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Berkshire Netball Development Officer

Annual Report 2025



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



Overview

EN key objectives

- Attract and inspire participants into programmes
- Income generation
- Target underserved groups
- Support growth of Bee Netball in Schools
- Support clubs and leagues

Outcomes

- 705 participants through programmes such as Back to Netball, Netball Now, Walking Netball and Netball Youth Camps.
- 394 participants who were new to netball (hadn't played in at least 12 months or more).
- £5249 surplus (£12k profit may in 2022/23) made from events, camps, coaching and sessions. All of this goes back into developing netball.
- Priorities shifted to primary school netball in particular Years 3 & 4. We saw over 200 pupils take part in Years 3 & 4 Festivals with 90% of them having never played before. We also trained up teachers and young leaders as well as encourage School Games Officers and local key volunteers to run festivals for this age group.



Other highlights

- Successful Walking Netball Festival with 10 teams entering. As a result we've set up a Pilot Walking Netball League with 6 teams. It's been a success with everyone enjoying being able to play competitively in a fun, safe environment. Lots of learning to take from this initial 5 weeks but really excited to roll this out again.
- Helping to recruit and induct new members of staff across the South Region
- Supported clubs and leagues with finding coaches, facility issues, governance advice etc.
- Supported Cosmopolitan Roses Netball Academy, and in particular Haroona and Sadia, in applying for funding to deliver sessions for Asian and Muslim women and girls. The club have gone from strength to strength; creating Junior sessions, Adult and Back to Netball sessions and excitingly winning the National England Netball Inclusion One Award and being recognised for their hard work and achievements.
- 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.
- Providing ongoing support to clubs and leagues
- Lots of Back to Netball, Walking Netball and Netball Now sessions!
- Supporting links and growth of NSL Franchises.



Going forward 2025/26

Ramping up School work – wanting to influence and ensure netball is a priority sport for primary schools, that teachers are inspired and confident to lead and officiate netball sessions

Continue to develop participation programmes and ensure sessions are open to underserved communities

Continue to deliver Camps, Festivals, Leagues and Events

Support leagues and clubs with governance, facility or any other issue 😊



Gender Eligibility and Participation Policy

England Netball has introduced a new Gender Eligibility & Participation Policy which incorporates an updated approach to inclusion across the game following a detailed review and consultation process. This policy is effective from 1 September 2025.

Under this new policy, moving forward England Netball will recognise three distinct gender participation categories:

Female netball

Male netball

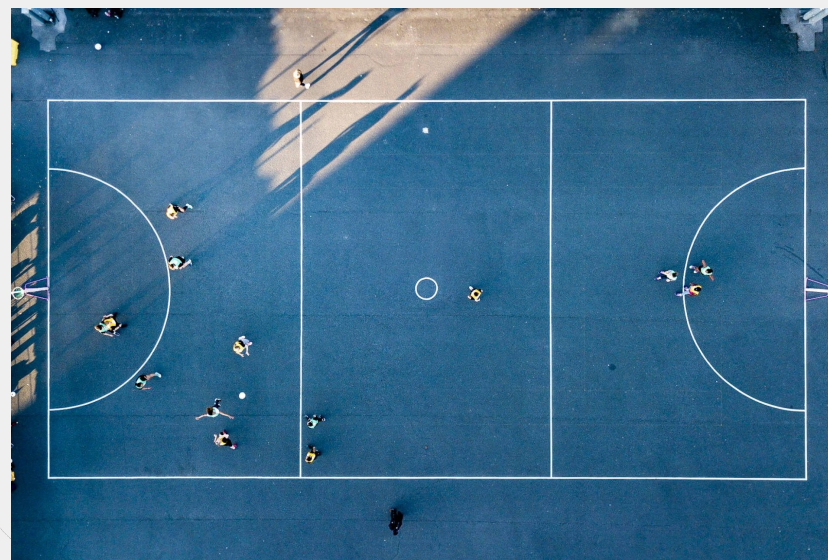
Mixed netball

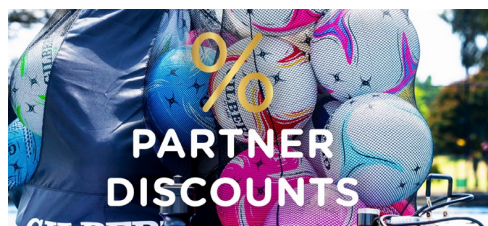
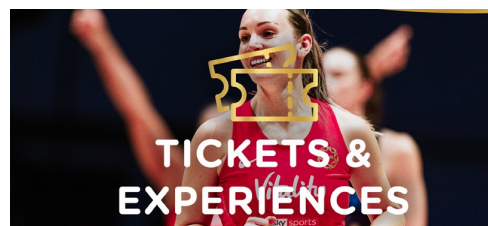
The female category will be exclusively for players born female, irrespective of their gender identity, whilst mixed netball will serve as the sport's inclusive category, allowing players to compete under the gender with which they identify.

I would very much appreciate you getting in contact if you are aware of any clubs or players that might be impacted so England Netball can be proactive in supporting them to continue to play at the earliest opportunity. If you as a club or league require some support please do not hesitate to get in contact.

[England Netball | Gender Eligibility and Participation Policy](#)

[Gender Eligibility and Participation Policy and Documents - EN knowledge Centre - England Netball Knowledge Centre](#) (including FAQs and links to guidance, rules for Mixed category etc)





EN Membership Benefits

The EN member exclusive NETBALLHer Learning Offer** is an online course that you can access and work through in your own time to level up your female health knowledge!

With world class ratings, our action-packed live netball events are the perfect way to inspire you and super-boost your mojo on court – enjoy discounted tickets to our Roses matches.

From 20% off healthcare products with Physique, to 15% off Gilbert Netball equipment,

ADULT	JUNIOR			ADULT
OVER 18	UNDER 18	UNDER 14	UNDER 11	SOCIAL & SUPPORTING

PARTNER DISCOUNTS

5% off with Dynamik Sports Flooring	✓	✓	✓	✓	✓
15% off with Gilbert Netball	✓	✓	✓	✓	✓
20% off with Harrod Sport	✓	✓	✓	✓	✓
25% off with OTE Nutrition	✓	✓	✓	✓	✓
Up to 15% off with Perform Better	✓	✓	✓	✓	✓
10% off with Physique	✓	✓	✓	✓	✓
10% off and no joining fee with The Gym Group	✓	✓ 16 Years +			✓
Howden's Benefits Platform	✓	✓	✓	✓	✓
Occasional discounts and offers at the England Netball Store	✓	✓	✓	✓	✓

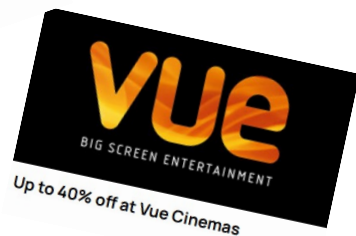
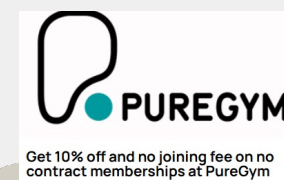


Brand new for 2025

Introducing Howden's Benefits Platform, exclusive to EN members!

Available to all EN members (including Social & Supporting)

Unlock access to exclusive offers and discounts from a range of exciting brands - such as Airbnb, Costa, and Pizza Express, as well as various family attractions, and popular cinema and supermarket brands*



Visit englandnetball.besaving.co.uk to register. Email with code was sent on 21st January 2025.

