING ON.

- MALE PLAYER



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THANK YOU



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