

# England Netball Vision, Mission and Strategic Goals



## **SECTION 1 – Good Governance, Safeguarding, Equity and Diversity**

Tyne and Wear County Netball Association currently covers the three Local Authorities of Newcastle, Gateshead and North Tyneside, it does not cover the authorities of South Tyneside and Sunderland. An experienced and motivated committee lead the development of netball in the county with a part time NDO and full time NDCC who has covered Newcastle Local Authority in the last 2 years. A number of committee members serve the Regional Technical Support Groups as members or Chairs and therefore have good communication with other Counties in the Region.

### **National Objectives:**

- Establish a structure that recognises EN as a membership organisation but will allow EN to utilise its commercial potential; generating an income and reducing the reliance on Sport England.
- Establish a committee and advisory structure that provides the Board and Central Management Team with the appropriate level of governance support and develops a clear demarcation between strategic board issues and management operational issues.
- Maintain a strong and effective Board.
- Have clarity on the stakeholder engagement within the governance structure including Regional, County, League and Clubs.
- Ensure that the Governance Structure adapts to the external and internal environment and continues to be a first rate NGB.
- Establish a safe, fair and inspiring sporting environment that contributes to a high quality participant experience at all times.

### **Regional Objectives/ Regional Priorities:**

- Appoint a suitable Chairperson to the North East Regional Board following procedures outlined in the North East Constitution
- Maintain a strong working relationship between England Netball staff and volunteers in the Region
- Provide the County Associations in the North East an appropriate level of support in the areas of governance, safeguarding, equity and diversity
- Promote the benefits of Affiliating to England Netball and the Region
- Introduce a Regional Affiliation Fee

### **County Objectives/ County Priorities:**

- Develop and initiate clear Governance structure for full Tyne and Wear County with associated Roles and Responsibilities via new Constitution and Voting process for all Committee Members
- Ensure structure of County/Regional/League/Clubs provides clear communication channels and active involvement from more that 75% of the clubs within our control
- Provide a central database view showing current landscape of Clubs, Schools, Coaches, Officials and Volunteers as a baseline for growth

### **Actions:**

Adopt a new constitution in line with national governing body structures; widen opportunities for members to get involved in governance.  
Ensure that governance is best suited to delivering netball in our region and to meet the needs of our members.  
Ensure that everyone involved in governance is trained and supported to undertake the role they volunteer for.  
Ensure netball in our county area is delivered in a safe environment and accessible to all.

## SECTION 2 – Playing the Game

### 2.1 Playing the Game - Schools

- Netball Activity taking place in a number of state and private schools across the County at both High 5 and 7 a-side level however the County still needs to be fully aware of exactly which schools participate and which do not
- High 5 netball is not delivered in all schools, future work with the Netball Development Officer and NDCC is required.
- A number of primary schools do not affiliate to England Netball yet this free and therefore more promotion needs to be done.

#### **National Objectives:**

- Improve quality of netball delivery within schools.
- Improve communication with schools.
- Improve the availability of extra-curricular activity to ensure that provision meets demand and movement of students to club and community sessions.
- Increase the number of affiliated schools.

#### **Regional Objectives/ Regional Priorities:**

- Promote primary school free affiliation
- Gain a better understanding of the Netball Activity taking place in Schools in the North East
- Continue to improve the relationship between Netball Development Officer and School Games Organisers

#### **County Objectives/ County Priorities:**

- Increase affiliated schools by 25% (20 over 4 years)
- Increase U11 High 5 in primary schools
- Provide workshops/courses within primary/secondary (Fiona run High 5 workshops in school)
- Link to Sports Makers.....gain buy in from schools to deliver %age of time to Quality Netball. Which LA's promote netball v not?
- Develop process that ensures Schools have a person-centred approach and have guidance on how to identify talent
- Communicate benefits of schools affiliating to EN and links to Performance Pathway Team

#### **Actions:**

- Increase the number of players at Under 11 age by supporting netball in primary schools, encouraging primary affiliation and promote resources available for primary schools. Run High 5 events.
- Increase the support available to secondary schools by promoting affiliation and resources available from England Netball. Support schools games, promote the Youth Umpire Award and support courses in schools.

## **2.2 Playing the Game – Club Development**

There are currently 33 active clubs affiliated to England netball through Tyne & Wear County Netball Association, there are a mix of competitive and participation based clubs along with teams who just compete in leagues. Many clubs have been established for a number of years and those clubs dominate the top divisions of the Tyne & Wear League. The number of junior teams in the County is low and there is a lack of competition for those that do exist

### **National Objectives:**

- To grow the club provision for U11's.
- To increase junior club provision through new clubs/sections and additional provision.
- To sustain and increase the number of accredited clubs.
- To support existing clubs to develop their provision, enabling increased participation and quality.
- To grow the number of clubs created as a result of the Back to Netball initiative.
- To support clubs to improve their local promotion, marketing and communication.
- To support clubs to provide increased satisfaction.

### **Regional Objectives/ Regional Priorities:**

- To increase the opportunities for Juniors to participate in Netball
- To continue supporting established clubs in the North East and help those who wish to develop further.
- To utilise the club finder tool once established to aid the promotion of the North East Clubs

### **County Objectives/ County Priorities:**

- Develop 1 more CAPS Silver and 1 more CAPS Bronze by 14/15
- Produce and Distribute leaflets to schools / competitions with Junior Club Information
- Provide High 5 resources for each club offering under 11
- Develop County objectives to feed Regional objectives that are SMART
- Link to Inter-club tournaments and regular competition

### **Actions:**

- Support clubs developing new Under 11 sections. Provide training for coaches in clubs around High 5. Offer High 5 county festival.
- Support and promote CAPS clubs within the area.
- Develop and support new clubs at both junior and senior level. Increase affiliation at all age levels.
- Offer netball camps and play days for juniors during holidays.

### **2.3 Playing the Game – Further Education**

There are 3 Further education colleges within Tyne & Wear County netball Association who all have netball activity taking place in different formats. Gateshead College runs a Netball Academy and players from local clubs attend the college and are part of the academy programme accessing British Colleges Sport Competitions. The 3 Further Education colleges do not get involved in County Competitions and competitive provision for them is low. A number of schools, both state and private have 6 form centres which cater for 16-19 year olds with some of these competing in local competitions and the County Schools Competitions.

#### **National Objectives:**

- Promote existing U19 opportunities through college staff and new College Sports Makers.
- Promote and support new competition opportunities for 16-19 year olds.

#### **Regional Objectives/ Regional Priorities:**

- Work with College Sports Makers to provide netball opportunities for 16-19 year old
- Ensure Colleges are invited to County rounds of Under 19 Schools Competitions

#### **County Objectives/ County Priorities:**

- Identify and create links to the 3 identified colleges to promote involvement in Netball Clubs (may change if T&W extends) establishing a Link Person with each college
- Link to the Sports Maker posts (17m investment nationally across colleges)
- Establish a link person within each college
- Invite colleges to U19 schools competitions (possibly universities?)
- Disseminate club information to colleges

#### **Actions:**

- Work with existing schools/colleges to promote netball within the 16-19 age range with a view to keeping players in the game and providing them with competition.
- Work with College Sports Makers to promote and increase netball within further education sector.

## **2.4 Playing the Game – Higher Education**

There are 2 Universities within Tyne and Wear County netball Association Boundary – Northumbria and Newcastle. Riverside netball club is based at Northumbria Universities Coach Lane campus and has trained at the venue for a number of years. The North East Regional Office is also based at the University and there the County Association has a good relationship with the regional office and an improving relationship with Northumbria University. Many volunteers assist with umpiring for the Universities in the region in BUCS competitions and support the franchise based at Northumbria during match days.

### **National Objectives:**

- To recruit and deploy a network of student volunteers to act as netball officer and support the delivery of a varied netball programme within universities.
- To enable students to access competitive netball opportunities.
- To increase participation in netball within HE institutions.
- To strengthen the relationship with BUCS, HE institutions and individual students.
- To have a coordinated approach to delivery within the HE sector.

### **Regional Objectives/ Regional Priorities:**

- To work with England netball to identify Universities to work with on the UNO project
- To work with universities to provide competitive opportunities via the North East Regional League
- To gain a full understanding of the netball activity taking place in Universities throughout the North East

### **County Objectives/ County Priorities:**

- Strengthen links with BUCS and HE Netball programmes via individual Netball Officers attached to the Universities
- Develop support and coaching for Netball Volunteers

### **Actions:**

- Support the University Netball Officers to engage with students and increase playing of netball in higher education.
- Work with the UNO to establish stronger links between the county, local clubs and higher education.

## **2.5 Playing the Game – Community**

There have been more than 1,000 participants reintroduced to netball throughout the Back to Netball programmes delivered in Tyne & Wear between 2009 and 2013. Many of these participants have formed new clubs, joined existing local clubs or taken part in local Back to Netball festivals. There has been a full time Netball Development Community Coach working in Newcastle which has helped to increase the number of participants engaged in that local authority however expanding the areas this coach covers could increase numbers further.

### **National Objectives:**

- To deliver accessible, affordable opportunities for participants to 'pay and play' netball with limited commitment.
- To deliver accessible, affordable community sessions for children in areas with no club infrastructure.
- To continue to grow the number of women who are reintroduced to netball through the Back to Netball initiative.
- *Commercial providers objective TBC by commercial working group.*

### **Regional Objectives/ Regional Priorities:**

- Continue to support the existing Back to Netball Sessions and develop further sessions to meet demand
- Provide competitive opportunities for Back To Netball participants through 'pay and play' sessions

### **County Objectives/ County Priorities:**

- Utilise mapping against female demographic to establish target areas for Pay and Play sessions
- Provide umpire and coach support to the Pay and Play sessions
- Link to the Back to Netball sessions to provide varied levels of play for participants

### **Actions:**

- Support Netball Development Officers to deliver Netball Now, Youth Netball Now, Back to Netball and Intro 2 Netball programmes.
- Increase numbers taking part in netball.

## **2.6 Playing the Game – Facility Development**

Within the County there are two 3 court netball facilities, Blue Flames Sporting Club and Sports Central @ Northumbria University. Blue Flames is utilised as the County netball Venue and hosts the Tyne & Wear Winter and Spring Leagues and the North East Regional League. Gateshead Leisure Centre also has 3 courts within its facility, has been utilised for Regional Clubs Competition and Tyne & Wear Junior League and hosts Gateshead Netball Club training sessions. Walker Activity Dome has recently been refurbished and has been utilised for Back to netball festivals and hosts Tigers Netball Club training sessions.

### **National Objectives:**

- In partnership with Badminton England and England Basketball actively influence the development of, and access to community facilities in common priority areas.
- Establish a new network of appropriate standard indoor netball facilities (caged netball) through a partnership with the English Cricket Board (ECB).
- Increase and enhance the network of County and Regional Netball Centres providing central venue homes for netball.
- Support the provision of Intensive Netball Training Centres (INTC's) offering high quality netball environments for performance athletes.

### **Regional Objectives/ Regional Priorities:**

- Support the Performance Technical Support Group to access suitable facilities for Performance Pathway programmes
- Support the development of new facilities where appropriate
- Assess current access to facilities and look to develop new partnerships where appropriate to reduce hire costs where possible.

### **County Objectives/ County Priorities:**

- Establish formal agreement with Sports Central for the utilisation of their facilities for Netball Growth

### **Actions:**

- Assess facilities available across the county area.
- Support the development of community netball facilities where opportunities arise.



### **SECTION 3 – Performance**

There are currently 3 satellite academies and 1 county academy in Tyne & Wear and an Under 14 Development Group. The academies are all delivered by Level 2 Qualified Coaches with some players progressing through to Regional Squads.

#### **National Objectives:**

- To ensure there is an increased number of better quality athletes progressing into the senior elite programmes - a conveyor belt for high quality English athletes taking players from 11/12 years old all the way through to our elite teams.
- To ensure that as many people as possible make personal progress to a level which fulfils their potential, stimulating regular and sustained participation and improving the quality of competitive netball played in England.

#### **Regional Objectives/ Regional Priorities:**

- Aim to add the additional U19 (RPA) while progressing the current academies (Re-branded to RA) (Separate to NTL)
- Lease with local colleges/schools/university's/facilities to ensure the best training environment is available to athletes
- CPD – Scouting – have an increased database of educated scouts to work locally within the region on regular basis, monitoring progression of athletes

#### **County Objectives/ County Priorities:**

- Agree and establish a fair and transparent process for player progression that is agreed by all and gives a rounded view of player abilities reaching across the Tyne and Wear Region
- Provide more opportunities for competitive play across the County
- Provide a link with NSL franchising to give a better understanding and support to 'Talented' players wanting to progress

#### **Actions:**

- Continue to deliver quality county and satellite academies in line with England Netball performance requirements.
- Develop the available scouts to ensure that talented players are identified and opportunities offered. Review the current scouting and selection process in the county.
- Establish development opportunities for Under 11, Under 12.

## SECTION 4 – Competition and Events

Tyne and Wear County has a very active adult competition environment. Participation is rising with new entrants to our league generated mainly through the local Back to Netball initiatives but also via the classic route of established clubs. We have started to vary our competition offering and we see this as a key area of development moving forward. In terms of juniors our participation rates are falling and this is an area that the county wants to address on all fronts not just competition.

### **National Objectives:**

- To provide increased playing opportunities for existing participants.
- To provide more flexible opportunities to attract new participants.
- To enhance the local and regional infrastructure to be able to deliver more competitive opportunities.
- To enhance the local and regional infrastructure to further support the player pathway.
- To engage with other providers to deliver an extended competition and events offer to participants.
- To ensure the delivery of all competition and events is in line with the 6 principles of delivery.

### **Regional Objectives/ Regional Priorities:**

- To enhance the local and regional infrastructure to be able to deliver more competitive opportunities.
- To enhance the local and regional infrastructure to further support the player pathway.
- To engage with other providers to deliver an extended competition and events offer to participants.

### **County Objectives/ County Priorities:**

- To provide increased and varied playing opportunities for existing participants
- To attract new participants into the game
- To target the provision of appropriate participation and competition for young players which engages and draws them into the sport
- To work with the Regional Office and appropriate parties to influence the development of facilities
- To exploit the opportunities offered through web and social media to attract participants of all ages into the game
- Bring back County tournaments for players U23 at all levels and encourage participation
- Promote a North East Netball Tournament
- Promote and deliver an Inter County Competition

### **Actions:**

- Support the delivery of Back to Netball and High 5 festivals.
- Review and ensure that League netball provision meets members needs. Introduce new leagues to cater for new/different needs. Assess provision to ensure it facilitates player development and advancement of clubs at a regional and national level at all age levels.
- Support our clubs and schools taking part in national events at all age levels.
- Review and if appropriate introduce new forms of netball – pay and play, FastNet, Cage Netball, Under 19, Over 40, etc..
- Review rules and regulations to ensure they provide a safe environment which is accessible to all.

## SECTION 5 – Volunteering

Tyne & Wear has a number of supportive volunteers who are passionate about the development of netball in their County. We recognise the importance of developing young volunteers and are looking to develop a Youth Advisers group in the County. We have supported the Golden Globes programme for a number of years and have had National Winners from within the County, we are looking to develop a County programme based on the Categories from the National Event and hoping to hold an annual awards evening.

### **National Objectives:**

- A tailored volunteer support programme for all volunteer segments with a clearly defined pathway for volunteers.
- Increased levels of satisfaction amongst the volunteering community.
- More people volunteering in netball that we know about and can support.
- Clarity of committee roles and succession planning in place.

### **Regional Objectives/ Regional Priorities:**

- Work with volunteers registered on the Pass on Your Passion programme to complete hours
- Engage with and promote the new 26+ volunteering programme
- Provide a Regional Event Annually to celebrate the North East Golden Globe winners

### **County Objectives/ County Priorities:**

- Support the creation and introduction of a Youth Advisory Group within revised Constitution that enables more participants to feed into the decision making process for County
- Deliver a reward and Recognition site on website for Volunteers to celebrate successes and share learning.
- Youth volunteers from each junior club with elected Chair reporting to Committee
- Set up a County recognition event which could feed into Golden Globes

### **Actions:**

- Promote and support the various volunteering courses and initiatives including Pass on Your Passion; Young Netball Organiser; Youth Advisors; Golden Globes and Adult Volunteer Programmes.

## SECTION 6 – Coaching

Tyne & Wear has a number of experienced and dedicated coaches delivering in Clubs and throughout the Satellite and County Academies. There has been a steady increase in the number of new Level 1 Qualified coaches over the last 4 years however many of these have been University Students who have since moved out of the area and therefore do not always contribute to the Coaching network in the County. There has been a demand for UKCC Level 2 Courses in the county however that demand has not always been enough to fill a course and therefore courses have been cancelled or postponed. There are a number of England Netball Level 2 Club Coaches who need to convert to a UKCC Qualification by 2015 to enable them to continue coaching in club and performance pathways.

### **National Objectives:**

- Increase the number of skilled, qualified and active coaches.
- Improve on-going support for and recognition of coaches.
- Increase deployment opportunities for coaches.

### **Regional Objectives/ Regional Priorities:**

- Increase the number of qualified coaches at UKCC Level Two and Three
- Support the transition of coaches through the Level 2 Conversion course
- Implement an equitable and transparent recruitment process for all Academy programmes
- Ensure suitably qualified coaches support all structured player development programmes
- Develop a mentoring and support programme for all Academy Coaches
- Meet the demand for Level One, Two and Conversion Courses in the North-east on annual/ bi-annual basis

### **County Objectives/ County Priorities:**

- Create and support the maintenance of set KPIs for caches delivering across the County
- Provide coaches with a route for shared learning and resources
- Increase number of active Qualified Coaches at all levels

### **Actions:**

- Support individuals to qualify at all coaching levels by establishing a 'grant' system to help with the costs of qualification.
- Work with the Region to offer updates and workshops for qualified coached to allow them to develop.

## SECTION 7 – Officiating

Tyne & Wear has a number of qualified umpires and umpires with experience of officiating at national events who are respected by clubs and throughout the region. The county is committed to developing young umpires and offers a mentoring programme to all umpires who officiate in their Leagues. Many of the B Award umpires in the county umpire at North East Regional League fixtures with 2 umpires having already achieved their A Award written exam and working towards their practical test.

### **National Objectives:**

- Increased levels of participant satisfaction with the quality of officiating.
- A centrally managed officiating programme with clearly defined policies and procedures that assist in providing transparency and consistency across officiating.
- A skilled network of officials accessing the right CPD more often, supported through the introduction of a continuous professional development (CPD) programme and additional development opportunities.
- A world class officiating certification and support programme that ensures officials are proficient and competent for the levels at which they officiate.

### **Regional Objectives/ Regional Priorities:**

- Development of new Umpire Tutors/Assessors/Mentors
- Provide CPD opportunities for all level of umpires
- Encourage/Promote Youth Umpire Opportunities

### **County Objectives/ County Priorities:**

- Revisit Player, Coach Code of Conduct
- Encourage Youth Umpires
- Develop more umpires across County
- Advertise and promote CPD courses for more trained and Qualified officials

### **Actions:**

- Continue to support umpires to gain Youth, Beginner, C, B and A Awards through organising courses, offering mentoring, running league and regional seminars, etc..
- Promote and support volunteers wishing to qualify as Match Bench Officials
- Work via the Region to offer other opportunities for Umpires wishing to develop.

## **SECTION 8 – Communication and Marketing**

The County has a well utilised Website which is updated regularly and accessed by members. The county has embraced social media and has both Facebook and Twitter accounts. There is a lack of branding and marketing material for the County netball Association and very little communication with local press and media.

### **National Objectives:**

- Communicate relevant messages in an appropriate way dependent on the recipient.
- Refine communication methods to reflect new technology.
- Change the perception of netball.
- Build a communication and marketing strategy based on a financially sustainable model.

### **Regional Objectives/ Regional Priorities:**

- Produce a Marketing and Communications Plan for the North East Region
- Establish a Marketing and Communications Technical Support Group
- Launch a new 'MyNet' Website ensuring informative and up to date information is given to members

### **County Objectives/ County Priorities:**

- Re-launch County website including new features within Constitution, extended reach etc
- Publish a who's who showing the landscape mapping as per Governance section
- Establish robust links with local media and press for a continued communication channel for Netball events

### **Actions:**

- Maintain and develop the website as the key communication medium for netball in the county area. Maintain twitter and facebook presence.
- Assess and develop links with local press and media to promote netball in the county area.
- Identify local events where netball can be promoted, both netball events (super league) and other sporting events.
- Continue to produce the county handbook. Develop cards, flyers, notices which can be displayed in locations like schools, libraries, etc.