

Participant Centred Approach

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Concept

Based on the Business Principle - Customer Focused

- Understanding the customer and developing products and support services to reflect their needs
- Encompasses every aspect of the organisation and starts at the top
- Customer Focused Strategy – “planned approach to how customers are handled at every touch point”

Achieving Strategic Outcomes

- The way by which we move from
2010
↓
2013 – WSP
↓
2019 - 10:1:1
- **Engage** more people in the game
- **Retain** more people in the game
- Increase participant **satisfaction** in the game

Process

Phased Approach

Phase 1: Getting a much deeper understanding of the variety and scale of the players playing Netball in England:

- Understanding the varying needs, expectations and aspirations of those playing Netball in England.

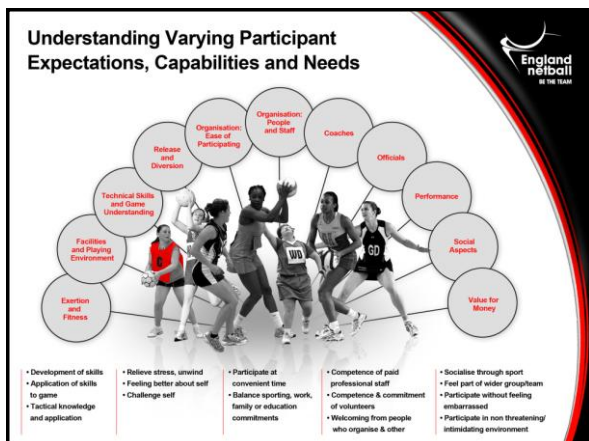
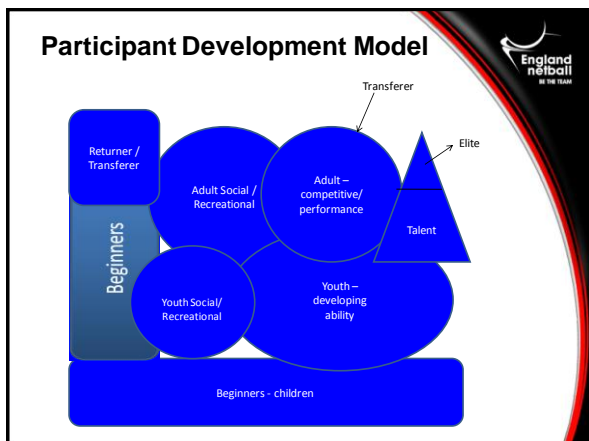
Phase 2: Providing focused support to the workforce (coach, official and volunteer):

- Once we have understood the varying needs, expectations and aspirations of the players we will then be better equipped to know how to best support the coach, the official and the volunteer.

Phase 3: Creating a new Engagement Framework

- Ensures England Netball offers the players, coach, official and volunteers the best resources, structures and support services.

Phase 1 – Understanding Netballers in England



- ## Participant Appropriate:
- **Workforce support** – programmes, supporting structure and qualifications
 - **Competition structure** - format, skill level, management, officiating
 - **Programmes** - reflective of 'mental', 'physical', 'technical', 'tactical' & 'psychological' needs, accessible and brand targeted
 - **Supporting structures** – people, staffing and organisations
 - **Facilities and playing environments**
 - **Membership package** - appropriate affiliation benefits
 - **Investment, development and allocation of resource**



- WSFF Presentation



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- 
 Initiated and sustained by England Netball Development Officer workforce
- 
 Weekly sessions provide a gentle re-introduction to the sport for female adult players
- 
 Emphasis on creating a fun, sociable environment.





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- 
 Netball Development Officers are responsible for recruiting coaches, promoting the sessions, monitoring delivery and offering participants competitive and volunteering exit route opportunities
- 
 Leisure centres are required to identify space and book the facility, employ the coach, cover participants through their public liability insurance, determine session cost and assist in promoting the sessions.



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- 
 Free franchise model generates income for delivery partner
- 
 Participants are retained by continuing to play socially, joining existing teams and clubs, forming new teams and entering local leagues or setting up leagues in their area.

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Whole Sport Plan Strategic Outcomes

-  Delivery of 656 Back to Netball projects
-  16,000 women minimum attending Back to Netball over the next four years
-  1,248 volunteers recruited to support B2N teams.




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Current landscape

-  Delivery of 274 Back to Netball projects across England
-  WSPY1 – participant target 2716, actual 3450
-  Active People 3 showed a statistically significant increase in participation.

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Current landscape

-  England Netball membership
-  Traditional netball infrastructures
-  Participant data

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Marketing

-  Localised marketing campaigns - newspapers, local radio etc
[There's never been a better time to get Back to Netball](#)
-  National campaigns – Daily Telegraph



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CANCER RESEARCH UK
Race for Life

[North West Back to Netball Festival - Cancer Research Warm Up](#)





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Going forward

-  Continue to deliver sessions across England
-  Offer development
-  Sponsorship
-  Commercially viable competition framework development

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Questions



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