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Berkshire Netball Development Officer

Annual Report 2024



To lead a movement, on and beyond the court.
To uphold an unapologetic focus on women and girls whilst opening
the game for new audiences to belong, flourish and soar.

**A GAME FOR
LIFE**

- 50% increase in females playing netball across all life stages
- Year-on-year increase in the diversity of the netball playing population
- A countrywide accessible offer for men and boys (EMMNA)
- 90% of schools delivering a quality netball experience
- Clear and connected offer of choice in every community, world class clubs and leagues at the heart of netball
- A place to play within easy travel distance from every household

A WORLD LEADING GAME

- Back-to-Back CWG and NWC titles, Roses team celebrated for its diversity and identity
- World-class depth of Roses-ready players in all positions
- Nationwide network of centres providing high quality player support and rich opportunities for learning and progression
- Fully professional domestic netball league attracting top players from across the world
- Community of coaches and practitioners recognised and respected as being world leading
- 100% growth in attendances for all Roses home internationals
- World class NPS for all EN events

**A VISIBLE
PRESENCE**

- First choice team sport for females
- Growth of hours and inches of netball content across all media
- Growth of non-netballers engagement across social and digital channels and attending events
- Year-on-year increase in the conversion rate from our Watch-Click-Play legacy audiences
- Expansion in global coverage of EN netball content
- Year-on-year increase in brand awareness of EN
- Year-on-year increase in athlete brand awareness

**A RESONANT
VOICE**

- A leading voice that represents women and girls on the things that matter most to them, on and beyond the court
- Year-on-year increase in members of the netball family who feel netball champions causes important to them

A THRIVING COLLECTIVE

- 100% growth in people with careers in the game
- Year-on-year increase in the diversity of our Thriving Collective
- Year-on-year increase in our Thriving Collective feeling they belong in netball
- Significant growth in the number of people actively taking part in regular learning opportunities
- World class accreditation for staff engagement and volunteer NPS
- People and partners within our Thriving Collective, aligned to our Moral Compass and signed up to our Belonging Commitment Statement

**AN EXTRAORDINARY
EXPERIENCE**

- World class NPS for all netball services
- Year-on-year increase in the percentage of the netball audience engaging at least monthly with EN's digital platforms
- A loyal and growing membership
- 'Netball supports me to belong, flourish and sour' – year-on-year increase in the percentage of people from across the game agreeing with this statement

EN key objectives

- Attract and inspire participants into programmes
- Income generation
- Target areas of high deprivation

Outcomes

- 949 participants (increase on 781 in 2022/23) through programmes such as Back to Netball, Netball Now, Walking Netball and Netball Youth Camps.
- 424 participants (increase on 333 in 2022/23) who were new to netball (hadn't played in at least 12 months or more)
- £5692 surplus (£7k profit may in 2022/23) made from events, camps, coaching and sessions
- 2 x new projects in areas of high deprivation in Reading and Slough with over £4k sought in funding to help deliver. Almost 50 people have tried netball and 2 are now on their Level 2 coaching course.



Other highlights

- Successful Walking Netball Festival where we were inundated with teams and had to turn some away. In the end we held a Festival with 10 teams. We are now looking at setting up a WN League starting in the Autumn as a result of the demand.
- Helping to recruit and induct new members of staff across the South Region
- Helped Eagles NC secure a venue and funding for their first season in National Prem 2 – they did the rest!!
- Supported Cosmopolitan Roses Netball Academy in applying for funding to deliver sessions within Mosques. They were nominated and won the Inclusion One Award and looking forward to the National Ceremony.
- Worked with Berkshire Netball Association to improve netball provision in primary schools across Berkshire. We now have 2 x teacher training days set up with schools receiving Resource Packs and guidance thanks to support from Berkshire Netball.
- Netball Camps have been a huge success with hundreds of girls playing and having fun
- Providing ongoing support to clubs and leagues
- Continued with Radio appearances and chatting about netball!
- Lots of Back to Netball, Walking Netball and Netball Now sessions!

