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Berkshire Netball Development Officer

Annual Report 2026



To lead a movement, on and beyond the court.

To uphold an unapologetic focus on women and girls whilst opening the game for new audiences to belong, flourish and soar.

A GAME FOR LIFE

- 50% increase in females playing netball across all life stages
- Year-on-year increase in the diversity of the netball playing population
- A countrywide accessible offer for men and boys (EMMNA)
- 90% of schools delivering a quality netball experience
- Clear and connected offer of choice in every community, world class clubs and leagues at the heart of netball
- A place to play within easy travel distance from every household

A WORLD LEADING GAME

- Back-to-Back CWG and NWC titles, Roses team celebrated for its diversity and identity
- World-class depth of Roses-ready players in all positions
- Nationwide network of centres providing high quality player support and rich opportunities for learning and progression
- Fully professional domestic netball league attracting top players from across the world
- Community of coaches and practitioners recognised and respected as being world leading
- 100% growth in attendances for all Roses home internationals
- World class NPS for all EN events

A VISIBLE PRESENCE

- First choice team sport for females
- Growth of hours and inches of netball content across all media
- Growth of non-netballers engagement across social and digital channels and attending events
- Year-on-year increase in the conversion rate from our Watch-Click-Play legacy audiences
- Expansion in global coverage of EN netball content
- Year-on-year increase in brand awareness of EN
- Year-on-year increase in athlete brand awareness

A RESONANT VOICE

- A leading voice that represents women and girls on the things that matter most to them, on and beyond the court
- Year-on-year increase in members of the netball family who feel netball champions causes important to them

A THRIVING COLLECTIVE

- 100% growth in people with careers in the game
- Year-on-year increase in the diversity of our Thriving Collective
- Year-on-year increase in our Thriving Collective feeling they belong in netball
- Significant growth in the number of people actively taking part in regular learning opportunities
- World class accreditation for staff engagement and volunteer NPS
- People and partners within our Thriving Collective, aligned to our Moral Compass and signed up to our Belonging Commitment Statement

AN EXTRAORDINARY EXPERIENCE

- World class NPS for all netball services
- Year-on-year increase in the percentage of the netball audience engaging at least monthly with EN's digital platforms
- A loyal and growing membership
- 'Netball supports me to belong, flourish and sour' – year-on-year increase in the percentage of people from across the game agreeing with this statement



Highlights

- Bee Netball events including training for teachers.
- Successful Walking Netball League with 2 seasons so far. Lots of ex-netballers and new to netball players involved. We've increased the number of teams involved and have inspired other counties to set up their own WN League.
- This Mum Moves Ambassador training with Mum and Baby session to be launched in September 2026.
- Recruited NETBALLHer champions in line with EN requirements. Next step is to provide ideas and actions for delivery.
- Supported clubs and leagues with finding coaches, facility issues, governance advice etc.
- Work with Central Reading Mosque to provide sessions for Muslim women in Reading area. The passion and enthusiasm these ladies have for the game has been brilliant to be a part of.
- Netball Camps have been a huge success with hundreds of girls playing and having fun.
- Lots of Back to Netball, Walking Netball and Netball Now sessions!
- Supporting links and growth of NSL Franchises including delivery of London Pulse Masterclasses launched throughout the Region.
- Internal-to-EN project work on marketing and Camps delivery.
- Back to Netball and Walking Netball programme continuation.



2026 actions

- Continue to build on Bee Netball and Schools Work. Including working in conjunction with the Region on State School provision.
- Membership Growth – look to work with leagues and clubs to identify any issues and to check and challenge data as I can see some clubs have lost significant members. Look to support the establishment of Reading Junior Netball League to provide opportunities for girls U11-U14.
- NETBALLHer Champions – provide a plan of action to support the development of the NETBALLHer programme.
- Facilities – support the development of Gray's Farm plan in Wokingham in conjunction with Region, Franchises, local clubs and leagues.
- Underserved communities – setting up Mum and Baby session, exploring work with Sport in Mind, working with Berkshire Women's Aid, develop South Reading netball sessions with Cumberland Road Masjid.
- Income generation – continue with successful Camps, add Walking Netball Days, Festivals, Corporate events.
- Continue to work with key partners e.g. School Games Officers, Get Berkshire Active and add new partnerships e.g. Sport in Mind, Football Foundations, University.