

Annual Report 2014-2015

All England Netball Association Ltd



LOTTERY FUNDED

Contents

- | | | | |
|----|--|----|---|
| 3 | A Chairman's Introduction | 24 | Competition & Events |
| 4 | A Message from your Chief Executive | 27 | Netball Superleague |
| 6 | Education & Training | 30 | Membership |
| 7 | Officiating | 31 | Sponsorship |
| 8 | Coaching | 32 | Membership Benefits |
| 9 | Volunteering & Workforce | 33 | Marketing & Communications |
| 10 | Goalden Globe Awards 2014 | 36 | Your Regions |
| 12 | Adult Participation | 38 | Director's Report & Financial Statements |
| 15 | Children & Young People | | |
| 16 | ENjoy, ENSure, ENtrust | | |
| 17 | Youth Advisory Group | | |
| 18 | England Senior Squad | | |
| 21 | Performance Pathway | | |



@England_Netball



EnglandNetball

www.EnglandNetball.co.uk

Images in this publication courtesy of: Press Association, Chris Vernon, takethat photography, Calvin Coull, Lindsay Deering of ideer, England Netball



Chairman's Introduction



As I come to the end of my 11-year tenure as Chairman of England Netball, I want to take the opportunity to reflect on the past year and look to the future.

It was unexpected honour to be asked by the Board of Directors to remain as Chair of England Netball for one additional year and it has been another excellent 12 months. However now is the right time for me to depart with sadness and pride. I am grateful for the continued funding, advice and support received from Sport England throughout the year. We have achieved continued growth in participation, our national team has gone from strength to strength, maintaining their third-place world ranking, and the organisation has continued to evolve, resulting in winning National Governing Body of the year at the Sports Industry Awards, 2014. Our CEO, Paul Clark, retired after eight years at the helm and we welcomed our new CEO, Joanna Adams.

Congratulations to Colette Thomson, who received her MBE at a ceremony held at Buckingham Palace in October. I also want to recognise the special achievements of two of our national players. Geva Mentor gained her 100th cap in December in a test match against Wales; she was also voted the world's number one netballer in the 2014 annual rankings in the *Guardian*. Captain, Pamela Cookey achieved her 100th cap at the test match against Trinidad & Tobago held at the Copper Box in May this year. Well done to both of them.

The continued growth of our membership is testament to the dedication and hard work of everyone at every level of our organisation, both staff and volunteers. Our Goalden Globe Awards Evening, held in September last year, was a fabulous celebration of the work that our volunteers undertake. The 'Glitz and Glamour' theme made for a very special evening. Each year we have more people wanting to attend the event

and last year recorded the highest attendance we've ever had. Congratulations to all the National Award winners and new Honorary Life Member, Dr Anita Navin, and the Hall of Fame recipients Jade Clark and Joan Mills. I was enormously surprised, humbled and proud to enter the Hall of Fame with them. Congratulations also to Jilleen Hipsey who was inducted into the England Netball Hall of Fame in May this year. We continue to have inspirational nominees for all of the Goalden Globe award categories and I am looking forward to this year's event. Our volunteers do exceptional work to support the development of the sport and I value and admire their efforts tremendously.

We are now starting the next planning and funding cycle and our CEO Joanna Adams has already scheduled roadshows to visit the regions later this year to involve the Regional Management Boards and County Chairs. As part of the planning preparation, England Netball is undertaking research to better understand the volunteer workforce; what motivates them and how we can continue to attract and retain more volunteers.

I am delighted that we have been successful in our bid for a Heritage Lottery fund, which will be used to improve and develop our archives. Our success in attaining this funding has come at the perfect time as we approach the 90th Anniversary of England Netball, which we will be celebrating next year. Our staff and volunteers, including some of our Honorary Life members, have been sorting the colossal number of documents and artefacts that we have in the organisation's archives. It is important to treasure our history, nurture it and get it in the public domain so that anyone who is interested can see what England Netball has achieved over the last 90 years. Plans are already in place for our Honorary Life members to meet in July 2016 so that they can capture their memories and stories to ensure a real celebration of netball at this major milestone in the forthcoming year.

I was thrilled when England Netball was awarded the hosting rights for the Netball World Cup (NWC) 2019 in March this year. An enormous amount of hard work went into preparing our exceptional bid and the support of all the parties involved, Liverpool City Council, ACC Liverpool and UK Sport, was outstanding. Hosting the NWC 2019 will provide opportunities to raise the profile of netball even higher, generate commercial income and leave a lasting legacy. Holding the NWC at home will ensure that our national team have the best possible opportunity to medal and will provide many opportunities for our volunteers to get involved with delivering an amazing event.

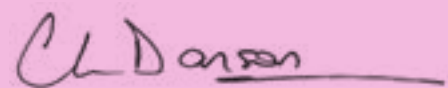
The Netball World Cup 2015 is being held in Sydney in August this year and I am tremendously excited

about the prospects of the England team. Following the disappointing result at the Commonwealth Games in 2014, this is our opportunity to flourish on the international stage. I know that we have a great group of players, coaches and support staff who will represent England with total commitment. I urge you to get behind Tracey Neville and the team and support them in achieving the success they deserve. Well done and good luck to the International Umpires appointed: Gary Burgess, Jackie Mizon, Tracy Smith and Ian Fuller.

At the end of last year, the Board commissioned an external consultant to review the scope and interdependencies of the key leadership roles at England Netball. From this review we now have more clarity of the leadership roles and responsibilities, which means that we are well positioned to lead and drive the organisation forward. As both a sport and a business, our aim is to ensure England Netball becomes more financially independent and sustainable so that netball in England can flourish and grow, as well as allowing the England team to shine on the international stage.

I would like to thank the Board for the dedicated job that they have done over the past 12 months. We have a team of highly committed, passionate and professional Directors who do excellent, vital work behind the scenes. My thanks go to out to our outgoing Patron, Janet Wrighton MBE, who has done an outstanding job representing England Netball over the past six years – she will be missed.

I will be standing down in September and I want to thank everyone for your support, advice and friendship over the years. Although I will no longer be Chairman I will continue to be involved in netball and will hopefully meet up with many of you on the netball circuit. My best wishes to the Board, staff and members for continued success.



Cheryl Danson OBE
Chairman, England Netball

A message from your Chief Executive



I am absolutely delighted to have been offered the role of Chief Executive of England Netball. It has been an incredible experience so far and a great honour to begin the role in a year in which we have a Netball World Cup.

My special thanks go to Paul Clark, it was fantastic to serve as Director of Marketing and

Commercial during his tenure and a privilege to take over his role; especially as he has left the organisation in such great shape. The role is a huge responsibility within such a fantastic Governing Body. It is not just about looking after the staff and funding the business; there are thousands of volunteers who I feel an absolute responsibility for. Netball is something that they give up so much of their time for and I appreciate everything that they do for us.

Our Big Summer of Netball was hugely successful last year. We reacted very quickly to the results of Sport England's Active People Survey in December 2013 that showed in June, July and August of that year our numbers dropped significantly. A grant scheme was launched and fully taken up; the whole event was a great success, providing netball for those who were keen to play throughout the entire summer. The Commonwealth Games gave a real boost to the Big Summer of Netball, as did support from Radio One and Nick Grimshaw. We were also able to release some fantastic new products, in particular Netball Youth Camps, which proved to be hugely successful summer programmes. There was fantastic growth in the number of people who visited the England Netball website and our innovative session finder; a 61 per cent increase on last year. We also added 370 new sessions to our online session finder to make it easier than ever for more people to get involved.

The result in the Commonwealth Games was a disappointment for players, fans and England Netball staff alike, but I know that we can take some positives from it. The fact that it was televised on the BBC and 1.6 million people tuned in to watch, proves that netball is a sport that fans and spectators really want to watch. Despite the disappointing result last summer, I believe that we have taken the necessary steps to address the situation.

We have appointed Tracey Neville as our Interim Head Coach moving forward into the World Cup and we have every belief in her. We wanted another young, English coach and Tracey has proven herself at Superleague

Our fans play a huge part in our continuing growth and success. I would like to say an absolutely massive thank you to all of you.

level with Manchester Thunder over a fantastic couple of seasons. She develops young players brilliantly and her ability to make tactical decisions on court is absolutely crucial. We strongly believe that she is the right person to lead us into the World Cup.

Tracey has a fantastic new coaching team to support her; Performance Director Sara Symington is an ex-Olympic cyclist and has been managing the leadership of the Olympic, Paralympic and International programmes for archery for the last five years. Sara is there to support Tracey and we have every confidence in them both. Assistant Coach Colette Thomson and new support coaches Amanda Newton and Karen Greig are also on hand to offer extra stability to the team.

The Active People Survey results were extremely positive: we are still bucking the trend and growing as a female sport year-on-year. We are set consistently high targets by Sport England, but our growth continues to steadily improve where other sports and activities are struggling. As long as we can maintain our momentum, we are in a very positive position as we go into planning for the 2017/21 funding cycle.

We will continue to be insight-driven. We are not necessarily going to develop new products in the year ahead; this year is really about encouraging more people to play the netball that works for them, and building on the programmes that are right for the market.

We have a brilliant relationship and strategic partnership with Sky Sports who have been covering a lot of the Superleague and international games. We also work with Sky Tickets to understand our marketplace. Being given a fixed Monday night slot was absolutely massive for the Superleague – now people know where they can find netball and this has hugely increased viewing figures. It is vital for us to grow the game both domestically and internationally, and Sky Sports are a superb partner to help us do this.

Our partnerships with our holiday providers also continue to improve and grow every year. Our commercial strategy to engage with providers of netball, specifically within the holiday market, has gone from strength to strength because we are not just selling our brand – we have our staff going in and delivering the right

product to the right people. Our partnerships with Sport Experiences, Super Skills, PGL and Butlins are a great commercial success for us but more importantly, give netballers a first-class experience.

The 2013-17 Your Game, Your Way Strategy emphasised the importance of developing our inclusive and disability-specific netball offers, and I'm really pleased to report that this year, with the support and guidance of Sport England, we have made a significant step in this area. We have exceeded our realistic expectations and Sport England targets and we are thrilled that our Marion Smith Tournament is now the Special Olympics primary netball event in the UK. It is fabulous to see participants and spectators enjoy the competition and skill learning sessions which the tournament offered, and we're excited about building on a hugely successful year; extending our offer and growing participation in the future.

Our fans play a huge part in our continuing growth and success. I would like to say an absolutely massive thank you to all of you. A sell-out crowd at London Live and the Superleague Grand Final was just outstanding and a testament to the enthusiasm of our army of supporters. The fans have turned out to watch us play again and again and their passion is infectious. Superleague attendances are at an all-time high and games are regularly selling out.

I would also like to say a huge thank you to all of our incredible members and to Sport England for their continued support throughout the year. Thank you to everyone who has been behind us over the last 12 months; we can't wait to see you all at games in the year ahead!

I would also like to acknowledge both Janet Wrighton and Cheryl Danson as they step down from their roles this year. Their contribution to this organisation over the last 20 years has been outstanding and they have played a vital role in making England Netball what it is today.

My time in this role so far has been all-consuming, it is a 24/7 job, but it is amazing and I'm honoured that the Board made my position permanent in July 2015. I am now really excited about the year ahead and look forward to reporting on the successes we are all working so hard to achieve in the next Annual Report.



Jo Adams
Chief Executive Officer, England Netball

Education & Training



The Education and Training department has gone from strength to strength over the last 12 months. We continue to offer fantastic opportunities and support to all coaches, officials, volunteers and our entire workforce.

The department has been working effectively through developing the communication between these four areas, creating consistent services and experiences throughout the entire team.

This year's Make the Game Live (MtGL) Conference was another huge achievement, building on the success of the previous year, which combined the MtGL conference with the Golden Globe Awards over one spectacular weekend. The event was a great opportunity for coaches and officials of all levels to get together and learn from leading experts in the field. Sessions catered for a range of experience levels, offering something for everyone. Attendees were able to share knowledge, learn new ideas and watch some of our most admired coaches and umpires in action.

As well as theory sessions, coaches, umpires and officials were treated to some dynamic practical sessions where our aspiring youngsters got to demonstrate their skills on the court. With a mix of specialist advice and the opportunity for some hands-on learning, it has to be said that the MtGL conference was a fantastic weekend,

not to be missed by anyone aspiring to develop in coaching or officiating.

This is what some of the MtGL delegates had to say:

Obtaining knowledge & ideas has been awesome. Now the key part is the application, inspired. Let's do this [@England_Netball](#) [#MtGL](#)



Really enjoyed coaching my U14 squad tonight. Inspired by the knowledge passed on by great coaches at the netball conference [#MtGL](#)

[@LancsNetball](#) coaches loved attending [#mtgl](#) conference [#betterneverstops](#) [#dedicated](#) [#committed](#)



Officiating

Over the last 12 months the officiating department has continued to work with and support our Regions and Counties to provide a range of umpiring courses. This included the successful introduction of a new Match Bench Officials Award Resource and Course.

Level	No. Courses	Attendees	Qualified
Youth Umpire Award	NA	694	263
Beginner Umpire Award	27	936	178
C Umpire Award	27	1086	290
B Umpire Award	4	126	27
A Umpire Award	NA	NA	7
Match Bench Award	6	105	NA

This year also saw the strengthening of the Officiating Tutor Qualification Programme with 23 attendees receiving the Award in Delivering Learning Qualification.

It has been another brilliant year for umpires gaining the INF International Umpire Awards:

- **Re-endorsed in 2014-15:** Tracy Smith, Louise Travis
- **Retired in 2014-15:** Janice Treasure
- **Total International Umpires:** Gary Burgess, Ian Fuller, Jackie Mizon, Kate Stephenson, Louise Travis, Sarah Watts, Tracy Smith

INF Appointments:

- Gary Burgess – Australia vs New Zealand Test
- Jackie Mizon – Australia vs New Zealand Test

We have continued to support the official deployment to BUCS and the Armed Services events, and we are proud of every individual undertaking these tasks. Our Umpires and Match Bench Officials continue to be deployed on an international stage and over the year have represented us at the following events:



Sydney 2015 World Championship Appointments:

Umpires Appointed by the INF

- Gary Burgess, Ian Fuller, Jackie Mizon, Tracy Smith
- Umpire Appointment Panel appointed by the INF*
- Margaret Deighan

Commonwealth Games Appointments:

- Umpires – Gary Burgess, Ian Fuller (final game), Tracy Smith
- Match Bench Officials – Helen Lillie, Mary Stanley, Pat Percy, Felicity O'Leary, Jennie Underwood

Netball Europe:

- Open Championship – Belfast – Ian Fuller, Jackie Mizon, Tracy Smith, Kate Stephenson, Sarah Watts
- Umpire Appointments Panel – Jo Kelly
- Under 17 – Hull – James Thomas
- Trainee UAP – Kim Burns
- Match Bench Officials – Mary Slade, Lianne Dooley, Kathleen Edwards, Sandra Rycroft, Iain Smith, Karen McManus, Kathy Fairclough, Clare Rhodes, Vanessa McErlain Naylor, Felicity O'Leary, Janet Ivel

Canadian National Championships:

- Rachael Radford

We also provided tutoring and practical assessing support to partners in Switzerland and Dubai over the course of the year.

Sports Officials UK held their national awards to celebrate the achievements of officials involved in all sports. From England Netball the following were shortlisted for the annual SOUK Awards:

- Gary Burgess – Performance Official of the Year
- Georgia Morris – Junior Official of the Year
- Donna Beckett – Coach/Mentor of the Year
- Caroline Duggan – Community Official of the Year

We finally undertook an in-depth landscape study of Officiating to better understand our officiating programme. This will help to identify areas of further development and the impact that officiating has on other areas of the game.

Coaching



The last year has seen the coaching department continue to run a range of courses and qualifications for new and developing coaches.

Level	No. Courses
UKCC Level 1	40
UKCC Level 2	27
UKCC Level 2 Conversion	15
UKCC Level 3	1
Technical Coaching Workshops	93

The department has been restructured and additional funding was secured to split the Coaching Development Manager role into two new positions: Coaching Manager and Education and Training Manager. This will ensure an enhanced offer of support to our potential and current coaches.

A new emphasis has been placed on insight this year. We have undertaken a wide-scale landscape review and heavily promoted the Sports Coach UK National Coaching Survey. Netball had the third-highest response rate of any sport in the UK.

We began research into the role of qualifications and continual professional development opportunities, as well as teaching netball in education. Our aim is to enable a new generation of people to develop careers in netball. As the quality of coaching increases, so too does the standard of play and public interest in the game.

Our Coaching Advisory Group [CAG] was reformed in order to support the development of netball's new strategy for coaching and to provide a sounding board for future developments. The group supports the

Coaching Manager to ensure that the plan for coaching is being implemented effectively and in line with research findings. CAG also assists with the introduction of new initiatives and programmes, highlighting any areas that require development, as well as any critical issues within the landscape.

An exciting inaugural Level 3 mentoring programme was launched this year and there are now 20 Level 3 learners being mentored. This is a promising start to an even higher standard of coaching to lift the game.

We have developed a new Trained Identifier resource and Scouting workshop to strengthen selection skills and ensure that the best players are always spotted. We are fully committed to the future of coaching and look forward to the next 12 months.



Volunteering



It has been a busy year for volunteer recruitment with two test series and a Superleague Grand Final. Following on from the appointment of a new production company, we were able to recruit more volunteers than ever before. This meant that across the three events, we were able to provide over 240 volunteer roles and ensure that those who attended had a great experience.

Some of the feedback was as follows:



'I had one of the most fantastic experiences being a ball girl at an International game... I took my t-shirt into the local primary school where I coach and it was lovely to see the children's faces.'

'It was a pleasure to be part of an event where, as a volunteer, I felt so valued.'

The time that our volunteers devote to netball is incredible and we would like to say a massive thank you to everyone who supported at the matches and helped England Netball with the running of these events.

This year's Pass on Your Passion (POYP) scheme has seen an additional 470 young people register. These volunteers alone have already logged in excess of 4,200 hours this year, which is providing brilliant voluntary support within netball in their local areas.

The 2014 Golden Globes saw the highest number of nominations to date, with 241 applications submitted. This reflects the amazing work that so many groups and individuals do on a weekly basis for netball and their communities.

Following the 2014 National Panel, a new award was introduced this year. This award will recognise and acknowledge those who have demonstrated commitment to making netball inclusive to all sections of their community.



Workforce

Over the last 12 months England Netball has continued to allocate workforce to all of our UKCC courses. Standardisation has been a great success this year, with a higher attendance in 2015 than 2014. We are looking forward to another fantastic delivery at the end of 2015 and the start of 2016.

We have continued course delivery on the Award in Delivering Learning (ADL) to coaching and officiating tutors, increasing the number of brilliant tutors who are able to deliver England Netball courses across the country.

This year also saw the launch of the new Officiating Assessors courses, so there are now even more opportunities available for our greatly valued workforce.

'Standardisation has been a great success this year, with a higher attendance in 2015 than 2014.'

Goalden Globe Awards 2014



Last year's Goalden Globe Awards ceremony was held on Saturday 20 September at Sheffield City Hall. This is one of the most celebrated evenings in the England Netball calendar and 2014's event did not disappoint. The theme for the ceremony was Glitz and Glamour; it was an incredible evening as well-known faces from England Netball came together to celebrate some of the hardest-working volunteers in the sport.

The categories were:



Coach Award - Grassroots

This award is in recognition of outstanding contribution to netball club coaching as a volunteer for a minimum of three years.

Winner - Charlotte Rush, North East

Charlotte is a founding member of Wearside Wildcats. She took on the role of Assistant Junior Coach before becoming Head Coach after just one year. Since then the junior club section has doubled in size and this truly reflects Charlotte's impact as a coach.

Nominees - Joy Porter - East, Louise Key - East Midlands, Phillippa Webb - London & South East, Paul Harper - North West, Paula Fontaine - South, Victoria Welch - South West, Karen Bennett - West Midlands, Rebecca Hutchinson - Yorkshire & Humberside

Officials Award - Grassroots

This award is in recognition of outstanding contribution to netball officiating as a volunteer for a minimum of three years. This award can include umpiring, match bench officials, scorers, mentors and assessors.

Winner - Donna Beckett, East Midlands

Donna has devoted herself to the development of officiating in Derbyshire and the East Midlands. She is always prepared to help as she tutors the Youth Umpire Award (YUA) and tracks each umpire to ensure that they are continuing with their personal development.

Nominees - Louise Harwood - East, Caroline Duggan - London & South East, Sharon Scott - North East, Jane Fox - North West, Jo Davies - South, Barbara Warburton - South West, Felicity O'Leary - Yorkshire & Humberside

Muriel McNally Grassroots Award

This award is in recognition of outstanding contribution to netball delivery through administration, coaching or officiating at grassroots level for a minimum of 10 years.

Winner - Gill Mason, North East

Gill has been a loyal member of Novos Netball Club since the 1970s, playing, umpiring and coaching. In later years she has taken on the secretary role, administering the club and looking after its finances. Gill has been tutoring coaching courses for 10 years across the country and her work is greatly appreciated by everyone in Tyne & Wear.

Nominees - Cathie Carter - East, Dorothy Bryan - London & South East, Claire Beicher-Smith - North West, Jan Harper - South, Denise Snow - South West, Elizabeth Webb - West Midlands, Jenny Skelton - Yorkshire & Humberside

Mary Bulloch Administrator Award

This award is in recognition of an outstanding contribution to netball delivery through administration for a minimum of three years.

Winner - Margaret Bysh, London & South East

Margaret first took on an interim role for two years as Chairman of SERNA. She spearheaded the new idea of a regional Finance Sub-Committee whilst operating as Regional Treasurer. Margaret chaired the Finance TSG to apply for and monitor more than £31,000 as part of the 'Funding for Netball in London' programme.

Nominees - June Griffith - East, Liz Wisniewski - North East, Barbara Barton - North West, Sarah Stuart - South, Claire Hopkinson - South West, Kath Hardman - West Midlands, Gill Newsome - Yorkshire & Humberside



Teacher Award

This award is in recognition of an outstanding contribution to netball delivery in the education environment. Any nominee must have volunteered for a minimum of three years outside their statutory responsibilities as a teacher.



Gill Mason

Winner - Caroline Ritchie-Morgan, West Midlands

Under Caroline's coaching, Wrekin College has qualified in all three age groups for the West Midlands Regional Schools Finals for the past two years. The school has also gone on to be National Schools Finalists four times. Caroline is a positive role model and engenders an enthusiasm for netball in girls of all abilities.

Nominees - Clare Gunns - East, Erica Ford - East Midlands, Amanda Whybro - London & South East, Jo Steriopulos - North West, Emily Sillence - South, Sharon Steward - South West, Sarah Watts - Yorkshire & Humberside

Young Netball Volunteer Award

This award is in recognition of an outstanding contribution to netball by a volunteer under 25 years of age. The nominee should have volunteered for a minimum of two years in any capacity of netball.

Winner - Sophie Jancey, West Midlands

Sophie passed her Beginner Umpire Award in March 2013, has qualified as a UKCC Level 1 Coach and has achieved over 400 hours on the Pass on Your Passion Programme. She coaches on a weekly basis at her club and is a committee member of Worcestershire County Netball Association. Sophie set up social media within the county and has also created an umpires' group that helps clubs to request umpires.

Nominees - Louise Powell - East, Hannah Long - East Midlands, Francesca Cadogan - London & South East, Lauren Millar - North West, Leanne Palmer - South, Lydia Edwards - South West, Ebony Greatorex - Yorkshire & Humberside

Outstanding Netball Club Award

This award is presented to a club who has made an outstanding contribution within their community. Nominated clubs must hold a current CAPS accreditation, have been active for three



years and be affiliated to England Netball.

Winners - Raychem, South West (Gold CAPS Accredited)

In July 2013 Raychem put themselves forward to jump-start a new club in Marlborough for 11-16-year-olds. An ethos of 'giving back' runs through everything the club does and this is evident in the contribution they make to netball in Wiltshire.

Nominees - Cambourne Netball Club - East, Sleaford Barge Netball Club - East Midlands, Manor Netball Club - London & South East, Cleveland Classics Netball Club - North East, Boughton Belles Netball Club - North West, Wallingford Netball Club - South, Tibberton Netball Club - West Midlands, Wakefield Wildcats Netball Club - Yorkshire & Humberside

Unsung Hero Award

This award recognises a volunteer's contribution through the delivery of club netball. The nominee should have volunteered for a minimum of five years in any capacity within club netball.

Winner - Margaret Palmer, West Midlands

Margaret's contribution to netball has been immense. This includes stepping in as Team Manager for England in the Commonwealth Games at a few months notice. Her leadership helped Birmingham to win several County Championships including the Inter-County tournament in 2003. She was the role model for many Team Managers when she worked with Team Bath and is totally dedicated to helping people in netball.

Nominees - Phyllis Charles - East, Julie Long - East Midlands, Sandra Moynihan - London & South East, Linda Tyman - North East, Sue Garner - North West, Andy Polley - South, Pat Harris - South West, Odelle Hazlett - Yorkshire & Humberside



Sophie Jancey



Charlotte Rush

National Long Service Recipients

Audrey Castle - South, Cheryl Danson - East, Jan Harper - South, Kerrie Jones - West Midlands, Yvonne Jamison - South

Pass on your Passion

The Pass on Your Passion programme recognises the countless number of young volunteers (aged 12-25) in netball. The programme aims to provide opportunities, ideas and rewards to help the leadership and volunteering journey. Rewards are issued to members once they have completed 10, 25, 50, 100, 200 and 400 hours of service. We recognize those young volunteers who have achieved the highly prestigious 400 hours service all within a two-year period, they are: Gemma Caplan - London & South East, Tia Hardmeat - Yorkshire & Humberside, Sophie Jancey - West Midlands, Cally Mannering - North West, Sarah Jane Nutter - North West, Kimberley Rushbrook - South West, Laura Stephen - East Midlands, Joanna Taylor - West Midlands

Adult Participation



The last 12 months have seen many adults continue to participate in netball through various programmes and initiatives as well as in clubs, teams and leagues across the country. The Active People Survey results were encouraging, suggesting that participation is increasing. Clubs are still doing a fantastic job at enabling people to play week in, week out; with 80 new clubs and teams set up as a result of Back to Netball over the last year.

Netball Now, England Netball's pay-and-play programme, had another successful year with 2,100 people getting involved. This programme enables netballers to play in a way that is slightly more flexible, without the need to commit to weekly training.

It also allows new people to give netball a go and participate as and when they like. To enable us to further increase the number of people who can

participate in Netball Now, this year we have launched our licence and partner agreement approach. This has seen a number of counties, leagues and leisure providers use England Netball's brand and resources to set up and deliver Netball Now in their local area.

The following quotes from Netball Now participants show just how much these sessions were enjoyed:

.....
'I really enjoyed the Netball Now sessions. Alice who ran the sessions was great, very friendly and welcoming. I found it a good introduction to netball, having not played since school, as attending a club could be intimidating.'
.....

'It is just netball. No divisions, no stress, just ladies with different abilities turning up to have a game of netball and have fun.'

'It was adapted to all standards and gave everyone the chance to develop their skills with small coaching points being offered throughout the match play. I played to a high level at university last year and still felt that the sessions were fun and beneficial to my netball. I feel this is quite an achievement!'

The University Netball Officer (UNO) programme also grew significantly this year, with 31 universities not being involved - resulting in an increase in participation levels at all their universities. The programme involves England Netball working with each university to recruit, empower and deploy an enthusiastic student to work to identify the best ways of getting more people playing and enjoying netball. University students continue to be a key group for England Netball to work with to ensure more students participate, and to prevent players from dropping netball as they begin or leave university.

Collectively the UNOs have enabled nearly 4,000 students, who otherwise would not have played, to start or continue their involvement in netball. The latest monitoring suggests that three quarters of these students were playing on a regular basis during term time.

The UNOs take part in a two-day national training event, with the goal of developing their employable skills in preparation for the world of work after graduation. It was brilliant to see two UNO students go on to secure full time positions as Netball Development Officers with England Netball, highlighting the programme's success in supporting young people to develop skills that can lead to employment. This demonstrates how volunteering can create some fantastic, real-world opportunities.

This year we also introduced Shots, an informal participation-focused competition for students who do not usually represent their university in BUCS (British Universities and Colleges Sport) competition. It was held at The Copper Box in London and 200 students participated. This was a fantastic event offering lots of fun extras including a photo booth, a deck chair area to relax, a smoothie bar and most importantly the opportunity to find out information about how and where students could play outside of university.



This year England Netball partnered with the Indoor Netball Association and launched Nets, an exciting form of the game previously known as Indoor Netball. It is played inside high-tension netted courts and has variations of the rules that make it fast, fun and incredibly social. This fantastic new netball product was launched with a test match between England and South Africa. We have established a number of partnerships with centres led by the key group of Nets volunteers to whom we are very grateful.

Our Back to Netball programme continues to attract more and more people to the sport and we look forward to working with them to enable more people to play. Offering participants a gentle re-introduction to the game, Back to Netball provides women of all ages and abilities with the opportunity to reconnect with a game they may not have played since their school days. In the last year approximately 10,000 individuals have joined the scheme at over 150 venues. Sessions continue to be delivered at various times and locations including sports centres, school halls and playgrounds across the country.

Quotes from Back to Netball participants:

'I enjoyed netball at school but never thought I would be able to play again. After attending a Back to Netball session on a regular basis I now have new friends and have played in a festival'



'Since starting Back to Netball I have lost over three stone, made new friends and I'm part of a team.'

'A friend introduced me to the sport as I hadn't played since school. I now do Back to Netball sessions instead of my normal fitness classes - it's a good workout and you get to meet more people.'

Netball Development Officers continue to ensure the ongoing development and co-ordination of Back to Netball programmes across every county in England. Programmes are also developed and delivered by our Netball Development Community Coaches [NDCC] in areas of high-population and latent demand. The NDCC workforce have delivered 77 Back to Netball Festivals and organised 101 friendlies between different sessions over the last 12 months. There have been 19 leagues

set up specifically for those from Back to Netball, meaning that members are becoming affiliated and are continuing to play netball. Over 20 new Level 2 Coaches with links to Back to Netball have qualified, promising further sustainability across the country.

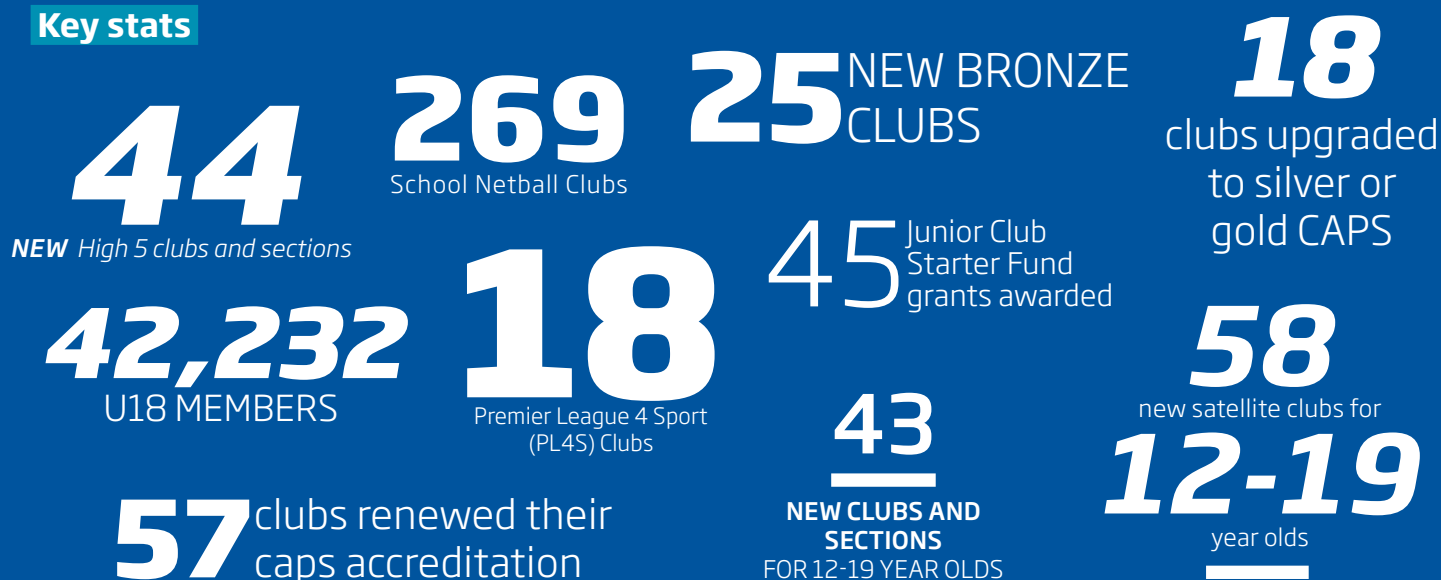
We'd like to congratulate one of our Netball Development Community Coaches, Ruth Pickthorn, who was awarded Community Coach of the Year in Nottingham. Ruth continues to be a star in Nottingham with regular TV appearances and is a fantastic ambassador for netball in the area.

This year, six 'Netball in the City' events were delivered, encouraging workplaces to get involved in a one-day netball event. 51 teams took part, with London Sports Dock and Liverpool being particularly successful. We will now look to build on these events for the future.

I Heart Netball leagues were created and delivered in Manchester and Liverpool, providing places for Back to Netball participants to continue to play once they have brushed up their skills. Another round of Club Starter Fund grants were distributed, with 25 groups successfully obtaining a small grant to kick-start the more formal setting up of their club or team. These teams and clubs will now go on to enable lots of people to play netball on a regular basis in their local community.

Children & Young People

Key stats



Clubs

We have supported existing clubs to set up junior sections and provided support for new volunteers to develop brand new clubs in areas where existing clubs are at capacity, or there aren't any currently running.

We have also provided support to existing clubs that are setting up Satellite clubs, in order to enable more young people to access netball through their club.

We have continued to work with the Premier League Charitable Trust, supporting 18 Premier League and Football League clubs in running 58 netball satellite sessions, providing opportunities for 1,679 girls to take part in community netball.



Junior Club Starter Fund grants were available to all new clubs and sections with 45 grants being awarded. We also offered continued support to any club wanting to achieve or renew their CAPS accreditation.



who would otherwise not have access to such opportunities. As part of this programme, 881 young leaders and 310 young coaches were trained to support the clubs.

We have supported over 100 colleges and sixth forms in running netball sessions for students who were not part of their college team, with 2,147 students attending sessions.

We also held 23 Challenge Cups in colleges and Sixth Forms, which provided local festivals for all students who took part in extra-curricular netball sessions.



Case Study

Raychem Netball Club are a great example of how the commitment of their volunteers, combined with support from their Netball Development Officer and England Netball Junior Club Starter funding, has helped to get more junior netball activity up and running.

Raychem have supported the development of a new junior netball club in their neighbouring town where there was no existing provision. The club worked with Wiltshire Council and Wiltshire Active Sports Partnership to secure satellite club funding and enable netball sessions to start. Sessions have continued to run with support from the club to qualify new coaches and enable them to become self-sustaining.

In October 2014 Raychem Netball Club's commitment and success was recognised when they came in the top three at the Sport England Satellite Club of the Year at a prestigious ceremony at the House of Commons. They also won Club of the Year at the Goalden Globe Awards in September. Well done Raychem!

Schools and Colleges

Over the past 12 months we have continued to work with the Youth Sport Trust to support 269 School Netball Clubs in providing extra-curricular netball for 7,643 girls

ENjoy, ENSure, ENtrust

The new ENjoy, ENSure, ENtrust brand gives a distinctive and eye-catching look to all the policies, guidance and resources produced by the Compliance and Inclusion team. The new web pages were launched in March and provide concise, practical advice, which has been welcomed and commended by users.



Safeguarding in netball has been given a wider definition to include wellbeing.

Our case management information shows that issues around eating disorders, bullying, self-

harm and similar complex problems, are being faced by ever-increasing numbers of young people. Sport reflects the wider social picture that its participants live in and the issues across grassroots and elite athletes, young and adult.

Our new ENjoy, ENSure, ENtrust resources give links to external organisations that provide expert support for people facing these challenging situations and give young people a means to help themselves, talk to other young people with similar experiences and learn how to cope with their difficulties. The NSPCC have endorsed our policies and we were noted by CPSU as being 'trailblazing' in our approach to this work.

Our commitment to providing inclusive netball has seen us develop and deliver diversity awareness training to all staff through interactive drama. Our staff conference in January opened with a powerful scenario showing how off-hand, personal comments can hurt individuals and exclude them from the sport and how we all have a responsibility

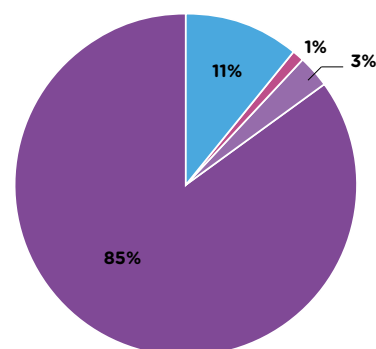
to challenge and change such behaviour. Many staff found the session thought-provoking and said that it made them re-assess their own behaviour. We are now developing an online induction resource so all new staff get these messages and we will be developing resources for members to use in their Regions, Counties and clubs.

Our new Disability Development and Delivery Manager started in September and quickly familiarised herself with the disability sport landscape, engaging with partners and delivering inclusive and disability-specific netball via a range of mechanisms. We have cemented partnerships with UK Deaf Sport and MENCAP, as well as initiating joint delivery with Special Olympics, who will now use our Marion Smith Tournament as their primary netball event. We are thrilled to have exceeded our Sport England target of 78 in this area,

by delivering to 524 new participants.

The next step will be translating the learning into coaching and officiating resources to increase the capacity of our workforce and volunteers to deliver for disabled participants.

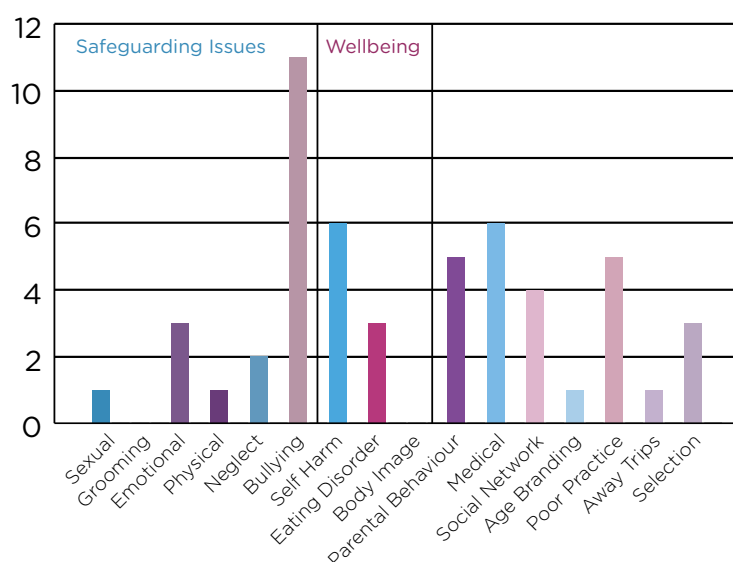
Participant by Disability Type



Delivery mechanism:

EN lead	External Lead	EN Club Lead
40%	48%	12%

No of Safeguarding Enquiries per category period: June 2014 - May 2015



- Sexual
- Grooming
- Emotional
- Physical
- Neglect
- Bullying
- Self harm
- Eating Disorder
- Body image
- Parental Behaviour
- Medical
- Social Network
- Age Banding
- Poor Practice
- Away Trips
- Selection



Youth Advisory Group (YAG)



With over 42,200 under 18 members, England Netball wants to ensure that young people have a voice within the organisation; this is achieved through the Youth Advisory Group (YAG). The purpose of YAG is to discuss, debate and activate the voices of these young people and give valuable feedback as to how England Netball can provide the best service to all young people involved in the game. The group utilises their experiences, opinions and ideas in order to make an impact on England Netball products and programmes.

YAG are an England Netball advisory group and are supported by their Youth Champion Janet Wrighton.

Over the past year the YAG have helped to shape the following departments:

Adult Participation

- Supported the insight into 16-24 year olds
- Advised on the values of young people within netball using WiS insight

Officiating

- Advised on the appropriate age of umpires from a young person's perspective
- Supported the redevelopment of the Youth Umpire Award

Coaching

- Identified a barrier for young people wishing to become elite coaches, advising that something is required to bridge the gap between grassroots and performance

Children and Youth People

- Advised on content for the U14 and U11 Membership Packs
- Suggested content for the new youth pages on the England Netball website

Insight

- Suggested themes and topics for the Big Netball Conversation 2015

Compliance and Inclusion

- Helped to shape what communications young people should have and ideas for different resource developments

Governance

- Realigned themselves with the other advisory panels within England Netball
- Updated their Terms of Reference to include terms of membership and confirmed that their main objective is to shape and influence

Regional Chairs

- Presented at the Regional Chairs meeting to promote youth engagement
- Created a checklist for youth engagement for the regions
- Supported and advised new Regional youth groups in the South West, Yorkshire & Humberside and in Hertfordshire

Youth Advisors

We continue to grow our Youth Advisor network with 593 young people from

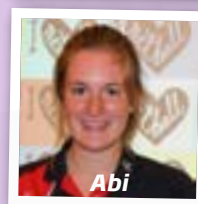
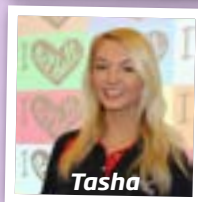
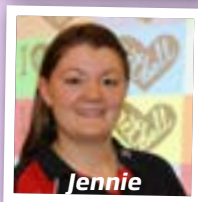
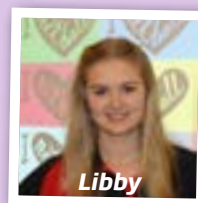
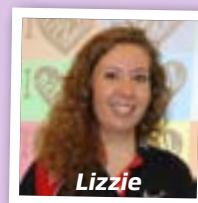
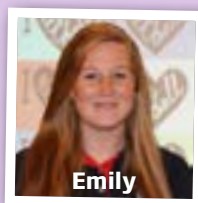
across the Regions wishing to have a say in the future of netball.

Youth Advisors Per Region

E = 31	S = 59
EM = 26	SW = 64
LSE = 39	WM = 42
NE = 38	Y&H = 30
NW = 54	

Membership of the group

This summer we will recruit six new members to the group. On behalf of England Netball, we wish the departing six members; Charlotte Rose (E), Chelsea Thorp (E), Natalie Ekweogwu (LSE), Oli Hooper (EM), Emily Belford (NW) and Tasha Walker (NW) all the best with their volunteering and careers. Their contribution in helping shape youth netball over the years has made a positive difference to the organisation and they have been inspirational role models to young volunteers.



YAG ♥ xx

England Senior Squad

It has been a tumultuous twelve months for the England squad with a mixture of extreme highs and agonising lows. We have tasted victory over great rivals and been denied a best-ever Commonwealth Games finish in the cruellest of fashions.

Away from the court, there was some exciting news for one of the backroom team as Colette Thomson was awarded an MBE in June during the Queen's birthday honours for her services to netball. In the same month, the long squad for the Commonwealth Games in Glasgow was announced with competition for places as fierce as it had ever been.

As we entered July, the final 12 were finally confirmed with Jade Clarke chosen to captain the team. The evergreen mid-courter, who was approaching her 100th cap for England, was awarded the role with Pamela Cookey missing out on the tournament due to an Achilles injury.

On 25 July the action finally started with England facing local rivals, Wales in their opening fixture of the group stage. A strong defensive display had the team off to a perfect start, securing a 65-25 victory.

The following day brought a fresh challenge; a match-up against Australia. Aired by the BBC, the Saturday game saw over half a million tune in for an incredible encounter with the world champions. Despite a heroic display, England slipped to a heart-breaking 49-48 loss, with the winning goal scored by the Diamonds in the closing seconds. Clarke reached her century of appearances with a wonderful performance at WD.

With the nature of the tournament, it wasn't long before England had the chance to bounce back and two days later they did just that. A hard-fought 41-35 win over South Africa had the team in pole position for semi-final qualification.

Our final two fixtures saw us face a pair of opponents from the Caribbean. First up was a clinical attacking display to see off Trinidad & Tobago 70-24, followed by an equally impressive 69-27 success against Barbados. A semi-final clash against New Zealand was confirmed.

A tremendous battle ensued with a raucous crowd getting behind England as they gained a slight advantage in the first half, leading 20-19 at the interval.

Defence remained on top for both sides in the third quarter

as New Zealand levelled at 29-29 with fifteen minutes remaining. Awe-inspiring work rate granted England possession with under a minute on the clock and with the scores still tied.

As England pushed up the court, relentless pressure from the 2010 gold medallists saw them force an error and regain possession. With less than two seconds on the clock, the New Zealand attack put the ball through the net and a metaphorical knife through the heart of every England fan.

A crestfallen England side were beaten 35-34 and would face a bronze medal play-off with Jamaica. With the missed opportunity to reach the final still playing heavy on minds, they were unable to pick themselves up and succumbed to a 52-48 loss to the Sunshine Girls, finishing in fourth spot.

There was not much time for the team to feel sorry for themselves, as in October they headed out to Australia and New Zealand for an autumn tour. First up would be a pair of matches against the Diamonds, who had been crowned Commonwealth champions in Glasgow.

A phenomenal start to the opening encounter saw the hosts blow England away and although they fought valiantly in the second half, a 55-37 score line showed that the visitors were second best.

The two sides met again in Canberra a few days later and it proved to be a much tighter affair. Although another wonderful start from the home side had them in control, early in the third quarter England had reduced the deficit to just three goals.

Australia responded well and turnover chances were missed by the tourists as the Diamonds finally regained control of the contest. Despite going down 54-47, England had many positives to take into their series against New Zealand.

Having taken some momentum into this next portion of their tour, England continued their fine work to record a famous 42-38 victory over the Silver Ferns in Rotorua.





It was a fabulous first half of netball for England as they looked the better side across the court to take a 22-17 lead into half-time. With memories of the Commonwealth Games still fresh in the mind, it was important for the visitors to remain composed.

The inevitable New Zealand surge came and scores were levelled in the third quarter. This time England stood strong and moved clear once again. A late home charge was repelled and it was time for those in red to celebrate at the final whistle.

A similar match unfolded in the second game with these two well-matched sides trading blows. On this occasion it was the Silver Ferns who gained the upper hand in the first half, taking a 26-21 lead into the interval.

Another narrow loss in the third quarter saw the gap extend to six goals, and with England committed to attacking in order to overturn the score in Q4, New Zealand expertly exploited the additional space to see out a 52-38 win and draw the series 1-1.

The following month, a strong squad was selected for the Fast5 tournament in Auckland as we attempted to improve on a sixth place finish the previous year.

The England Fives started with some solid displays

on the opening day but a one-goal defeat to Jamaica effectively ended their title hopes. Instead, they entered the third place play-off where they clinched bronze by exacting revenge on the Sunshine Girls with a 31-30 success.

Fast-forward to December and Malawi were the visitors to England in what was due to be a three match series. Unfortunately, due to travel complications, The Queens were only able to fulfil two of these fixtures with our friends from Wales stepping in as opponents in the opening match.

Before the action got underway in Liverpool, there was a chance for the crowd to welcome another England player into the 100 caps club. In a fantastic month for her personally, Geva Mentor completed her landmark milestone against Wales shortly after being voted the best player in the world in a newspaper poll.

A typically assured display from the experienced defender marked the occasion as England completed a routine 70-25 win at the venue in which the 2019 Netball World Cup will be staged.

The International Series moved to London as a sell-out crowd flocked to the Copper Box Arena to watch



Malawi finally take to the court. A strong start from the African side had England on the back foot, but a fantastic response saw the hosts see out a comfortable 68-36 victory.

It was a pleasing end to the calendar year in Worcester as the home side made it three wins in a row with a 65-44 success against The Queens.

With a Netball World Cup on the horizon, it was not long into the New Year before England were back in competitive action, this time they headed out to the Caribbean for a three match series against Jamaica.

A physical opening match saw the Sunshine Girls get the better of their visitors as England lost out 56-47. A remarkable second encounter saw the away side level the series with a 55-47 win, in a contest that will be best remembered for the off-court action. In the final quarter there was a power outage at the arena in Kingston and play was delayed as they attempted to fix the issue. However, with no resolution in sight, the umpires declared with less than two minutes remaining on the clock that the score at which the disruption occurred would be the final result.

This set-up a winner-takes-all clash two days later. An incredible match saw the teams level at half-time and then again at the end of the third quarter.

A boisterous home support re-energised the Sunshine Girls and they responded by blowing England away in the final fifteen minutes to take the game 57-47 and with it a series victory.

With focus turning to the Netball World Cup, rebuilding started with a new name placed in charge of the national side. Former England shooter Tracey Neville took over the reins from Anna Mayes and work started to build on the excellent foundations laid by her predecessor.

Before the final selection was to be made for the World Cup in Sydney, Tracey Neville was able to pick her first squads for a home series against Trinidad & Tobago and the Netball Europe event in May. With the English players competing in the ANZ unavailable, this was a chance for the Netball Superleague players to take centre stage.

A confident 3-0 series win against our Caribbean visitors was followed up by a wonderful display in Belfast as England were crowned 2015 Netball Europe champions. It was a perfect start for the new coaching set-up as they recorded eight victories from eight matches in less than two weeks.

The biggest challenge lies ahead for England as they embark on a World Cup adventure with a point to prove following the disappointment suffered in the summer in 2014.

Performance Pathway



U19 Tour to Botswana

It has been another busy year for the Performance Pathway, great strides have been made in its development during the second year in the Pathway's current state.

It has also been a year of change with Olivia Murphy taking over as Performance Pathway Manager in August and Di Lewis now taking the reins for the future. Olivia is a valued member of the team who remains in the department in her new role as Performance Development Manager. We wish them both the very best of luck going forward.

We have also extended our team of Performance Pathway Coaches, with 15 coaches now delivering our Regional Performance Academies and Regional Academies around the country.

County Performance Programmes

Following a thorough planning process at the beginning of the year, England Netball formed a two-year delivery partnership with each of the 52 counties to deliver 57 County Academies and 96 Satellite Academies for the period 2014-16. The agreement includes value in-kind support from England Netball to counties, including balls, bibs, as well as athlete and coach resources.

Regional Performance Programmes

In partnership with the Regional Management Boards, England Netball has formed nine Regional Performance Academies and 17 Regional Academies across the country. These Academies encourage a netball-first mentality and a competitive environment for the

athletes in order to prepare them for the upper reaches of the Performance Pathway.

Performance Pathway Coaches (PPC) deliver a comprehensive training programme as directed by the National Academy Head Coach within the Academies. PPCs also support the athletes to manage their netball goals alongside their academic pressures.

Barking Abbey

In September, England Netball and the London & South East Region formed a partnership with Barking Abbey School to set up a unique Regional Academy in a quest to extend the reach of the Academies. Danielle Titmuss, a PPC, delivers the Regional Academy on the school site but also has the remit to attend other sporting events to identify talented girls, who may have never played netball before, and signpost them to a netball club. This is an exciting opportunity to help generate athletes who are just starting their journey on the Performance Pathway.

National Academy

The National Academy continues to be the training environment for the best U17/19 players in the country. In the past year we have established a more fluid entry system to supplement national screening. Selectors now attend positional days and training weekends to ensure the highest possible standard.

In the past 12 months, six players have been selected into the INTC, with a further six attending identified technical sessions.

We have introduced a YouTube channel to give players access to footage to analyse their play, which will help them to develop as athletes.

Another success of the year was the fact that 19 players graduated in to the U21 long squad. Congratulations to all of the young athletes who have given their all to progress through the pathway.

Rhea Dixon

In December Rhea Dixon, National Academy athlete, was selected into the England A squad for the December Test Series vs Malawi. At just 17 years of age this was an

outstanding achievement for Rhea who currently trains at the London & South East RPA.

Rhea is a fantastic example of the success our Pathway can bring, as Rhea started her journey in a Surrey Satellite Academy just a few years ago.

Lesley Tischler, London & South East PPC commented on Rhea's selection: 'I was delighted that Rhea was selected into the England A Squad in December. It shows that the hard work and dedication she applies to her training does pay off. It creates a tangible link between the training all of the athletes do in the Pathway, showing them that the ultimate goal of wearing the red dress is within grasp for them all.'

Botswana

In August last year, the U19 squad visited Botswana for a 12-day tour. During the tour they secured a 100 per cent record with six victories from six matches played, including beating the Botswana U20 side and senior squad.

The team were also offered the opportunity to take part in a game of deaf netball, where the rules are exactly the same, but no shouting or talking is permitted.

The tour provided an excellent learning opportunity for our young athletes, and for many, this was their first overseas tour.

U17 Netball Europe

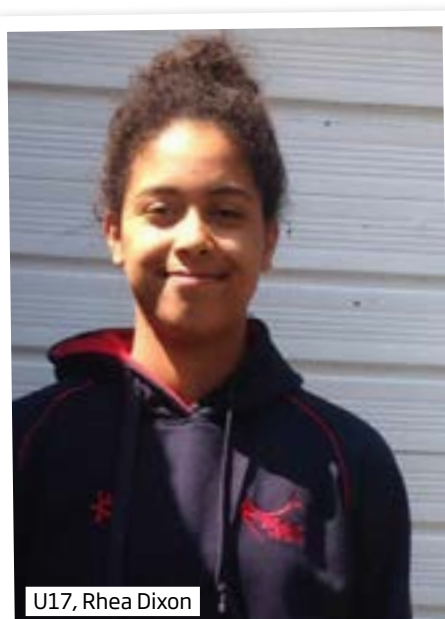
In March, our U17s continued their dominance at Netball Europe as they secured the title at the Airco Arena in Hull following three days of fierce competition.

The host nation were firm favourites and looking for a seventeenth consecutive triumph heading into the tournament. They delivered a trio of resounding victories to once again be crowned winners.

It wasn't plain sailing and at times it was a physical battle as the teams from Northern Ireland, Scotland and Wales attempted to dethrone their illustrious opponents.

In the end the quality displayed from the England girls saw them run out deserved winners.

The squad was: Imogen Allison, Amy Carter, Charlotte Curtis, Ashleigh Dekker, Sophie Drakeford-Lewis, George Fisher, Leia Griffin, Rosie Harris, Laura Morton, Vicki Oyesola (C), Tash Pavelin, Abigail Robson



U17, Rhea Dixon



The U19s cooling off in Botswana

U21 Long Squad and U19 Australia Tour

In March, we announced the U21 long squad and from this group an U19 squad for the Australia Tour to Melbourne. The focus for this age group is the upcoming Netball Europe U21 Championships, which is to be staged in Scotland this October. This tour will provide an early opportunity for the squad to come together as they start their journey to the 2017 World Youth Championships, which will be held in Botswana.

From the long squad, the athletes listed below have been selected for the U19 tour to Melbourne in July: Rebekah Airey, Rhea Dixon, Georgina Fisher, Rebecca Hault, Alana John, Olivia Leach, Gabriella Marshall, Vicki Oyesola, Jess Shaw, Alice Travis, Lydia Walker, Francesca Williams. (Reserves: Brie Grierson and Tash Pavelin).

The tour will expose the players to a variety of new experiences, including learning about the Australian style of play, coping with jetlag following a long haul flight and playing back-to-back games.

Competition will be provided by the Victorian Fury side along with Netball Victoria Talent Squad and VNL U19 team.

Social Media

In October we introduced Netball First to social media, launching a Twitter page and YouTube channel. These have enabled us to keep athletes and coaches in the Pathway better informed.

The YouTube channel contains instructional videos on strength and conditioning. The Twitter page provides a more informal way of communicating with athletes and coaches. It has included things such as takeovers with senior squad players and competitions. The page has proved very popular and now has over 1,000 followers.

Scouting, Screening, Selection

Following a review of England Netball's existing structure for Scouting, Screening and Selection in 2014, we have made significant progress on the new Scouting Workshop and Trained Identifiers online video resource.

Both of these resources have been developed in partnership between the England Netball Performance Department and Education and Training department. The Scouting Workshop will be launched in the regions throughout the summer months.

Competition & Events



Chester vs Aquarians

The 2014-15 season was nothing short of incredible with excitement, passion and skill pervading every league, tournament and event. With thousands of netballers dedicating their time and energy to hundreds of leagues across the country, it's no surprise that the quality of game-play continues to build year-on-year, at every ability and age group. These leagues and competitions are of an incredibly high standard, and every player who took part should be proud of their achievements. These events pave the way for future England Netball stars and are a vital step in the development of our sport.

Premier League

There was an exciting start at the top of the Premier League as the best teams in the country battled to dislodge defending champions Oldham from pole position. The northern team started as they meant to go on with a solid victory over Worcester Reds – a pattern they would continue, remaining unbeaten until they fell to a two-goal loss to Hucclecote in January.

But the other teams were hot on their heels, with Academy putting in solid performances and producing convincing score-lines throughout the season, and newly promoted Turnford starting strong with two consecutive wins. With close results and a tenacious attitude, the newly promoted team managed a sixth-place finish – a position they will no doubt hope to build on in the season ahead.

It was a different story for Worcester Reds, last season's

champions of Premier League 2. After succumbing to one too many defeats, the West Midlands team slipped into 10th place and were relegated back to Premier League 2. After finishing in 8th and 9th position, Oaksway and Team Bath Toucans managed to retain their places in the League at the Play-Offs despite fierce opposition from contending teams.

At the other end of the league table, Oldham retained the title for a fourth consecutive year, with runners-up Academy and New Cambell close behind them in second and third place respectively.

After relegation from Premier League 1 last season, Viper10 Blades made the best of their situation and were crowned champions of Premier League 2 after falling to only two defeats throughout the entire season.

Both Tameside and Clan managed to reach the Play-Offs after finishing 2nd and 3rd respectively, but neither team managed to achieve promotion at Play-Offs as the teams from Premier League 1 proved too much for them.

It was a challenging season for Hertford Hornets; despite an early victory against Leyton, the Hornets were relegated to Premier League 3 after failing to clock up another win for the rest of their campaign. There was more disappointment in Premier League 2 for Dominoes and Leyton as they battled to avoid relegation at the Play-Offs. Dominoes were relegated without registering a win, but Leyton fought hard, losing out by a single goal in an intense match against Team Jets.

An impressive display from Ryland saw them triumph in Premier League 3 and sail through to

promotion, but the real heroes of this league were newly promoted Team Jets who managed to fight their way to Play-Offs for a shot at a second consecutive promotion. Armed with a team of support and media attention, the Jersey-based team beat Leyton in a nail-biting final game to gain a place in Premier League 2 by a single goal.

Kent County also gained promotion after they topped off an impressive season with a perfect three wins from three matches at the Play-Offs. We look forward to seeing if both teams can continue their meteoric rise through the leagues next season.

Sussex Thunder, Falcons Black and Loughborough TFC made up the bottom three positions and were forced to fight for survival against the best Regional teams in the country, all after a coveted spot in the Premier League pyramid. Falcons and Loughborough were confirmed for relegation after struggling through the group stages and are set to be replaced by Chester and Riverside following victories over Newcastle Town and Aquarians.

National Schools

Held at Whitby High School, the 2014 National Schools competition was laced with drama from start to finish. The prestigious event is one of the most highly-anticipated competitions on the netball calendar, as the best school teams from across the country battle for the honour of taking home a trophy.

In the U14 category Hulme Grammar dominated Section A, securing eight impressive wins with a solid defensive display. Wellington College joined them in the semi-finals as they took seven victories, only losing to the table-toppers. George Salter finished in an unlucky third place after losing a winner-takes-all encounter with Wellington.

Section B was dominated by Millfield who were unbeaten in the group stage, only dropping points in a 9-9 draw with second-placed Ripon Grammar. Chrisleton High narrowly missed out on a semi-final spot when they lost 10-9 to Ripon and had to settle for third.

Fallibroome Academy secured a maximum 40 points in the U16 Section C. The most dramatic climax to the



Billericay vs Riverside

group stage was saved for this section with Guildford High School losing out on a semi-final spot by a single goal. It was Grammar School at Leeds who progressed to the knock-out stages with a goal average 0.05 higher than their rivals.

Another side with a 100 per cent record was Beaconsfield High in Section D. They were joined in the next round by Tonbridge Grammar who secured an impressive seven victories.

Greenhead College swept to first place in Section E in the U19s tournament, securing an unbeaten record of seven wins and one draw in the process. Tunbridge Wells Grammar got the better of Millfield in the battle for second spot.

Section F saw Hartpury College progress with the same record of seven wins and a tie. Guildford High School eased the heartache from their U16s with a solid second place finish; Wellington College occupied the unfortunate third position.

Finals

In the U14 category, a passionate final unfolded in front of a vocal crowd and it took extra-time to decide a winner. Finally crowned U14 Champions were Hulme Grammar who outlasted Millfield 12-11. Wellington College managed to take third place following a 12-6 win in their play-off with Ripon.

For the U16s it was more one-goal heartache for Tonbridge in the third place play-off as Beaconsfield picked up an 8-7 win. The final saw some home delight as Cheshire-based Fallibroome Academy capped a perfect day with a 13-9 victory against Grammar School at Leeds. In the U19s competition Tunbridge got the better of Guildford to take third place with a 14-12 win. The final was a hard-fought contest but the slightly fresher legs of Greenhead College took them to a 13-9 victory against Hartpury to complete a good day for the northern sides.



Greenhead College U19s

National U16 Club Finals

In May, 18 teams, two from each of England Netball's nine regions, congregated at the Jean Brown Arena to compete for the title of national champions. The competition consisted of four stages – teams compete in the first three stages as round robins, and finish with a final game to determine their overall standing.

To decide who would make it through to the final, there were plenty of group stages to get through and the eighteen sides were in good spirits as the competition got underway.

The play-offs produced several thrilling matches with the battle for 13th, a notable one as Oaksway defeated Yendys 42-36 in a fantastic clash. Elsewhere Wealden took 11th place after overcoming Eastwood 26-24 and Telstars got the better of Sutton Royals 26-21 to claim fifth spot. Turnford took third place with a 43-21 victory over Leeds Athletic, leaving Woodley and Tameside to battle it out for the title.

In scenes reminiscent of the 2014 Netball Superleague final, the Woodley attack were able to hold their nerve and net with seconds to go as they were crowned 2015 National Club Champions with a 31-30 victory.



Marion Smith - Alfriston

It was another successful year for Friars Academy as they were the winners of the U17 competition with Alfriston Acorns our runners-up. Coming out on top and lifting the Over 17s trophy were Alfriston Arrows. They got the better of EPCN Dynamoes who finished in second place with Southfields in third.



Manchester Thunder NPL Champs 2015

Netball Performance League

An extremely close Netball Performance League season concluded with a thrilling closing weekend in Newcastle, where the final league matches were played, followed by the annual closing tournament.

Manchester Thunder's two remaining league fixtures were against their closest rivals. Storm were the first side to attempt to land a blow; however, despite a resilient display they were downed 74-35. Mavericks kept up their title ambitions with a 58-21 victory against Team Northumbria. The season finished on a better note for Storm as they inflicted a second defeat on Northumbria with a 51-36 success.

Meanwhile, Team South snared a fifth place finish by defeating Loughborough Lightning 46-38. An earlier 45-33 win for Lightning over Team Bath meant that they would end the season in sixth position. It was a good Saturday for Yorkshire Jets as they took 63-22 and 57-44 victories over Bath and Dragons respectively to secure a fine third spot. This left the final fixture to decide the title between Thunder and Mavericks. Despite a spirited performance from Mavericks, Thunder remained resolute to the final whistle to clinch a 57-46 win and with it their fourth NPL triumph in a row.

The following day saw the NPL closing tournament and it was a to be another double for the unstoppable Thunder team as they took the Cup final with a 20-11 win against Jets. The Plate final was a much tighter affair as Team South were crowned 2015 winners following an incredibly tight 20-19 triumph, leaving Storm the unlucky runners-up.

Hulme Grammar U14s



National U14 Club Finals

Turnford overcame the disappointment of missing out on the final by taking third position with a 15-10 success against Leeds Athletic. With an identical structure to the U16 competition, two days of thrilling action in Newcastle saw eighteen of the best U14 teams from across the country come together and compete for the national title at the home of Superleague side, Team Northumbria.

It was an all-North-West final as both Tameside and Chester progressed through the earlier rounds with perfect records. It was a final full of skill and passion but eventually Tameside were able to gain a slender lead, which they managed to hold onto until the final whistle.

Marion Smith

The annual Marion Smith Championships were held at Soar Valley College in Leicester in June with glorious sunshine greeting the teams upon their arrival. We were delighted to be working in partnership with Special Olympics GB for this year's competition.

Netball

Superleague



The 2015 Netball Superleague season was the biggest in its fledgling history. Attendance records were broken and a weekly slot on Sky Sports – Monday Night Netball – displayed the increasing popularity of our top domestic competition.

Pre-Season

Even before the first centre pass was thrown in pre-season, the Superleague was promising, with intriguing off-field activity. There were new coaches for some of the franchises and plenty of new faces for the supporters to cast their eyes over.

Reigning champions Manchester Thunder made arguably the strongest move in the player market, bringing experienced Australia international Chelsea Pitman into their attack.

Pitman was far from the only international to grace NSL courts in 2015. Loughborough Lightning signed up South African shooter Maryka Holtzhausen and she was joined in the circle by Peace Proscovia, the first ever Ugandan to play in the Superleague. Meanwhile, Surrey Storm welcomed Bongiwe Msomi to their mid-court, Lottysa Cato moved from Celtic Dragons to Yorkshire Jets and Hertfordshire Mavericks signed up ex-England shooter Louisa Watson, née Brownfield.

There were also switches made in the backroom personnel at the franchises. Karen Atkinson swapped Mavericks for Lightning with Sam Bird taking over in Hatfield. Over in Cardiff, Trish Wilcox was given the role as head coach at Dragons.

Changes were not just made to the playing and coaching staff; there was also a new rule for the 2015 season. Draws were no longer an accepted result. Instead, replicating what players would face at international level; if a game was tied extra-time would be played.

Opening Fixtures

It was an explosive start to the new season as the Sky cameras made their way to Manchester to capture a repeat of the 2014 Grand Final. Once again Thunder were celebrating in front of a sold-out crowd at the final whistle as they secured a narrow 55-52 victory over Storm.

Yorkshire Jets fired an early signal of intent with a crushing home success against Lightning, with Cato showing her value from the very first game. Mavericks and Team Bath both started their campaigns with strong away wins. It did not take long for Tamsin Greenway's Storm side to bounce back as they inflicted a heavy defeat on Jets to get their season up and running.



By Round 3 the 2014 winners were looking in imperious form as Tracey Neville guided her side to three consecutive victories over the trio of teams that competed alongside them at last year's Finals Day. At the other end of the league, Dragons were struggling to replicate their fairy tale 2013 campaign and found themselves propping up the table.

Fans of Yorkshire Jets were certainly getting value for money in their fixtures as they were proving to be a formidable opposition. A 51-54 defeat in Round 4 to Thunder was followed by a win by the same score line a week later in Bath. Despite several close games, no fixture had yet ventured into extra-time.

Netball Superleague history was made in Round 7 as a record attendance of over 6,000 crammed into the Copper Box, London to watch Storm secure a 55-42 win over Mavericks. As the season hit its mid-point stage, Thunder had a spotless record of seven victories from seven matches. It remained a fruitless start to the season for Dragons as the Welsh side had failed to register a point on the board after the franchises had all faced each other for the first time.

Hot on the heels of the leaders were Surrey Storm with Jets, Mavericks and Bath all battling it out for the remaining two semi-final places. Lightning were not yet out of the running but would need a strong second half to their campaign to make the last four.

The top two clashed once again in Round 8 this time in Guildford. Despite another capacity crowd to roar on Storm, it was Thunder who kept their perfect record with a classy 58-47 win.

That was to be the final loss in the league stage for the team in duck egg blue as a run of six straight victories secured them second place in the table and a home semi-final.

However, they were bettered by Thunder who continued their tremendous form to finish with maximum points and a semi-final to be hosted in Manchester.

16 March was a significant day for the green and red army of Celtic Dragons. This was when their passionate followers could finally celebrate success; they did so in arguably the most entertaining game of the league stage.

Loughborough Lightning headed over the Severn Bridge with top-four ambitions still in their sights, but a dramatic 52-53 loss all but signalled the end of their semi-final hopes. In the end a sixth place finish was awaiting the East Midlands team.

In Round 10, Dragons made it successive wins in-a-row as they humbled Northumbria in Newcastle. The hosts were on a poor run of form, which would eventually leave them collecting the wooden spoon, with Celtic taking seventh place from their opponents.

This left just one question: which side would miss out on the semi-finals as three sides competed for two coveted places?

The picture became clear at the end of Round 12. Team Bath had to face both of their top four rivals in the space of four days. Firstly they lost out 33-42 to Mavericks before falling to a 44-55 defeat at Jets. Jess Thirlby and her side had to settle for fifth spot.

Although the majority of questions were answered by the final league matches, Round 14 did throw up one intriguing fixture. Mavericks hosted Jets with the winners taking third place and facing a trip to Storm in the semi-finals. The losers would face an undefeated Manchester Thunder.

A hugely entertaining encounter ended 54-50 in Jets' favour as they secured third spot and made sure that the final four would have a North vs South flavour.

Semi-Finals

A semi-final double header was played out live on Sky Sports as the biggest ever season of coverage continued.

The first clash was between Surrey Storm and Yorkshire Jets and although the hosts had secured two victories in the league stage, a fantastic end to the season had many questioning who would come out on top.

It was the most highly anticipated knock-out stage in Superleague history and it delivered. An intensely tight opening quarter saw the visiting Jets side take a slender 16-15 lead. Although Storm hit back to lead, the away team responded to take a 36-34 advantage into half-time.

If Storm were to keep their hopes of a maiden NSL title alive, they had to dig deep. With fifteen minutes to go a monumental reversal in the score line showed just how deep they had dug. The hosts blew away the Jets in a second half onslaught to move 56-45 ahead at the end of the third quarter.

They refused to take their foot off the gas and another wonderful attacking quarter saw a remarkable 76-60 final score. Storm were in the final with Jets into the 3rd place play-off. The second semi-final had quite the act to follow.

Another attendance record tumbled in Manchester as 4,100 fans made their way to the MEN Arena, specifically booked for the Thunder semi-final against Mavericks. A tentative start to the game saw the league leaders move narrowly in front, 13-11 when the first quarter had elapsed. A good response from the team in purple and black saw the visitors take a 25-23 lead into the interval.

Champions don't stay on the canvas for long and Thunder regained a foothold in the third quarter, but with fifteen minutes to go the game was tied at 35-35 and a place in the Grand Final was still up for grabs.

The tension was incredible as the home fans tried to push their side on in the final quarter. Playing the role of party poopers were Mavericks who continued to show incredible composure and move narrowly ahead of their opponents in the final five minutes.

With three minutes to go, the lead had moved to three for the away side as they punished attacking errors from Thunder. It was a case of now or never for those in black and yellow. All-out attack was the order of the day but with every mistake came an increase in Mavericks' lead.

The MEN Arena was left shell shocked at the final whistle as Mavericks and their small pocket of travelling fans celebrated a famous 48-41 win and booked their place in the Grand Final. It was one of the cruellest ways to end a perfect season as Thunder relinquished their title and would be heading into the 3rd place play-off, scant consolation to a dejected team.

Grand Final

It was a familiar feel to the Superleague Grand Final as Storm and Mavericks returned to the Copper Box in front of yet another sell-out crowd to compete for the 2015 crown. But that would have to wait as Thunder and Jets served up a fabulous appetiser. The two sides were locked together at 44-44 heading into the final ten minutes. Unlike in the semi-finals, Thunder were able to get on top and grind out a 55-49 victory.

It remained a successful season for the Jets, a best-ever finish to a Superleague season was coupled with double success in individual player awards. Lottysa Cato collected the Golden Shot as top scorer for the season while young England star Natalie Haythornthwaite was recognised with the 2015 Player of the Year award.

A deafening roar greeted the finalists onto court and the decibel levels refused to drop throughout the match. The action on court matched the passion off it as Storm managed to move into a slender 13-10 lead at the end of the opening quarter.

At half-time a maiden NSL title was closer to Storm's grasp as they took their advantage to six goals at the interval, 26-20. Despite trying their hardest to close the gap, Mavericks were unable to make inroads as Storm secured another narrow quarter win and moved 38-30 clear.

Some phenomenal defensive displays were being combined with fluid attacking movement from the



Guildford-based franchise as they moved closer and closer to shedding their tag as the nearly team of the Netball Superleague.

As the match ticked towards its conclusion, Mavericks heads started to drop. Despite a last-ditch goal from Watson, to the delight of their consistently loud travelling support, they were beaten 39-56.

This time, conceding a last-second goal meant little to Storm and the emotion of exorcising the demons from 2014 was clear for all to see as player-coach Greenway dropped to her knees in a mixture of exhaustion, delight and shock.

It had been a long time coming but finally Surrey Storm were able to call themselves champions and they are now the ones to be shot at when the Netball Superleague 2016 swings into action.

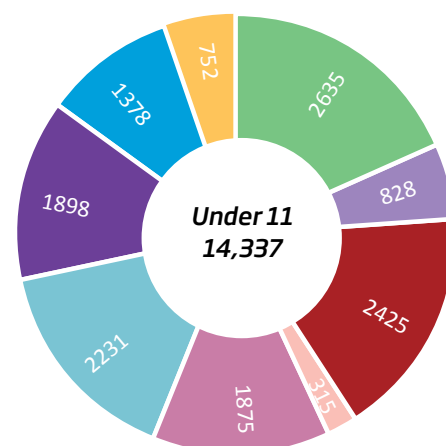
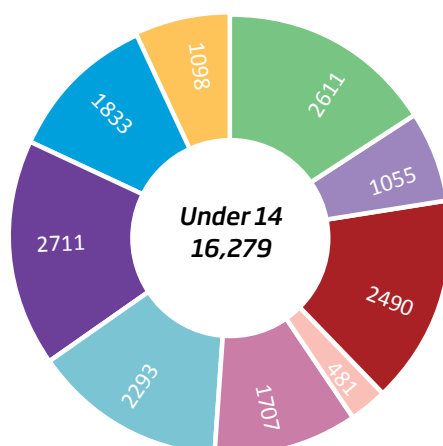
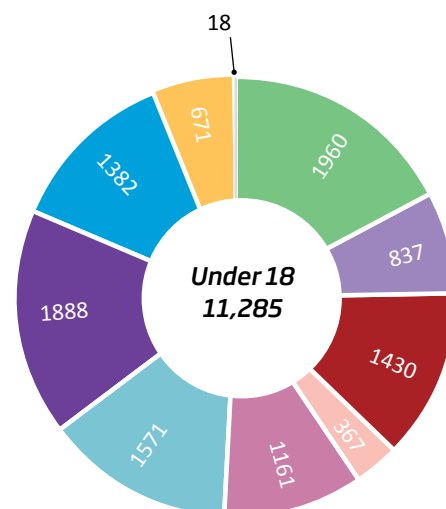
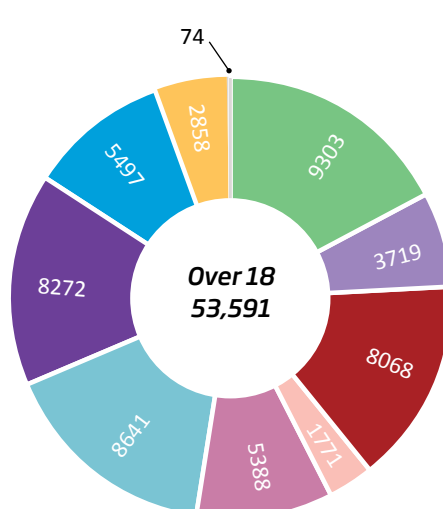
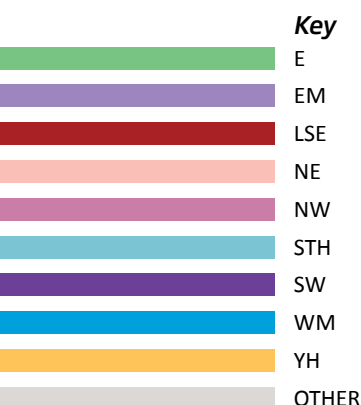


Membership

Statistics

The membership numbers have continued to increase during 2014/15, with individual membership standing at 95,786 on 30 June 2015 (an increase of 3.64% approx. compared to 92,419 in June 2014).

- Taster Rates continue to be a success with 1,137 new or returning members joining since April 2015 in this category
- Social and Supporter Members – 294
- New Back to Netball Members – 50



Insurance

England Netball continues to work with Endsleigh Insurance (Brokers) Ltd; this partnership includes an affinity relationship, sponsorship and acting as England Netball's Insurance Advisers.

The Liability and Personal Accident Cover is a key membership benefit and England Netball is very proud of the way it has efficiently administered cover. England Netball believes members will continue to receive this excellent benefit with Endsleigh's advice.

In addition, England Netball introduced some enhanced and new benefits in the following categories:

- Physiotherapy treatment following a ruptured / snapped / torn ligament or tendon subject to an excess of £60.00 - increased from £250.00 to £290.00
- Broken Bones; Wrist / Ankle increased from £50.00 to £100.00
- NEW - Torn ACL (Anterior Cruciate Ligament) necessitating surgery - £200.00

Members January Test Series Draw

Six lucky members won tickets to attend the International Netball Series in December 2014 where they witnessed England triumph over Malawi 3-0. It was an incredible series with fantastic displays from all of our national squad. The crowd were out in full force with everyone getting behind the team and providing an electric atmosphere for the players.

Members May Test Series Draw

Twelve members were lucky enough to win tickets to attend the International Netball Series in May 2015 to see another clean-sweep performance as England beat Trinidad & Tobago 3-0. This was another incredible whitewash series for England, and a positive sign of the squad's ability to thrive under pressure.

Sponsorship

England Netball work continuously to ensure that all members receive the best possible benefits as part of their membership package. Through our commercial relationships we have developed a wide range of exclusive discounts and offers for members to enjoy.

This year we were delighted to continue to work with our favourite gluten free brand **Mrs Crimble's**. Following a very successful first year, Mrs Crimble's extended their sponsorship to include an association with the Netball Superleague 2015. They continue to support all of our volunteers involved in netball events by sending lots of delicious gluten free snacks to keep everybody going throughout the day. We also collaborated to publish the Mrs Crimble's Recipe Book, which is available from the iheartnetball store. England Netball have officially endorsed the newly launched 'Gluten Free...and Good For Me' range of cereal bars and pasta, which the England team will be taking away with them to Sydney for the Netball World Cup 2015, as the products have received the seal of approval from our nutritionist. We're looking forward to making more plans for next year!

The England kit continues to look fantastic and perform well both on and off the court thanks to our ninth successful year with **Kukri Sports**. The team looked fantastic in their Kukri dresses with Team England at the Commonwealth Games last summer and at our International Netball Series' against Malawi and Trinidad & Tobago. We look forward to seeing their exciting new kit for the Netball World Cup.

In August 2014 we partnered with **AMSPORT UK** as our new nutritional sponsor. AMSPORT have an incredible range of protein and hydration products that help to keep our athletes in great shape. Their technical advisors have worked with the England team and nutritionist to develop a bespoke programme for each individual athlete to ensure that they maintain a balanced diet and that their muscles can recover and rebuild after rigorous training sessions. The range of products has something for netballers of all levels and they taste fantastic too.

In January 2015 we were delighted to welcome **Gilbert Netball** on board as the official ball and ball equipment sponsor for England Netball and the Netball Superleague, launching our first ever Netball



Superleague Supporters Ball. We look forward to working with them over the next four years.

Special thanks to **Harrod UK**, the official netball post supplier for England Netball, for their ongoing support of the elite team, the Netball Superleague and grassroots netball.

We are pleased to report that our partnership with **ASICS**, the official footwear supplier to England Netball, has been extended to 2016; we look forward to seeing the England team in the fantastically bright, new Netburners at the Netball World Cup 2015.

We have continued to work with **Endsleigh Insurance** as our official insurance sponsor.

Our members benefit from brilliant, exclusive discounts on cars thanks to our partners at **Fiat**. Offers are available across their entire range to all members and their friends and families.

Our relationship with **Barringtons Sports** has continued to blossom over the past 12 months, with the promotion of the iheartnetball store and its product range becoming an integral part of our marketing and communications strategy. With an iheartnetball pop-up store being present at events across the country, we have been able to make steps towards immersing the brand within our membership and a wider audience. We are currently working with Barringtons to develop a range of products to encourage fans to get behind the England Squad during the World Cup in Sydney this summer.





After a successful three-year partnership with **Freya Active**, the brand changed their marketing approach resulting in the relationship ending in February 2015. Another change in sponsorship was with drinks brand **Zeo**, who have finished their work with us after a one-year partnership.

We are delighted to continue our work with our charity partner **Cancer Research UK**, who conduct tireless work in the battle against cancer. Not only did our netballers raise fantastic sums of money during this year's Net 10 4 Life campaign, but we also worked together to hold a celebrity netball match at the Copper Box in December, including the likes of Radio 1's Clara Amfo, Made in Chelsea's Georgia Toffolo and MTV's Laura Whitmore.

We are working to develop more exciting partnerships with both sport and lifestyle brands that will continue to improve the membership experience for all at England Netball, from elite to grassroots.



Membership Benefits

**Exceptional Finance
offers for England
Netball members
and their families**



To find out more about the exclusive offers for all England Netball members go to www.fiat.co.uk/netball and register your interest

SPORTTAPE X

Stay supported on the netball court with a fantastic discount of 15% for England Netball members using the discount code EN15 at www.sporttape.co.uk



108 Medical Chambers

The medical centre is offering mole screenings to all England Netball members at the reduced price of £80, and are also reducing the cost of mammograms for England Netball members to just £100.

The team also assist in the rehabilitation and monitoring of patients who have undergone surgical intervention with a 20% discount off initial consultation and treatment for members at this top-class sports injury clinic.

“ You don't have to be a professional athlete to be treated like one ”

View www.108harleystreet.co.uk or email netball@108harleystreet.co.uk for more information



108
MEDICAL
CHAMBERS



Look good this summer for less! Save money on all Sunkissed cosmetics and tanning products by entering: **NET20%** at the check-out when you visit www.sunkissedbronzing.co.uk

Marketing and Communications



Over the past year, England Netball have focused on building and sustaining commercial growth within the marketing and commercial department. We have ensured that whilst we continue to interact effectively with our current members, we also have a strong communication strategy to enable us to reach a new audience to help boost our affiliation numbers and increase the size of our netball family.

As in previous years, the marketing department has dedicated time to supporting all departments, events and programmes from grassroots level to the elite, as well as ensuring that we continue to promote our innovative My Game branding. In February, we contributed to the launch of the new Compliance & Inclusion website, 'ENjoy, ENSure, ENtrust', and the launch of a new social hub for our young netballers, 'NetGen' in May.

Our ever-growing presence on social media has continued to increase over the last 12 months, and has been instrumental to the success of promoting various campaigns and events. We currently have over 32,000 followers on Twitter, which is a growth of 34 per cent based on last year's figures.

The Unite in Red campaign that was launched last year has continued to go from strength to strength. Whenever England players have stepped out onto court, whether at home or international matches, they have looked out onto a sea of red. With the *#UniteInRed* hashtag being used frequently on Twitter, we appreciate our fan's enthusiasm that shows no signs of waning.

We understand how vital it is to spread the love of netball through as many media channels as possible,



which is why we have been working closely with female lifestyle magazines to open up new communication channels by increasing exposure to their readers. Over the last year, we have held two fashion tournaments where we have invited the fashion press to enter teams. The results have been fantastic. The Twitter reach was over 800,000, we gained over 12,500 additional Twitter followers through tweets from editors, and various publications blogged about their involvement with us.

The BBC has been particularly supportive over the past 12 months, in particular throughout the Commonwealth Games in helping us to extend our reach to a brand new audience. The coverage of matches was outstanding, with viewing figures reaching 1.6 million during the England vs New Zealand battle, which we see as a huge achievement for the sport.



@Bethlumley2

Fab to hear all the netball coverage on @BBCR1 this morning! Roll on Thursday's match @England_Netball vs @grimmers! #EngvGrimmy



@R1Breakfast

Today, somehow, we're taking on the England Netball team. None of our team have ever played netball before. It'll all end in tears.

Another significant commercial achievement over the last year has been our involvement with the Radio 1 Breakfast Show, which regularly draws in listening figures of nearly 7 million. In July, radio personalities, including Nick Grimshaw and Greg James, took to the court against an England Select side, led by netball icon Tamsin Greenway. As well as the radio stars getting into the netball spirit, it also resulted in fantastic exposure with coverage through our own social media channels and Radio 1's Twitter channel alone reaching over 2.3 million people.

We were delighted to have been awarded the rights to host the 2019 Netball World Cup in Liverpool. We are working closely with Liverpool City Council and ACC Liverpool, with a commitment to growing the sport in Liverpool and the surrounding area. We have taken

regular England fixtures to the region and will be using creative communications to engage with the netball fan base as we build support ahead of the World Cup in 2019 and ensure that the whole of Liverpool gets behind the squad.

Over the last year the continued power of having Sky Sports behind us has had a huge impact on our marketing and communication strategy and has enabled us to deliver the best possible product for our members. As part of Sky's commitment to women's sport, they helped to ensure that the 2015 Netball Superleague was the biggest yet, by broadcasting more live NSL fixtures than ever before and delivering record attendances. Monday night became the new home of netball as the sport was showcased to more than just netball enthusiasts, to all sports fans. We have continued to strengthen our association with Sky Tickets who helped us succeed in selling out the Copper Box for Netball London Live, the Netball Superleague Grand Final and England vs Malawi in December.

Continuing our fabulous work with Cancer Research UK, we managed to nab some huge names from the world of showbiz to don the dress and raise funds at our celebrity netball match at London's Copper Box. Names from the small and big screen attended, as film star Sadie Frost was joined by Made in Chelsea pair Fran Newman-Young and Georgia Toffolo. DJs Gemma Cairney, Yasmin Evans and Clara Amfoe added to our star-studded line-up. The event was incredibly well-received by our raucous crowd and managed to drum up unprecedented attention on social media.

In June, we were pleased to announce the launch of the new Netball First Kit Store, which stocks exclusive kit for athletes and coaches in the Performance Pathway. We look forward to seeing the success of this throughout the year to come.

As part of our commercial strategy, in the last 12 months we have continued to work with external commercial providers. During our delivery this year, we have again seen significant growth in participation numbers across all of our commercial events – including the International Junior Netball Festival in Disneyland Paris and our PGL UK-based events. Our partnership with Sport Experiences has continued to flourish and



this year we will be delivering a festival in Disneyland Paris during the October half term in order to keep up with growing demand. Our excellent partnership with PGL has gone from strength to strength and we now run 14 events throughout the UK each year, with the aim of increasing this in the near future. We are still excited to be able to use both of these events as CPD opportunities for internal staff and as paid appearances for International and Superleague players.

Whilst maintaining an incredibly positive relationship with our London-based commercial provider, Powerplay, we have begun to explore other commercial opportunities outside of London and have now been delivering England Netball-led 'I Heart Leagues' in Manchester and Leeds. These leagues are managed and facilitated by the commercial department and have been created to generate income, whilst providing an alternative exit route for Back to Netballers who may be looking for a social yet competitive environment to continue playing in. They are designed to compete directly with commercial providers and are therefore located in areas where we do not work in association with any other commercial leagues.

Our ultimate aim remains the same across all of our commercial ventures; to generate as much revenue as possible from a range of commercial partners, which will then be returned back into the grassroots to help build on the foundations of England Netball.

Your Regions

Our nine regional offices have had a very productive year, with many developments and achievements occurring across the country

North West

www.netballnorthwest.org.uk

@NW_Netball

- 2156 women have taken part in Back to Netball and Netball Now Schemes across the region.
- The region raised £5504.81 during Pink Week through a variety of means, with the clubs, Counties and Manchester Thunder.
- The first North West newsletter was sent out. This has been a fantastic tool for updating the members of what is happening in the North West.
- 9 of 13 athletes who trialled from the Regional Academy successfully entered into the National Academy programme after National Screening for U17/U19 level in March 2015.
- Oldham Hulme were U14 National Schools winners.
- Fallibrome Academy were U16 National Schools winners.

West Midlands

www.netballwestmidlands.co.uk

@WestMidsNetball

- Over 800 Back to Netball participants engaged across the Region, including 60 participants from the regional Christmas Back to Netball Festival.
- 135 participants took part in the Worcestershire Workplace Back to Netball Festival, working in partnership with the CSP.
- £27,500 was awarded for a Netball Parks Activator role in Birmingham. The new role will deliver community netball activities for hard-to-reach groups across Birmingham City, working with Sport Birmingham and Birmingham City Council.
- 557 participants engaged across five universities in the West Midlands and 12 university students trained as officials or coaches.
- The first two Netball Youth Camps in the region were successfully delivered for 9-16-year-olds, with four organised for the 15/16 season across Birmingham, Shropshire, South Staffordshire and Worcestershire.
- Regional Competitions successfully delivered across the season, catering for Seniors, U19s, U16s, U14s, U13s, U12s and schools.

- New social media options utilised to promote netball opportunities across the region: YouTube, Instagram and Pinterest.

South West

www.netballsouthwest.co.uk

@NetballSW

- A total of 91 new Level 1 and 41 new Level 2 coaches have successfully passed their coaching qualification in the past 12 months.
- The Region undertook a recruitment drive to encourage new volunteers, which has resulted in an increase in volunteers, involved with regional working groups and the agreement to establish the South West Youth Action Group.
- Implemented a Netball South West Grants programme to support County Netball Associations with development-based projects; three have been supported this year.
- 1,188 ladies have attended one of 41 Back to Netball schemes across the region.
- We received a total of 43 nominations for the Goalden Globe awards with one winner at the national awards.
- Supported the formation of four new junior clubs and 10 new adult clubs in the past 12 months.

South

www.netballsouth.co.uk

@NetballSouth

- Establishing a coaching database.
- We hosted our first County engagement day, bringing all County Chairs together to share ideas and challenges.
- Nearly 1,500 participants took part in Back to Netball programmes running in the Region.
- Six new Bronze CAPS clubs and one new Silver Club.

London & South East

www.londonandsoutheastnetball.co.uk

@LondonSENetball

- 38 new Back to Netball sessions set up this year, recruiting over 1600 new participants into the sport.
- In the past year we have grown the number of junior clubs across the Region by six and Satellite clubs by 13, providing opportunities for hundreds of

young girls to play netball.

- The Performance team in the Region continue to do an incredible job in supporting the Regional Performance Academy, three Regional Academies (having grown from two since April 2014), six County Academies and nine Satellite Academies. Athletes have been selected for Superleague NPL squads and National Squads.
- Regional Treasurer, Margaret Bysh, received the Mary Bulloch Administrator Award having chaired the Finance Technical Support Group and spearheaded the Funding for Netball in London grant.
- We had our first two clubs achieve Gold CAPS accreditation with the support of staff. Congratulations to Eclipse and New Campbell.

North East

www.northeastnetball.co.uk

@NE_Netball

- Two National Winners at The Goalden Globe Awards; Charlotte Rush for Grass Roots Coach and Gill Mason for Muriel McNally.
- Over 500 new participants through Back to Netball and Netball Now programmes across the North East.
- Successful partnership working with County Sports Partnerships and other funders to qualify 40 new UKCC coaches in the Region.
- Regional Leagues delivered at Senior, U16 and U14 age groups with over 34 teams participating.
- 25 per cent increase in individuals engaging with the Region through Social Media.
- Supported clubs to develop through Premier League for Sport, Club Accreditation and Club Activation funding.

East Midlands

www.eastmidlandsnetball.co.uk

@EastMidlandsNet

- Three Tri Regional match days attended with one of these hosted in the East Midlands.
- Two athletes selected for the National Performance Academy training camps, with a further two athletes named in the U21 Long Squad.



- Recruitment of three University Netball Officers at Hull University, Sheffield Hallam University and City of York University supporting the development of netball within Higher Education using social netball and intramural competitions.
- Eight Satellite clubs were formed with 205 participants attending across the region.
- Coach Education achievements this year include one UKCC Level 3, 29 UKCC Level 2 plus nine Level 2 conversions and 65 UKCC Level 1s. Officiating achievements include five new B Awards and 15 new C Awards.
 - Success at National Schools competition with a first place going to U19 Greenhead College. GSAL were second in the U16s and 5th in the U14s.
- Ran successful Open, U14 and U16 regional leagues and an U12 competition with 13 teams taking part.
- Held successful U17 Netball Europe at Airco Arena on 6-8 March.
- CAPs successes this year have seen one new bronze, two new bronze reaccreditations, three silver accreditations and 14 annual health checks.

East

www.netballeast.org.uk
[@netballeast](https://twitter.com/netballeast)

- 197 newly qualified coaches, 127 UKCC Level 1 coaches, 55 UKCC Level 2 and 15 UKCC Level 2 conversions.
- Seven new clubs gained CAPS accreditation, formation of six new Junior clubs and six new U11 sections in existing clubs.
- Recruitment of two UNOs at both UEA and University of Hertfordshire have seen over 300 new participants take part in new netball activity at their universities.
- Over 640 participants came to Back to Netball sessions and nearly 400 participants attended seven Netball Now sessions over the year.
- 158 newly qualified umpires including 81 YUA umpires, 46 Beginner award umpires, 27 C Award and four B Award umpires.
- Launched new Netball East website working with V10 Creative.

- 12 clubs and volunteers recognised as winners and runners up across the five CSP Sports

- Awards. Donna Beckett was also a finalist in SOUK Officiating Awards.
- Over 1,255 new ladies participating in Back to Netball sessions that have been supported by our NDOs and NDCC across the Region; 16 new teams have been developed as a result of B2N sessions and 14 County Back to Netball Festivals have been delivered to 909 participants.
 - 187 participants engaged in Netball Now sessions during Summer 2014.
 - Four University Netball Officers (UNOs) recruited with 413 students participating in new UNO led sessions.
 - One new Disability session established in Northamptonshire in partnership with Friars Academy.
 - New commercial partnerships established with three Nets

Centres in the Region; numerous events were ran and new were leagues established.

- One very successful three-day Netball Youth Camp delivered to 36 Netballers aged 11-16 within Derbyshire.
- A record 67 nominations received for National and Regional Golden Globes following promotion through a new Regional E-Blast.

Yorkshire

www.netballyorkshire.co.uk
[@netballyorks](https://twitter.com/netballyorks)

- The Region ran a very successful first Regional Coaching Conference taking place on 10 January. Lisa Stanley joined Tracey Neville as a workshop deliverer. Following the success, a Coaches Association has been launched introducing a varied workshop programme.
- Great success in growing the game having 22 new Back to Netball sessions take place across the Region attracting 446 new netball participants.

Directors' Report & Financial Statements For The Year Ended 31 March 2015

ALL ENGLAND NETBALL ASSOCIATION LIMITED (A Company Limited by Guarantee)

COMPANY INFORMATION

Directors

Mrs C L Danson OBE (Chairman)
Mrs L M A Sartori (Treasurer)
Ms J Adams (Chief Executive)
Ms S A Horrox
Miss K E Jones
Miss J M Moon
Dr A L Navin
Miss A C M Scott-Bayfield
Ms F Steele
Mrs C E Vaughan
Mr M K Wilks

Company secretary

Ms V L Annis

Registered number

01698144

Registered office

Netball House
1-12 Old Park Road
Hitchin
Hertfordshire
SG5 2JR

Independent auditors

haysmacintyre
26 Red Lion Square
London
WC1R 4AG

Bankers

Barclays Commercial Banking
PO Box 729
1 Capability Green
Luton
Bedfordshire
LU1 3US

Solicitors

Sheridans
76 Wardour Street
London
W1F 0UR



Directors' report for the year ended 31 March 2015

The directors present their report and the financial statements for the year ended 31 March 2015.

Results

The surplus for the year, after taxation, amounted to £116,104 (2014 £89,181).

This surplus exceeded the Directors' expectation as a result of a one-off gain within the education and training provision. In order to achieve England Netball's strategic goal of being the number 1 team in the world, the Directors have agreed to utilise the surplus and establish a Netball World Cup Reserve to provide a more focused preparation for this competition.

£65,000 of the surplus was transferred to the Netball World Cup Reserve, resulting in a retained surplus for the year of £51,104.

Directors

The directors who served during the year were:
Mrs C L Danson OBE (Chairman)
Mrs L Carpenter (Vice Chairman) (resigned 26 August 2014)
Mrs L M A Sartori (Treasurer)
Mr P Clark (Chief Executive) (resigned 1 January 2015)
Ms J Adams (Chief Executive) (appointed as interim on 4 January 2015 and permanently on 21 July 2015)
Ms S A Horrox

Miss K E Jones
Miss J M Moon
Dr A L Navin
Miss A C M Scott-Bayfield
Ms F Steele
Mrs C E Vaughan (appointed 20 September 2014)
Mr M K Wilks

The Chairman and Treasurer reached the end of their four year term at the AGM in September 2014. Following a thorough search through our membership and advertising no suitable replacement for the Chair was identified, therefore the Board agreed to appoint Mrs C L Danson as

an Appointed Director and Chair for a one year term to the AGM in September 2015. An individual with the skills required to be Treasurer was identified on the Board but it was agreed that, due to the importance of this role, there should be a transition between the outgoing and incoming Treasurers, therefore the Board agreed to appoint Mrs L M A Sartori as an Appointed Director and Treasurer for a one year term to the AGM in September 2015.

The Chief Executive, Mr P Clark, announced his retirement from England Netball in April 2014 and retired on 31 March 2015, having resigned as a director on 1 January 2015 he stepped down from the role of Chief Executive on 3 January 2015. On 4 January 2015, Ms J Adams was appointed as the Interim Chief Executive and then the Board confirmed her appointment into the position on 21 July 2015.

Fixed assets

Capital expenditure amounted to £46,515 (2014: £26,068). The movements in fixed assets are disclosed in Note 9 to these financial statements.

Charitable contributions

During the year, charitable donations totalling £1,000 (2014: £1,671) were 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, regional, county and local 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. Maintaining the high standards of the Association and the achievements

of England Netball would not have been possible without their continued unpaid commitment, loyalty and efforts. The Association thanks each person; their contribution is greatly valued.

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, and
- 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

- the Finance and Audit Committee provide additional scrutiny of financial controls and procedures for the Board and review perceived risk areas

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 has a reserves policy which 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. At 31 March 2015 the reserves level was 4 months (2014: almost 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. At the 2013 AGM, as part of a good governance review, several changes to the appointment of the Directors and Officers were agreed by the Membership and the revised

Memorandum and Articles of Association incorporating these changes were adopted by the Membership at the 2014 AGM. The changes agreed by the Members included the provision of Elected Directors serve a term of four years, at which point they will retire and can stand for a second term, to bring their consecutive service on the Board to a maximum term of eight years. Some of the existing Directors have already served more than eight years; therefore, the Board is implementing a transitional strategy through to 2017 to ensure continuity and that the appropriate skill set is available on the Board.

The Board establishes sub committees with specific responsibility for Audit and Finance, HR & Remuneration, Nominations and Board composition and the Game. These committees are specialist groups of individuals that, with more time and expertise, provide in depth scrutiny and monitoring to make recommendations to the Board or provide assurance on specific areas. 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, policies and practices and financial controls. There are also separate groups that are advisory and consultative and provide technical expertise for issues concerning safeguarding, commercial activity, competitions, high performance, officiating, coaching, regional activity and international influence. A Superleague management committee, consisting of England Netball and representatives from the teams, also advises on the strategy of this important competition. 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.

In September 2014, England Netball became the sole member of The Indoor Netball Association in order to grow participation. The transactions through the accounts of The Indoor Netball Association following the acquisition are immaterial therefore no consolidation has taken place.

Directors' responsibilities statement

The directors are responsible for preparing the Strategic Report, 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 accounting 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 hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure 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, and;
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information 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 21 July 2015 and signed on its behalf.



V L Annis
Secretary

Strategic review for the year ended 31 March 2015

Vision - Your Game, Your Way

Mission

To establish England Netball as a top performing, financially sustainable National Governing Body that promotes 'Netball for Life' and develops more world class athletes

Strategic Goal 1

Grow participation in the game by an average of 10,000 participants per annum

Strategic Goal 2

Deliver a 1st Class Member and Participant experience

Strategic Goal 3

Establish England as the number 1 team in the world by winning the World Netball Championships

Strategic Goal 4

Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team

Business review

The Company has successfully continued to act as the National Governing Body for netball in England. England Netball 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.

2014/15 was the second year of implementing England Netball's new strategy, 'Your Game, Your Way.' The

Company is extremely grateful to Sport England for the 2013-17 Whole Sport Plan Grant Award that provided the majority of the financing to support the strategy which sets out the overall vision, mission and strategic goals for netball in England, along with England Netball's future delivery mechanism and structures.

Key performance indicators

During the development of the strategy, the Directors established a series of Key Performance Indicators (KPIs) around each Strategic Goal to measure the progress against the strategy; these include participation numbers (including new participants into each programme), membership affiliations, and position in elite competitions, athletes in the performance pathway and assurance outcomes from external assessments. Our achievements against these KPIs and delivering the Strategic Goals are outlined in more detail in this Annual Report.

Principal risks and uncertainties

The Directors have identified the following principal risks and uncertainties facing England Netball at this time as:

- the long-term financial sustainability. England Netball has successfully received an increase in funding from Sport England in the 2013-17 funding cycle. However, England Netball recognises the uncertainties in the general funding environment as a risk in the long term and believes that this risk is more significant as a result of the dependencies of England Netball's funding on the Elite team achieving on court and a continuing growth in grassroots participation.
- retention and engagement of a volunteer workforce. England Netball is dependent on a hugely committed and passionate volunteer workforce, being unable to sustain and grow this volunteer base is a risk to the delivery of the game at all levels.
- retention and engagement of the leadership team. England Netball is committed to good governance and strong leadership, the implementation of a Directors' Rotation Policy in 2014 and turnover of key staff without sufficient recruitment, training and succession

planning is a risk to the delivery of the game at all levels.

This report was approved by the board on 21 July 2015 and signed on its behalf.



V L Annis
Secretary

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 31 March 2015, set out on pages 42 - 51. 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 Directors' Responsibilities Statement, 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

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at www.frc.org.uk/auditscopeukprivate.

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 31 March 2015 and of its surplus for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- 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 Strategic Report and 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; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- 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
26 Red Lion Square, London
WC1R 4AG
21 July 2015

Report and Financial Statements for the Year Ended 31 March 2015

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2015

	Note	2015 £	2014 £
INCOME			
Operating costs	1,2	9,688,344 (7,810,155)	9,180,779 (7,747,836)
GROSS SURPLUS			
Administrative expenses		1,878,189 (1,775,671)	1,432,943 (1,346,093)
OPERATING SURPLUS			
Interest receivable and similar income	4 3	102,518 16,565	86,850 2,914
SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION			
Tax on surplus on ordinary activities	8	119,083 (2,979)	89,764 (583)
SURPLUS ON ORDINARY ACTIVITIES AFTER TAXATION			
		116,104	89,181
SURPLUS BROUGHT FORWARD			
Transferred to Netball World Cup reserve		933,849 (65,000)	844,668 -
RETAINED SURPLUS CARRIED FORWARD		984,953	933,849

All amounts relate to continuing operations.

There were no recognised gains and losses for 2015 or 2014 other than those included in the Income and Expenditure Account.

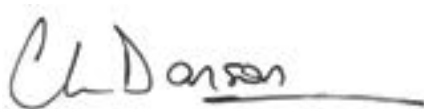
The notes on pages 45 to 51 form part of these financial statements.

Report and Financial Statements for the Year Ended 31 March 2015

BALANCE SHEET AS AT 31 MARCH 2015

	Note	2015	2014
		£	£
FIXED ASSETS			
Tangible assets	9	149,201	166,262
CURRENT ASSETS			
Debtors	10	666,491	742,227
Cash at bank		2,854,528	2,969,677
		3,521,019	3,711,904
CREDITORS:			
Amounts falling due within one year	11	(2,620,267)	(2,944,317)
NET CURRENT ASSETS		900,752	767,587
NET ASSETS		1,049,953	933,849
RESERVES			
Netball World Cup reserve	13	65,000	-
Income and expenditure account	13	984,953	933,849
	14	1,049,953	933,849

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 21 July 2015.



Mrs C L Danson OBE (Chairman)
Director



Mrs L M A Sartori (Treasurer)
Director

The notes on pages 45 to 51 form part of these financial statements.

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 MARCH 2015

	Note	2015 £	2014 £
Net cash flow from operating activities	17	(85,187)	2,031,337
Returns on investments and servicing of finance	18	16,565	2,914
Taxation		(249)	(445)
Capital expenditure and financial investment	18	(46,278)	(26,068)
(DECREASE)/INCREASE IN CASH IN THE YEAR		(115,149)	2,007,738

RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS FOR THE YEAR ENDED 31 MARCH 2015

	2015 £	2014 £
(Decrease)/Increase in cash in the year	(115,149)	2,007,738
MOVEMENT IN NET FUNDS IN THE YEAR	(115,149)	2,007,738
Net funds at 1 April 2014	2,969,677	961,939
NET FUNDS AT 31 MARCH 2015	2,854,528	2,969,677

The notes on pages 45 to 51 form part of these financial statements.

Notes To The Financial Statements For The Year Ended 31 March 2015

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:

- Computer equipment – 33.33% per annum straight line
- Game equipment: umpiring, events and physiotherapy equipment - 15-33.33% per annum straight line
- Office equipment – 15% per annum straight line
- Software development – 20% 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 Operating leases

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

1.6 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.

1.7 Membership subscriptions

England Netball's membership year runs from 1 September to 31 August. Subscriptions received in the financial year ending 31 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 31 March 2015 was £741,193 (2014: £713,099).

1.8 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.

1.9 Development expenditure

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

1.10 Income

The whole of the income is attributable to the company's principal activity.

1.11 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.

1.12 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.

1.13 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.

Notes To The Financial Statements For The Year Ended 31 March 2015

2. INCOME

Income of £9,688,344 (2014: £9,180,779) is attributable to the principal activity of the company. The company is extremely grateful to Sport England, who provide a majority of this income, mainly as part of a 2013-17 Whole Sport Plan funding agreement.

All income arose within the United Kingdom.

3. INTEREST RECEIVABLE

	2015 £	2014 £
BANK INTEREST RECEIVABLE	16,565	2,914

4. OPERATING (DEFICIT)/SURPLUS

The operating surplus is stated after charging:

	2015 £	2014 £
Depreciation of tangible fixed assest:		
• Owned by the company	63,157	55,708
Auditors' remuneration	16,000	15,600
Operating lease rentals:		
• Plant and machinery	57,133	41,667
• Other operating leases	77,500	77,500

Notes To The Financial Statements For The Year Ended 31 March 2015

5. STAFF COSTS

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

	2015 £	2014 £
Wages and salaries	3,750,671	3,691,700
Social security costs	325,671	324,236
Other pension cost	95,370	63,056
	<u>4,171,712</u>	<u>4,078,992</u>

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

	2015 No.	2014 No.
	<u>139</u>	<u>139</u>

6. DIRECTORS' REMUNERATION

The role carried out by a Non-Executive Director is not remunerated although Non-Executive Directors are able to reclaim expenses incurred wholly and exclusively in the course of their role. The Executive Director receives a salary based on the role and market conditions.

	2015 £	2014 £
Remuneration	95,919	92,689
Company pension contributions to defined contribution pension schemes	<u>3,359</u>	<u>-</u>

During the year retirement benefits were accruing to 1 director (2014: NIL) in respect of defined contribution pension schemes.

7. RELATED PARTY TRANSACTIONS

During the year ended 31 March 2015 Dr A Navin received £3,168 (2014: £11,919) for coaching services on an arms length basis. Dr A Navin is a Non-Executive Director of All England Netball Association Limited. In addition, a total of £1,538 (2014: £13,813) was paid to the partner of Dr A Navin for netball services on an arms length basis.

During the year ended 31 March 2015 the Association paid a membership fee of £25,200 (2014: £19,900) to the International Netball Federation and £3,274 (2014: £3,530) to Netball Europe. England Netball also provided competition, education and training support to Netball Europe. Mrs L Carpenter, a Non-Executive Director of All England Netball Association Limited (to 26 August 2014), is the Chairman of Netball Europe and Mrs C Danson, Chairman and Non-Executive Director of All England Netball Association Limited, is the Secretary of Netball Europe.

From September 2014 England Netball became the sole member of The Indoor Netball Association, with the England Netball Board of Directors being appointed as Directors of The Indoor Netball Association. No financial transactions between the two organisations took place during the year ended 31 March 2015.

Notes To The Financial Statements For The Year Ended 31 March 2015

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.

	2015 £	2014 £
UK corporation tax charge on surplus for the year	2,979	583

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 on ordinary activities before tax at the standard rate of corporation tax in the UK of 21% (2014 21%).

9. TANGIBLE FIXED ASSETS

	Trophies/ President's Jewel	Office Equipment	Computer Equipment	Game Equipment	Software Development	Total
COST						
At 1 April 2014	1,526	58,436	242,739	25,861	167,276	495,838
Additions	-	10,420	36,095	-	-	46,515
Disposals	-	(25,064)	(487)	(6,316)	-	(31,867)
At 31 March 2015	1,526	43,792	278,347	19,545	167,276	510,486
DEPRECIATION						
At 1 April 2014	1,364	37,644	216,341	18,469	55,758	329,576
Charge for the year	162	5,403	22,226	1,466	33,900	63,157
On disposals	-	(25,064)	(68)	(6,316)	-	(31,448)
At 31 March 2015	1,526	17,983	238,499	13,619	89,658	361,285
NET BOOK VALUE						
At 31 March 2015	-	25,809	39,848	5,926	77,618	149,201
At 31 March 2014	162	20,792	26,398	7,392	111,518	166,262

Notes To The Financial Statements For The Year Ended 31 March 2015

10. DEBTORS

	2015 £	2014 £
Trade debtors	258,549	295,816
VAT repayable	46,800	77,912
Other debtors	38,764	148,235
Prepayments and accrued income	322,378	220,264
	666,491	742,227

11. CREDITORS

Amounts falling due within one year	2015 £	2014 £
Trade creditors	673,175	696,065
Corporation tax	3,313	583
Social security and other taxes	96,791	97,151
Other creditors	73,602	61,864
Accruals and deferred income	1,773,386	2,088,654
	2,620,267	2,944,317

12. COMPANY LIMITED BY GUARANTEE

The company was incorporated on 10 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 31 March 2015 was 5,314 (2014: 5,093).

13. RESERVES

	Netball World Cup reserve £	Income and expenditure account £
At 1 April 2014		933,849
Surplus for the financial year		116,104
Transfer between reserves	65,000	(65,000)
	65,000	984,953
At 31 March 2015	65,000	984,953

Notes To The Financial Statements For The Year Ended 31 March 2015

14. RECONCILIATION OF MOVEMENT IN MEMBERS' FUNDS

	2015 £	2014 £
Opening members' funds	933,849	844,668
Surplus for the financial year	116,104	89,181
Closing members' funds	1,049,953	933,849

15. PENSION COMMITMENTS

The Association has a defined contributions personal pension scheme for staff and has been auto-enrolling staff since January 2014. The assets of the scheme are held separately from those of the Association in an independently administered fund. The pension cost charge represents contributions payable by the Association to the fund and amounted to £95,370 (2014: £63,056). Contributions totalling £15,891 (2014: £14,389) were payable to the fund at the balance sheet date.

16. OPERATING LEASE COMMITMENTS

At 31 March 2015 the company had annual commitments under non-cancellable operating leases as follows:

	Land and buildings		Other	
	2015 £	2014 £	2015 £	2014 £
EXPIRY DATE:				
Within 1 year	-	35,000	-	-
Between 2 and 5 years	77,500	70,000	45,718	41,667

Notes To The Financial Statements For The Year Ended 31 March 2015

17. NET CASH FLOW FROM OPERATING ACTIVITIES

	2015 £	2014 £
Operating surplus	102,518	86,850
Depreciation of tangible fixed assets	63,157	55,708
Deficit on disposal of tangible fixed assets	182	-
Decrease in debtors	75,736	776,584
(Decrease)/increase in creditors	(326,780)	1,112,195
NET CASH (OUTFLOW)/INFLOW FROM OPERATING ACTIVITIES	(85,187)	2,031,337

18. ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN CASH FLOW STATEMENT

	2015 £	2014 £
RETURNS ON INVESTMENTS AND SERVICING OF FINANCE		
Interest received	16,565	2,914
CAPITAL EXPENDITURE AND FINANCIAL INVESTMENT		
Purchase of tangible fixed assets	(46,515)	(26,068)
Sale of tangible fixed assets	237	-
NET CASH OUTFLOW FROM CAPITAL EXPENDITURE	(46,278)	(26,068)

19. ANALYSIS OF CHANGES IN NET FUNDS

	1 April 2014 £	Cash flow £	31 March 2015 £
Cash at bank and in hand	2,969,677	(115,149)	2,854,528
NET FUNDS	2,969,677	(115,149)	2,854,528



All England Netball Association Ltd
Netball House, 1-12 Old Park Road,
Hitchin, Hertfordshire, SG5 2JR
Tel: (01462) 442344
Fax: (01642) 442343
info@englandnetball.co.uk
www.englandnetball.co.uk
© England Netball 2015