

ANNUAL REPORT 2019-20





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CHAIR & CEO

COLIN POVEY, CHAIR

England Netball had a tough act to follow after the successes of last year but 2019/20 will go down as another landmark season.

I am always amazed by the supportive, united, energetic fervour of the Netball Family and this was never more apparent than in Liverpool at the Vitality Netball World Cup 2019 (VNWC2019). Everyone - fans, pivoteers, players, officials and administrators - came together to deliver a simply wonderful event. The atmosphere in the M&S Bank Arena and in the Fan Village in Liverpool One represented all that is good about our sport and is the envy of so many others. The tournament proved to everyone that netball is a special game. Thank you to all involved - on court, in the stands and behind the scenes but especially to the VNWC2019 Board and organising committee, to Lindsay Impett, our Tournament Director and all of her team, our partners at UK Sport and, of course, to our colleagues in Liverpool City Council. Thanks also to Vitality, the event's title sponsor, and all our other commercial partners.



'In 2019/20 England Netball undertook a number of game-changing projects, which included delivering the most successful Netball World Cup in history, introducing new programmes such as Bee Netball and revolutionising our membership approach, plus much more.'

The same energy and passion that was generated in Liverpool was evident in so many other aspects of England Netball's activities during 2019/20. This enabled us to continue to grow participation, membership and revenues and to showcase the sport to new audiences. In her CEO's comments Fran provides examples of the full range of products and game formats that underpin this growth strategy. We will continue to listen closely to the views of participants to inform any new initiatives. The success of our commercial plans continued to reduce our dependency on grant funding and to give us the ability to invest in the areas we know are most important to sustaining success on a broad front.

During the year we had a change of leadership in the Executive Team when Joanna Adams (now Coates) departed for new challenges elsewhere and we were fortunate to have a ready made in-house successor in Fran Connolly. Having conducted a global search it was clear that Fran had the vision, experience and determination necessary to continue to drive us forward. There is no-one who understands the whole organisation better than Fran and she was the unanimous choice of the Board to lead us into a new era. I am confident she will do a great job on your behalf and will protect the core values of the game that are so precious to all of us.

Fran is already leading the development of a new long-term

strategy and working tirelessly to gather the views of all our stakeholders. We must capitalise on the successes of the last few years, ensure our good momentum is maintained and that we are ready to use the Commonwealth Games in Birmingham to take the sport to another new level in 2022 and beyond.

Whilst there is much excitement about the opportunities ahead, the financial year ended with the outbreak of the COVID-19 pandemic which stopped most sports in their tracks. Many NGBs have suffered harsh financial consequences as well as seeing all activities cease. England Netball has not been able to avoid some of these same consequences but the spirit of the Netball Family and the solid progress we have made in improving our overall financial health over the last few years means we are proving to be resilient as an organisation. You can rest assured that your Board and Executive Team are working hard to protect the long term health of netball at all levels across the country in these challenging times.

We are determined to ensure that as soon as we are able to get you back on court safely, enjoying the company of your teammates and friends, we will do so. With the strength and unity of the Netball Family, I have no doubt that our sport will get through this difficult time, and I cannot wait to resume more normal activities and push on to the next stage of our development.

FRAN CONNOLLY, CEO

Part way through this year I was trusted with leading this organisation as CEO. I am so proud and honoured to be taking on the responsibility of leading one of the most successful and fastest growing sports in this country. It is a wonderful position to be in but the challenge for me will be to ensure we maintain the recent momentum and trajectory of our sport.

This year has been phenomenal and nothing beats hosting the Vitality Netball World Cup 2019 on home soil. Although the Vitality Roses didn't come away with the medal colour they wanted, they made all of their fans very proud, with the whole country getting behind them throughout the tournament. I don't think I will ever forget the spine tingling moments of hearing fans erupt when the team walked on court before each game, or listening to them cheer an injured Layla Guscoth on crutches back into the arena, chanting Rachel Dunn onto the court, waiting outside the team's hotel to cheer them on, and getting to their feet as the Vitality Roses secured a bronze medal against South Africa. I am not sure this level of commitment and togetherness would be as prevalent in any other sport but ours!

The impact of the event was so much further reaching than just the action on the court with 743,000 adults inspired to watch more live netball as a result of the tournament, 6.07 million people in the UK attending or following it and 160,000 women inspired to play netball or more netball. The event experience offered was also the highest rated for an international sporting event held in the UK, which is something we should all be very proud of. Thanks to this event, the Vitality Roses' profiles continued to grow off the

court too, with them being featured in magazines such as Vogue, Hello! and OK! Magazine and appearing on programmes and channels like Blue Peter, Sky and the BBC.

This year we also hosted a number of other international and Vitality Netball Superleague (VNSL) events, which repeatedly achieved record breaking ticket sales and attendance figures. With more national press coverage than ever before, netball fans have given the Vitality Roses and VNSL teams such fantastic support and this has played a major part in a successful year for the organisation.

In recognition of the importance of the VNSL and the success of future key events, a new role of VNSL and Competitions Director was introduced to the Executive Team and we welcomed Ian Holloway to this role following a secondment as Sports Competition Manager for the VNWC2019. Since starting the role he has been working closely with Steve Elworthy, the new Independent Chair for the VNSL Board and the teams to develop a strategy for the league moving forward. Steve has a wealth of experience delivering major events including the ICC Cricket World Cup and he was a VNWC2019 board member, which makes us excited about the future of our top domestic league with him and Ian leading the way.

Participation figures have continued to be strong this year and we have extended the age continuum of participants involved in netball further through the introduction of our new programme Bee Netball for U11s, meaning children as young as five years of age can enjoy netball. This programme has been designed to put the child at the centre of delivery, prioritising personal development through netball. It has already proven a great success with more than 2,000 schools having signed up.



Our other participation programmes continue to go from strength to strength with world class satisfaction ratings. Thanks to our continued partnership with the Women's Institute (WI), Walking Netball remains our fastest growing programme.

Demonstrating the importance of volunteers to the success of netball, our sport has benefited from the dedication of over 26,000 volunteers this year alone. With this in mind, we launched a new volunteering strategy to recognise, reward and guide our volunteers going forward, with a plan to enrich the volunteer experience for everyone in netball even more.

I look forward to leading England Netball forward into the next exciting chapter and the development of our new 10 year Adventure Strategy, with the support of the Board, staff, local leaders, partners and volunteers to ensure that everyone can enjoy netball and the experiences offered. Thank you for your continued support.

VITALITY NETBALL WORLD CUP 2019

This year the Vitality Netball World Cup 2019 took place in Liverpool from the 12-21 July. Following a very successful tournament in Sydney in 2015 we wanted to create an event that reflected the iconic host city of Liverpool and the growing profile of the sport as well as supporting the INF's objectives of Thrilling World Class Events, Governing with Integrity and, most importantly, Empowering Through Netball.

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.

Nicky Dunn OBE
Board Chair
Netball World Cup 2019 Ltd

Following an intense 10 day competition between 16 of the top teams in the world New Zealand were victorious and raised the trophy in front of a packed out Liverpool crowd.

- 1 NEW ZEALAND
- 2 AUSTRALIA
- 3 ENGLAND
- 4 SOUTH AFRICA
- 5 JAMAICA
- 6 MALAWI
- 7 UGANDA
- 8 ZIMBABWE
- 9 TRINIDAD & TOBAGO
- 10 NORTHERN IRELAND
- 11 SCOTLAND
- 12 BARBADOS
- 13 SAMOA
- 14 FIJI
- 15 SRI LANKA
- 16 SINGAPORE



1,077
'MAKE THE GAME'
LIVERPOOL ATTENDEES

1.4 MILLION
SOCIAL MEDIA
ENGAGEMENTS



489
PIVOTEERS

3.7 MILLION
UK TV AUDIENCE

+£3.8 MILLION
COMMERCIAL REVENUE
GENERATED

12 - 21 JULY 2019

151
MEDIA

SILVER FERNS
WORLD CHAMPIONS
NEW ZEALAND SILVER FERNS



489 PIVOTEERS
2,506 PIVOTEER SHIFTS
97% ATTENDANCE ACROSS ALL SHIFTS
95% FROM OUTSIDE LIVERPOOL
94% FEMALE

Our team of Pivoteers were as pivotal to the World Cup as the pivot is to the game of netball and the event would not have been possible without them. Through a targeted recruitment process, over 1,000 applications were received with 489 people recruited for a variety of roles. In addition, 12 professional development opportunities for England Netball staff were provided through the core Pivoteer roles at the event.

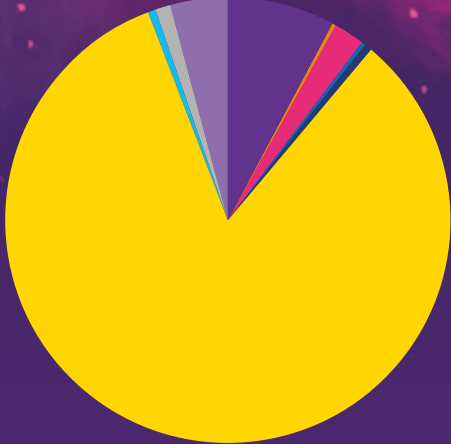
An accessible pricing structure was developed for tickets to enable as many people as possible to attend

the event. Fans were attracted from all over the world making a truly multi-national event. With 112,196 tickets sold, 44,000 visitors to the Fan Park and a range of activities on the Piazza there was much for those in Liverpool to engage with and enjoy.

Spectator feedback gave the event a World Class Net Promotor score of 81.4%. Plus, 60% of UK spectators said that they were inspired by their event experience to do more sport and active recreation than they do normally and 68% of UK spectators said they felt happier than normal when they attended the event.



TICKET BUYING NATIONS



- Australia
- Jamaica
- New Zealand
- South Africa
- Uganda
- UK
- Zimbabwe
- Other
- Unreported

For those unable to attend the events there was 233 hours of live UK TV coverage drawing a live combined audience of 3.7 million, the final was watched by 1.38 million. In addition the competition was broadcast by six international broadcasters.

Plus, a Sport Relief charity match was held with teams captained by Jennifer Saunders and Oti Mabuse which drew a TV audience of over 950,000 across two showings along with 450 pieces of national, regional and local media coverage of the match.

The overall competition achieved impressive levels of media coverage supporting the increased profile of netball. This included 194 pieces of coverage, reaching an online readership of 803 million and offline readership of 37.2 million. This was further supported by extensive social media content which achieved 23.9 million impressions with 1.4 million engagements.

VNWC2019 LEGACY

To support the impact of the Vitality Netball World Cup 2019 a legacy programme was designed to create an inspiring and sustainable legacy for netball. The programme considered the different types of engagement people have or could have with the sport and provided tailored and bespoke journeys to Liverpool.

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



WIDER LEGACY OF THE EVENT

Physical well-being

160,000

GB women were inspired by the event to start playing netball or to play more netball

Enthusiasm for netball

2.41 million

people feel more passionate about netball following the Vitality Netball World Cup 2019

Economic development

8.18 million

direct economic impact of the Vitality Netball World Cup 2019 on Liverpool

Social and community development

97%

of Liverpool spectators felt proud that the Vitality Netball World Cup 2019 took place in their city

33

Together We Will sessions were delivered across three sites in local Liverpool communities

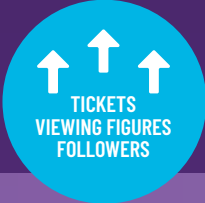
Empowerment

5.10 million

GB adults agree that the Vitality Roses are an inspiration to women and girls

There are only 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.

LEGACY TARGETS

SCHOOL	CLUB	PROGRAMME PARTICIPANT	FAN	COACH	OFFICIAL	VOLUNTEER
 Revive England Netball's school offer and launch a new child-centred curriculum, starting in Liverpool	 Galvanise and grow the club network to cater for the growing Netball Family	 Accelerate the growth of participation through inspiring engagement programmes	 Enable more fans to discover netball through the Vitality Netball World Cup 2019	 Inspire and grow our coaching family, embedding a desire to support the growth and development of the game	 Create a network of officiating role models and a spirit that stimulates the growth of officials within the local Liverpool area	 Capitalise on the momentum of the volunteer movement created by the Vitality Netball World Cup 2019
• 2,000 schools signed up to Bee Netball • 18,949 girls from schools engaged via the TeamUp initiative • Over 6,500 member schools in 2018/19 (2.6% increase from 2017/18) • Over 54,500 youth members in 2018/19 (6.8% increase from 2017/18)	• 500 free netball sessions provided when clubs opened their doors following the Vitality Netball World Cup 2019 final for the Big Netball Open Day • 107,477 individual members in 2018/19 (4% increase on 2017/18) • 2,656 member clubs in 2018/19 • 56 new Back to Netball clubs • 139 new junior clubs • During the Biggest Summer of Netball 71% of clubs had more people enquiring about their activity	• 66,000 programme participants between July 2018 and December 2019 – 58% new to netball • 1000% increase in visits to the session finder on the final day of the Vitality Netball World Cup 2019 compared to two weeks prior • 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	• 2.1 million tuned in to watch the England games • 1.7 million people followed the event on social media • 1.32 million people agree that the Vitality Netball World Cup 2019 has inspired them to watch (more) netball on TV • 743,000 adults inspired to watch (more) LIVE netball as a result of the Vitality Netball World Cup 2019	• 114 coaches awarded funding through Vitality's #WeAreRising campaign • Two cohorts of Bee Netball tutors and 20 new deliverers trained • 20 new Walking Netball hosts trained • A successful local Liverpool bursary established supporting Level 1 and Level 2 coaches • Coaching social media reaches 31,000 people on Facebook	• Three England umpires presided over the Vitality Netball Word Cup 2019 final • International umpires delivered training to local Liverpool volunteers • 26 Merseyside umpires attended a C Award course • 18 Merseyside umpires passed a C Award written assessment	• 1,000 applications to be a Pivoteer received • 95% of Pivoteers from outside of Liverpool • Pivoteer 'thank you' event attended by 200 volunteers • An NPS score of 78% for volunteering experience • New England Netball volunteering strategy launched in December 2019

For the full VNWC2019 Legacy Report visit englandnetball.co.uk/nwc-legacy-report

AWARDS WON

Following the Commonwealth Games gold medal and awards at the Sport Personality of the Year Awards in 2018, this year the achievement of the Vitality Roses and the support team has rightly continued to be celebrated throughout the sports industry. The prestigious accolades include:

SUNDAY TIMES SPORT AWARDS

- Team of the Year – **Vitality Roses**
- Lifetime Achievement Award – **Colette Thomson**

UK SPORT PLX AWARDS

- Coach of the year – **Tracey Neville**
- Biggest Turnaround in High Performance Sport – **Sara Symington** (runner up)

HONOURS

- **Serena Guthrie & Jo Harten** – MBE
- **Geva Mentor** – CBE



RESULTS



The Vitality Netball World Cup 2019 was the pinnacle of the four year calendar for the Vitality Roses and the team finished the competition by securing the bronze medal. Throughout the competition they implemented a number of impressive performances and achieved the following results:

12 JULY

ENG v UGANDA (W 63-32)

13 JULY

ENG v SCOTLAND (W 70-34)

14 JULY

ENG v SAMOA (W 90-24)

15 JULY

ENG v JAMAICA (W 56-48)

17 JULY

ENG v TRINIDAD & TOBAGO (W 72-46)

18 JULY

ENG v SOUTH AFRICA (W 58-47)

20 JULY

ENG v NZ (L 45-47)

21 JULY

ENG v SA (W 58-42) – Bronze medal

Tracey Neville stood down from her role as Vitality Roses Head Coach after securing the Vitality Netball World Cup 2019 bronze medal. Having been at the helm for four years, Tracey leaves the squad with two major medals and in a position to challenge for further honours with a wealth of exciting, young talent learning from her experienced and trusted stalwarts. Jess Thirlby was appointed promptly to take up the reins bringing experience of coaching at all other national team age groups supported by an impressive playing pedigree – a portfolio of over 20 years as a top-level player and coach.

The first three months of Jess’ tenure was busy with the England A team testing themselves against the Australian A and New Zealand A teams across six matches and the Vitality Roses headed to South Africa, the hosts of the next World Cup, for a three match test. In January 2020 the Vitality Netball Nations Cup saw World Cup winners New Zealand return to UK shores for the first time since their impressive win to take on the Vitality Roses, South Africa and Jamaica for another tournament that thrilled British fans.

ENG A VS AUSTRALIA A & NZ A



ENGLAND A v AUSTRALIA A

Match	England A	Australia A
1	52	48
2	64	74
3	47	58

ENGLAND A v NEW ZEALAND A

Match	England A	New Zealand A
1	53	54
2	44	44
3	48	78



SOUTH AFRICA TOUR



	Test 1 29.11.19	Test 2 30.11.19	Test 3 01.12.19
Q1	15-12	16-12	10-16
Q2	13-11	13-15	11-11
Q3	11-17	14-14	15-14
Q4	12-11	16-12	12-13
ET	12-7		
Score	Won 63-58	Won 59-53	Lost 48-54

VITALITY NATIONS CUP



	Match 1 New Zealand	Match 2 South Africa	Match 3 Jamaica	Match 4 South Africa
Q1	11-15	13-16	15-19	18-15
Q2	14-13	12-10	16-20	18-14
Q3	13-20	17-11	14-18	13-19
Q4	10-16	16-17	21-13	16-15
Score	Lost 48-64	Won 58-54	Lost 66-70	Won 65-63



Behind all the on court success is a passionate and driven performance team gunning for gold at all levels. As ever, it has been another year full of jam-packed netball action, from a tour to Australia and New Zealand for our U19 rising stars, to the Netball Europe Open with the England U21 squad securing victory.

Whilst there was plenty of success to celebrate for the performance team, there has been a lot of change too. We were sad to see Pathway Head Coach Jan Crabtree retire from her role after 10 years of developing players from youth all the way to the Vitality Roses. Whilst Jan will be missed, she has left the role in the capable hands of Sheonah Forbes, whose experience with the Roses Academy and leading the Manchester Thunder pathway makes her an ideal candidate.



JAN
CRABTREE

SHEONAH
FORBES

In addition, Sarah Green was appointed to the role of Performance Coach Developer to support the development of elite coaches. She brings a wealth of experience with her, following her time with the English Football Association.

JUNE - JULY 2019

U19S TOUR v NZ & AUS

To continue the development of the U19 England team, a tour to Australia then New Zealand was organised for the team to play its counterparts in both countries.

England and our Australian counterparts won two matches each. This was followed by a similar visit to New Zealand, again with an equivalent squad to face. This time, we only won one of the four matches, however two of the defeats were extremely close matches all the way through.

AUGUST 2019

U15S NETBALL PERFORMANCE COMPETITION

This year we launched a brand new competition for the U15 age group, with eight franchise teams plus Leeds Rhinos representing the Yorkshire region. This joint project with the Youth Sport Trust was a way to introduce performance athletes to a bespoke top-level competition aimed at one specific younger age group. Matches were live streamed to gauge the public interest in such an event and we are pleased to report a total of over 22,000 views over just two days.

SEPTEMBER 2019

NETBALL EUROPE OPEN

This event was effectively a Home Nations tournament, held in Antrim, Northern Ireland with an England U21 squad facing our neighbours Northern Ireland, Scotland, Wales and the Republic of Ireland. The competition was perhaps closer than expected with England and Wales both defeating Northern Ireland and the Republic of Ireland and drawing with one another! With a goal average of 1.704 compared to Wales' 1.622, England still managed to come home with the trophy after an exciting tournament.

Match Scores:

England v Ireland 73-16 (win)
England v Wales 51-51 (draw)
England v NI 41-60 (win)

OCTOBER 2019

NETBALL EUROPE U21 CHAMPIONSHIPS

Four nations battled to establish dominance but there was only ever one candidate for the top spot in this tournament. With a blend of U21 and U19 England squad members we completely subjugated all three opponents to take a comprehensive overall victory.

Match Scores:

England v Northern Ireland 83-20 (win)
England v Wales 56-28 (win)
England v Scotland 75-21 (win)

OCTOBER - DECEMBER 2019

ROSES DEVELOPMENT FRAMEWORK ROADSHOW

The Roses Development Framework Roadshow took place all over the country, using franchise and regional performance athletes to illustrate new concepts in coaching younger talent-identified athletes. The sessions were aimed at a wide variety of audience, including coaches, parents, sports medicine staff and students, teachers and indeed any stakeholder of player development.

JANUARY 2020

VITALITY NATIONS CUP CPD

During the Vitality Nations Cup event, Franchise Pathway Coaches were invited to attend a CPD event with England Netball and other expert partners looking at how to develop young talented athletes all over the country, including those not yet in the national programme. A performance analyst CPD workshop also took place, involving all VNSL clubs analysts.

MARCH 2020

NETBALL EUROPE U17 CHAMPIONSHIPS

Five netball nations met at the Ebbw Vale Sports Centre in Wales to compete for the U17 European title. Again, England displayed total dominance to defeat three more local rivals as well as new opponent Switzerland and stormed to first place.

Match Scores:

England v Scotland 89-22 (win)
England v Northern Ireland 96 - 19 (win)
England v Switzerland 122 - 16 (win)
England v Wales 74 - 37 (win)

This year we have made an application for our athletes to undertake a Diploma in Sporting Excellence for the 2020 to 2022 programme and can now report that we are successful, having been granted 65 places. Likewise, the Talented Athlete Scholarship Scheme (TASS) supported England Netball with 20 places.

The build up to the Vitality Netball Superleague started back in August, with the announcement of the player signing window. From 16 August 2019, the 10 franchises began announcing their squads for the 2020 season. Team Bath were the first to announce a player with Eboni Usoro-Brown confirmed for the new season.

Over the next five months players were announced across the league with some surprising and eye-catching moves between sides. Severn Stars signaled their intent with the capture of Liana Leota from defending champions Manchester Thunder and they went on to sign Commonwealth gold medal-winning captain Ama Agbeze from London



Pulse as well as Nia Jones and Bethan Dyke from Celtic Dragons. Elsewhere, the eyes of the world were on South African shooter Sigi Burger after a brilliant first season in the VNSL with Surrey Storm but it was London Pulse under new coach Sam Bird who captured the South African shooter's signature. Saracens Mavericks added Vitality Roses 2018 Commonwealth Games gold medalist Jodie Gibson to their squad as they were looking to kick on into the top four following last season's fifth place finish. Loughborough Lightning retained the services of Ugandan shooter Mary Cholehok as they looked to retain their top four finish from last season.

The season began at the record-breaking Season Opener. This fanfare event saw all 10 teams arrive in one location - Arena Birmingham - on 22 February to mark the

return of another Vitality Netball Superleague season in front of over 9,000 excited fans and the Sky Sports television cameras.

Whilst the Vitality Netball World Cup 2019 was the most successful Netball World Cup event in history, the Vitality Netball Superleague Season Opener saw even higher ticket sales for an England Netball event. The opening rounds of the competition showed why our flagship competition continues to capture the imagination of fans around the world, with twists and turns, world netball superstars as well as the emergence of new sporting heroes.

London Pulse - who finished bottom of the table in 2019 - maintained a 100% record winning three from three at the start of the season. New arrival Sigi Burger played a starring

role, in the very first day of the new season she shot 100% to signal not only her intent but that of her team. In the following rounds Funmi Fadoju caught the imagination of fans and pundits with a string of sensational performances and is set to be a player to watch.

Defending champions Manchester Thunder also maintained a 100% win record and looked to be on-track to mount a strong title defence.

Despite a slow start without a single point in the opening three rounds, a new-look Severn Stars took to the court in Worcester to upset two-time champions Wasps Netball. This result left Wasps in the bottom half of the table, uncharted territory in their short but successful three previous seasons in the competition.

The league was shaping up to be as close as ever with Manchester Thunder, Team Bath and London



Pulse unbeaten, Saracens Mavericks on six points, Surrey Storm, Wasps Netball, Severn Stars, Strathclyde Sirens and Loughborough Lightning on three points and only Celtic Dragons

without a point. However, the Dragons were showing signs of promise, particularly around the signing of Latanya Wilson who was a standout player in Round One recording 10 interceptions, more than any other player that round.



On the 15 March following Round Three the season came to an abrupt halt due to the COVID-19 pandemic resulting in a ban on mass gatherings and a countrywide lockdown. As this unprecedented situation continued to unfold the VNSL Board worked collaboratively with England Netball, all 10 teams and key stakeholders to continually monitor Government and medical advice and carefully considered various scenarios for reigniting the season. However, on 27 May it was announced that a decision had been reached to conclude the 2020 season. This was felt to be the most appropriate measure to guarantee the safety of the Netball Family, protect the long term future of all VNSL teams and ensure the VNSL can take necessary steps to come back in a strong position for a successful season in 2021.

COMPETITION

PREMIER LEAGUE

PREMIER LEAGUE 1

1st – Oldham
2nd – Academy

Before netball activity was suspended due to COVID-19, Oldham had already confirmed their place as champions with 14 wins, one loss and two draws, securing their fourth successive Premier League 1 title. Academy also confirmed their 2nd place finish, less than 10 points shy of Oldham and unable to be caught.

PREMIER LEAGUE 2

1st – YWCA Bury
2nd – Linden

YWCA Bury went all season without defeat, taking 16 wins and securing the top place, 11 points ahead of 2nd place Linden.

PREMIER LEAGUE 3

1st – Charnwood
2nd – Thoroughbreds

Before the suspension of netball activity, Charnwood secured their top place and promotion racking up 78 points from 14 wins and two losses. The calculations applied to conclude the season saw Exeter agonisingly miss out on promotion by less than one point and Norfolk United wondering what might have been if the season had played out, just a single point behind. However, it was Thoroughbreds left celebrating the 2nd place finish and they will be delighted that their early form was enough to get them over the line.

Due to the COVID-19 pandemic and despite rescheduling the Premier League Playoffs to August, unfortunately England Netball had to make the tough decision to cancel these events. As a result there was no promotion or relegation between Premier League 3 and Regional Leagues.



NATIONAL PERFORMANCE LEAGUE (NPL)

The 2019/20 NPL season kicked off back in December with the opening weekend at the University of Worcester. When netball was suspended, both the U21 and U19 leagues still had plenty to play for.

In the U19 league, Loughborough Lightning and Manchester Thunder were separated by a goal average of 0.1. London Pulse and Wasps trailed by two and three league points respectively.

In the U21 competition, the top three spots were occupied by Manchester Thunder, London Pulse and Loughborough Lightning.

Due to the COVID-19 pandemic the season was unfortunately brought to a halt before the conclusion of all fixtures and the season was declared cancelled alongside the Vitality Netball Superleague season on 27 May.

NPL TOURNAMENT 2019

The NPL Tournament was held at the David Ross Sports Village at the University of Nottingham from the 25-28 July for the U17, U19 and U21 age groups.

U17

1st – Manchester Thunder
2nd – Saracens Mavericks

U19

1st – Manchester Thunder
2nd – Wasps Netball

U21

1st – London Pulse
2nd – Manchester Thunder

NATIONAL SCHOOLS

England Netball partner, The British Army, joined up with the National Schools event as naming partner and supported the event with the addition of fun challenges and games for teams to enjoy in respite times. Additional prizes were also offered to each of the age group winners, such as 'The Ultimate Training Camp', led by the British Army.

The National Schools finals event took place at Stanborough School for the fourth successive year with 18 teams per age group competing to be the National School Champions.

U14

1st Berkhamsted School
2nd Putney High School

U16

1st Guildford High School
2nd The Grange

U19

1st Worthing College
2nd Hartpury College

OTHER AWARDS

- Endeavour Award – Holy Cross (U19)
- Best Defence – Guildford High School (U16) and Stockport Grammar School (U14)
- Best Attack – Putney High School (U14)



NATIONAL CLUBS FINALS

This year's U14 and U16 National Club Finals were unfortunately unable to go ahead as planned, due to the COVID-19 Pandemic.

PARTICIPATION

In 2019/20 we have seen participation in clubs and leagues at an all-time high and the legacy of the Vitality Netball World Cup 2019 had a significant impact on netball participation well beyond the 10 days in Liverpool. For those individuals who were inspired to try netball, England Netball continued to offer a range of projects and programmes all across the country for them to get involved with. Our portfolio provides a form of netball for anyone, delivered by staff or community facilitators.



BACK TO NETBALL

For over 10 years, the Back to Netball programme has been one of the leading initiatives in female sport and this year saw continued growth with 11,680 people taking part. Coaches who deliver Back to Netball are seen as specialists in this area and satisfaction surveys reported that participants rate the programme as 'World Class' – a feat achieved year after year. In January, Back to Netball subscriptions were introduced to enhance the Back to Netball experience for participants including tailored digital content, equipment and a degree of personal insurance, thereby creating a Back to Netball community above and beyond the sessions alone.

WALKING NETBALL

For the third consecutive year, Walking Netball continues to be the fastest-growing form of netball with some of the earlier ventures now celebrating their fourth anniversaries. Between April 2019 and March 2020 we have seen an additional 9,663 Walking Netball participants enter our programmes and we know that for many, their regular 'wiggle and giggle' with new friends has had a positive impact on their lives with evidence of improvement in both physical and mental health.

Similarly to the Back to Netball programme, Walking Netball subscriptions have been introduced to stimulate a sense of community for Walking Netball participants, with the same benefits.



What had initially been a short-term pilot partnership with the Women's Institute (WI) has gone from strength to strength, with the bond between our two organisations stronger than ever thanks to the support we receive from Sport England in facilitating the project. We saw a benchmark reached this year with over 3,000 WI members actively part of one or more of our Walking Netball programmes. As well as participation we have trained some 220 WI members as Walking Netball hosts so that their sessions are self-sustainable and many WI members enjoy attending international matches; in particular we welcomed a large number of WI Walking Netballers to the Vitality Nations Cup event held in January 2020.



BEE NETBALL

Riding the wave of excitement created by the Vitality Netball World Cup 2019, we formally launched Bee Netball in June 2019. Bee Netball is designed for children U11 and aims to use netball to develop a sense of self-worth, belonging and pride in personal development. It has an emphasis on fun, inclusion and participation. It is designed to ensure that everyone can join in and gain something special from netball, whether it be new friends, growing confidence, developing new skills or coming up with new ideas. It also aims to create the right attitude to sport and respect for others. Of course there is an underlying foundation to ensure that Bee Netball participants today have

the head-start to arm them with the mental and physical skills to become the England Vitality Roses of tomorrow.

During our first year, we're delighted that over 2,000 schools and nearly 350 clubs have signed up to deliver Bee Netball. Over 300 coaches, teachers and parent helpers have attended Bee Netball workshops to learn all about the philosophy to truly put the child at the heart of delivery, with netball being secondary to their personal development. Our staff alone have enabled nearly 1,000 children to join in through England Netball-managed community Bee Netball sessions.

UNO

This year we placed a University Netball Officer into 47 institutions to engage students who are not part of their competitive teams and ensure that they can still take part in and enjoy our sport. This project collectively enabled the participation of 5,363 students across the country. Each officer was invited to a training event at Loughborough and offered local staff support. After the academic year of initiatives encouraging people to take to court, we held the annual SHOTS! event in early March; a friendly festival of netball open to students who took part in the UNO project without having had the opportunity to represent their university in formal student sports competition, the desired result being that the students continue their involvement in netball after having graduated.



NETBALL YOUTH CAMPS

The NYC programme is always followed by satisfaction surveys to arm us with the knowledge to improve these experiences for young netball enthusiasts. This year saw the introduction of one-day camps in shorter school holidays, to complement the existing three-day and five-day offers and have been particularly well-received. This year we organised more camps than ever before with over 100 successful experiences delivered all over the country, with an average of 26 participants at each.

REGIONS

NORTH EAST

TOTAL PROGRAMME PARTICIPANTS 2520
TOTAL NEW TO NETBALL 1445

HIGHLIGHTS

- Four Walking Netball Tournaments in each county with over eight teams entered in each
- In partnership with Newcastle City Council and Street Games, provided netball for over 500 children in areas of deprivation
- Launched deaf netball sessions in Newcastle in association with Deaf Awareness NE

YORKSHIRE

TOTAL PROGRAMME PARTICIPANTS 2865
TOTAL NEW TO NETBALL 1729

HIGHLIGHTS

- Working with Wickersley Netball Club to extend their offer into different parts of Rotherham and develop a mentoring scheme for the clubs in the satellite programme
- ParaNetball continues with great success as Net4All at Sheffield Concord Netball Club, coming second at the national ParaNetball championships and having secured funding to develop further through a partnership with Sheffield International Venues
- Extended funding for 'Your Netball Your Community' in association with Yorkshire Sport Foundation to an area of Barnsley to expand a Back to Netball offer to become a satellite club

- Hosted a Walking Netball regional festival in July which was a great success and will hopefully become an annual event

NORTH WEST

TOTAL PROGRAMME PARTICIPANTS 6324
TOTAL NEW TO NETBALL 2984

HIGHLIGHTS

- Record number of nominations for the North West Goalden Globe Awards (39), leading to nine National awards winners from the region
- 47 Schools from the North West (300 pupils) took part in a special netball event a Schools Mini Netball World Cup at Liverpool ONE, ahead of the Vitality Netball World Cup (VNWC2019) which was held in our region
- Local legacy project 'Together we will' delivered around the VNWC2019 targeting inactive women from four specific wards in Liverpool to be inspired and get active through netball

WEST MIDLANDS

TOTAL PROGRAMME PARTICIPANTS 6336
TOTAL NEW TO NETBALL 2022

HIGHLIGHTS

- 100% pass rate in CAPS since December for our West Midlands clubs totalling 10 clubs.
- Strong level of nominations received for Goalden Globe Awards

- Winter Warmer Walking Netball festival in February, held in Warwickshire with over 200 participants and 20 teams from across the country

EAST MIDLANDS

TOTAL PROGRAMME PARTICIPANTS 5528
TOTAL NEW TO NETBALL 2918

HIGHLIGHTS

- Afsana Afsar awarded the This Girl Can award at the Active Derbyshire awards for her work in setting up Back to Netball sessions in Derby engaging over 80 girls and women. These sessions were aimed at BAME women, particularly younger girls who are home-schooled
- Second annual East Midlands Coaching Conference delivering various workshops for over 40 coaches
- A new virtual Walking Netball session launched as an online wiggle and giggle as we entered lockdown. The first event saw over 90 women attend!

EAST

TOTAL PROGRAMME PARTICIPANTS 4232
TOTAL NEW TO NETBALL 2686

HIGHLIGHTS

- Netball East 70th anniversary event and Goalden Globes held May 2019 celebrating 70 years of fabulous netball, talented coaches, officials, players and volunteers in the East

- Berkhamsted School U14s crowned National Schools Champions
- 19 Netball festivals delivered with 495 participants, including a fabulous Christmas Fancy Dress
- Walking Netball Tournament delivered in Bedfordshire with over 100 participants
- 10 NYCs delivered during May, July and February, many of which were sold out and received excellent feedback
- New division in the Heritage League (Bedfordshire) to facilitate competitive opportunities for teams created from Back to Netball sessions

LONDON & SE

TOTAL PROGRAMME PARTICIPANTS 5083
TOTAL NEW TO NETBALL 3305

HIGHLIGHTS

- Nominations for the Regional Goalden Globe Awards have doubled since 2019 and saw all counties represented across the eight categories
- Netball Youth Camps in London & South East have increased fivefold with a total of 20 being run in 2019/20. This has led to a 420% increase in attendees
- Eclipse Netball Club (Gold CAPS) finished in the top-half of National Premier League 3 in their maiden season
- In Surrey, a total of 170 WI members have been attending Walking Netball sessions

formed under the WI and England Netball partnership. Members got together for the first ever London & South East WI Walking Netball festival in November

- A partnership kindly supported by Lambeth Borough Council attracted 129 new to netball participants seven of whom attended a UKCC course

SOUTH

TOTAL PROGRAMME PARTICIPANTS 4432
TOTAL NEW TO NETBALL 2381

HIGHLIGHTS

- Hosted a Bee Netball showcase with Bees from five year olds having their first taste of netball, to 11 year old club players, creating a real buzz
- 27 Bee Netball sessions and two sell-out Bee Netball workshops introducing 248 youngsters to the sport and equipping 40 teachers/coaches with the skills to provide Bee Netball at their schools or clubs
- The first ever Hampshire Women's Institute (WI) Walking Netball festival welcomed ladies from 10 different WI groups

SOUTH WEST

TOTAL PROGRAMME PARTICIPANTS 5302
TOTAL NEW TO NETBALL 2306

HIGHLIGHTS

- South West Goalden Globe Awards celebrated the nominees and eight category winners. Attended by 70

people, including Team Bath Players, the Netball South West President, Denise May and England Netball President, Lindsay Sartori

- 10 Bee Netball Workshops with 179 attendees who are now starting to run Bee Netball in their schools and clubs
- First Women's Institute Walking Netball festival took place in Paignton with six WIs from across the South West
- 15 Netball Youth Camps run with first Cornwall NYC selling out



COACHING

England Netball continue to offer CPD courses to members all over the country, and the portfolio now includes our Bee Netball Workshop, launched in July 2019. Between launch and the end of March 2020 we delivered 35 workshops, upskilling almost 600 new facilitators for U11s.

MASTERCLASS ON THE COUCH

During the Vitality Netball World Cup 2019 we piloted the concept of virtual learning through the launch of our inaugural 'Masterclass on the Couch' initiative. 42 coaches took part. Such was the interest in our pilot that a second was organised alongside the Vitality Netball Superleague Opener in February 2020, attracting 28 participants. Whilst the project was launched in order to gain valuable insight which could help to shape virtual learning in the future, the end of the reporting year provided an unexpected opportunity to put some of our findings into practice much sooner with the global COVID-19 pandemic forcing us to cancel 'face-to-face' learning altogether for an unknown period of time.

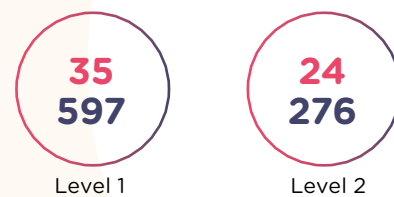
NET2019

2019/20 saw the third and final year of the successful UK Sport Legacy Project NET2019. A partnership between England Netball, UK Sport and the International Netball Federation aimed at inspiring women and girls across two partner countries - Zambia and Argentina - delivering a comprehensive inbound coach education programme linked to the Vitality Netball World Cup 2019.

Two coaches from each of the partner countries took part in a two week visit to the UK in February 2020 and immersed themselves in coaching environments across the game to learn and develop their coaching skills. Highlights of this programme included observation at Superleague Training sessions, Netball Youth Camps, Bee Netball and club training session, attendance at the Superleague Season Opener in Birmingham, attendance at an independent coaching conference, presenting at the UK Coaching Research Conference alongside meetings with our key partners the INF and UK Sport.

During the Vitality Netball World Cup in Liverpool four delegates from Zambia and Argentina attended the England Netball 'Make the Game LIVErpool' coaching and officiating conferences and the NET2019 project was featured in the INF observer programme.

The coaches then returned to their respective countries to cascade and disseminate knowledge and learning to other coaches. A comprehensive independent review of this programme is also underway and will be available later in 2020.



- Number of Courses
- Number Qualified*

* It can take up to 2 years to qualify after having attended a course so we will see these figures continue to rise

THE COACHING ROAD TO LIVERPOOL

- 114 Vitality bursaries offered and to date 57 bursaries have been used on Level 1 courses through Vitality's #WeAreRising campaign
- Delivered a Bee Netball workshop to 20 learners at the VNWC2019
- "Liverpool Coaching Bursary" supporting 10 coaches to qualify to date (x3 Level 1 and x7 Level 2)
- Pilot of 'Masterclass on the Couch' virtual learning with 42 coaches

During the Vitality Netball World Cup 2019, England Netball partnered with the International Netball Federation and UK Sport to host Make the Game LIVErpool. This included our largest coaching and officiating conference to date. Held across two days we were joined by 1,077 coaches and officials from across the world looking to learn from some of the best educators the world of netball has to offer.

OFFICIATING



In September 2019 Jackie Mizon retired from umpiring - both internationally and domestically. With well over 150 Superleague fixtures in a portfolio which also includes international fixtures all over the world, Jackie said: "I will miss everything about being an umpire but I will always be involved in the sport that is interwoven in the very fabric of my life and know new challenges and adventures are out there."

In November 2019, we were delighted to reveal the launch of our new umpiring and technical official kit created in partnership with Nike. The stylish range, which is available on the England Netball online store now, has been designed with grassroots officials and umpires in mind. The aim of the range is to give local league umpires a more professional look on court.

After years of working on the implementation of this new kit, England Netball's Head of Officiating, Gary Burgess, said: "I am absolutely thrilled to be able to bring this wonderful range of kit and accessories to our grassroots officials. Whether you are a Local, County or Regional League Umpire, a Technical Official at Premier League or an Officiating Assessor, there's something for you. This kit range really does bring with it a professional look at a local level."

English umpires and assessors have supported many international competitions this year.

Umpires

GARY BURGESS IUA

Vitality Netball World Cup (July 2019)
Vitality Netball Nations Cup (January 2020)

IAN FULLER IUA

Wales v S. Africa Test Series (July 2019)
Wales v Grenada Test Series (July 2019)
Netball Europe Open Championships (September 2019)

JACKIE MIZON IUA

Wales v S. Africa Test Series (July 2019)
Vitality Netball World Cup (July 2019)

JAMES THOMAS ITID

Wales v S. Africa Test Series (July 2019)
Wales v Grenada Test Series (July 2019)
Netball Europe Open Challenge (May 2019)

KATE MANN ITID

Netball Europe Open Challenge (May 2019)
Wales v Grenada Test Series (July 2019)

KATE STEPHENSON IUA

Wales v S. Africa Test Series (July 2019)
Wales v Grenada Test Series (July 2019)
Vitality Netball World Cup (July 2019)
Constellation Cup (October 2019)
Vitality Netball Nations Cup (January 2020)

LOUISE TRAVIS IUA

Vitality Netball World Cup (July 2019)
Constellation Cup (October 2019)

RACHAEL RADFORD ITID

Netball Europe Open Challenge (May 2019)
Netball Europe Open Championships (September 2019)

Umpire Assessors

CHERYL DANSON ITP

Vitality Netball World Cup (July 2019)
Vitality Netball Nations Cup (January 2020)
Netball Europe U17 Challenge (February 2020)

HEATHER GLEADALL ITP

Vitality Netball World Cup (July 2019)

JOANNA KELLY ITP

Netball Europe Open Challenge (May 2019)
Netball Europe U17 Challenge (February 2020)

JUDITH GROVES ITP

Wales v S. Africa Test Series (July 2019)
Wales - 4 Team Test Series (July 2019)
Wales v Grenada Test Series (July 2019)
Netball Europe Open Championships (September 2019)

MARGARET DEIGHAN ITP

Netball Europe Open Challenge (May 2019)
Africa Cup, Cape Town (October 2019)
Netball Europe U17 Challenge (February 2020)



Credit: @IntNetball

VOLUNTEERING

“I was so delighted to see the formal launch of the volunteering strategy during 2019/20. Netball was led and pioneered by volunteers in the past and now in partnership with England Netball staff in recent times, netball has adapted and been sustained by them in a great variety of roles on and off the court. This strategy offers a road map to ensure that our superb netball volunteering network is valued and can continue to learn and develop our sport for future netballing generations.”

Lindsay Sartori, *England Netball President*

There is no doubt that volunteers are the very heart and soul of our sport. For all the hard work we do at England Netball, all we are really doing is providing a framework in which anyone can take part in our sport and to make it a way of life – without our dedicated and valued volunteers, our framework would remain empty – there would be no facilitators making our visions a reality and making netball in all forms and at all levels accessible to so many.

This year we have welcomed Imogen Greatbatch to the role of Head of Volunteering, and she

has spearheaded the project to recognise, reward and guide our dedicated volunteers to bring the greatest value from their time. To this end, England Netball are proud to unveil the Volunteer Strategy 2019 – 2025. In conjunction with some key partners from Sport England and other such authorities, we have produced a robust report and roadmap for making sure our volunteers are both appreciated and are armed with the tools and skills needed to make best use of their time for the good of netball. Most pertinently, England Netball now ensure that the staff dedicated

to volunteering work more closely than ever with those in Officiating and Coaching – and any other department when the need arises – to ensure that the strategy is not seen as a standalone document but becomes ingrained into our philosophies and in everything that we do.



You can download your own copy of the England Netball Volunteering Strategy 2019-2025 at www.englishnetball.co.uk. Please do take the time to digest the document and the potential positive impact this guidance can have on our sport.



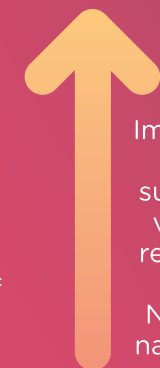
Volunteering

5.1
hours

average
volunteered
hours in a
week for a
season

89%

of volunteers
feel a sense of
achievement



Improvement
in the
support that
volunteers
receive from
England
Netball at a
national level

49% 
of you have volunteered in the last year!

One of the key messages our strategy document stresses is that we estimate at least 26,000 dedicated netball volunteers regularly give their time to our sport for the good of others, and that this skilled time would equate to approximately £55,000,000 per year!

The strategy itself seeks to establish two goals:

1. Support an Effective Infrastructure – a meaningful partnership between England Netball and netball volunteers supporting membership organisations (clubs, registered leagues, counties and regions) and England Netball events and competitions
2. Activate a Volunteer Development Model – help inspire volunteers based on their love of netball through aligning opportunities to individual volunteer motivations

In order to work towards achieving these goals and offer a programme of volunteer skill development, England Netball have already delivered the following during the 2019/20 period:



- Event Volunteering research project (delivered by Goodform)
- Over 50 volunteer roles mapped supporting England Netball
- ‘Strategy and League’ Conferences delivered to 90 volunteers with three new workshops launched to volunteers from registered leagues
- ‘Adventure strategy’ consultation sessions run with County and Regional Volunteers

This is just the start, we have many more conferences and workshops planned and we recognise that we need to listen to our volunteers more than we talk to them. We completely believe and trust in our strategy and will work hard to enrich the volunteer experience for everyone in netball to improve the quality and enjoyment of those we already have, and attract young volunteers to grow and sustain our most valuable group of people.



GOALDEN GLOBES AWARDS

We continue our tradition of holding a Goaldden Globe Awards event in every region, every year, in order to recognise and celebrate all our volunteers. The winners of each regional award form the nominees for the National Awards and this year the national event was held alongside the Vitality Netball World Cup 2019 in Liverpool. Congratulations and thanks to all our winners:



MARY BULLOCH VOLUNTEER AWARD

Dawn Cox (London & South East)

MURIEL MCNALLY GRASSROOTS VOLUNTEER AWARD

Jackie Berry (South West)

SHEELAGH REDPATH GRASSROOTS OFFICIALS AWARD

Hazel Nicholls (South West)

GRASSROOTS COACH AWARD

Rosie Harris (North West)

TEACHER AWARD

Hayley McCallister (South West)

YOUNG VOLUNTEER AWARD

Isabella Cottrell (East Midlands)

OUTSTANDING NETBALL CLUB AWARD

Phoenix Netball Club (North West)

UNSUNG HERO AWARD

Ruksana Moress (North West)

SPECIAL RECOGNITION AWARD

Oldham Netball Club (North West)

INCLUSION & DIVERSITY AWARD

Shaharun Nessa, Star Netball Club,
Helen Thornelee

ENGLAND NETBALL ROSE AWARD

Molly Rhone, Imogen Greatbatch,
Sheelagh Redpath, Brian Worrell

LONG SERVICE AWARD

Claire Daly, Dawn Heron, Jane Hadfield, Jayne Bell, Jean Davies, Linda Andrews, Margaret Warren, Syd Smailes, Mary Kilby, Val Sanders, Mary Slade, Barbara Verlander, Jan Burke, Carol Shaughnassy

HONORARY LIFE MEMBERSHIP

Gloria Keech, Angela Hoyle, Kath Edwards

"PASS ON YOUR PASSION" YOUNG VOLUNTEERS EVIDENCING 400 HOURS

Mia Kersey, Libby Hill, Abbie Thompson, Megan Fey, Tyler-Sue Chapman

HERITAGE

The National Heritage and Archives Group is a volunteer-led group supporting the Board to safeguard the heritage of England Netball. It is assisted by England Netball staff and the expert team at Heritage Quay where the archives collection is safely stored and catalogued. During 2019/20 the group:

- Provided statistics and background material to several Vitality Netball World Cup 2019 media teams and prepared a display of England Netball archives and memorabilia at the M&S Bank Arena
- Began the digitalisation of photographs, film and video materials in the collection and rationalised other contents in the archives
- Brought together some 'living legends' and recorded oral histories of former players, coaches, volunteers and officials who had been part of World Tournaments since 1963
- Contributed content for the Sky Sports documentary video entitled the 'History of the World Cup'



Netball in the early 20th Century - gymslips and 5-a side

"Heritage Quay is delighted to support the netball heritage volunteers, particularly in putting on the World Cup exhibition during 2019, and to welcome the wider netball community in using the netball archives for family history, sports history and academic research. It's great to see people making new discoveries from these amazing records."

Sarah Wickham, *University of Huddersfield*
Archives and Records Manager



The group are always looking for new recruits to help fill the gaps in the collection through donating or loaning netball pictures and memorabilia to the England Netball archive. You can get more involved helping support the group with roles like cataloguing new donations.

To get involved or find out more, email ournetballhistory@englandnetball.co.uk

MEMBERSHIP

“OUR MEMBERSHIP REPRESENTS A NATIONAL NETWORK OF LIKE-MINDED ATHLETES, VOLUNTEERS, COACHES, OFFICIALS AND SUPPORTERS”

	2018/19	2019/20
Personal Members		
Over 18 Members	50,937	49,558
Under 18 Members	13,036	13,602
Under 14 Members	21,216	21,890
Under 11 Members	17,605	17,978
Social and Supporting Members	424	2,876
Total	103,218	105,904

This year we are pleased to report 105,904 personal members by 31 March. A personal membership is more than buying an insurance policy or simply a ‘passport to play’ – the benefits of being an England Netball member are numerous and include:

ACCESS TO REGISTERED LEAGUES

Registered leagues are trusted for their superior quality and support network – like safe training, mentoring and the gamut of support offered by volunteers all over the country all under the governance of a Regional Management Board or County Netball Association. The registered leagues are also the entry-level for the pathway to achieve an invitation to a playoff to gain access to higher levels of competition.

PERSONAL DEVELOPMENT OPPORTUNITIES

England Netball membership unlocks access to courses

which lead to nationally and internationally recognised qualifications which place the candidate on a robust and clear pathway. Being a member allows an individual to take their expertise as far as they wish to apply it, and in turn this helps our athletes to achieve their potential.

EXCLUSIVE MEMBER CONTENT

Members receive the quarterly magazine ‘5th QTR’ which brings the breaking news and ‘behind the scenes’ insights before general release as well as recognition for any noteworthy achievements or news sent in from members. There is also a regular members e-newsletter allowing members ‘first sight’ on news and announcements and benefit from offers and privileges.

DISCOUNTED TICKETS WITH PRIORITY BOOKING

Every England Netball member

gains the first sight of ticket sales to secure their favourite seats for live games under our control, via member-exclusive pre-sales not available to the general public. This year we offered 10% discounts to the VNSL Season Opener and every single international fixture hosted in this country. These benefits could be used in conjunction for those members who also happen to be our biggest supporters.

PEACE OF MIND AND REAL PROTECTION

Our programme of insurance is not only more comprehensive but clearer and easier to access than ever before when used for recognised and authorised netball activities, providing public and products liability, professional indemnity, personal accident cover and even management liability for group members.



“The last few years have been game changing for our sport and we would not have got to where we are without you, our members – the people that make netball happen. We now stand proudly as the largest female team sport in this country with 1.6 million women and girls playing every week and a national team who made history securing the Commonwealth Games gold in 2018.

“We are extremely proud to be a not for profit organisation that puts every single penny back into the game. Thanks to the incredible support of members, our sport has been able to touch the lives of people up and down the country, achieve history on the international stage and provide pathways for others to realise their dreams. The incredible profile our sport now has would simply not have been possible without your membership contributions, thank you so very much for your ongoing support.”

Fran Connolly CEO

ENGAGE – A NEW APPROACH TO MEMBERSHIP

Implementing any new system is not without its difficulties, but over the last reporting year England Netball are proud to have achieved a complete overhaul of the membership system, migrating away from MyNet and into the new ENgage system – part of the NetbALL Connected vision that will eventually see all our operations channel through a single interface.

Here are the headline benefits to the new membership system:

- Fees frozen for another year – including the half-price “taster rate” membership
- Simpler membership structure and purchase process
- Members can easily control their own data and how it is used
- Provides regions, counties, clubs and leagues with automatic access to absorb information relating to all individuals and organisations under their remit
- Safeguarding and GDPR protection

- Direct communication facility through ENgage
- Free websites for Regions, Counties, Leagues and Clubs – and they all link together where appropriate
- Competition Management – fixtures, player eligibility, results tables and more all managed electronically and updated in real-time for leagues and clubs with a free ENgage website

Publication of the revised and improved insurance document saw an increase in most membership packages but in particular the Social and Supporting package.

Improved member and customer experience by introducing ZenDesk in February 2020 to manage incoming queries. The platform includes an online chat function and Help Centre. We have seen a 100% satisfaction score on live chat and are committed to further improvements in member experience across the business.

MARKETING AND COMMERCIAL

DIGITAL

Media Format	2018/19	2019/20	Increase
 Instagram Followers	54,516	87,904	61%
 Facebook Followers	57,614	68,811	19%
 Twitter Followers	59,894	70,330	17%
 YouTube Subscribers	1,074	2,806	161%
 Website Page Views	359,903	488,391	37%

Our in-house digital team have continued to push the England Netball digital landscape forward. Consistently delivering exceptional and appealing content while creating new ways to increase engagement. Thanks to this, we've again seen strong growth across all our channels, with a huge spike on Instagram.

The Vitality Netball World Cup 2019 was a fantastic opportunity for England Netball and with meticulous

content planning, we made sure to capitalise on the event - seeing huge, sudden growth across all our channels.

Our design output has developed throughout the year and we now consistently deliver high-end assets and campaigns, as evidenced by our work leading up to and surrounding the Vitality Netball Nations Cup.

We launched the new englandnetball.co.uk website

in January 2019 and the site now has a focus on high quality imagery, feeling much more like a lifestyle site. We also simplified the homepage and menu options to ensure users can find what they need in a much shorter time. This will continue to develop in line with the England Netball brand and work on improving our customer experience online will never stop.

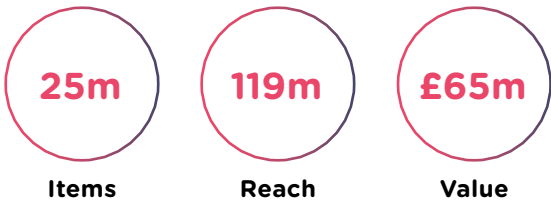
In the coming year, a new 10 year digital 'Adventure Strategy' will be developed which focusses on new technology and how we can utilise it to continue our growth.

COMMUNICATIONS AND PR

Our PR and Communications team have built strong relationships with journalists - both in sports media and lifestyle outlets, which has supported much of the growth in coverage and reach seen. With a deliberate shift in focus towards more lifestyle outlets, we have landed features in Vogue, Women's Health, Elle, Good Housekeeping, Hello! and OK! magazines plus many more.

Particular diligence was applied to preparing for the Vitality Netball World Cup 2019, and with strong media relationships already in place we were able to exceed our tournament coverage target within the first two days of the 10-day tournament.

Increased consideration has been given to England Netball match events this year, to ensure that journalists want to attend, and are keen to return. We created professional media packs and improved our media areas which has led to more positive feedback from this sector than ever before.



HIGHLIGHTS

- Creating the first England Netball PR and Communications-specific strategy
- At the Vitality Netball World Cup 2019, across the tournament, we achieved 8,225 items, 96.49 million reach and £18.22 million in exposure value
- Vitality Roses players featured on popular children's television programme 'Blue Peter' promoting the launch of Bee Netball
- Held our first public press conference to announced Jess Thirlby as the new Vitality Roses Head Coach
- Hosted a number of successful media days with positive feedback from players and media personnel
- Improved the media experience at key events with branded mixed zones and media guides
- Developed the England Netball member magazine - 5TH QTR - to become a lifestyle sports magazine

HIGHLIGHTS

- The Vitality Netball World Cup 2019 squad announcement video. It used archive photos of the players to show their journeys and was narrated by Serena Guthrie
- High quality, player-led video content throughout the Vitality Netball World Cup 2019
- Many celebrities from outside of netball reacted to the tournament, including David Beckham
- Our link with the England Lionesses football team was further developed, both teams supporting each other across digital channels throughout the year. We also continued good social relationships with England Hockey and the ECB that had been established through the TeamUp initiative
- Jess Thirlby was announced as the new Vitality Roses Head Coach, via a "Question of Sport mystery guest"-style video.
- Launched new englandnetball.co.uk site in January 2019 resulting in an increase in page views
- Enhanced website content including "Where it All Began" and "The premier league in focus", two editorial series that focused on the Roses' player journeys and the Premier League respectively
- The Vitality Netball Nations Cup squad was announced to the public by Jess Thirlby reading a "Roses Christmas Carol"
- Launched our GIPHY channel
- International Women's Day campaign video, featuring the Corbin sisters
- In March we reacted very quickly to the dramatic changes caused by COVID-19 creating a new content plan for immediate implementation





TICKETING

The 2019/20 season saw record-breaking results for England Netball's ticket platform in many ways – sales quantity and revenue being the most important but aligned with our digital marketing strategies the speed at which we sold tickets for each major event has been a success story of its own. Figures relating to the Vitality Netball World Cup 2019 are detailed on page 7, headlined by 112,196 sales representing a near sell-out event and the ticketing budget thus being exceeded by some £820,000.

As well as the Vitality Netball World Cup 2019, every event hosted by England Netball saw year-on-year improvement using ticketing as a measure of judgement. Only last year, the Vitality Netball Superleague Season Opener had set new records but this year that record was surpassed by the Vitality Netball Nations Cup – now both the fastest and best-selling event in England

Netball history. In the first 24 hours of sale, the Vitality Netball Nations Cup sold 7,709 tickets and when compared with last year's equivalent event, the 2019 Vitality Netball Quad Series, this represents an increase of 228%. As an early indicator of how sought-after the tickets for this event would turn out to be, the first day of the event was held at Nottingham's Motorpoint Arena – the first netball event here in almost a decade – and 50% of available supporter tickets in Nottingham were sold in the first 12 hours of sale. Moreover, at the peak of ticket sales activity 1,112 individuals purchased at once with a sales rate of 95 tickets per minute, an unprecedented rate of sales for any netball event ever held in this country.

More groundbreaking progress was seen at the Vitality Netball Superleague Season Opener 2020. Last year's event took eleven weeks to hit 3,500 ticket sales – this year the feat was achieved in the first week alone. Popularity for this event

and the ease with which supporters can now purchase tickets resulted in a new record attendance for any one-day event in UK netball history. After just four weeks of sales, the 2020 Vitality Netball Superleague Grand Final had already reached 81% of capacity and looked certain to set yet another new record before the event was cancelled due to the COVID-19 pandemic, however our ticketing platform then provided a quick and easy way of refunding all our supporters.

Hospitality Tickets sold out at all major events with increased demand following a newly-packaged corporate and supporter upgrade offer. In an additional venture, we introduced online ticket portals for commercial partners to manage their ticket allocations. Vitality were the first to take advantage of this new functionality and such was its success that we are now in a position to roll out to all our other commercial partners.

SPONSORSHIP

Our sponsor partners have grown in stature beyond recognition over the last five years and we now boast the following brands with whom we enjoy valuable partnerships:



For each of our partnerships, we are able to offer exposure to a unique demographic of audience. Furthermore, there is a clear message that the brands with whom we partner are genuinely interested in bringing opportunity to our members – so that our iconic relationships are not just mutually beneficial between the brands themselves but to all our members and participants too.

Following an incredible 2018/19 where we renewed our partnership with Vitality and announced six new partnerships including global brands Nike and Red Bull, all eyes

were firmly on the Vitality Netball World Cup 2019 as our partners' attention turned to supporting the World Cup on home soil.

Vitality showed their continued support and increased commitment in our sport as they became title partner of the Vitality Netball World Cup 2019 investing heavily in sponsorship and activation of the event. Vitality helped bring the tournament to life with the incredible branding of the huge wheel in Liverpool which soon became a focal point for the hundreds of thousands of fans who visited the city. Vitality

also launched the 'We Are Rising' campaign where they pledged to fund one person to obtain a UKCC Level 1 Assistant Coach Qualification for every 100 goals scored during the Vitality Netball World Cup 2019 – the tournament ended with 114 new coaches who graduated through the Legacy Programme.

Jaffa Fruit, Red Bull and The Army also supported the Vitality Netball World Cup 2019 and provided various activations and entertainment in the Fan Park where over 100,000 fans visited over the 10 days.

MERCHANDISING

Our range of licensed merchandising continues to develop into a strong brand and has gradually established an identity within the sportswear marketplace. Since partnering with Nike in 2018, consumer demand for England Netball merchandise has grown exponentially. The combination of Nike's desirable brand and the strategic move to transition the England Netball Store to a new third party logistics (3PL) has resulted in significant increases in sales. Furthermore, Netball UK, the largest netball retailer in the UK were appointed as our event retailer, delivering a wide variety of merchandise and great customer service.

In July 2019, we partnered with Kitlocker.com to act as the 3PL for the England Netball Store. This strategic move has enabled us to become more agile in our working and offerings, and has resulted in a much-enhanced customer experience. Not only does it offer a platform for our replica kit but it also enables us to sell and distribute our programme products, such as Bee Netball and Netball First. We are therefore - for the first time - able to retail a huge array of products, covering everything from clothing, netballs, umpire whistles, rule books and netball rebounders.

The standout categories this year have been Bee Netball and Umpiring and Officiating products. Bee Netball excelled by offering unique, beautiful products that engage and excite our younger audience, whilst Umpiring and Officiating skyrocketed with launching a new Nike "Team White" range with a wide variety of umpire equipment.

Since moving to Kitlocker.com, the total sales going through the England Netball Store increased by 293% in just eight months. This is incredibly exciting for us as we still consider this venture in the early stages and we will only grow from this point.



GOVERNANCE, SAFEGUARDING & COMPLIANCE

EQUALITY & DIVERSITY

England Netball continues to be a committed 'Stonewall Diversity Champion' not just outwardly but with a real ambition to have values ingrained within the organisation that can spread throughout the wider netball community through our members.

Once again we proudly demonstrated support for LGBT equality in sport by taking part in Stonewall's award-winning 'Rainbow Laces' campaign in November and December 2019. Methods of promoting the campaign included staff engagement through wearing laces in the office as well as social media campaigning nationally and locally. Gaining the furthest reach we coordinated Vitality Roses players posting support videos on social media and being interviewed on Sky regarding involvement, their personal support and the campaign in general. To complement this activity we brought in our partners Stonewall to deliver tailored LGBT Inclusion Training to the England Netball Board and then later to England Netball staff.

England Netball continues to be signed up and committed to the 'Disability Confident Committed' scheme. As a Disability Confident Committed Employer we have committed to:

- ensure our recruitment process is inclusive and accessible
- communicating and promoting vacancies



- offering an interview to people with disabilities
- anticipating and providing reasonable adjustments as required
- supporting any existing employee who acquires a disability or long term health condition, enabling them to stay in work
- at least one activity that will make a difference for disabled people

SAFEGUARDING

This year England Netball were rated as 'Good' in the Child Protection in Sport Units (CPSU) annual Safeguarding audit and whilst we are happy to receive

this rating we strive to continually improve. To this end, we have planned a series of improvements and have already bought in the CPSU - an arm of the NSPCC set up exclusively for the sports industry - to deliver tailored Safeguarding training to the Board members of England Netball.

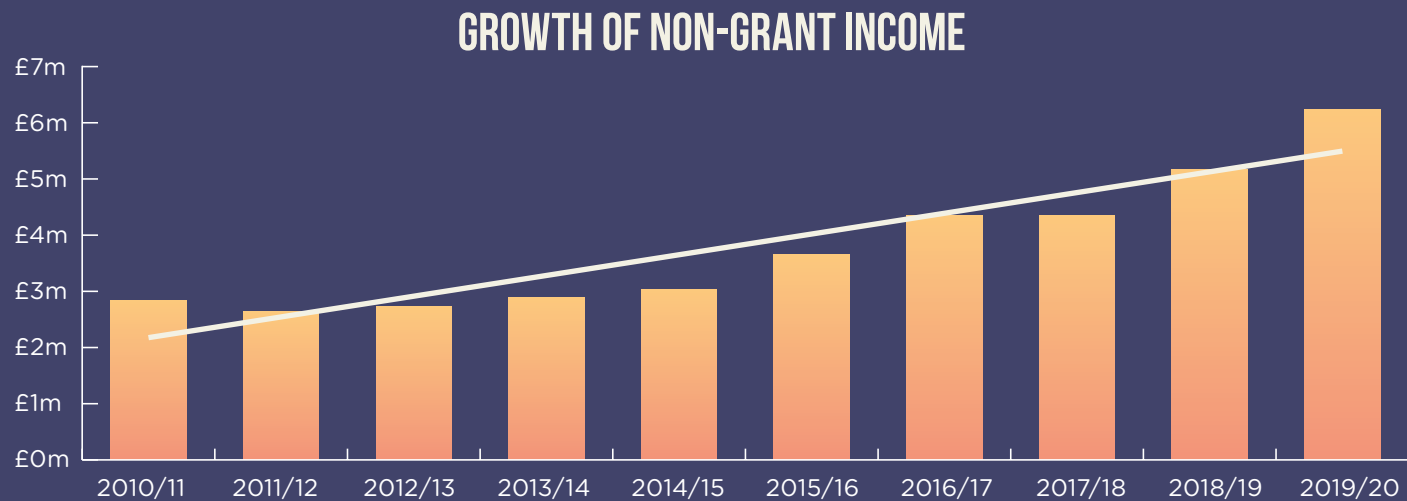
GOVERNANCE & COMPLIANCE

Over the last year we have rolled out a comprehensive programme of Disciplinary Regulations Training to County and Regional Disciplinary Secretaries and Panel members to support with their confidence in running effective disciplinary processes in line with the overarching England Netball Policy. The ongoing work in this area will lead to robust handling of disciplinary procedures.

FINANCIAL REVIEW

This year England Netball has prepared consolidated financial statements that include the results, assets and liabilities of its subsidiary Netball World Cup 2019 Limited (“NWC 2019 Ltd”). The Vitality Netball World Cup 2019 (VNWC2019) took place in July 2019. The information in this review relates to England Netball financial results and excludes NWC 2019 Ltd.

This was the third year of the current four year Sport England funding cycle, the financial plan and budget was to deliver a break even position. The final result was c. £0.2 million surplus; a great outcome in what has been another very exciting year for the organisation. This result will enable the organisation to continue to develop and become financially sustainable into the future as well as ensuring that we are adhering to our Reserves Policy. The coming year is going to be a huge challenge due to the outbreak of the COVID-19 pandemic which has necessitated the suspension of all netball activity.



All surplus money is invested back into netball whether directly in frontline delivery or indirectly to enhance the customer journey and advance our technology infrastructure. This additional money secured in our reserves will help to support the difficult period we are currently experiencing with COVID-19 and a severe reduction to our planned income levels.

During the year we invested substantially into the infrastructure of Competition and Events, primarily the Vitality Netball Superleague, with the creation of a new department responsible for building and delivering a new strategy encompassing all competitions from the Vitality Netball Superleague to grassroots.

England Netball’s strategy to reduce its reliance on core public funding is being achieved. Last year we generated 50% of our total revenue from our own sources and this year we delivered 61%. In real terms this was an increase from £5.7 million to £7.0 million.

The main drivers behind this increase include ticket sales for all events across the calendar, additional sponsorship deals, new merchandise range and funding received for VNWC2019 legacy events delivered by England Netball.

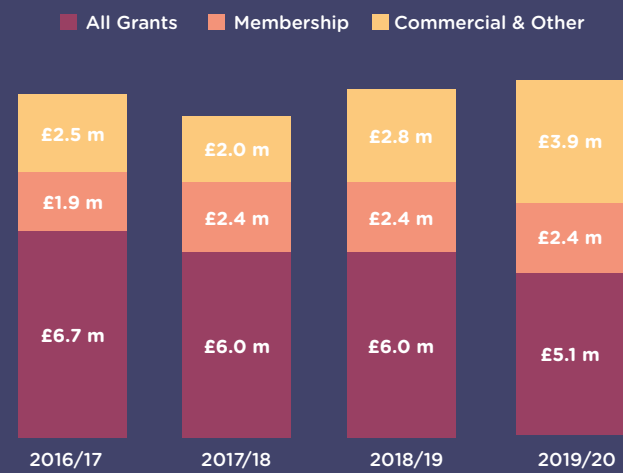
The chart below shows how this trend has been positive overall in the previous ten years of operating.

During the year NWC 2019 Ltd generated income and expenditure of £4.0 million (2019: £0.5 million). As at 31 March 2020 NWC 2019 Ltd had net assets of £NIL (2019: £NIL). Income was largely ticket revenues and costs were event delivery costs.

INCOME

Income for the year, excluding NWC 2019 Ltd, was £11.4 million compared to the previous year of £11.2 million, an increase of £0.2 million (+2%). This growth was delivered despite a reduction in Sport England core funding of over £1.1 million compared to the previous year. So in fact England Netball grew its self-generated revenues by £1.4 million. This growth was largely due to commercial revenues from ticket sales for domestic and international events (+£0.4 million), sponsorship and merchandise (+£0.2 million), delivery of VNWC2019 related events, surplus distribution and recharges (+£0.4 million), delivery of netball activity (+£0.2 million) and the England Nets Event (+£0.1 million).

There was a small decrease in membership revenue, however there was an increase in the overall membership numbers, due to the category of membership being taken. All junior categories and the Social and Supporting membership numbers all increased. The largest increase was in the Social and Supporting with 578% increase (2,876 v 424) after that it was the U18 category with a 4.3% growth.

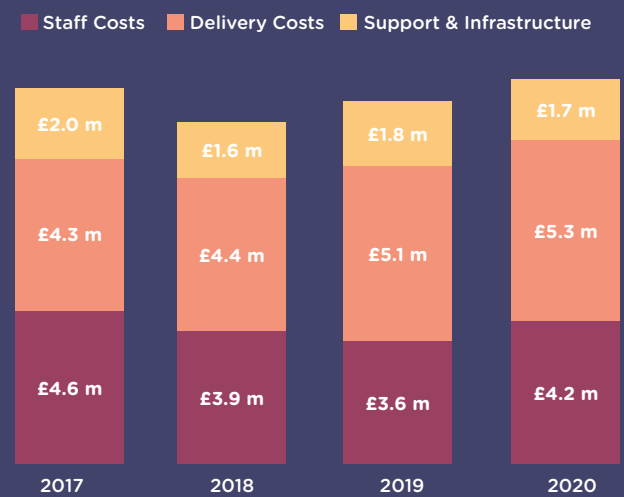


EXPENDITURE

Total expenditure for the year, excluding NWC 2019 Ltd, was £11.2 million, an increase of £0.8 million compared to the previous year. This was driven primarily by increased headcount costs (£0.6 million). These costs increased largely because:

- Seven new roles across the business including Director and resource for Competition and Events team
- Less vacancies throughout the year compared to the previous year (Average 3 v 11)
- Pay increase (+2%) and increase to pension contribution from 3% to 5% for all employees

There was also an additional £0.2 million invested into delivery of netball at all levels of the game with some efficiency savings within Support and Infrastructure (£0.1 million).

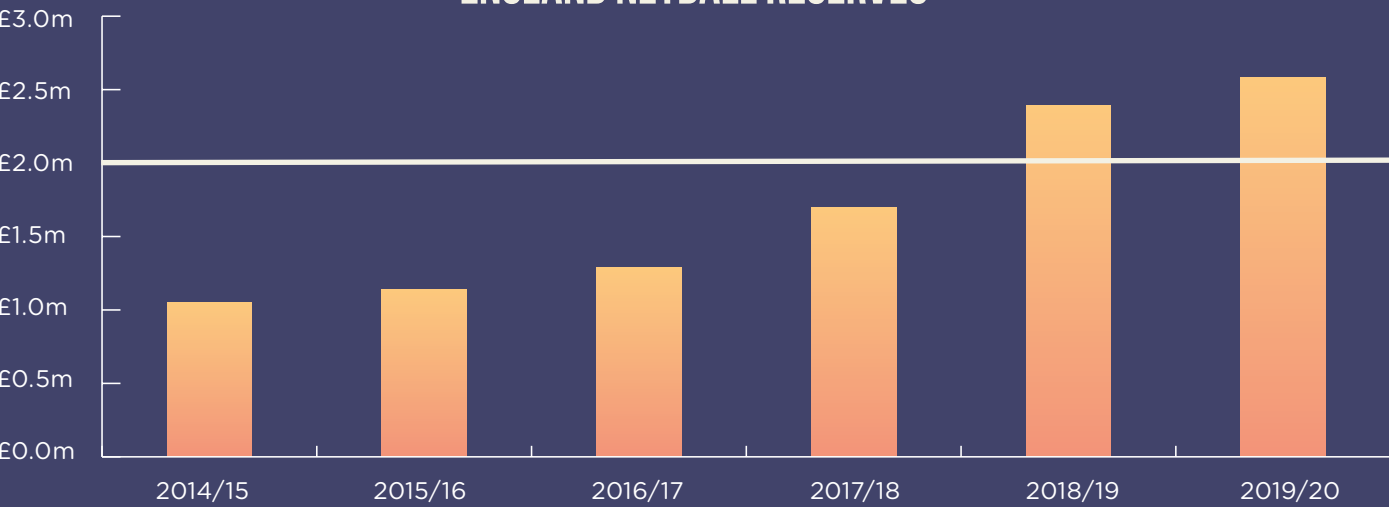


The next year will not be as originally planned as we navigate our way through the stages of returning to train and to play. The impact will most likely be felt for some time financially. However we look forward and are developing our next ten year strategy to cover the period of 2021-31.

BALANCE SHEET

At the end of the year England Netball maintains a very healthy cash position of £5.0 million; a decrease of £1.7 million compared to the previous year due to NWC 2019 Ltd. General reserves increased from £2.4 million to £2.6 million. The Netball World Cup reserve has been released back into the General reserve as it is no longer required. Our reserves policy states that we require a full six months operating expenditure to be held as a minimum which equates to just in excess of £2 million based on current commitments, therefore we have now met this requirement.

ENGLAND NETBALL RESERVES



CONSOLIDATED BALANCE SHEET (KEY ITEMS)

	2019/20 £000's	2018/19 £000's
Fixed Assets	285	202
Current Assets		
Cash	4,974	6,669
Debtors	955	2,251
Liabilities		
Creditors	3,579	6,731
Net Current Assets	2,350	2,189
Net Assets	2,635	2,391
General Reserve	2,635	2,391

The large movements between the years is due to VNWC2019.

“Another year, another set of fantastic achievements both on and off the court for England Netball. The year was buoyed by the amazing World Cup event on home soil. Thankfully we have a stable financial footing to be able to steer our way through this next year with all its unknowns but I am sure that we will be back bigger and better than ever. As ever a huge thank you to all involved in delivering these amazing results.”

- Emma Fielding, Director of Finance and Corporate Resources





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