Foreword

The Netball World Cup is the pinnacle of international netball events and hosting this prestigious competition on home soil presented a once-in-a-generation chance to inspire women and girls across the nation and the globe.

Following the golden goal that secured England’s Commonwealth Games victory in April 2018, ‘netball fever’ swept across the country, resulting in record-breaking participation levels and unprecedented interest across every part of the Netball Family. Our ‘Road to Liverpool’ legacy strategy shifted focus slightly to capitalise on the momentum of the ‘Road from the Gold Coast’.

The impact of the Commonwealth Games victory and resulting exposure provided a learning platform like no other, and a fresh energy and inspiration that would lead us through the next 15 months.

Through the Vitality Netball World Cup 2019 legacy programme we aspired to reach, support and inspire new and existing audiences at an international, national and local level, creating tailored paths to Liverpool for many different groups of people.

Through engaging communications and programmes we aimed to entice as many people to Liverpool as possible to view our great sport first-hand and, once there, provided additional bespoke packages and experiences to complement their ticket purchases.

For those unable to attend in person we delivered campaigns to unite the nation, resources to create fan parks in living rooms and assembly halls, and virtual learning opportunities such as ‘Masterclass on the Couch’.

Alongside the Vitality Netball World Cup 2019 post-event report, this legacy report provides a snapshot of the impact of our Road to Liverpool plans, along with accounts from some of the participants who joined us along the way!

This journey has been made possible by collaborations and partnerships with some fantastic organisations and I would like to thank every one of them for their invaluable contributions to creating a sustainable legacy for the future of netball.

I am extremely proud of what has been achieved so far and look forward to maintaining the momentum as we continue to grow our incredible Netball Family.

Fran Connolly
Chief Executive Officer, England Netball
Vitality Netball World Cup 2019 in numbers

The Netball World Cup is the International Netball Federation’s (INF) flagship event. It is held every four years in cities around the world. England has been the proud host of two previous tournaments, hosting the first ever Netball World Cup in Eastbourne in 1963 followed 32 years later by the ninth in Birmingham. The most recent event took place in Liverpool from the 12-21 July 2019.

The tournament was a resounding success in all aspects including ticket sales, sponsorship, worldwide TV coverage, thrilling elite sport, fan participation and animating the city of Liverpool.

The impact of England’s historic Commonwealth Games victory in 2018 has already been felt throughout the UK netball community and the legacy of the Vitality Netball World Cup 2019 will continue to build on this foundation, inspiring participation through volunteering, coaching and officiating, as well as playing, for thousands of fans for years to come.
### Vitality Netball World Cup 2019 legacy in numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Sporting reach</strong></td>
<td>6.07 million attended, watched and/or followed the Vitality Netball World Cup 2019</td>
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<tr>
<td><strong>International</strong></td>
<td>23 coaches and umpires trained across seven African countries</td>
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<td><strong>Schools</strong></td>
<td>2,000 schools signed up to Bee Netball</td>
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<td><strong>Clubs</strong></td>
<td>500 500 free netball sessions provided when clubs opened their doors following Vitality Netball World Cup 2019 final</td>
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<tr>
<td><strong>Programmes</strong></td>
<td>66,000 programme participants</td>
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<td><strong>Officiating</strong></td>
<td>Three England umpires presided over the Vitality Netball World Cup 2019 final</td>
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<td><strong>Coaching</strong></td>
<td>114 coaches were awarded funding through Vitality’s #WeAreRising campaign</td>
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<td><strong>Volunteering</strong></td>
<td>1,000 applications to be a Pivoteer received</td>
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<td><strong>Physical well-being</strong></td>
<td>160,000 GB women were inspired by the event to start playing netball or to play netball more</td>
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<td><strong>Social and community development</strong></td>
<td>97% of Liverpool spectators felt proud that the Vitality Netball World Cup 2019 took place in their city</td>
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<td><strong>Enthusiasm for netball</strong></td>
<td>2.41 million people feel more passionate about netball following the Vitality Netball World Cup 2019</td>
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<td><strong>Empowerment</strong></td>
<td>5.10 million GB adults agree that the Vitality Roses are an inspiration to women and girls</td>
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<tr>
<td><strong>Economic development</strong></td>
<td>8.18 million direct economic impact of the Vitality Netball World Cup 2019 on Liverpool</td>
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LEGACY ASPIRATIONS
Hosting the world’s most prestigious netball competition presented a once-in-a-generation chance to inspire women and girls across the globe, using the Netball World Cup as a platform for growing the sport across all aspects and at all levels. As part of its 2014 bid to host the 2019 edition, England Netball made a commitment to capitalise on this incredible opportunity and deliver a legacy programme with international, national and local impact.

As part of the project planning process, England Netball shared knowledge with other national governing bodies that had hosted comparable major events and while there was no proven blueprint to guarantee success, the process was influential in the creation of a vision and aims that would provide the platform to deliver success.

Vision
“To inspire generations of women and girls to embrace netball and achieve things they never dreamed possible”

Legacy objectives
- Deliver the best legacy programme in female sport
- Inspire the Netball Family across the nation and the world – no escaping the excitement of the Vitality Netball World Cup 2019
- Grow netball participation across the whole Netball Family – players, fans, volunteers, coaches and officials
- Allow people to be a part of the Vitality Netball World Cup 2019 in any way they want by providing tailored experiences
- Produce a tangible impact pre, during and post-event

“What a moment. It’s a dream as a player and I’m living it as a coach through the eyes of these players.”

Tracey Neville MBE, England Head Coach 2015-2019
In order to build on the success of the participation legacy following England’s Commonwealth Games gold medal, it was essential to continue momentum from April 2018 until July 2019 and beyond.

England Netball developed a phased business-wide timeline that focused on different elements of activation through communications, social media campaigns and directly-delivered netball activities. This enabled us to maximise awareness of the event and inspire as many people as possible to attend the event or follow online, as well as building the foundations for the most fruitful post-event participation legacy.
CREATING A NATIONAL LEGACY
The Roads to Liverpool

Using the power of the Vitality Netball World Cup 2019, we set out to...

- **SCHOOL**
  - Revive: England Netball's school offer and launch a new child-centred curriculum, starting in Liverpool

- **CLUB**
  - Galvanise and grow: the club network to cater for the growing Netball Family

- **PROGRAMME PARTICIPANT**
  - Accelerate: the growth of participation through inspiring engagement programmes

- **FAN**
  - Enable: more fans to discover netball through the Vitality Netball World Cup 2019

- **COACH**
  - Inspire and grow: our coaching family, embedding a desire to support the growth and development of the game

- **OFFICIAL**
  - Create: a network of officiating role models and a spirit that stimulates the growth of officials within the local Liverpool area

- **VOLUNTEER**
  - Capitalise: on the momentum of the volunteer movement created by the Vitality Netball World Cup 2019

To create an inspiring and sustainable legacy for netball, the legacy programme needed to consider the different types of engagement people have or could have with the sport, and provide tailored and bespoke journeys to Liverpool.

Whether schools, club members, programme participants, fans, coaches, officials or volunteers, each group had their own individual ‘Road to Liverpool’, which was mapped out and developed into specific legacy goals and action plans.
Creating a national legacy

Revive
Revive England Netball’s school offer and launch a new child-centred curriculum, starting in Liverpool

TeamUp
Between 2017 and 2019, England hosted three women’s World Cups in cricket, hockey and netball. England Netball teamed up with the England and Wales Cricket Board and England Hockey to deliver a three-year campaign to maximise the legacy for the three events, helping to bridge the participation gap between boys and girls by supporting schools to give thousands of 7-15-year-old girls across the country the chance to play team sports.

The initiative provided teachers with the training, tools and resources to deliver high-quality team sports for girls and included a rewards scheme for schools to access money-can’t-buy experiences to inspire girls, such as tickets to events, athlete appearances and opportunities to be flag-bearers at a World Cup.

TeamUp secured additional investment of over £600,000 from the Wembley National Stadium Trust which was invested in schools in the London area.

- 18,949 girls from schools engaged
- 42,719,116 PR reach

Member schools
Using the Vitality Netball World Cup 2019, England Netball rejuvenated its schools membership offer with the intention of building stronger relationships with schools in 2019 and into the future.

Working with Youth Sports Trust, whole school, digital cross-curricular resources were provided along with inspiring posters for school corridors/charging rooms.

The World Cup was also threaded into the prestigious National Schools Competition in a way that encouraged even more schools to enter. The culmination of this was the winners and selected schools experiencing ‘money can’t buy’ opportunities at the World Cup.

England Netball schools membership and youth affiliations have both seen a year-on-year increase:

- Over 6,500 affiliated schools in 2018/19 (2.6% increase from 2017/18)
- Over 6,500 youth (U18) affiliations (6.8% increase from 2017/18)

Bee Netball
Bee Netball is a brand new programme, launched in Liverpool during July 2019. It is designed especially for primary aged children and is all about what can be achieved through netball: friendship, inclusion, fair play and fun! It’s not about how good the child is, it’s about how hard they try to bee! Bee Netball was launched just before the World Cup and was showcased at the event.

Bee Netball is available to schools, clubs and in local communities across the country and is built upon a carefully considered age and stage framework: brought to life through creative design and a child-friendly character. Bee Netball also creates a connection between young players (Bees) and role models in the Vitality Roses; this was seen at the World Cup, highlighting that ‘Bees love Roses, Roses need Bees’!

Vibrant resources for both the children themselves as well as coaches, teachers and clubs are all crucial parts of Bee Netball.

- Child-centred philosophy based on age and stage curriculum established and launched
- Primary schools set up to deliver Bee Netball within curriculum and at after-school clubs
- Over 2,000 schools have signed up to Bee Netball

1 TeamUp England, December 2019
2 England Netball membership statistics, 2018/19
Clubs are the backbone of netball and provide opportunities for thousands of people, particularly women and girls, to enjoy being part of the Netball Family. To support the increased interest in playing netball anticipated around the Vitality Netball World Cup 2019, England Netball engaged with clubs across the country to ensure that when the spotlight was on netball, the sport was ready to welcome new people into the Netball Family.

A nationwide campaign ‘Biggest Summer of Netball’ saw clubs invited to work collectively with England Netball to open their doors to anyone who was inspired to find their nearest netball activity and make 2019 the Biggest Summer of Netball.

27% of clubs surveyed were involved in the Biggest Summer of Netball 1

A Net Promoter Score (NPS) 2 from clubs of 76% 1

England Netball ensured clubs were enthused, empowered and equipped to open their doors when interest peaked during the World Cup. Digital assets for use on social media along with practical resources such as welcome emails, guides to effective promotion and top tips to cater for larger numbers were made available freely.

In addition, funding was issued to establish 35 new clubs throughout the Biggest Summer of Netball. Each of these received a special Legacy Club logo which they can use for the rest of their history, connecting them back to the Vitality Netball World Cup 2019.

56 new Back to Netball clubs 3

139 new junior clubs 3

By the end of the Vitality Netball World Cup 2019 there were:

107,477 affiliated members in 2018/19 – 4% increase from 2017/18 3

2,656 club affiliations in 2018/19 3

56 new Back to Netball clubs 3

139 new junior clubs 3

Case study: Otley Netball Club

Otley Netball Club is an example of a new club that was set up in 2019 thanks to the legacy funding from England Netball. The funding gave the club the opportunity to run training sessions during the Biggest Summer of Netball to develop their new members’ skills and confidence on court before playing in matches when they were set to begin in September.

The club ran four sessions: passing, shooting, defending and a recap of all three. Around 10 previous members and 30 new members aged 16 to 60 attended these sessions.

The grant awarded allowed the club to concentrate on delivering quality coaching and a great experience, rather than on the cash flow issues that can make starting a new club difficult.

In 2020, the club plan to compete at a higher level in West Yorkshire and to start to deliver netball to juniors.

Their head coach has nearly finished her Level 2 UKCC qualification and they have recruited another volunteer coach who is also planning to undertake a coaching qualification next year.

71% of clubs have had more people enquiring /showing an interest in their club since the Vitality Netball World Cup 2019 3

500 free netball sessions provided when clubs opened their doors following the Vitality Netball World Cup 2019 final

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1 England Netball, Big Netball Conversation 6, 2019

2 A Net Promoter Score (NPS) is based on the percentage of respondents who provided a score of 9 or 10 (‘promoters’) minus the proportion scoring 0 to 6 (‘detractors’) to the question: ‘how likely they were to recommend their experience at the event to friends and family on a scale of 0 (definitely not) to 10 (definitely).’

3 England Netball’s membership statistics, 2018/19
For a number of years, England Netball has been successfully growing participation through programmes such as Back to Netball, with the ambition to provide a menu of programmes that cater for women and girls of different ages, abilities and motivations. Unlike in other sports, it wasn’t necessary to create new programmes to engage new audiences and instead, the Vitality Netball World Cup 2019 provided the platform to accelerate the growth of existing programmes while there was increased interest in the sport.

Much of the activity focused on adjusting existing elements to ensure they were accessible and relevant. Session scheduling was carefully considered to ensure participants could support England as well as participate in their own session, often combining these two activities to enhance engagement.

The ‘Biggest Netball Open Day’ took place on Monday 22 July, the day after the World Cup final. England Netball encouraged coaches, clubs, venues and volunteers across the country to get behind the sport and pledge to play their part in welcoming across the country to get behind the sport and pledge to play their part in welcoming

Key initiatives included:

- Make the Game Live!Pool conference bringing together grassroots umpires from across the country with international delegates from Australia, Ireland, Botswana, New Zealand, South Africa, Switzerland and Uganda to provide a unique development and learning experience in an inspirational World Cup setting.
- A.C. Award umpiring course in Merseyside delivered by Gary Burgess, with the additional opportunity to engage and inspire delegates through a Q&A session with the Commonwealth Games and World Cup final umpire.
- Production of a grassroots guide to umpiring to help local level umpires understand what was happening in matches as they watched the World Cup action, either live in the arena or on television.
- Launch of ‘Officiating Stories’ video series to raise the profile of officiating roles through interviews with match and technical officials selected to go to the World Cup.

China’s World Cup final – what a dream!”

Role models: there were three English umpires in the Vitality Netball World Cup final

Opportunities to maximise participation from all groups

- 66,000 participants took part in various England Netball programmes between July 2018 and December 2019, 58% of whom were new to netball\(^1\)
- Over 15,000 Back to Netball participants – nearly 12,000 of these were new to netball\(^1\)
- Nearly 12,000 Walking Netball participants – over 8,000 of which were new to netball\(^1\)
- 6,323 page views on Sunday 21 July (bronze medal match and World Cup final) – more than on the 15 April 2018 when England won gold at the 2018 Commonwealth Games\(^2\)
- 5,717 Back to Netball page views during the tournament\(^1\)

Accelerate
Accelerate the growth of participation through inspiring engagement programmes

Create
Create a network of officiating role models and a spirit that stimulates the growth of officials within the local Liverpool area

England Netball has an illustrious history when it comes to officiating at the highest level, with eight of the 15 Netball World Cup finals featuring an English umpire. This prowess on the international stage combined with accessible role models, meant a home World Cup provided the perfect opportunity to inspire the officiating community at grassroots level, both nationally and locally in Merseyside.

Inspirational role models

- Three English umpires involved in the World Cup final: Gary Burgess, Kate Stephenson and Louise Travis (reserve)
- Exposure of officiating in mainstream media with articles in the Telegraph, the Metro and across industry websites
- Officiating Stories’ content on the England Netball website saw a 490% increase in page views from the previous 65 days (as of 24 September 2019)\(^3\)

Growth of qualified officials

- Additional course capacity provided to cater for post-World Cup demand
- Increased capacity for ‘Team White’ Christmas umpire conference, from 76 to 115, due to demand
- Increased demand for masterclasses and new technical officials masterclass created (oversubscribed)

World Cup fever

A huge spike in England Netball session finder page views was seen in mid/late July 2019.

- 1,000% increase in visits to the session finder on the final day of the Vitality Netball World Cup 2019, compared with two weeks prior (17 July)\(^4\)
- 6,323 page views on Sunday 21 July (bronze medal match and World Cup final) – more than on the 15 April 2018 when England won gold at the 2018 Commonwealth Games\(^2\)
- 5,717 Back to Netball page views during the tournament\(^1\)

Vitality Netball World Cup 2019 Legacy Impact Report

1. England Netball registration statistics
2. England Netball website page views
3. England Netball’s Officiating Facebook page, September 2019
4. England Netball’s Education & Training Department, August 2019
Inspire and grow

Inspire and grow our coaching family, embedding a desire to support the growth and development of the game.

The Vitality Netball World Cup 2019 provided the perfect platform for inspiring new and existing coaches and growing coaching at grassroots level internationally, nationally and locally.

Key initiatives included:
- International-themed coaching conference and virtual learning events that made coaching development opportunities accessible to all
- Targeted bursaries that provided localised support for aspiring coaches in Liverpool
- Working with title sponsor Vitality to provide additional funding for new coaches (see opposite page)
- Innovative Facebook Live coaching masterclass delivered during the event to provide development for existing coaches

Engage the coaching family online
- Coaching social media reached 31,000 people on Facebook during the 12 days of the event, and made over 67,000 impressions on Twitter during July 2019

3,913 coaches engaged with Facebook posts through comments, shares and reactions throughout the event period

Increasing trained coaches across netball
- 114 coaches have been awarded funding for a UKCC Level 1 coaching qualification through Vitality’s #WeAreRising campaign
- Two cohorts of Bee Netball tutors and experts trained across the country
- 20 new Bee Netball deliverers trained as part of the World Cup education programme
- 20 new Walking Netball hosts trained
- Liverpool coaching bursary has funded three UKCC Level 1 and 11 UKCC Level 2 coaches

Increased interest for coaching netball
- 46% of coaches surveyed would like to coach more often if opportunities were available

Masterclass on the Couch
- The first ‘Masterclass on the Couch’ on Facebook Live during the England match on Wednesday 17 July was ‘attended’ by 42 people
- The masterclass received industry recognition for innovatively engaging coaches in continued development

“Sport has the power to transform and inspire people to become more active, and during the Vitality Netball World Cup 2019 we were delighted to be part of a movement that saw many more people inspired by the action on the court, take up and try out this brilliant sport.”

The launch of our #WeAreRising pledge during the World Cup led to us offer over 100 people the chance to become qualified Level One netball coaches, which we hope will be rewarding to those learning new coaching skills, unlock even more long-term opportunity in the sport, and enable many more people to play through the growth of resources at a grassroots level.

“This all aligns to Vitality’s business ambition, to help more people get active and enjoy the rewards that come with a healthier life.”

Chrissy Fice, Brand Director, Vitality UK

Vitality #WeAreRising campaign

World Cup title sponsor Vitality’s #WeAreRising campaign was designed to champion and celebrate the Vitality Netball World Cup 2019, as well as inspire more people to participate in the sport with a pledge to fund grassroots coaches.

For every 100 goals scored during the event, Vitality funded one person to obtain a UKCC Level 1 Assistant Coach Qualification through England Netball.

Goals scored by both the elite players and fans in the official Fan Park contributed to the final tally, meaning international players and supporters all played their part in the legacy to help grow the sport.

Those interested were asked to submit 100 words on why they want to become a netball coach and Vitality also encouraged people to nominate anyone they thought should take their first step on the coaching ladder. The winners were chosen by then England Head Coach Tracey Neville and 114 coaching places were provided.

1 England Netball social media analysis, July 2019
2 England Netball, Big Netball Conversation 6, 2019

114 coaches were awarded funding through Vitality’s #WeAreRising campaign

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Netball simply wouldn’t happen without the time, talent and expertise of over 26,000 incredible volunteers at every level of the game. From league coordinators, team managers and coaches to lift-givers and bib-washers, these people are the backbone of netball.

As well as giving nearly 500 people the opportunity to be involved with the event, the Vitality Netball World Cup 2019 has shown a spotlight on netball volunteering, given momentum to the netball volunteering movement and increased expertise among event volunteers.

During the build-up to the World Cup, England Netball conducted extensive research with current and potential volunteers to understand the volunteering experience in netball and to get involved from a volunteer perspective. There’s so much that goes on behind the scenes that people don’t see and it’s great to get a little glimpse into that. I really enjoyed it; it was a great experience.”

Grace Caldwell, Team Liaison Pivoteer

A more engaged ‘love to lead’ volunteer network

The 489 Vitality Netball World Cup Pivoteers were as pivotal to the World Cup as the pivot is to the game of netball. Whether they were welcoming fans to Liverpool, helping spectators find their seats in the arena, providing people with useful information or simply saying a friendly hello, everyone was well looked after. Behind the scenes, the Pivoteers also supported the 16 teams, helped the world’s media report on the event, welcomed guests and VIPs and kept the courts spic and span during the tournament.

No matter what their role, every Pivoteer played an essential part in making sure the World Cup was a memorable experience for everyone involved.

◆ Over 1,000 applications to be a Pivoteer were received
◆ 489 Pivoteers volunteered time across 2,506 shifts
◆ 95% were from outside Liverpool
◆ A Pivoteer ‘thank you’ event attended by 200 volunteers
◆ An NPS score of 78% for volunteering experience 1

Case study

Grace Caldwell from Glasgow. Having worked at other large sporting events in the past, and being a huge fan of netball, Grace jumped at the opportunity to volunteer at the event.

Her role as England’s Team Liaison Pivoteer meant that she got to work very closely with the England team, ensuring that they had everything they needed throughout the tournament and it was very special to be able to work closely with the Roses and their team manager. Plus getting to see them take home a medal at the end of an exciting event was fantastic.

“I’ve been fortunate to take part in world-class sporting events before and it was nice to see netball on that world stage too and to get involved from a volunteer perspective. There’s so much that goes on behind the scenes that people don’t see and it’s great to get a little glimpse into that. I really enjoyed it; it was a great experience.”

Grace Caldwell, Team Liaison Pivoteer

The future

England Netball launched an innovative new volunteering strategy in December 2018: ‘Building a movement empowering volunteers to enrich lives through netball.’

The new strategy is set to:

◆ Ensure volunteers can access the right role, in the right place, at the right time, bringing skills and talent into the game.
◆ Ensure a meaningful and worthwhile volunteering experience in netball where volunteers feel valued.
◆ Better understand and more effectively promote, recognise and celebrate the incredible achievements of all volunteers who make the game.

Over 1,000 applications to be a Pivoteer were received

“Creating a national legacy”

England Netball, Big Netball Conversation 6, 2019

1 England Netball, Big Netball Conversation 6, 2019

“Capitalise on the momentum of the volunteer movement created by the Vitality Netball World Cup 2019”

Margo Clark, Workforce Pivoteer

95% of all Pivoteers were from outside Liverpool, including 29-year-old Grace Caldwell from Glasgow. Having worked at other large sporting events in the past, and being a huge fan of netball, Grace jumped at the opportunity to volunteer at the event.

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Margo Clark, Workforce Pivoteer
Enable

Enable more fans to discover netball through the Vitality Netball World Cup 2019

England Netball devised a marketing and promotional campaign comprising digital content, media opportunities and member communications to drive awareness and interest in the Vitality Netball World Cup 2019 and raise the profile of the England netball team and the sport of netball among new and existing audiences.

There were three key aims:

- Increase awareness of netball and the tournament among the general public and media
- Drive engagement across England Netball’s owned channels
- Increase a feeling of value amongst current fans and England Netball members

#It’sUsIt’sNow

England Netball launched its #It’sUsIt’sNow campaign in the build-up to the World Cup to create a feeling of togetherness among the Netball Family and to entice new followers into the sport.

Media and digital content

Media opportunities with the England players in the lead-up to the event were provided to build excitement among the national press. Videos were also produced and were drip fed out through various owned channels to build engagement and attract new audiences.

During the event, a combination of high-quality imagery, video clips and behind-the-scenes content enabled rich and engaging coverage of England’s journey through the tournament as well as the delivery of key participation messaging to support the event legacy.

Social and print media

- 1.2 million people (1% of all GB adults) followed the event on social media
- 88% of BNCF6 respondents followed the tournament on TV in the press or through social media and 30% said they attended a World Cup match
- 30% increase in England Netball Instagram followers from the start of the World Cup to September 2019
- Over 12,000 Instagram posts including #englandnetball on both days of the final weekend
- 0.225 items of media coverage (print/online/Tv)
- Media reach of 96.5 million people
- Media value of £18.2 million

Broadcast viewing figures – Sky Sports and BBC

- 233 hours of live TV coverage
- Total live TV audience of 3.7 million
- BBC Two accounted for 63% share of the total live audience across channels
- The eight games televised on BBC recorded an average audience of 286,000 – 13 times higher than the average match on Sky Sports (including YouTube)
- 2.1 million people tuned in to watch the England games (TV and YouTube)
- Nearly 800,000 England Netball YouTube views of games
- Increased proportion of the general public watching netball on TV or other media from 6% in 2015 to 15% in 2019

6.07 million people attended, watched and/or followed the Vitality Netball World Cup 2019

1 England Netball/YouGov Survey, September 2019
2 England Netball, Big Netball Conversation 6, 2019
3 England Netball social media analysis, July – September 2019
4 Kantar Media monitoring system, 11-23 July 2019
5 The Nielson Company viewing figures, August 2019
6 England Netball YouTube figures, July 2019

The future

- Over half (57%) of BNCF6 respondents say they plan to attend netball matches at the Commonwealth Games in Birmingham in 2022
- 1.32 million people agree that the Vitality Netball World Cup 2019 has inspired them to watch (more) netball on TV in the future
- 743,000 adults agree that the Vitality Netball World Cup 2019 has inspired them to watch (more) live netball

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2 England Netball, Big Netball Conversation 6, 2019
3 England Netball social media analysis, July – September 2019
4 Kantar Media monitoring system, 11-23 July 2019
5 The Nielson Company viewing figures, August 2019
6 England Netball YouTube figures, July 2019
CREATING A LOCAL LEGACY
A local legacy programme harnessed the inspirational effect of hosting the Vitality Netball World Cup 2019 to create a lasting legacy for the local community.

Liverpool Legacy Group

In January 2018, England Netball formed the Vitality Netball World Cup 2019 Liverpool Legacy Group (LLG), comprising representatives from local partners and volunteer organisations from Liverpool and surrounding areas. These included Liverpool City Council, Everton in the Community, LFC Foundation, Liverpool John Moores University, Liverpool ONE, England Netball's North West Regional Management Board and the Merseyside County Netball Association.

Creation of the LLG enabled England Netball to harness local interest and leverage the expertise, knowledge, passion and skills of local organisations to shape and maximise the local legacy programme. The group’s vision was aligned to the values of the World Cup, which aimed to empower all those who were involved and provide an environment where everyone could be themselves, reveling in shared successes on and off the court.

The group’s remit was to look at:

- How the programme would encourage under-represented groups to take part in sport, in particular the previously disadvantaged, the socially disadvantaged, women and people with a disability
- How school and youth sport would be developed as a result of the event
- How sports coaching would be developed as a result of the event
- How sports volunteers for the event would be retained and deployed for future community and sporting events
- How participation would be promoted through the event and sustained post-event

The LLG shaped the local legacy strategy and developed the overall legacy programme for Liverpool, which included a major project targeting inactive women who were not in England Netball’s core market, known as Together We Will.
Together We Will

With a £75,000 funding award from the Sport England Major Events Engagement Fund and support from the LLG, England Netball delivered a local legacy programme in Liverpool, known as Together We Will (TWW).

The five-month programme ran from May – September 2019 and encouraged women who were less likely to regularly take part in sport or physical activity to get active through netball and share the benefits with their families. The project focussed on Liverpool’s four most deprived wards: Anfield, Everton, Clubmoor and Kirkdale, where 73% of women were currently inactive.

Netball sessions were hosted in local children’s centres, parks and community facilities, removing the barrier of childcare in order to facilitate participation. The sessions encouraged a community ethos, whereby women could meet other like-minded people, have some time to themselves, take part in a tailored netball session and select a personal development session relevant to their lives, such as a nutrition and healthy eating workshop.

“‘We were able to offer a great opportunity for women to participate in the netball programme by removing barriers such as childcare, which can prevent women engaging in sport.

“We supported the women by providing a basis to develop self-confidence, working as a team and sharing a positive attitude towards well-being and physical activity.”

Jewel Uchegbu, England Netball Liverpool Activator

Participants and volunteers involved in the programme were also given the opportunity to attend a special ‘Get Inspired’ event at the World Cup. Attendees were treated to a player Q&A with England Commonwealth Games gold medallist Jodie Gibson, pamper packages including beauty treatments, massage and make-up tutorials, a mini World Cup session and mocktail making, before watching England play.

Programme outcomes

The programme evaluation team from Liverpool John Moores University found that TWW met the three key government objectives of developing physical, mental and social well-being.

- Physical well-being - participants reported that after engaging in TWW they were able to participate in further forms of netball or physical activity
- Social well-being - participants reported developing better relationships with peers from their children’s centre or making new friends through the programme
- Mental well-being - participants reported that TWW enabled them to deal with day-to-day stresses better and increased their confidence

Lessons learnt and recommendations

- Advertising, marketing and visibility - a challenge identified was creating an awareness of the TWW programme within the targeted communities
- Understanding the community - it is recommended that more in-depth research is done in advance to get to know the community, both directly and through existing services
- Engaging local stakeholders - clearly identifying the support required from stakeholders in advance is crucial; whether it be granting access, facilitating logistical support or directly delivering activities

Next steps

England Netball is keen to extend the delivery of TWW beyond the original lifespan of the programme and is looking at evolving the programme based on the evaluation recommendations.

“I was somebody who wasn’t active - I’m not a swimmer and I don’t like the gym as I always feel a bit self-conscious going. But when you’re here at netball with other women who are all from similar backgrounds it brings so much more to you than just being active - it’s the social aspect, it’s your mental health, it’s skills within yourself like being resilient, a team player and being determined that you want to get that ball. We just get so much out of it!

“I heard about it through my community centre, they advertised that they were going to be starting netball there and I’ve really been enjoying it.

“Over the last two years I’ve lost 14 stone. I was told if I didn’t lose weight I wouldn’t see my 40th birthday, so that gave me a big kick and I told myself I needed to make a change. I’ve tried a lot of sports and never really found one I enjoyed but when I tried netball I found that I looked forward to going to it, it wasn’t a chore.”

Emmie, Together We Will participant

36 sessions delivered across three sites
In Zambia netball is an important game which has built a lot of characters in as far as young women are concerned. Women are employed because of netball, they’re able to take care of their families because of netball. It brings people together, there’s togetherness, there’s love - people understand the importance of embracing one another as women.

“Netball is a game that people should look at very seriously - they should take netball as a game that is there to build, a game that is there to mentor, a game that is there to bring out a positive character in a woman.”

Carol Moono, Zambia national team
NET2019 - the journey so far

**Zambia**

- 23 coaches and umpires trained from across seven countries (Zambia, Botswana, Namibia, Zimbabwe, Swaziland, Uganda and Lesotho)
- Over 500 women and girls participated in a tournament with teams representing every level of the performance pathway
- Five Zambian coaches received their INF Level 1 accreditation
- The Ministry of Youth and Sport Zambia in conjunction with the Netball Association of Zambia and UK Sport delivered a strategic planning forum to share new ideas, knowledge and develop the strategic direction for netball in Zambia
- The future
  - Empower women and girls through the power of netball and the legacy of the Vitality Netball World Cup 2019, starting with a coach exchange programme for Zambian and Argentinian coaches in February 2020.

**Argentina**

- 20-player training camp held before Zambia hosted the World Cup Regional Qualifier - Africa
- National team inspired 200 girls in a coaching session
- Regional Qualifier - Africa: Zambia won three of their five games including a win against Malawi - finishing 4th overall
- £3,500 raised for Zambian national team

**2020**

- 20-player training camp and three Zambian national coaches trained

**2019**

- 23 coaches and umpires trained from across seven countries (Zambia, Botswana, Namibia, Zimbabwe, Swaziland, Uganda and Lesotho)
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**2018**

- 20-player training camp
- 23 coaches and umpires trained from across seven countries (Zambia, Botswana, Namibia, Zimbabwe, Swaziland, Uganda and Lesotho)
- Over 500 women and girls participated in a tournament with teams representing every level of the performance pathway
- Five Zambian coaches received their INF Level 1 accreditation
- The Ministry of Youth and Sport Zambia in conjunction with the Netball Association of Zambia and UK Sport delivered a strategic planning forum to share new ideas, knowledge and develop the strategic direction for netball in Zambia
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**2017**

- 20-player training camp
- 23 coaches and umpires trained from across seven countries (Zambia, Botswana, Namibia, Zimbabwe, Swaziland, Uganda and Lesotho)
- Over 500 women and girls participated in a tournament with teams representing every level of the performance pathway
- Five Zambian coaches received their INF Level 1 accreditation
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**Vision**

“To empower women and girls through the power of netball and the legacy of the Netball World Cup”

**Objectives**

- To use the project as an opportunity to share best practice and learning for similar international programmes involving partnerships with domestic and international organisations
- To support and develop a four-year action plan for Zambia’s netball performance programme (2018-2023)
- To increase the Netball Association of Zambia’s understanding and application of coach development and coaching infrastructure
- To support and develop a four-year action plan for Argentina’s netball programme (2018-2023)
- To increase Netball Argentina’s understanding and application of coach development and coaching infrastructure
- To enhance the capacity of Netball Argentina and neighbouring South American nations to recruit, retain and train better quality coaches and create a hub from which to develop the game of netball in South America

As part of the bid to host the 2019 edition of the Netball World Cup, England Netball and UK Sport committed to implementing an international development project in Africa and South America, working alongside the International Netball Federation (INF) and the netball associations of Argentina and Zambia. The ‘NET2019’ project began in 2017 and has been developing the provision of netball at grassroots levels in these countries, while also supporting the development of talent and high-performance programmes.
Project outcomes

Netball is seen as a powerful tool to facilitate the empowerment of women and girls, particularly in developing countries, in order to create wider social impacts such as self-efficacy, resilience and leadership skills.

The NET2019 project has been successful in supporting coaches and coach developers across Zambia and Argentina:

- In Zambia there is an emerging cohort of young coaches that are completely re-energised and have a new ambition, making them feel important and valued.
- The coaches involved in Argentina are feeling empowered and confident enough to go back to their home towns and develop their own programmes and build and train their own teams.

A key achievement of the project has also been to increase the number of women and girls, as well as men, involved in and playing netball across two very different national contexts:

- Through a small amount of support provided by the project for 70-90 coaches in Lusaka, Zambia, about 1,200 young girls are now playing netball.
- In Argentina the project has made people interested in what netball is, they are discovering that it exists beyond Argentina and that it is being supported by international institutions.

The impact of widening netball participation in both nations can be life-changing for young girls and women; however, more longitudinal research is required to fully capture the transformative impacts of the project.
AT-EVENT ACTIVATIONS

“This was the biggest global sporting event we have ever hosted at M&S Bank Arena Liverpool and it was an incredible tournament.

“The entire city was a hive of activity and the bustling atmosphere was in abundance in and around the arena and across the region.”

Ben Williams,
Commercial Director, The ACC Liverpool Group
From educational conferences for officials and coaches to unique experiences for clubs and schools and have-a-go activities for fans and members of the public, a packed 10-day schedule of at-event activities maximised the opportunity to engage with existing netball fans and attract new people to the Netball Family.

Make the Game LIVErpool
Make the Game LIVErpool was a programme of eight engagement and educational events, designed to enhance the World Cup experience of over 1,000 fans, volunteers, coaches and officials. Part-funded by the Sport England Major Events Engagement Fund, the programme provided the opportunity for people to get the most out of their time at the World Cup, whatever their involvement with netball, and included:

- Two coaching and officiating conferences – coaches and officials from eight nations united for inspirational education sessions delivered by an unparalleled line-up of experts from across the sport
- Vitality Goalden Globes Awards – volunteers from across the country came together at Liverpool’s iconic St George’s Hall where their outstanding contributions to netball were recognised
- Bee Netball workshop – an innovative workshop that equipped attendees with the knowledge and confidence to deliver brilliantly to children through Bee Netball
- Schools Experience – an exclusive day of activity for 11-16-year-old students including skills masterclasses with England players Sasha and Kadeen Corbin and Saracens Mavericks Head Coach Kathryn Ratnapala, a team-building and communication workshop led by the British Army and tickets for an England match
- Junior Clubs Experience – an exclusive day of activity for U12, U14 and U16 juniors including skills masterclasses with England players Sasha and Kadeen Corbin and Severn Stars’ Leah Kennedy, a team-building and communications skills session led by the British Army and tickets to watch an England match
- England Netball Fan Experience – exclusive finals weekend fan experience packages including tickets, netball legends Q&A and processo buffet lunch
- Together We Will – inspirational event for participants in the local legacy programme including a programme of lifestyle and netball activities and tickets to a match.

92% of Junior Clubs Experience attendees and 87% of conference attendees agreed they would definitely attend similar events in the future.

“Following on from attending Make the Game LIVErpool I continue to use the resources and learning in my coaching and have been able to share some of my learning with other coaches in the Saracens Mavericks pathway. The two golden nuggets that came from the conference for me were: understanding the principles and knowing that we need to coach a style that is suitable for our club/team (it’s ok to be different) and ensuring that you have the right people around you to have a successful environment.”

Sachel Grant, Pathway Head Coach, Saracens Mavericks

1 Clubs and Schools Experience Feedback, July 2019
**Fan activations**

England Netball delivered activations at the two official fan sites: the piazza outside the M&S Bank Arena and the Fan Park at Liverpool ONE’s Chavasse Park. Both sites welcomed fans attending the event as well as members of the public and provided the opportunity to promote netball, generate excitement for the event and engage with fans through have-a-go activities and an England team autograph signing session.

Special sessions were also scheduled on the pop-up court and included opportunities for junior clubs, ParaNetball, Walking Netball and Back to Netball sessions.

The Fan Park, which was delivered by Culture Liverpool, also showed live action from inside the arena, meaning those who had missed out on tickets or hadn’t been aware of the event could still engage with the action.

Bee Netball took centre stage on the piazza outside the M&S Bank Arena. Netball posts of all shapes and sizes as well as other fun activities such as Crazy Catch and beanbag games attracted schoolchildren and young people to get involved. The energetic team of piazza Pivoteers brought a welcoming atmosphere to the area, which saw children as young as two getting their first taste of netball.

Every member of England Netball staff was offered the opportunity to be involved with the delivery of England Netball’s World Cup activations in Liverpool. A team of over 60 staff and 50 Pivoteers brought the have-a-go activities to life, with infectious enthusiasm that encouraged people of all ages and netball abilities to get involved.

**At-event activations**

“Liverpool is a sporting city known worldwide for football, horse racing and boxing and following July’s incredible spectacle, we can now add netball to the list.

“For 10 days, netball fever was rife and the global spotlight shone on the city which raised the bar when it came to staging this show-stopping event.

“We were delighted with the success of the city council-run Fan Park. Whatever the weather, fans flocked to Chavasse Park to be part of the experience – whether it was to watch a match on the big screen, enjoy the amazing programme of live music and entertainment or just test out their own netball skills.

“It was the place to go to soak up the World Cup atmosphere and we’re proud to have been part of such an unforgettable event.”

Wendy Simon, Councillor, Deputy Mayor and Cabinet Member for Culture, Tourism and Events
CHANGING ATTITUDES TO NETBALL

Vitality Netball World Cup 2019

LIVERPOOL 2019
As a result of the recent success of the England team at the Commonwealth Games in 2018 and the interest surrounding a home World Cup, netball has enjoyed a phenomenal rise over the past two years. This unprecedented increase in profile has had an overwhelmingly positive impact on the attitudes of people towards the sport, regardless of whether they are involved in netball or not.

- 4.82 million people agree that the Vitality Netball World Cup 2019 has raised the profile of all women’s sport in the UK
- 39% of people think netball is talked about more than five years ago, a continuing increase since 2015 (25%)
- 34% of the population have heard of England Netball - equal to 17.3 million people and an increase of 1.4 million people since 2015
- 2.41 million people agree they feel more passionate about netball following the Vitality Netball World Cup 2019
- 26.48 million people would recommend netball to their daughters (real or imagined), an increase of 2.45 million since 2018
- 43% of people agree that netball is a game for women of all ages, an increase from 38% in 2015
- 50% of people agree that netball is a sport for women regardless of background, an increase from 43% in 2015

Source: England Netball/YouGov Survey, September 2019
OVERALL LEGACY IMPACT
Physical well-being

- 160,000 GB women were inspired by the Vitality Netball World Cup 2019 to start playing netball or play netball more.

- 66% of UK spectators were inspired to increase their participation in sport or active recreation as a result of attending the event.

Mental well-being

- 1.35 million GB adults felt happier than normal because of their interaction with the World Cup.

- 68% of UK spectators felt happier than normal and a sense of doing something worthwhile when attending the event.

Individual development and empowerment

- 51% of all GB adults who interacted with the World Cup (and 64% of UK female spectators) acquired more knowledge about netball.

- 98% of UK female spectators said the players competing at the World Cup provided good role models for women and girls to follow.

- 46% of UK female spectators felt more confident about their ability to take part in sport and active recreation.

- 5.10 million GB adults agreed Vitality Roses are an inspiration to women and girls.

Social and community development

- 20.71 million GB adults felt proud that England hosted the Netball World Cup.

- 97% of Liverpool spectators felt proud about the Netball World Cup taking place in their city.

- 63% agreed that the World Cup has brought the local community closer.

- 81% agreed that the Netball World Cup taking place in Liverpool made a positive difference to how they feel about where they live.

Economic Impact

The direct economic impact of the Vitality Netball World Cup 2019 on Liverpool generated by spectators (£6.04 million), other attendee groups (£1.32 million) and organisers (£0.82 million) amounted to £8.18 million. This compares favourably with other similar major international sports events:

- Vitality Hockey Women’s World Cup 2018 (London) - £8.31m
- European Aquatics Championships 2016 (London) - £4.74m
- 2016 UCI Track Cycling World Championships (London) - £3.41m
- EuroHockey Championships 2015 (London) - £2.43m
- World Boccia Championships 2018 (Liverpool) - £1m

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Economic impact

Liverpool shines brightest when it hosts huge events, and the Vitality Netball World Cup was the biggest in the city this year with ticket sales topping 112,000. What was particularly pleasing for us was the geographical spread with more than 4,000 tickets bought from overseas. The biggest contingent was from Australia and the eventual champions New Zealand, but fans from more than 30 countries lit up the tournament.

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“As well as overseas visitors, we had tens of thousands of people coming from outside the city. All these fans provided a huge economic boost to hotels, restaurants, attractions and the many other businesses connected to the visitor economy.

“This economic impact was of course immediate, but the long-term benefit was immense too. TV broadcast overwhelmingly positive images of Liverpool to viewers around the world, and thousands of people visiting the city for the first time left as its newest ambassadors, telling friends and family what a great place it is to visit. These factors aren’t just a nice bonus but are vital in giving people a positive impression of the city and attracting future visitors.”

Jennifer Jensen,
Head of Business Tourism, Marketing Liverpool
CREATING A LASTING LEGACY
The Road to Birmingham Commonwealth Games 2022

There are just two years to wait until another inspirational major netball competition takes place in England.

We look forward to welcoming more members of the Netball Family as we embark on the Road to Birmingham 2022.

Netball does not sit still. The hard work continues to keep netball in the hearts and minds of participants so that we continue to grow.

- Continue to improve satisfaction from clubs and enhance club capacity
- Create opportunities and inspiring programmes to maximise participation from all groups
- Build a network of officiating role models to support the growth of qualified officials
- Inspire the coaching family to increase the interest for coaching netball
- Capitalise on the Pivoteer learning to build a movement of empowered and motivation-led netball volunteers
- Continue to enable more fans to engage in netball (free-to-air channels, YouTube fever)
- Continue to positively change people’s attitudes to netball
NETBALL MEANS TO ME...

“Hard work and dedication - being the best you can be”

“A safe place to express myself with my Netball Family who support and nurture my mental health”

“Giving my daughters friends, skills and a love of sport”

“Learning and giving everything on the court”

“The confidence, the friendships and the family”

“Having a family you can always count on”

“Stretching yourself to the limits”

“Having fun and leaving everything on the court - thankfully I have the best team to do it with”

“Empowerment”

“Friendship and new memories and to work as team to achieve what we want and what we been working for”

“Learning and giving everything on the court”

“Having fun and leaving everything on the court - thankfully I have the best team to do it with”

“Empowerment”
Primary data sources

The Big Netball Conversation (BNC6) is England Netball’s annual survey to all of its members, programme participants, coaches, officials, volunteers and spectators aged 16+. It tracks and provides annual ratings for a number of customer service measures, as well as providing annual trends on a number of attitudinal and behavioural measures. The survey was in field from 9 August to 2 September 2019, and a total of 4,876 questionnaires were completed. This was the sixth survey in the series.

Kantar Media provides all aspects of media measurement, monitoring and data for England Netball. The service allows England Netball to track any press coverage mentioning the sport and other key words (for instance the Vitality Netball Superleague), this includes online, print, radio and TV coverage 24/7.

Nielsen Sports produced a report commissioned by Netball World Cup Limited to provide an independent evaluation of media exposure generated by sponsorship assets, alongside reporting on the TV audiences of the matches at the Vitality Netball World Cup 2019.

YouGov Survey, 17 and 18 September 2019
Online panel of 350,000+ GB individuals age 18+ who have agreed to take part in surveys. Sample of 2,076. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. Respondents were asked a range of attitudinal questions about playing and watching netball and other sports as well as questions to ascertain knowledge of NGBs and their key elite athletes. They were also asked questions about the Vitality Netball World Cup 2019, whether they had followed the event and the impact it had on their netball viewing and playing behaviour.

UK Sport/Sheffield Hallam University Event Impact Evaluation (2020) presents the findings from a programme of research conducted during and following the Vitality Netball World Cup in July 2019. The research programme measured the impact of the major event relative to five key outcomes: physical well-being, mental well-being, individual development, social and community development, and economic development. It also examined sporting reach, event quality and empowerment. The findings are based on data gathered through: ‘at-event’ surveys with spectators (aged 16 and over) and other attendees (teams, media personnel, officials etc.); a community survey targeted at Liverpool residents (base=120), an online survey circulated to ticket purchasers (base=1,189); and England Netball’s YouGov survey results.
England Netball would like to thank all our partners, event sponsors, staff and volunteers for their hard work and dedication to ensuring that hosting the Vitality Netball World Cup 2019 provided the platform to create a sustainable legacy for netball, allowing us to grow our fantastic Netball Family across all aspects of the game.

ACC Liverpool Group
Affiliated netball clubs
Betfred
Community Centres/Children’s Centre
County Netball Associations
Culture Liverpool
Everton Football Club – Everton in the Community
Greenbank Sports Academy
International Netball Federation
Jaffa
Liverpool City Council
Liverpool Commonwealth Association
Liverpool Football Club Foundation
Liverpool John Moores University
Liverpool ONE
Merseyside County Netball association
Netball Argentina
Netball Association of Zambia
North West Regional Netball Management Board
Red Bull
Regional Netball Federations
Simple Netball
Sport England
The Army
UK Sport
Vitality

Thanks