

Impact Report

2024



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Chair's Foreword

As Chairman of the Board of Trustees, it is a pleasure to reflect upon the work of Let's Do More (CIO) at this critical point of its journey. Led by Loran Lewis (CEO) and a team of dedicated coaches and volunteers LDM has established itself from very humble beginnings to be the first stop for many young people enthusiastic about basketball, education and building social networks.

After my degree in 1987, I worked to establish Action Sport, a community sport development project in the heart of Leeds. Over this period, like LDM, Action Sport worked collaboratively with the Mandela Centre and education institutions, to set up activities for young people and others under-served in mainstream sport, education, and employment.

It was in this period when I met some of LDM's current experienced coaches dedicated to fashioning opportunities for others to play basketball and recreation more broadly. In particular, 'Too Tall' Norm Francis and Jimmy Mac were the players and new coaches that we would observe as magnets to their sport, and they continue their remarkable journey by empowering generation after generation of hopefuls...this includes senior rival coaches!

Fast forward to today and ex-Leeds Beckett University Masters graduate, Loran Lewis (CEO) has taken an inspirational idea borne of his work with college students and turned it into a community sport organisation that retains its call of Let's Do More.

The impact of LDM has been impressive to the point that this overview illustrates not only the number of young men and women participating in our extensive range of programmes but also the number and diversity of local coaches and volunteers making massive contributions to community development and lifelong learning in the city.

As LDM moves into its next phase with the inaugural Board of Trustees in this newly Charitable Incorporated Organisation (CIO) we are supporting the growth and strategic plans for Loran and his team to embrace principals of inclusion, and community development through opportunities for education, employment, leadership, health, play and excellence. We will continue to work diligently and carefully with our community partners who have been instrumental in ensuring opportunities for thousands of young people. We will also work to ensure our work with Basketball England and related national governing bodies exceed the standards of an outstanding community sport organisation.

Professor Kevin Hylton, Leeds Beckett University
Chair of the Board, Let's Do More (CIO)
Visiting Professor University of South Wales



Message from the CEO

'Life gon' hit you back, belly & side'...
That was something my late Trinidadian grandmother, Anita, would often say, a simple phrase that spoke to the reality of life's challenges, and the resilience needed to keep going. As I enter a new chapter in my professional journey, her words continue to stay with me.

Let's Do More continues to grow steadily, shaped by the people involved and the communities we serve. It's not just about basketball, it's about creating safe spaces, building confidence, and opening doors that might otherwise stay closed. What we've built is the result of collective effort, shared belief, and a lot of behind-the-scenes hard work.

This year, we became a Charitable Incorporated Organisation (CIO), a key step that gives us the right structure to grow our work responsibly and with purpose. We have also welcomed a new Board of Trustees made up of experienced, values-led individuals who bring a wealth of knowledge, credibility, and professional excellence; individuals who are leaders in their fields and deeply connected to the communities we serve. Their leadership and guidance will be vital as we move into the next phase of our journey.

We've seen brilliant collaborations with a diverse set of organisations, from a local African seamstress designing custom tracksuits for our academy, to a multi-national car firm providing professional media day experiences for our players. These partnerships not only reflect the diversity of our community, but also the shared belief in the potential of our young people.

On the court, our sessions continue to grow, and our trauma-informed approach is helping more young people feel supported and stay involved.

This year also saw us take our first steps into international opportunities, with players experiencing basketball abroad; a reflection of just how far the journey is reaching. Our participant numbers have more than doubled in the past two years, and we're proud to have brought the basketball community back to the iconic Mandela Community Centre, a space that holds so much history and meaning for the city. It's more than just a venue; it's a symbol of our commitment to keeping the game accessible, visible, and rooted in the heart of the community.

None of this is about ticking boxes, it's about doing the work properly. Our focus remains on making basketball accessible, creating opportunities for young people to lead and grow, and responding to the real challenges they face with care and intent. The values that guide us aren't just words on paper, they show up in how we coach, how we lead, and how we treat one another. They're reflected in the young people who step into leadership roles, young people who become our future coaches, mentors, and role models. They're seen in the families who keep showing up, and in the community we're building together.

To everyone who's been part of this journey so far — thank you. Whether you've been with us since day one or just joined the team, your support is what makes this possible.
Six years in, and we're still just getting started.

Loran Lewis, CEO



Defining Who We Are

OUR MISSION

To Change Lives and Create Opportunities Through Basketball



OUR VISION

A future where basketball is a gateway to opportunities, growth and success for all.



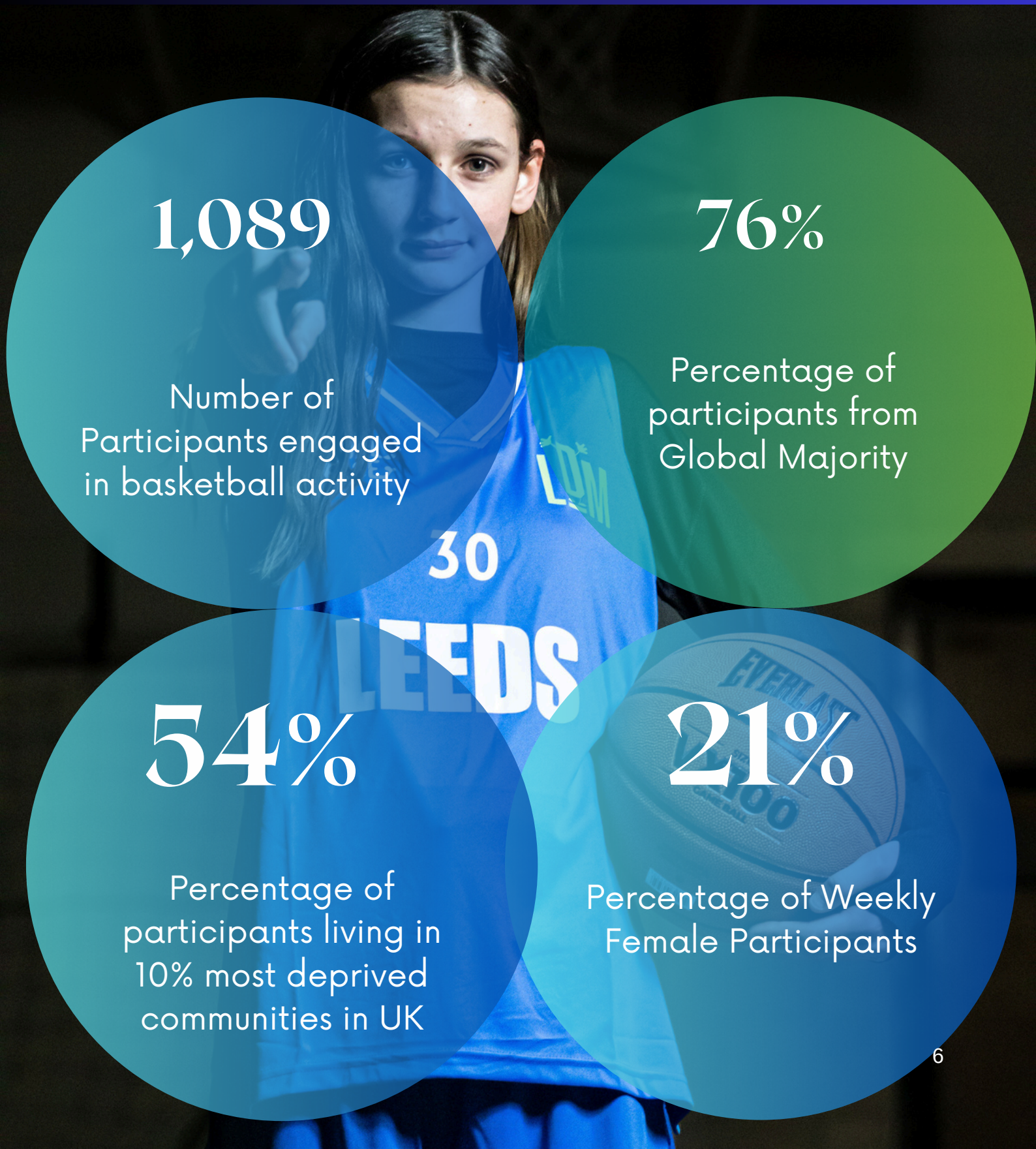
OUR VALUES

Discipline
Inclusivity
Compassion
Empowerment
Respect



A SNAPSHOT

2024



1,089

Number of Participants engaged in basketball activity

76%

Percentage of participants from Global Majority

54%

Percentage of participants living in 10% most deprived communities in UK

21%

Percentage of Weekly Female Participants

Snap Shot 2024 - Continued

Did You Know?

Based on the UK's Real Living Wage (£12/hour as of 2024), the 2,250 hours of work experience provided by LDM between 2022 -2024 represents a £27,000 value in early employment exposure — experience that reduces future NEET risk and builds pathways to paid employment.

24

The number of coaches & officials we have trained up to at least a level 1 standard

75%

Come from underrepresented groups in coaching and officiating spaces.

98%

The increase overall in basketball participation across all age groups between 2022 - 2024

2250

The number of work experience hours LDM have provided to young people aged 14-19 between 2022 -2024

100%

Directorial or Trusteeship roles held by minoritised groups with lived experiences of the issues we aim to tackle.

10

Former participants gaining paid work opportunities with LDM after turning 18.

Leeds Basketball Festival 2024

250
Attendees

12
Organisations supporting

1000s
Viewing the content online through various social platforms

4th
Annual Black History Month Celebration for LDM

0
The number of losses taken by Team coaches in the Coaches v Players Game!

The Leeds Basketball Festival, launched in October 2024 at the Mandela Community Centre, was a landmark event celebrating basketball, community engagement, and Black History Month. Organised by Let's Do More (LDM) as part of our fifth-anniversary celebrations and transition to charitable status, the festival brought together a diverse range of people and organisations, including guest appearances from the Lord Mayor of Leeds and the first engagement attended by our new board of trustees. The event gave an opportunity to hear from our sponsors for the year including Anatree Group, Unity in the Community, Live 2 Help, Spiritual Fitnesse, Vertu Land Rover and Afrochops.










A Trauma Informed Approach

IMPLEMENTING TRAUMA INFORMED PRACTICES

We recognise that young people engaging in our programmes can often experience trauma and adversity in their lives and that having access to a safe adult and being part of a sports team can be important protective factors. As a result, we are embedding a trauma-informed (TI) approach into our coaching and organisational culture. This ensures that every young person can feel safe, supported, and empowered to thrive both on and off the court, whatever their circumstances.

With initial support from Leeds Community Foundation LDM employed a Youth Wellbeing Officer, a trauma-informed specialist, to integrate TI principles across the organisation. Rather than applying TI practices to select individuals, our goal is to embed these principles into all aspects of our work, and it blends well with best practice in both safeguarding and sports psychology.

Since implementing this approach, we have seen significant improvements in participant retention, engagement, and overall well-being. Young people who may have previously struggled to remain in sessions now feel more supported and are more likely to return. Our staff and volunteers have also benefited from enhanced training and resources, allowing them to manage challenges more effectively and build stronger relationships with participants.

The Youth Wellbeing Officer has also played a crucial role in identifying additional support needs for young people and their families, facilitating referrals to health services and safeguarding teams if required.

YOU CAN FIND MORE INFO ON OUR TRAUMA INFORMED APPROACH AT WWW.LETSDOMORE.ORG.UK/YOUTH-WELLBEING

A Trauma Informed Approach -Continued

IMPACT ON YOUNG PEOPLE AND COACHES

Part of being TI is listening to the views of our young people and one way we do this is via anonymous surveys:

77% of participants play basketball primarily for enjoyment.

45% value basketball as a way to build friendships.

19% reported that basketball helps boost their confidence.

17% find basketball to be a relaxing and stress-relieving activity.

85% of participants reported that they trust their coach.

30% of participants have felt upset by something another player said or did.

50% Of those, 50% felt they could tell their coach

28% Did not feel comfortable doing so

This became an area we have taken steps to improve on.



Nurturing Leaders: Coach Shaq

Now in his fifth year with LDM, Shaquille Butler (Coach Shaq) has grown into one of the most promising young coaches in the region. Having worked across all age groups, he has consistently demonstrated exceptional versatility, dedication, and passion for the game. His commitment has seen him lead the first ever girls' teams at LDM, while also coaching multiple boys' age group teams with energy and purpose.

Beyond competitive basketball, Coach Shaq's impact in the community is just as powerful. For the past three years, he has coached the Leeds Valkyries — a grassroots women's basketball group committed to keeping women active and connected. He also leads our free community basketball sessions at the Mandela Centre, creating a safe and welcoming space for young people of all backgrounds.

Shaq's journey is one of triumph through adversity, and his story strengthens LDM's commitment to recruiting and developing leaders with lived experience — individuals who can use their own journeys to empower and inspire the next generation.

In His Words:

> "I got into basketball quite late because of a troubled childhood. A tutor showed me basketball in college and it became my life. I wanted to play all the time and I wanted to train all the time. I went on to university to study coaching and began coaching my team whilst I was playing for them. Not having much when I was younger developed a hunger in me to see how far I could go. Now I use that hunger to provide opportunities for young people similar to me and push them as far as they can go. I also love to empower women because of my sisters, nana and mum. There's nothing more empowering than sport, especially basketball."





Growing Women & Girls' Basketball - Sport England Funded SheHoops Project

Funded by Sport England, the SheHoops project aimed to remove barriers for girls to participate in basketball in Leeds. Over 180 girls between the ages of 8-16 engaged in basketball activity as a result of the project with over 80% taking part in structured basketball activity for the first time.

Included in the project were two girls only basketball camps, aimed to improve confidence, self-esteem and access to female sporting role models, and a 3x3 tournament aimed to provide an extra competitive outlet for the girls to compete against teams from across the region.

Timeline of Activity

July 2023 - SheHoops Project Starts



October 2023 - First Half Term Camp



Feb - April 2024 Girls take part in their first set of games!





February 2024 - Afterschool session at Trinity Academy averaging 25 girls per week



July 2024
We host a 3x3 tournament attended by groups from Sheffield and York



October 2024 - Numbers continue to grow and there are now two teams and 3 female coaches!



October 2024

Abigail and Grace - first introduced to us at the start of the project are in 2023 are selected for Basketball England's Aspire Yorkshire Skills Camp!

Success Story - Abigail Gela

Abigail Gela joined the LDM Girls Programme last year after first discovering basketball through a school session I ran at Mount St Mary's. From that initial introduction, she has embraced the sport with so much passion, growing not only as a player but also as a leader within the team. Her confidence has flourished, and she has become an integral part of our U16s squad, consistently averaging 15-18 points per game while also playing a pivotal role in elevating her teammates.

What truly sets Abi apart is her relentless work ethic and commitment to development. She goes beyond what is expected—both on and off the court—displaying a level of ambition that makes her a role model for others in the programme. Abi embodies the values of teamwork, perseverance, and sportsmanship.

Beyond her playing ability, she is also actively seeking to expand her involvement in basketball through officiating and coaching, showing a genuine passion for the game that extends beyond her own game. Since joining LDM, she has embraced every opportunity for growth, proving herself to be a dedicated athlete and an inspiring presence within our basketball community. I am incredibly proud of her journey so far and excited to see what the future holds for her.

-Coach Charlotte

> Being part of the programme has pushed me beyond my limits and helped me become the best version of myself. The female coaches have been inspiring role models, and now I want to become a coach and encourage more girls to get into the sport.



LDM Basketball Academy (16 - 19)

The LDM Basketball Academy, fully embodies the 'Creating Opportunities' strand of our organisation's mission. The academy has opened doors for young people from a wide range of academic and social backgrounds to grow, learn, and develop skills that will support them throughout their lives.

Kai (17), a first-year academy student, is a clear example of how the academy can be more than just a stepping stone to academic and sporting success. For some, it offers a second chance—especially for those whose barriers off the court have significantly hindered success in the classroom and beyond.



"Basketball has done a lot for me. I used to be hot-headed, misguided, and had a lot going on behind the scenes. I was lost in the streets, but playing basketball taught me discipline, how to control my emotions, and how to channel them in a positive way. It's helped me build a strong mindset and grow as a man. For me, it's more than just a sport—it's a way to clear my head and escape the stress of the outside world. I want to go far with basketball and play at the highest level I can."

Kai - 17

LDM Basketball Academy (16 - 19) - Continued



Our new partnership with Vertu Jaguar Land Rover sees the team take over the showroom for a media day

95% retention rate at college of students at the Leeds City College Basketball Academy of those who answered 'Basketball as their main reason for attending college'.



Warren and Arthur experience a life changing trip to the USA

> **"I am over the moon with how LDM perform. They have harnessed my son's passion for basketball and he is becoming an improved player. Furthermore my son is now much more confident since he arrived at LDM."**
>
> Kasia Matkowski, Parent of LDM Academy Player



In 24/25 season we partnered with academy alumni Stellon Forbes' 'MoFlickedIt' media company on his graduation from the academy.



We travelled to over 21 cities and towns across the UK to play basketball in 2024!

Our Teams

Since first entering a team into National League in the disrupted 2020/21 season, LDM has experienced rapid growth and rising success across multiple age groups.
Our U14 Boys now compete in the National League Premier Division – the highest level possible for their age group – while our U16 and U18 teams are established in highly competitive Conference divisions. We also boast a strong presence in local leagues, with boys' and girls' teams from U12 to U16 consistently competing and developing.

On the education front, Leeds City College represents LDM in the CBL (College Basketball League), providing a vital pathway for aspiring athletes post-16. This growing representation across national, local, and academy leagues has fuelled real talent development, with several players progressing through Basketball England's Aspire programme. Notably, in 2024, David Cassama became the first LDM player to represent the North of England, alongside multiple others selected at Yorkshire level – a testament to the strength and trajectory of the programme.



174

Number of players registered for National, Local and Academy league competition for the 24/25 season

77

The number of unique teams and academies our LDM teams played against in the 2024/25 season

1200+

The approximate number of volunteering hours accumulated in 24/25 by parents, volunteers, table officials, drivers — and coaches going above and beyond their call of duty!

4235

The approximate number of miles travelled by LDM teams for away fixtures in the 24/25 season.

Looking Ahead - Our Future

As we move forward as a new charity, we have committed to 3 core priorities which will shape our work for the coming years:

1. Maximising Opportunities to Play Basketball

2. Creating Opportunities & Developing Leaders

3. Being a national leader on Trauma Informed Basketball Provision

More information on these core priorities can be found at www.letsdomore.org.uk/latest-updates



Expanding Our Reach & Deepening Our Impact

Maximising Opportunities to Play Basketball

Challenge:
Access to regular, high-quality sport remains unequal — especially for girls, low-income families, and under-served neighbourhoods.

Our Focus:
Grow our community sessions across Leeds, maintain low-cost access, expand on existing community, academic and statutory partnerships

Looking Ahead:
Strengthen our data and outreach strategies to identify participation gaps, track progress, and ensure no young person is left out of the game.

Creating Opportunities & Developing Leaders

Challenge:
Too few young people from disadvantaged backgrounds access leadership, employment, and qualifications in sport.

Our Focus:
Expand our academy programme prioritising leadership outcomes, grow partnerships with colleges and employers, and offer real roles in coaching, officiating, and community engagement.

Looking Ahead:
Launch a paid pathway for alumni, turning young participants into the next generation of LDM staff and leaders.

Being a National Leader in Trauma Informed Basketball Provision

Challenge:
Young people affected by trauma can face barriers to participation and need more than just a place to play.

Our Focus:
Create safe, inclusive environments where behaviour is understood as communication. Train coaches in trauma-informed methods that build resilience, emotional regulation, and trust.

Looking Ahead:
Recruit a Wellbeing Manager, strengthen multi-agency referrals, and embed lived experience, Trauma Informed practice, and ongoing staff support into every layer of our work.

How to Support Our Journey

Let's Do More is changing lives and creating opportunities through basketball building a future where the sport is a gateway to growth, leadership, and community.

Here's how you can be part of that journey

Partner with Us

Bring your skills, services, or networks to help us achieve our three core priorities and deepen our impact.



Fund our Mission

Donate or sponsor our work to support the growth, sustainability, and impact of our programmes.



Volunteer your Time

Get involved as a coach, official, team manager, or behind-the-scenes support — every hour helps.



Spread the Word

Follow, share, and talk about LDM. The more people who know about us, the more lives we can reach.



For more information on how you can support our work please contact info@letsdomore.org.uk

Acknowledgements

We would like to give a huge show of appreciation to everyone who has supported the LDM journey so far. To our sponsors, funders, partners thank you for believing in our mission and aiding us in bringing change to the communities we serve. To all the LDM staff, volunteers, and young leaders your energy, passion and commitment is what drives everything we do. To the families, communities and participants who continue to show up, play hard and support, we thank you for trusting us with your growth

Together, let's be change we wish to see through the incredible sport of basketball.

We thank you for your continued support in our programmes.