



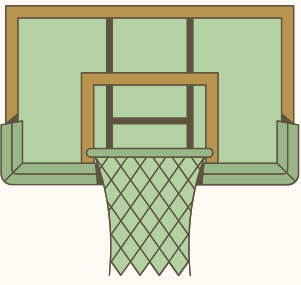
UK



BASKETBALL

The increasing popularity of basketball across the UK and Lincolnshire

THE BROAD PICTURE...



Basketball was founded in Massachusetts in 1891. It was popular as it could be played indoors during the winter. Today, it stands as the second most popular sport in the US (*Statista*). The National Basketball league (NBA) was founded in New York in 1946. Composed of 30 different teams. Forbes estimated the NBA to be worth \$3.85 Billion.

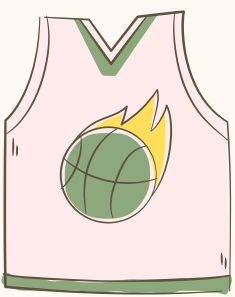
IN THE UK...



Basketball participation in the UK is at its highest since records began. (*Basketball England*)

The British Basketball league, (BBL) Britain's premier division, saw a 200% increase in viewing figures in 2023 (*SVG Europe*). The BBL's licence was terminated in June of 2024, due to financial concerns from the British Basketball Federation.

WITHIN LINCOLN...



Lincoln has a range of senior teams that compete in the Lincoln Central Venue League these include, The Lightning, Hawks, Tropics, Bombers, Oddities, Newark BC and the University team. so far, the lightning lead the league winning their first two games of the season. the CVL is recognised and monitored by England Basketball.

