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Innovation allows an Alqueria del Basket more active than ever on its third anniversary

Valencia, september the 29th 2020 – The third year was an atypical year for the house of European basketball training. A year in which the facility and its team demonstrated their ability to reinvent themselves, innovate and seek new ways to keep growing and expanding their sights. Not even adversity was able to stop the progress of an activity that proved that it didn't have to stop, and in this way it was possible that basketball is more active than ever. By resuming training before anyone else after the confinement and betting on the first face-to-face press conference to explain the 'Plan Total Esto Pasará' to the fans, this commitment of the Club with L'Alqueria as headquarters was reaffirmed.

From #EstoNOtienequePARAR to #EActiVate

More than 1,150 videoconferences and telematic practices, more than 40 training activities both open and for Club coaches, 65 management meetings, 25 videos of advice open to amateurs of the facilities professionals and 8 open training days for coaches, among other initiatives such as the Youth teams talks with the players of the senior teams. L'Alqueria demonstrated that the Culture of Endeavour goes beyond the face-to-face and has no limits, continuing with the work and the evolution of the players through new ways.

And when it comes to resuming activity, L'Alqueria once again became a reference. The characteristics of the facility made it possible to ensure the viability of an Exceptional Final Phase of the Endesa League that passed smoothly thanks to an Advanced Medical Center that shielded the health of the participants, allowing the functioning of the bubble that was organized around the competition. Security protocols and all the necessary measures to become the best international example that re-activating was possible. Something that keeps being evident today.

Valencia Basket forma parte del proyecto de Mecénazgo Deportivo de Juan Roig cuya aportación ha sido de 27M€ en 2019





Cultura del Esfuerzo



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L'Alqueria LAB, a bet on co-innovation

With the aim of promoting the sports and human talent of our young people through basketball, the new department led by Pedro Cotolí was born, an example of commitment to innovation and research within our sport. R + D + I + CO (Research + Development + Innovation + Collaborative), seeking to promote an ideal environment to boost performance through co-innovation, that is, collaboration with different entities with experience and prestige in this field to generate new ways of improvement and entrepreneurship. In this first year of life, the agreement with the University of Valencia promoted the first Chair dedicated to basketball at the national level. 5 webinars with more than 3000 views and a face-to-face session on physical preparation with more than 125 participants, were some of its first steps in a promising start.

Keeping the activity

The hours of occupation were kept, with 14,232 hours of work, thanks to the effort made by our players and Club coaches, which also were evident in this third season. 9,164 trainings were accumulated, and 948 games only with the 578 players who made up the 51 teams from Youth teams, with up to 72 coaches working on their evolution.

The Alqueria del Basket signature doesn't stop growing

The signature of L'Alqueria del Basket was consolidated throughout the continent, fulfilling one more goal, something that was evidenced by the many players who once again managed to gain a place among the best players in the country. Up to 25 players, 6 more than last season, in addition to two coaches and a physical trainer, were protagonists with the Spanish National Team in this third year.

As if that weren't enough, sports performance continues to be a cause for joy. The girl's U14 team won the title in Salamanca, beating Girona in the final of the LF Endesa Mini Cup. The preliminary phase of the Endesa Mini Cup meant a new classification for the boy's U14 team of Valencia Basket, which finished the main competition in fourth position. In the Adidas Next Generation of the Turkish Airlines EuroLeague, Xavi Albert's boy's U18 team stroked a new final and beat Barça in the fight for third place.

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In addition, again this season a player of the youth teams registered his name in Mur dels Somnis (*Wall of Dreams*). One more example of another of the objectives, to provide our young people with the necessary resources to achieve professionalism, always under the values of the Culture of Endeavour. It was in this case Guillem Ferrando, who culminated with his Euroleague debut his 6-year training in the Taronja youth teams.

International training of coaches

If L'Alqueria del Basket was already a facility open to the Society with the concern of promoting the growth of basketball also through the training of coaches, in this third year a further step was taken. If initially the collaboration of the Valencian Community Basketball Federation and Bankia was once again available, reaching more than 1000 coaches in 7 face-to-face clinics with renowned speakers, the impossibility of continuing with the activity in this way due to the health measures recommended by the authorities, it became an opportunity to grow in scope. The Club's coaches began to share their work in different online sessions, accumulating 20,685 views in 8 meetings, reaching more than 20 countries and internationalizing a Coaches Training WhatsApp that already accumulated more than 600 registered. As if that weren't enough, Sportcoach organized the Procoach Level 4 Coaches Training Course, with 87 participants enjoying the knowledge of the best international speakers. Dimitrios Itoudis, Igor Kokoskov, or Jaume Ponsarnau himself were some of the proper names of the course.

1,200 participants in basketball tournaments

The most important tournaments keep growing in impact and participation. The Valencia Basket Cup was consolidated until adding 800 participants, thus joining an increasingly consolidated Endesa Mini Cup and an Adidas Next Generation that once again focused all the gazes of journalists and scouts on Valencia with the participation of the best U18 players of the continent.

The facility continues to arouse expectation

The program "Tu Cole en L'Alqueria" (*Your School in L'Alqueria*) grew by leaps and bounds before March to reach 1,927 boys and girls in its third season, stroking in much less time, the figures of the previous year. In addition to the

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429 boys and girls who participated in the Christmas and Summer Schools, Shooting Academy, Skills Camp and Summer Workout and the 574 sports personalities and people from various groups and related parties who visited the the house of European basketball training, the result is again very positive. Also counting the 110 players who participated in the 3 days of detection organized by the club and the 430 participants in 5 days of pre-baby activity, 3,470 people visited the facility in total this third season. José Manuel Calderón, Rick Pitino, Bill Pope or Sean Marks, are some renowned names.

2,734 participants in sporting and business events related to basketball

L'Alqueria del Basket once again became a great meeting point in which to celebrate various sporting or business events organized by organizations related to our sport. Sothis, Urban Kids or Mr. Jeff opted for the facility as the venue for their events. The presentation of the Valencia Trinidad Alfonso Half Marathon, the Scoutim Showcase last summer, the Nike Camp or the Junior NBA Camp are some of the other activities hosted.

Growth also in social media

L'Alqueria's social networks grew by almost 4,000 followers, with more than 21,200 followers in total, up from 17,500 last season. And is that despite the circumstances, L'Alqueria del Basket once again was a hive of activity, generating more than 400 press releases related to the events hosted during the season.

Sports patronage of Juan Roig

L'Alqueria del Basket is part of Juan Roig's Sports Patronage project. In 2019, he invested a total of 27 million euros. They are distributed between the two vehicles through which he channels his vocation to share with the Society what he has received from it. These vehicles are Valencia Basket itself, which he has been supporting for 33 years, and the Trinidad Alfonso Foundation, which was born in 2012. Juan Roig invested 11 million euros in the Foundation to promote the fifty projects that were developed in 2018. The other 16 million euros to reach that figure of 27 went to Valencia Basket.

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L'Alqueria therefore keeps meeting its objectives. The figures reflect the volume of work that is still being done. The Director Plan that was generated in the facility, together with the numerous methods and initiatives regarding the organization and selection of activities and events, have allowed the establishment of the activity and the consolidation of the Alqueria del Basket signature despite the difficulties of a third year that raised the Culture of Endeavour to the highest level. Even with all this, 8,491 people used the facility in different activities.

Summary of data

Landmark	19-20
Hours of occupation	14.232
Social networks	21.204 followers
Nº Practices	9.164
Nº Youth teams games	948
Participation in big tournaments	1.200 followers
Sporting and business events	2.734 participants
Training of coaches	1.087 coaches
Sports visits and groups	3.470 visits
Total people using the facility	8.491 people

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Organization chart

VALENCIA BASKET CLUB

v. 200630



L'ALQUERIA del BASKET												
Operations and Institutional Relationships - Manager L'Alqueria												
Coordinator of L'Alqueria del Basket (M ^a Angeles Vidal)												
PACO RAGA (Gral. Mger.)	Processes Management											
	Jose Puentes											
	Sports C. Mulero	Girls Youth Teams	Schools (Vlado Babic)	Physical preparation (Pau Alcaacer)	Psychological Area (Paco Pardo)	Training and Research (Pedro CotoI)	Projects (Toni Monzó)	Marketing (Victor Luengo)	Budgets and Administration (Juanjo Rojo y Pablo Gamir)	Maintenance and Cleaning (Adrián Pérez y Óscar Navarro)	Communication (Alberto Chilet)	Medicine and Physiotherapy (Vicente Sebastián)
	Marketing V. Luengo	(Esteban Albert)										
	Admon. E. Gallego	Boys Youth Teams (Andreu Casadevall)										
Press and Comunic. J. Villarreal												
Medicine and physiotherapy N. Muñoz												

Human Structure of L'Alqueria
Everybody except for men and women teams.

Total: 685 people

- 7 sports management (coordinators and projects)
- 17 facility management (reception, admon., cleaning, etc.)
- Total: 24 management**
- 72 coaches and 3 delegates
- 1 doctor, 4 physiotherapists y 3 physical trainers (3 more are coaches).
- Total: 83 trainers**
- 19 girls teams (7 Youth Teams and 12 School)
- 26 boys teams (7 Youth Teams y 19 School)
- 6 mixed teams (all of School with 58 boys y 15 girls)
- Total: 51 teams → 578 (226 girls / 352 boys)**

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