

DIVERSITY AND BELONGING REPORT





CONTENTS

INTRODUCTION	4
HERE TO LISTEN FORUMS	5
2021/2022 DIVERSITY & BELONGING CHANGE PLAN	8
INCLUSION INSIGHT PROJECT	9
CURRENT POSITION AND LANDSCAPE	11
NETBALL FAMILY INSIGHT	16
NON-NETBALL FAMILY INSIGHT	22
RECENT INCLUSION INITIATIVES & CAMPAIGNS	26
LOOKING FORWARD	28





INTRODUCTION

England Netball has undertaken a programme to listen to our membership and learn about the experiences within our sport. This report provides an overview of our understanding of the current diversity within netball, the lived experiences and barriers faced by members of the Netball Family and also looks at how we can ensure in the future that netball is a place for everyone to feel they can belong.

In 2020 England Netball conducted 'Here to Listen Forums' with over 200 members of the Netball Family. In 2021 England Netball commissioned VERCIDA Consulting to gain further insight into inclusion in netball to enhance our understanding. The objectives of this project included:

- 1 Support England Netball to identify and commit to a set of actions to underpin the new 10 Year strategy with the principles of Equality, Diversity and Inclusion (EDI) embedded in organisational thinking and decision making, for the purpose of transforming the sport to meet its true diverse potential.
- 2 Support the development of a suite of EDI training designed to raise awareness of EDI issues and how these play out within the Netball Family (players, the volunteer workforce, coaches and officials).



This report provides an overview of the findings from each of these initiatives. The results indicate netball overall is seen as welcoming, safe, supportive and fun for girls and women. However, the current demographic breakdown of the sport indicates a lack of diversity in comparison to the national population. The findings also suggest that perceptions and experiences in the sport are different for different demographic groups/communities. In particular the findings highlight that there is often a discrepancy in perceived experiences of specific groups/communities by individuals who do not identify as part of that particular group/community compared to individuals from within the group/community.

HERE TO LISTEN FORUMS



England Netball conducted a number of Here to Listen Forums with representatives from the Netball Family to discuss the experiences of individuals from ethnically diverse and LGBTQ+ communities. These forums were attended both by individuals wishing to share their experiences within the sport but also by a number of individuals looking to listen and learn. Through each of the forum topics a number of themes emerged.

HERE TO LISTEN FORUMS – RACE
10 FORUMS / 200+ MEMBERS OF THE NETBALL FAMILY

<p>VOICE FOR ALL</p> <p>“I feel I won’t be listened to”</p> <p>“This should have been addressed a long time ago”</p> <p>“It’s really positive England Netball are doing these forums”</p> <p>“We need to be part of the change”</p>	<p>DIVERSE RECRUITMENT</p> <p>“Black players are often not selected into pathway academies so missing out on talent”</p> <p>“You need more representation on boards at county, regional and at England Netball”</p> <p>“Other than for players, the higher the level the less diversity”</p>	<p>SAFE SPACE / CULTURE FOR TRUST</p> <p>“Why report? Nothing gets done”</p> <p>“The codes of conduct and Disciplinary Regulations are used against us”</p> <p>“League committee members are often linked to club(s) so complaints are not handled impartially”</p> <p>“Need to be able to report without fear of ramifications”</p>
<p>PROGRAMME DESIGN</p> <p>“Need to consider cultural factors not all can play on Saturdays due to religion”</p> <p>“Equality has to be designed in at the start”</p> <p>“Need to get netball into schools - many girls do not experience netball at school”</p>	<p>OPPORTUNITIES</p> <p>“Black players are less likely to be selected into the pathway and when they are often for defensive positions”</p> <p>“Need mentoring opportunities for young Black players or individuals to be involved in leadership positions”</p> <p>“There is a barrier for Black umpires to progress through the system, sometimes have to go out of the area to get tested”</p>	<p>EDUCATION</p> <p>“A lot of it is indirect discrimination and unconscious bias”</p> <p>“Training has to be bespoke to Netball Family”</p> <p>“Contact vs Contest - if a White player goes for a ball it’s contest, if a Black player does the same its contact”</p> <p>“I have to train my Black players to compensate for bias - be 4 feet rather than 3”</p>
<p>LANGUAGE</p> <p>“Black players are called aggressive and White players are skilful”</p> <p>“It’s not just language the way the whistle is blown is different”</p> <p>“We get told ‘It’s ok you can take it’”</p>	<p>CELEBRATION</p> <p>“The England team is diverse - this should be celebrated”</p> <p>“The players should be shown as role models for young Black girls”</p> <p>“England Netball should profile their Black players, coaches, officials and administrators”</p>	<p>REPRESENTATION</p> <p>“I don’t feel represented”</p> <p>“England Netball doesn’t look like me”</p> <p>“If I can’t see myself I have no confidence”</p> <p>“I do feel inspired as a player seeing representation in the England team”</p>

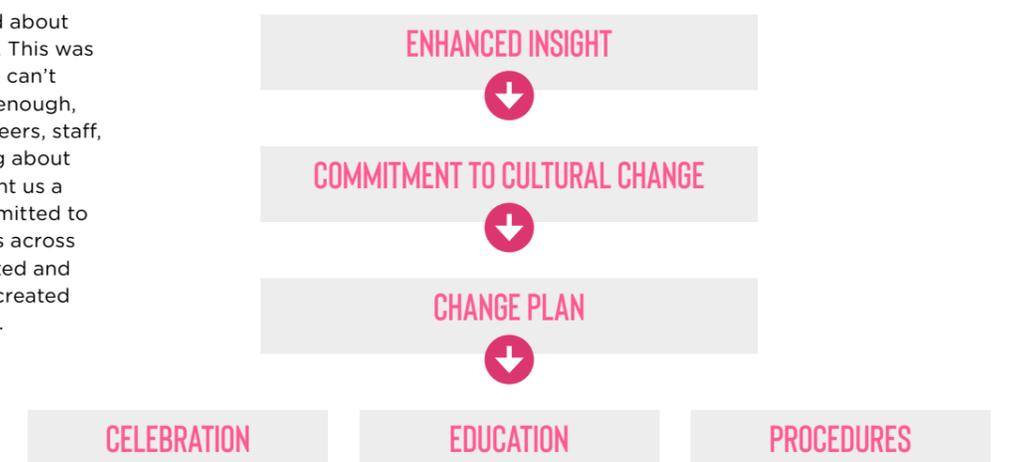


HERE TO LISTEN FORUMS – LGBTQ+
3 FORUMS / 50+ MEMBERS OF THE NETBALL FAMILY

<p>LANGUAGE</p> <p>“You sometimes hear ‘that’s gay’ used as a derogatory term”</p> <p>“There is a fear of saying something incorrect”</p>	<p>PERCEPTION OF NETBALL</p> <p>“Fear of being rejected or made to feel uncomfortable”</p> <p>“Fear that if sexuality is known it will affect selection”</p>
<p>CELEBRATION</p> <p>“Netball should take part in LGBT events such as Pride”</p> <p>“Share stories and experiences of LGBTQ+ champions”</p> <p>“Never felt being from the LGBT community is a real positive”</p>	<p>GUIDANCE AND SUPPORT</p> <p>“Need to support those in leadership roles at clubs to develop inclusive environments”</p> <p>“Promote equality and transgender policies”</p>
<p>IDENTITY</p> <p>“Having to wear a dress can put some people off so they don’t see netball as something for them”</p> <p>“Need to allow people to be authentic and true to themselves”</p>	<p>SAFE SPACE / CULTURE FOR TRUST</p> <p>“Clubs need to sign up and follow through on their commitment to supporting all types of diversity”</p> <p>“Normalise the conversation and don’t judge”</p>



During the forums we heard about many different experiences. This was incredibly powerful, and we can’t thank those who took part enough, from fans, members, volunteers, staff, athletes and others. Hearing about these experiences has taught us a great deal, and we are committed to making change. The themes across both topics were consolidated and a Change Plan for 2021/22 created focusing on three key areas.



2021/2022 DIVERSITY AND BELONGING CHANGE PLAN

This forms the start of England Netball’s response to our continued learning and understanding of experiences within our sport. A vital element of this plan is to further enhance our understanding to inform the development of our new 10 Year strategy and ensure that it is underpinned by equality, diversity and inclusion principles.

THEME	OBJECTIVE	ACTIONS
EDUCATION	Understand the current diversity within netball	Enhance demographic data collection to facilitate insight segmentation
		Conduct Performance Coaching & Leadership review
	Continue the conversation with the Netball Family to understand experiences of diverse communities within the sport	Conduct enhanced inclusion insight to extend understanding of experiences of diverse communities within netball
		Establish staff EDI Champions group
Educate individuals throughout the sport on diversity and inclusion relevant to their role	Delivery of Bi-annual staff EDI days	
CELEBRATION	Regularly demonstrate England Netball’s commitment to equality, diversity and inclusion through communication channels and engagement	Commitment to inclusion demonstrated within each 5th Quarter Magazine
		Publish regular updates on EDI progress and achievements
	Celebrate the contributions of diverse communities	Develop diversity and inclusion calendar supported by appropriate engaging content
PROCEDURES	Ensure the governance procedures of the sport support inclusion	Disciplinary Regulations Review
		Update Codes of Conduct and Equality Policy
	Develop programmes that remove barriers of diverse communities and offer a way to play for all	Piloting of programme delivery in diverse communities most impacted by the pandemic



INCLUSION INSIGHT PROJECT

In March 2021 England Netball appointed VERCIDA Consulting to conduct an inclusion project designed to enhance and expand on the findings of the Here to Listen Forums and support the development of the new 10 Year strategy for netball.



THE REVIEW CONSISTED OF FOUR KEY STAGES:



STAGE 1: MAPPING AND REVIEW

Review of current diversity data available and mapping of existing activities England Netball has undertaken to promote equality, diversity and inclusion. This stage also consisted of undertaking a review of current policies and practices that seek to promote inclusion and mitigate discrimination and unconscious bias relating to organisational behaviour and decision-making.

STAGE 3: NETBALL FAMILY FOCUS GROUPS

Four focus groups were conducted with representatives from across the wider Netball Family (grassroots players, volunteer workforce, coaches and officials). This process enabled a deep dive into the themes identified through the Netball Family survey.

STAGE 2: INCLUSION SURVEYS

Conducting inclusion surveys with both individuals within the sport and those currently not engaged with the sport.

- **Netball Family** - This survey focused on capturing views on how inclusive the Netball Family considered the sport to be; including for people who are disabled, from ethnically diverse and Lesbian, Gay, Bisexual, Trans and Questioning (LGBTQ+) communities, male players and people from low income households. A total of 561 people aged 16+ completed the survey.

- **Non-netballers** - a survey was conducted by a third-party organisation of communities with women from under-represented communities within netball, who currently do not play netball. 1,041 women aged 16- 50 were asked to consider barriers to participation in sport and netball specifically. They were also asked to identifying actions England Netball can take to make the sport accessible to all.

STAGE 4: KEY STAKEHOLDER INTERVIEWS

Following focus group discussions in-depth interviews with England Netball's Executive Team were conducted to reflect on the findings. Emerging themes from inclusion surveys and focus group discussions were shared and further questions were asked on specific activities England Netball has undertaken in the last year to promote inclusion.



CURRENT POSITION AND LANDSCAPE



A review of the data and insight available to England Netball on the demographics of individuals involved in the sport was conducted. It is noted that there are limitations to the data currently available. England Netball seeks to collect gender, ethnicity and disability data of members and participants but there are gaps in the completeness of this data. Therefore, all data reported in this report excludes individuals who have not provided a response to a particular area, but does include stated responses of *Prefer not to say*. Data in relation to other demographics such as sexual orientation or

religion is not currently collected with these audiences and therefore it is not possible to report against these factors. England Netball also seeks to monitor demographic data for employed staff including age, gender, ethnicity, disability and sexual orientation however the current completeness of this data is again an area requiring improvement.

Based on the data available the Netball Family has been categorised into the following groups:

PLAYERS

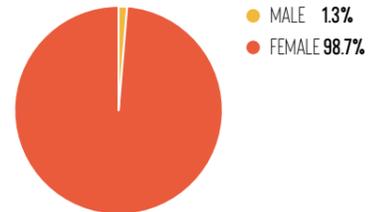
850,000 people were playing netball on a weekly basis prior to the COVID-19 pandemic.

ENGLAND NETBALL MEMBERS

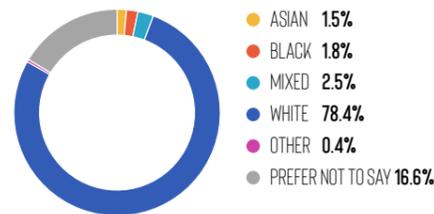
- 90,392** ENGLAND NETBALL 2020/21 MEMBERS*
- 98.7%** FEMALE
- 1.9%** HAVE DECLARED A DISABILITY
- 5.8%** IDENTIFY AS BLACK, ASIAN OR MIXED HERITAGE BACKGROUND
- 5.1%** OF MEMBERS LIVE IN THE BOTTOM 20% AREAS FOR DEPRIVATION
- 25%** OF MEMBERS LIVE IN AREAS WITH AVERAGE HOUSEHOLD INCOME OF GREATER THAN £100K

*at the time of this analysis in August 2021

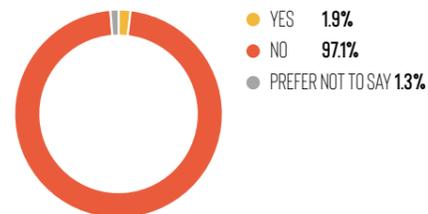
GENDER



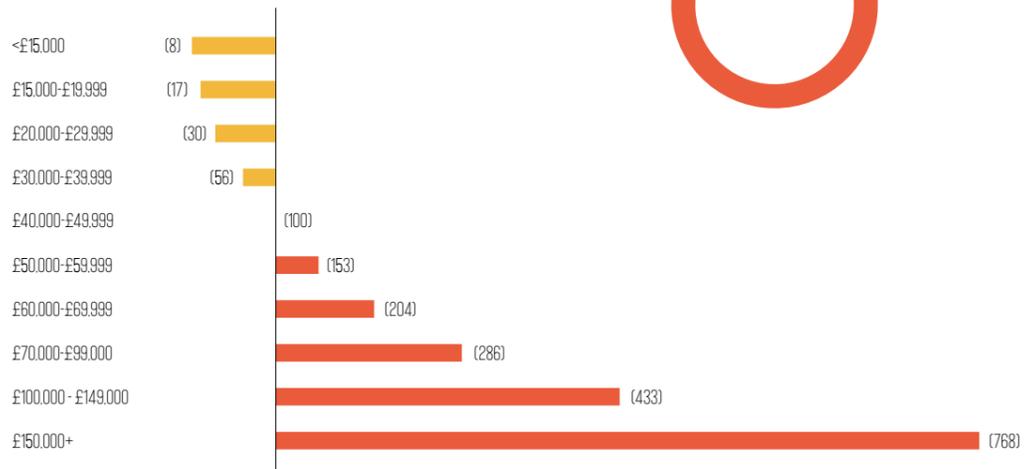
ETHNICITY



DISABILITY



HOUSEHOLD INCOME

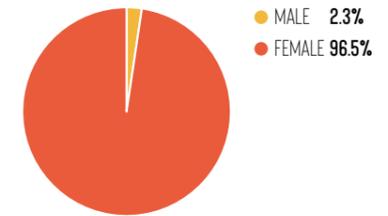


Source: England Netball / Experian Mosaic UK7, 2021
Index score (100) = population average

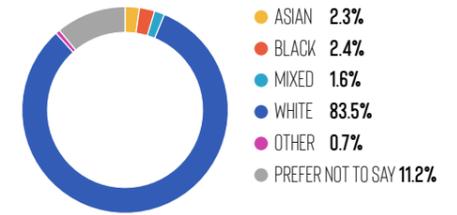
PROGRAMME PARTICIPANTS

- 47,000+** PARTICIPANTS PER YEAR
- 25,000+** NEW TO NETBALL
- 96.5%** FEMALE
- 7.1%** HAVE DECLARED A DISABILITY
- 6.4%** IDENTIFY AS BLACK, ASIAN OR MIXED HERITAGE BACKGROUND

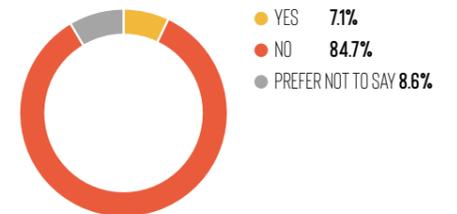
GENDER



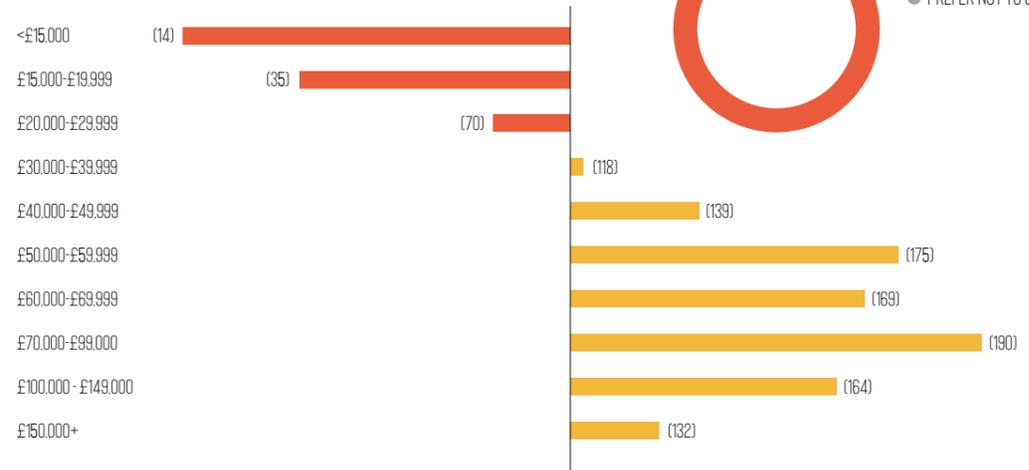
ETHNICITY



DISABILITY



HOUSEHOLD INCOME



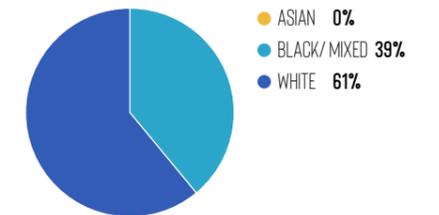
Source: England Netball / Experian Mosaic UK7, 2021
Index score (100) = population average

VITALITY ROSES

The data relating to grassroots participation in netball demonstrates a lack of diversity and under representation of ethnically diverse communities and individuals with disabilities. The data shows that the England Netball programmes provide an opportunity to participate in the sport for a more diverse audience than the membership offer currently attracts. It is also notable that those participating in netball significantly over index from households with higher income levels.

At the pinnacle of the sport are the England Vitality Roses team which are a small group of elite athletes. The ethnicity demographics of this group contrasts to that of the wider sport. Representation of Black and Mixed heritage athletes in the Roses significantly over indexes compared to the national average, however there is currently no representation of other ethnically diverse communities. There is similar ethnically diverse representation amongst athletes who compete in the top domestic competition, the Vitality Superleague.

VITALITY ROSES ETHNICITY



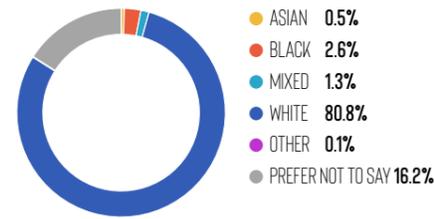
COACHES AND OFFICIALS

COACHES AND OFFICIALS

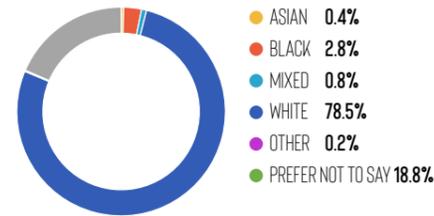
(qualified and completing qualification)

- 5000+** QUALIFIED COACHES AND OFFICIALS
- 250** NEW COACHES AND OFFICIALS TRAINED ANNUALLY
- 96.5%** FEMALE
- 4.4%** COACHES IDENTIFY AS BLACK, ASIAN OR MIXED HERITAGE BACKGROUND
- 4.0%** OFFICIALS IDENTIFY AS BLACK, ASIAN OR MIXED HERITAGE BACKGROUND

COACHES ETHNICITY



OFFICIALS ETHNICITY



LOCAL VOLUNTEERS

It is estimated that there are approximately 26,000 netball volunteers that support the delivery of netball in England. This includes: league and club committee volunteers, event volunteers, general club volunteers and young volunteers. England Netball does not currently hold diversity data on this group.

Netball in England is separated into 9 regions, 53 Counties and over 3000 clubs and leagues. Each has a committee that governs the delivery of netball. These committees are made up of senior volunteers within the netball community. England Netball does not currently hold diversity data on this group but anecdotally the diversity within these roles is perceived as limited.



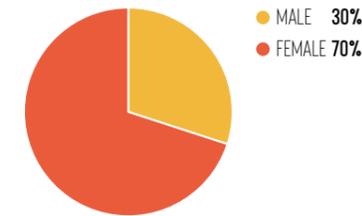
ENGLAND NETBALL BOARD

The England Netball board is currently (August 2021) comprised of 10 Non-Executive Directors plus the Chief Executive Officer (Ex-officio).

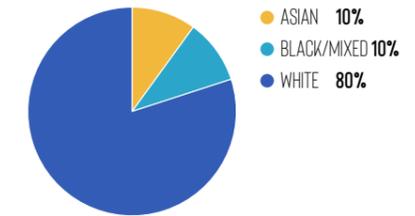
NON-EXECUTIVE DIRECTORS

- 10** NON-EXECUTIVE DIRECTORS
- 70%** FEMALE
- 30%** MALE
- 20%** IDENTIFY AS BLACK, ASIAN OR MIXED HERITAGE BACKGROUND

GENDER



ETHNICITY



STAFF

England Netball currently have 140 members of staff (August 2021). This does not include casual workforce which is incorporated in the coaching and officiating data.

ENGLAND NETBALL STAFF

- 87%** FEMALE
- 11%** MALE
- 2%** IDENTIFY AS BLACK, ASIAN OR MIXED HERITAGE BACKGROUND
- 2%** HAVE DECLARED A DISABILITY
- 4%** IDENTIFY AS LGBTQ+



NETBALL FAMILY INSIGHT

We invited the Netball Family to share their views on how inclusive they considered netball to be for people with disabilities, ethnically diverse communities, people who identify as LGBTQ+, male players and people from low-income households (under £25,000 per annum). We also asked people to tell us about their own experiences and how they thought we could make netball more inclusive. Where respondents represented a particular demographic, they were asked further questions relating to their lived experiences within the sport. Following the survey, focus groups were used to explore key themes further.

From the findings for each of the groups, themes were identified relating to the challenges faced in order to improve equality, diversity and inclusion within the sport.



RESPONDENTS [BASE=561]

- 62%** AGED 30-64, WITH 40-49 YEAR-OLDS LARGEST GROUP OF RESPONDENTS
- 88%** FEMALE
- 81%** WHITE
- 8%** BLACK / AFRICAN / CARIBBEAN / BLACK BRITISH
- 6%** MIXED / MULTIPLE ETHNIC GROUPS
- 12%** CONSIDER THEMSELVES TO HAVE A PHYSICAL OR MENTAL IMPAIRMENT THAT HAS A SUBSTANTIAL AND LONG-TERM NEGATIVE EFFECT
- 12%** IDENTIFY AS LGBTQ+
- 14%** HOUSEHOLD INCOME OF LESS THAN 25K
- 26%** HOUSEHOLD INCOME OF GREATER THAN 80K
- 16%** HOUSEHOLD INCOME OF GREATER THAN 100K

OVERALL FINDINGS

Analysis of survey responses show that almost 8 in 10 survey respondents (majority of respondents are white, female and non-disabled) *completely agreed or agreed* with the statement 'I feel like I belong' at a local netball club level. Over eight in ten respondents *completely agree or agree* that 'racial, ethnic and gender inappropriate comments are not tolerated' at their local club and that 'my club/group actively values and respects others for their differences.'

One in seven respondents *completely agree or agree* with the statement 'I feel England Netball is very welcoming to people like me'. However, when segmented by ethnicity 76% of White respondents agree with this statement with only 44% of respondents from ethnically diverse communities agreeing. Focus group discussions indicated that while the culture in netball overall is seen as welcoming, safe, supportive and fun for girls and women, a number of factors mean that this is not always the experience and perception for all. These factors include the geographical location of some local clubs (outside of city centres) and lack of representation which may inadvertently lead to altering the perception of netball being welcoming for all.

Findings from the survey show that just over half of respondents believe that England Netball (54%) and their local netball community (58%) is *very inclusive or inclusive*. Players and fans however are more likely to say that netball is *very inclusive or inclusive* compared to teachers, coaches and parents from across all levels of the sport.

Most players, volunteers, coaches and officials within the survey *completely disagree or disagree* that they are treated differently. 16% of players *agree or completely agree* they are treated differently to other players by some volunteers, while over a third of players *agree or completely agree* they are treated differently to other players by officials.

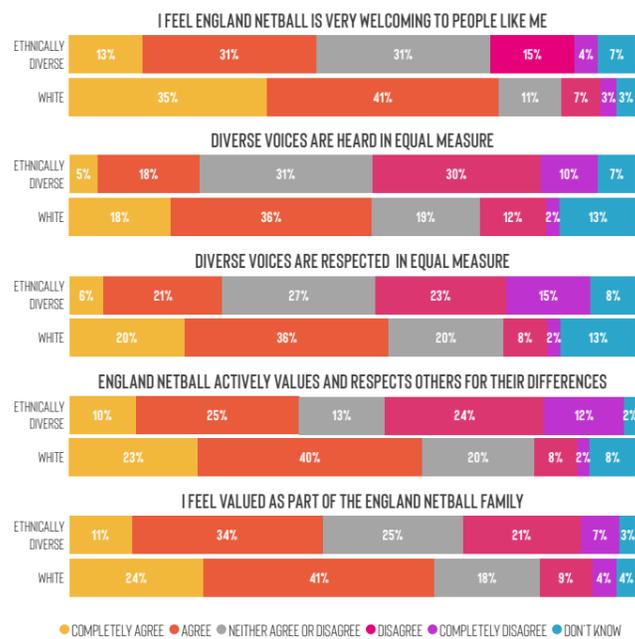
Approximately 7 in 10 of White respondents *completely agree or agree* with the statement 'I feel empowered to speak up and challenge biased behaviours and decisions when involved in netball'. Just under half (48%) of respondents from ethnically diverse communities agree with this statement. Factors contributing to this feeling include the lack of representation at senior levels, coaches and officials and voluntary committees and a perceived risk of biased behaviours.





ETHNICITY

Seven in ten survey respondents *completely agreed or agreed* that 'racial, ethnic and gender inappropriate comments are not tolerated' and that 'England Netball is very welcoming to people like me.' However, further analysis of survey findings highlighted that ethnically diverse respondents are less likely than White respondents to agree with a number of the statements. The greatest unfavourable differentials were related to the following statements:



Source: England Netball Diversity and Inclusion Survey, May 2021
Base: White = 456; Ethnically diverse = 100

Players from ethnically diverse communities are more likely than White players to *agree or completely agree* they are treated differently to other players by the workforce, with almost half (47%) *agreeing or completely agreeing* with this statement in relation to officials. Findings from discussions emphasised this with players citing examples of biased treatment based on their ethnicity, including being selected to play in certain positions, receiving harsh treatment for style of play and/or comments relating to hair styles. Some officials are deemed to be inconsistent or overzealous in the application of rules. The feeling of not being heard and respected is also reflected when we examine how ethnically diverse players feel about being treated differently by officials, and the workforce compared to other players. The perception of influential cliques and lack of representation across netball may indirectly lead to people from ethnically diverse communities feeling they are not being heard.

Analysis of survey findings show that 20% of ethnically diverse respondents believe people from ethnically diverse communities are *extremely well or well supported*, compared with 48% of White respondents.

Through the focus groups these themes were supported and the need for more representation of ethnically diverse communities through all levels of the sport and all roles was highlighted as a key area to address.

"Especially as a defender, being targeted by umpires or coaches for being aggressive, when I was playing the same as any other player on the court"

"Not many role models at grassroots level. Committees could be more diverse to have more diverse decision-making, when people are on committees they need to be respected and listened to - not just tokenism"

EDI ETHNICITY CHALLENGES:

- Lack of ethnic diversity throughout all areas of the sport (in particular participants with an Asian heritage)
- Examples of stereotypes and inappropriate language associated with relating to ethnically diverse groups
- Factors relating to ethnicity, religion and culture not taken into consideration within netball provision:
 - Timing of provision and competition
 - Appropriateness of kit
- Bias relating to selection processes and support provision
 - Rule application
 - Pathway selection
 - Selection into positions on court
- Lack of opportunity and support for ethnically diverse individuals to progress in their chosen area of the sport
- Need to celebrate the contributions of ethnically diverse members of the Netball Family
- Ethnically diverse respondents:
 - Felt less positive (compared to White counterparts) around how inappropriate comments are dealt with
 - Do not feel they are heard in equal measure
 - Feel unable to speak up and challenge biased behaviours and decisions



DISABILITY

The survey findings show that only 13% of respondents believe that people with disabilities are *extremely well or well supported*. Many members of the Netball Family said that they had little awareness of interventions to support people with disabilities in netball. Grassroot players had little knowledge of ParaNetball or awareness of what support was on offer at local club level.

Coaches and officials felt that there was no awareness of any disabled role models at any level in netball and stipulated the need to embed a diversity training accreditation as part of Level 1 and/or Level 2 coaching courses. They called for greater guidance on the subject to build their confidence and competency on this agenda. This trend is reflected with the volunteer workforce where lack of awareness continues.

EDI DISABILITY CHALLENGES:

- Lack of support currently for people with disabilities in netball
- Lack of awareness of the current disability offers
- Desire for greater support to educate coaches, officials and volunteers to build confidence and competency to deliver to disability audiences
- Need to have more visibility of disabled role models

"We need more awareness around the range of disabilities. There is little knowledge of how to adapt training for those who are neurodiverse and do not have visible disabilities..."

MENTAL HEALTH



Analysis of survey responses shows that the Netball Family is aware of the positive impact of sport on mental health with respondents rating it 6.28 out of 7, where 7 is a significant impact. However, it is reported that anxiety/depression contributes to a lack of confidence/inability to get involved in netball. In addition, it was reported that the competitive pathway may cause some to feel pressured, raising anxiety.

Many individuals in facilitative roles reported a lack of understanding around how to support and make adjustments to support individuals experiencing mental health challenges. This was supported through the focus group discussions where the need for more education, training and guidance around this area was raised.

Themes relating to removing barriers and improving inclusion for this group included: investing in Mental Health First Aid Training for safeguarding officers, providing alternative kit to wearing dresses, embedding a buddy-system where older players support younger players, and offering training to coaches and officials.

EDI MENTAL HEALTH CHALLENGES:

- Currently no statistical data available to determine prevalence within netball
- Anxiety creates a barrier for this group choosing to be involved in netball
- Lack of confidence and knowledge around how to approach and support individuals

“We need more conversations around mental health topics, especially anorexia because I know a few young girls going through it currently, but we don't know how to approach/talk about it and therefore support them”

GENDER



Analysis of survey responses and forum discussions shows that across the Netball Family there is support for greater participation for males in netball. Findings from forum discussions recognise that netball is slowly becoming more representative of males, however there is much debate about whether men should be able to play within England Netball structures or whether it should remain female only.

Themes from the discussions highlighted the following:

- Netball to focus on being a sport for girls and women but with more involvement of males across the sport
- Males to take part in playing netball in either male only or mixed netball leagues
- School engagement (primary) is positive but when players move to community participation, males are pushed out of the game.

EDI GENDER CHALLENGES:

- Lack of male representation throughout the sport. Over 90% of all individuals involved in netball are female
- Lack of provision for male participation within the sport
- Boys are encouraged into the sport at primary school but not provided for after the age of 11

“I was refused to be allowed to play in local leagues due to being male, even though I have played since I was 7 years old”

“I love mixed netball, but I also like the fact that women have a safe space to play sport and it's not dominated by men”

LGBTQ+



Analysis of survey findings indicates a perception that people who identify as LGBTQ+ or gender non-conforming are the least likely to have experienced barriers to inclusion in netball. However, focus group discussions highlighted the perception of netball as a straight environment, where use of inappropriate language and banter can affect the likelihood of some people who identify as LGBTQ+ joining the sport or coming out. Some members of the Netball Family expressed a lack of awareness of the existing Transgender guidance and expressed a desire for greater clarity.

Respondents emphasised a number of proposed actions for England Netball to further support LGBTQ+ inclusion in the sport. These included celebrating and promoting LGBTQ+ role models across all levels of the sport, flexibility within the dress code for players and providing education and guidance to players, volunteer workforce, coaches and officials.

EDI LGBTQ+ CHALLENGES:

- Currently no statistical data collected to allow for monitoring of LGBTQ+ inclusion within netball
- Need to tackle ‘banter’ and educate in relation to appropriate language
- Lack of LGBTQ+ role models across all levels of the sport
- For some, netball kit does not align with self-identity and therefore a barrier to participation
- Lack of clarity on policy in relation to transgender, non-binary and gender non-conforming participation in netball

“I've heard a few people make inappropriate comments in changing rooms, especially about changing with people who identify as LGBTQ+. This has meant I haven't told many people about how I identify but that's also because I'm not entirely comfortable with the label myself yet”

LOWER SOCIO-ECONOMIC GROUPS (LSEG)



Survey responses indicated that only 14% of respondents believe that people from LSEG communities are *extremely well or well supported* with 40% feeling that they are *not very supported or not at all supported*.

“The cost of club kit and training. The club add on so much that the kit is in line with a full school uniform. If your child gets selected for county and pathway then this is tripled.”

EDI LSEG CHALLENGES:

- It is felt that people from LSEG communities are not currently very well supported
- Cost of membership, training fees, kit etc. prohibitive especially for those participating in multiple environments e.g. club & pathway
- Location and accessibility of clubs. Few clubs located in LSEG areas and those in these areas often are not serving the local community.
- England Netball's membership significantly over indexes with highly affluent individuals
- Cost of participation in the performance pathway is prohibitive
- England Netball performance pathway and national competitions are predominantly serving particular clubs and schools (typically private)
- Netball offer in state schools is poor in comparison to private schools

“From school I couldn't continue in the county development squad because my parents couldn't afford it. And also couldn't take me to practice because they were both working.”

NON-NETBALL FAMILY INSIGHT

We surveyed 1,041 women aged between 16-50 who did not currently play netball and were either from a low-income household (below 25K), from ethnically diverse communities, had experienced mental health challenges, identified as disabled or LGBTQ+. We asked questions to understand why they did not play netball; how inclusive they thought netball was, what barriers they faced with respect to playing netball or any sport and what might encourage them to play netball.



RESPONDENTS [BASE=1041]

- 57% AGED 30-49
- 55% WHITE*
- 20% MIXED / MULTIPLE ETHNICITIES
- 13% ASIAN / ASIAN BRITISH
- 9% BLACK / AFRICAN / CARIBBEAN / BLACK BRITISH
- 41% CONSIDER THEMSELVES TO HAVE A PHYSICAL OR MENTAL IMPAIRMENT THAT HAS A SUBSTANTIAL AND LONG-TERM NEGATIVE EFFECT
- 65% DESCRIBE THEMSELVES AS HAVING A MENTAL HEALTH IMPAIRMENT
- 30% IDENTIFY AS LGBTQ+
- 40% HOUSEHOLD INCOME OF LESS THAN 20K
- 14% HOUSEHOLD INCOME OF £20,000-£24,999
- 51% TAKE PART IN NO SPORT OR PHYSICAL ACTIVITY
- 66% NEVER PLAYED NETBALL

*A White respondent would only qualify for the survey if they were disabled or from LSEG or LGBTQ+ communities.

AWARENESS OF NETBALL

Analysis of survey responses show that 60% of respondents have heard of England Netball but only 7% are completely aware of the work England Netball do. This lack of awareness about the work England Netball does may affect the organisation's ability to attract new audiences to the sport, how it is perceived and the impact of the work it is doing to actively promote itself as an inclusive sport.

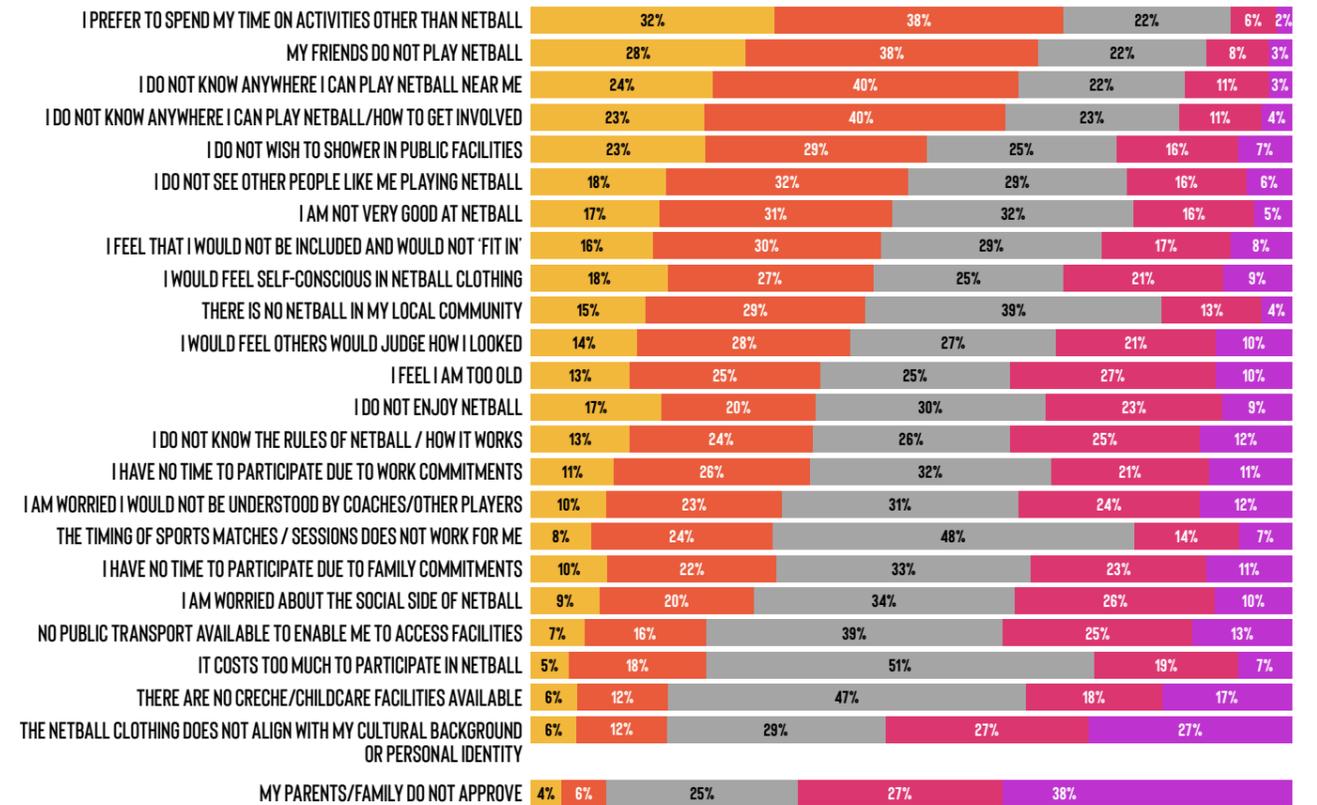
REASONS FOR NOT PARTICIPATING IN NETBALL

Around 70% of women who do not take part in netball *strongly agree or agree* that the reason they do not take part is because they prefer to spend their time on activities other than netball. A further 66% *strongly agree or agree* it is because their friends do not play the sport. 64% *strongly agree or agree* it is because they do not know anywhere they can play netball near them while 63% *strongly agree or agree* they do know how to get involved.

Contrastingly few women *strongly agree or agree* that their parents or family do not approve (10%). The survey findings suggest that for some respondents a lack of representation, concerns over fitting in and discomfort relating to the clothing creates a barrier to participation.

Of the total respondents 66% had never played netball. This is interesting as England Netball has focussed on encouraging women to return back to the game. This therefore suggests a need to consider how to attract individuals to the sport who have no previous experience of it.

WHY DO YOU NOT TAKE PART IN NETBALL?



Source: England Netball Non-Netball Inclusion and Diversity Survey, May 2021
Base: 1041

● COMPLETELY AGREE ● AGREE ● NEITHER AGREE OR DISAGREE ● DISAGREE ● COMPLETELY DISAGREE

ENCOURAGING PARTICIPATION

Analysis of survey findings shows that just under half of respondents are open to playing netball. With women from ethnically diverse communities more likely to be open to playing than women from other diverse groups, in particular those with physical disabilities. The main ways to encourage these women to play netball include having friends to play with/encourage them to play, having sessions close to them, making alternative clothing options available and playing with like-minded people, who are similar in age and ability.

IMPORTANT FACTORS WHEN CHOOSING AND ACTIVITY

For the majority of respondents, the most important factors when choosing an activity include: fun and enjoyment, health and fitness and accessibility. Individuals from LSEG communities also state a low entry fee as being an important factor.

The data was segmented by the different demographic groups in order to identify key themes and differences. The findings are summarised below.

THEME	LSEG (UNDER £25K)	LGBTQ+	DISABILITY / MENTAL HEALTH	ETHNICITY		
				ASIAN	BLACK	MIXED
CHALLENGES AND BARRIERS	1. ANXIETY 2. COST 3. NOT AN ACTIVITY FOR ME	1. ANXIETY 2. NOT AN ACTIVITY FOR ME 3. TIME	1. ANXIETY 2. NOT AN ACTIVITY FOR ME 3. COST	1. ANXIETY 2. TIME 3. COST	1. COST 2. TIME 3. LACK OF OPPORTUNITY/INFORMATION	1. ANXIETY 2. TIME 3. COST
		Most likely group to state that they do not like sport.	I don't feel accepted features much higher for those with mental health impairments than other groups.	More likely than other groups to say family commitments prevent them from playing netball.	Less likely to have concerns about their skills or whether they would fit in. Extremely keen to play more sport and netball.	
REASONS DON'T PLAY NETBALL	1 PREFER OTHER ACTIVITIES (68%) 2 FRIENDS DON'T PLAY (65%) 3 DON'T KNOW HOW TO GET INVOLVED (63%)	1 PREFER OTHER ACTIVITIES (74%) 2 FRIENDS DON'T PLAY (69%) 3 DON'T KNOW WHERE NEAR ME (68%)	1 PREFER OTHER ACTIVITIES (71%/70%) 2 FRIENDS DON'T PLAY (61%/61%) 3 DON'T KNOW WHERE NEAR ME (60%/62%)	1 PREFER OTHER ACTIVITIES (70%) 2 FRIENDS DON'T PLAY (65%) 3 DON'T KNOW WHERE NEAR ME (63%)	1 DON'T KNOW ANYWHERE THEY CAN PLAY NETBALL (67%) 2 DON'T KNOW HOW TO GET INVOLVED (67%) 3 FRIENDS DON'T PLAY (61%)	1 FRIENDS DON'T PLAY (68%) 2 DON'T KNOW WHERE NEAR ME (64%) 3 DON'T KNOW HOW TO GET INVOLVED (62%)
	LSEG women only over-index against cost for not taking part in netball.	LGBTQ+ over-index across almost all the reasons for not taking part in netball.	People with mental health impairments over-index against: <ul style="list-style-type: none"> not wanting to shower in public facilities not thinking they are very good at netball feeling they would not be included feeling self-conscious in clothing feeling judged feeling too old worried they wouldn't be understood 	Asian women tend to over-index against not seeing other people like them.	Black women under-index on most barriers compared with other women.	
SUPPORT NEEDED	<ul style="list-style-type: none"> Low cost / free sessions Child care facilities available 	<ul style="list-style-type: none"> Welcoming, open minded Visible LGBTQ+ role models LGBTQ+ teams No bullying Clothing choices Support for trans people and clear policies 	<ul style="list-style-type: none"> Improved facilities and equipment Adapted provision Greater understanding and acceptance / non-judgmental Increased awareness and promotion Disability only teams/sessions More information on how to play Less pressure/intensity in the sessions Mental health support in clubs 	<ul style="list-style-type: none"> Greater visibility of ethnically diverse players and role models Inclusive clothing Targeted information and advertising Accessible Low cost Welcoming/non-judgemental Female only sessions 		

RECENT INCLUSION INITIATIVES & CAMPAIGNS

In addition to the general menu of programme delivery and the network of member clubs and leagues, in recent years England Netball have had a focus of programme delivery to Lower Socio-Economic Groups (LSEG). All local delivery staff have had targets over the last four years around delivery of existing programmes to this audience and this has seen a growth in individuals from these communities participating in netball. However, due to the continued growth of netball participation during

this period this has not changed the percentage dial of LSEG participants within the sport as a whole.

In addition, England Netball has engaged in a number of initiatives and campaigns over the last three years that have been specifically targeted towards understanding and engaging diverse communities and developing a sense of belonging within the whole Netball Family.

JANUARY 2019 - JANUARY 2020

STRONGER BRITAIN PROJECT

The aim of this project was to help empower women through netball, to help women integrate into their local communities and to give them confidence to stand up to extremist views and challenges in life. The project provided an opportunity for women to play netball in various formats and to engage with other groups from their community at a number of locations across the London Borough of Tower Hamlets and Birmingham. The netball sessions included Back to Netball and Walking Netball Sessions.

Working in partnership with faith communities (Buddhist, Christian, Hindu, Muslim and Sikh), over 450 women took part in the project. The majority of participants were from lower socio-economic backgrounds.

MAY - SEPTEMBER 2019



TOGETHER WE WILL CAMPAIGN

Following the 2019 World Cup hosted in Liverpool, this campaign was set up to encourage less active women to get involved in netball and physical activity. Specific areas of Merseyside were targeted; including four wards within Liverpool: Everton,

Anfield, Kirkdale and Clubmoor. These areas were targeted as Liverpool City Council found that a higher-than-average number of women within these areas of the city were inactive.

DECEMBER 2019

DISABILITY STRATEGY

A disability strategy was launched that included ParaNetball which aims to increase the participation of disabled people in netball. Over the last two years England Netball has recorded a 500% increase in participation from people with disabilities in the sport.

JUNE 2020

HERE TO LISTEN FORUMS

Following the death of George Floyd, England Netball held a series of Here to Listen Forums with its membership to explore the experiences of Black, Asian and ethnically diverse communities in netball. Ten forums were organised with over 200 attendees (fans, members, volunteers, staff, athletes and others). These discussions were later extended to explore the experiences of the LGBTQ+ community in netball.

A legacy from these forums was that some regions have reflected the need to engage with diverse groups within their locality. A number of counties have appointed equality roles onto their committees or developed equality advisory groups to support address inclusion within their area.

JULY 2020

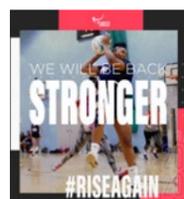


BLENDED NETBALL

As part of Youth Sport Trust's National School Sports Week, we launched Blended Netball. Blended Netball is a new secondary school peer-to-peer offer, which, along with providing pupils with special educational needs (SEN)

a new sport, gives the opportunity for mainstream girls to develop important life skills such as leadership, communication and empathy.

AUGUST 2020



RISE AGAIN CAMPAIGN

This campaign was designed to unite the Netball Family and develop a sense of belonging with 80,000 people from across the Netball Family supporting this campaign. Members and fans contributed financially when COVID-19 forced netball

activities to stop. All the names of contributors were displayed on the court when the England Vitality Roses played their first post-COVID match in January 2021.

OCTOBER 2020



BLACK HISTORY MONTH

England Netball marked Black History Month by showcasing the rich history of the sport and highlighting the influence of Jean Hornsby, the first Black England player, to today's diverse players represented in the Vitality Roses

along with the contribution of a number of Black members who support the grassroots of the sport.

NOVEMBER 2020



RAINBOW LACES

England Netball supported the Stonewall Rainbow Laces campaign in November 2020 and launched LGBTQ+ 'Here to Listen Forums' during this period to hear the experiences of this community within netball.

JANUARY 2021



EQUALITY, DIVERSITY AND INCLUSION BOARD CHAMPION

England Netball sought to recruit a Co-opted Board member with a specialism in equality, diversity and inclusion to support the sports future development in this area. Following a thorough recruitment process Jennifer Thomas was appointed to the board.



NETBALL AGAINST RACISM

In January 2021 England Netball hosted the Vitality Netball Legends Series, a three-match test series against an All-Stars team made up of global players from across the Vitality Netball Superleague.

This competition looked to convey how inclusion is important and vital to the game. In advance of each game players took the knee alongside a statement of Netball Against Racism. The Netball Against Racism statement and players taking the knee continued throughout the 2021 Vitality Netball Superleague season.

MARCH 2021



INTERNATIONAL WOMEN'S DAY

England Netball celebrated International Women's Day by celebrating five inspirational women from the netball community who display resilience and determination, either thriving working in a role

or field some may perceive to be gender biased, continuing to break down barriers or successfully challenging age stereotypes. A unique cover for each woman was designed for the special edition of the 5th QTR magazine.

APRIL 2021

NETBALL STANDS AGAINST ONLINE ABUSE

England Netball took a stand with football and the wider sporting community in response to the ongoing and sustained discriminatory online abuse targeted at professional athletes through a social media boycott for three days.



'HERE IF YOU NEED' CAMPAIGN

This campaign highlighted the partnership between Well HQ and England Netball which looks to raise awareness of key topics relating to women's lives and participation in sport. The campaign has covered

issues such as mental health awareness, maternal health, menopause and teenage issues (covering body image and period anxiety) etc. Covid Officers were targeted for the first sessions to support their concerns around restarting the game after the COVID-19 pandemic, looking after both physical and mental wellbeing. The campaign was then opened to the wider Netball Family.

MAY 2021 - ONGOING

INCLUSIVE EMPLOYERS

A cohort of England Netball staff became part of the inaugural Sport England Inclusive Employers programme.

JUNE 2021

POLICIES AND PROCEDURES

Following the feedback from 'Here to Listen Forums' the Disciplinary Regulations, Codes of Conduct and Diversity & Belonging Policy (previously Equality Policy) were reviewed and republished.

JULY 2021 - ONGOING

INCLUSION PILOTS

England Netball are delivering inclusion pilots to learn how to effectively engage and deliver to under-represented groups within our sport.

LOOKING FORWARD

England Netball is committed to ensuring netball is an inclusive sport and improving diversity at all levels of the game. This report details the findings of the insight that has been conducted since June 2020, providing a baseline for measuring progress.

We are on a journey and know improvements need to be made in the areas highlighted in this report. We have been working hard to address inequality within netball, with a renewed energy and focus across the Netball Family, and are committed to continued transparency and reporting on progress.

The findings from this insight project and learning's from the lived experiences shared are being used to inform the new '10 Year' strategy for the sport, designed to ensure principles of inclusion and belonging are embedded as a priority throughout.

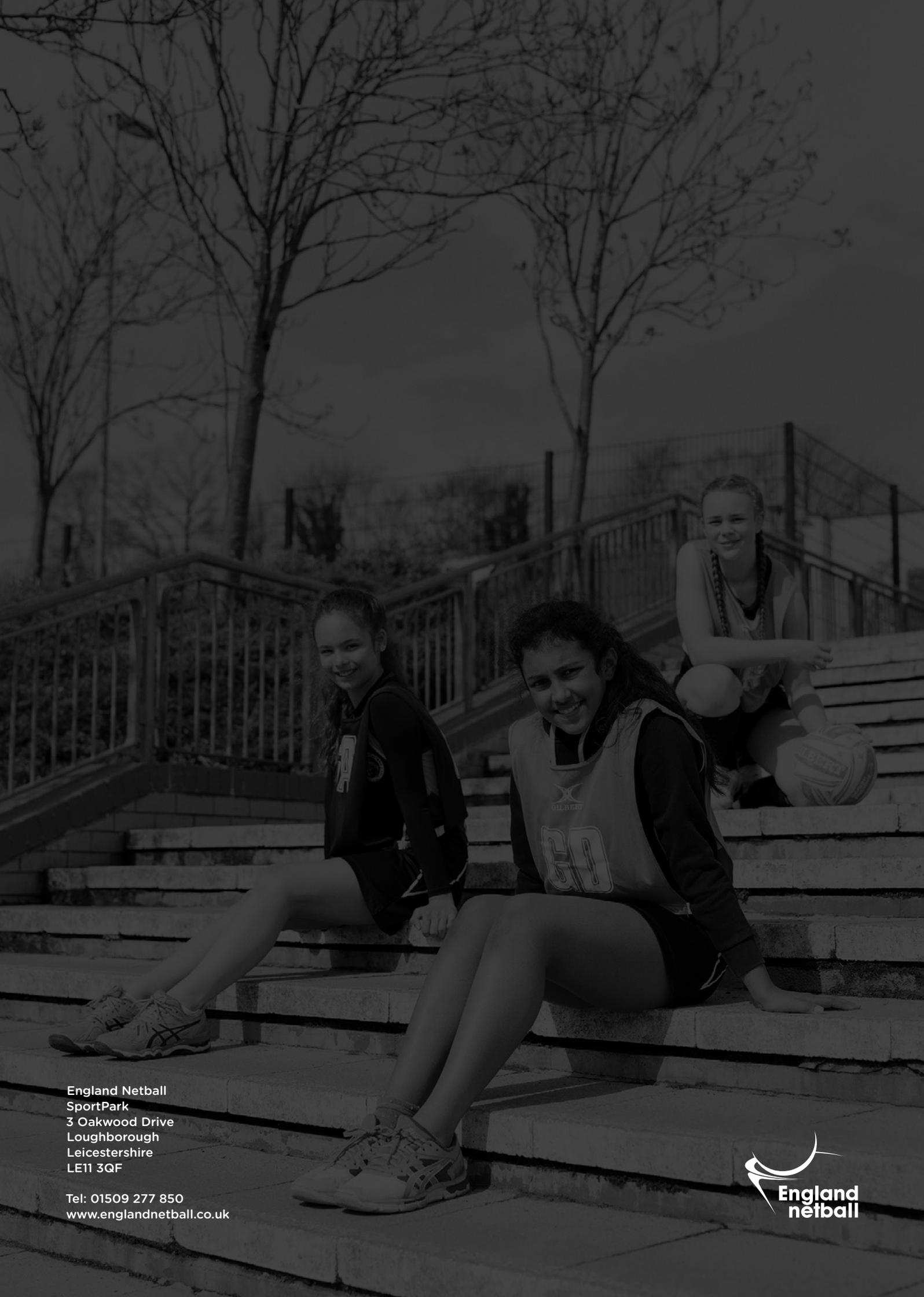
In addition, we are continuing to develop our approach to delivering the game to under-represented audiences and are currently implementing pilot initiatives and engaging with other organisations, with vital expertise, to support and inform our approach moving forward.

A key element of our plan relates to education and the findings from this report are currently being used to develop conscious inclusion training resources, which will be introduced later this year across all levels of the sport, making it accessible to members, coaches, officials, committees, volunteers and staff. These training resources will be designed to support all those operating in netball to reflect on practices and consider how to ensure our sport can develop a truly inclusive culture.

Many respondents highlighted the positive, fun and safe environment netball offers to women and girls. Our aspiration is to ensure that more people can access our sport and benefit from belonging within netball.

Our '10 Year' strategy for the sport, to be launched in the coming months, will encompass our vision and approach for the sport in the next decade to help realise our ambition in this space and galvanise our Netball Family to help establish a commitment to make our sport a truly inclusive sport for all.





England Netball
SportPark
3 Oakwood Drive
Loughborough
Leicestershire
LE11 3QF

Tel: 01509 277 850
www.englishnetball.co.uk

