



Generation Inspired!

The beauty of sports is the element of surprise. The term everyone likes and under-dog has been coined for a reason. In the case of Swindon Shock basketball Club hard work by a group of young volunteers has paid off. In 2009 eight young people approached then street games coordinator and asked to help form their own basketball club because they were tired local team politics. A plan was decided and every hour that young people put in, would result in an hour of free coaching.

With the help of School Sports Partnership, Street Games, Leisure services, Positive futures, and Swindon Cavaliers basketball club, a foundation was formed. What started as one club struggling in Division 3 of the SouthWest of England Basketball has blossomed into a powerhouse club that host 6 teams. Each that continues to keep the ethos of Street Games and base their focus on volunteering and encouraging basketball in disadvantaged areas.

Swindon Shock continues to grow strong partnerships with local schools and Leisure Services, and in addition has begun to catch the eye of local businesses. Recent company APP Advance Plasma power has made a donation to get the National League Team up and running as well as Gatorade supplying their well known drinks across the club. Nationwide whom are ideally responsible for getting the wheel chair team started is another strong supporter. Thanks to our Local Royal mail, the womens team were finally able to purchase kit.

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In the wake of the 2012 Olympics, spectators watch Great Britain grow in their development of basketball, finally claiming victory in their last game. That same growth process has started in Swindon and who knows perhaps one day Swindon will have its very own Olympic basketball athlete due to the hard work of young people in the area promoting the sport.

About Swindon Shock Basketball Club:

Swindon Shock was built under the foundation of Street Games (streetgames.org). We currently play out of disadvantaged areas of Swindon, Walcot & Pinehurst. Our aims are to promote and maintain a sport that is affordable to young people and allows them to play at high competition levels. Swindon Basketball club is set up as a non profit program. Although we do coaching sessions for local schools all cost are directed back within the club making the basketball season more affordable for its players. Our aims are also to provide coaching and safeguarding qualifications to our players as well as job opportunities.

To date Swindon Shock has coaches with a variety of qualifications, such as Wheel Chair level 1, Level 2 basketball coaching, Level 2 fitness instruction, trained physiotherapist, Level 2 officiated, Level 2 table officials, Level 1 football coaching, Tag Rugby, and a host of other grassroot sports.