

# Annual Report

All England Netball Association Ltd

2010–2011



LOTTERY FUNDED

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# Chairman's Introduction



Above: Cheryl Danson addressing the audience at the Goalden Globe Awards 2010

**I**n this year's Annual Report you can read about the fantastic progress made by the Association in 2010/11. Throughout the report are mentions of many achievements that illustrate the great teamwork between our volunteers and England Netball staff. I am very proud to have been re-elected as Chairman of England Netball at the last AGM and I look forward to working with you over the next 4 years.

The Board has worked diligently to provide strong strategic leadership for the Association and a Board retreat and six Board meetings were held in the past 12 months. During this period there has been one vacancy for an elected director on the Board; a position which I anticipate will be filled at the forthcoming AGM. Our governance structures are fully implemented and the Regional Chairs Forum has met 3 times this year, providing the opportunity for ongoing consultation with our regions. A National Conference is being held in September for all regional and county committee chairs. I am also delighted to welcome Caroline Dinenage MP, who has been aligned to netball as part of the Parliamentary fellowship scheme.

For the third successive year our audited financial accounts show that we have delivered a surplus; a great achievement in an economic climate that is particularly difficult. I am grateful for the financial support from Sport England, UK Sport, Fiat Group Automobiles UK, Eteach.com and all our other sponsors and stakeholders, as outlined in the sponsorship section of this report. Fiat is providing a 3 year sponsorship for our home internationals and Netball Superleague.

Safeguarding of young people has been a focus for us and due to much hard work we have been awarded the CPSU advanced level of child protection standards. During the year the codes of conduct and disciplinary manual was approved by the Board and this has been distributed to regions and counties.

Affiliation numbers increased again this period and there are now over 74,000 individual members registered across all membership categories. Strong progress has been made to achieve the targets in our Whole Sport Plan and a 24 month review conducted by Sport England has identified England Netball as a top performing sport. Back to Netball continues to be a very successful initiative attracting participants back into the sport and helping to achieve our affiliation growth targets. Our

Netball in the City project is underpinned by a £1m funding from Sport England over 3 years.

The FIAT Netball Superleague produced some fantastic competitive matches with Hertfordshire Mavericks beating Surrey Storm in the Grand Final. Various initiatives have been undertaken to improve communication with our members including the launch of a new website, an online digital magazine, a new format for the *Netball* magazine, a monthly newsletter and ongoing use of Facebook and Twitter, which has proved highly popular. Also, our broadcast contract has now been extended for a further 3 years.

On the international front, we have had some great performances by our senior squad with 3 close international matches against New Zealand, a Commonwealth Games Bronze medal in Delhi, a World Netball Series Silver medal in Liverpool, a World Netball Championship Bronze medal in Singapore and in the Netball Europe Championships our teams were winners across all age groups. There are now 5 of our umpires on the IFNA International panel, with 2 being selected to officiate at the Commonwealth Games and 3 officiated at the World Netball Championships. Congratulations to Gary Burgess who umpired the final of both of these competitions. Also, I would like to offer my best wishes to Karen Atkinson on her retirement from the England squad. Karen has been a great captain and ambassador for England Netball over many years.

England Netball submitted a highly credible bid to IFNA to host the World Netball Championships in 2015 in Manchester but unfortunately finally lost out to Australia. Our Goalden Globe Awards evening held in September was a great success with a number of our worthy volunteers receiving national awards. Liz Broomhead was inducted into the Hall of Fame, and Marion Lofthouse and Roger Perham were conferred with an Honorary Life Membership. Congratulations to Liz Broomhead for being awarded an MBE in the Queens New Years Honours list for her outstanding contribution to netball and to Mary French who received the netball Europe service award.

Looking ahead to next season we are delighted to be hosting the World Netball Series again at the Echo Arena Liverpool in November. On Saturday 17th September we will be holding our AGM and Goalden Globe Awards evening and I look forward to meeting many of you then.

Finally, I want to offer my sincere thanks to our dedicated volunteers, coaches, officials, staff, players, sponsors and partners for their support over the past year. Also, thank you to our president Janet Wrighton MBE, who has represented us at events, supported the Board and chaired the Regional Chairs Forum.

A handwritten signature in black ink that reads "Cheryl Danson".

Cheryl Danson OBE  
Chairman, England Netball

**“**As a board, we are more holistic in how we set our priorities, how we allocate our resources, and how we communicate and work with our members. It's a challenge, but it's exciting, because it proves we're evolving, maturing and growing, and, most importantly, listening to what you, our members want.

Cheryl Danson OBE,  
England Netball Chairman.

**”**

# Message from the CEO - Maintaining Momentum



Above: Paul Clark at the Golden Globe Awards 2010, Leicester

“

This has been a fantastic year for netball, more people want to play the game and be involved in the sport. We are recognised as a high performing sport and many other NGB's are looking at what we are doing and why we are successful. Netball is a wonderful game and full of great people who are instrumental in its success. So let's not be shy, let's celebrate our successes. Thank you.

England Netball CEO,  
Paul Clark

”

**W**ow what a year. 2010/11 was the 2nd year of our Whole Sport Plan (WSP) and the announcement by the coalition government of significant reductions in public spending in May threatened our future funding from Sport England. In the short term, Sport England protected national governing body (NGB) investment and absorbed the reduction themselves but in the long term the “pot” will reduce.

This crystallised our strategy for the last 3 years of the WSP – we needed to meet or exceed all our WSP targets to position netball most effectively to secure a positive settlement for the WSP 2013–17. We accordingly aligned our resources behind this goal and, to date, it is working extremely well.

Sport England now regard netball as one of the top 3 performing sports in England – participation in the sport is growing, as is participant satisfaction within the game and membership is also growing especially amongst young people. As part of this journey, Back to Netball is fast becoming a national phenomenon, advocated by the Minister of Sport as an example of best practice and the envy of many NGB's, hockey have even launched their own model.

As a direct consequence of our track record, netball was only one of two NGB's to receive an award under Sport England's Active Women programme. We secured £1m over 3 years to invest in a team of Netball Development Community Coaches, delivering high quality netball opportunities in 10 deprived areas of England. Again, this programme has been well received by the local communities and many new activity sessions are starting to be developed and more people engaged in netball.

The success of our strategy is further demonstrated by an invitation from Sport England to be part of the Premier League for Sport programme, only 8 sports are included in this programme and netball is the first non-Olympic sport to be invited to join.

In addition, we are one of a handful of sports to be invited again by Sport England to bid for some additional funds for the last 18 months of the current WSP to drive increased participation in the game.

In April 2010 we embarked on a major change programme within the organisation – the Participant Centred Approach (PCA) – which recognised our responsibility for netball in England, not England Netball. We embarked on a major programme of research and consultation to identify and understand participant needs and expectations. This process is on-going but is starting to deliver a valuable insight that will shape all the programmes provided for all participants. We received 2,700 responses to the Big Netball Conversation. This approach will help us put the participant at the heart of everything we do and is recognised by Sport England as best practice.

Looking forward, we need to maintain the momentum and build on our successes in parallel planning our next WSP submission for 2013–17. The funding criteria will be published in October 2011, the bids must be submitted by June 2012 and we will get notification of our award in October 2012. As part of that process, we will be working with volunteers at a county and regional level to ensure our bid reflects the needs of the sport and that we continue to grow the sport and deliver high quality netball experiences for all participants.

At the other end of the spectrum, our national team played to their world ranking and secured a bronze in difficult conditions in Delhi which was earned by a superb performance that destroyed Jamaica in the 3rd/4th place play off. This outcome was repeated in Singapore at the recent World Netball Championships, our first medal in the Championships for 12 years. A good achievement but not good enough if we want to achieve our ambition of winning gold medals consistently. This presents another challenge for 2011/12, to re-define our performance pathways (coaching and athlete) to deliver the illusive gold.

We also established a new commercial partnership with the Fiat Group Automobiles UK Ltd, which is very exciting as they have purchased the naming rights for both the Netball Superleague and our home international matches. In addition, they have made a superb offer for England Netball members with significant discounts on the purchase of a Fiat car; please see [www.EnglandNetball.co.uk](http://www.EnglandNetball.co.uk) for further details, but it is an opportunity not to be missed.

Finally, I must thank all the staff and valued volunteers for their commitment to netball. It is your combined energies and passion that has enabled netball to be regarded as a top performing sport by our major funder, Sport England. I am confident we have created the springboard for maintaining the momentum but we cannot be complacent and must continuously raise our standards and strive for excellence. Thank you and well done.

*Paul Clark*

Paul Clark  
Chief Executive Officer, England Netball

# A Year in Netball



## Roll of Honour

Season 2010-2011

### The FIAT Netball Superleague

Champions – Hertfordshire Mavericks

Runners up – Surrey Storm

Player of the Year – Stacey Francis, TeamBath

### Premier League

Premier League 1 Champions – Academy

Premier League 2 Champions – The Downs

Premier League 3 Champions – Evesham Reds

### Netball Talent League

Champions – Mavericks Youth

Runners up – Northern Thunder

### National U14 Clubs Finals

Champions – Tameside

Runners up – Turnford

3rd Place – Oldham

### National U16 Clubs Finals

Champions – Oldham

Runners up – Tameside

3rd Place – Poole Jewels

### National Schools Finals, supported by Eteach.com

U14 Section Champions – Goffs School

U16 Section Champions – Hulme

U19 Section Champions – Barking Abbey

### The Marion Smith Netball Championship for People with a Learning Disability, sponsored by F.A.S.T. Ambulance Ltd

Under 17 Champions – Alfriston

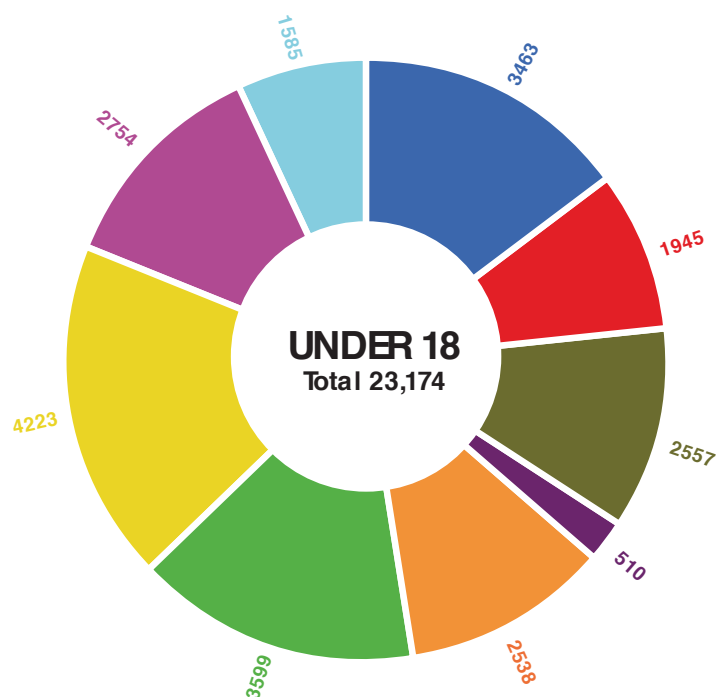
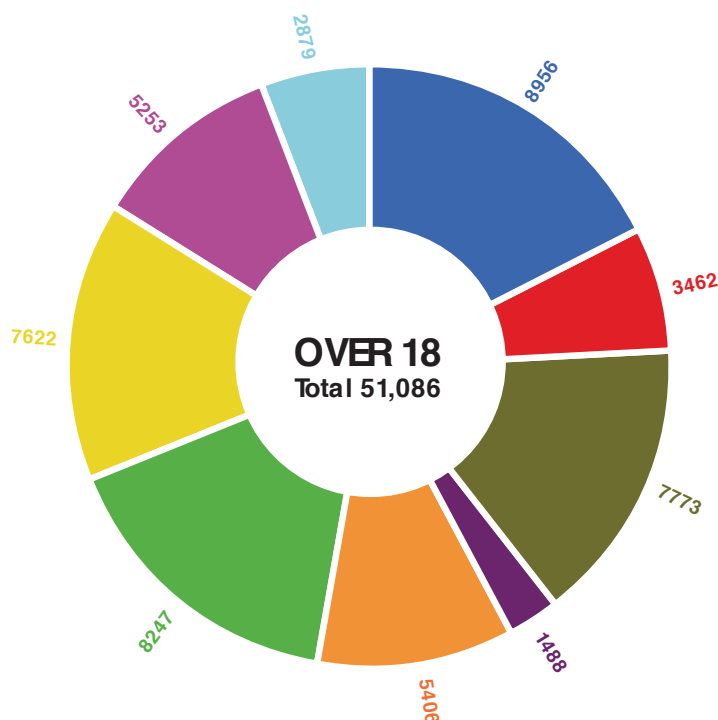
Over 17 Champions – Selly Oak

Clockwise from top: Mavericks Youth, Alfriston, Stacey Francis, Hertfordshire Mavericks, Surrey Storm, Hulme, Barking Abbey, Oldham, Goffs School.

Below: Tameside



# Membership | TOTAL INDIVIDUAL MEMBERS 74,260



## Area key:



**I**n the last complete membership year ending 31st August 2010, England Netball can report growth in overall membership of 4.75%. The affiliation numbers have continued to increase during 2010–2011 with registered participants standing at 77,424 as at 30th June 2011 (an increase of 2.69% compared to 75,397 in June 2010). Also, Taster Rates continue to be a success with 1,841 new or returning members joining since April in this category.

The Membership Department is continually working towards reducing paperwork in the affiliation process. Online affiliations went live on 5th July 2010, with around 98% of England Netball's club members affiliating in this way. Some valuable and practical lessons were learned in this introduction and system improvements were made to enhance the 2010–2011 system with the successful introduction of Online Affiliation payments via SagePay, which provided instantaneous membership of England Netball.

JLT Ltd continues to arrange Liability and Personal Accident Insurance Cover as a key and valuable membership benefit for being affiliated to England Netball with 'Gold' cover for clubs. 'Silver' cover continued to be provided for groups at no additional cost in 2010–2011.

One of the many benefits of being a member of England Netball is the International Series ticket draw. Every England Netball club member is entered into this draw and 5 members from each region are selected at random. In January 2011, the lucky winners on this occasion were offered a pair of tickets to see England play New Zealand at their nearest venue.

Winning the opportunity to witness, arguably, England's most exciting International Series ever, and to meet the players afterwards, was a unique opportunity that the lucky members were delighted to be a part of.

Claire Hollingsworth from Dragons Netball Club, Herefordshire writes (pictured below):

"Yet again the England team kept us on the edge of our seats and screaming until the final moment. As shooters we were full of admiration at Pamela Cookey and her ability to work play neatly up court, keep a 100% record and come away grinning from ear to ear after every shot! It was a pleasure to meet a couple of the players after and standing next to them I realised our only barrier to international fame was our height (well I can dream!)...all the best for Singapore."



Caption: Sara Guy, Kellie Hull and Claire Hollingsworth, winners of the EN membership International Series ticket draw, England v New Zealand, January 2011



**Kellie Hull from Hucclecote Netball Club, Gloucestershire writes (pictured above):**

"We arrived early and had a drink in the VIP lounge before making our way to the arena. It was fairly quiet until the announcement of the teams. The cheers went out for the visiting team, New Zealand, but nothing had prepared us for the entrance of the England Team. Flame throwers, dancing spot lights and deafening screaming! What an atmosphere. 'Pump up the jam' started blasting out of the speakers and Joanne Harten and Serena Guthrie got into the groove, which was fab. But they all soon got into the zone as the warm-up began.

"The atmosphere was electric as play began. The speed, agility and insight of the players was immense. We all thought that a win was on the cards but it was not to be. England's heads never dropped and they set an outstanding example to all of the players who were watching, both young and old. We are so proud of you.

"I was lucky enough to have my photo taken with some of the squad at the end of the match. I was really nervous to be standing next to my TeamBath idols, Pamela Cookey and Eboni Beckford-Chambers but when I realised that I was nearly as tall as them, I didn't feel too bad. Thank you for such a wonderful experience and opportunity to feel so special for an evening."

**Sara Guy from Market Weighton Netball Club, Humberside writes (pictured right):**

"Despite not getting off to a great start, England rallied and the first match had a really exciting climax. Kate and I thoroughly enjoyed the game despite the 2 goal loss. It was a real experience to go courtside straight after the game and to meet the players and see the coaching staff and officials. Tamsin Greenway was clearly disappointed with the result but was a true professional in the way she greeted all the guests and chatted while the photographs were being taken. Another fantastic day of international netball."



“

The atmosphere was amazing, even though it wasn't the win that everyone wanted, both teams were still smiling and we had had the most amazing day.

Cara Bocket, Plymouth Marjon NC, Devon West. International series ticket draw winner, England v New Zealand, January 2011.

”

# Performance



Above: Various members of the England squad on a media day with Kukri

Right top: The Fiat International Netball Series, England v New Zealand January 2011

Right Bottom: England players celebrating a 70–47 victory over Jamaica to secure bronze at the Commonwealth Games in Delhi

Far right: England squad on the podium receiving their bronze medals at the World Netball Championships in Singapore

## England senior squad

**I**t has been another hectic year for the senior squad with increased media exposure and activity and tours to Jamaica and Australia. Following the end of the 2010 season and the International series against Australia, preparations were well underway for forthcoming tours and the Commonwealth Games in October 2010. The senior squad had targeted success in Delhi.

The senior squad visited Australia in June 2010 for 14 days, which included 7 competitive matches in a short period of time. This tour was designed in order to recreate the schedule and intensity of the Commonwealth Games. Pamela Cookey was named as vice-captain for the tour, supporting Karen Atkinson. Sonia Mkoloma was unable to fulfil her co-captain's role due to playing for the NSW Swifts in the ANZ Championships. Upon returning home at the end of June, the senior squad had been put through their paces and endured strength and conditioning, pool and yoga sessions and high intensity matches. Victories against the AIS netball team and matches against the Adelaide Thunderbirds and the NSW Swifts meant the tour was a resounding success.

No more than 2 months later and the senior squad were once again on tour to Jamaica for a test series against the Sunshine Girls. It was third versus fourth in the world in a highly charged and competitive series. The squad taken to Jamaica was the same squad that was named for the Commonwealth Games and gave a great chance for Sue Hawkins to work on combinations and patterns of play. Sonia Mkoloma had returned for this tour, fulfilling her duties of co-captain alongside Karen Atkinson. Victory in the first test in Jamaica on September 1st ensured that confidence grew ahead of Delhi. Maggie Jackson stood in as coach for the tour as Sue Hawkins was unavailable due to personal reasons. This did not halt the confident feeling around the squad and a final score of 53–42 showed the class and belief the senior squad had acquired. Despite a Jamaican victory in the second test and a level series at 1–1, the senior squad left the Caribbean in a buoyant mood and in a positive mind set for success in Delhi. The hard work and preparation had been put

in place and now the build up for the Commonwealth Games was nearly over and it was time to deliver.

The Commonwealth Games began on October 3rd 2010 and the squad aimed to repeat or better, the bronze medal success from Melbourne in 2006. Once again, Karen and Sonia lead the squad with Pamela as vice-captain and they shared their experience across all thirds of the court. Maggie Jackson returned as coach with support from Anna Mayes. Our quest for medal success started on October 4th with an 81–20 victory over Barbados. Coach Maggie Jackson was keen to look at different combinations and introduced as many athletes as possible to the competition. Next up was South Africa and a step up in quality. England made an encouraging start and were able to control possession and play down the clock and ran out 54–36 winners. Two days on and it was New Zealand. A close game ended 47–41 in the Silver Ferns favour but proved that the battle for medals was to be hard fought. The final two pool victories against Papa New Guinea and the Cook Islands set up a semi-final with Australia on October 12th.

The semi-final action set off at a frenetic pace as England managed to sneak into an early 5–4 lead after the opening 5 minutes. Both sides were forcing turnovers and this level of competition continued and England pressure in mid-court from Clarke, Bayman and Greenway allowed England to keep a 2 goal advantage at the break, leading 23–21. An incredibly entertaining game ended in favour of Australia 51–45 but a strong performance from the squad gave hope of returning with a bronze medal and defeating Jamaica in the bronze medal play off.

Although being far from a capacity crowd at the Thyagaraj Sports Complex for the play off, those that were in attendance were creating a fantastic atmosphere. England started the game in blistering style and raced to the interval leading 33–23. The game continued in the same pattern for the second half and England ran away to a 70–47 victory thus securing the bronze medal. Some amazing performances were shown from the team and great pride can be taken from some brilliant matches where England were tantalisingly close to upsetting both Australia and New Zealand.

England were given a huge welcome in Liverpool a month later for the beginning of the 2010 CSE World Netball Series at the Echo Arena. England began their campaign against South Africa in the first session. A 30–13 victory gave England confidence going into their second match against arch rivals Australia. After some outstanding individual performances from both teams the final score of 25–25 was fair measure of the game and proved just how tight the competition would be in the coming matches.

The first game of day 2 started with a bang and England stormed to a 26–24 victory over New Zealand. This success proved England were serious contenders for the title. A defeat to Jamaica and a victory over Malawi, meant England ended day 2 in high spirits and facing a semi-final against Australia on day 3. This was another tight match and saw England win by the slenderest of margins, 26–25, and set-up the prospect of an England versus Fast Net Ferns final. Despite a hard fought contest, New Zealand came out the 28–26 victors in a final that could easily have gone either way.



After two warm up matches in Singapore against the AIS and Fiji, we began our quest for medal success against familiar opponents in Malawi. The squad were confident and preparation had been precise ahead of the Championships. England flew through Pool D, with victories against Malawi, Barbados and Malaysia. Sue Hawkins had used her whole compliment of 12 players in the opening match against Malawi and continued to freshen things up with changes to the starting seven for the Barbados game. For the final Pool game, England completed a crushing 95-22 victory over Malaysia to finish top of Pool D, unbeaten, and set up a quarter final with Northern Ireland.

England produced a skilful performance in what proved to be an absolute demolition of Northern Ireland. The expectation was for Sue Hawkins' side to progress but to do it with such aplomb against a valiant Irish side was to be admired. At the final whistle a semi-final place had been booked with a crushing 87-16 win. It was the perfect momentum builder going in to the semi-final against New Zealand. This was the moment that our squad had trained 4 years for, unfortunately, despite a great performance, New Zealand showed their class and completed a 49-34 victory to progress to the final. Despite this disappointment, a bronze medal opportunity still awaited Sue Hawkins' squad, in the form of a 3rd/4th place play off against Jamaica.

Heartache in the semi-final had to be quickly forgotten and the team showed great character in completing a 70-49 victory over the Sunshine Girls and pride was restored, reputation remained intact and a bronze medal was secured. England learned many lessons from these Championships and will come back stronger, better and more determined to crack the top two and make a major final. These Championships were once again covered by England Netball's social media outlets and regular reports and reviews were available on the EN website, thus keeping all our followers up to date with all the latest from Singapore.

“

I think it's made the defence-end a lot stronger. I think there's a lot more faith in the two youngsters now (Francis and Beckford-Chambers). Without Geva (Mentor) in the mix, they had to step up and they definitely did that. They're very intelligent girls as well and they gave a lot.

Sue Hawkins, England Head Coach. England v New Zealand, January 2011.

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In January 2011, England hosted New Zealand in The FIAT International Netball Series with matches in Manchester, Nottingham and London. In the opening match, a strong England comeback in the final quarter was too late to salvage a win, but England had proved they could more than match the Silver Ferns. The second match followed a similar pattern and a final quarter, which England won 10-5, could not prevent a 41-39 victory to New Zealand. The final game of the series at The O2 Arena in front of an expectant crowd did not disappoint. A game that was end to end and displaying both team's skill and stamina, ended with a 47-40 victory and a series win for the tourists.

In March and April England toured Jamaica for a 3 test series against the Sunshine Girls. If the Sunshine Girls recorded a 3-0 victory in the series, they would have overtaken England as third in the world, which Sue Hawkins' squad were determined to hold onto. On April 1st, Jamaica won an exhilarating first test in Kingston, winning by a solitary 1 goal 57-56. The second test soon followed. Jamaica held their nerve and for the second time squeezed a narrow victory 55-53 and took the series. With a drop in the world rankings at stake the final game was played for more than just pride, the senior squad showed great character and resilience to come back in the final test to win 54-51 and maintain our 3rd in the world ranking. A great team performance and a well-deserved win saw England leave Jamaica with a real a sense that again momentum was starting to build in advance for the World Championships in Singapore.

# Performance



Above and right top: Players from the Netball Europe England U19 squad

Right bottom: Players from the Netball Europe England U19 squad in action

## National Excel programme

**T**he National Excel programme has continued to develop and progress, with the focus on improving the effectiveness of our talent development environments. Once again, we dominated the Netball Europe competitions, with all England teams securing their titles. In addition to the victories, our players were able to celebrate the progressive improvement in their understanding of the through court principles that they demonstrated throughout the competition. This year saw our first Excel Tour to Australia. This exposed our players to different styles of play and gave them experience of touring. Most importantly, it gave them first-hand experience of the intensity of the current world's best teams, when they played the Australian U17 and U19 teams and also the New Zealand U21 team.

Quality time was spent doing initial work on the building of our "Shared Mental Model of Excel Play", which is working to develop the athletes' understanding of their role within the team through reflective practice. Within days of returning from the tour, the players and coaches attended the Excel Summer Camp, where they were able to share their experiences and learning with the rest of the Excel players and staff, ensuring that the impact on the whole programme was maximised. In August 2011, the Excel squad will travel to Jamaica in order to build on the work done last year, and to give the players the opportunity to experience the Jamaican style of game.

The AASE (Advanced Apprenticeship in Sporting Excellence) programme has continued to be a great success with 13 athletes completing the programme. This programme has now expanded to include some of our top regional-level players in addition to our National Excel-level players. This programme provides the expertise and funding for our athletes to be given individual support in such areas as nutrition, sport psychology, and helps to facilitate regular individual reviews between the player and their Regional Excel Coach (REC).

The RECs have continued to provide regionally based skill sessions for National Excel players, all regional and national training and increased match play opportunities. They have also delivered well over 100 of the Excel workshops, providing support and guidance of other coaches working within the pathway. This year has seen the successful pilot of tri-regional match days, which the RECs organised by bringing together selected players from 3 regions, in order to tackle the identified need for more quality match play opportunities. They had the additional bonus of providing opportunities for coach and scout development. The National Match day was also run for the first time this year, to provide additional match play for the top regional Excel players who required it. Thanks must go to the support provided by our fantastic umpires on these days.

During the autumn, we were proud to hear that Jan Crabtree was awarded the title of Performance Development Coach of the Year in the UK Coach Awards. Since her appointment as National Excel Head Coach, Jan has been driving the National Excel programme forward, persistently working to align our talent development environment with what is going to be required to produce senior national players of the level to become world number 1.

In April, 44 athletes were selected from National Screening to join the National Excel programme. It was commented by many that the standard of basic skills for the athletes attending National Screening had improved on previous years, which should be credited to the coaches in the regions, and may be an indicator that the series of Excel workshops currently being delivered are helping to ensure that key areas are targeted in training sessions. Over the coming year, the Excel programme will be looking to build on the great foundations that have already been put in place, with the focus now ensuring that the daily training needs of our young elite players are acknowledged and effectively supported. England Netball must thank the Excel support received from the regions, coaches, umpires and parents. Their fantastic efforts allow us to celebrate the successes of our England teams, and the progress of our netball players.

The England squad travelled to Belfast for the Netball Europe Open Championships with an experimental squad as Sue Hawkins tested the strength in depth of the current side with the experienced Rachel Dunn captaining the squad for this tournament. England were obvious favourites before the tournament began, and talk from the camp had a strong focus on quality performances whilst winning the championship was essential. First up for the team was a match against Wales. A starting 7 of Eboni Beckford-Chambers, Stacey Francis, Camilla Buchanan, Serena Guthrie, Sasha Corbin, Asha Tett and Rachel Dunn took to the court to get the game underway. After some tight opening exchanges, Stacey Francis and Serena Guthrie started to control the mid-court and England started to find their rhythm. This also gave the chance for some changes to be made as Gemma Fletcher, Joanne Harten, Lindsay Keable and Rosie Allison saw their first action of the tournament. A very professional display ended with a convincing 57–35 victory.

The next game was against the hosts, Northern Ireland. The squad was once again rotated but the defensive combination of Beckford-Chambers and Francis, which had worked so fluently in the opening game, was retained. England moved through the gears and were starting to use possession smartly through the



mid-court and excellent shooting from Joanne Harten and Rachel Dunn, with Dunn finishing with 100% shooting statistics from 26 attempts, moved the score to 40-18 at half time. Lindsay Keable was outstanding in the second half and a routine 68-34 win was completed.

On the final day of competition, England faced Scotland looking to complete a successful weekend by remaining unbeaten and retaining the trophy. After a slow start, England secured a 62-22 victory by the time the final whistle had blown. England had retained the trophy and won 3 games from 3, scoring 191 goals and conceding just 91. It has been a successful tournament from every perspective and an ideal chance for each player in the squad to get some invaluable experience on court in an international competition environment.

England once again had an extremely successful Netball Europe weekend as the U17 and U19 squads won their respective competitions. The U17s headed over the Irish Sea to compete in Dublin while the U19s travelled to north Wales to defend their titles. The U17 competition started on Friday morning and climaxed on Sunday evening. With a fantastic defensive display restricting Scotland, as England professionally closed the game down to win 65-17 and become Netball Europe U17 champions. Sheer adulation was experienced on court as the final whistle sounded and the reality of the win set in. All that remained was for team captain Amy Stevens to hold aloft the trophy and for the team to take their deserved plaudits in front of a raucous crowd. The trophy returns once more to our shore and the squad can reflect on a job well done.

The England U19 squad arrived in north Wales on Thursday evening in an expectant mood. Morale was high as the team looked forward to defending their trophy, starting with a match against Northern Ireland. At 8pm the first game for England was



underway. From the very first whistle the squad showcased their professionalism and skill. An outstanding display of dominance ensured that the first quarter ended 22-4 in England's favour, but the best was to come. The second quarter saw the England defence completely shut out Northern Ireland as they entered half-time leading 43-4. At the final whistle England had extended their lead to 64-19 and had deservedly won their opening game. An exhilarating tournament concluded with England having scored 208 goals and having the top 3 scorers of the competition. First was Rosie Allison with 95/104 - 91%, Shaunagh Craig was second having scored 52/61 - 85% and third was Alice Ewer netting 19/23 - 83%. Also, Rachel Shaw was named player of the tournament. The England team were sent to Wales as a well-drilled unit. The squad can really be commended on how they prepared and executed their game plans to be crowned Netball Europe U19 champions.

#### Netball Europe Open squad:

Eboni Beckford-Chambers (TeamBath), Stacey Francis (TeamBath), Lindsay Keable (Hertfordshire Mavericks), Emma Dovey (Northern Thunder), Camilla Buchanan (Hertfordshire Mavericks), Gemma Fletcher (TeamBath), Serena Guthrie (TeamBath), Sasha Corbin (Hertfordshire Mavericks), Asha Tett (TeamBath), Joanne Harten (Loughborough Lightning), Rachel Dunn (Surrey Storm), Rosie Allison (TeamBath)

#### Netball Europe U19s squad:

Rosie Allison, Sophia Candappa, Shaunagh Craig, Francesca Desmond, Alice Ewer, Jodie Gibson, Layla Guscoth (captain), Natalie Haythornthwaite, Rachel Mulloy, Yasmin Parsons, Lauren Potter, Rachel Shaw

#### Netball Europe U17s squad:

Lauren Brooks, Eleanor Cardwell, Amanda Davis, Florence Edwards, Amelia Grigg, Hannah Joseph, Lauren Massey, Amy Potter, Lottie Richardson, Lucy Rickett, Amy Stevens (captain), Emily Whiteside

# Competition and Events Season





**The 2010–2011 season has been extremely engaging, providing excitement and thrilling netball and a vast increase in exposure of the game both on and off the court.**

Our media exposure of all levels of the game has increased greatly. The season structure is built around improving performance for all competitions and providing a successful pathway for athletes to progress. Our events cover both the elite and junior ages and aims to build a route for players to continue to achieve and develop their skills.

Mavericks Youth celebrated success in the Netball Talent League (NTL), finishing as champions with a 100% record over 9 games and 11 points ahead of runners up Northern Thunder. The NTL season began on December 11th and provided opening weekend victories for Loughborough Lightning, Mavericks Youth, TeamBath and Team South and a draw between the West Midlands and Leeds Carnegie. Mavericks Youth clinched the title at the triple header weekend in Walsall in April. The reward for the champions was to be presented with the NTL trophy at the Superleague Grand Final in June, in front of a capacity crowd.

This season saw the addition of a third division in the Premier League, which gave exposure to the strength in depth of the

regional leagues, especially the teams that had made the step up to become Premier League 3. The skill levels and ability were so high. This showcases the depth of talent we have within the regions. The play offs provided a great spectacle to the end of the Premier League season in Loughborough. For a second season in a row, Academy were crowned champions of Premier League 1, winning 16 of their 18 matches and improving on last season's final tally of 78, for a further 4 points. The Downs achieved promotion to Premier League 1 from Premier League 2 finishing 14 points ahead of the runners up, Thoroughbreds, and remained unbeaten right up until February. The West Midlands' Evesham Reds fought off Cumberland to be crowned Premier League 3 Champions in its inaugural season. The strength of all 3 divisions promises a bright future for the Premier League for years to come.

The U16 and U14 National Clubs Finals were both staged during May in Sheffield and Loughborough respectively. For the U14 Clubs, 18 teams competed to become our national champions. After 2 stages of competition and a play-off structure, the North West's Tameside were crowned as champions, after losing only one game over the weekend and defeating Turnford 15–13 in a pulsating final. Turnford once again finished as runners up, reciprocating their result from last year, while defending champions Oldham finished in third. Oldham did finish the season with success in the U16 Clubs Finals with a 38–26 victory over Tameside in the final in an all North West derby. Oldham remained unbeaten throughout and rightly deserved their victory. A 3-stage competition and play-off structure ensured all teams had enough court time and a chance for their skills and ability to shine.

This season's Eteach.com National Schools Championships in Southampton provided 54 schools with the chance to show their ability on a national scale. Over the 3 age group sections, Goffs School defeated Loreto 13–5 in the U14 section, Hulme School squeezed past Bromsgrove School 16–15 to become U16 champions and the U19 title went to Barking Abbey after defeating Cardinal Newman. At the presentation ceremony, Barking Abbey paired their U19 win with the Goals Trophy as they finished the group stage of the competition having found the net 156 times. The Defence Trophy was awarded to U14 champions, Goffs School, and The Endeavour Trophy was collected by Millthorpe School from the U16 section.

The final competition of the season took place in Leicester in June. The Marion Smith Netball Championship for People with a Learning Disability returned to the Soar Valley College and continued its partnership with sponsors F.A.S.T. Ambulance Ltd. Selly Oak won the Over 17 competition with Ellesmere Port and Neston Dynamos finishing second and Southfields in third. Alfriston were the winners in the U17 competition with Selly Oak finishing as runners up. England Excel players, Sophia Candappa and Lauren Massey, along with Natalie Ekweogwu, attended the competition to offer coaching to all the players and the relaxed and entertaining atmosphere created a unforgettable day for all. We gave every participant the chance to enter a competition to design an event t-shirt for the competition. All the entries were great and Selina Jahangir, aged 16 from Selly Oak Trust School, was the winner with her design, which was fantastic and was emblazoned on t-shirts throughout the day.

Left: Players from The Marion Smith Netball Championships for People with a Learning Difficulty.

Bottom Left: Premier League play-offs, Loughborough, 2011

Bottom Right: This season's Eteach.com National Schools Championships in Southampton

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**After all our hard work, we are very excited to be taking part in the Premier League. As the first Dorset club to achieve this, it is a great opportunity to experience competitive netball at a higher level. Our club can continue to grow and encourage younger players to experience this playing level and hopefully motivate other talented players to join.**

Judy Davies, Poole Aquarians NC in Dorset, looking ahead to the 2011 season in the Premier League Division 3.

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# The FIAT Netball Superleague



Above: Northern Thunder and TeamBath warm up ahead of their Fiat Netball Superleague match

**T**he Superleague welcomed Fiat Group Automobiles UK Ltd as its new title sponsor for the 2010–2011 season, beginning a relationship we hope will be profitable for both parties.

As usual, there was activity during the close season within the franchises and the season's feverish build up gave everyone an indication of the competitive season which was to follow. One high profile transfer involved Sasha Corbin's switch between TeamBath and Hertfordshire Mavericks. TeamBath and Hertfordshire Mavericks once again had strong squads, however, Northern Thunder and Surrey Storm had also added to their squads and the league had become a genuine 4-way race for the title. Only 2 teams have ever lifted the Superleague trophy and this season there was an opportunity for either Thunder or Storm to add their names to Superleague history.

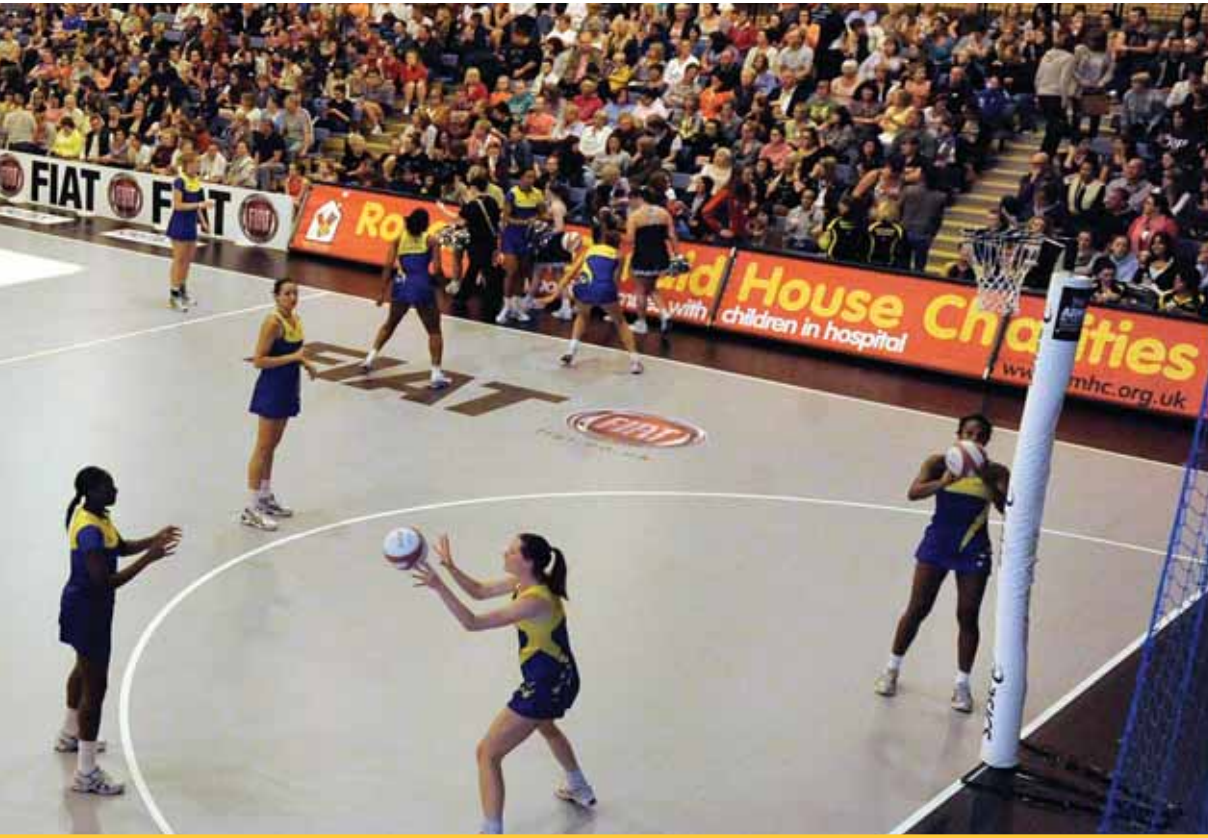
Amongst the strategic changes for this season included the Netball Superleague Management Committee becoming a more concise and strategic group with a General Manager appointed to run the day-to-day operations of the competition. Also, there was a change to the competition's structure. This season, the winner of play off 1 then qualified and hosted the Grand Final, unlike previous seasons.

Tracey Neville began her coaching career after taking over the reins at Team Northumbria and Lisa Ferneyhough joined Anna Carter to become a co-coach at Leeds Carnegie. There was less movement between players than the previous season, which underlined that the franchises were settled with the talent they had at their disposal and that many players were settled at their current franchise. Over recent seasons, the strength of

talent has spread across franchises and this has increased the performance levels of the league. Celtic Dragons had also strengthened and were tipped to push and challenge for a top 4 spot. Dragons' Goal Shooter, Lottysa Cato, proved to be a challenge for all defences during the season and a sixth place finish behind an ever-improving Loughborough Lightning and accumulating 5 more points than the previous season, meant progress had been made by the Welsh franchise. Olivia Murphy also made a return to the court for the early rounds of the season for Lightning and stepped off court once all her side's injury problems had cleared.

The season began on January 22nd with Leeds Carnegie, Loughborough Lightning, Surrey Storm and Northern Thunder registering victories on the opening weekend. TeamBath defeated Team Northumbria in round 2 with a 59–26 victory in the fantastic venue of Sport Central in Northumbria. Northern Thunder's blistering start to the season continued and they remained unbeaten up until March, when a round 11 defeat to Hertfordshire Mavericks in Hatfield ended their 100% record. Injuries took their toll during the season; Karen Grieg and Sara Bayman were huge losses to the Northern Thunder juggernaut, both ligament injuries occurred during April and ended both players' seasons early.

In a further blow, Lindsay Armitage became the third key Northern Thunder player to succumb to a serious knee injury to all but end their chances of securing their first Superleague title. Loughborough Lightning's development of their young squad continued and captain Joanne Harten spearheaded their attack to a 5th place finish. Celtic Dragons, Leeds



“

I think it's really unfortunate that Northern Thunder have had those injuries with Sara and Karen - I think it's really sad and I wish them both really well in rehab because there's no doubt about it they were really aspiring to be in that Grand Final.

Hertfordshire Mavericks Head Coach, Maggie Jackson.

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Carnegie and Team Northumbria were separated by only 4 points in the final Superleague table, showing just how competitive the competition has become. The top 4 line up promised to provide a sensational play off competition.

Surrey Storm ended TeamBath's hopes with a 57-53 victory in Bath and set up the final play off against Northern Thunder in a battle to join Hertfordshire Mavericks in the Grand Final. During the second quarter of this game against Bath, Storm's Rachel Dunn landed her 700th goal of the season, which was an amazing personal achievement for the England goal shooter. The scene was set for Thunder and Storm to clash and the victor to then take on Hertfordshire Mavericks for the trophy. An exhilarating 64-48 victory over Northern Thunder took Surrey Storm to the Grand Final in Hatfield and up against Hertfordshire Mavericks in the cauldron that is the Hertfordshire Sports Village. The game was televised live on Sky Sports on a Thursday evening ensuring we had a primetime slot for our audience

A thrilling Grand Final ended with a 57-46 victory for the home side. A sell-out crowd was treated to a memorable evening and the skill and pace of the game left the audience in awe. All spectators and fans of netball were left imploring for next season to begin. Stacey Francis sealed the Fiat Player of the Season award, capping a memorable campaign for the Bath defender. In June, we sadly lost Fiat Netball Superleague umpire Lucas von Hoff who died suddenly at the age of 30. The popular Australian had moved up to the top flight for the first time in the 2010-11 season and was planning to push on with his umpiring career for the next few years. Lucas will be sorely missed as an umpire and as a colleague.



Above: Hertfordshire Mavericks celebrate with the trophy after winning the Fiat Netball Superleague Grand Final

Left: The Surrey Storm team ahead of an FNSL match

# Marketing



Above: An England Netball Media Day

Right: A selection of material from the 2010-2011 season

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England Netball has invested in a new digital communications platform incorporating the website, digimag and monthly newsletters to ensure our members are engaged with every aspect of their governing body.

Joanna Adams, England Netball, Head of Marketing, Commercial & Events.

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**I**t has been a progressive 12 months within the commercial department regarding our marketing and commercial strategies and plans. We have looked towards improving our communication for the future and advance the marketing techniques we use. The commercial department exists to aid the promotion and exposure of all aspects of netball within England, from our national squad, right down to grass-roots level. We always keep in mind that England Netball are the custodians of netball in this country and all our plans and improvements are made with our members' needs in mind.

We have made great strides in supporting all regions and departments regarding marketing and PR opportunities. Future plans also include further exposure in the media and social media of grass-roots netball and all news from within our regions. The regions have become integral to aiding us with reaching our membership in different locations and providing content for use.

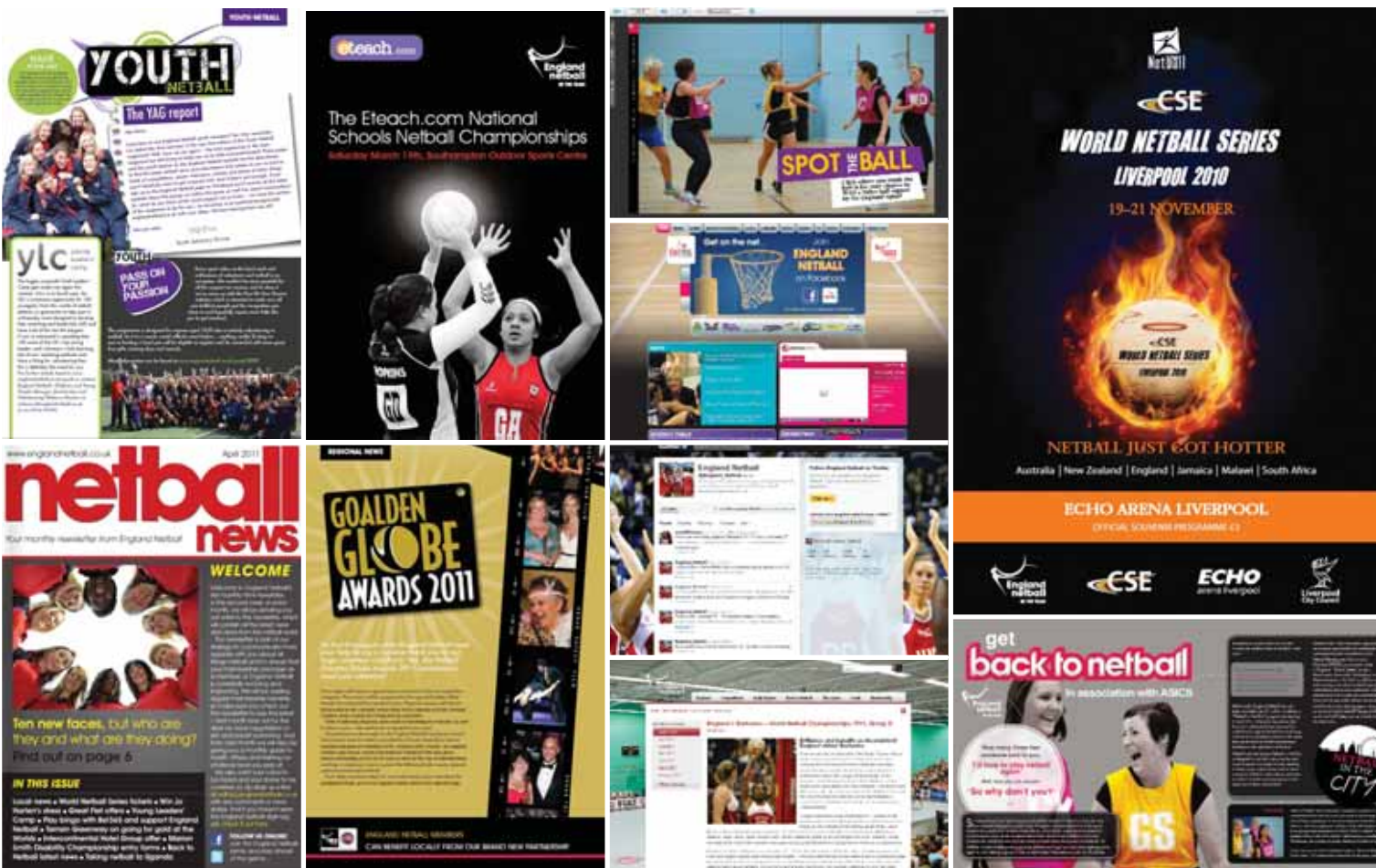
Commercially, we always try to balance between marketing to our members and trying to promote to new audiences. New audiences can consist of players who have once played and have now left the game but still maintain an interest, or gaining new participants into the game. This can boost participation levels and membership income. Our members still remain core to our communication strategy.

We have begun a new working relationship with Trinorth Ltd, for the editorial and design of *Netball* magazine, a new and vibrant monthly e-newsletter and two digital magazine editions over a 12 month period, as well as other promotional design work. Trinorth are highly skilled in producing editorial content for sports audiences. This rebranding of our communication has been received positively by our members. *Netball* magazine has become a more rounded communication tool pulling together more content from around the country and its design leaning towards a glossy magazine.

Our monthly e-newsletter also acts as a vital source of communication for regular stories and content and is aiding the exposure of both grass-roots and elite netball and reporting on news both nationally and regionally. Our branding and design matches our magazine and this consistency gives our communication a modern look and feel.

England Netball members are now entitled to receive 2 digital magazines per year. These have modernised our digital strategy and have given us the opportunity to produce content for media use as well. We have increased our exposure of the England squad, The FIAT Netball Superleague, as well as the knowledge and exposure of all levels of netball.

Alongside our increased communication, we have embraced social media and built up a successful following utilising Facebook and Twitter. Both of these platforms allow us to create an online following of members and non-members, whilst



increasing our contact and exposure to these audiences. Our following is vastly increasing and this has aided our exposure within the media, building on our relationship with Sky Sports and added exposure to all sections of the media with an interest or link to netball and sport.

England Netball has also delivered a new website during February 2011. This has replaced our previous website and has provided a corporate design fitting with our communication strategy. A second phase of development will occur during the following months. These improvements are all aimed at matching the needs of members as well as general visitors to the website whom are looking for information about netball or England Netball.

All marketing campaigns across the season have included national competitions within our season's calendar, as well as England international matches. Our digital marketing output has pushed and reached new audiences and built upon our strong relationships with our sponsors and partners. We have also maintained our relationship with Coachwise Ltd regarding our design and branding of artwork for various campaigns and promotional material. Coachwise also continues to work with us on the maintenance of the England Netball online shop.

England Netball are, currently, heavily involved in the commercial planning for the World Netball Series in November 2011 at the Echo Arena Liverpool. Promotion is underway and plans are finalised to improve upon the marketing that occurred for

last year's event. Also, we delivered timely and accurate reporting and media work from the 2011 World Netball Championships in Singapore. This was extremely popular and meant all our social media followers were kept up to date, as was the England Netball website.



Content courtesy of Coachwise Ltd, Trinorth Ltd and BCS Digital

# Sponsorship



Above: England's Stacey Francis and Tamsin Greenway at the launch of our new England Netball and Fiat partnership. Stacey and Tamsin are pictured here with Bane Bosancic, Corporate Marketing Manager, Fiat Group Automobiles UK Ltd

**The 2010–2011 sponsorship season had a busy start with county and regional rounds of the Eteach.com National Schools Competition commencing in September and building up to the National Finals in Southampton on the 19th March this year. Eteach.com had significant branding at this event and followed on from their sponsorship of last season's finals.**

The home internationals against New Zealand kicked the new year off in style in January, with the announcement of a new title sponsor and partner, Fiat Group Automobiles UK Ltd. The global automotive brand, which also encompasses Alfa Romeo and the Fiat professional brands, will be the title sponsor for the home Internationals and the Netball Superleague for 3 years, until the end of 2013. The exciting new partnership lead the way this year in generating a wide range of new benefits for our members and their families to take advantage of, thus enabling England Netball employees, members and their families to benefit from exclusive offers on Fiat, Alfa Romeo and Fiat professional vehicles.

It was also a fitting way to start a brand new Superleague season alongside Fiat which culminated in a fantastic Grand Final. Hertfordshire Mavericks lifted the new Superleague trophy in Hatfield, after finishing victorious in a tough final against Surrey Storm on the 9th July. This match was aired live on Sky Sports in front of a packed venue.

Intercontinental Hotel Group (IHG) became the official hotel partner to England Netball offering discounts on hotel stays

across the UK and worldwide to all the netball family. IHG incorporates over 220 hotels in the UK alone and many more worldwide. In an initial 1 year agreement, all netballers are able to benefit from exclusive offers on midweek and weekend breaks at the Holiday Inn, Holiday Inn Express or Crowne Plaza hotels when booked online. IHG are dedicated to netball and want to see the sport continue to grow across all levels and have therefore committed to donating 5% of every room booked through the [IHG.com/netball](http://IHG.com/netball) website to England Netball to put back into the sport.

108 Harley Street offers a variety of health checks, ranging from X-ray and imaging to mammograms. England players Rachel Dunn and Tamsin Greenway took the opportunity to visit Harley Street to have a once over. Both players were impressed with the screening and the opportunities this gives our members. Harley Street is offering mole screenings to all England Netball members at the reduced price of £80; a saving of 16%. They are also reducing the cost of mammograms for England Netball members to just £100, a discount of 50%. This is a great offer for our members and promotes the opportunity to maintain a fit and healthy lifestyle.

Another benefit for England Netball members is our partnership with [bet365.com](http://bet365.com). There is a section on the [bet365](http://bet365.com) website for England Netball members to play bingo. For each England Netball member who plays bingo on [bet365](http://bet365.com), we will receive money to plough back into grass-roots netball. All current membership benefits are being promoted via our communication



channels, social media and detailed on the membership log in section of the England Netball website.

The Matalan Reward Card continues to be popular amongst our members, helping to generate over £25,000, to date through the royalty scheme and a note of thanks to the members who continue to activate and utilise their Reward Cards when shopping to help their sport. The AENA Youth Trust has distributed some of this money straight back into the grass-roots sport, with the likes of Greater Manchester County Netball Association, Sir Charles Lucas Arts College and West End County Primary School, to name a few, of those benefiting from these royalties.

Asics extended their partnership with England Netball and the national squad at the start of the year, becoming the title sponsor for Back to Netball. Asics is keen to support new netballers and emphasise the importance of sport-specific footwear when playing netball to help reduce the risk of injuries.

We must also thank our long term partners for their continued support and always pushing the boundaries to go that extra mile to help the sport: Kukri, Mitre, Harrod UK, Shock Absorber, PowerBar, California Prunes, F.A.S.T Ambulance Ltd and Cancer Research UK, our partner charity.

The search continues for title sponsors for the World Netball Series and national programmes for schools, clubs and Netball in the City programmes.



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The wealth of support shown by netballers' to the CRUK charity has been overwhelming, with 100s of netballers taking part in our Face for Life events across the country and many of the grassroots Back to Netball networks supporting these events as volunteers, as well as the variety of imagination shown by many more netballers raising money through their own initiatives and challenges. The partnership is going from strength to strength and we look forward to seeing and hearing your stories in the months ahead.

Teresa Hicks, National Manager, Regional Marketing and Communications, Cancer Research UK.

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Above: Winning Hertfordshire Mavericks captain Louisa Brownfield, receives the Super league trophy from Brane Bosancic of FIAT Group Automobiles UK Ltd

Left: The England team's training session at The O2 Arena ahead of their third match in The FIAT International Netball Series against New Zealand

# Development



Above: Young Leaders Camp 2010, Reading.

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The whole evening and everything that has followed has made me feel very special. It has also given my family and friends an opportunity to see the value of the work and time I give to netball.

Lynda Fluskey, winner of the Grass-roots Coach Award, sponsored by Matalan. Goalden Globe Awards 2010.

”

**T**he past year has proved to be another successful 12 months for the development department. The progress against the Whole Sport Plan (WSP) targets remains strong in the areas of participation growth and sustainability of netball activity. The delivery infrastructure has been strengthened by the appointment of 10 new Netball Development Community Coaches (NDCCs) and the merger of the coaching and officiating teams has provided an opportunity to review our current portfolio of training opportunities and delivery systems.

The initiation of the Participant Centred Approach (PCA) in April 2010 has served to provide a common cross-organisational focus, with all departments aligned behind the vision of putting the participant at the heart of everything we do, and committed to using the research to guide the development of strategies, products and programmes. To date, in excess of 7,000 netballers have been engaged in the research and consultation process to help shape our offers moving forward.

The challenge as we move through the next 2 years is to balance the developments of the PCA with the continued need to sustain the momentum of key interventions and seek to exceed our WSP targets. Success in both areas will place England Netball in a strong position to bid for funding for the 2013–2017 period.

## Children and Young People

Netball continues to be a strong performing school sport and data released from the Youth Sport Trust showed that over 57,000 young people took part in school High 5 Competitions in the last academic year and this is expected to grow for the current year. Netball Development Officers have been supporting County Finals with all 49 county sports partnerships holding an event. While moving towards the new School Games format that will be running from September 2011,

netball has been one of 10 sports selected to be part of the School Games pilot. The School Games will run at 4 levels with levels 1–3 aimed at intra-school, inter-school and county level. Level 4 will be aimed at the most talented athletes in the country.

Funding from the Youth Sport Trust saw 90 young volunteers undertake a UKCC Level 1 course as part of the Recruit into Coaching (RiC) initiative. Young volunteers from disadvantaged areas across England came together to attend a 6-day residential camp with additional training in safeguarding, first aid and mentoring from local coaches. These camps saw a 100% pass rate.

The Young Leaders' Camp continued to flourish this year after being granted the prestigious London 2012 Inspire mark; the badge of the London 2012 Inspire programme, which recognises exceptional and innovative projects inspired by the 2012 Games. Fifty Young Leaders were given the opportunity to receive a training programme specifically designed for them. Twelve young leaders who had attended the camp in previous years were able to put their skills into practice by coming back to camp in various volunteer staff roles.

The Youth Advisory Group has continued to work hard to provide the voice for young people in netball. To help this cause, they have developed a new initiative to enable England Netball to build a network of Youth Advisors (aged 9–25) to help advise on the wants and needs of young people. Over 120 Youth Advisors have been recruited since December 2010. The Pass on your Passion programme has gone from strength to strength with over 550 young people logging their volunteering hours and being rewarded through the programme, which has also been granted the prestigious London 2012 Inspire mark.

## Volunteering

The annual Goalden Globe Awards, which celebrates the efforts and achievements of volunteers whom work tirelessly within the game of netball throughout the country, took place in September. Each year's ceremony becomes more and more glamorous but the 2010 awards proved the most spectacular yet, with over 300 attendees displaying a sea of spectacular dazzling dresses, suits and styles all in celebration of the fabulous volunteers who help deliver netball at grass-roots level. Most volunteer simply for the love of the game of netball. There were guest appearances from England national squad players Tamsin Greenway and Joanne Harten, before their departure to Delhi with the rest of the England squad. Tamsin and Joanne joined England International umpire Gary Burgess at the glamorous evening to prove that volunteers are recognised not just within each region, but also by the elite athletes within the game in England.

In a perfect fit with the ceremony's theme, we were also joined by BBC One's Strictly Come Dancing Latin Specialists, Darren Bennett and Lilia Kopylova. The audience was treated to a variety of fantastic performances from the pair along with a display which involved participation from everyone, and brought much enjoyment to a very buoyant audience.



## Goalden Globe Awards 2010 Winners

Coach Award – Jean Davies  
 Grass roots Coach Award – Lynda Fluskey  
 Inclusive Netball Volunteer Award – Susan Abbott  
 Mary Bulloch Administrator Award – Peter Hague  
 Muriel McNally Award – Helen Bowden  
 Netball Teacher Award – Christine Stephen  
 Officials Award – Heather Gleadall  
 Outstanding Netball Club Award – Oaksway Netball Club  
 Rose Award – Sue Danson  
 Rose Award – Sarah Collins  
 Young Netball Volunteer Award – Oliver Hooper

## Long Service Award Recipients

Colette Thomson  
 Elizabeth Alsop  
 Jenny Anne Poore  
 Joan Young  
 Joyce Smailes  
 Pat Harper  
 Ursula Smith  
 Frank Scott

## Special Award Recipients

Hall of Fame – Liz Broomhead  
 Honorary Life Membership – Marion Lofthouse  
 Honorary Life Membership – Roger Perham



Above: Goalden Globe Awards 2010, Leicester

Left: BBC One's Strictly Come Dancing Latin Specialists, Darren Bennett and Lilia Kopylova at the Goalden Globe Awards 2010

# Regions

**T**here are 9 regional offices in England working with the separate regions across the country. Each office's regional manager and regional support staff work alongside their elected County and Regional Management Boards (RMBs) to develop and facilitate the delivery of all aspects of netball within their region.

Each region had a very productive year, where improvements and many developments and achievements have occurred and membership figures have risen.



## North East

[www.northeastnetball.co.uk](http://www.northeastnetball.co.uk)

Northumberland, North Durham, South Durham & Cleveland, Tyne & Wear

### North East Key Achievements

- Secured funding through Sport Unlimited to run 6 and 10 week programmes across the County for junior U14 and U11 players
- Hatfield Gateway won National Award for Outstanding Club of the Year.
- Appointed New Netball in the City Coach for Newcastle upon Tyne
- 8 New UKC Level 1 coaches through RCB
- Back to Netball funding for Hatfield Netball Club from Sport England for £5380.
- Garglown NCV were winners of the North East Regional League and secured a place in Premier League 3 for 2011–2012 season
- Appointment of Helen Emmeson as North East Regional Manager.



## East

[www.netball-east.org.uk](http://www.netball-east.org.uk)

Bedfordshire, Hertfordshire, Cambridgeshire, Norfolk, Suffolk, East Essex, Essex Thurrock

### East Key Achievements

- 52 new Back to Netball projects, 2 new Back to Netball Leagues/Divisions and the second annual Back to Netball Tournament washed featuring 14 teams
- 2 AA Award, 8 BA Award and 79 CA Award umpires have qualified
- Hertfordshire Mavericks were crowned FNL champions. Mavericks Youth captured the NNL title
- Giff's School from Hertfordshire won the U14 section of National Schools Finals
- 8 players from the region were selected into the National Excel Squads
- Gary Burgess officiated at the Commonwealth Games, the SE World Netball Series and the WWC in Singapore in July.
- £2,438 was raised for Cancer Research UK through the East Region's Net 10 for Life Initiative



## North West

[www.netballnorthwest.org.uk](http://www.netballnorthwest.org.uk)

Cheshire, Cumbria,  
Greater Manchester, Lancashire,  
Isle of Man, Merseyside

### North West Key Achievements

- Teamed up with Cancer Research, raising £6000. Keswick School raised £1500 towards that total.
- Achieved the largest number of Golden Globe Awards nominations this year – 53 in total.
- Embraced online social media with netball sites on Facebook and Twitter.
- 3 national champions – Tameside NC, Oldham NC and Oldham Hurne GS
- 11 new junior clubs formed. Lady Hawks NC from Cheshire have already achieved Bronze CFS Accreditation
- New Back to Netball sessions have been formed with 1036 women attending



## Yorkshire

[www.netball.yorkshire.co.uk](http://www.netball.yorkshire.co.uk)

North Yorkshire, South Yorkshire,  
West Yorkshire, Humberside

### Yorkshire Key Achievements

- Second annual Netball Yorkshire Course brochure produced which resulted in 167 coaches attending England Netball CPD courses and 32 teachers attending the Teachers Coaching Clinics
- The first Regional Golden Globe Awards dinner was held with over 75 volunteers attending, resulting in 3 national winners from the region at the National Golden Globe Awards
- 1 AA Award umpire and 6 newly Qualified B Award umpires
- 3 UKC Level 3 coaches qualified
- 32 Back to Netball sessions delivered across the region



## East Midlands

[www.eastmidlandsnetsball.co.uk](http://www.eastmidlandsnetsball.co.uk)

Leicestershire, Northamptonshire,  
Nottinghamshire,  
Derbyshire, Lincolnshire

### East Midlands Key Achievements

- Volunteerstock 5 Awards at the 2010 National Golden Globe Awards
- Hosted its first Umpires' and Coaches' Conference, sharing knowledge, new ideas and raising awareness of the pathways for coaches and umpires
- First Back to Netball Festival in Loughborough, attended by 150 ladies
- 2 athletes were selected for the National Excel Programme and 9 athletes registered for the AACE (Advanced Apprenticeships in Sporting Excellence) programme
- Regional Golden Globe Awards to celebrate our achievements for 2011.
- Liz Boonhead won the BBC's Regional Young Hero Award and was awarded an MBE in the Queen's New Year Honours list.

## West Midlands

[www.netballwestmidlands.co.uk](http://www.netballwestmidlands.co.uk)

Worcestershire, Warwickshire,  
Shropshire, Herefordshire,  
Birmingham, Staffordshire,  
South Staffordshire

### West Midlands Key Achievements

- Received £3000 in sponsorship from Paycare and £3000 from Sport England going towards new kit for the NIL team and to deliver umpiring courses in all counties
- Loughborough Lightning came to Valsall to take on Northern Thunder promoting 'Netfest' coach and athlete workshops, attracting over 60 attendees
- The West Midlands Warriors then played against our Regional Academy team attracting over 150 spectators. The final Superleague match was enjoyed by 300–350 spectators
- Introduced the inaugural West Midlands U19 Netball League successfully attracting 6 teams from across the region
- 10% increase of all registered participants and a 14% increase of affiliated individual members



## London and South East

[www.londonandsoutheastnetball.co.uk](http://www.londonandsoutheastnetball.co.uk)

Essex Metropolitan, Kent,  
Surrey, Middlesex

### London and South East Key Achievements

- Back to Netball continues to thrive with over 50 schemes running
- Talented athletes Caitie Garbay and Katie Harris gain places in the England Excel Programme
- Academy NC crowned Premier League 1 Champions for the second successive season
- Roger Peckham conferred as a England Netball Honorary Life Member.
- Officialing mentoring scheme produces 3 new AA Award umpires

## South

[www.netballsouth.co.uk](http://www.netballsouth.co.uk)

Oxfordshire, North  
Buckinghamshire, South  
Buckinghamshire, Berkshire,  
Hampshire, Sussex,  
Isle of Wight, Guernsey

### South Key Achievements

- Youth Umpire Award up and running. 14 new Youth Umpires qualified and more schools delivering the course
- Funded £10,800 to coaches to help gain their UKC Level 2 coaching awards
- Every club that was CFS Accredited successfully transferred to the new CFS scheme
- Academy festival enabled those involved in the satellite and county academy programmes to come together for match play. The regions selectors were also in attendance to select players to go forward to the South FOP.
- 17 coaching workshops with approximately 200 coaches attending



## South West

[www.netballsouthwest.co.uk](http://www.netballsouthwest.co.uk)

Wiltshire, Gloucestershire,  
Somerset, East and West Dorset,  
Avon, Cornwall, East and West  
Devon, Jersey

### South West Key Achievements

- 9 new CFS clubs and 82 CFS Annual Health checks and Reaccreditation
- 12 new B Award umpires have qualified
- 28 Back to Netball projects with 602 new players
- 300 new young volunteers
- A successful South West Regional Games Conference
- 635 Players in the Satellite and County Excel Pathway.
- 3 Netball Development Officers received national awards at the NDO conference

# Development



Above: Back to Netball's primary marketing image

Right: England Netball NDCC Conference, Stratford Hotel, April 2011

## New Games; New Markets

The role of New Games; New Markets within the Development department is to pilot and implement innovative approaches outside of traditional netball structures to engage and retain more women in the sport. The department has grown from 1 to 11 over the last 12 months and continues to supersede targets.

As part of the 'participant-centred approach,' a research project was undertaken in partnership with the Women's Sport and Fitness Foundation, to establish who was participating in Back to Netball, what they enjoy, what they would change and what they want from their netball experience in the future. In total, 343 Back to Netballers responded to the survey and the key findings were:

- 44% of women have not played netball for over 10 years
- The main reason for joining was that they had held a positive previous experience of the sport
- 93% are satisfied with their overall experience of Back to Netball – 60% are very satisfied.
- Since starting Back to Netball, 30% had transitioned into traditional infrastructures and were now affiliated England Netball members

Based on the research findings, the Back to Netball offer was developed and included a bespoke marketing campaign and communication system enabling England Netball to welcome new players into the sport.

The regional implementation team has developed 431 new Back to Netball programmes since the inception of the Whole Sport Plan, 240 in year 2 alone. Around 5,000 new women have been engaged in Back to Netball across the country in year 2 and many go on to join pre-existing groups or establish new teams and even clubs of their own.

England Netball are on track to surpass the 4-year Sport England target of 656 programmes delivered, having delivered 431 in the first 2 years alone. The focus for year 3 will be transitioning players to traditional infrastructures through a series of Back to Netball festivals across the country.

At the beginning of 2010, Sport England announced a £10million themed funding round, titled Active Women. This is to increase participation in sport of women caring for children and those living in deprived areas. Following a highly competitive 10 month bidding process, England Netball were successful in securing just over £1million to employ 10 full time NDCCs to deliver extended Back to Netball opportunities in Bristol, Leeds, London, Manchester, Newcastle, Nottingham and Wolverhampton over 3 years.

In London, 3 Activators are based in Brent, Haringey and Islington while in Manchester, 1 Activator is based in Tameside and 1 across Stockport and Trafford. In each local delivery area, the project outcomes include engaging 1,200 new women (240 in year 1, 360 in year 2 and 600 in year 3), 30 new coaches and 30 new volunteers. A key function of the NDCC is to encourage participants to access courses to

# back to netball

In association with ASICS

develop workforce and empower participants to create ongoing sustainable opportunities.

Following an extensive recruitment period, the NDCC team are now in post and following induction, beginning to reintroduce ever increasing numbers of women in their respective areas. In 2010, New Games; New Markets undertook a complete review of the provision of commercial netball across England and continue to provide an interface between the commercial and voluntary sectors.

## Education and Training

There have been a number of changes within coaching and officiating, including the merging of both departments under the banner of Education and Training. There is now a primary focus on offering a united approach to servicing the education and training needs of our workforce (coaches and officials). With this in mind, we have been working hard to try and streamline internal processes to increase efficiency and promote high levels of customer service for the members who engage with England Netball.

### A regional breakdown of sessions delivered

|                       |    |
|-----------------------|----|
| East                  | 22 |
| East Midlands         | 32 |
| London and South East | 31 |
| North East            | 21 |
| North West            | 29 |
| South West            | 28 |
| West Midlands         | 22 |
| Yorkshire             | 26 |

Sessions current as of July 2011

“

With my connections in Bristol netball, I can help people who want to get back in to the game, to find a team or training session that suits their lifestyle. It can be hard to get involved in sports in a city if you don't know where to go and, if you're a woman with kids who doesn't have a lot of free time, you need to be made aware that there's somewhere you can play for just an hour or two a week.

Sue Anderson, NDCC for Bristol.

”



# Development



“

I'm very excited indeed and really looking forward to the challenge of umpiring the best teams in the world! To be invited to umpire at the Commonwealth Games is one of the highest accolades that an umpire can achieve.

International Umpire Judith Groves' thoughts on officiating in Delhi.

”

## Coaching

Following their launch in early 2010, the England Netball coaching workshops have gone from strength to strength with over 80 workshops being delivered to more than 1,200 teachers and coaches. This delivery, coupled with the expansion of the UKCC course offering, has helped to increase the quality and options of training available to our coaching workforce. The increase in the number of UKCC courses delivered has been supported by the addition of 15 newly qualified assessors and 15 newly qualified tutors to the workforce. England Netball was also successful in gaining NSA bursary support for a number of our coaches training for their Level 2 qualification.

The considerable news for UKCC in 2010/11 was the move from the National Qualifications Framework (NQF) to the Qualifications Credit Framework (QCF). This vast piece of work was supported by a number of experts within the coaching arena and has led to the successful launch of the new format in April 2011. To ensure a smooth transition to the new framework, England Netball has run a number of workforce (tutors and assessors) standardisation training days, of which the vast majority have now attended.

As a result of a close working relationship with sports coach UK, England Netball has been able to access industry leading coaching practices and has seen the benefits of this engagement in support of the development of coaches and a move towards a more established approach to coach development, this is aligned within the UK Coaching Framework.

Through increased engagement with the Coaching Development Managers across the country, we have had increased access to funding, promotion and communication in support of the recruitment, deployment and retention of coaches within netball. Alongside this engagement we have been working hard to improve our communication and marketing with the launch of new coaching content on the England Netball website, thus showcasing the coaching workshops that are now on offer around the country.

## Officiating

With the restructuring of the Education and Training department, a new position of Officiating Development Manager has emerged commencing in August–September 2011. This role has been introduced with a primary focus on developing and managing the overall officiating strategy and will be engaging with many of the volunteer networks to ensure the continued development and delivery of the officiating programme.

The successful deployment of officials for national leagues and events continues to go from strength to strength with all matches being serviced by our volunteer network of officials. This has been no easy feat, with the introduction of the Premier League Division 3, and is testament to the continued dedication of the volunteer workforce within officiating and the work undertaken behind the scenes at England Netball.

The development of elite level umpiring continues to offer success stories with Tracy Smith and Janice Treasure successfully gaining their IFNA umpire qualification together with Lucy Mitchell being screened, which is the first step towards gaining IFNA status. We have also seen the appointment of Gary Burgess, Judith Groves and Louise Travis, not only for the World Netball Series in November, but also for the 2011 World Netball Championships in Singapore. This has followed on from the success of Gary and Judith's attendance at the Commonwealth Games, where Gary umpired the final.

The Youth Umpire Award has also gained momentum with a number of schools delivering the course within their curriculum and the qualification of 25 new young umpires in the last 6 months of the year. Sara Bostock has been instrumental in the process and England Netball would like to thank her for all of her hard work and dedication towards this award in her role as Young Officials Development Officer.

The annual training course saw 50 A Award umpires put through their paces and enjoying a lively and varied programme of workshops, including a positive approach to the bleep test, as interpreted by Gary Burgess, together with a session on Core Strength and Flexibility by Ian Fuller. Jess Garland joined the proceedings as the keynote speaker.

With the implementation of new awards criteria from Netball Europe, and potential rule changes on the horizon, the 2011/12 year looks exciting and promises to put officiating well and truly in the spotlight.



Far left: Match officials at a Flat Netball Superleague game

Left: Team talk during Linden vs Thoroughbreds at the Premier League Play-offs at Loughborough University

Below: The marketing material for the Coaching Workshop for Sharp Shooting: Essential Shooting Skills for Netball

## Achievements

### Officiating

- 11 new A Award umpires
- 35 new B Award umpires
- 293 new C Award umpires
- 23 new qualified testers

### Coaching

- 852 qualified Level 1 coaches
- 277 qualified Level 2 coaches
- 17 coaches currently in training for Level 3



# All England Netball Association Limited

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## Company Information

### The Board of Directors at the date of signing:

Mrs C L Danson OBE (Chairman)

Mrs L Carpenter (Vice Chairman)

Mrs L Sartori (Treasurer)

Mr W Alexander

Mr A Borrie

Mr P Clark (Chief Executive)

Miss S Horrox

Miss K Jones

Miss E Nicholls

Miss A Navin

### Company Secretary

Mr P R Smith FCA

### Company Number

1698144

### Registered Office

Netball House

9 Paynes Park

Hitchin

Hertfordshire

SG5 1EH

### Auditors

haysmacintyre

Fairfax House

15 Fulwood Place

London

WC1V 6AY

### Bankers

Barclays Commercial Banking

PO Box 729

1 Capability Green

Luton

Bedfordshire

LU1 3US

## Directors' Report for the Year Ended 31st March 2011

The directors present their report and the financial statements for the year ended 31st March 2011.

### Principal Activities

The company has successfully continued to act as the national governing body for netball in England and would like to thank the many volunteers, at regional and county level, and staff who have worked so successfully and tirelessly to deliver the sport to netballers across the country. It is, and remains, a membership, not for profit organisation, covering all aspects of the great game of netball from grass-roots to elite athlete participation.

### Business Review

The company worked in conjunction with Sport England to deliver the second year of a four year Whole Sport Plan with agreed financial and sporting outcomes from April 2009 to March 2013. These outcomes cover both the delivery of the game to the grass-roots and elite performance at the highest level. We remain grateful to Sport England for the 2009–2013 Whole Sport Plan Award that assisted in the financing of the England Netball Corporate plan during the year.

## Directors' Report for the Year Ended 31st March 2011

This report has been prepared taking advantage of the exemptions available to small companies under the Companies Act 2006.

### Results

The surplus for the year, after taxation, amounted to £91,523 (2010: £3,045). During the year, the one remaining employee in the fully funded final salary pension scheme left the scheme and the provision for pension payments of £68,000 made in the year ended 31 March 2010 was no longer required and written back to profit in the current year. Had this provision not been required last year, the surplus after taxation would have been £23,523 (2010: £71,045).

### Directors

The directors who served during the year were:

Mrs C L Danson OBE (Chairman) (elected 18th September 2010)

Mrs L Carpenter (Vice Chairman)

Mrs L Sartori (Treasurer) (re-elected 18th September 2010)

Mr W Alexander

Mr A Borrie (re-appointed by the board 18th September 2010 for a further one year term)

Mr P Clark (Chief Executive)

Miss S Horrox

Miss K Jones (re-elected 18th September 2010)

Miss E Nicholls (re-appointed by the board 18th September 2010 for a further one year term)

Miss A Navin (re-appointed by the board 18th September 2010 for a further one year term)

### Fixed Assets

Capital expenditure amounted to £43,578 (2010: £22,574). The movements in fixed assets are disclosed in Note 9 to these financial statements.

### Charitable Contributions

During the year, charitable donations totalled £6,000 (2010: £1,000), which was paid to the All England Netball Association Youth Trust, a charity set up to develop the educational and research aspects of the Association's activities.

### Going Concern Basis

The financial statements have been prepared on a going concern basis since, having made relevant enquiries, the Directors have a reasonable expectation that the Association has adequate resources to continue in operational existence for the foreseeable future.

### Volunteers

The Directors would like to pay special tribute to those members who have worked tirelessly for the Association, on all national committees and technical advisory groups, at tournaments and

matches, and at other events. These volunteers freely give their time to assist the Association in pursuing its objectives as well as delivering many of its services. The achievements of England Netball would not have been possible without their unpaid commitment, loyalty and efforts during the year in maintaining the high standards of the Association. We thank each person and greatly value his or her contribution.

### Internal Financial Controls

The Directors have overall responsibility for the system of internal financial controls. These are, principally, controls to ensure that:

- i. the Association's assets are protected against unauthorised use
- ii. proper accounting records are maintained
- iii. the financial information produced is reliable.

Such a system is designed to manage, rather than eliminate, the risk of failure to achieve business objectives. The system can provide only reasonable and not absolute assurance that assets are safeguarded, transactions authorised and properly recorded, and that material errors or irregularities are either prevented or would be detected within a timely period.

The Directors rely on the following procedures to ensure effective control over strategic, financial and compliance issues:

- Certain transactions and activities are reserved for approval by the Directors
- Detailed annual budgets, covering all activities, are approved by the Directors
- At Board meetings, the actual results to date are considered against approved budgets and revised annual forecasts
- Evaluation and approval procedures are operated for capital expenditure and substantial revenue projects
- Newly appointed directors follow a formal induction programme
- The skills and experience of the Directors are assessed to ensure the appointed Board members are appropriate for the needs of the business
- Investment of the Association's funds in banks and building societies is reviewed and monitored
- An annual review of corporate governance is undertaken and submitted to Sport England for independent review and periodic reviews by an independent consultant are undertaken on behalf of, and for, Sport England
- A risk assessment process is undertaken and reviewed by the Directors to determine if specific actions are required
- The effectiveness of financial controls and procedures are reviewed and updated, where appropriate, by the Directors with the main focus being on perceived risk areas.

“

We're reacting better, and our shooters have been shooting up in the 90% range across the series and that consistency is great. In the defensive end we're keeping their shooting down to a lower percentage, but we need to put together a full package and then we'll be happy.

Sonia Mkoloma, England  
Co-captain. England v New  
Zealand, January 2011.

”

## Directors' Report for the Year Ended 31st March 2011

### Corporate Governance Report

The All England Netball Association is a company limited by guarantee. Whilst it is a private company, it operates as a members' Association on sound business principles. We aim to make surpluses from our operating activities to reinvest in future improvements for the Association. We have no shareholders and the Board of Directors, who are responsible for the management and control of the business and affairs of the Association, are directly accountable to members for the performance of the company.

Since incorporation, the company has generated a positive net asset position by an accumulation of surplus income over expenditure. This cumulative net asset position is represented by reserves. Reserves are required to maintain the present and future liquidity of the company so that it can operate on a day-to-day basis and react to changing business and sporting conditions. Accordingly, the Board monitors reserves by a regular review of company financial statements and to ensure government funding is not used to generate reserves. The Board reassessed its reserves policy in the light of the current 4 year financial plan and aims to maintain reserves such that they do not fall below 3 months or rise above 6 months budgeted or forecast overheads excluding depreciation and tax. In 2010-2011 the reserves level was 2.5 months. The Board continues to view the future of the sport and the business of England Netball with confidence, and targets to increase reserves in each financial year by an amount equivalent to the net investment income earned on its cash balances held, less taxation paid on that income until the 6 months criteria is achieved.

The Board considers that good corporate governance is central to achieving the company's objectives and the principle of safeguarding stakeholders' interests.

There are Board sub-committees with specific responsibility for Audit and Finance, Human Resources and International Affairs. These committees have responsibility for policy and practice, financial controls, and advise on international matters. These sub-committees of the Board have been set up to ensure day-to-day operational effectiveness and to advise on business and risk management. There are also separate national committees responsible for issues concerning safeguarding, competitions and a Performance and Talent Advisory Group. A Superleague management committee, consisting of England Netball and representatives of each team, also advises on the strategy of this important competition. These committees are advisory and consultative and provide technical expertise. The remit and terms of reference of the main sub-committees and advisory groups are under constant and regular review to ensure they remain appropriate for the business and the sport.

The Board delegates to the Chief Executive the day-to-day and business management control. The senior staff, through the Chief Executive, are responsible for implementing the policies set by the Board, for the monitoring and performance of the business and reporting to the Board.

As part of our modernisation of Corporate Governance, the Board has a schedule of matters reserved for its decision to enable it to manage overall control of the company's affairs.

### Statement of Directors' Responsibilities

The directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the Directors to prepare financial statements for each financial year. Under that law, the Directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law, the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently
- make judgments and estimates that are reasonable and prudent
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### Provision of Information to Auditors

Each of the persons who are Directors at the time when this Directors' report is approved has confirmed that:

- so far as that Director is aware, there is no relevant audit information of which the company's auditors are unaware
- the Director has taken all the steps that ought to have been taken as a Director in order to be aware of any information needed by the company's auditors in connection with preparing their report and to establish that the company's auditors are aware of that information.

### Auditors

The auditors, haysmacintyre, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board on 19th July 2011 and signed on its behalf.



Mr P R Smith FCA  
Secretary

## Independent Auditors' Report to the Members for the Year Ended 31st March 2011

### Independent Auditors' Report to the Members of All England Netball Association Limited

We have audited the financial statements of All England Netball Association Limited for the year ended 31st March 2011, set out on pages 30–40. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### Respective responsibilities of Directors and Auditors

As explained more fully in the Statement of Directors' responsibilities, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non financial information in the Directors' report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

### Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31st March 2011 and of its surplus for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- have been prepared in accordance with the requirements of the Companies Act 2006.

### Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements.

### Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us
- the financial statements are not in agreement with the accounting records and returns
- certain disclosures of remuneration specified by law are not made
- we have not received all the information and explanations we require for our audit.



Jeremy Beard (senior statutory auditor)

for and on behalf of haysmacintyre

Statutory Auditors  
Fairfax House  
15 Fulwood Place  
London  
WC1V 6AY

19th July 2011

“

Great things are happening. We're on a journey to transform the club into a team of mixed ages and abilities where everyone has the opportunity to compete at the highest level and this prize is a real boost for us.

Lee Davis, Chair of Calderdale Netball Club, Halifax.  
Winners of the Be The Team 2011 competition.

”

## Report and Financial Statements for the Year Ended 31st March 2011

### INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH 2011

|                                                | Note | 2011<br>£   | 2010<br>£   |
|------------------------------------------------|------|-------------|-------------|
| INCOME                                         | 2    | 7,616,637   | 6,938,075   |
| Operating costs                                |      | (6,158,595) | (5,595,655) |
| GROSS SURPLUS                                  |      | 1,458,042   | 1,342,420   |
| Administrative expenses                        |      | (1,386,073) | (1,352,548) |
| OPERATING SURPLUS/(DEFICIT)                    | 4    | 71,969      | (10,128)    |
| Interest receivable and similar income         | 3    | 23,157      | 16,409      |
| SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION |      | 95,126      | 6,281       |
| Tax on surplus on ordinary activities          | 8    | (3,603)     | (3,236)     |
| SURPLUS FOR THE FINANCIAL YEAR                 | 14   | 91,523      | 3,045       |

All amounts relate to continuing operations.

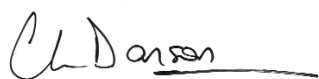
There were no recognised gains and losses for 2011 or 2010 other than those included in the Income and Expenditure account.

The notes on pages 33–40 form part of these financial statements.

## BALANCE SHEET AS AT 31st MARCH 2011

|                                              | Note | 2011        |         | 2010        |         |
|----------------------------------------------|------|-------------|---------|-------------|---------|
|                                              |      | £           | £       | £           | £       |
| <b>FIXED ASSETS</b>                          |      |             |         |             |         |
| Tangible assets                              | 9    |             | 40,524  |             | 29,493  |
| <b>CURRENT ASSETS</b>                        |      |             |         |             |         |
| Stocks                                       | 10   | -           |         | 20,841      |         |
| Debtors                                      | 11   | 712,172     |         | 894,202     |         |
| Cash at bank                                 |      | 2,655,275   |         | 2,140,205   |         |
|                                              |      | 3,367,447   |         | 3,055,248   |         |
| <b>CREDITORS:</b>                            |      |             |         |             |         |
| amounts falling due within one year          | 12   | (2,559,111) |         | (2,327,404) |         |
| <b>NET CURRENT ASSETS</b>                    |      |             | 808,336 |             | 727,844 |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |      |             | 848,860 |             | 757,337 |
| <b>RESERVES</b>                              |      |             |         |             |         |
| Income and expenditure account               | 14   |             | 848,860 |             | 757,337 |
|                                              | 15   |             | 848,860 |             | 757,337 |

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 19 July 2011.



Mrs C L Danson OBE (Chairman)  
Director



Mrs L Sartori (Treasurer)  
Director

The notes on pages 33–40 form part of these financial statements.

“

When I started netball again, it wasn't because I was thinking 'I must get fit, I've got to do some sport, what shall I do?' It was a chance to do something with my mates – that was the biggest draw. Most of the time I'm chatting to the person who is marking me. Exercise for women is very emotional and very personal and it can be daunting, so the fact you're just having a giggle and doing something you did in your schooldays when you're in your thirties is really good.

England Badminton player and working mum, Gail Emms, on getting back into netball.

”

## CASH FLOW STATEMENT FOR THE YEAR ENDED 31 ST MARCH 2011

|                                                 | Note | 2011<br>£      | 2010<br>£      |
|-------------------------------------------------|------|----------------|----------------|
| Net cash flow from operating activities         | 18   | 538,727        | 331,907        |
| Returns on investments and servicing of finance | 19   | 23,157         | 16,409         |
| Taxation                                        |      | (3,236)        | (16,622)       |
| Capital expenditure and financial investment    | 19   | (43,578)       | (22,514)       |
| <b>INCREASE IN CASH IN THE YEAR</b>             |      | <b>515,070</b> | <b>309,180</b> |

## RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS FOR THE YEAR ENDED 31 ST MARCH 2011

|                                          | Note | 2011<br>£        | 2010<br>£        |
|------------------------------------------|------|------------------|------------------|
| Increase in cash in the year             |      | 515,070          | 309,180          |
| <b>MOVEMENT IN NET FUNDS IN THE YEAR</b> |      | <b>515,070</b>   | <b>309,180</b>   |
| Net funds at 1st April 2010              |      | 2,140,205        | 1,831,025        |
| <b>NET FUNDS AT 31 MARCH 2011</b>        |      | <b>2,655,275</b> | <b>2,140,205</b> |

The notes on pages 33 to 40 form part of these financial statements.

## Notes To The Financial Statements For The Year Ended 31st March 2011

### 1 ACCOUNTING POLICIES

#### 1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards.

#### 1.2 Regions and counties

These accounts encompass the activities of the All England Netball Association Limited and do not include the activities and net assets of the autonomous regions and counties, which are constitutionally and financially independent of the company.

#### 1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

|                                                                    |                                   |
|--------------------------------------------------------------------|-----------------------------------|
| Office equipment                                                   | 15% per annum straight line       |
| Computer equipment                                                 | 33.33% per annum straight line    |
| Game equipment,<br>Umpiring, Events and<br>Physiotherapy equipment | 20–33.33% per annum straight line |
| Trophies                                                           | 15% per annum straight line       |

#### 1.4 Small items of furniture, computers and equipment

Items of furniture, computers and equipment either individually costing £400 or more, or being part of a clearly defined project costing more than £400, are capitalised and are stated at historical cost. Items costing less than £400, and not being part of a scheme costing more than £400, are written off in the Income and Expenditure Account.

#### 1.5 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow moving stocks.

#### 1.6 Operating leases

Rentals under operating leases are charged to the Income and Expenditure Account on a straight line basis over the lease term.

#### 1.7 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Income and expenditure account.

#### 1.8 Membership subscriptions

England Netball's membership year runs from 1st September to 31st August. Subscriptions received in the financial year ending 31st March therefore relate to the period before and after the year end. The accounting procedure for membership subscriptions is to carry forward the proportion of cash received in the year that relates to the five months' membership in the following financial year. The amount carried forward at 31st March 2011 was £646,458 (2010: £615,930).

#### 1.9 Government grants

Grants are recognised in the Income and Expenditure Account so as to match them with the expenditure towards which they are intended to contribute, as this is deemed to represent entitlement to the funding.

Where a grant is received as a contribution towards expenditure on fixed assets, the balance sheet treatment is to provide for the grant in full and include in creditors. The grant provision is then reduced at the same rate that the asset is depreciated.

#### 1.10 Development expenditure

Expenditure on development is charged to the Income and Expenditure Account in the period in which it is incurred.

#### 1.11 Income

Income from the sale of goods and services is recognised in the financial statements when the goods are delivered or the services provided and so entitlement to income is earned.

#### 1.12 Bank balances

All bank balances are shown on the balance sheet as one net figure due to arrangements in place with our principal bankers, whereby automatic transfers are made from our deposit accounts to ensure our current account is not overdrawn.

#### 1.13 Pensions

The company does not operate a pension scheme but pays contributions towards the personal pension arrangements of certain employees. All employees are offered access to a stakeholder pension scheme. Pension contributions are accounted for in the period to which they relate.

The company previously was a party to a multi-employer defined benefit scheme. Due to the company being unable to identify its share of the underlying assets and liabilities of the scheme, because the funds are apportioned at each actuarial valuation date according to each employer's own experience and payments, the scheme was accounted for as a defined contribution scheme with contributions being accounted for in the period to which they relate.

#### 1.14 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation.

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse.

Deferred tax assets and liabilities are not discounted.

“

For me, the main motivation was the desire to do some more exercise. A lot of the others (we've got a group of 19 registered players) were in the same situation – we've all got kids and none of us are gym bunnies! It was a bit scary at first, but when you are all in the same boat there's less pressure to be a good player or know all the rules straight away.

Victoria Rigby, attending Back to Netball session's in Bishop Walton, Yorkshire.

”

## Notes To The Financial Statements For The Year Ended 31st March 2011

### 2 INCOME

Income is attributable to the principal activity of the company, which arose in England, from the following sources:

|                                                              | 2011<br>£ | 2010<br>£ |
|--------------------------------------------------------------|-----------|-----------|
| Membership subscriptions and insurance                       | 1,573,408 | 1,446,416 |
| Sport England Whole Sport Plan                               | 3,788,100 | 3,550,300 |
| UK Sport Elite Coach Development Grant                       | -         | 23,059    |
| Sport England Netball in the City                            | 22,475    | -         |
| Sport England Club & Coach                                   | 494,557   | 508,424   |
| Sport England English Institute of Sport Services            | 88,066    | 81,989    |
| Sport England Advanced Apprenticeship in Sporting Excellence | -         | 58,545    |
| Sport England Facility Strategy Study                        | -         | 15,240    |
| National Skills Academy                                      | 8,395     | -         |
| Physical Education School Sports and Young People (PESSYP)   |           |           |
| Exchequer Funding                                            | 200,000   | 200,000   |
| Recruit into Coaching                                        | 20,000    | 10,000    |
| UK Coaching Certificate (UKCC)                               | 50,000    | 45,500    |
| sports coach UK                                              | -         | 10,000    |
| UK Sport International Affairs Grant and bid support         | 16,000    | 1,000     |
| Partner funding for regional and national projects           | 148,245   | 123,851   |
| Sale of publications, goods etc.                             | 104,502   | 126,336   |
| Event and course income                                      | 935,068   | 600,319   |
| Sponsorship income                                           | 105,643   | 73,047    |
| Advertising income                                           | 42,944    | 50,047    |
| Sundry income                                                | -         | 400       |
| Royalties received                                           | 19,234    | 13,602    |
|                                                              | 7,616,637 | 6,938,075 |

## Notes To The Financial Statements For The Year Ended 31st March 2011

### 3 INTEREST RECEIVABLE

|                          | 2011<br>£ | 2010<br>£ |
|--------------------------|-----------|-----------|
| Bank interest receivable | 23,157    | 16,409    |

### 4 OPERATING SURPLUS/(DEFICIT)

The operating surplus/(deficit) is stated after charging:

|                                                                  | 2011<br>£ | 2010<br>£ |
|------------------------------------------------------------------|-----------|-----------|
| Depreciation of tangible fixed assets:<br>- owned by the company | 32,547    | 24,032    |
| Auditors' remuneration                                           | 14,000    | 15,000    |
| Operating lease rentals:<br>- other equipment                    | 59,055    | 48,708    |
| - land and buildings leases                                      | 62,500    | 62,500    |

### 5 STAFF COSTS

Staff costs, including Directors' remuneration, were as follows:

|                       | 2011<br>£ | 2010<br>£ |
|-----------------------|-----------|-----------|
| Wages and salaries    | 2,856,530 | 2,426,803 |
| Social security costs | 262,678   | 225,699   |
| Other pension costs   | 18,539    | 17,889    |
|                       | 3,137,747 | 2,670,391 |

Other pensions costs excludes a write back of £68,000 in the year ended 31st March 2011, further details of which are set out in note 16 to these financial statements.

The average monthly number of full time equivalent employees, including the Directors, during the year was as follows:

|  | 2011<br>No. | 2010<br>No. |
|--|-------------|-------------|
|  | 109         | 92          |

“ I hadn't played netball since school but the idea really appealed to me so I decided to come along and give it a go. It was great fun and the coach really helped us to work as a team... Can we do more than 10 weeks please? ”

Tracey Smith, attending Back to Netball session's in Evesham.

## Notes To The Financial Statements For The Year Ended 31st March 2011

**6 DIRECTORS' REMUNERATION**

|            | <b>2011</b> | <b>2010</b> |
|------------|-------------|-------------|
|            | <b>£</b>    | <b>£</b>    |
| Emoluments | 77,995      | 77,025      |

**7 RELATED PARTY TRANSACTIONS**

During the year ended 31st March 2011, Miss A Navin received £15,978 (2010: £12,397) for coaching services and Mr W Alexander received £2,020 (2010: £1,070) for officiating services, on arms length basis. Both are Non-executive Directors of All England Netball Association Limited. In addition, a total £5,608 (2010: £6,508) was paid to the partners of these directors for netball services on an arms length basis.

**8 TAXATION**

The Association is exempt from tax in respect of its mutual activities with members but is chargeable to corporation tax on certain service transactions with non-members and on investment income and gains. A corporation tax liability, at an average rate of 21%, will arise on the remainder of the investment income.

|                                                   | <b>2011</b> | <b>2010</b> |
|---------------------------------------------------|-------------|-------------|
|                                                   | <b>£</b>    | <b>£</b>    |
| UK corporation tax charge on surplus for the year | 3,603       | 3,236       |

**Factors affecting tax charge for the year**

There were no factors that affected the tax charge for the year which has been calculated on the profits of ordinary activities before tax at the standard rate of corporation tax in the UK of 21% (2010-21%).

## Notes To The Financial Statements For The Year Ended 31st March 2011

## 9 TANGIBLE FIXED ASSETS

|                       | Trophies and<br>President's jewel<br>£ | Office<br>equipment<br>£ | Computer<br>equipment<br>£ | Game<br>equipment<br>£ | Total<br>£ |
|-----------------------|----------------------------------------|--------------------------|----------------------------|------------------------|------------|
| <b>Cost</b>           |                                        |                          |                            |                        |            |
| At 1st April 2010     | 1,526                                  | 29,858                   | 153,822                    | 16,086                 | 201,292    |
| Additions             | -                                      | 467                      | 43,111                     | -                      | 43,578     |
| Disposals             | -                                      | -                        | (575)                      | -                      | (575)      |
| At 31st March 2011    | 1,526                                  | 30,325                   | 196,358                    | 16,086                 | 244,295    |
| <b>Depreciation</b>   |                                        |                          |                            |                        |            |
| At 1st April 2010     | 615                                    | 24,126                   | 132,689                    | 14,369                 | 171,799    |
| Charge for the year   | 204                                    | 1,572                    | 29,054                     | 1,717                  | 32,547     |
| On disposals          | -                                      | -                        | (575)                      | -                      | (575)      |
| At 31st March 2011    | 819                                    | 25,698                   | 161,168                    | 16,086                 | 203,771    |
| <b>Net book value</b> |                                        |                          |                            |                        |            |
| At 31st March 2011    | 707                                    | 4,627                    | 35,190                     | -                      | 40,524     |
| At 31st March 2010    | 911                                    | 5,732                    | 21,133                     | 1,717                  | 29,493     |

## 10 STOCKS

|                      | 2011<br>£ | 2010<br>£ |
|----------------------|-----------|-----------|
| Stock held by agents | -         | 20,841    |

## 11 DEBTORS

|                                | 2011<br>£ | 2010<br>£ |
|--------------------------------|-----------|-----------|
| Trade debtors                  | 345,367   | 416,020   |
| Taxes                          | 30,275    | 37,595    |
| Other debtors                  | 26,700    | 26,750    |
| Prepayments and accrued income | 309,830   | 413,837   |
|                                | 712,172   | 894,202   |

“

The Kit Amnesty is all about boosting local teams in African countries like Uganda, Botswana and Malawi. The purpose of the kit is to get netball teams an identity in the community. It's not that they need a shirt to play, but it raises the profile of the sport and that gives them recognition with their government and their local community.

Liz Broomhead, on the importance of the EN Kit Amnesty campaign.

”

**Notes To The Financial Statements For The Year Ended 31st March 2011****12 CREDITORS:**

Amounts falling due within one year

|                                 | <b>2011</b>      | <b>2010</b>      |
|---------------------------------|------------------|------------------|
|                                 | <b>£</b>         | <b>£</b>         |
| Trade creditors                 | 427,214          | 471,645          |
| Corporation tax                 | 3,603            | 3,236            |
| Social security and other taxes | 78,568           | 79,568           |
| Accruals and deferred income    | 2,024,844        | 1,687,251        |
| Other creditors                 | 24,882           | 85,704           |
|                                 | <b>2,559,111</b> | <b>2,327,404</b> |

**13 COMPANY LIMITED BY GUARANTEE**

The company was incorporated on 10th February 1983 under the Companies Acts as a company limited by guarantee and not having share capital. Each voting member undertakes to contribute a sum not exceeding £1 to the company in the event of it being wound up. The number of voting members as at 31st March 2011 was 5,790.

**14 RESERVES**

|                      | <b>Income and<br/>expenditure account</b> |
|----------------------|-------------------------------------------|
|                      | <b>£</b>                                  |
| At 1st April 2010    | 757,337                                   |
| Surplus for the year | 91,523                                    |
| At 31st March 2011   | <b>848,860</b>                            |

## Notes To The Financial Statements For The Year Ended 31st March 2011

### 15 RECONCILIATION OF MOVEMENT IN MEMBERS' FUNDS

|                        | 2011<br>£ | 2010<br>£ |
|------------------------|-----------|-----------|
| Opening members' funds | 757,337   | 754,292   |
| Surplus for the year   | 91,523    | 3,045     |
| Closing members' funds | 848,860   | 757,337   |

### 16 PENSION COMMITMENTS

The pension contributions of £18,539 (2010: £17,889) include amounts paid in respect of one employee to a fully funded final salary pension scheme run by London Pension Fund Authority, which is a multi-employer defined benefit scheme which has been treated as a defined contribution scheme.

During the year this employee left the pension scheme and, based on the actuarial valuation as at 31st March 2011 on an on going basis, a net surplus of £17,000 arose on the pension scheme. Although, under the terms of the scheme, surpluses are not refundable to a specific employer, no further payments to the scheme are expected. Accordingly, the provision for pension payments of £68,000 as at 31st March 2010 has been written back to profit in the current year.

### 17 OPERATING LEASE COMMITMENTS

At 31st March 2011 the company had annual commitments under non cancellable operating leases as follows:

|                         | Land and buildings |           | Other     |           |
|-------------------------|--------------------|-----------|-----------|-----------|
|                         | 2011<br>£          | 2010<br>£ | 2011<br>£ | 2010<br>£ |
| Expiry date:            |                    |           |           |           |
| Within 1 year           | -                  | -         | -         | 12,329    |
| Between 2 and 5 years   | 27,500             | 27,500    | 56,960    | 11,868    |
| After more than 5 years | 35,000             | 35,000    | -         | -         |

“

The award was unexpected as volunteering for me is part of my everyday life. It is a great honour to be recognised for doing something I love.

Natalie Carter, East Region  
GGA, Young Netball Volunteer  
Award Winner 2010.

”

## Notes To The Financial Statements For The Year Ended 31st March 2011

**18 NET CASH FLOW FROM OPERATING ACTIVITIES**

|                                                  | <b>2011</b><br>£ | <b>2010</b><br>£ |
|--------------------------------------------------|------------------|------------------|
| Operating surplus/(deficit)                      | 71,969           | (10,128)         |
| Depreciation of tangible fixed assets            | 32,547           | 24,032           |
| Surplus on disposal of tangible fixed assets     | -                | (60)             |
| Decrease in stocks                               | 20,841           | 61,798           |
| Decrease/(increase) in debtors                   | 182,030          | (483,941)        |
| Increase in creditors                            | 231,340          | 740,206          |
| <b>Net cash inflow from operating activities</b> | <b>538,727</b>   | <b>331,907</b>   |

**19 ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN CASH FLOW STATEMENT**

|                                                  | <b>2011</b><br>£ | <b>2010</b><br>£ |
|--------------------------------------------------|------------------|------------------|
| Returns on investments and servicing of finance  |                  |                  |
| Interest received                                | 23,157           | 16,409           |
|                                                  | <b>£</b>         | <b>£</b>         |
| Capital expenditure and financial investment     |                  |                  |
| Purchase of tangible fixed assets                | (43,578)         | (22,574)         |
| Sale of tangible fixed assets                    | -                | 60               |
| <b>Net cash outflow from capital expenditure</b> | <b>(43,578)</b>  | <b>(22,514)</b>  |

**20 ANALYSIS OF CHANGES IN NET FUNDS**

|                          | <b>1st April 2010</b><br>£ | <b>Cash Flow</b><br>£ | <b>31st March 2011</b><br>£ |
|--------------------------|----------------------------|-----------------------|-----------------------------|
| Cash at bank and in hand | 2,140,205                  | 515,070               | 2,655,275                   |
| <b>Net funds</b>         | <b>2,140,205</b>           | <b>515,070</b>        | <b>2,655,275</b>            |

### **Jamaica v England September 2010**

Jamaica 42 - England 53  
Jamaica 52 - England 45

### **Commonwealth Games October 2010**

England 81 - Barbados 20  
England 54 - South Africa 36  
New Zealand 47 - England 41  
England 81 - Cook Islands 33  
England 89 - Papua New Guinea 31  
**Semi Final:**  
England 45 - Australia 51  
**Bronze Medal Match:**  
England 70 - 47 Jamaica

### **CSE World Netball Series November 2010**

England 20 - Jamaica 27  
England 26 - New Zealand 24  
Australia 25 - England 25  
England 30 - South Africa 13  
Malawi 29 - England 32  
**Semi Final:**  
England 26 - Australia 25  
**Final:**  
New Zealand 28 - England 26

### **The Fiat International Netball Series January 2011**

England 40 - New Zealand 42  
England 39 - New Zealand 41  
England 40 - New Zealand 47

### **Jamaica v England March & April 2011**

Jamaica 57 - England 56  
Jamaica 55 - England 53  
Jamaica 51 - England 54

### **World Netball Championships 2011 Singapore July 2011**

England 65 - Malawi 33  
England 74 - Barbados 42  
England 95 - Malaysia 22  
**Quarter Final:**  
England 87 - Northern Ireland 16  
**Semi Final:**  
New Zealand 49 - England 34  
**3rd/4th Place Play Off:**  
England 70 - Jamaica 49



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