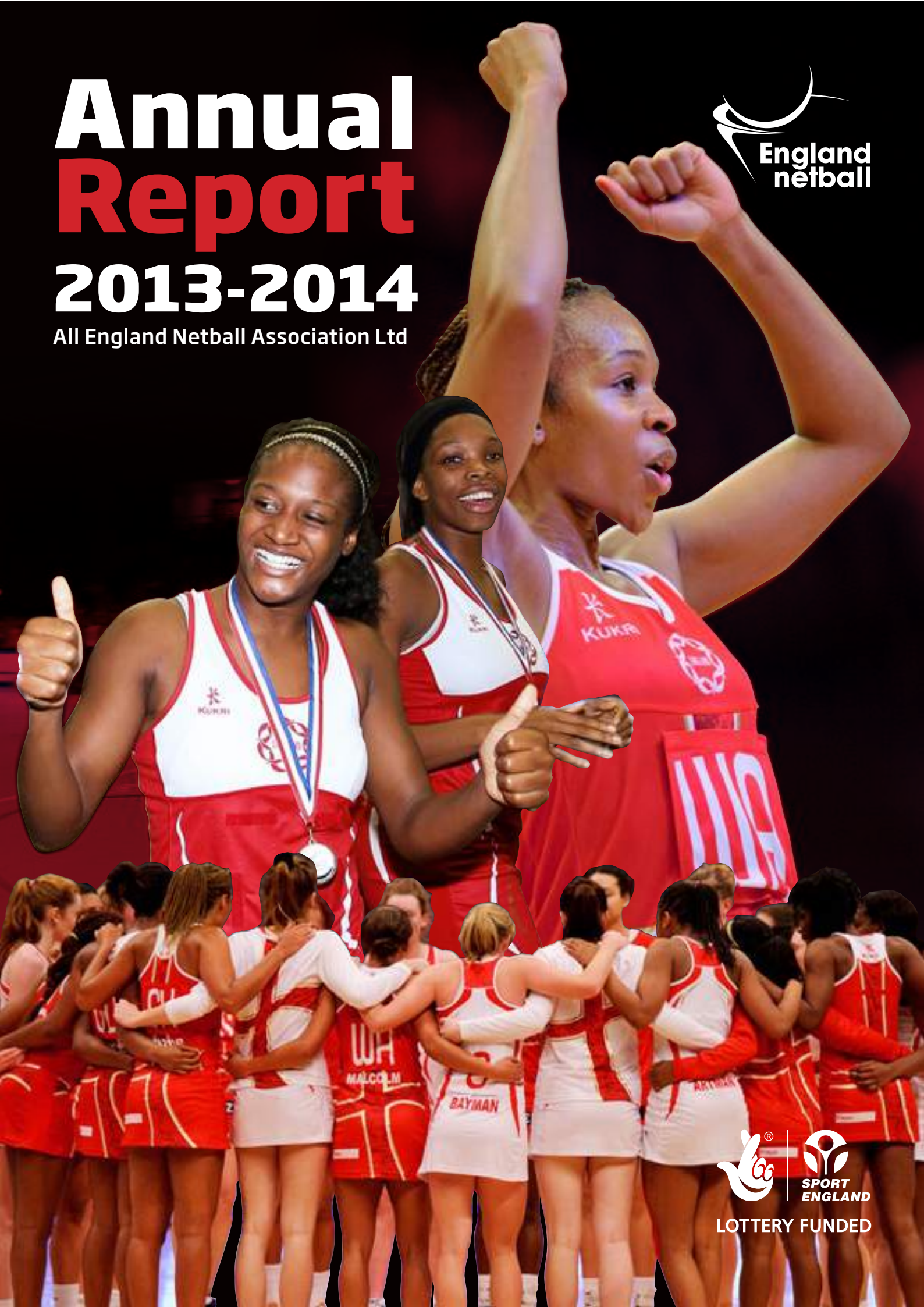


Annual Report 2013-2014

All England Netball Association Ltd



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Chairman's Introduction

As I come to the end of my 19 years on the England Netball Board, including nine as Chairman, I feel it is definitely time for reflection. The experience has been highly rewarding and I depart the Board with both sadness and pride. Sadness at leaving the Board, and pride that we have seen participation grow hugely. England Netball as an organisation has gone from strength to strength, culminating this year in winning the NGB of the Year title at the Sports Industry Awards. We are recognised as a top performing sport and on court we are now genuine challengers to the world's leading netball nations.

The last 12 months has been incredibly successful for EN, indeed it has probably been one of the best years we have ever had. There have been so many successes on and off the court, which you can read more about elsewhere in this Annual Report.

Over the course of the last year, the work of individuals and the team at England Netball has seen us win many awards:

- *Sunday Times* Sports Woman Team of the Year 2013;
- Anna Mayes, England Coach, was nominated for the Sport Coach UK Performance Coach of the Year;
- Helen Smith was nominated for Sport UK Children's Coach of the Year;
- Lynne Booth received a Lifetime Achievement Award at Sport Coach UK;
- Sue Collin, Chair of the East Midlands Regional Board, won the Sports and Recreation Alliance Torch Award for Volunteering;
- Pip Cross was awarded coach/mentor of the year at Sports Officials UK (SOUK);
- Karen Atkinson was awarded an MBE in the Queen's New Year's Honours List;
- Colette Thomson was awarded an MBE in the Queen's Birthday Honours List.

In addition, England Netball has raised more than £1.5 million since 2010 for Cancer Research UK, our major charity partner, and we were named as their Corporate Community Sponsor of the Year at the charity's Flame of Hope awards.

We continue to face the same challenges of perception and funding as any predominantly female sport, but gratifyingly we have seen our membership grow to over 90,000, giving us a great track record on delivering growth, and the APS (Active People Survey) shows that more than 156,000 netballers across the country are playing netball for at least half an hour every week. These metrics have helped us gain recognition from Sport England as a top performing sport and meant we have benefited from significant funding.

We strive to help change the perception of sport for young people, encouraging them to participate in netball, and we continue to engage at every opportunity with

government, DCMS, Sport England and other appropriate organisations, as well as participating in discussions and projects aimed at helping address this issue.

The last 12 months have seen a whole raft of new netball initiatives and partnerships set up with the aim of providing opportunities for more people to access netball and to continue to grow participation. These include: the University Netball Officers (UNO) student volunteer programme, supported and deployed by EN to develop and deliver a programme of netball activities; Back to Netball, which continues to attract huge numbers of women; Netball Now, where women can pay and play; the Big Summer of Netball, in which summer camps deliver netball throughout the country; and Indoor Netball, a collaboration between EN and Indoor Netball Association (INA), which has seen this form of the sport become recognised and authorised in England.

The 2014 international Junior Netball festival in Disneyland Paris, organised by Sport Experiences in partnership with EN, went from strength to strength, with well over 1,000 girls in the under 14 and under 16 categories attending.

On-court highlights include the World Youth Netball Cup in Glasgow last summer, where our under 21s came fourth; our 2-1 Test series win in South Africa in September; our TriSeries with New Zealand and Jamaica in January where we were runners-up; our under 17 and under 19 teams winning their respective Netball Europe titles; and Manchester Thunder winning a thrilling Zeo Netball Superleague final, pipping Surrey Storm by just one goal.

In officiating, congratulations must go to NSL umpire of year Ian Fuller as well as to Sarah Watts, Jackie Mizon and Kate Stephenson, who all achieved their International Umpiring awards.

As I write, our team is currently competing in the CWG 2014 in Glasgow. I wish the team success and also congratulations to our officials Gary Burgess, Ian Fuller and Tracy Smith, who are an integral part of the tournament.

Looking to the future, England Netball has submitted a bid to the International Netball Federation (INF) to host the Netball World Cup 2019 and we will hear the outcome in March 2015 after a presentation to the INF evaluation panel in November of this year. Principal event partners are Liverpool City Council, UK Sport and ACC Liverpool and it would be very exciting to host the NWC, providing a platform to further raise the profile of the sport both in England and globally.

Our Board has continued to work hard on behalf of its members to provide strong strategic leadership for the Association. We undertook six Board meetings during the year as well as a Board retreat, and have given considerable focus to our strategy and plans as well as good corporate governance.

Governing the game and driving the strategic direction is a huge task, and is not solely down to the Board of

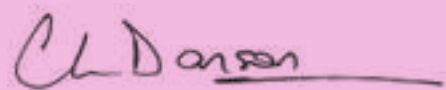
A message from your Chief Executive

Directors. England Netball has a series of committees and advisory forums that advise on EN initiatives and/or specific areas of expertise at national level and there are similar structures at regional and county level. One such group of significant importance is the Regional Chairs Forum with whom EN consults and the group meets regularly to discuss plans and to provide expert check and challenge.

The audited accounts show that we have made an £89,182 surplus at the end of the financial year. We are grateful for the funding from Sport England and support from our sponsors. Looking forward, it is essential that we continue to become more commercially focused so that we can generate increased income. The Board has established a Commercial advisory group tasked with preparing plans to generate income, a crucial element in ensuring that we have a sustainable sport beyond the current Sport England funding cycle (2013-17).

As we all know, we could not function as effectively without our volunteers and it is therefore great news that our 2013 Golden Globes volunteer event was such a wonderful success. Congratulations to all the national winners and to our newly conferred EN Honorary Life Members Lyn Carpenter, Amanda Newton and June Snellin. I am now looking forward to our weekend of netball this September, which will be a very full day comprising our AGM, followed by Make the Game Live, our Honorary Life Members lunch, and the National Golden Globes awards evening, all held in Sheffield.

My sincere gratitude goes to everyone involved in netball in England, including our volunteers, staff, Board and President. Finally, our Chief Executive Officer Paul Clark is retiring later this year, and I thank him for his leadership and support over the years and I wish him a long and happy retirement.



Cheryl Danson OBE
Chairman, England Netball

This is my eighth and final contribution to the Annual Report as Chief Executive of England Netball, a position I have been proud and privileged to hold since 2007, as I will be retiring from the role soon after the Annual General Meeting. As a consequence, I would like to take this opportunity to reflect on the last seven years and the changes that have occurred in the sport during that time before celebrating the successes of the last year.

The profile of the sport has grown significantly over the last seven years; more people are talking about netball and there is significantly more coverage in the media. Only recently, BBC presenter Hazel Irvine suggested that netball in the Commonwealth Games will be the perfect pick-me-up after England's World Cup washout. She commented: 'It's a brilliant sport and viewers will be absorbed.'

This transition has not happened by accident but by a clear alignment of the passion and hard work of volunteers and employees to the vision of the NGB and a real commitment to see the sport grow and flourish. The evidence speaks for itself:

16+ participation has increased by 31% between 2007-2014 [from 118,800 to 156,000 participants].

The flagship Back to Netball programme won the BBC Sports Lottery Award of the Year in 2012 and England Netball was shortlisted for NGB of the Year in 2011.

Membership numbers have grown by 50% since August 2008 [from 60,000 to 90,000].

England is still ranked no. 3 in the world but the latest world ranking show we are closing the gap to New Zealand in the no. 2 place and the distance to Jamaica, who are ranked no. 4, is stretching. We recorded our first ever global netball title in 2011 when we won FastNet and recorded our first ever series win when we beat Australia 3-0 in January 2013 – a treasured memory.

Sport England investment has increased from 2009/13 to 2013/17 by 34% to the current level of £26.4m.

One of our strategic goals is to introduce an average of 10,000 new participants to the sport every year, Sport England will measure our success, from a participation perspective, by the results of the biannual Active People Survey. We achieved our internal goal and engaged 15,000 new participants to the game and in addition grew membership by 6.1% between March 2013 and March 2014. However, the outcomes of the Active People Survey presented some real challenges; in December our participation numbers had dropped by approximately 34,000 with a significant drop-off in participation amongst 16 to 25-year-olds between the months of July and August 2013.

This exposed us to Sport England's Payment for Results regime and ultimately our grant was reduced by £275,000. We have introduced a number of new programmes targeting this age group during the summer months, which we hope will address the drop off and remove the threat of further reductions in funding. That threat has been diluted by an encouraging June Active People Survey outcome when our participation level rose to previous levels of 156,000; the December Survey results will be critical.

Internationally, it was a busy year, building on the 3-0 series win against Australia (I never tire of saying that). The team won five of their six matches (home and away) against South Africa before beating Jamaica and losing to New Zealand in the ill-fated and extraordinary January Tri-Series. We needed to switch venue overnight when the floor at the Copper Box in London was damaged by a previous hirer, then Jamaica were unable to field a full team and withdrew from the last match. Focus then switched to the Commonwealth Games in Glasgow, where I hope to add to my collection of treasured memories.

Sadly, the success of the senior team did not translate to the U21 team who had a disappointing World Youth Championships in Glasgow finishing fourth; however, we need to remember that the squad was depleted by four serious knee injuries. Similarly, the Fast 5 team underperformed in the 2013 competition in Auckland, New Zealand, finishing sixth.

The ZEO Netball Superleague was one of the closest and most fiercely contested ever; congratulations to all teams but especially Surrey Storm and Manchester Thunder who contested a magnificent final that was

decided by a Helen Housby goal in the last second of the game.

Congratulations also to all the clubs and schools who won England Netball national competitions in 2013/14.

From a business perspective we continue to go from strength to strength; our commercial activity

and revenues are developing with the addition of Mrs Crimbles and ZEO to our portfolio of commercial partners and a growing relationship

with delivering holiday camps in Disneyland Paris with Sport Experiences.

This year has seen a real change in our broadcast arrangements for Superleague and International matches as we entered a new three-year partnership agreement with Sky. The outcome has been increased access to the wider Sky platform including Sky Tickets, improved match presentation and regular live matches, all of which delivered an unprecedented viewing audience of 1,000,000 people.

In 2011 we were unsuccessful in our bid to host the Netball World Cup but decided to bid again for the 2019 event; we have chosen Liverpool as our host city partner and UK Sport has agreed to invest in the event. Our bid was submitted to the INF in June and will go through a robust screening and evaluation process over the next few months; we expect to know the outcome early in 2015. England last hosted the Netball World Cup in 1995 so it will be brilliant for it to be held in this country again so the netball family can be inspired by the best netballers in the world.

England Netball adopted Cancer Research UK as our charity partners approximately four years ago and has developed a real partnership that has extended beyond the initial alliance around Race for Life. I am proud to confirm that netball has raised £1.5m for CRUK during that period of time, a contribution that was recognised when we received the CRUK `Flame of Hope` Award.

A special mention should also be made for Karen Atkinson who received her MBE this year; to Colette Thomson who was deservedly awarded the MBE in the Queen's Birthday Honours list and to Lyn Booth who won the Sports Coach Lifetime Achievement Award.

On behalf of England Netball, I'd like to extend our thanks to Sport England for their outstanding support and confidence in our ability to deliver.

I have loved my time as Chief Executive of the best NGB in the country and want to thank everyone involved in the game for their passion, commitment and support - without you the sport would not be in such a strong position with such a bright future. Special thanks to President Janet Wrighton and Chair Cheryl Danson for their support, guidance and friendship; to the Board for their leadership and to the Executive Team. I would also like to show my sincere appreciation for the coaches, officials and volunteers who work tirelessly to make netball the best sport in England.



Paul Clark
Chief Executive Officer, England Netball



Education & Training



Over the last 12 months the Education and Training department have been developing and improving current systems and processes within the team. This has been in order to continue to offer a fantastic service and experience to all coaches, officials, volunteers and workforce (tutors and assessors).

There have been a number of internal changes and developments in systems that have made the department more efficient and effective. We are now in a position to move forward in some of the areas but the priority has been to embed and improve the areas we currently offer.

This year also saw the delivery of the successful Coaching and Officiating Make the Game Live Conference, held at Loughborough University. Over 140 coaches and officials attended sessions delivered by top quality experts. A range of sessions were on offer

that gave delegates new ideas, opportunities to review situations they had been faced with over the season, listen to advice from the specialists and see some of our aspiring youngsters in action as players.

Thank you for an excellent weekend conference. It was outstandingly informative, excellent, professional and also very enjoyable. Please thank and congratulate everyone who was involved in any way in the terrific organisation of this event.

MtGL Delegate

Officiating

Over the last year the officiating department has continued to support and work with our Regions and Counties to offer a range of umpiring courses.

Level	No. Courses	No. Learners
YUA Orientation	26	-
YUA Course	55	-
Beginner	58	786
NE C Award	65	750
NE B Award	10	76

It has also been a successful year for our umpires gaining the NE A award and INF International Umpire Award:

• A Award

- Catherine Blee, Estelle Ball, Emma Dell, Nikki Dewick, Sarah Gallagher, Elaine Holmes, Liz Horne, Denise Kennedy, Rose McCarter, Chris Molloy, Chris Obin, Sharon Scott & Mark Sheen

• IUA

- Ian Fuller, Sarah Watts, Jackie Mizon, Kate Wilcox
- Louise Travis – Re-endorsed

Congratulations to all officials who have gained their qualification over the last 12 months.

The department delivered the first Performance Development camp for Superleague umpires in November at Loughborough University, which gained lots of positive feedback and is being planned for the forthcoming year. The introduction of the Performance Talent ID Programme has also seen some of our talented umpires being supported and being given further opportunities to umpire at higher level events.

We have continued to deploy officials to numerous National Events that include:

- Superleague
- Premier League and Premier League Play Offs
- National Schools
- Under 16 National Clubs and Under 14 National Clubs
- Marion Smith Championships

We also continued to support official deployment to BUCS and the Armed Services events.

Our umpires continue to be deployed on an international stage and over the year have represented us at the following events:

- Africa National Championships Malawi – Jackie Mizon & Ian Fuller
- Constellation Cup Silver Ferns v Australian Diamond – Tracy Smith

- Halloween International Event Northern Ireland – Jackie Mizon & Gary Burgess
- World Youth Champ 2013 Glasgow – Tracy Smith, Janice Treasure, Ian Fuller, Sarah Watts & Lisa McPhail (NZ)
- FAST Net Auckland – Ian Fuller & Janice Treasure
- Test Series New Zealand v Jamaica – Gary Burgess, Ian Fuller & Tracy Smith
- Tri Series Trinidad & Tobago, Barbados & Northern Ireland – Ian Fuller

• Netball Europe Deployments

- Northern Cup Cardiff – Jackie Mizon & Kate Stephenson / UAP Judith Groves
- Netball Europe Under 21 Wales – Jackie Mizon, Rachel Zillwood, Jo Stentiford/ UAP Bill Alexander & Jo Kelly
- Netball Europe Open Aberdeen – Tracy Smith, Lisa McPhail, Sarah Watts, Ian Fuller & Jackie Mizon / UAP Bill Alexander
- Netball Europe Under 17 Worcester – Caroline Duggan, Chris Molloy, Rachael Radford & James Thomas / UAP Heather Gleadall

• Commonwealth Games Appointments

- Umpires – Gary Burgess/ Tracy Smith/ Ian Fuller
- Match Bench Officials – Margot Shawyer/ Helen Lillie/ Mary Stanley/ Pat Percy/ Felicity O'Leary/ Jennie Underwood

Sports Officials UK held the first national awards to recognise the achievements of officials involved in all sports. England Netball put forward four nominees across the categories with all four being shortlisted to the finals.

• Shortlisted:

- Community Official of the year – Carol Williams
- Young Official of the Year – Alice Johnson
- Lifetime Achievement Award – Sheelagh Redpath

• National Winner:

- Coach/Mentor of Officials – Pip Cross

This year also saw the introduction of the National Officiating Forum. Volunteers were invited to nominate themselves to sit on this group and represent officials at all levels of the game.

High levels of nominations were received and the successful representatives are as follows:

- Gary Burgess – Elite
- Bernadette Palmer – Grassroots
- Amber Derrien – Tutor/Assessor
- Heather Gleadall – Elite/ Grassroots/ Tutor/Assessor

England Netball will work with this group closely going forward in regards to all officiating matters to continuing to deliver the Officiating Functional Plan.

Coaching



The last 12 months have seen the coaching department continue to run a range of courses and qualifications to new and developing coaches.

Level	No. Courses
UKCC Level 1	47
UKCC Level 2	23
UKCC Level 2 Conversion	7
UKCC Level 3	2
CPD Workshops	95

This year has also seen the review, development and launch of the new UKCC Level 1 course. This course is now fit for purpose and is in line with many other sports. Feedback gained to date has been extremely positive from both our workforce and learners on the course. We also piloted a modified UKCC Level 2 course with Worcester University; this course took on board prior learning of students on sport related degrees. This flexible approach to delivery will be developed by England Netball over the next 12 months but will be offered to select Universities that meet the set criteria.

We have continued to deliver the UKCC Level 2 Conversion course to coaches that hold an intermediate or England Netball Level 2 coaching award. This subsidised course has offered coaches the opportunity to attend a modified course that covers areas that were not part of their original course delivery and provides new information to support them to deliver coaching sessions at the desired level. Coaches who have been on the course have been very complimentary and have learnt lots of new information.

The 2013-2014 season has been the most successful for coaches achieving their UKCC qualification; especially at Level 3 with a 400%

increase in certification. Congratulations to everyone who has achieved their UKCC coaching award over the last year.

The number of approved centres who can deliver UKCC course has increased significantly over the last year and England Netball have supported these centres through the service level agreements that have been offered. This has meant the opportunity for coaches to access courses has increased over the last 12 months.

England Netball yet again had strong representation at the Sport Coach UK (SCUK) Coaching Awards in December 2013 - in total England Netball nominated eight Coaches:

Gillette Community Coach of the Year

Sara Thompson (NW)

Performance Development Coach of the Year

Lesley Tischler (LSE)

Young Coach of the Year

Jennifer Berry (SW)

Shortlisted for awards evening:

High Performance Coach of the Year

Anna Mayes

Gillette Community Coach of the Year

Vanessa McErlain-Naylor (EM)

Children's Coach of the Year

Helen Smith (Y+H)

National Winner:

Lifetime Achievement Award

Lynne Booth (NE)

I found the course really valuable and it has reinvigorated my coaching!!! I got a lot out of the course and found that it has helped plug some gaps in my knowledge and coaching which has really helped 'other things' make sense! Thank you.

Academy Coach, Devon

Volunteering

At the beginning of 2013 volunteer recruitment documents and templates for Regions were created and have now been included in the Regional and County Handbook to support volunteers in this area.

The recruitment and deployment to two international events and the Superleague finals over the year have also been successful with some returning volunteers coming to help out at the events as well as some new faces. A huge thank you to everyone that supported these matches and helped England Netball deliver some fantastic events.

The Pass On Your Passion (POYP) Scheme has seen an additional 490 young people register for the programme. A few changes were made to the awards and this has ensured volunteers have continued to be rewarded for the time they have given to help grow the great game of netball at all levels.

A total of 188 nominations were received by the Regions for the 2013 Golden Globe (GG) event; this was an incredibly successful year with some strong nominations in all categories. The 2014 GG paperwork saw a few tweaks and changes following feedback from the National panel which was then circulated to the Regions for the 2014 awards.

At the end of this year a lot of time has been spent working with the Women's Sport and Fitness Foundation (WSFF) on a volunteer segmentation project. Through an array of interviews and focus groups England Netball



have gained a huge amount of insight in this area. Over the 2014/2015 season further work will be completed in this area and the feedback gained from this process will be used to update, shape and introduce some new areas within volunteering, watch this space...

Workforce

England Netball has continued to allocate workforce to all of our UKCC courses; this year's standardisation was very well attended and the new UKCC Level 1 course was shared to ensure effective role out of the course over 2014.

We have also offered the joint delivery of Level 3 Award in Delivering Learning (ADL) to coaching and officiating tutors; this course is available for anyone without a teaching qualification to be trained to deliver England Netball courses.

This year saw the introduction of workforce audits that have allowed us to further support our valued workforce and offer them Continued Professional Training over the next 12 months.

This will now be continued on an annual basis so records are updated and the workforce will continue to be supported and offered appropriate training when necessary.

The Workforce Development Manager has worked closely with the Regions to recruit new CPD tutors to deliver workshops; this has been very successful and there are now a higher number of tutors in every Region who can now tutor these courses.

Just a quick note to say that I really enjoyed the ADL course at Slough and thought it was a great experience. Best course I have been on in a long time.
ADL Learner

Growth Implementation



Over the last 12 months many adults have continued to participate in netball through a number of programmes and initiatives as well as through the many clubs, teams and leagues in local communities across the country.

At the end of 2013, the Club Starter Fund was launched with the aim of being a very practical resource to kick start new clubs and teams for all those netballers who were finding their love of netball again through Back to Netball. The fund is a very small amount of money that can financially kick start a club in the first few months whilst members fees are being collected. There was a massive response to this fund with 38 clubs being allocated a grant of up to £400.

Netball Now, England Netball's pay and play programme that was introduced during last summer was particularly successful. Nearly 1,500 people engaged in the 35 programmes that ran over a 12-week period last summer. Not only did the programme enable new people to participate, for many it enabled netballers to play a little bit more during the summer and in a way that meant they didn't have to commit every single week. Satisfaction within the programme was particularly high so with this in mind the programme has been extended and this summer there will be an increased number of sessions as well as in some areas Netball Now running at other times during the year.

University students continue to be a key group of people that England Netball works with to both ensure more students participate in netball but more importantly ensure that they are not lost from netball as they either enter or leave their university career. The University Netball Officer (UNO) programme has been running this year at 14 universities across the country. This programme involves England Netball working with the university to recruit, empower and deploy a keen, enthusiastic student to work to identify the best ways to get more people playing and enjoying netball. During the first full year of delivery the following universities have been involved:

- Northumbria University
- University of York
- Manchester Metropolitan University
- Nottingham Trent University
- Derby University
- Birmingham University
- Staffordshire University
- University of East Anglia
- Kings College, London
- University of Surrey
- University of Chichester
- Southampton Solent University
- University of West of England
- University of Exeter

Collectively the student volunteers have enabled nearly 3,000 of their peers to take part in netball and in many cases this has been sustained regularly through the creation and management of intramural leagues. The UNOs themselves take part in a two day national training event and the aim is very much that they are able to develop their employable skills ready for the world of work once they graduate. Recently it was fantastic to see one of the UNOs from the pilot stage of the programme apply for and successfully be appointed to the role of Netball Development Officer in her county. This demonstrates that not only is the programme impacting on participation levels but is also successful in supporting young people develop skills that support them gain employment.

Prior to the national implementation of Back to Netball in 2009, England Netball provided a very 'club-centric' offer to potential participants. Aside from the wider barriers for women participating in sport (time/cost/local provision), playing netball in a club environment can include a trialling and selection process and if successful, making a substantial commitment both financially and with time from the outset. Back to Netball was designed and marketed

to reduce both wider and netball specific barriers to participation. The programme provides participants with a gentle re-introduction to the sport, for women of all ages and abilities. Sessions are delivered at various times and locations including sports centres, schools halls and playgrounds across the country and marketed in the local community. Coaches are empowered to create a safe environment to re-learn netball and deliver activities that allow participants to experience success and begin building self-sufficiency in their first session, and enhance social interaction within the group. Participants are continuously consulted with to ensure their needs are met, for example if a group within a session is looking to get fit, the coach will differentiate the activity so that they are working harder than those that may be there just to have fun. On-going participation is encouraged by providing Back to Netballers with opportunities to take part in friendlies against other groups, to take part in larger scale Back to Netball festivals and supported to create new clubs and teams to participate in local competition.

Our Netball Development Officers continue to develop and co-ordinate Back to Netball programmes across every county in England. Programmes are also developed and delivered by our Netball Development Community Coaches in areas of high population and latent demand.

The table below presents an overview of the number of programmes run and new participants recruited to the programme since Back to Netball's national implementation in 2009.

2009-10	Programmes	166
	Participants	3,450
2010-11	Programmes	314
	Participants	6,110
2011-12	Programmes	466
	Participants	9,728
2012-13	Programmes	594
	Participants	12,652
2013-14	Programmes	424
	Participants	12,393*

**includes NDCC delivered FE based B2N sessions, B2N targets busters and new attendances at B2N Festivals.*

In September, based on the insight gained from our NDCC workforce, a new coaching resource 'Many Happy Returners' was launched.

The resource is provided to coaches delivering England Netball Back to Netball programmes and includes lots of practical ideas and hints and tips on delivering great sessions.

To maximise the opportunity to make Back to Netball the New Year's resolution of choice, a multi-channel marketing campaign was delivered throughout December and January. The aim of the campaign was to raise the profile of Back to Netball nationally and comprised of the following activities:

- To have a consistent message, both nationally and locally, that all staff are united behind.
- To increase online coverage of local programmes.
- On 26 Dec, to kick off a social media campaign encouraging women to choose Back to Netball as their resolution.
- To secure articles in local print media in January to promote Back to Netball.
- To provide current Back to Netballers in sessions with seasonal marketing collateral to pass on to their friends, encouraging word of mouth – the most effective marketing channel for Back to Netball.

In March, our second participant insight project was undertaken into the motivations, expectations and needs of Back to Netballers. The results are currently being analysed and results disseminated in summer 2014.

March was also the final month of the three-year Active Women project. In 2010, England Netball successfully applied for £1 million of National Lottery funding to deliver enhanced Back to Netball opportunities targeting women caring for children under 16 and/or those residing in deprived areas. England Netball exceeded the 12,000 new participant target by 3425. Of the 15,425 women engaged, just under a quarter (3,363) of new participants have resided in areas of deprivation and just under one third (4,665) have cared for dependants under 16. There has been 111,355 individual attendances over the three-year period and the throughput has grown exponentially year on year.

The following anonymous email shows just how much of an impact Back to Netball has had on its participants over the last year:

"Back to the borderline personality disorder – I don't hear voices! It means I see things in very black/white, I'm anxious, paranoid, and become easily overwhelmed by emotions. I lack motivation with my depression

to get out of bed in the morning, unless it's to go to work where I support other people to fulfil their lives – ironically. When I attended netball I met the most friendly group of ladies I've ever encountered, who supported me through a very shady start of not being able to run a single lap. I heard other inspiring stories, and made a few friends. I've continued to go every week (bar once when I was ill) and I look forward to it, I count down until each Thursday, and have dropped my working hours down (from 60!) so that I can attend. The netball sessions obviously improve my fitness, and they also improve my confidence, my social skills, my relationships, and most importantly my serotonin levels!"

I felt the need to email you to explain what Back to Netball has done for me. Four years ago my Dad died after a very short battle with a brain tumour. Having being diagnosed with depression and borderline personality disorder when I was 13, every emotion in my life is tough to handle let alone that amount of grief. For the next four years I threw myself into work, self-medicating and eating. I didn't socialise, exercise or look after myself in any sort of way. In November 2013, I saw an ad on Facebook about netball – and had a sudden spur of inspiration to actually do something that would bring me joy.

Back to Netball Participant

"I'm still working on adapting my diet, but I have stopped bingeing and reduced the self-medicating within the last couple of months, and am actually managing to have something of a 'normal' (whatever that's worth these days) life. I am now able to almost keep up with the rest of the team, and can physically feel myself improving within my fitness and skills. I have a great amount of admiration for Natalie, Debbie and Laura who manage to arrive that early every Thursday, with a contagious smile that somehow gets me to run laps. They are truly brave women!"

"A big thanks to the Back to Netball team (as well as the makers of my medications and the mental health team!) without whom I wouldn't be progressing as I am today."

Goalden Globe Awards 2013



Last year's Goalden Globe Awards ceremony was held on Saturday September 21st at the National Motorcycle Museum in Solihull, West Midlands. This is always one of the most celebrated evenings in the England Netball calendar and was greatly anticipated. There was a carnival theme for the ceremony as the finest names from the world of England Netball came together to celebrate some of the hardest working volunteers in the sport.

The categories were...

Coach Award - Grassroots

This award is in recognition for outstanding contribution to netball club coaching as a volunteer for a minimum of three years.

Winner - Lynne Booth, North East

Lynne has been coaching netball since 1967 when she started Riverside Netball Club, then known as the YMCA. Lynne guides her club on and off the court as head coach and supports the club's other coaches and volunteers with their development. She is perhaps most in her element when she is introducing children as young as five years old to netball in her indomitably fun and friendly manner.

Nominees - Wendy Chandler - South West, Tracey Gilloran - East, Alan Hemblade - South, Claire Lojko - West Midlands, Vanessa McErlain - Naylor - East Midlands, Helen Smith - Yorkshire, Sara Thompson - North West, Lesley Tischler - London & South-East

Officials Award - Grassroots

This award is in recognition of outstanding contribution to netball officiating as a volunteer for a minimum of three years. This award can include umpiring, match bench officials, scorers, mentors and assessors.

Winner - Pip Cross, North West

Pip has been instrumental in developing opportunities for umpires in the Isle of Man. Mentoring and developing umpires has been Pip's priority ensuring that after attendance at courses the umpires are placed in suitable opportunities for them to develop and practise their umpiring skills.

Nominees - Kelly Allen - South West, Julie Chant - Yorkshire, Amber Derrien - London & South East, Pat Percy - North East, Jo Stephenson - East Midlands, Christine West - East, Carol Williams - South

Muriel McNally Grassroots Award

This award is in recognition for outstanding contribution to netball delivery through administration, coaching or officiating at grassroots level for a minimum of 10 years. It is named in the memory of Muriel McNally, an AENA member from Middlesex CNA who was tragically killed in a car accident in 1977.

Winner - Linda Swain, East

Linda has been the driving force behind netball development in Cambridgeshire since 1978. For three decades she has been instrumental in setting up and developing High 5 netball, coaching centres, junior clubs and summer schools. This is all in addition to delivering coaching courses and supporting young members to become netball officials.

Nominees - Jan Adams - North East, Val Bentley - Yorkshire, Kelly Browne - South West, Gill Gardner - London & South East, Sachel Grant - South, Lynda Manson - West Midlands, Lynn Moore - East Midlands, Paula Ratcliffe - North West

Mary Bulloch Administrator Award

This award is in recognition of outstanding contribution to netball delivery through administration for a minimum of three years and is named in memory of Mary Bulloch, AENA Honorary Life Member and long serving editor of the AENA magazine.

Winner - Christine Beasley, East

Christine has been the Hertfordshire county treasurer since 2001 and through effective financial planning she has enabled the county to make



a huge impact on netball through the development of officials, coaches and administrators. Christine is a highly respected and effective administrator.

Nominees - Becky Atkins - West Midlands, Valerie Banks - South, Colette Gambell - North West, May Isolda - London & South East, Trudie Procter - South West, Sarah Smith - East Midlands, Julie Smith - Yorkshire, Liz Wisniewski - North East

Teacher Award

This award is in recognition for outstanding contribution to netball delivery in an education environment. Nominees must have volunteered for a minimum of three years and this must be outside their statutory responsibilities as a teacher.



Winner - Rachel Bryne, London & SE

As assistant director of sport at Guildford High School, Rachel is described as an exceptional PE teacher and sports coach. In 2013 all three age group teams from the school represented their region at the National Schools Finals and the U14s went on to be crowned champions. Rachel is also a very active member of the SCNA Schools Netball Committee and has taken on responsibility for delivering local schools' leagues and fixtures.

Nominees - Teresa Banks - Yorkshire, Anna Howson - South, Emma Jackson - North West, Stephen Rigby - East, Sandra Wood - South West,

Young Netball Volunteer Award

This award is in recognition of outstanding contribution to netball as a volunteer under the age of 25 years of age. The nominee should have volunteered for a minimum of two years in any capacity of netball.

Winner - Jennifer Berry, South West

As a Pass on Your Passion volunteer, Jenny has accumulated over 400 hours in a variety of roles. As a UKCC Level 2 Coach she dedicates time to coaching with colleges, schools and community activities. Working regionally Jenny has supported clubs who need a short-term coach as she develops her own skills in that capacity.

Nominees - Laura Brady - North East, Lauren Hindle - East Midlands, Alice Johnson - South, Emma Jones - North West, Ayesha Maynard - London and South East, Ellie Newman - East, Alanna Rolinson - West Midlands, Chloe Wilson - Yorkshire

Outstanding Netball Club Award

This award is presented to a club who has made an outstanding contribution within their community. Nominated clubs must hold a current CAPS accreditation, have been active for three years and be affiliated to England Netball.



Winner - Saints Netball Club, South West

As a Gold CAPS Club, Saints ethos is equality of opportunity for all: players, coaches, volunteers, parents and the local community. A strong infrastructure of coaches deliver sessions that cater to all standards. Senior players are encouraged to support the younger members of the club by signing up to the Pass on Your Passion programme. The club supports a Back to Netball project, and raises money for local charities all using netball as the vehicle to do so.

Nominees - Barr Beacon Netball Club - West Midlands, Chatteris Netball Club - East, Hull Chevrons Netball Club - Yorkshire, Fenland Netball Club - East Midlands, Meon Netball Club - South, Oldham Netball Club - North West, Riverside Netball Club - North East,

Unsung Hero Award

This is a new award for 2013 and was introduced to recognise the contribution through the delivery of club netball. The nominee should have volunteered for a minimum of five years in any capacity within club netball.

Winner - Gloria Keech, East

In 2002 Gloria agreed to set up and lead a Superleague Franchise from scratch. As the mastermind of Hertfordshire Mavericks, Gloria has been the leader for the past eight seasons. Gloria has developed relationships with suppliers singlehandedly, including the University of Hertfordshire, Netball East, local county netball associations as well as the officials, athletes and local volunteers.

Nominees - Violet Corbin - London & South East, Mandy Hall - East Midlands, Lindsay Huddart - North West, Anita Kent - South, Loraine Netherton - North East, Jo Satchell - South West, Joy Smallman and Bridget Kelly - West Midlands, Louise Swainson - Yorkshire



Rose Award

The England Netball Rose Award is presented to a volunteer or organisation that has made an exceptional contribution to netball in any capacity within the last 12 months. This may encompass any aspect of the game and its administration. This award is not restricted to affiliated members of England Netball.

Winners - Kate Keepax - London & SE, Maria Mitchell - London & SE, Gloria Keech - East

National Long Service Recipients:

Joan Campbell - North East, Sally Essex - London & SE, Chris Granger - South, Chris Groves - West Midlands, Diane Holden - West Midlands, Jenny Skelton - Yorkshire, Kathy Stripp - East Midlands, Monica Vaughan - South

Pass on your Passion

The Pass on Your Passion programme is England Netball's programme to recognise the countless number of young volunteers (12-25 year olds) in netball. The programme aims to provide opportunities, ideas and rewards to help the leadership and volunteering journey. Rewards are issued to members once they have completed 10, 25, 50, 100, 200 and 400 hours service. We recognised those young volunteers who have achieved the highly prestigious 400 hours service all within a two-year period, they are: Jennifer Berry - South West, Alice Barrington - South, Tyler Bexton & Paige Dillon - East Midlands, Haydn Gross - East, Sophie Lamont - South West, Anya Le Monnier - South West, Rachel Massie - West Midlands, Stuart McErlain-Naylor - East Midlands, Sophie Pring - South West, Charlotte Rose - East, Rebekah Turner - North West

Children & Young People

Key stats

130

new college and sixth forms netball programmes supported

15 Premier League Football Clubs and supported the development of **44** satellite clubs

39

Into High 5 sessions in the community

39

new satellite clubs for

14-19

year olds

39,000

JUNIOR MEMBERS

(increase of **4,400** from previous year)

38 NEW U11 CLUBS/SECTIONS

and **44** NEW JUNIOR CLUBS/SECTIONS

25

new CAPS clubs

New in 2013-14...

Our offer for Colleges and Sixth Forms to get more students playing netball

The Netball Challenge Cup for colleges and sixth forms

U11 and Junior Club Starter funding and Satellite Club Starter funding

Into High 5 community sessions

Support for Schools and Colleges

Colleges and Sixth Forms

Colleges and Sixth Forms have been supported to run netball sessions for their students who do not play in a team. A choice of four programmes was available including Back to Netball, Netball Now, School or College Netball Club and Intra-College Leagues. Nearly 1,500 students took part in sessions and just under 500 students took part in the Netball Challenge Cup which is designed to give students access to local social netball festivals.

School Netball Clubs

School Netball Clubs is a joint initiative run with the Youth Sport Trust to support schools to run additional extra-curricular netball sessions for girls wanting to play netball but who are not on the school team. This year over 3,500 girls have taken part in 97 schools. 500 young leaders have been trained and deployed, with an additional 144 young coaches within the clubs.

Support for Clubs

Developing new clubs and community opportunities

2013-14 saw the launch of funding to support the development of new junior clubs, junior sections and satellite clubs linked to existing clubs. Netball Development Officers have been supporting existing clubs to set up junior and U11 sections and also supporting the development of brand new clubs in areas where they have identified the need for more clubs.

Premier League 4 Sport

For the last three years we have been working with the Premier League Charitable Trust as part of their Premier League 4 Sport (PL4S) programme to get more girls playing netball with support from Premier League Football Club Community Teams. Our partnership with PL4S has grown from six clubs to 15 this year with them delivering 44 netball satellite clubs since September 2013 in the following clubs:

Arsenal FC	Stoke City FC
Blackburn Rovers FC	Nottingham Forest
Derby County	Plymouth Argyle
Hull City FC	Norwich City Community Sports Foundation
Liverpool FC	Sunderland AFC
Manchester City FC	West Bromwich Albion FC
Manchester United Foundation	Wolverhampton Wanderers
Middlesbrough FC	

This year over 1,300 participants have taken part in sessions with more than half attending a minimum of 10 sessions.

Compliance & Inclusion

This year the team have been focused on reviewing, researching and rewriting the key policies which underpin our work.

In our safeguarding work, we have made significant improvements to our administrative processes and thereby been able to have a much clearer picture of the type of safeguarding issues which exist in netball. This has informed the policy review and we are busy working with our design consultant to create an eye-catching, recognisable brand which unites all the strands of compliance work. The new policies and resources will be launched in September 2014.

We have ended our contract with WT Associates and recruited a voluntary independent consultant who is a highly experienced social worker as our Safeguarding Team Manager at Hertfordshire County Council.

We have been working closely with the Child Protection in Sport Unit (CPSU) to progress our work with the Performance Team and delivered young performance athletes focused training to all the Performance Pathway coaches. In preparation for the Commonwealth Games, our Sports Science Team have all received netball specific safeguarding training and the Support Team have clear risk management processes in place to ensure the squad's welfare is managed.

Club Safeguarding Officers have a key role in safeguarding our netball players, and we take the training of them seriously. We have increased the number of Time to Listen courses being run, with each Region required to have at least one course per annum. This has seen the course delivered to 203 volunteers, through our safeguarding tutors. We have also recruited and trained four new tutors to ensure each Region is able to meet the training needs of these volunteers.

Our Disciplinary Regulations training saw a fantastic response, including from a significant number of new volunteers with no direct link to netball, increasing the pool of qualified Panel members to 287.

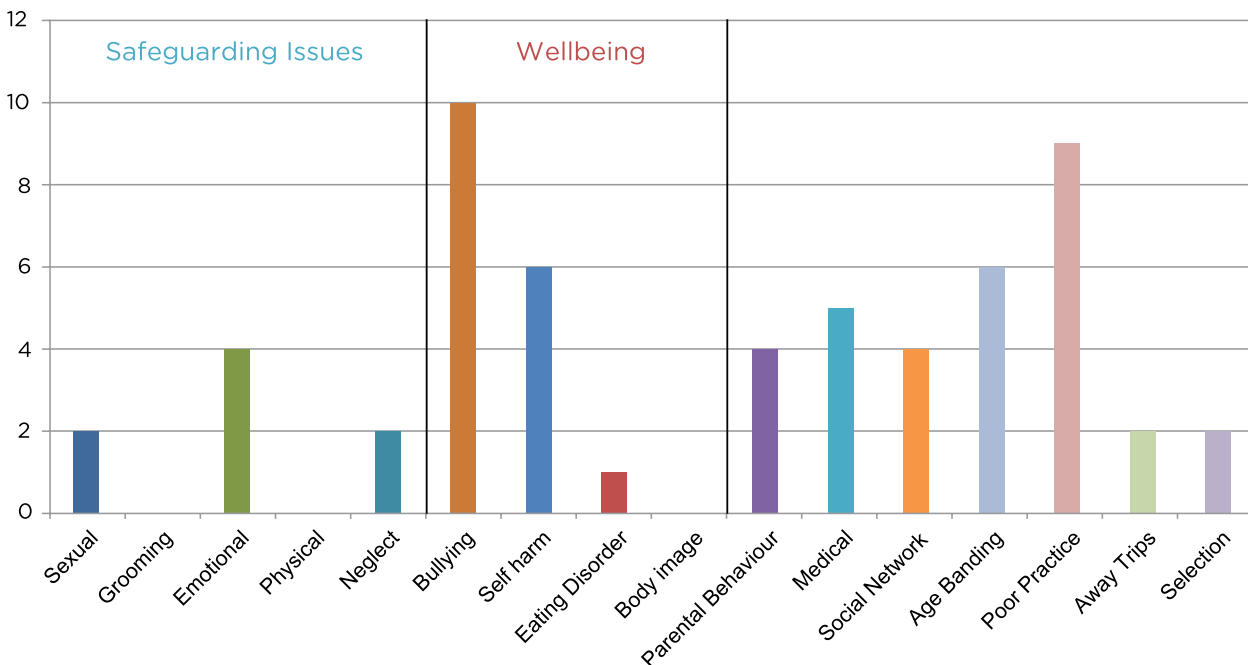


We have concluded an Inclusion Research Survey with all our members, staff and Board. This has given us a baseline measure of our make-up, and informed the development of our Equalities Policy, adopted in March. One strand of work coming from this is addressing how England Netball will equip itself and partners to engage and retain more players from the disabled communities. The Disability Participation Strategy was adopted in March and has been approved by Sport England. A Disability Development and Delivery Manager will be recruited to work across Development and our team to plan and implement the Strategy. The equalities and diversity work is led by the Inclusion Advisory Group (IAG), who will develop the strategic objectives for the work and monitor its progress. The IAG is chaired by Board Equalities Champion, Kerrie Jones, and helped with the expertise of Delia Johnson, Chief Executive of Transgressors in Sport, as a volunteer member.

So the groundwork is nearly complete and the year ahead will be one where our initiatives will increase the inclusivity of netball and ensure it is a safe and fun sport for all.

Number of Enquiries per category

October 2012- June 2014



Youth Advisory Group (YAG)



With over 39,000 young England Netball members under the age of 18, the Youth Advisory Group (YAG) now represents the voice of 42% of the total membership. Junior membership has grown by over 4000 in the past year! What's more exciting is that additionally Sport England's Active People Survey (APS) suggested another 126,600 under 25 year olds are playing netball in schools, colleges and communities, which gives EN a fantastic opportunity to increase youth membership over the next season.

These figures show the intrinsic value of the group for England Netball, it's the perfect vehicle to obtain young people's opinions, instilling these within the frameworks and services that it delivers, whilst also creating and developing new initiatives designed to engage and inspire more young people in netball. We now have a massive 530 youth advisors helping make decisions and shape products and programmes nationally.

Total number of Youth Advisors = 530

NW = 77	NE = 49
YH = 46	EM = 36
WM = 51	E = 51
LSE = 53	S = 77
SW = 90	

What have we been up to?

Janet Wrighton is assigned as youth champion, attending our meetings and will ensure the board recognises a young person's perspective and is taken into consideration when making decisions that affect our young members.

We have helped shape the Netball Youth Camps, Membership Packs, University Netball Officers, new safeguarding branding, how to guides, and the insight into 16-24 year olds to address a drop in APS figures earlier this year.



We've had the following national representation for young people on the following panels -

Our Chair, Charlotte Rose

- The first young person to attend an England Netball Board meeting
- Panelist on the Golden Globe Award National Decision Panel 2013 and 2014
- Lead on the amendments to the GGA nomination forms for 2014
- Attended and presented at the England Netball Member Engagement day in Sept 2013

Oliver Hooper (EM)

- Representative on the Sport England Higher Education Stakeholder Group
- Representative on the Loughborough University Sport Academy Panel

Natasha Walker

- Netball Representative on the national British Universities and Colleges Sport panel

Justine McAvoy (LSE)

- Representative on the Women Sport and Fitness Foundation focus group, pulling together England Netball's volunteer segmentation research

Nat Ekweogwu

- Working over in Amsterdam as the Marketing Intern for Nike

Whilst some of the group has focused their attention to regional youth engagement-

Jennie Simmons (YH)

- Humberside County Netball Association Management Board member

- Yorkshire Coaching TSG member
- Humberside coaching, competition and performance TSG's member
- UKCC Level 3 (currently completing)

Oliver Hooper - (EM)

- Club and Volunteer Development TSG member for EM Region

Chelsea Thorp

- Working alongside the Treasurer of the East region

Lizzie Saywell - East Midlands

- Lincolnshire Netball Umpiring TSG Joint Lead
- East Midlands Competition TSG Member

Justine McAvoy

- Work experience with L&SE Regional Office working on the Regional GGAs; designing and making a brochure, presentation and ideas for the evening.
- Youth Umpire Rep and youth representative for Medway Junior League Netball Committee

We've received the following awards:

Emily Belford (Vice Chair)

- Loughborough Students Athletic Union Student Coach of the Year 2012/2013

Oliver Hooper

- Loughborough University Platinum Volunteer Award and Event Volunteer of the Year 2013/2014

Justine McAvoy

- Shortlisted for Young Volunteer of the Year for LSE

YAG ♡ x x

England Senior Squad

The past 12 months have been extremely important for the development of the England senior squad. With our sights firmly set on the Commonwealth Games 2014, everything the squad have done in the past year has been part of a meticulous strategy to put them in the best possible position for Glasgow.

With increased media spotlight shining on the squad in the run up to Glasgow 2014, the girls have dealt with their added responsibilities impeccably and have portrayed England Netball in a favourable light across a range of media channels. Through the use of social media, Twitter, Instagram and Facebook, the players and performance staff have been fantastic at creating a positive profile of the sport and engaging with our enthusiastic fans.

It has been a season of ups and downs for the England squad, but overall there has been a focus on developing the breadth and depth of the squad, testing out new combinations and optimising the squad's chances for podium glory this summer and beyond. Head Coach Anna Mayes has created a squad with an intelligent mix of youth and experience, drawing upon the wealth of knowledge gained from players who have been out in the ANZ and utilising the passionate youthful players coming up through the Performance Pathway.

In a significant change in strategy, it was decided in July 2013 that players selected for the senior squad would still be able to compete in the ANZ competition during the 2014 season. This decision was made with the best interest of the athletes at heart and to ensure that we had the best possible players available when it came to selection. With Anna Mayes at the helm, Colette Thomson taking on the role of Assistant Coach and Karen Atkinson progressing with her role as Technical Support Coach, the support team has been well-equipped all year to overcome any challenges faced by the squad and to ensure a continual progression.

Following the historic 3-0 whitewash against Australia back in January, England maintained their



strong form with another clean sweep against Jamaica in April 2013. A 50-36 victory over Jamaica sealed the series victory, Anna Mayes' side were relentless in their pursuit of perfection as they outclassed the Sunshine Girls on their home turf in Kingston. The first game against the Jamaicans saw England clinch an easy victory thanks to a display of impressive consistency. Tireless work in the mid-court coupled with accurate shooting made sure that the result was never in doubt, and excellent defensive work in the third quarter restricted the scoring opportunities for the Jamaicans and allowed the shooting combination of Dunn and Cookey to move the visitors further clear.

In September, the England squad maintained their clean sheet of winning when they hosted a series at home against South Africa. After a scrappy opening win, England displayed fluidity through court and a solid defence in the final two games that led to yet another whitewash series victory.

The final game was much more pleasant viewing for the England fans. In the shooting circle, the partnership between Cookey and Corbin was fantastic to behold, with the pair increasing the lead to 26-12 with five





minutes remaining before the first interval. At the other end of the court Eboni Beckford-Chambers and Mentor were controlling the space and another failed South African feed, which drifted long, was testament to their hard work. At half-time, England were 30-16 clear.

Frustratingly for the coaching staff, England were beaten in the final quarter by a spirited visiting Proteas who had shown fight and determination across the three matches. But nonetheless, it was another 3-0 victory for the senior squad, and disappointment at losing a single quarter just goes to show how high their standards had become.

In October 2013, Anna Mayes was given the incredible honour of a nomination for the High Performance Coach of the Year Award. With 12 wins from 13 matches this nomination was Anna Mayes' reward for guiding the squad on this incredible run. But soon after this, England's luck ran out as they conceded their first defeat of 2013 when South Africa claimed a shock 39-37 victory in the Tri-Series final.

At the final whistle the Proteas players fell to their knees as the sheer enormity of their performance began to sink in, the hosts were the deserving winners

on the day. In an early sign of things to come, the first four goals of the game came against the centre-pass.

In the final quarter, England were struggling to break through a physical and well drilled South Africa backline. England pushed hard in the final minutes but were unable to close the gap as the crowd exploded with raw emotion as the umpires signalled the end of the game.

The heartache continued for the senior squad at the Fast5 World Netball Series in Auckland. With a record of two silver medals and a gold medal in 2011, the competition has proved lucky for England since its inception, but 2013 wasn't England's year.

The first day of competition saw England notch up a 36-29 victory against South Africa, but they suffered a brutal defeat against Australia with a final score of 40-19. The second day saw England suffer a trio of defeats and lose out on their chance to progress to the finals. After coming out at a blistering pace against Jamaica, their momentum faltered with the Jamaican PowerPlay and the Sunshine Girls roared into a 33-18 lead. A shell-shocked England couldn't overturn the score and were eventually defeated 36-30, Dunn falling agonisingly



short with a six-point goal attempt on the final whistle to tie the game.

With pressure mounting, England were unable to keep their composure and fell to a 35-32 defeat to Malawi, followed by a 31-27 defeat to New Zealand. England then faced Malawi in the play-offs with Malawi securing their second win over England in as many days, leaving England in a disappointing sixth place.

December saw the England squad crowned Team of the Year at the Sportswomen of the Year Awards, hosted by Sky Sports in conjunction with the Sunday Times. The incredible achievement topped off what was arguably the finest year in the England side's history. The disappointment at the Fast5 World Netball Series certainly didn't eclipse the phenomenal achievements of the rest of 2013.

2014 began with the ZEO International Tri-Series against Jamaica and New Zealand, which will be remembered, but for all the wrong reasons. With a cancelled game at the Copper Box due to significant damage to the courts, followed by Jamaica being unable to field a full squad due to illness, it was a series that was fraught with challenges. The England Netball team worked tirelessly to overcome these challenges and still managed to deliver some fantastic games at home

venues that delighted the crowd. The quick thinking and pragmatism of the team must be commended here, and the games were still broadcast via Sky Sports to ensure the greatest possible coverage.

After sealing a victory against Jamaica, England ultimately fell short of a gold at this series when they fell to a 49-32 defeat against New Zealand. The dramatic developments off court were matched by the action on it as the two sides produced a wonderful game with brilliance laced throughout. England flew out of the blocks only to be pegged back by half-time. The visitors then charged in the third quarter and although the home team threatened briefly to surge back, a strong finish gave New Zealand a gloss to the final score line.

The start of the ZEO Netball Superleague in February 2014 saw a break in International fixtures and allowed Anna Mayes and her support team to reflect on a varied season and refocus their thoughts on the challenges ahead. With plenty to build on, and plenty of successes to analyse, Mayes realises that it's vital to look ahead. With the Commonwealth Games on the horizon and the weight of expectation hanging on their shoulders, the England senior squad aren't dwelling on past results - the team will learn from their experiences over the last year and use this knowledge to move forward.

Performance Pathway

In August, the U21 World Youth Championships presented a fantastic opportunity for our U19 Squad to tour to Glasgow and experience match play against international opposition coming into the UK ahead of the tournament. The U19s were able to experience different styles of play and were faced with matches against New Zealand, Singapore, Fiji, Samoa and our own U21 squad!

Netball First

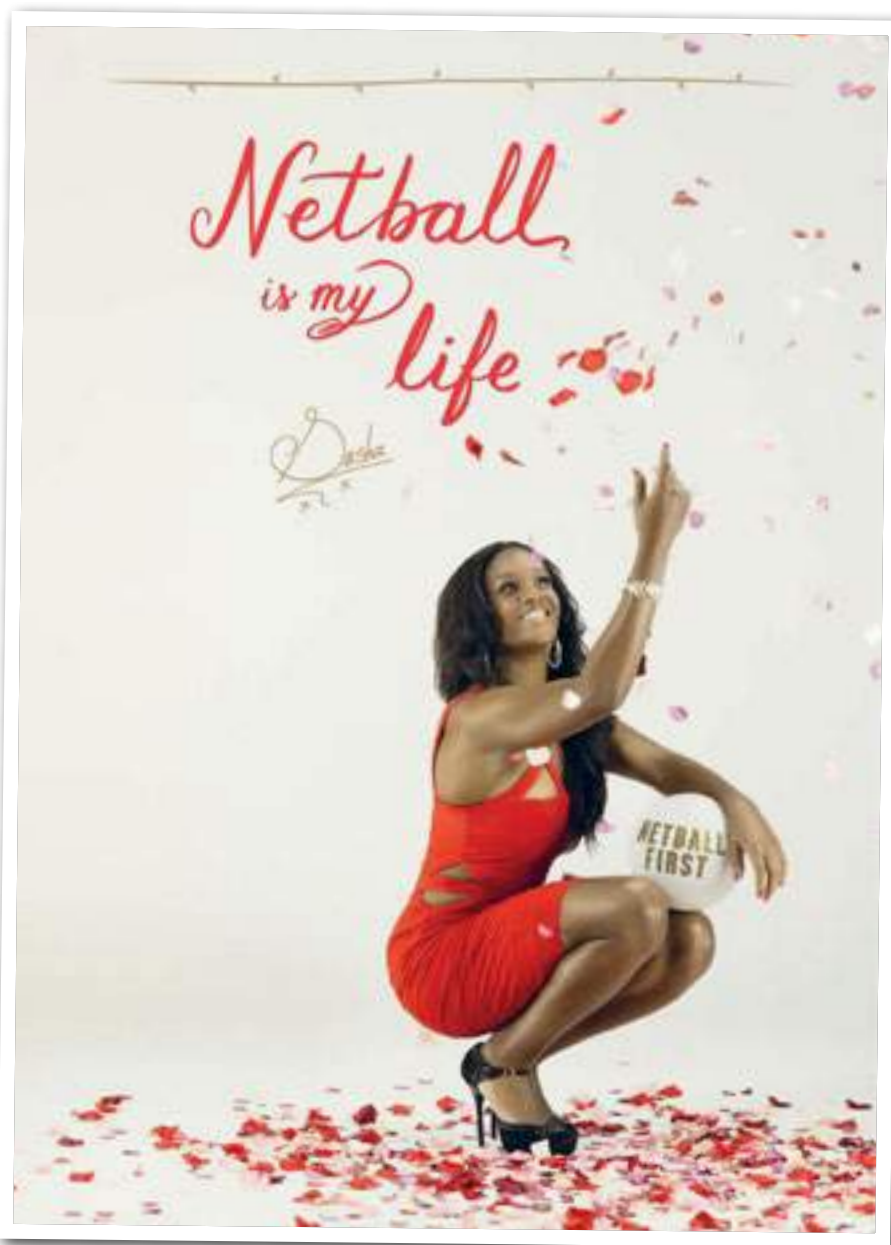
The summer of 2013 also saw the launch of the Performance Pathway rebrand. The new 'Netball First' Performance Pathway branding better reflects the England Netball performance culture and aims to engage more with those in the Performance Pathway. There is a focus on 'THE red dress' and in all of the imagery our athletes look strong and athletic but still very feminine and with individual personality. The flow of the ribbon (symbolising the game and the team) and the sharpness of the thorn (demonstrating our dangerous edge) is present throughout.

The appointment of the Performance Pathway Development Officer, Ellen McIvor, has enabled the 'Netball First' culture to become fully embedded within the Performance Pathway, ensuring we are operating in a streamlined and consistent manner across the country and from the top to the bottom of the Pathway.

The introduction of the five England Netball Trademarks (United, Diverse, Resilient, Relentless and Fearless) from the Senior Squad has provided a sense of togetherness amongst the athletes in the Performance Pathway, with the Regional Performance Academies (RPA's) and National Academy athletes consistently referring to and demonstrating the five England Netball Trademarks in both training and competition.

County and Satellite Academies

Following the launch of the rebrand, approximately 4200 new 'My Game Plan' Athlete Resources



were distributed to every athlete in a County and Satellite Academy (as well as Regional and Regional Performance Academies). Coaches of Satellite and County Academies also received 'The Game Plan' Coach Resource to guide them in their session delivery. Both resources were written by the England Coaching, Sports Science and Medicine and, Performance Pathway Coach Teams. The combination of these resources has helped to ensure that even the athletes and coaches in the lowest reaches of the Pathway are 'singing from the same hymn sheet' as those in an INTC.

September saw the release of the 'Netball First Academy Newsletter' - a new way to communicate with, and update, all of the Satellite and County



Academy coaches! Since then, these have been released on a monthly basis and have proved a useful tool for sharing essential information.

Towards the end of 2013, we began a planning process working in conjunction with Regional Management Boards to determine future funding and support from England Netball for county run Performance Pathway Programmes. As a result of this process, we are pleased to announce that there will be 55 England Netball County Academies and 92 Satellite Academies delivering throughout the country in 2014-16. These Academies will be supported by England Netball through 'value in kind' support such as; resources, balls, bibs, ball bags and coach kit, as well as a cash contribution and subsidised coach development opportunities.

Regional and Regional Performance Academies

Regional Academies (RAs) and Regional Performance Academies (RPAs) have continued to operate this year with great success. Despite a few teething problems, the increase in delivery hours have been met with enthusiasm by athletes and coaches alike and the improvements are clear to see.

There are now nine Regional Performance Academies throughout the country. Three of the nine are based

alongside our INTCs in Bath, Manchester and London, with the remaining RPAs all positioned in universities, with only one exception.

Sitting beneath the RPAs are 17 Regional Academies. A number of these are based at Further Education Colleges, allowing athletes to combine their training with their studies.

National Academy

The National Academy programme (formally known as the National Excel programme) has also seen some changes in the past 12 months. The main changes are that, athletes who are U19 as of September 1st 2014 can be included in the programme, and numbers of athletes within the National Academy have been reduced. There has also been the introduction of a 'National Academy Potential' group which sits alongside the National Academy and provides athletes showing potential to access extra positional days, tri-regional days and other further opportunities.

Last year the INTCs were officially unveiled and the National Academy programme has seen 15 athletes graduate into INTCs since then. Anna Mayes commented 'all credit to our National Academy programme in terms of the calibre of athletes coming through, it's better than ever'.

Helen Housby/Superleague Final

An example of an athlete successfully moving through the Performance Pathway has to be Helen Housby. Helen was first identified in the North West talent festival in June 2011 where she was representing



Cumbria County. After attending summer training, she was invited into the Regional Academy in September 2011 and progressed through training, tri-regional days and other match play opportunities, showing full commitment to the programme. From her performances within the Regional Academy she was invited to join the Manchester Thunder NPL squad (was NTL). Helen continued to impress, and was invited to be screened for the National Academy, in which she was successful. It didn't stop there though; Helen went on to graduate into the Intensive Netball Training Centre (INTC), choosing a university which would allow her to access it. Gaining experience at Netball Europe and the U19 tour to Glasgow were both important in her development. The fact that her shooting stats held up in both arenas (average 92%), was key to sending her to England A trials, and her subsequent selection in January. In April, focus turned to the Superleague finals where Helen netted a long-range winner, with seconds left on the clock under ultimate pressure to help her team see off the previously unbeaten Surrey Storm 48-49. This was just the beginning of further successes, Helen was selected for her first senior tour shortly after, then into the Commonwealth Games long squad, and then following this has been selected into the final 12 to represent England at the Commonwealth Games!

SportsAid

This year England Netball secured 24 places with SportsAid for the 2013/2014 period, in order to assist some of our athletes to fund kit, travel and other essential aspects required by performance athletes. We are delighted that to date, our athletes have been awarded a grand total of £18,000 in grants which has made a significant difference in enabling them to access training, competition and essential kit.

Netball Europe

The U17s Netball Europe Championship was held in Worcester in March this year and saw us retain a remarkable 16th consecutive title following three days of competition. Wales finished the competition as runners-up with Scotland in third and Northern Ireland in fourth spot. Over the weekend the U17 England team managed to net an incredible 250 goals and concede on a miserly 64 occasions.

The U19 squad continued England's success in their Netball Europe Championship which was held in Northern Ireland. The first match saw a 79-19 victory to England against the host nation and was a fantastic match for the shooters, Amy Clinton and George Fisher, who both recorded an accuracy rate of over 90%. The final match of the weekend saw a much closer game between England and Wales with England securing a much narrower 54-48 win, and along with the title.

NPFL launch

In July, we saw the introduction of the 'Netball Performance Foundation League' (NPFL), hosted at Redbridge Sport and Leisure Centre, Essex. The competition brought together the best U17 athletes in the country; providing a high pressure, high intensity environment, the type they may go onto experience in the NPL, NSL or on the international stage. Regions were invited to enter one team per Regional Academy, providing a total of twelve teams for the weekend. The tournament climaxed with the Cup Final, played between 'Yorkshire' and 'South West 1'. 'Yorkshire' dominated the first half, and continued their success in the second half winning the game 13-7.

Botswana Tour

Looking ahead to the summer, a National Academy squad has been selected for an exciting tour to Botswana from 5th-15th August. The tour represents a fantastic opportunity for match play against African teams Namibia, the host country's National Squad and also their two U20 sides. The touring squad will arrive in Gaborone, the capital and largest city in Botswana, early on the 6th of August for a packed 10 days of back to back competition. Matchplay will take place at two venues; the Otse Police College and Botho University.

The squad will continue their preparations for this tour at the National Academy Summer Camp at Loughborough University at the end of July.

Competition & Events



The 2013-14 season built on the successes and even surpassed the excitement of the previous year within competition and events. Research conducted by England Netball has revealed that there are over 600 netball leagues taking place across the country and even more remarkable are the army of volunteers that organise and deliver these competitions on a local, county and regional level. Every weekend there are thousands of netballers, both young and old participating in competitions at various levels and abilities. This article will highlight the achievements of some of our national competition winners. Throughout these competitions the quality of netball being played has been incredibly high and vital for providing a platform for participants to progress their development in the sport.

Premier League

The season commenced in September with the start of the Premier League. Premier League 1 welcomed Thoroughbreds, having achieved automatic promotion from Premier League 2 the season before. In Premier League 2 Leyton, having been relegated from Premier League 1, were joined by Premier Romans and Dominoes, the latter of which achieved promotion via the Playoffs in forming the 10 teams battling it out to win the division. Premier League 3 saw the arrival of Clan, TFC and Tameside, who all achieved promotion from their Regional Leagues, via the Playoffs. These

teams were joined by Kent County and Dudley Leisure, who were both relegated from Premier League 2.

In Premier League 1, defending champions Oldham were pushed until the end of the season, but fought off strong competition from both The Downs and Academy to be again crowned champions and score over 1000 goals in the process. Thoroughbreds stay in Premier League 1 was cut short to one season as they finished 10th. New Cambell and Viper 10 Blades made up the 8th and 9th positions and would go into the Premier League Playoffs to battle to retain their division 1 status.

Worcester Reds went one better than last season's 2nd place finish and won Premier League 2, closely followed by Turnford and Premier Romans who finished 2nd and 3rd respectively. At the other end of the table, Falcons Black were relegated into Premier League 3 and Linden and Telstars would feature in the Playoffs, both hoping to avoid relegation.

Premier League 3 again demonstrated the strength of the Regional Leagues, with new promoted Tameside finishing 7 points clear at the top to win consecutive promotions. Ryland and Clan finished in the next 2 places and were heading for the Playoffs in an attempt to gain promotion alongside Tameside. Norfolk United suffered a final week defeat to leave them in 8th position and needing to compete alongside Sussex Thunder at the Premier League Playoffs against the winners of each of the Regional Leagues, with 3 places up for grabs for the 2014/15 season.

Premier League Playoffs

The finale to the Premier League season was at the Premier League Playoffs where an incredible weekend full of drama in Loughborough was witnessed as the relegation and promotion battles were determined.

Trying to stay in the top division were New Cambell and play-off regulars Viper 10 Blades. Turnford and Premier Romans were the Premier League 2 challengers looking to replace them. With three wins New Cambell successfully retained their place with a 100% record. Premier Romans suffered a trio of defeats and will remain in Premier League 2 next season which set up a winner takes all clash between Turnford and Viper 10 Blades. An excellent performance from Turnford secured them a 66-41 victory and the club from the East region booked their place in Premier League 1, relegating the valiant Blades.

The big winners in the play-offs between Leagues 2 and 3 were Clan. The team from the South region secured three impressive victories and in doing so were promoted. Remaining in Premier League 2 will be Telstars who backed up a win over Linden with a narrow 52-48 success over Ryland to retain their place. It was a weekend of disappointment for Linden who narrowly missed out on regular season survival and were punished in the play-offs with three defeats relegating them to Premier League 3 for 2014/15. Ryland will remain in that division following the narrow defeat at the hands of Telstars.

The battle for a place in Premier League 3 was between eleven teams playing over three groups. Sussex Thunder and Norfolk United managed to top tricky looking groups to work their way to the final elimination matches. Joining them in the final play-offs were group winners from Jersey, Team Jets and runners-up from the group stage Chester NC, Seatonians and Just Ahead. With a large media presence from the island, a well-supported Team Jets secured promotion with a 54-43 win over Just Ahead. Norfolk United were able to retain their place in the Premier League pyramid with a 38-34 victory against Chester NC and the final place was taken by Sussex Thunder with a dramatic last second goal clinching a dramatic 27-26 win over Seatonians.

NPL

Manchester Thunder completed a perfect season in the National Performance League (NPL) by securing nine wins from nine matches in their league campaign as well taking the honours in the Cup competition.

A last round victory over nearest chasers, Hertfordshire Mavericks secured the north-west franchise the title with their opponents finishing in second place. There was also some cheer for the Surrey Storm youngsters as they secured victory in the Plate tournament at the end of the regular season.

National Schools

The 2014 edition of the National Schools Finals was held at Whitby High School in Ellesmere Port with over 1,000 people present for one of the most keenly contested days of netball on the calendar. Some 25 rounds were played out in total for the group stages with the top two from each section progressing to the semi-finals.

Sections A and B were reserved for the U14 age group and in the former it was Wellington College who came out on top having registered 6 wins, a draw and one narrow loss to Grammar School at Leeds. The side from Yorkshire joined them in the final four in second place but level points having drawn on three occasions. Section B belonged to Lady Eleanor Holles, scoring a perfect record of eight wins from eight games. In second spot and progressing were Aylesbury High School, their only blemish was a loss to the table toppers.

The first U16s group was Section C and it was Grammar School at Leeds who led the way with seven wins and one small margin loss to Altrincham Grammar. Level on points and also going through were The Abbey School who nudged the aforementioned Altrincham down to third on account of goal average. Fallibroome Academy were resounding winners of Section D, a



faultless record propelling them to top spot. Tunbridge Wells joined them in the next stage of the tournament as they finished a point clear of Portsmouth Grammar.

Section E was for the U19s and a fantastic display of shooting saw Kings Worcester through to the semi-finals with a one goal defeat to Grammar School at Leeds the only stumble. A treble was made for Leeds as their U19s also progressed due to a superior goal average over Barking Abbey who finished in third. A dominant display from Broxbourne School saw them win all of their matches in Section F and head through with maximum points. Greenhead College made the best of their way to clinch second place with an early loss to the section winners their only blip.

In the knock-out stages of the U14s, narrow semi-final wins for Aylesbury High School and Grammar School at Leeds saw them progress to the final. Lady Eleanor

Greenhead College who celebrated an incredibly close 10-9 win with Leeds finishing as runners-up.

National U14 Club Finals

The EIS in Sheffield was the venue to determine which of the 18 teams that had qualified as winners and runners up from their regions would be crowned National Champions.

After two days of fantastic on-court action, Ribble overcame Tameside in the final by a single goal to be crowned national champions. Both finalists had sported 100% records heading into the showdown on Sunday afternoon where the two would finally have to be separated. There was never a lot between the two sides and although small leads were taken, on each occasion they were soon wiped out. However in the final quarter Ribble squeezed out a lead and held on to win 23-22.

It was even closer in the 3rd/4th place play off as extra-time was required to separate the two sides. MK Netters eventually triumphed 24-21 over Eastwood to achieve third place overall.

National U16 Club Finals

Redbridge Sports Centre was the venue for the U16 version of this competition, which like the National U14 Club Finals is contested between the 18 top teams in the country and consists of 4 stages to the competition, 3 stages of round robin matches and a final placing match.

Oldham were crowned champions, as they had been 12 months earlier at the same venue in the U14 National Club Finals. It was a perfect two days for the team from the north-west as they secured seven straight victories including a 37-28 win over Weston Park Blades in the final.

Third place was secured by Sutton Royals as they saw off a spirited challenge by Leeds Athletic to run-out very narrow 23-22 winners.

Marion Smith Championships

The annual Marion Smith Championships for People with a Learning Disability were held at Soar Valley College in Leicester in June, with England Netball continuing our partnership with sponsors FAST Ambulance.

With three wins from three, Alfriston completed a perfect sequence of results to lift the Over 17s trophy. However, their U17 team were defeated by Friars Academy in the younger age category with the winners securing a 7-1 victory.

Taking second place in the O17 competition were EPCN Dynamos. Although they were in excellent form in the shooting circle they found the winner takes all clash with Alfriston a step too far. Southfields ended the day in third place with Midland Mencap Magic in fourth.



Holles took third place with a 10-8 win over Wellington College. The trophy eventually went to Aylesbury who battled to an 11-8 victory over Leeds.

Convincing wins for Grammar School at Leeds and Fallibroome Academy set them up to contest the U16s final. The Abbey School responded best to overcome Tunbridge Wells and secure third place. In the final it was glory for Leeds as they run-out narrow 7-6 winners against Fallibroome.

The main drama was reserved for the U19s. Despite qualifying as a sectional runner-up Greenhead College defeated Kings Worcester 10-8 to make the final. They were joined by Grammar School at Leeds who were even narrower victors; a 10-9 win over Broxbourne gave them the chance to compete for the trophy. Third place was secured by Kings Worcester as the shooters once again found their range and propelled them to a 15-11 win versus Broxbourne. In the final, normal time could not separate the two sides, and after extra-time it was

Netball

Superleague



It was a season where records tumbled. Crowds flocked to the ZEO Netball Superleague, hundreds of thousands tuned in at home and the 2014 campaign rewarded us all with the most gripping conclusion in the history of the competition.

Anticipation was high amongst Superleague fans as the new year came round, several of the franchises had made significant changes to personnel not just on court but also in the coaching staff. Team Northumbria had a distinctly Northern Irish feel to the team while Loughborough Lightning were hoping that a Kiwi influence could alter their fortunes for the better.

Reigning Champions Team Bath lost Kadeen Corbin to Hertfordshire Mavericks but much of the squad were title winners from the previous year. Manchester Thunder were expected to pose a genuine title challenge with Celtic Dragons keen to go one better.

The international flavour continued in the ranks at the Yorkshire Jets with a couple of young New Zealanders signing on and Surrey Storm welcomed back Tamsin

Greenway to the court as the franchise continued their search for a maiden Superleague crown.

Sky Sports were once again showing their support for the competition with more live games than ever before being shown for the season. A couple of new additions including the Sky pad allowed expert analysis to be demonstrated during breaks in play as the fan at home was given an insight from those who have competed at the top.

The opening encounter of the season was played out in front of the cameras as Mavericks and Dragons showed what was to come with a thrilling match up. A sold out Hertfordshire Sports Village roared their side onto a narrow victory. A mark in the sand had been drawn.

It was a mixed opening to the season for Thunder as they followed up an opening round defeat at home to Storm with a reverse over Bath in the South-West. Young shooter Helen Housby was particularly impressive as Tracey Neville's side overcame the title holders.

The early front runners were Storm, a pair of wins had them at the top of the table with a mouth-watering clash at home to Bath waiting in Round 3. A fabulous start to the match saw Tamsin Greenway's side take an eleven goal advantage early in the third quarter only for a Pamela Cookey inspired fight back to level the scores as the final whistle blew.

Yorkshire Jets and Team Northumbria were showing that it wasn't solely the heavyweights who could serve up a feast of netball. Once again the Sky cameras were on hand to capture a phenomenal ZNSL clash. The two sides were locked together with minutes remaining but the Newcastle based franchise were able to edge clear towards the end to see out a wonderful 52-50 win.

2013 finalists Celtic Dragons were suffering at the start of the season with only one win from five games leaving them perilously close to the foot of the table and a fight on their hands to qualify for the semi-finals. They travelled to a local derby against Bath with the aim to boot their season into gear.

Sky Sports were once again on hand to broadcast another spectacular live match as the reigning champions continued their recent trend of becoming draw specialists. It was a night for the attackers, Lottysa Cato putting the Welsh side two ahead with one quarter remaining. Jess Thirlby's team came out fighting in Q4 and almost stole it at the end, Rosie Allison's last gasp attempt adjudged to have left her

hand after the whistle and the resulting goal being chalked off. Instead both sides had to settle for a point after a wonderful 62-62 tie.

With Storm and Thunder continuing to pick up points they were starting to look nailed on for a place in the semi-finals. Bath were looking strong in third position but following a strong first half of the campaign, Mavericks were in danger with three sides looming large in the battle for fourth place. The only team looking out of the running for the knock-out stages were a luckless Lightning, still searching for their first points of the year.

The challenge from Yorkshire Jets was finally undone in Round 10 as they suffered a single goal defeat at the hands of Thunder. That agonising loss impacted the squad and they were to fail to register another point, a heavy defeat away to Dragons confirming the worst in Round 12.

A trio of defeats in the final three rounds saw Team Northumbria end the league campaign in sixth. A strong start to the season had given the fans in the north-east some hope of making the knock-out stages for the first time but they couldn't continue their run and were ultimately disappointed to miss out despite some excellent progress from the previous season.

The battle for fourth came down to two, Mavericks and Dragons. A resurgence in form from Melissa Hyndman's side had them dreaming of a second successive Grand Final appearance in the Welsh capital.

The 2011 champions were in the box seat however and they knew that if they took at least a point from their final game of the season, a trip to the Jets, they would seal a semi-final berth.

With their fate ultimately out of their hands, Dragons could only beat Bath and hope the other result went their way. As it was an remarkable 57-56 win in Cardiff over their fierce rivals did give the Green Army some end of season cheer but this was dampened by the fact that Karen Atkinson's team completed a routine final round victory and with it nabbed fourth place as the girls in black and purple headed to a semi-final with Surrey Storm.

At the end of the regular season Storm were flying high, Rachel Dunn had been in inspired form and her combination play with Greenway was eye-catching. Ten win and two draws saw them head into the semi-finals undefeated. The second knock-out clash would see Manchester Thunder host Team Bath with each side having got the better of the other once during the regular campaign.

Each semi-final was full of passion and up until the final quarter in both, predicting a winner was impossible. Thunder and Bath were locked at 32-32 with fifteen minutes remaining. Some excellent defensive work and composed shooting finally saw Tracey Neville take her squad to the final with a 43-37 success.

It was just as tense in Guildford as Mavericks proved to be a stern opponent to shake off. Heading



into the final quarter, Storm were ahead by one 36-35. As in the opening semi-final some wonderful defence, Amy Flanagan proving to be the star, saw the momentum swing to the hosts. A final score of 52-42 saw Storm head to Worcester still undefeated.

The Grand Final returned to the University Arena in Worcester for the second successive year and once again the crowds filled the venue and were in rumbustious mood. The third place play-off was won by Mavericks as they chalked up a 42-34 success over Team Bath in a match that will be remembered for Pamela Cookey hobbling off the court through injury.

The stage was then set for the two best teams in the country to head into battle in a repeat of the 2012 Grand Final. Sky Sports were broadcasting live once again and BBC Radio 5Live were getting the best of the atmosphere as they put on live commentary to those who couldn't get their hands on a ticket for the main event.

A tense opening to the match gave way in the second quarter as the table toppers started to find their rhythm and were able to take a 26-22 lead into half-time. Helen Housby and Krista Enziano came out firing for Thunder in the third quarter to reduce the deficit. A mid-court collision between Sara Bayman and Amy Flanagan had the crowd gasping but both bounced straight back up.

The intensity was admirable and shortly after the full blooded coming together, Thunder were level. The momentum was shifting every few minutes. Back came Storm with Hannah Reid taking a delightful intercept to allow Dunn to move Storm ahead by two heading into Q4.

If the crowd were excitable at the start of the day, they were now positively at fever pitch and screaming with delight at each successful attempt.

A couple of changes were made for the final fifteen minutes with Tracey Neville replacing Emma Dovey with Jodie Gibson and Storm moving Kat Ainsworth into centre for Trippick. Bayman and Gibson secured crucial early turnovers and suddenly we were tied once more at 41-41.



The tension had ramped up markedly and the anxiety was affecting everybody in the arena apart from those on court. A couple of turnovers apiece kept the scores level and with time running out the scoreboard showed 46-46.

Storm moved the ball sweetly from centre-pass and moved one ahead. Beth Cobden found Housby in the circle and the youngster coolly netted. Katie Harris had Storm noses back in front with around a minute remaining on the clock. Thunder had a decision to make - score and go for a turnover or recycle the ball and make an attempt on goal to take the game into extra-time.

The former option was taken and Housby scored to bring the scores level with 30 seconds left. Storm had the advantage of centre-pass but a misplaced ball from Ainsworth saw Thunder get possession with 13 seconds to go. The ball moved swiftly down court and with the last action of the game Housby took aim from the edge of the circle and wrote her name into the history books.

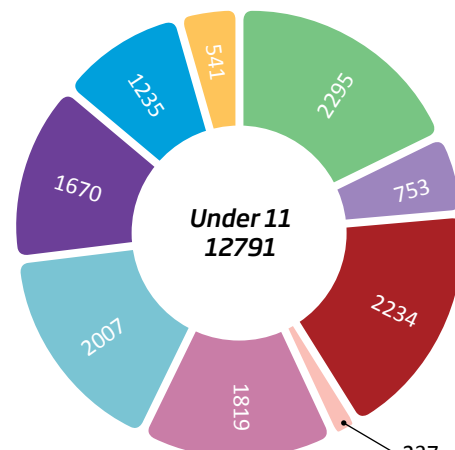
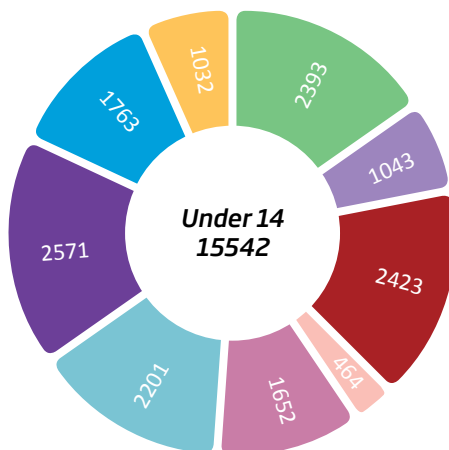
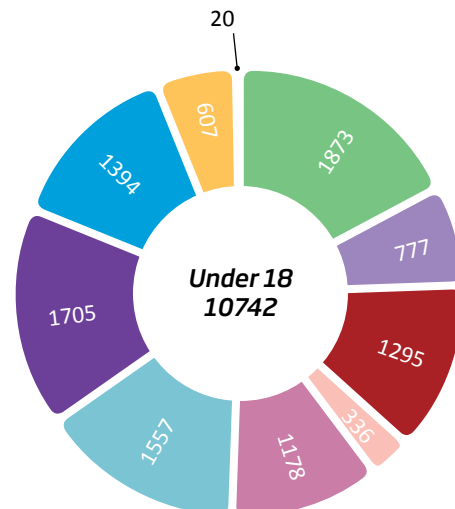
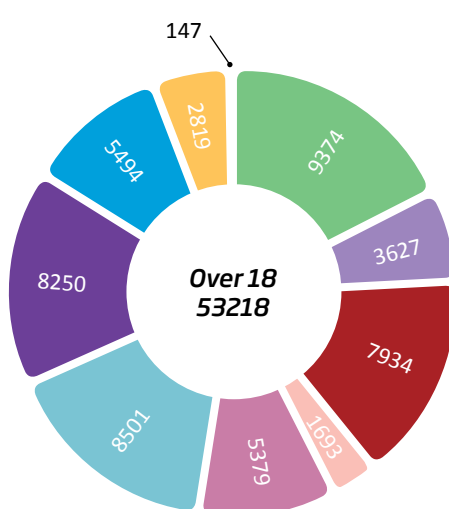
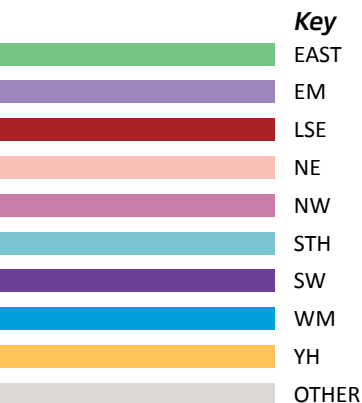
A fitting end to a fascinating 2014 season. With record viewing figures, spectator attendance and to the wire matches; we can't wait to see what 2015 has in store.

Membership

Statistics

The membership numbers have continued to increase during 2013-14 with individual membership standing at 92,419 as at 30th June 2014 (an increase of 5.75% approx. compared to 87,396 in June 2013).

- Taster Rates continue to be a success with 1,357 new or returning members joining since April 2014 in this category
- NEW Social & Supporter Members - 154
- NEW Back to Netball Members - 47



Insurance

England Netball was delighted to announce a three year partnership with Endsleigh Insurance (Brokers) Ltd; this partnership includes an affinity relationship, sponsorship and acting as England Netball's Insurance Advisers.

The Liability and Personal Accident Cover is a key membership benefit and England Netball is very proud of the way this scheme has been modified to meet members' needs and efficiently administer in the past; England Netball believes members will continue to receive this excellent benefit with Endsleigh's advice.

In addition, Endsleigh will be launching a facility for England Netball members to take advantage of discounted pricing on personal insurances for household, motor and travel. This facility will be launched via our website over the forthcoming months and further news will follow about how this can benefit both members and England Netball alike.

Members January Test Series Draw

12 lucky members won tickets to attend the Wembley Test Match in January where they witnessed England triumph over Jamaica.



The netball was absolutely brilliant! Thank you so much for the tickets. I think England fully deserved the win, Guthrie, for me, playing a huge impact in the turn overs with some crucial interceptions throughout.
Lisa, Nimbus Netball Club

Sponsorship

England Netball works hard to ensure that all members are receiving the best possible benefits and are getting the most out of their membership. This is only possible due to the fantastic relationships that we are constantly developing and maintaining with our sponsors and partners. Through our commercial relationships we have ensured consistently fantastic offers for our members, as well as support for our elite players.

This year we are delighted to welcome **Mrs Crimbles** into our Netball family! **Mrs Crimbles** came on board in August 2013 as the Official Free From partner to England Netball, and have supported the sport from elite players right down to grass roots. We have activated this partnership with weird and wonderful projects including teaching England International stars the Corbin sisters how to bake the best cupcake, awarding Back to Netballers with hampers of goodies for their commitment to the programme, and supporting University Netball Officers with their participation events. We are thoroughly looking forward to working with **Mrs Crimbles** for a second year and still just can't get enough of their delicious Chocolate Macaroons!

Our relationship with **Freya Active**, the Official Sports Bra and Lingerie Partner to England Netball, has thrived for yet another year. Through the relationship we have educated many women and girls in the huge importance of wearing a correctly fitted sports bra during exercise. Further to this, the Freya Active PR team have secured England Netball incredible press and media coverage, and supported us in our new project to develop netball tournaments within the fashion industry.

The England kit continues to be of incredible quality thanks to our lasting partnership with **Kukri Sports**. This year we worked with Kukri Ambassador and England International Eboni Beckford-Chambers to tell



the story behind the wonderful red dress and the incredible process that the Senior England Squad and Kukri Sports go through to create the final product. We have thoroughly enjoyed working with Kukri as England Netball and this summer as part of Team England, following their fantastic partnership with The Commonwealth Games 2014, we look forward to developing new ideas in the future.

Cancer Research UK do phenomenal work to fight against cancer and England Netball are very proud

The shared ambitions and values of both England Netball and Cancer Research UK has led to a long-term commitment that will see the partnership continue over many years to come throughout all netballing communities - from grassroots to elite. The England stars regularly suggest their own ideas for activity surrounding Cancer Research UK campaigns and the vast network of volunteers demonstrate drive and enthusiasm in including Cancer Research UK in their day-to-day activities, all creating a single voice in support of the charity. This continued dedicated support is directly impacting our ability to pioneer lifesaving research and bring forward the day when all cancers are cured.
Teresa Hicks, Senior Volunteer Fundraising Manager, Cancer Research UK



to partner with them as our Official Charity for another year. 'Netball vs Cancer' has become a prominent and loved feature within the Netball magazine with heart-wrenching and inspiring stories of netballers that have fought the disease. Cancer Research UK and England Netball are thrilled to see so many members banding together to raise money, awareness and support for the cause. Over the past four years of this partnership England Netball members have raised an incredible £1.5 million! Together we will beat cancer sooner. Let's make it sooner.

Our Official Ball and Bib partner **Mitre Sports International** have supported us for another year throughout 2013, helping us to build the profile of the Senior England Players and involving us in their exciting new product developments.

Special thanks to **Harrod UK**, the official Netball Post supplier to England Netball, for their on-going support of the elite team and grass roots netball, and for developing a vibrant pink netball post that brings a bit of glamour to the court.

We are pleased to report that our partnership with **ASICS**, the official footwear supplier to England Netball, has continued to progress through 2013 and we look forward to further building the relationship in the coming months.

Our members benefit from brilliant, exclusive discounts on cars courtesy of our partners at **Fiat**. Offers are available across their entire range for members and members' friends and families - the FIAT 500 and the 500L are definitely our favourite.

The elite England players have benefitted from the sound nutritional knowledge provided by the dieticians at **Maxitone**, our Official Sports Nutritional Partner. Each player received a tailored nutrition programme that complemented their training schedule and ensures that their muscles have enough protein to recover and rebuild effectively after rigorous training sessions.

Our relationship with **Barrington Sports** and the *iheartnetball* store has flourished this year, with new innovative products such as netball knickers, meeting the demand of the brand and continuing to build its popularity. Promoting our *iheartnetball* products has become an essential element within our marketing and communications strategy and the exposure our merchandise has gained at regional and county level has further immersed the brand within our membership and new audiences.

We are working to develop more exciting partnerships with both sport and lifestyle brands that will continue to improve the membership experience for all at England Netball from elite players to grassroots and back to netballers.

Membership Benefits

Fantastic savings from FIAT for all England Netball members and their families



Model	Fiat 500 Pop 1.2
MVS Code	1500733000
On the Road Price	£10,320
Fiat Deposit Contribution	£1,750
Customer Deposit	£1,399
Amount of Credit	£7,171
Monthly Payment	£90
Optional Final Payment (incl. £285 fee)	£5,038
Total Amount Payable by Customer	£9,677
Duration of Contract (months)	37
Rate of Interest (Fixed)	4.55%
APR	6.0%
Annual Mileage	6,000
Excess Mileage Charge	6p. per mile



For more information please visit www.fiat.co.uk/netball

SPORTTAPE X

Stay supported on the netball court with a fantastic discount of 15% for England Netball members using the discount code EN15 at www.sporttape.co.uk



108 Medical Chambers

The medical centre is offering mole screenings to all England Netball members at the reduced price of £80, and are also reducing the cost of mammograms for England Netball members to just £100.

The team also assist in the rehabilitation and monitoring of patients who have undergone surgical intervention with a 20 per cent discount off initial consultation and treatment for members at this top-class sports injury clinic.

“ You don't have to be a professional athlete to be treated like one ”

View www.108harleystreet.co.uk or email netball@108harleystreet.co.uk for more information



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Marketing and Communications

The aim of the past 12 months has been to sustain and build on the substantial commercial progression we have been making within the commercial department. Through the use of a strong communications strategy we have ensured that we are still interacting effectively with our members as well as extending our reach beyond our current netball family. We have made positive steps in contacting the right people with the aim of ultimately increasing our affiliation numbers.

This year the marketing department dedicated time to the continued support of all other departments, in particular the rebrand of performance, which has been a completely unique venture in female sport. We made sure to continue the promotion of this innovative branding, and ensure the continued success of the My Game brand right down from grassroots level to the elite.

One of the most crucial commercial developments has been the launch of the Unite In Red campaign. The campaign was initiated to promote the South Africa series in the autumn and has gone from strength to strength. We had noticed that when looking into the crowds at netball games it was difficult to tell who our fans were - with other team sports fans will wear a replica kit or a specific colour. When we asked our fans to



Nikki Lloyd

@Nikkinetball30

Eeekkk this time next week I'll be making my way into Glasgow to see the England netball stars in action towards GOLD! #uniteinred #winners



come together and wear red the support was enormous; we have found ourselves looking at a sea of red at every international fixture since then. We greatly appreciate the enthusiasm from our fans that shows no signs of waning; the #UniteInRed hashtag is used frequently on Twitter and we expect the trend to continue for the foreseeable future.

Our presence on social media has continued to develop over the past year. We have now reached 24 thousand followers who are actively engaging with us on a regular basis. Our social media interaction has increased by 30% in the past year and this shows no signs of slowing down. As well as the #UniteInRed hashtag, Twitter has also been instrumental in promoting our latest campaigns and boosting ticket sales.

We understand how vital it is to spread the love of netball through as many media channels as possible,





Joanna Adams

@EN_JoannaAdams

APS figures back to 156,000 that's a 30k increase. Netball family you never cease to amaze me! We ask you do. Thank you #uniteinred



which is why we teamed up with iconic women's magazines Vogue and Cosmopolitan to introduce them to our sport. Over a number of weeks we hosted special training sessions with the Vogue and Cosmopolitan teams to teach them the basics and give them a taste of competitive netball. Not only did both teams love their experience, but they also opened up a whole new channel of communication to England Netball as both publications Tweeted and blogged about their involvement with us. With Vogue Magazine reaching 4 Million Twitter followers it's clear to see the significance of this exposure.

Will Greenwood

@WillGreenwood

Go The Netball Girls!! @England_Netball backing your bid to host NWC2019 #uniteinred



The Sunday Times is another publication that has been relentlessly supportive of the plight of netball. We have received some fantastic coverage throughout the past 12 months in the Style magazine, which has helped us to extend our reach to a brand new

audience. We continue to be immensely grateful for their support.

Our involvement with popular sports, comedy show, A League Of Their Own has been another pinnacle of our commercial achievements this year. TV personalities James Cordon, Jack Whitehouse and sports stars Jamie Rednapp and Freddie Flintoff got into the netball spirit, donning specially made netball dresses and taking to the court in an exhibition match against Superleague netballers, led by netball icon Tamsin Greenway. The response was fantastic. The episode is due to be aired on Sky Sports later in the year and will provide more unparalleled exposure for netball.

Over the past year our marketing strategy has been bolstered by having the power of Sky Sports behind us. In 2013 our contract with Sky Sports ended and we were able to renegotiate terms that meant the cost was neutral for England Netball. This partnership with Sky Sports has been an enormous boost for us; we're constantly talking to Sky's PR team, public affairs team and strategy team to ensure that we are delivering the best possible product for our members. Our relationship with Sky has boosted the profile of the game; viewing figures topped a million for the first time last season, which is a growth of over 600,000. As part of this partnership we have also developed links with Sky Tickets who have specialist knowledge in marketing sports events to fans. We are now able to showcase netball as a spectator sport to all sports fans rather than just netball enthusiasts.

A testament to our hard work over the past year has been our recognition with awards. A huge achievement was to be crowned Team of the Year at the Sportswomen of the Year Awards, hosted by Sky Sports in conjunction with the Sunday Times. We were up against stiff competition from the ECB, British Cycling, and Europe's Solheim Cup winning gold team. This was



the only award of the night that was decided by a public vote, so we would like to extend a huge thank you to our members and our community who really came together to help us succeed.

We were also awarded the National Governing Body of the Year 2013 at the BT Sports Awards. This was a huge achievement for everyone at England Netball and we never would've got there without the tireless work of every single department over the past year. The efforts by the marketing team to boost the profile of netball and increase membership have no doubt contributed to our unforgettable success at this event.

We have identified as part of our commercial strategy that commercial providers are becoming increasingly strong in the netball marketplace, and it is crucial that we engage with these providers in order to limit any loss of revenue or numbers. Our partnership with Sport Experiences has been a fantastic example of working in a mutually beneficial way with these commercial providers. Our junior international netball tournaments that we host in Disneyland Paris in partnership with Sport Experiences have been wildly successful and we have had a 340% growth in numbers in just one year. The tours not only provide a first-class experience for youngsters and help to retain that crucial age group, but they also give fantastic opportunities for career development with our staff.

Our partnership with PGL is another example of a positive partnership with a fantastic commercial provider. We have provided input and officials at their youth netball tournaments to ensure that the children have the best possible experience. We also provide international players for special appearances and award ceremonies at their events. Our link with PGL further proves the worth of our product at England Netball; providers are now willing to pay for our involvement and to have the official England Netball approval on their product. This is something we hope to continue, and our new partnership with

West Midlands Netball



@WestMidsNetball

Countdown to the Commonwealth Games is on! Who's excited? We are!!
#UniteinRed

Powerplay will help to progress this area and ensure that we are providing alternative options for netballers seeking something different to full affiliation. Our ultimate aim is to generate as much revenue as possible from a range of commercial partners, which will then be returned back into grassroots members to help build on the foundations of England Netball.

Your Regions

Our nine regional offices have had a very productive year, with improvements and many developments and achievements occurring.

North West

www.netballnorthwest.org.uk

@NW_Netball

- National Under 14's - 1st & 2nd place both teams from North West Ribble Valley and Tameside.
- U16s winners nationals - OldhamNetball winning the title for the last 3 years
- 9 athletes from NW selected for the National squad
- 113 new coaches at UKCC level 1 and 2
- England Tri series - 3 of the players came from the North West.

West Midlands

www.netballwestmidlands.co.uk

@WestMidsNetball

- 1297 participants took part in 44 Back to Netball sessions across our region. Over 70 ladies turned up to a session in Lichfield and have now formed a new club to compete in a local league.
- 238 participants engaged in Netball Now sessions. 51 coming from a successful project in Staffordshire.
- A new newsletter was developed by the Regional Coordinator, circulated to all members via email and received positive feedback from members.
- West Midlands U15s representative squad playing games at Netball Europe against Wales and Scotland.
- TRA successfully converting to a regional academy and also the WM RPAs and Regional Academies running successfully when in previous years they have not been running.
- Over £1,000 raised at a Shropshire Netball event for Net 10 4 life. Additional funding also raised in South Staffordshire and Warwickshire.

South West

www.netballsouthwest.co.uk

@NetballSW

- The South West had 44 Goalden Globes nominations for the regional event and 2 winners at the National Goalden Globe awards.
- The region undertook a recruitment drive to encourage new volunteers which has resulted in 7 new volunteers now involved with regional working groups.
- We have worked incredibly hard to

ensure the new performance pathway has been set up and is operating across the region.

- 1364 ladies have attended one of 41 Back to Netball schemes across the region.
- We have introduced a brand new Regional League 3 to take the number of teams accessing regional level competition from 20 to 30.
- Supported the formation of 5 new junior clubs and 10 new adult clubs in the past 12 months.

South

www.netballsouth.co.uk

@Netballsouth

- Netball South held its first County Engagement day which saw over 50 representatives from across the counties attend to discuss different elements of the regional and county plans (competition, officiating, website).
- Netball South held its first ever stand alone Goalden Globes event in June which saw 100 attendees invited to share the success and commitment of our dedicated volunteers in the South.
- Over 1,680 new participants taking part in our Back to Netball Programmes that the NDOs and NDCCs support across the Region.
- 164 participants enjoyed our new Netball Now programme facilitated by the NDO's across the Region and the Region now boasts over 50 accredited CAPS clubs.
- Performance Success with our clubs and schools with all ranking 9th or higher in the Country in all areas, particular mention to Aylesbury High School who came 1st in the U14's National Schools Final.
- Netball South continue to run an extensive range of regional leagues offering competition for U12's, U14's, U16's, U19's and 3 x Open divisions.

London & South East

www.londonandsoutheastnetball.co.uk

@LondonSENetball

- 3 Tri-Regional Match days attended with one of these being hosted in London & South East.

- Successes in growing our officials with 23 new beginner umpires, 41 new C Award Umpires, 6 new B Award Umpires, 2 new A Award umpires and 4 new mentors in the Region.
- Great success in growing the game with 55 new Back to Netball sessions attracting 2702 new participants. 21 local Back to Netball Festivals attracting 1010 participants. 4 Netball Now programmes attracting 152 participants.
- 6 athletes were selected for National Performance Academy with a further 3 selected as part of the potential squads. 2 London & South East athletes were selected to represent England U19 and 4 London & South East athletes represented England U17 at Netball Europe. 9 athletes have been selected to represent Superleague NPL sides.
- As a result of the success of our National Schools County and Regional rounds, we have attracted sponsors Travel Places to support competition in the Region in 2014/15 and 2015/16 season.
- New Communications TSG created helping to communicate better with London & South East members via Social Media with 874 Twitter followers, 115 on facebook as well as an Instagram feed being set up (LONDONSENETBALL) to



target young netballers. All 4 counties holding their own twitter/facebook accounts and are communicating with almost 6000+ followers!

North East

www.northeastnetball.co.uk

@NE_Netball

- 300% Increase in Primary School Affiliations and 30% increase in secondary school affiliations.
- Recruitment of University Netball Officer (UNO) at Northumbria University and successful programme delivered ensuring 60 participants were involved in Netball.
 - Premier League for Sport very successful programme in the North East Region, working with Sunderland and Middlesbrough football clubs and Wearside Wildcats and Cleveland Classics.

- Introduction of Junior Regional League for Under 16's was very successful and the region are introducing Under 14's in 2014/2015 season.
- Competition TSG working in partnership with the Performance TSG to deliver competition to support performance pathway athletes, and also working with Franchise to deliver FastNet tournament with Universities prior to NSL fixture.
- Goalden Globe National Winner Lynne Booth went on to win Sports Coach UK Award.

East Midlands

www.eastmidlandsnetball.co.uk

@eastmidlandsnet @LboroLightning

- We ran very successful Satellite and County academy tournaments, Regional Academy and NPL matches that were linked to Loughborough Lightning home fixtures.
- 9 Satellite Clubs were formed with 237 participants attending across the region
- Across the region over 1,100 women have attended 72 Back to Netball schemes.
- Friars Academy from Northamptonshire won both the Marion Smith tournament and the Special Olympics.
- Sue Collin received the Torch Trophy Trust Award from Princess Anne in recognition of her service to netball as a volunteer.
- Following the successful governance review and recruitment process the region held the inaugural meeting of the new Regional Management Board in January 2014.

Yorkshire

www.netballyorkshire.co.uk

- Over 80 people, along with past Regional Chairs, helped the Region celebrate in style it's 40th Anniversary and Goalden Globe Awards for which there were 41 nominations, including 17 for the Young Volunteer Award.
 - Success at National Schools finals with an U19 first place for Greenhead College and West Yorkshire rivals The Grammar School at Leeds coming second. The Grammar School at Leeds also won the U16's and came second in the U14's.

- 73 new coaches at UKCC Level 1 and 2; 13 new C Award umpires and 1 B Award.
- Thriving Regional Leagues, Competitions and Festivals at Open, U19, U16, U14 and U12 age groups.
- Successfully ran 1 Regional Performance Academy, 1 Regional Academy and 1 Transitional Academy, now moved up to a second Regional Academy with additional success for our young talent in the NPFL squad who won the national tournament.
- Introduced a Regional School Games Competition at both Year 7 and High 5, which gave the top teams from each of the four County Youth Games events the opportunity to compete against each other.

East

www.netballeast.org.uk

@netballeast

- The East region celebrated their 65th anniversary at the Regional Assembly and Goalden Globes.
- 107 newly qualified UKCC Level 1 coaches, 45 newly qualified UKCC Level 2
- East region supported 30 coaches and tutors with grants to support their qualification.
- 48 Back to Netball programmes were delivered 809 participants involved throughout the year.
- Over the last year we have support 7 clubs to gain Bronze CAPS accreditation, and supported the creation of 3 new junior clubs.
- 54 newly qualified Beginner umpires, 41 newly qualified C Award umpires, 2 B Award, 2 A Award and 1 International Umpire Award.
- East region continued with mentoring programme supporting umpire development across the region including at Regional Schools, Clubs and Regional Clubs Leagues, Mavericks Training and NPL games.
- East region are now running 2 new Regional Academies and 1 new Regional Performance academy with 60 athletes training weekly. New partnerships have been created with two colleges and 1 university to host these performance academies.
- Implemented and ran a third division to the East Regional Clubs League allowing more opportunities for clubs and players to play competitively.

North East

Yorkshire

East Midlands

East

South

London & South East

East Midlands

ALL ENGLAND NETBALL ASSOCIATION LIMITED

(A Company Limited by Guarantee)

COMPANY INFORMATION

Directors

Mrs C L Danson OBE (Chairman)
Mrs L Carpenter (Vice Chairman)
Mrs L Sartori (Treasurer)
Mr P Clark (Chief Executive)
Miss S Horrox
Miss K Jones
Miss A Navin
Mrs F Steele
Mr M Wilks
Ms A Scott Bayfield
Ms J Moon

Company secretary

Ms V L Annis

Registered number

01698144

Registered office

Netball House
1-12 Old Park Road
Hitchin
Hertfordshire
SG5 2JR

Independent auditors

haysmacintyre
26 Red Lion Square
London
WC1R 4AG

Bankers

Barclays Commercial Banking
PO Box 729
1 Capability Green
Luton
Bedfordshire
LU1 3US

Solicitors

Sheridans
Seventy Six Wardour Street
London
W1F 0UR

**Directors' report and financial statements
For the year ended 31 March 2014**



Directors' Report for the year ended 31 March 2014

Results

The surplus for the year, after taxation, amounted to £89,192 (2013 deficit £3,702)

Directors

The directors who served during the year were:

Mrs C L Danson OBE (Chairman)
Mrs L Carpenter (Vice Chairman)
Mrs L Sartori (Treasurer)
Mr P Clark (Chief Executive)
Miss S Horrox
Miss K Jones
Mrs A Navin
Ms F Steele
Mr M Wilks
Ms A Scott Bayfield
Mrs J Moon

The Chairman, Treasurer and one Director reach the end of their four year term at the AGM in September 2014. The Chairman has announced that she will not be standing for a further term.

The Chief Executive has previously announced his retirement from England Netball in September 2014.

Fixed assets

Capital expenditure amounted to £26,068 (2013: £72,116). The movements in fixed assets are disclosed in Note 9 to these financial statements.

Charitable contributions

During the year, charitable donations totalling £1,671 (2013: £1,000) were paid to the All England Netball Association Youth Trust, a charity set up to develop the educational and research aspects of the Association's activities and All4One a charity using netball and football as a magnet to encourage local children to be screened for HIV/Aids in South Africa.

Going concern basis

The financial statements have been prepared on a going concern basis since, having made relevant enquiries; the Directors have a reasonable expectation that the Association has adequate resources to continue in operational existence for the foreseeable future.

Volunteers

The Directors would like to pay special tribute to those members who have worked tirelessly for the Association, on all national, regional, county and local committees and technical advisory groups, at tournaments and matches, and at other events. These volunteers freely give their time to assist the Association in pursuing its objectives as well as delivering many of its services. Maintaining the high standards of the Association and the achievements of England Netball would not have been possible without their continued unpaid commitment, loyalty and efforts. We thank each person; their contribution is greatly valued.

Internal financial controls

The Directors have overall responsibility for the system of internal financial controls. These are, principally, controls to ensure that:

- the Association's assets are protected against unauthorised use,
- proper accounting records are maintained, and
- the financial information produced is reliable.

Such a system is designed to manage rather than eliminate the risk of failure to achieve business objectives. The system can provide only reasonable and not absolute assurance that assets are safeguarded, transactions authorised and properly recorded, and that material errors or irregularities are either prevented or would be detected within a timely period.

The Directors rely on the following procedures to ensure effective control over strategic, financial and compliance issues:

- certain transactions and activities are reserved for approval by the Directors
- detailed annual budgets, covering all activities, are approved by the Directors
- at Board meetings, the actual results to date are considered against approved budgets and revised annual forecasts
- evaluation and approval procedures are operated for capital expenditure and substantial revenue projects
- newly appointed directors follow a formal induction programme

- the skills and experience of the Directors are assessed to ensure the appointed Board members are appropriate for the needs of the business
- investment of the Association's funds in banks and building societies is reviewed and monitored
- an annual review of corporate governance is undertaken and submitted to Sport England for independent review and periodic reviews by an independent consultant are undertaken on behalf of, and for, Sport England
- a risk assessment process is undertaken and reviewed by the Directors to determine if specific actions are required
- the effectiveness of financial controls and procedures are reviewed and updated, where appropriate, by the Directors with the main focus being on perceived risk areas
- the Finance and Audit Committee provide additional scrutiny of financial controls and procedures for the Board and review perceived risk areas of financial controls and procedures for the Board and review perceived risk areas.

Corporate Governance Report

The All England Netball Association is a company limited by guarantee. Whilst it is a private company, it operates as a members' Association on sound business principles. We aim to make surpluses from our operating activities to reinvest in future improvements for the Association. We have no shareholders and the Board of Directors, who are responsible for the management and control of the business and affairs of the Association, are directly accountable to members for the performance of the company.

Since incorporation, the company has generated a positive net asset position by an accumulation of surplus income over expenditure. This cumulative net asset position is represented by reserves. Reserves are required to maintain the present and future liquidity of the company so that it can operate on a day to day basis and react to changing business and sporting conditions. Accordingly the Board monitors reserves by a regular review of company financial statements and to ensure government

funding is not used to generate reserves. The Board has a reserves policy which aims to maintain reserves such that they do not fall below 3 months or rise above 6 months budgeted or forecast overheads excluding depreciation and tax. At 31 March 2014 the reserves level was almost 5 months (2013: 2.7 months). The Board continues to view the future of the sport and the business of England Netball with confidence and targets to increase reserves in each financial year by an amount equivalent to the net investment income earned on its cash balances held less taxation paid on that income until the 6 months criteria is achieved.

The Board considers that good corporate governance is central to achieving the company's objectives and the principle of safeguarding stakeholders' interests.

At the 2013 AGM, as part of a good governance review, several changes to the appointment of the Directors and Officers were agreed by the Membership and are currently being incorporated into the Memorandum and Articles of Association, which will be circulated with the 2014 AGM Notices for the Membership to consider and adopt at the 2014 AGM. The changes agreed by the Members include the provision of Elected Directors to continue to serve a term of four years, at which point they will retire and could stand for a second term, to bring their consecutive service on the Board to a maximum term of eight years. Some of the existing Directors have already served more than eight years; therefore, the Board is implementing a transitional strategy through to 2017 to ensure continuity and that the appropriate skill set is available on the Board.

The Board establishes subcommittees with specific responsibility for Audit and Finance, HR & Remuneration, Nominations and Board composition and the Game. These committees are specialist groups of individuals that, with more time and expertise, provide in depth scrutiny and monitoring to make recommendations to the Board or provide assurance on specific areas. These subcommittees of the Board have been set up to ensure day-to-day operational effectiveness and to advise on business and risk management, policies and practices and financial controls. There are also separate groups that are advisory and consultative and provide technical expertise for issues concerning safeguarding, commercial

activity, competitions, high performance, officiating, coaching, regional activity and international influence. A Superleague management committee, consisting of England Netball and representatives from the teams, also advises on the strategy of this important competition. The remit and terms of reference of the main subcommittees and advisory groups are under constant and regular review to ensure they remain appropriate for the business and the sport.

The Board delegates to the Chief Executive the day to day and business management control. The senior staff, through the Chief Executive, are responsible for implementing the policies set by the Board, for the monitoring and performance of the business and reporting to the Board.

Directors' Responsibilities Statement

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also

responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as that director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any information needed by the company's auditors in connection with preparing their report and to establish that the company's auditors are aware of that information.

Auditors

The auditors, haysmacintyre, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board on 22 July 2014 and signed on its behalf.



V L Annis
Secretary

Strategic review for the year ended 31 March 2014

Business review

The Company has successfully continued to act as the National Governing Body for netball in England. England Netball is, and remains, a membership, not for profit, organisation covering all aspects of the great game of netball from grass roots to elite athlete participation.

2013-14 was the first year of implementing England Netball's new strategy, Your Game, Your Way. The Company is extremely grateful to Sport England for the 2013-17 Whole Sport Plan Grant Award that provided the majority of the financing to support the strategy which sets out the overall vision, mission and strategic goals for netball in England, along with England Netball's future delivery mechanism and structures.

Vision - Your Game, Your Way

Mission

To establish England Netball as a top performing, financially sustainable National Governing Body that promotes 'Netball for Life' and develops more world class athletes

Strategic Goal 1

Grow participation in the game by an average of 10,000 participants per annum

Strategic Goal 2

Deliver a 1st Class Member and Participant experience

Strategic Goal 3

Establish England as the number 1 team in the world by winning the World Netball Championships

Strategic Goal 4

Lead an effective and progressive Infrastructure enabling all involved in the netball experience to collaborate as one team

Key performance indicators

During the development of the strategy, the Directors established a series of Key Performance Indicators (KPIs) around each Strategic Goal to measure the progress against the strategy; these include participation numbers (including new participants into each programme), membership affiliations, position in elite competitions, athletes in the performance pathway and assurance outcomes from external assessments. Our achievements against these KPIs and delivering the Strategic Goals are outlined in more detail the Annual Report available on our website.

Principal risks and uncertainties

The Directors have identified the following principal risks and uncertainties facing England Netball at this time as:

- The long-term financial sustainability. England Netball has successfully received an increase in funding from Sport England in the 2013-2017 funding cycle. However, England Netball recognises the uncertainties in this funding environment as a risk in the long term.
- Retention and engagement of a volunteer workforce. England Netball is dependent on a hugely committed and passionate volunteer workforce, being unable to

sustain and grow this volunteer base is a risk to the delivery of the game at all levels.

This report was approved by the board on 22 July 2014 and signed on its behalf.



V L Annis
Secretary

Independent auditors' report to the members of all England Netball Association Limited

We have audited the financial statements of All England Netball Association Limited for the year ended 31 March 2014, set out on pages 42 to 51. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at

www.frc.org.uk/auditscopeukprivate.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2013 and of its surplus for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.



Jeremy Beard (Senior Statutory Auditor)

for and on behalf of
haysmacintyre
Statutory Auditors
26 Red Lion Square
London
WC1R 4AG
22 July 2014

Report and Financial Statements for the Year Ended 31 March 2014

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2014

	Note	2014 £	2013 £
INCOME			
Operating costs	1,2	9,180,779 (7,544,787)	8,503,584 (6,967,439)
GROSS SURPLUS			
Administrative expenses		1,635,992 (1,549,142)	1,536,145 (1,542,625)
OPERATING SURPLUS / (DEFI CIT)			
Interest receivable and similar income	4 3	86,850 2,914	(6,480) 3,223
SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION			
Tax on surplus/(deficit) on ordinary activities	8	89,764 (583)	(3,257) (445)
SURPLUS/(DEFICIT) FOR THE FINANCIAL YEAR		89,181	(3,702)

All amounts relate to continuing operations.

There were no recognised gains and losses for 2014 or 2013 other than those included in the Income and Expenditure Account.

The notes on pages 45 to 51 form part of these financial statements.

Report and Financial Statements for the Year Ended 31 March 2014

**BALANCE SHEET
AS AT 31 MARCH 2014**

	Note	£	2014	£	2013	£
FIXED ASSETS						
Tangible assets	9		166,262			195,902
CURRENT ASSETS						
Debtors	10	742,227			1,518,811	
Cash at bank		2,969,677			961,939	
			3,711,904		2,480,750	
CREDITORS:						
Amounts falling due within one year	11	(2,944,317)			(1,831,984)	
NET CURRENT ASSETS				767,587		648,766
NET ASSETS				933,849		844,668
RESERVES						
Income and expenditure account	13			933,849		844,668
	14			933,849		844,668

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 22 July 2014.

Mrs C L Danson OBE (Chairman)
Director

Mrs L Sartori (Treasurer)
Director

The notes on pages 45 to 51 form part of these financial statements.

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 MARCH 2014

	Note	2014 £	2013 £
Net cash flow from operating activities	17	2,031,337	(1,086,224)
Returns on investments and servicing of finance	18	2,914	3,223
Taxation		(445)	(4,578)
Capital expenditure and financial investment	18	(26,068)	(72,116)
INCREASE/(DECREASE) IN CASH IN THE YEAR		2,007,738	(1,159,695)

RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS FOR THE YEAR ENDED 31 MARCH 2014

	2014 £	2013 £
Increase/(Decrease) in cash in the year	2,007,738	(1,159,695)
MOVEMENT IN NET FUNDS IN THE YEAR	2,007,738	(1,159,695)
Net funds at 1 April 2013	961,939	2,121,634
NET FUNDS AT 31 MARCH 2014	2,969,677	961,939

The notes on pages 45 to 51 form part of these financial statements.

Notes To The Financial Statements For The Year Ended 31 March 2014

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards.

1.2 Regions and Counties

These accounts encompass the activities of the All England Netball Association Limited and do not include the activities and net assets of the autonomous regions and counties, which are constitutionally and financially independent of the company.

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

- Computer equipment - 33.33% per annum straight line
- Game equipment: umpiring, events and physiotherapy equipment - 20 33.33% per annum straight line
- Office equipment - 15% per annum straight line
- Software development - 20% per annum straight line
- Trophies - 15% per annum straight line

1.4 Small items of furniture, computers and equipment

Items of furniture, computers and equipment either individually costing £400 or more, or being part of a clearly defined project costing more than £400, are capitalised and are stated at historical cost. Items costing less than £400, and not being part of a scheme costing more than £400, are written off in the Income and Expenditure Account.

1.5 Operating leases

Rentals under operating leases are charged to the Income and Expenditure Account on a straight line basis over the lease term.

1.6 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Income and Expenditure Account.

1.7 Membership subscriptions

England Netball's membership year runs from 1 September to 31 August. Subscriptions received in the financial year ending 31 March therefore relate to the period before and after the year end. The accounting procedure for membership subscriptions is to carry

forward the proportion of cash received in the year that relates to the five months' membership in the following financial year. The amount carried forward at 31 March 2014 was £713,099 (2013: £666,295).

1.8 Government grants

Grants are recognised in the Income and Expenditure Account so as to match them with the expenditure towards which they are intended to contribute, as this is deemed to represent entitlement to the funding.

Where a grant is received as a contribution towards expenditure on fixed assets, the balance sheet treatment is to provide for the grant in full and include in creditors. The grant provision is then reduced at the same rate that the asset is depreciated.

1.9 Development expenditure

Expenditure on development is charged to the Income and Expenditure Account in the period in which it is incurred.

1.10 Income

Income comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts.

1.11 Bank balances

All bank balances are shown on the balance sheet as one net figure due to arrangements in place with our principal bankers, whereby automatic transfers are made from our deposit accounts to ensure our current account is not overdrawn.

1.12 Pensions

The company does not operate a pension scheme but pays contributions towards the personal pension arrangements of certain employees. All employees are offered access to a stakeholder pension scheme. Pension contributions are accounted for in the period to which they relate.

1.13 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation.

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse.

Deferred tax assets and liabilities are not discounted.

Notes To The Financial Statements For The Year Ended 31 March 2014

2. INCOME

Income for £9,180,779 (2013 - £8,503,584) is attributable to the principal activity of the company. The Company is extremely grateful to Sport England who provide a majority of this income, mainly as part of a 2013-17 Whole Sport Plan funding agreement.

3. INTEREST RECEIVABLE

	2014 £	2013 £
BANK INTEREST RECEIVABLE	2,914	3,223

4. OPERATING (DEFICIT)/SURPLUS

The operating surplus/(deficit) is stated after charging:

	2014 £	2013 £
Depreciation of tangible fixed asset:		
• Owned by the company	55,708	47,104
Auditors' remuneration	15,600	15,100
Operating lease rentals:		
• Other equipment	41,667	76,882
• Land and buildings leases	77,500	83,347

Notes To The Financial Statements For The Year Ended 31 March 2014

5. STAFF COSTS

Staff costs, including directors' remuneration, were as follows:

	2014 £	2013 £
Wages and salaries	3,496,862	3,244,050
Social security costs	316,025	323,227
Other pension cost	63,056	4,970
	<u>3,875,943</u>	<u>3,572,247</u>

The average monthly number of full time equivalent employees, including the directors, during the year was as follows:

	2014 No#	2013 No#
	<u>136</u>	<u>133</u>

6. DIRECTORS' REMUNERATION

	2014 £	2013 £
Remuneration	<u>92,689</u>	<u>91,248</u>

7. RELATED PARTY TRANSACTIONS

During the year ended 31 March 2014 Miss A Navin received £ 11,919 (2013: £7,167) for coaching services for officiating services, on an arms length basis. Miss A Navin is a Non Executive Directors of All England Netball Association Limited. In addition, a total of £ 13,813 (2013: £1,125) was paid to the partners of directors for netball services on an arms length basis.

During the year ended 31 March 2014 the Association paid a membership fee of £19,900 to the International Netball Federation and £3,530 to Netball Europe. England Netball also provided competition, education and training support to Netball Europe. Mrs L Carpenter, a Non-Executive Director of All England Netball Association Limited is the Chair of Netball Europe.

Notes To The Financial Statements For The Year Ended 31 March 2014

8. TAXATION

The Association is exempt from tax in respect of its mutual activities with members but is chargeable to corporation tax on certain service transactions with nonmembers and on investment income and gains. A corporation tax liability, at an average rate of 21%, will arise on the remainder of the investment income.

	2014 £	2013 £
UK corporation tax charge on surplus/(deficit) for the year	583	445

Factors affecting tax charge for the year

There were no factors that affected the tax charge for the year which has been calculated on the profits on ordinary activities before tax at the standard rate of corporation tax in the UK of 21% (2013 21%).

9. TANGIBLE FIXED ASSETS

	Trophies/ President's Jewel	Office Equipment	Computer Equipment	Game Equipment	Software Development	Total
COST						
At 1 April 2013	1,526	58,436	216,668	25,861	167,276	469,770
Additions	-	-	26,068	-	-	26,068
Disposals	-	-	-	-	-	-
At 31 March 2014	1,526	58,436	242,736	25,861	167,276	495,838
DEPRECIATION						
At 1 April 2012	1,228	32,824	200,511	17,002	22,303	273,868
Charge for the year	136	4,820	15,830	1,467	33,455	55,708
On disposals	-	-	-	-	-	-
At 31 March 2013	1,364	37,644	216,341	18,469	55,758	329,576
NET BOOK VALUE						
At 31 March 2014	162	20,792	26,395	7,392	111,518	166,262
At 31 March 2013	298	25,612	16,160	8,859	144,973	195,902

Notes To The Financial Statements For The Year Ended 31 March 2014

10. DEBTORS

	2014 £	2013 £
Trade debtors	295,816	359,700
VAT repayable	77,912	67,629
Other debtors	148,235	63,206
Prepayments and accrued income	220,264	1,028,276
	<hr/>	<hr/>
	742,227	1,518,811
	<hr/>	<hr/>

11. CREDITORS

Amounts falling due within one year	2014 £	2013 £
Trade creditors	696,065	231,401
Corporation tax	583	445
Social security and other taxes	97,151	90,689
Other creditors	61,864	546
Accruals and deferred income	2,088,654	1,508,903
	<hr/>	<hr/>
	2,944,317	1,831,984
	<hr/>	<hr/>

12. COMPANY LIMITED BY GUARANTEE

The company was incorporated on 10 February 1983 under the Companies Acts as a company limited by guarantee and not having share capital. Each voting member undertakes to contribute a sum not exceeding £1 to the company in the event of it being wound up. The number of voting members as at 31 March 2014 was 5,093 (2013: 4,833).

13. RESERVES

	Income and expenditure account £
At 1 April 2013	844,668
Surplus for the year	89,181
	<hr/>
At 31 March 2014	933,849
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Notes To The Financial Statements For The Year Ended 31 March 2014

14. RECONCILIATION OF MOVEMENT IN MEMBERS' FUNDS

	2014 £	2013 £
Opening members' funds	844,668	848,370
Surplus/(Deficit) for the year	89,181	(3,702)
Closing members' funds	933,849	844,668

15. PENSION COMMITMENTS

During the year ended 31 March 2013, the Association introduced a new defined contributions personal pension scheme for staff and the Association's staging date for auto-enrolment was January 2014, both of these have had an impact on the year-on-year comparators. The assets of the scheme are held separately from those of the Association in an independently administered fund. The pension cost charge represents contributions payable by the Association to the fund and amounted to £63,056 (2013: £4,970). Contributions totalling £14,389 (2013: £Nil) were payable to the fund at the balance sheet date.

16. OPERATING LEASE COMMITMENTS

At 31 March 2014 the company had annual commitments under noncancellable operating leases as follows:

	Land and buildings		Other	
	2014 £	2013 £	2014 £	2013 £
EXPIRY DATE:				
Within 1 year	35,000	35,000	-	3,183
Between 2 and 5 years	70,000	-	41,667	31,250
After more than 5 years	-	70,000	-	-

Notes To The Financial Statements For The Year Ended 31 March 2014

17. NET CASH FLOW FROM OPERATING ACTIVITIES

	2014 £	2013 £
Operating surplus/(deficit)	86,850	(6,480)
Depreciation of tangible fixed assets	55,708	47,104
Deficit on disposal of tangible fixed assets	-	19,549
(Increase)/decrease in debtors	776,584	(618,720)
(Decrease)/increase in creditors	1,112,195	(527,677)
NET CASH OUTFLOW FROM OPERATING ACTIVITIES	2,031,337	(1,086,224)

18. ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN CASH FLOW STATEMENT

	2014 £	2013 £
RETURNS ON INVESTMENTS AND SERVICING OF FINANCE		
Interest received	2,914	3,223
CAPITAL EXPENDITURE AND FINANCIAL INVESTMENT		
Purchase of tangible fixed assets	(26,068)	(72,116)

19. ANALYSIS OF CHANGES IN NET FUNDS

	1 April 2013 £	Cash flow £	31 March 2014 £
Cash at bank and in hand	961,939	2,007,738	2,969,677
NET FUNDS	961,939	2,007,738	2,969,677



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