

# British Baseball Federation Annual General Meeting & Congress Information Pack

Saturday 18th and Sunday 19th November 2023

The Holiday Inn, Leicester, LE1 5LX



---

## CONTENTS

1. Annual General Meeting - Venue
2. Code of Conduct
3. About the British Baseball Federation
4. Annual General Meeting 2023 Agenda
5. Minutes of previous 2022 Annual General Meeting
6. Voting Members
7. Quorum and Voting
8. Board Official Reports
  - President
  - Secretary
  - Senior Clubs Leagues Commissioner
  - National Teams Programme Official
  - Officials Official
  - Development Official
  - Youth Clubs Leagues Commissioner
  - Coaches Commissioner
  - Marketing and Communications Official
9. Budget and Financials
10. Motions to the AGM
11. Board Elections - Candidates and Statements
12. Congress Schedule



---

# 1. ANNUAL GENERAL MEETING VENUE

The British Baseball Federation Annual General Meeting (AGM) and Congress will be held on Saturday 18th and Sunday 19th November 2023 at The Holiday Inn, 129 St Nicholas Circle, Leicester, LE1 5LX.

Address of the Annual General Meeting: The Holiday Inn, 129 St Nicholas Circle, Leicester, LE1 5LX

Date & Time:

- BBF Congress: Saturday 18th November from 13:00
- BBF AGM: Sunday 19th November at 10:00



---

## 2. CODE OF CONDUCT

### Attendees

All attendees to our AGM should conduct themselves in a way which does not damage or undermine the reputation of the British Baseball Federation (BBF).

A speaker should declare his or her conflict of interest at the beginning of his or her time to speak e.g., commercial, to another league, organisation, etc.

### Non-compliance

Any comments, statements or actions that disrupt the AGM, will not be tolerated. Any person who persists with causing such disturbances may be asked to leave the AGM. Disturbances or actions by any attendee that bring the AGM into disrepute could be subject to formal disciplinary action by the BBF.



---

### 3. ABOUT THE BRITISH BASEBALL FEDERATION

The British Baseball Federation (BBF) is dedicated to high standards and best business practice in managing its operations. It is not incorporated, is an all-volunteer organisation and is governed by its constitution, policies, rules and procedures. It is termed a "non-profit National Governing Body (NGB)." We are recognised as the National Governing Body of baseball by Sport England, Little League, Pony Baseball, CEB Europe, and the World Baseball Softball Confederation (WBSC), etc.

Objectives (per BBF constitution - section 3)

- To organise, promote and develop baseball in Great Britain on behalf of its membership.
- To ensure the operational running of baseball is dealt with satisfactorily.
- To administer a national teams programme to represent the country in international baseball.
- To carry out any other duties as the National Governing Body of baseball.

The BBF board is made up of elected persons. The Board draws on the experience of the below non-paid (volunteer) individuals to manage the affairs of the BBF.

BBF Board members:

- President: Tom Thornhill
- Secretary: Earl Dix
- Treasurer: Vacant
- Seniors Affiliated Clubs League Commissioner: Chris Carter
- National Teams Programme Official: Gavin Marshall
- Officials Commissioner: Chris Deacon
- Development Official: Lee Manning
- Youth Affiliated Clubs League Commissioner: Vacant
- Coaches Commissioner: Mike Hayward
- Marketing and Communications Official: Richard Evans



---

## 4. AGENDA Sunday 19th November

Arrival Time: 09:45am

1. AGM Registration (10.00)
2. AGM Opens (10.15)
3. Welcome from the Chair
4. Roll call of voting members present
5. Apologies for Absence
6. Appointment of Tally Keepers
7. Approval of minutes of the previous AGM and EGMs
8. Approval of Previous Years Accounts and 2023 Budget
9. Board Reports
10. Constitutional Amendments and Motions to the Annual General Meeting
11. Election of Officers
12. Any Other Business



---

## 5. MINUTES OF PREVIOUS ANNUAL GENERAL MEETING 19th November 2022 (Approval Pending)

Minutes available at

<https://www.britishbaseball.org.uk/federation-documents>

Holiday Inn Reading - South Basingstoke Rd, Reading RG2 0SL

### Voting Members Present

BC Vetra  
Belles Baseball  
Bristol Baseball Club  
Cardiff Baseball Club  
Cornish Claycutters  
Croydon Pirates Baseball Club  
East London Latin Boys  
Guildford Baseball Club  
Herts Baseball Club  
Hurricanes Baseball Club  
Kent Buccaneers Baseball Club  
Kent Mariners Baseball Club  
Legends Baseball Club  
London Archers Baseball Club  
London Mets Baseball Club  
Long Eaton Baseball Club  
LYBL  
Manchester Baseball Club  
Milton Keynes Baseball Club  
Richmond Baseball Club  
Sheffield Bruins Baseball Club  
Taunton Baseball Club  
Umpires Association

### Observers Present

John Boyd (BSUK)  
Chris Rawlings (BSUK)  
Gary Anderson (BSUK)  
Gavin Marshall (Candidate)  
Liam Carroll (Development Committee)



---

Board Officials Present

BBF Tom Thornhill, President (TT)

BBF Lee Manning, Development Official (LM)

BBF Chris Carter, Senior Affiliated Clubs League Commissioner (CC)

BBF Chris Deacon, Officials Commissioner (Co-opted) (CD)

Apologies for absence

Brighton Baseball Club

Essex Redbacks Baseball Club

Essex Arrows Baseball Club

Formosa Islanders

Kevin Macadam

Phil Veazey (Observer Guest)

Minutes Written by

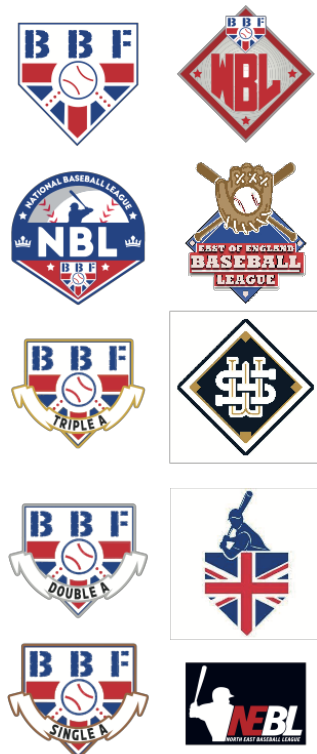
Chris Carter



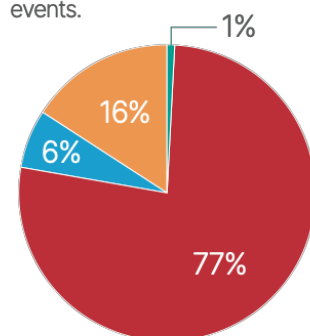


## 6. VOTING MEMBERS

MEMBER CLUB	ADULT TEAMS	WOMEN'S TEAMS	YOUTH TEAMS	TOTAL VOTES
Belles Baseball Club		1		1
Bournemouth Baseball Club	2			2
Bracknell Baseball and Softball Club	1			1
Brighton Baseball Club	2			2
Birmingham Baseball Club	1			1
Bristol Baseball Club	4	1		5
Cambridge Baseball Club	3		1	4
Cardiff Merlins Baseball Club	2			2
Cornish Claycutters Baseball Club	1			1
County Durham Baseball Club	1			1
Croydon Pirates Baseball Club	2			2
Durham University Wolves BC	1			1
East London Baseball Club	2			2
Essex Baseball Club	4		1	5
Formosa Islanders Baseball Club	1			1
Guildford Baseball and Softball Club	3			3
Harwich Town Bay Area Blues BC	1			1
Herts Baseball Club	7		4	11
Hull Scorpions Baseball Club	1			1
Hurricanes Baseball Club	1			1
Kent Buccaneers Baseball Club	2			2
Kent Mariners Baseball Club	2			2
Leeds Locos Baseball Club	1			1
Leicester Diamonds Baseball Club		1		1
Liverpool Trojans Baseball Club	3			3
London Archers Baseball Club			3	3
London Mets Baseball and Softball Club	8	1	2	11
Long Eaton Baseball Club	1	1		2
London Youth Baseball League			6	6
Manchester Baseball Club	3			3
Milton Keynes Baseball Club	2			2
New Forest Thunder Knights BC	1			1
Newcastle Nighthawks Baseball Club	2			2
Northants Centurions Baseball Club	1			1
Norwich Iceni Baseball Club	2			2
Oxford Kings Baseball Club	1			1
Richmond Baseball Club	4			4
Sheffield Bladerunner Baseball Club	2			2
Sheffield Bruins Baseball Club	3	1		4
South Coast Pirates	1			1
Taunton Muskets Baseball Club	1			1
Telford Baseball Club		1		1
Tonbridge Baseball Club	2			2
Weston Jets Baseball Club	1			1
Wragby Hammers Baseball Club	1			1



Votes are distributed to clubs depending on the number of teams they register in BBF leagues or BBF affiliated leagues. In the case of youth teams, they become eligible for voting rights only upon their registration to compete in the Super League Club or the mix-and-match events.



LIFE TIME MEMBERS	1
ADULT TEAMS	83
WOMEN'S TEAMS	7
YOUTH TEAMS	17
TOTAL VOTES	109



---

## 7. QUORUM AND VOTING

The AGM will be quorate if at least 30% of the Voting Members are present. To be quorate at this AGM, there must be at least 13 Voting Members present.

The motions (resolutions) considered at this AGM shall each be separately voted upon. Each resolution shall be voted by a Member as 'Yes', 'No' or 'Abstain'. For a motion (resolution) to be approved, the number of 'Yes' votes must exceed the total of 'No' votes that are cast.

The total number of votes for voting members is subject to change prior to the AGM. In line with 6.18. of the BBF Constitution, any members that are deemed unfinancial will be informed of their status 14 days prior to the AGM.



---

## 8. BUDGET AND FINANCIALS

### Finance Statement Amendment:

We, the Board of the British Baseball Federation, are of the opinion that during the year to 30<sup>th</sup> September 2023:

- Financial statements are produced in accordance with the organisation's constitution excluding one exemption under 9.11.

\*The exemption noted was a board approved bridge finance for the purpose of cash flow management at short notice In February 2023. This was approved by the Board to account for unanticipated costs relating to the World Baseball Classic preparation that would have to be drawn from the future allocated World Baseball Classic Award fund.

This was unanticipated as MLB took longer than anticipated to distribute the qualifier award. This finance had no interest and was not a bank loan. As a result, there are no outstanding liabilities to the Federation and this issue has been resolved.

## Annual Accounts 2023

## Budget 2024



BRITISH BASEBALL FEDERATION  
(AN UNINCORPORATED ASSOCIATION)  
REPORT AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 SEPTEMBER 2023

**Contents**

**BBF Board report**

**Statement of profit and loss**

**Statement of financial position**

**Notes to the financial statements**

BRITISH BASEBALL FEDERATION  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 SEPTEMBER 2023

---

The British Baseball Federation is the National Governing Body for the sport of baseball in Great Britain. It is an unincorporated body comprising affiliated clubs and their members (players, officials, etc.). The six Great Britain national team programmes also fall under the organisation of the BBF. A Head Coach is appointed to manage each of the programmes.

Board Officials

President	Tom Thornhill (elected 27 November 2021)
Secretary	Earl Dix (elected 27 November 2021)
Treasurer	Vacant
Development Official	Lee Manning (elected 27 November 2021)
National Teams Programme Official	Gavin Marshall (elected 19 November 2022)
Officials Commissioner	Chris Deacon (elected 19 November 2022)
Coaches Commissioner	Michael Hayward (elected 19 November 2022)
Senior Affiliated Clubs Commissioner	Christian Carter (elected 27 November 2021)
Youth Affiliated Clubs Commissioner	Paul Rance (elected 19 November 2022; resigned 20 February 2023)
Marketing and Communications Official	Richard Evans (co-opted 13 December 2022)

BRITISH BASEBALL FEDERATION  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 SEPTEMBER 2023

---

We, the Board of the British Baseball Federation, are of the opinion that during the year to 30 September 2023:

- Financial statements are produced in accordance with the organisation's constitution.\*
- A system of internal control appropriate to the size of the organisation was operated.
- An effective system of corporate governance was in operation.
- Value for money was sought in the expenditure of funds.
- Assets were properly safeguarded.

These financial statements were approved by the Annual General Meeting of the British Baseball Federation on 19<sup>th</sup> November 2023.

On behalf of the Board

\* For transparency to our members, the exemption noted was a board-approved bridge finance for the purpose of cash flow management at short notice in February 2023 to meet costs relating to the World Baseball Classic and to be reimbursed at worst case, from the WBC Award. As at the Federation's year end, this loan was outstanding, however, it has now been repaid.

BRITISH BASEBALL FEDERATION  
 FINANCIAL STATEMENTS  
 FOR THE YEAR ENDING 30 SEPTEMBER 2023

**STATEMENT OF PROFIT AND LOSS  
 FOR THE YEAR ENDING 30 SEPTEMBER  
 2023**

	Notes	Year ending 30 September 2023	Year ending 30 September 2022
		£	£
<b><u>Income</u></b>			
Affiliated club membership fees	1	24,375	14,600
Umpire Member Fees		2,102	
WBC Award - Federation Allocation	2	140,321	
Events	3	9,590	
Donations		-	
Other income	4	1,886	540
<b>Total income</b>		<b>178,274</b>	<b>15,140</b>
<b><u>Expenditure</u></b>			
League Operations			
Insurance premiums:		9,119	8,374
Umpire development		2,170	120
Coach development		-	
Youth development		1,251	
Women's baseball set up		-	768
Championships			
Senior NBC costs	5	6,204	4,264
Youth NBC costs	6	2,050	280
WBC Award – Federation Allocation	7	106,606	
Other tournaments and events	8	8,722	
Communications & Promotion			
Communications		438	436
Website and scoring platform		1,811	2,091
National teams		-	
International Representation			
International affiliations		480	463
International meetings		-	
General Administrative Costs			
Bank charges		25	75
AGM/EGM/League meetings		400	400
Accounting		382	346
Other board costs		4,052	
Bad debt write-off		-	
Other costs	9	1,376	
<b>Total expenditure</b>		<b>145,135</b>	<b>17,618</b>
<b>Net surplus</b>	10	<b>33,138</b>	<b>(2,478)</b>



BRITISH BASEBALL FEDERATION  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 SEPTEMBER 2023

---

**STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 SEPTEMBER 2023**

	Notes	Year ending 30 September 2023 £	Year ending 30 September 2022 £
<b>CURRENT ASSETS</b>			
Affiliated club debtors	11	6,325	2,000
less: Provision for bad & doubtful debts		250	250
Net club debtors		6,075	1,750
Stock		0	0
Other debtors and accrued income	12	51,356	9,011
Prepayments			
Cash at bank and in hand		80,117	22,443
		131,474	31,454
<b>CURRENT LIABILITIES</b>			
Creditors	13	74,972	3,794
<b>NET CURRENT ASSETS/(LIABILITIES)</b>			
		56,502	27,611
<b>NET ASSETS/(LIABILITIES)</b>			
		62,577	29,411
 <b>REPRESENTED BY:</b>			
Accumulated funds		62,577	29,411

These financial statements were approved by the members of the British  
Baseball Federation on 19 November 2023 and were signed on their behalf by:

Chris Deacon

**NOTES TO THE FINANCIAL STATEMENTS**

**1. Affiliation club membership fees**

Tier 1 and Tier 2 fees for adult leagues (£20,800), women's league (£1,050) and youth leagues (£2,825).

**2. WBC Award - Federation Allocation**

Total award \$362,500 (\$300,000 WBC and \$62,500 WBC Qualifier) – 50% is for Player Allocation and 50% is Federation Allocation (\$181,250)

**3. Other tournaments and events**

League Events	£1,740
Summer Cup	£6,200
End of Season (16-23s/Over 45s)	£1,650

**4. Other income**

Disciplinary fines comprised £1,581 of the total

**5. Senior NBC costs**

	<b>2023</b>	2022
	£	£
Officials' fees	3,096	2,300
Trophies and awards	720	329
Facilities costs	2,030	1,467
Broadcast costs	-	-
Equipment costs	300	150
Other costs	58	-
	<b>6,204</b>	<b>4,246</b>

**6. Youth NBC costs**

	<b>2023</b>	2022
	£	£
Officials' fees	360	-
Trophies and awards	400	-
Facilities costs	990	280
Equipment costs	300	-
Other costs	-	-
Broadcast costs	-	-
	<b>2,050</b>	<b>280</b>

**7. WBC Award - Federation Allocation Costs**

	£
Employer's taxes	17,750
Uniform personnel	16,059
Insurance	4,888
Uniform and apparel	55,012
Pre-tournament camp and other costs	12,897
	<u>106,606</u>

**8. Other tournaments and events**

League Events	£1,720
Summer Cup	£5,146
End of Season (16-23s/Over 45s)	£1,856

**9. Other costs**

These include BBF umpire shirts which will be sold but are too small to be recognised as an asset on the balance sheet. In addition, there is BBF apparel for Board and Officials Supervisors.

**10. Net surplus**

£33,715 is reserved from WBC Award proceeds for development

**11. Affiliated club debtors**

Out of the £6,325 as at 30 September, £2,600 has been paid. £2,825 from youth fees was finalised after the year end and in progress and £250 is potentially doubtful out of the remainder.

## 12. Other debtors

The Events and WBC Award Balance are now cleared and the GB ones will be cleared as there a number of inter-account transfers to effect as a result of reviewing all of the transactions related to the WBC Qualifier, WBC and various GB tournaments this summer.

	<b>2023</b>	2022
	£	£
GB Baseball – Seniors and U23 tournament fees	2,995	2,995
GB Baseball Ltd – Aspiration Fund payments	905	905
WBSCE Congress costs	0	381
Field costs	0	1,800
GB Other	27,780	2,930
Umpire costs	<u>1,466</u>	
Events	<u>470</u>	-
WBC Award Balance	<u>17,740</u>	
	<b><u>51,356</u></b>	<b><u>9,011</u></b>

## 13. Creditors

Most of the smaller creditors have either been cleared already. As with the debtors there are a number of inter-account transfers to effect related to WBC Qualifier, WBC and various GB tournaments this summer.

	<b>2023</b>	2022
	£	£
Insurance	1,090	924
Web/Email	0	316
NBC Costs	1,174	1,126
Website/MyWBSC	1,812	589
Events	835	0
WBC Costs	59,624	
WBCQ Costs	9,260	
Other	825	839
Expenses	352	
	<u>74,972</u>	<u>3,794</u>

**2024 BUDGET**

<b>INCOME</b>		<b>2024</b>	<b>2023</b>
		Budget	Actual
<b>Affiliated club fees</b>			
£75 per team	Tier 1	£ 4,725	16,500
£50 per team	Tier 2	£ 1,000	4,000
£50 per team	Women	£ 350	1,050
£50/£25 per team	Youth (Super League/Mix & Match)	£ 1,200	2,825
		<b>£ 7,275</b>	<b>24,375</b>
<b>Individual</b>			
£25 per participant	Adult	£ 48,625	-
£15/£5 per participant	Youth (Super League/Mix & Match)	£ 4,525	-
£25 per participant	Other (umpires, coaches etc)	£ 3,500	2,102
		<b>£ 56,650</b>	<b>2,102</b>
<b>Special Events</b>			
	League Events	£ 2,000	1,740
	Summer Cup	£ 7,500	6,200
	End of Season	£ 3,000	1,650
		<b>£ 12,500</b>	<b>9,590</b>
	WBC Award - Federation Allocation	£	140,321
	Donations	£ 3,000	-
	Other	£ 1,000	1,886
<b>TOTAL INCOME</b>		<b>£ 80,425</b>	<b>178,274</b>

**EXPENDITURES**

<b>Insurance</b>			
Club	£	8,000	7,053
Individual	£	3,011	2,066
	£	<b>11,011</b>	<b>9,119</b>
Little League	£	-	-
<b>Championships</b>			
Venues	£	3,500	3,020
Officials	£	4,000	3,456
Media	£	-	-
Trophies	£	1,000	1,120
Balls	£	750	600
First aid	£	450	58
	£	<b>9,700</b>	<b>8,254</b>
WBC Award - Federation Allocation Costs	£	-	<b>106,606</b>
<b>Special Events</b>			
League Events	£	1,800	1,720
Summer Cup	£	6,750	5,146
End of Season	£	2,700	1,856
	£	<b>11,250</b>	<b>8,722</b>
<b>Development</b>			
Youth development	£	5,000	1,251
Coach development	£	4,000	-
Officials development	£	3,000	2,170
	£	<b>12,000</b>	<b>3,421</b>
<b>WBC Development</b>			
GB Baseball	£	9,955	-
Development	£	23,760	-
	£	<b>33,715</b>	-
<b>Other</b>			
International affiliations	£	500	480
National teams	£	6,500	-
International relations	£	2,500	-
Accounting	£	500	382
Communications	£	1,000	488
WBSC Scoring platform & Website	£	5,217	1,811
Registration platform	£	6,638	-
Historical pledge to WB-UK £3,000 – remaining balance*	£	293	-
Women's fee reinvestment (historical agreement)	£	300	-
AGM costs	£	2,500	400
Board expenses	£	2,500	4,052
Other costs	£	-	1,376
Bad debt write-off	£	500	-
Bank charges	£	50	25

---

<b>TOTAL EXPENDITURES</b>	<b>£</b>	<b>106,673</b>	<b>145,136</b>
---------------------------	----------	----------------	----------------

---

---

## 9. BOARD OFFICIALS REPORTS 2023

President - Tom Thornhill

Secretary - Earl Dix

Treasurer's Report - Drafted by Chris Deacon

Senior League Commissioner - Chris Carter

National Teams Programme Official - Gavin Marshall

Official Commissioner - Chris Deacon

Development Official - Lee Manning

Youth Commissioner - Drafted by Lee Manning

Coaches Commissioner - Mike Hayward

Marketing & Communications Official - Richard Evans



---

## President - Tom Thornhill

### British Baseball Federation Board Members 2022/23

#### Tom Thornhill - President



Tom has been involved in British Baseball since 2015 having played University Baseball and Softball for the University of East Anglia and Nottingham University. He is still an avid player of both baseball and softball.

During that time, Tom helped establish the Norwich Iceni Baseball Club and East of England Baseball League before stepping into his role as President of the British Baseball Federation in November of 2021.

Alongside his involvement in sport, Tom has experience as a Marketing and Communications specialist working in the fintech industry since graduating from University in 2018.

**"My goal as President in this term is to reform the Federation's governance and infrastructure in order to lay a strong and sustainable foundation for the sport in Great Britain. Baseball has tremendous potential in this country, and I am pleased to be leading our community both domestically and internationally."**

I still cannot quite comprehend how fast these years have passed. Looking back two years with the benefit of hindsight, I realise now that when I took on the role, I can say that I had not fully grasp the enormity of the challenges we faced. Back in November 2021, we were emerging from six months without a President, and the board was navigating a challenging year. Our Federation was in a challenging spot divided, on the back foot, and in need of stabilisation and rebuilding.

Last year was very much about laying a foundation for organisational stability. This year has been much more on the front foot. This can be seen in the direction this Board has provided much more focused on reaching a vision and delivery.

I am delighted that this has been recognised and embraced through the outlook and commitment of our members. We are all one community, and it was my goal is to transform the BBF into an organisation that is a source of inspiration and unity for our community rather than division.

I believe that British Baseball in its current environment, taking into account the LA28 Inclusion, our partnerships with BSUK, and the commitment from our members, we are perfectly positioned for significant growth.

Our future vision for Baseball in Great Britain by 2035 serves as a crucial guide for our community. It helps us align and make the most of the opportunities presented. This vision outlines what we want baseball to look like in Great Britain and the most efficient paths for all of us as a Federation to achieve





---

that. Importantly, it acts as a guiding light for future boards, members, and our collaborative partner, BaseballSoftballUK.

‘Our Future’ frames our sport quite simply and if we want to achieve our vision, the answer lies in prioritising Youth participation — a cause I’ve become a dedicated advocate for within our Federation. This crucial aspect, often overlooked in the past, now takes centre stage in the focus of the development committee and the Federation.

I am also delighted to welcome the British Baseball League and the East of England Baseball League and the North East Baseball League under our new organisational affiliation model. They join the South West & Wales Baseball, a fully affiliated league, in helping develop a regional approach.

This delegates regional responsibilities and is designed to break the decade-long cycle of independence and affiliation. By adopting a policy of localisation, we empower local solutions for local issues, ensuring representation and delegation from the highest levels to the regions.

Our collaboration with a majority of elements with BaseballSoftballUK has never been stronger. This is not a perfect relationship and we are working through the issues together and collaboratively. Personally, a prime example of this commitment is the establishment of a standing annual participation report. Verified by both BSF and BBF, this report segments youth and adult club figures from all other forms of participation. This ensures clear lines of communication and measures, allowing us to assess the performance of both organizations and effectively work towards realising "Our Future."

In terms of our Executive Structure, we’ve seen substantial growth, reaching a peak of 46 volunteers ’members across our committees this year. As a volunteering led organisation with diverse skill levels, one of our major challenges is ensuring we are able to operate effectively and efficiently. To address this, we’ve expanded our Ad Hoc Committee structure this year that enables us to go further and provides more opportunities for individuals to actively contribute to the creation and development of our sport and are beyond the confines of the Board.

I am delighted to say that the British Baseball Federation is back on the front foot, taking a proactive role in promoting and shaping the sport in Great Britain. I have also noticed reinvigorated support for our Federation’s initiatives from all around the British baseball landscape. Whether it is an independent, national team adult or youth volunteer, player or coach, there is a renewed sense of camaraderie and community in our sport as we work toward a common objective.



---

As I step away and pass the baton on, thank you for your support these last two years. It has never been about our success or the success of any one individual, it is about leaving what you do in a better state than when you found it and ensuring that the next Board has the best possible environment to succeed.

As an individual that started an independent league four years ago, I can say sincerely now that I am a strong advocate for the Federation, it has an important role in our community and I will always do my best to support and champion this organisation to the best of my abilities.



---

## Secretary - Earl Dix

This year has consolidated the stability and continuity that has become important for pursuing the goal of excellent governance, well run leagues, championships and BBF events. The board has been blessed with hard working members who are passionate about their sport and skilled at what they do.

The BBF now has a sound administrative infrastructure which is reviewed regularly and is being developed and built as new ideas emerge and are considered. In my day job I deliver operational change and I've been impressed with how quickly and efficiently board members manage and deliver changes in their respective areas.

Richard Evans, the Marketing and Communications Official has brought a fresh perspective in that job and the BBF has grown in visibility, especially with professional partnerships like Sport England, UK Sport, BSUK, social and other media.

You will be able to read the Officials' reports but I want to mention a few things here. In the absence of a qualified Treasurer, Chris Deacon, the Officials Commissioner has stepped up and operated the BBF's finances. He has also done a superb Officials job and there has been an increase in the number of umpires and training opportunities.

The current President Tom Thornhill has helped to develop an extremely creative and secure environment on the board with well run meetings where everyone has their say in a co-operative and calm atmosphere. He has also been instrumental in developing strong relations with our sporting partners and has worked well with the Gavin Marshall, National Teams Programme Official in an outstanding year for GB Baseball. Gavin has been a great asset to GB Baseball and his experienced and steady hand has guided the programme through a very busy period.

I led on a consultation for the newly implemented Transgender & Non-Binary Policy for the BBF. I consulted all interested stakeholders and took advice from experts including BSUK LGBTQ+ Committee chair Luis Arreivillagas.

I'd also like to thank Joe O'Connell and Gabriyas Martens from the London Mets for their expertise and guidance. We concluded the first season operating the policy and it worked well for everyone. It is a policy that is constantly under review and I'll be happy to undertake further consultation if it could lead to enhancements to the policy.

Alongside Lee Manning and Chris Deacon, I led on the appointment of a BBF and GB Sponsorship Manager. This year we saw the opportunity to create the post. We had a significant number of events in 2023 including all the League



---

finals, the Summer Cup, the over 45s and the U23s tournaments. We expect to add to those events in future including a Jackie Robinson Day. We realised that a professional sponsor manager could help us with sponsorship for those events. Also, the success of GB this year will have offered many opportunities. We had eleven applications and following interviews we have successfully appointed a skilled professional who I know is going to take our sponsorship and visibility to another level.

As I write this, Lee and I are finalising an advert and job description for an Events Manager. We will expect this individual to work alongside the Sponsorship Manager and hope to appoint them very soon.

One of the aspects of my job is to oversee complaints and grievances. I know there was a relatively large number of on field disciplinarys but the complaints and grievances were not significant.

However, each one takes up a large amount of volunteer time. I had to offer advice to some members about their social media use. Remember that all members accept terms and conditions of belonging to the BBF and there is an obligation to comply with the Code of Conduct and all other policies.

One of the things I have been passionate about is the deterioration in the way our finals and opening days have been organised. Over the past few years, I've noticed that the events have been low key with no ceremony and lustreless award presentation.

I believe that our finals and opening days should be celebrations of our sport. To that end I made sure that our finals had all the razzmatazz and ceremony they deserved. We had announcers, the games were streamed and we had ceremonial award presentations.

For the National Baseball League Finals, we had Drew Spencer throw the first pitch and for the first time in many years we proudly stood for the national anthem. This is a first small step towards creating big days for our finals and opening days, including attracting large numbers of spectators.

If I look back to my previous experience serving on boards and my current experience, I'd suggest that the most important aspect of BBF operations is continuity and stability. Our sports partners Sport England, UK Sport and BSUK who are instrumental in financing GB, look for that in our operations and personnel. It also contributes to good governance and the ability to manage change.

For me, the promise of the British Baseball Federation Our Future 2023 to 2035 document is the journey we should be taking and stability and continuity is the key to making those visions happen.



---

## Treasurer's Report - Drafted by Chris Deacon

This year has been incredibly busy given the various GB tournaments including the World Baseball Classic, the Summer Cup and the rather impromptu End of Season event. The number of outgoing bank transactions was approximately three times more than in the 2021/22 financial year and therefore added quite significantly to the workload.

We continue to make use of Sage as our accounting platform and Metro Bank as our bank. With the increase in the number of foreign currency transactions, we are now looking into alternative banking solutions to ensure currency rates are optimised compared to standard bank rates which are usually at least twice as expensive.

Given the relatively short time after the year end (September) and the production of this report and accounts, I anticipate adding further updates at the AGM itself as well as beforehand on various activities being undertaken and planned. The accounts this year include much more than last year due to the events highlighted in my first paragraph. They show the Federation Award from the World Baseball Classic with the anticipated use of proceeds for development activities

Risk has come to the forefront this year with a number of injuries and some occurrences of damage to property. We are working on a risk programme which will look to support clubs and their participants in managing risk accordingly and help safeguard our sport from unnecessary or avoidable incidents.

My thanks go to Bill Varon (Richmond) and Anthony Picariello (Kent Mariners) for their invaluable support and advice on finance and risk matters respectively.

I look forward to updating you all at the AGM.



---

## Senior Leagues Commissioner - Chris Carter

### British Baseball Federation Board Members 2022/23

#### Chris Carter - Senior Leagues Commissioner



Chris has been involved in British Baseball since 2014, where he began playing for Tonbridge Baseball Club before moving to the newly formed Kent Buccaneers Baseball Club in 2018.

He occasionally umpires, but primarily manages, coaches and plays for Kent Buccaneers' AA team, and also holds the position of Club President. Chris has both managed teams and umpired across A, AA and AAA leagues since 2018.

He has also been the Senior Affiliated Clubs League Commissioner for the BBF since May 2021, overseeing the management and development of our Senior Leagues.

**"My aim is to ensure that the BBF provide the best baseball experience possible to its member clubs through suitable management and development of our Senior Leagues, as well as improving standards and values within our game which help to achieve the aims and objectives of the Federation."**

As most of you are aware, I was co-opted to the Board of the BBF in my current role in early 2021 when the former League Commissioner resigned at the beginning of the season, and I was later elected to the position for a term of two years at the AGM held in Nov 2021. In total, I have overseen/managed the BBF Senior Leagues in this position as a board member for three baseball seasons.

I think that the four senior co-ed leagues have been consistently more of a success year-by-year. This is most likely due to the fact that experience is a huge trait to have in a volunteer role that has such a large workload and it's been paying off, alongside the fact that both Joe O'Connell and Rhodri Theaker have kept their roles as Assistant Commissioners in both years of my two year term (2022 and 2023 seasons) which has allowed the workloads to be shared and they have been valuable contributors.

These particular roles are very time demanding. It's for this reason that my role itself is one of the least popular when it comes to candidates running for election. No one wants to commit to meeting the requirements of this role as it needs significant flexibility by the Commissioner and Assistant Commissioners as well as a primary focus on administration (emails, investigations, enforcements etc.) which is, in my opinion, too much to ask from a volunteer.

Our current structure within British Baseball is completely broken. There are some full time/part time, paid employees at the development agency, in which our Baseball leagues would still run without, and roles such as mine in the National Governing Body that are not only majority operational, but are also completely run by volunteers.



---

My particular role requires an estimated average of 15-20 hours per week and between February-April, I have to devote almost every free hour I have to season preparation (schedules, handbook etc.). The league schedule alone took around 75 volunteer hours to make, and that's by someone that uses Microsoft Excel as a full time job (hats off to Joe O'Connell)! Imagine how long it would take if it were someone with little experience in Excel.

On top of those 75 hours, between myself, Rhodri Theaker and Jason Toms, we uploaded the schedule online to the BBF Stats site which took an estimated 25 hours (each game needs to be uploaded individually - there is no bulk upload function in the backend of the site).

That means that just to create a schedule and have it displayed online for everyone to see (the most vital part of the BBF Baseball season), 100+ volunteer hours are required. If the people carrying out these tasks do so with no experience of doing it beforehand, you are probably looking at 150+ hours.

Those numbers do not account for the time spent creating the handbook for the season, and answering any queries clubs have, and then there is the constant investigations/disciplinary matters that result from ejections/on-field incidents. There are a number of incidents from 2023 that have still not been addressed/processed by us due to time requirements.

This is a volunteer position, despite being absolutely vital to ensuring baseball is played at a competitive level where the clubs that pay fees to the BBF have a satisfactory/good experience. I'm sure most clubs will remember the last time the BBF had no Seniors Commissioner, in 2019, when the BBF were unable to release a league schedule and had to delay the start of the season as a result of this.

All I remember seeing on social media were members of the community in uproar, complaining that the season was due to start in less than a week, with no schedule produced (I, as a team manager at the time, was guilty of this!). The BBF then made a schedule for NBL only, and AAA, AA, A schedules were all made by club representatives through use of Facebook Messenger and WhatsApp.

This is not sustainable to British Baseball. It can't be expected for someone who holds a full time job, hobbies and interests, friends and family, to devote up to 30 hours per week to ensuring our clubs can play Baseball, whilst getting nothing in return. The number of teams affiliating to the BBF is growing year on year, and without any measures in place (financial compensation structures) to ensure that the Seniors Commissioner and Assistants are always filled, at some point, no one will stand for the role, and the British Baseball league system will collapse and fall on the clubs to pick up the pieces, which will limp along.



---

Even if someone does hold the role in a volunteer capacity, what happens if they decide it's too much for them and they just resign? Despite the fact that I feel the place our Seniors Leagues are in right now is a huge improvement to what I was handed in 2021, and that I enjoy this role and am heavily invested in continuing to carry out the duties, I was very ready to not stand for the role and let literally anyone take over.

My decision to stand for another two year term was made at the very last minute as I realised that it's highly likely that if I don't stand, no one will, and we will have a repeat of the diabolical season 2019 had to offer. This needs to be fixed.

This season, I set out to ensure the best baseball experience possible was offered to our members, and I am confident that the majority of our members understand and appreciate the results we have produced.

If anyone is interested in speaking with me to get a better understanding of how our leagues work, or have other questions, please reach out to me by email and we can arrange a call - [chris.carter@britishbaseball.org.uk](mailto:chris.carter@britishbaseball.org.uk)

	Single A	Double A	Triple A	NBL	WBL	Other
Number of Teams	30	21	8	6	9	18
Champions	Cardiff Merlins	Hurricanes	Bournemouth Bears	London Mets	Belles Baseball	N/A

The equates to 91 teams in total (73 within within the five BBF administered league tiers)

- \* 'Other' refers to BBF affiliated teams that are part of a regional organisation that affiliate to the BBF under the Tier 2 structure and therefore do not have access to BBF Postseason - these organisations (BBL and NEBL) run themselves regionally and require next to no assistance from the BBF Senior Leagues Committee.
- \* This is different to SWWBL and EEBL who affiliate to the BBF under the Tier 1 structure and therefore have access to BBF Postseason - these two organisations also run themselves regionally but are entitled to provide a team for BBF Postseason and therefore are accounted for in the 'Single A' column above.

I look forward to seeing you all at the upcoming AGM and Congress in which we will be sharing our plans for the 2023 season with you all. Thank you!





---

## National Teams Programme Official - Gavin Marshall

### This Year's Results:

- Seniors – Qualified for the 2026 World Baseball Classic after defeating Columbia and Silver Medal Winners at 2023 European Championships.
- U23s – secured Silver at the European Championships, setting the stage for their upcoming participation in the World Cup in China next year.
- U15 – Despite the unfortunate cancellation of the final due to rain, our U15 team demonstrated their skill and determination, finishing 2nd in a friendly tournament held in Germany.
- U12 – While the U12 team faced challenges and finished 8th, their resilience will be a driving force as they regroup and aim for success in the qualifiers

We have also appointed new coaches to the GB Baseball programme.

- Women's Seniors Head Coach - Pietro Sollecito
- U18 Head Coach - Erick Henson
- U12 Interim Head Coach - Chris Ward

Since the beginning of this year, my commitment has been to contribute to the success of our Great Britain National Team Programme, securing its enduring presence on the global stage. The recent triumphs of our senior team at the WBC and the Euros and U23s have positioned us favourably as we step into the upcoming Olympic funding cycle.

With the recent announcement of the LA28 inclusion of baseball, this success opens doors for us to establish substantial benefits for our domestic game—increased participation, enhanced funding, superior facilities, and improved growth opportunities.

Negotiations have already begun with BaseballSoftballUK on a new agreement building on the Board's 2022 Collaboration Agreement that will have the opportunity to develop a world class Olympic programme.

Our goal is to finalise this agreement ahead of the Annual General Meeting. The aim is to ensure that funding becomes readily available for our top team and its coaches, solidifying the foundation for continued success.

Simultaneously, this offseason marks an opportune moment to initiate a comprehensive review of our entire programme. The objective is to guarantee



---

its sustainable operation, with a particular focus on maximising benefits for our domestic youth players and all the GB Youth teams.

This holistic approach will not only secure our current standing but pave the way for a thriving future.



---

## Officials Commissioner - Chris Deacon

### British Baseball Federation Board Members 2022/23

#### Chris Deacon – Officials Commissioner



Chris has been involved in baseball for 14 years since his son started playing aged 5, and has played, managed, umpired and volunteered across various levels of the sport. He has previously sat on the BBF and BSUK boards gaining invaluable experience and building relationships across various stakeholders.

After 5 years in the Royal Navy, Chris worked in various roles in investment services businesses before more recently joining a small management consultancy.

**“My focus is to grow our base of umpires and scorers and provide them all with the necessary support to develop their knowledge and skills, as well as help educate our playing community in these areas.”**

### Introduction

This season has seen some huge steps forward in our quest to have more qualified umpires and increase the number of scorers. All activities, both historic and planned are inline with the Federation’s development plan adopted in early 2023.

My thanks go to all the volunteers who contribute to the Officials Commissioner’s responsibilities and in particular to our Umpire Director, Gabor Erdos, and our Scoring Director, Jason Toms, for their invaluable support and efforts in their respective areas.

### Umpiring

With five Level 6 clinics being run, we have seen an increase of more than 50 qualified umpires. A good number were due to take the next step to Level 5 at the the Summer Cup, however due to various reasons, including the weather, we were not able to deliver the training for those in attendance as we expected.

We will be running more clinics next year and with support to fund aspects of the umpire development pathway, we are planning to run higher level clinics and start on a structured ongoing assessment programme.

The umpire handbook was introduced this year and it is not just a resource for umpires themselves; it is also helpful for all participants to see what they



---

should expect from their umpires whether club or assigned as well as what the umpires expect to see field, facility and standards wise.

We had our usual representation at WBSC Europe competitions this year as well as umpires participating in Little League and Pony competitions internationally. Many were involved in finals or latter stages of competitions as assignments allowed and had positive feedback from umpire supervisors throughout the tournaments.

WBSC Europe is stepping up their development pathway as well as changing the assignment policy for their events; no longer does each Federation only send umpires to tournaments their own teams participate in, but they could be assigned to other tournaments.

WBSC Europe has also set a requirement for umpires new to European competition to attend one of their basic courses, as well as offering an advanced course.

### Scoring

With the introduction of the requirement to score all games in MyWBSC, the percentage of games scored stands at 98% (within the required time – most others were either not scored in time or there were technical issues).

This is a fantastic achievement and I'd like to thank everyone for their commitment to ensuring our games are recorded. We will provide a more detailed breakdown and analysis of our scoring statistics for the Congress.

We have room for improvement in terms of the quality of the scoring and we will be running more clinics in the New Year as well as providing reminders and hints & tips on various issues to improve the statistics and the user experience. The scoring application, MyBallClub, remains popular and easy to use once familiar with it.

We provide feedback where appropriate and hope to see it continue to evolve over time. However, it isn't a substitute for understanding scoring itself and knowing how to score (on paper as many Federations do both) to ensure as accurate representation of the game itself. The clinics will cover scoring and use of the MyBallClub as they did this past season.

Finally, to maintain the improvements seen and support future plans, we are looking for more volunteers to assist our scoring director and we will be communicating this in due course. Further, we are aiming to increase the number of neutral scorers initially for all post season play but ultimately have a pool like umpires, who can be assigned to games.



---

## Technical Commissioners

The other aspect of our game, particularly in tournaments and post season play, is the ability to deal with technical and operational matters before, during and after games in a timely manner.

WBSC has introduced a Technical Commissioner course which we are evaluating with a view to making it mandatory for anyone performing this role at events in 2024.

## Officials Fees

Umpire fees have changed minimally over the last few years and in light of our whole sport development plans and changes in the economy, need a thorough review for the 2024 season.

This will be done in conjunction with scorers and technical commissioners fees and taking into account assignments and geographical consideration.



---

## Development Official - Lee Manning

### British Baseball Federation Board Members 2022/23

#### Lee Manning - Development Official



Lee has been involved in baseball since 1997, first as a youth player including representing GB U15, U18s and U23s.

He's managed the Herts Falcons from SingleA to NBL and has played and coached in many countries across the world over the last 25 years.

In his professional life, Lee has run his own business and is now a project manager for a nationwide company.

**“My aim is bring British baseball together and grow the sport we all love for a better future. I’m proud to serve the BBF and it’s members to best of my ability and look forward to seeing how far we can take it”**

**2035 Vision Document:** The development committee presented a vision document for the year 2035, with the support of the membership and key partners. This document will serve as a roadmap for the BBF's development goals in the foreseeable future.

**New Tournaments:** The BBF launched the Summer Cup, U23's tournament, and over 45's tournament, with plans to expand them in 2024. These initiatives aim to increase competition within the sport.

**Development Funds:** Due to the success of GB seniors at the WBC, the BBF has acquired development funds that will be made available to applicants. The process for applying for these funds will be announced at the Annual General Meeting (AGM), and only proposals aligned with the 2035 vision plan will be eligible for funding.

**MLB Series Events:** The BBF, BSUK and MLB organised several events around the MLB London series, including a clinic for 60 kids from 30 different youth teams, which featured former World Series winners Jake Arrieta and David Epstein. Coaches attended a Q&A session with them, and umpires had a meeting with the Technical Commissioner for the London Series.

**Facilities Survey:** A facilities survey conducted by Tom helps the BBF understand the community's needs. We will now be working on plans to develop facilities to a level similar to European counterparts.



---

**Youth Development:** The BBF is planning to focus on youth development in the coming years, with the goal of significantly increasing youth participation. We seek the involvement of the entire community to drive this initiative.

**Youth Commissioner Role:** I took over the role of Youth Commissioner and worked on establishing strong foundations to enable all clubs, regardless of age, size, or location, to provide baseball sessions for the next generation.

**Expanding the Volunteer base:** The BBF has appointed Stuart Leavy as the new sponsorship manager. With his experience in the sports world and his current role as the Intelligent Research in Sponsoring – Sales Manager for IRIS, he can bring valuable insights and expertise to the federation.



---

## Youth Commissioner - (Report by Lee Manning)

At the beginning of the year, the BBF launched the Youth Plan, outlining our commitment to youth participation and aligning it with our 2035 vision document. This report provides an overview of the key initiatives and developments that have taken place in support of the Youth Plan.

**Mix and Match Events:** One of the highlights of the year was the reintroduction of Mix and Match events, which aimed to provide smaller clubs with training and game opportunities they wouldn't typically have.

We owe a debt of gratitude to the MLB Global Development team, including Dan, Zach, and Chad, for their incredible support.

Notably, an open training session at Farnham drew over 50 enthusiastic. Additionally, the MLB Global Development team organized a successful 5-day clinic for our U15s and WSNT.

**Super League Returns:** The return of the Super League was a significant development. It provided more established clubs with competitive games and the opportunity to face each other earlier in the season.

This move has been widely appreciated, and we are optimistic that these Super Leagues will continue to expand into different regions, allowing more kids to have game opportunities they wouldn't otherwise receive.

**Youth National Baseball Championships (YNBC):** The YNBC made a triumphant return this year with 14 teams competing across four different age groups. Congratulations to LYBL for their outstanding performance, achieving a clean sweep and taking home gold in each age group.

The event was a resounding success, with many clubs expressing their interest in participating in more tournaments in 2024.

**Youth Grant:** Thanks to the generosity of a US-based individual, we were able to secure a youth grant following GB's excellent showing at the WBC.

We had ten clubs apply for this grant, and the announcement of the recipients will be made shortly before our Annual General Meeting (AGM). We are actively seeking additional funds to continue this grant in 2024 and beyond, thus enabling further support for our youth programmes.

**Leadership and Support:** Charlie Truby, who has been in full control of Little League UK for just under a year, has proven to be a dedicated leader who actively supports our clubs and advocates on their behalf when necessary. Charlie's involvement on the youth committee has been particularly beneficial in driving our youth initiatives forward.





---

The progress and achievements detailed in this report reflect our ongoing commitment to youth participation and development. We look forward to building on these successes and continuing to foster the growth of youth baseball in alignment with our 2035 vision.



---

## Coaches Commissioner - Mike Hayward

### British Baseball Federation Board Members 2022/23

#### Michael Hayward - Coaches Commissioner



Michael has been involved in baseball since 2012 and has been an active volunteer in the community by helping the BBF Central Division and the West Midlands Baseball League as a committee member.

He is one of the founding members of the Long Eaton Baseball Club and is the current Club Chair and part of the coaching team. Michael is also a qualified cricket coach and found baseball whilst researching for a qualification.

**“I aim to work with our partners at the BSUK and international agencies to help develop and deliver a new coaching pathway that allows our members to achieve their coaching ambitions.”**

As I assumed the role of Coaches Commissioner, my first and foremost responsibility was to embark on a comprehensive review of the British baseball landscape.

This critical examination was essential to gain a thorough understanding of the existing state of coaching within our organization and to chart a path towards its enhancement.

Our community is currently confronted with significant challenges in our coaching system.

These challenges stem from the lack of a structured coaching education programme provided by the BSUK, a shortage of qualified coaches, and the urgent requirement for progressive mandated education across the system. In this report, I will delineate these challenges, the substantial influence of coaching quality on our youth programmes, and propose the necessary steps to address these pressing issues.

#### Key Issues:

1. **Lack of Education System:** At present, our coaching system operates without a structured education and certification framework, which leaves aspiring coaches without a clear path to acquiring the skills and knowledge necessary for effective coaching.



- 
2. **Shortage of Qualified Coaches:** We are currently experiencing a significant scarcity of coaches with recognized qualifications, resulting in inconsistent coaching quality, which in turn affects athlete development and safety.
3. **Impact on Our Youth Programmes:** It is vital to understand that the quality of our coaches directly influences the success of our youth programmes. High-quality coaching has a profound impact on the following aspects:
- **Athlete Development:** Well-qualified coaches are crucial for the proper development of young athletes. They provide the guidance, expertise, and support needed for our youth to reach their full potential.
  - **Safety:** Coaches with the appropriate qualifications not only improve the skills of young athletes but also ensure their safety by following best practices and effective coaching methods.
  - **The Need for Progressive Mandated Education:** To ensure the best possible outcomes for our athletes and maintain a consistent standard of coaching excellence, progressive mandated education throughout the coaching system is essential. Progressive education ensures that coaches continually enhance their skills and knowledge as they progress through their coaching careers.

Findings:

1. **Unstructured Coaching Environment:** The absence of a formal coaching education system has led to an unstructured coaching environment, with a wide variation in coaching methodologies and a lack of standardized best practices.
2. **Inequity in Access:** This lack of an education system disproportionately affects underserved communities, resulting in limited access to quality coaching for young athletes.

Recommendations:

To address these issues and improve our youth programmes, I propose the following recommendations:

1. **Establish a Progressive Coaching Education System:** Develop a comprehensive coaching education and certification system through the BSUK that includes a standardized curriculum, mentoring programmes, and assessments. This system should also include progressive education



---

components, where coaches are required to continuously enhance their skills as they advance in their coaching careers.

2. **Quality Assurance and Accreditation:** Implement a system for accrediting coaching programmes and institutions to ensure that coaches meet predefined standards of competency.
3. **Mandated Progressive Education:** Introduce a system of mandated education at all levels of the coaching system however would need to be staged in line with the creation of a new coach's pathway. This system should require coaches to regularly update their knowledge and skills to ensure the highest coaching standards are maintained.

#### Purpose and Scope:

The purpose of this report is to inform our stakeholders about the challenges in our coaching system, the impact of coaching quality on our youth programmes, and the crucial need for progressive mandated education throughout the system. In partnership with the BSUK we aim to establish a coaching education system that will enhance coaching quality, improve athlete development, and promote diversity and inclusivity within the coaching community.

The scope of this report is limited to coaching education, certification, mandated education, progressive education, and related components, excluding other factors such as facility management, governance, and financial considerations.

#### Conclusion:

In conclusion, we recognize the urgency of addressing the current challenges within our coaching system, extending to the delivery of coaching qualifications. To ensure the best possible outcomes for our athletes, maintain a consistent standard of coaching excellence, and address the coaching qualification issue, it is imperative that we begin mandated education in youth programmes as soon as possible.

We are pleased to announce that in collaboration with the BSUK and BSF we have initiated a comprehensive review of our coaching pathway and coach education/ development structure. The results of this review, along with our collective efforts, will shape the future of coaching in our organization. The findings and recommendations will be unveiled in early 2024, marking a significant

step toward enhancing the quality of our youth programmes, fostering safe and nurturing environments for our young athletes, and ensuring the continuous improvement of coaching standards.



---

## Next Steps:

The next steps involve discussions among stakeholders to consider the recommendations made in this report and to align it to 'Our Future' document with the forthcoming findings from our partners' review. If there is consensus, we will initiate a committee or task force to implement the necessary changes and enhancements based on the combined insights from this report and our partners' review. Addressing the coaching qualification issue and introducing mandated education in youth programmes will be key elements of these initiatives.

## Other Announcements

I am pleased to share that during the recent World Baseball Classic (WBC) tournament, we successfully fostered valuable relationships with strategic partners at Canada Baseball and Louisville Slugger.

These partnerships have resulted in the sharing of coaching resources and opportunities, further enhancing the coaching landscape within the BBF.

Additionally, we are excited to announce an upcoming coaching exchange programme in 2024 with Georgetown College, which will provide our coaches with the opportunity to spend a week at their state-of-the-art facility in Arizona, US, and actively contribute to their programme.

We are excited to unveil a comprehensive initiative aimed at further enhancing the skill development of players and coaches in our baseball community.

As part of this endeavour, we will be launching a series of player and coach clinics across the country and online webinars with the help of the GB staff, with a specific focus on pitching.

These clinics are designed to provide a platform for players to refine their pitching techniques, gain valuable insights, and bolster their performance on the field.

These clinics and our coaching education drive collectively reflect our dedication to the growth and prosperity of baseball in our country. We anticipate that these efforts will not only benefit individual players and coaches but will also contribute to the overall improvement and success of British baseball.



---

## Marketing & Communications Official - Richard

### British Baseball Federation Board Members 2022/23

#### Richard Evans - Marketing & Communications Official



Richard has been playing baseball since 2015 and recently stood down as Chairman of Bristol Baseball Club after five years. He manages and coaches the Bristol Brunels, the club's development team, as well as playing.

He has worked in public relations, communications and stakeholder engagement in the public and private sectors for over 40 years.

**“My aim is to ensure that the BBF has the marketing and communications capacity, skill and experience to support the Federation and its members with their aims and objectives and to be recognised as excellent in the way we communicate.”**

## Evans

I was appointed to the BBF Board last November as the Marketing and Communications Official. This was the first time the BBF had specifically appointed a volunteer to develop the Federation's marketing and communications activity

There were three initial aims for the 2023 :-

- carry out a brief audit of current BBF activity.
- to increase awareness and understanding of the BBF and British baseball
- improve engagement with affiliated clubs and the wider British baseball community.

As well as improving the regular season activity, there was a need to support GB Baseball in the World Baseball Classic and work with MLB Europe on the London Series.

### DIRECT COMMUNICATION

We introduced the Diamond newsletter, publishing 15 editions between Xmas 2022 and June 2023. We need to analyse the effectiveness of this method of communication going forward.



---

## BBF WEBSITE AND SOCIAL MEDIA

The BBF website was relaunched in November 2022 with increased content & information for BBF members and British baseball fans in general including more news stories, more BBF information, documents and guides.

Year to date there have been over 73k visits to the new site.

Engagement & content has also grown on social media. BBF Twitter now has 7,048 followers, Facebook stands at 4,766 followers and IG has 1,900 followers. We have also supported BBF clubs with their social media posts.

The BBF has also engaged volunteer professional photographers who were able to supply good quality pictures to help build a new central library. The library will continue to be developed and thank you to the clubs that have supplied their own content during the season.

## BRANDING

We have worked with volunteer designers to produce a variety of branded logos & documents for use by the BBF and clubs including league & tournament logos as well as graphics for the postseason. This will continue to be developed next year.

## PRESS COVERAGE

Whilst there has been several items published in the mainstream media around the success of GB Baseball & the London Series, some local Farnham Park tournament coverage & an increase in local coverage for clubs, we need to do more to raise awareness of the popularity of the sport in the national media.

## GB BASEBALL

During the World Baseball Classic & the European Championships, we were able to provide communications and marketing support to the GB staff.

This collaborative work included a marketing sub committee to help with campaign creation & execution around the first recorded game of baseball in the world in Surrey in 1749 & a related campaign to raise awareness of the British domestic game across the world.

We also provided content for social media and the BBF website before, during and after the tournament.

## WORKING WITH PARTNERS



---

In line with the overall approach of the BBF board, we have established closer & more collaborative links with BSUK staff as well as working with MLB Europe and WBC staff.

### THE NEXT MOVE FORWARD

Whilst there has been progress, there is still more work to be done. In addition to continuing to develop awareness, understanding and engagement, we are investigating a series initiatives to take forward

1. Put in place formal broadcast arrangements for BBF regular & post season games
2. Secure national press coverage for the BBF and its clubs for the 2024 season.
3. Investigate a BBF focused podcast
4. Investigate the creation of series of short films and documentaries centred on British baseball
5. Create BBF specific baseball merchandise that is available through an online shop.
6. Work closer with fan-led MLB social media accounts and share information about BBF games
7. Investigate baseball roadshows around different cities in the U.K., showcasing the sport and offering mini-games or clinics.





---

## 10. MOTIONS TO THE ANNUAL GENERAL MEETING

### Motion 1: BBF Board Motion: Amendments to the Constitution.

#### Background

It is time the BBF started working towards complying with the Sport England Code of Governance. One of the criteria is to appoint board members with the appropriate skills and experience. We have decided to start with the two posts

- National Teams Programme Official
- Marketing and Communications Official.

We have found that these posts demand specific skills and experience which are not always met through random elections. It will help to embed good professional practice and ensure good governance.

#### Proposal

Delete: 5.5 'The Officers shall be directly elected by Voting Members at a General Meeting'

Add: 5.5 The Officers at 5.3.1, 5.3.2, 5.3.3, 5.3.4, shall be directly elected by Voting Members at a General Meeting. The Officers at 5.3.5 and 5.3.10 shall be appointed by the elected board members. (see footnote 1).

Footnote 1: The two board members at 5.3.5 and 5.3.10 that shall be appointed by the board must be appointed through open competition following the usual traditions of recruitment. The job descriptions and recruitment criteria should be based on the British Baseball Federation Executive Board Roles and Responsibilities.

Depending on the number of applicants there must be a shortlist and a panel (selected by the board) should interview the candidates and select the best candidate unless there are no candidates who meet the criteria set by the board.



---

Motion 2: Removal of Clause 5.14

Proposer: BBF Board

The clause is outdated, not utilised and the WBSC does not use the term IBAF anymore.

5.14. The election of Officers shall ordinarily take place at the first AGM following alternate IBAF World Cup tournaments commencing with the 2008 AGM.6 Additionally, League Commissioners shall ordinarily take place at the first AGM following each IBAF World Cup tournament commencing with the 2008 AGM. The provisions of this section apply so long as the IBAF World Cup takes place in alternate years, otherwise the four and two-year terms shall be adhered to.



---

Motion 3: Modification to clause 9.10

Proposer: BBF Board

To ensure the clause is consistent with the rest of clause 9, specifically 9.6.

From:

9.10. The Treasurer shall promptly notify the bank of changes to Board Officials affecting the three (3) signatories. Where one or more of the three Officials roles (President, Treasurer Secretary) is vacant another Official shall temporarily become a signatory until the vacancy is filled as appointed by the Board.

To:

9.10. The Treasurer, or Official responsible if the Treasurer role is vacant, shall promptly notify the bank of changes to Board Officials affecting the three (3) signatories as authorised from time to time in 9.6



---

#### Motion 4: Players Playing Down

To tighten the rules and to prevent abuse of teams for players playing down.

Motion to amend item 24 clause four in the BBF Seniors Handbook 2023 (page 15) to include the wording: “Any player playing down can play a maximum of four games per season for the lower team. Any further games then the player must be officially transferred.”

[https://issuu.com/britishbaseballfederationbbf/docs/bbf\\_seniors\\_handbook\\_-\\_2023\\_final](https://issuu.com/britishbaseballfederationbbf/docs/bbf_seniors_handbook_-_2023_final)

Proposed by	Ben Stobart
of	Guildford Baseball Club
who has sought the permission of Guildford Baseball Club to submit this motion.	

Seconded by	Dave D’Urbano
of	Richmond Baseball Club



---

Motion 5: Players Playing Down - Club Motion:

To tighten the rules and to prevent abuse of teams for players playing down.

Although recognised that a level of player movement is necessary in British baseball there has been times where the rules have been abused.

Clause five stifles development and is open to abuse for players playing down two levels. Although some positions are mentioned that cannot be taken, pitcher is not one of them. There is a need to fulfil games and to take the opportunity of backfilling with players from teams two levels higher if they are not playing and the lower team is short but I feel pitcher should be added to the list. Clubs with three teams in consecutive levels should also be only moving players one level at a time. Currently you can get a AAA pitcher officially playing against Single-A which should be looked upon as a development league.

Motion to amend item 24, clause five to add "Pitcher" to the existing list. Also to add the following wording: "Clubs are prohibited playing players down two levels if they have teams in three consecutive levels."

Proposed by	Ben Stobart
of	Guildford Baseball Club
who has sought the permission of Guildford Baseball Club to submit this motion.	

Seconded by	Dave D'Urbano
of	Richmond Baseball Club



---

Motion 6: Players Playing Down

To tighten the rules and to prevent abuse of teams for players playing down.  
This motion is additional to Motion Two.

Motion to amend item 24, clause five to include the wording: “Any player playing down two levels can play a maximum of four games per season for the lower team”.

Proposed by	Ben Stobart
of	Guildford Baseball Club
who has sought the permission of Guildford Baseball Club to submit this motion.	

Seconded by	Dave D’Urbano
of	Richmond Baseball Club



---

## Motion 7: Players Playing Down

The existing MyWBSC website insists on the same player being added to a new roster if playing up or down. This makes the text of Item 24, clause two redundant.

Motion to amend item 24, clause two to include the wording: "Players can be added digitally to another of their club's team's roster in accordance with the playing up or down rules.

Any permanent change of team must be communicated to [senior.leagues@britishbaseball.org.uk](mailto:senior.leagues@britishbaseball.org.uk). Exceptions are stipulated below.

Any player's registered level is held by the BBF and can be shared upon request."

Proposed by	Ben Stobart
of	Guildford Baseball Club
who has sought the permission of Guildford Baseball Club to submit this motion.	

Seconded by	Dave D'Urbano
of	Richmond Baseball Club



---

## 11. BOARD ELECTIONS - Candidates

President - Chris Deacon and Craig Savage

Secretary - Earl Dix and Erik Gustafson

Treasurer - Oona Ylinen

Youth Leagues Commissioner - (no candidates)

Senior Leagues Commissioner - Chris Carter

Development Official - Lee Manning

Marketing & Communications Official - Richard Evans





---

## PRESIDENT - CHRIS DEACON

NOMINATED - MANCHESTER BASEBALL CLUB

SECONDED - TAUNTON BASEBALL CLUB

Two years ago when I stood for President, my candidate statement very much focussed on what I believed the direction the Federation should take after what was the end of two pandemic affected seasons. None of us, I would suggest, could have contemplated how these two years would play out.

Under Tom Thornhill, huge steps have been made towards uniting British baseball and working more collaboratively with various stakeholders. We now have many more volunteers working tirelessly to achieve his and the Board's aims. We have embraced change positively, constantly aspiring to improve our sport, and meeting not only the needs of our Members, but striving to upskill all participants to improve their experience. We need to maintain this momentum and ensure we deliver on the development plan adopted early this year, and also refocus on the aims still to be addressed.

The phenomenal successes of our national teams at the World Baseball Classic and European Championships have brought a spotlight onto our sport that we could barely have dreamed of two years ago. Not only has this opened up new opportunities to grow our sport in various ways, but it has also catapulted us into the top 20 of the world rankings, participation in a World Cup tournament in 2024 and the next World Baseball Classic, and into the hunt for a place at the 2028 Olympics in Los Angeles.

All of the above have brought a variety of new and exciting challenges, for the Board and other volunteers to deal with gritty determination. Throughout this, I have learned a great deal including reaffirming my conviction that we need to bolster our governance to meet the known and unknown tests to come.

Having worked with Tom and other Board members over the last two plus years, I am well placed to almost seamlessly provide the continuity to lead the Federation for the next two years with the existing and newly elected Board members.

My objectives are as follows:

- Continue to inspire participants to develop themselves and their organisations to enhance growth opportunities, promote inclusion and improve player experience.
- Ensure youth development is and remains to be a cornerstone of our sport.
- Enhance the profile of British baseball nationally and internationally to maximise our opportunities to support our development plan.



- 
- Continue to grow our volunteer base to ensure our operational capabilities are robust and we have the resources to have well-organised and well-run events.
  - Ensure our governing structure is appropriate for our sport as we move forward.

As some of you will be aware, my previous roles in our sport and in my career, I have established strong relationships in many areas which will help in achieving change and my objectives. My professional background is in senior operational and administrative roles in the public and private sectors encompassing regulatory frameworks, which will allow me to drive forward initiatives and review and enhance our policies and procedures, providing a platform for sustainable growth in our sport.



---

# PRESIDENT - CRAIG SAVAGE

NOMINATED - ESSEX BASEBALL

SECONDED - SHEFFIELD BRUINS

I ask you to accept my nomination for President of the British Baseball Federation. As a proven, achievements driven candidate, I will provide the NGB with an experienced drive, focus and determination to lead British Baseball forward.

I wholly recognise that we stand before what is arguably, the most exciting five-year period in our Federations history.

The need for our Federation to work with/for our affiliated membership and alongside our external partners such as BSUK, MLB and other agencies, is greater than ever. We must collectively ready ourselves to demonstrate our commitment toward the opportunities ahead. There may never be a better time for Baseball to truly grow and establish itself in the UK.

Bio: Some of you may know my name as the person behind Brighton Buccaneers Baseball Club. We took the club from the bottom of British Baseball, to the very top consistently, and into a major European Final at a time when the game was extremely competitive, domestically. I was responsible for driving the initiative and the cohort, so I know first-hand what is required to succeed and what an uphill struggle that might often seem.

We achieved that success with a predominantly British roster of players. I know what it takes to build a successful balanced program, secure significant financial backing and the key to success in my opinion...build first class facilities with an exceptional playing surface.

My tenure for British Baseball will involve combining, consolidating, and complimenting the solid work of the current President along with:

- Leadership that is about driving necessary change: Setting a course of developmental, structural and constitutional change as an NGB. This will involve consultation on expanding & empowering the Leadership Team, its committees, and formulating an external group of experienced domestic and international advisors made up of former players, coaches and administrators.
- Greater levels of internal engagement: Inspiring our Affiliates with in-depth knowledge, guidance and support on how they formulate and develop their organisations to grow exponentially, as well as offering implementation of a grassroots player pathway.



- 
- Supporting success: Providing our entire GB program with an extensive level of administrative and logistical support that is becoming of a World Top20 Program, in order that it can focus wholly on pre-tournament preparations without external distraction. Their success enables our success.
  - Regional infrastructure focus: The identification and implementation of an extensive nationwide development program for 6-12 existing facilities, whereby working closely with our Affiliates and Independent Leagues, we will engage Local Authority support to form the basis of a field network, that can be utilised for a multitude of new initiatives whilst minimising travel.
  - Seeking new external opportunities and inclusions: Significant expansion of our social media presence to help identify and engage potential volunteers, participants, officials, investors and fans.

I will inspire and unite our stakeholders into a formidable community force. We have been presented with significant growth opportunities that we cannot allow to pass us by.

With this mandate, I respectfully ask for your endorsement.

We have removed a duplicate sentence in Craig's candidate statement that was present in a previous version.



---

## SECRETARY - EARL DIX

NOMINATED - LONDON METS

SECONDED - TAUNTON BASEBALL CLUB

When I was co-opted onto the board as Secretary in June 2021 because of resignations from the board at the time, I was shocked to find that almost the entire BBF administration infrastructure had been dismantled and was in the hands of one person.

We still haven't got the .org domain back and we're missing something like ten years of British baseball history including stats and game reports. I realised then that there was a huge task bring our admin back to normalcy.

Since then, I have watched how effectively this board has worked to retrieve the situation and there is now a sound administrative foundation to work from. The excellent 'Our Future 2023 - 2035' document was published and steps are being taken to implement recommendations.

Apart from the day-to-day admin, my work this term has included developing the Transgender and Non-Binary Policy, running a recruitment exercise for a volunteer Sponsorship Manager, dealing with grievances, Subject Access Requests and complaints to the Information Commissioner's Office.

I am in my 43<sup>rd</sup> year in British baseball. There are very few roles in our sport that I haven't done. I've played, coached, contributed to the development of clubs and served on the board.

I first started becoming active in board activities about 11 years ago with a break for about 6 years until 2021. This is the strongest BBF board I have seen. Every single one of the board members are hard workers who are dedicated to developing and improving our sport.

They are people of integrity with little interest in self-promotion but work tirelessly in the background making sure that the BBF membership can play baseball (which I believe is our primary objective). They have been selfless in their voluntary roles and it has been an honour to work alongside them.

I believe our season has been successful with well organised leagues and the Summer Cup, a superb festival of baseball. I was involved in organizing and presenting the finals which I want to ensure becomes an end of season celebration of British baseball. We had all finals streamed this year and want to build on that.

Small steps and even more to come if I am on the board for the 2024 season.



---

There is still work to do including working towards complying with the Sport England Code for Sports Governance so that we can develop further professionalism and secure governance. To this end I am pleased to propose a motion at this year's AGM to professionalise two board posts.

Alongside the board, I have gained tons of experience and expertise over these past two and a half years. I think it is hugely important to maintain this momentum and I am asking the BBF membership to re-elect me for another term so that I can contribute to this very positive journey our sport is now on.



---

## SECRETARY - ERIK GUSTAFSON

NOMINATED - KENT BUCCANEERS

SECONDED - ESSEX BASEBALL CLUB

I am pleased to submit my Candidate Statement to the BBF membership for consideration of my election to the role of Secretary of the BBF.

For those of you who may not be familiar with me, I was originally elected to the Board in March 2021 as National Teams Programme Official (NTPO).

Following the mass resignation of most Board members two months later, I served in the role of President of the BBF in an interim role that stabilised our federation and worked with several other volunteers to ensure a successful 2021 baseball season for our adult and youth players. I then served out my term as NTPO, which ended in November 2022.

Due to my experience in these roles on the Board for two years, I gained a deep appreciation for how important the Secretary role is to our governing body as a whole. It is the Secretary that ensures that all members are provided with not only transparent communications but also critical corporate governance that ensures that our constitutional tenets are respected for the benefit of everyone.

In addition, the Secretary provides critical oversight of our federation's safeguarding principles.

On a basic level, should I be elected, I will ensure that all Board meetings are minuted and published on our website, as per the obligation stated in our constitution (which has not been the case for the last year).

This also involves making sure that I, and not other volunteers, will minute our annual and extraordinary general meetings to ensure transparency to all members and their clubs as to how their membership fees are being used.

I also wish to seek election as Secretary due to the extraordinarily important challenge ahead for the BBF, which is to secure at least 50% of the funding that will be tendered by UK Sport to baseball and softball for the LA 2028 investment cycle over the next two years. BSUK will be applying for this important funding on behalf of the BBF and BSF.

When I was acting as the interim President of the BBF in 2021, I took the leadership role in negotiating with BSUK to secure the remaining UK Sport funding that was released for use by baseball and softball.



---

On behalf of the BBF, I negotiated and then signed the Collaboration Agreement with BSUK to ensure that our two organisations would work together to invest UK Sport monies in the best interest of our discipline.

Given my experience with BSUK, I believe that I am uniquely situated to ensure that BSUK secures at least half of these funds for our use up to LA 2028.

I welcome any questions that you may have and thank you for your consideration of my interest in being elected as Secretary.





---

## TREASURER - OONA YLINEN

NOMINATED - ESSEX BASEBALL CLUB

SECONDED - GUILDFORD BASEBALL CLUB

I'm Oona, I first started playing University baseball in 2015 and have been playing in BBF leagues since 2016. I'm a member of Belles Baseball, Essex Redbacks AAA, GB Women's Baseball, and I coach the University of Essex baseball club.

I've formerly played with the Norwich Iceni, the Guildford Millers across A and AA, and in 2019 I co-founded the University of Surrey baseball club that now competes in the University BUCS baseball league.

I am a librarian in my civilian capacity, with several years of experience with planning, tracking, and managing budgets of various sizes.

Through my work I also have experience of grant writing and making bids for central organisational funding, which will be especially relevant now that baseball and softball are all but confirmed for the LA28 Olympics, giving us a chance to try and secure National Lottery or Sport England funding to support the GB teams aiming to compete in the Olympics, raising awareness of UK baseball in the process, as well as funding for grassroots baseball as a result of our inclusion in the Olympic programme.

I was the Iceni Treasurer in 2017, which was the first year the Iceni were officially in a BBF league. As we were still establishing ourselves in terms of members, fields, and equipment, we had to manage our budget with extra care to ensure we had the kit we need to compete while keeping fees at a level that would encourage players new to the sport to keep coming along.

This is a point I consider important when thinking about how BBF spends the money gathered from fees, fundraisers, and external funding - how to use that money to grow the sport in this country.

To me, that looks like investment in the infrastructure that makes playing the game possible: high-quality fields, indoor facilities, coaches, and officials - all around the country, at all levels of play.

That might look like subsidised umpiring and coaching clinics put on in more locations, closer connections between local and University clubs, investing in junior baseball on a national level, fundraising through tournaments and events, grants for field improvements big and small, and more.



---

I was also the President of the UEA Badminton Club in the same year (we were the largest club on campus that year) as well as working as an admin assistant in the UEA Sport office, so I spent significant time tracking expenses and budgets, organising fixtures, and booking transport to give all our students the best possible experience with their sporting endeavours.

And that is what I would want to do with the BBF as well – find the ways to use our budget to give everyone who plays, coaches, umpires, or watches this sport in this country a chance to compete and have fun.



---

## SENIOR LEAGUES COMMISSIONER - CHRIS CARTER

NOMINATED - LONDON METS

SECONDED - ESSEX BASEBALL CLUB

Dear Members of the British Baseball Federation,

I am honoured to present my candidacy for the position of Senior Affiliated Clubs Leagues Commissioner within our esteemed organization. Having had the privilege of holding this position and managing the Senior Leagues for three consecutive BBF baseball seasons, I come to you with valuable insights, vital knowledge/experience, a passion for the sport, and a deep commitment to advancing the growth and excellence of baseball at the senior levels.

For those that don't know me, I have held this position in the BBF since early 2021, when I had been tasked with what was essentially a ship that needed to be sturried. I ended up standing for a two year term following the 2021 season, in which the membership elected me, and I feel it has been a success.

My tenure as Senior Leagues Commissioner has been a transformative experience. It has provided me with invaluable insights into the unique challenges and opportunities that exist within our baseball community. From this experience, I have learned the importance of adaptability, effective communication, and strategic planning in navigating the dynamic landscape of our Senior Leagues.

These experiences have strengthened my understanding of the intricacies involved in league management and have fuelled my desire to further contribute to the development and success of the senior game.

I feel that I represent the general views of our Baseball community regarding how our leagues should be run, and I always look to get a better understanding of our members' views and general feedback which is why I introduced annual meetings in February for all managers to attend for general discussions/suggestions, and to keep everyone updated on what I have planned, in an approachable, transparent manner.

I am eager to build on the successes of the recent past and implement a forward-looking vision for the future. This includes refining league structures, reviewing handbooks to accommodate effective player development and sustainable club growth, and fostering an environment that encourages both competition and camaraderie.

My goal is to ensure that our senior leagues continue to be vibrant, competitive, and attractive to both players, officials, and fans alike.



---

I already have volunteers that are willing to assist me in the administration of our Senior Leagues, some of which have done so over the last two years and have been incredibly valuable, and some have not been involved at all yet.

The Senior Leagues can't be managed solely by one volunteer. It is important that the committee that sits under the Commissioner role has adequate volunteers to ensure that workloads are shared. I am planning to expand/restructure this committee should I be elected - if you are interested in assisting, please contact me!

I look forward to hopefully contributing to the continued success of British baseball, and I appreciate your consideration of my candidacy. If you have any doubt in voting for me, compare how our Senior Leagues are run now compared to the years prior my involvement.



---

## DEVELOPMENT OFFICIAL - LEE MANNING

NOMINATED - LYBL

SECONDED - HERTS BASEBALL CLUB

I have enjoyed my initial two years as a BBF board member and am eager to extend my tenure as the Development Official. During my time in this role, we've not only outlined a compelling vision for Baseball in Great Britain by 2035 but also laid the foundations of our Federation. Now, we find ourselves in a position to realise this vision of comprehensive Youth and Adult participation.

Looking forward to 2024 and 2025, I will aim to focus on the delivery of Our Future in the following key areas:

Youth Development: Organising youth competitions and ensuring unwavering support for all clubs to build Youth Participation.

Building Stronger Clubs: Actively contributing to the development of Local Adults Leagues and aiding in the establishment of minimum operating standards within clubs.

Maintaining a Strong Development Committee: I am committed to the continued operation of a focused development committee that seamlessly aligns with our visionary goals. This includes working with the various Federation committees including Coaching and Officials which are crucial areas of focus in the delivery of Our Future.

My commitment extends to ensuring a collaborative approach amongst the BBF's various committees, Major League Baseball, BaseballSoftballUK toward a shared, long-term developmental goal for the sport.

I firmly believe that by fostering stronger relationships and promoting unity, we can elevate our facilities, enhance competitive competitions, raise coaching standards, and create more opportunities to play. Acknowledging the pivotal role a strong BBF Board plays in the sport's future, I am prepared for the hard work that the upcoming years will demand.

With your support, I pledge to work tirelessly for the betterment of British baseball, contributing both as a Board Member and from a development perspective. Together, we can navigate the challenges ahead and forge a brighter future for the sport we hold dear.



---

# MARKETING & COMMUNICATIONS OFFICIAL - RICHARD EVANS

NOMINATED - HERTS BASEBALL CLUB

SECONDED - LONDON METS

I was appointed to the BBF Board last November as the Marketing and Communications Official with two key aims :-

- to increase awareness and understanding of the BBF and British baseball
- improve engagement with affiliated clubs and the wider British baseball community.

## DIRECT COMMUNICATION

We introduced the Diamond newsletter, publishing 15 editions between Xmas 2022 and June 2023.

## BBF WEBSITE AND SOCIAL MEDIA

The BBF website was relaunched with increased content & information for BBF members and British baseball fans in general including more news stories, more BBF information, documents and guides.

Year to date there have been over 73k visits to the new site.

Engagement & content has grown on social media. BBF Twitter now has 7,048 followers, Facebook stands at 4,766 followers and IG has 1,900 followers. We have also supported BBF clubs with their social media posts.

The BBF has also engaged volunteer professional photographers who were able to supply good quality pictures to help build a new central library.

## BRANDING

We have accessed volunteer designers to produce a variety of branded logos & documents for use by the BBF and clubs including league & tournament logos as well as graphics for the postseason.

## PRESS COVERAGE

Whilst there has been several items published in the mainstream media around the success of GB Baseball & the London Series, some local Farnham Park tournament coverage & an increase in local coverage for clubs, we need to do more to raise awareness of the popularity of the sport in the national media.



---

## GB BASEBALL

During the World Baseball Classic & the European Championships, we were able to provide communications and marketing support to the GB staff.

This collaborative work included a marketing sub committee to help with campaign creation & execution around the first recorded game of baseball in the world in Surrey in 1749 & a related campaign to raise awareness of the British domestic game across the world.

## BBF BOARD

As a member of the BBF Board, I have contributed to the discussions on a regular basis on all aspects of the board work.

## WORKING WITH PARTNERS

In line with the overall approach of the BBF board, we have established closer & more collaborative links with BSUK staff as well as working with MLB Europe and WBC staff.

## THE NEXT MOVE FORWARD

Whilst there has been progress, there is still more work to be done. In addition to continuing to develop awareness, understanding and engagement, I believe there are three key initiatives to take forward

- Put in place formal broadcast arrangements for BBF regular & post season games
- Secure national press coverage for the BBF and its clubs for the 2024 season.
- Investigate a BBF Podcast

## MY BACKGROUND

Over 40 years experience of work in the PR and Communications industry at Director level in the private and public sectors.

Started playing baseball in 2015. I was Chairman of Bristol Baseball Club from 2017 until 2022 and helped develop the club into one of the largest in the country.



---

## 12. CONGRESS SESSIONS - Saturday 18th November

13.00	Welcome, Refreshments & Registration	
13.50	President's Welcome Address	Tom Thornhill
14.00	Development	Lee Manning
14.20	Coaching	Mike Hayward
14.40	Officials	Chris Deacon
15.00	Youth, First Pitch & T-Rex Ball	Lee Manning, Jon Rye & Will Lintern
15.40	Break	
16.00	Senior Leagues	Chris Carter
16.30	GB and National Teams	Gavin Marshall & Gary Anderson
17.00	BSUK	John Boyd
17.15	The 108	Mike Wakelam
17.30	Break	
17.50	Individual Player Participation	Mike Hayward & Lee Manning
18.35	Blind Baseball	Ian Merchant & John Eaton
18.50	Finish	







Farnham Park  
National Baseball & Softball Complex  
Beaconsfield Road  
Buckinghamshire  
SL2 3BP

