

Yorkshire Netball – Research Dissemination & Discussion

Yorkshire Netball Insights Lead: Sarah Howard (Dr Sarah Mallinson-Howard)

Monday 23rd October 2023

7.30-8.30pm

Outline



What is the background?



What did we find?



What are the next steps?



What are your thoughts?


What is the background?

- Yorkshire Netball is **one of nine Regional Netball Associations** in England.
- **Ten elected, voluntary, regional management board (RMB) members** represent the views of all England Netball affiliated members that participate in netball in Yorkshire.
- The Yorkshire Netball RMB is developing a **4-year action plan** with the initial **long-term aims of promoting engagement for all and achieving inclusive growth** for netball in the region.

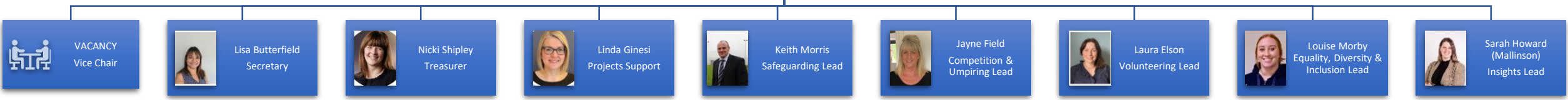


Who are the Yorkshire Netball RMB?

Partners



Sian Foley-Corah
Chair

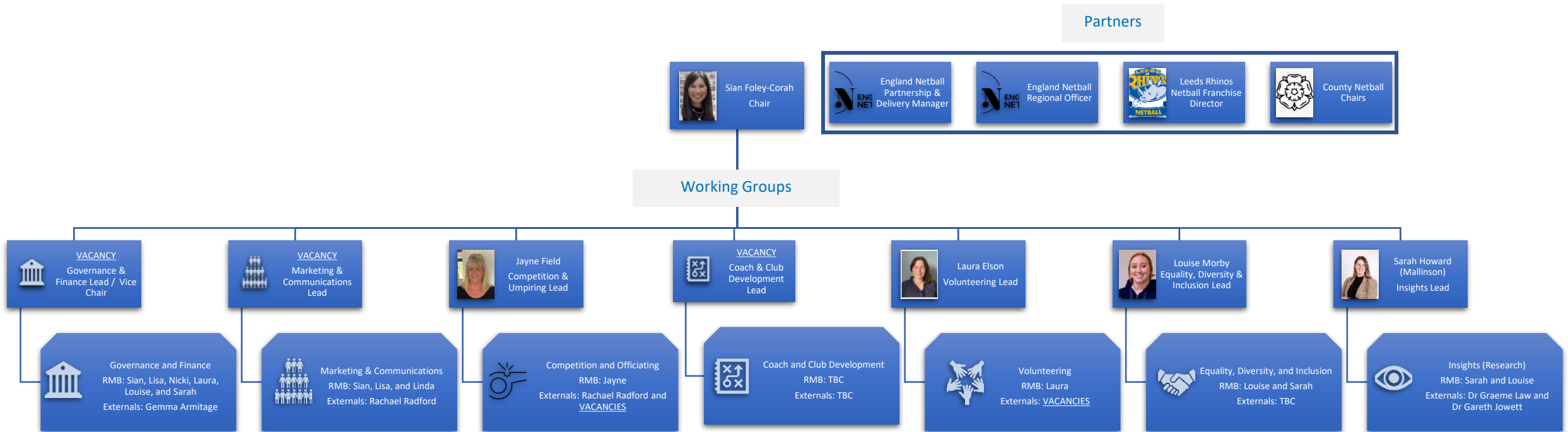


How are we developing our action plan?

- The action plan is to be **member driven** and **co-created by key stakeholders/partners** for netball in the Yorkshire region.
- Amongst its other working groups, the RMB now has an **Insights (Research)** group to help support this aim.



What is happening operationally?



Yorkshire Netball – Insights (Research) Group



Research & Insights: Phase One

Engaging with and understanding the membership of Yorkshire Netball (and beyond): An exploratory study



Phase One: Survey



Exploratory study in the form a survey of adults and young people (16 years+) who have participated in netball in Yorkshire over the past 12 months.



To gain the broadest insights into the needs and experiences of those participating in netball in Yorkshire, the survey could be completed by those affiliated to Yorkshire Netball and those unaffiliated.

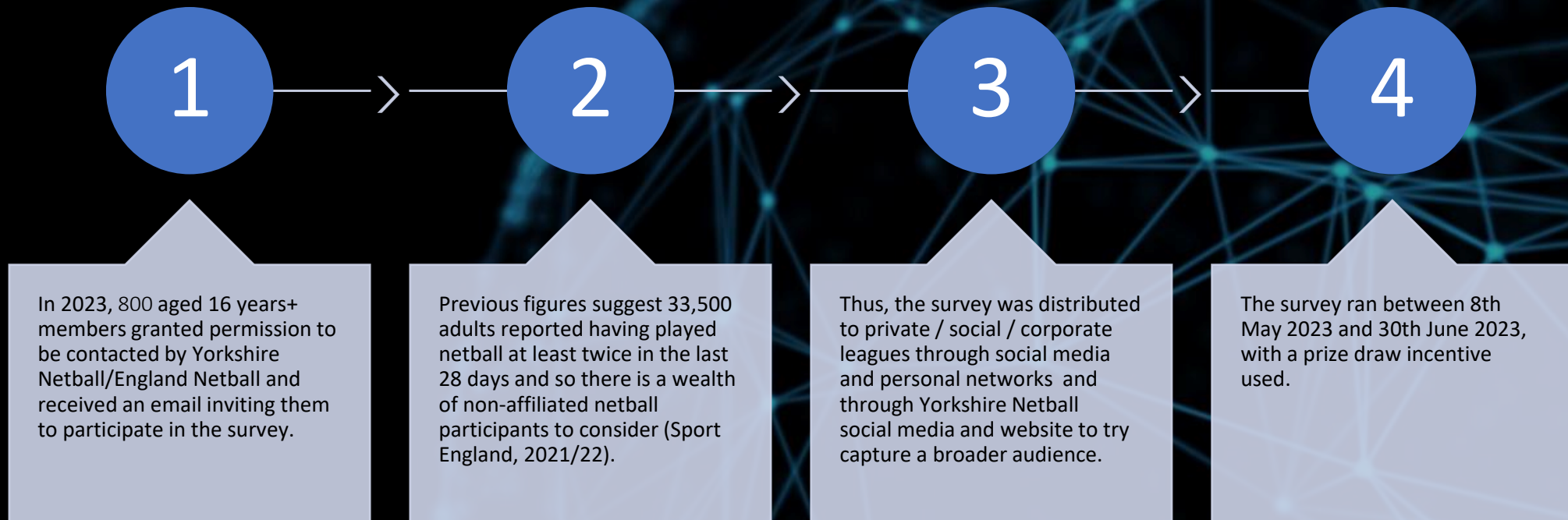


The survey included qualitative and quantitative questions broadly framed around satisfaction with the quality of netball experiences, particularly over the past 12 months, and future netball needs and intentions.



Questions throughout have been adapted from previous sporting experience surveys (e.g., Sport England, 2012).

Participant Recruitment



Participant Sample

- **N = 218***
 - **180 affiliated** to England Netball
 - ~23% response rate in context of the 800 affiliated members directly contacted.
 - **Mean age = 38.56 years** (SD = 12.67; range = 16 – 77 years).
 - **Mean years participating in netball = 18.49 years** (SD = 13.40, range = 1 – 57 years)
 - Over **two thirds** of the sample predominantly participate in netball in **West Yorkshire (n = 81)** or **North Yorkshire (n = 76)**. The remaining played in South Yorkshire (n = 32), Humberside (n = 19), or other (n = 10).



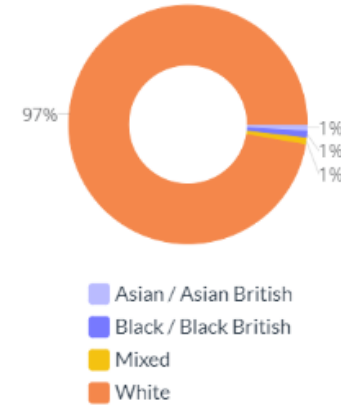
*For context, 227 responded from Yorkshire to the England Netball 'Big Netball Conversation' 2022 survey with a 4% national membership response rate overall.

Sample Characteristics

98% of the sample were female.



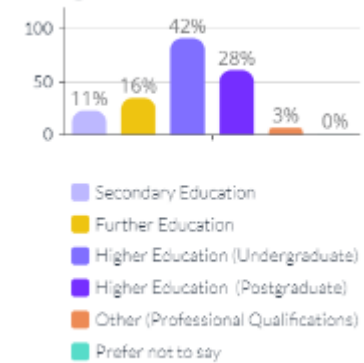
Ethnic Groups



3%

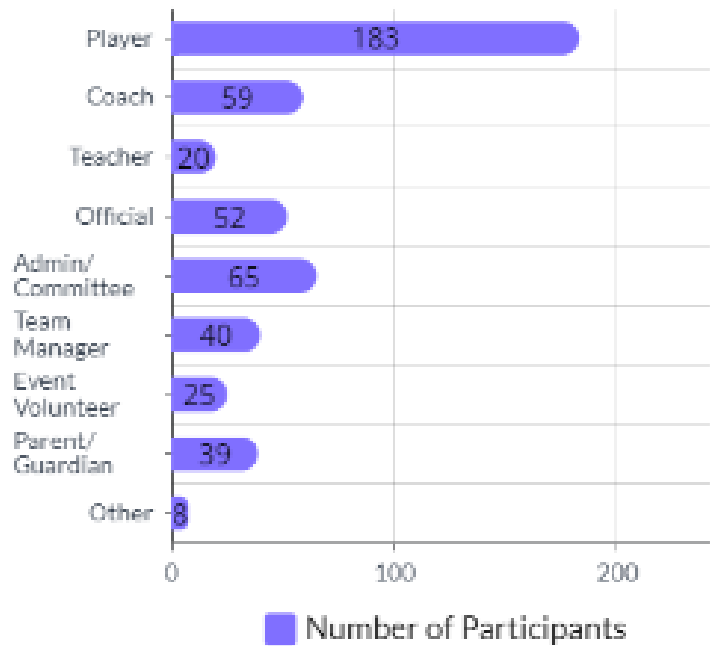
of the sample identified as having a disability

Highest Education Level

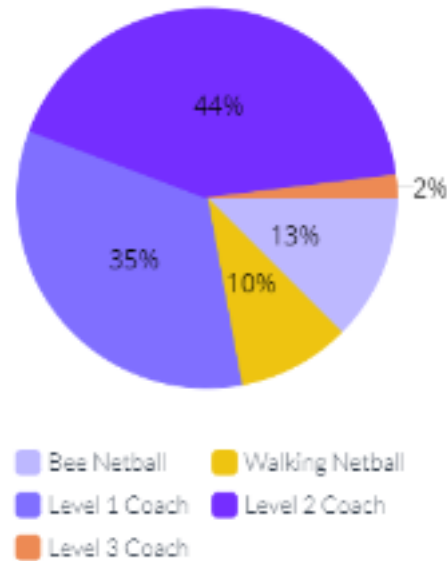


Sample Characteristics

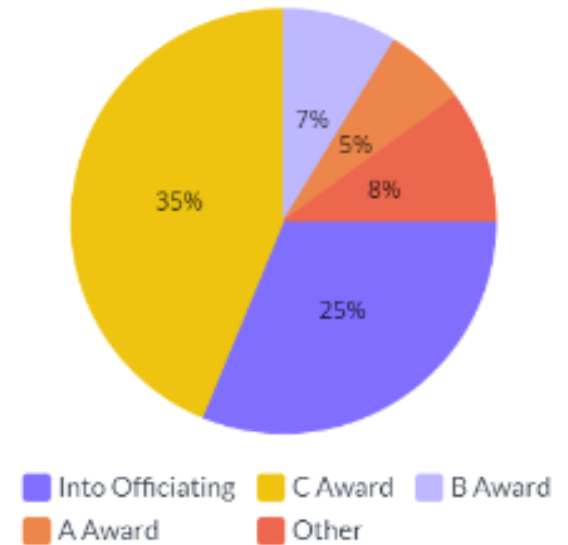
Roles in Netball

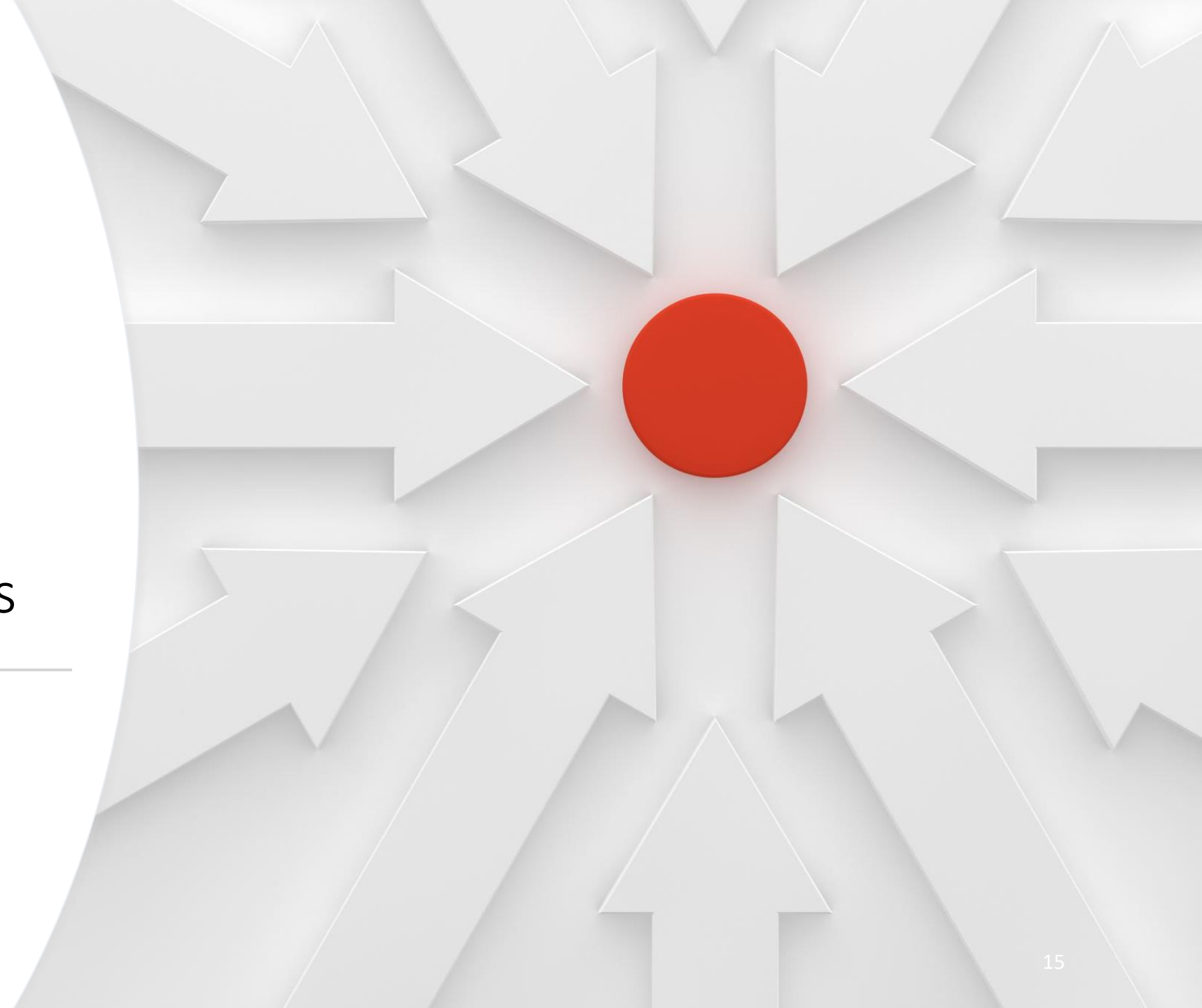


Coaching Qualifications (N = 72)



Officiating Qualifications (N = 70)

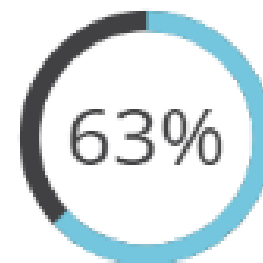




Quantitative Insights

Approximately 13% of our volunteers

Receive financial incentive,
beyond expenses, for their
netball participation/involvement.



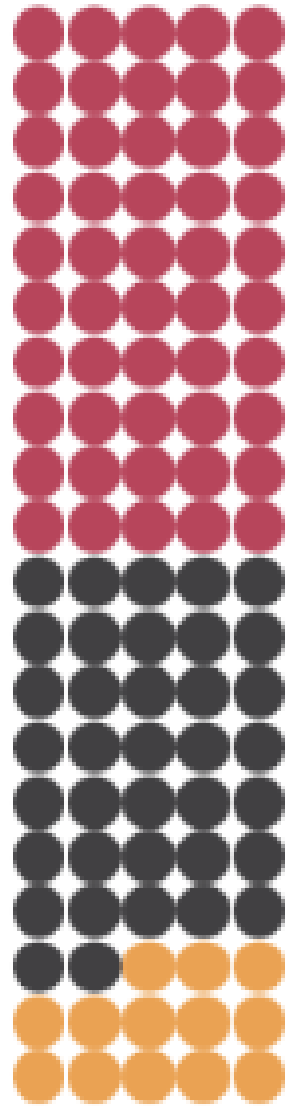
of netball
play/officiating/coaching is
occurring at indoor venues

Three Settings

Three main settings for
coaching/officiating:
Senior club, Junior club,
and Social League

Two Settings

Two main settings for
playing: Senior club and
Social League



Did you know?

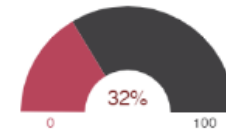
50%

of our respondents increased their netball participation over the past 12 months, whilst 37% stayed the same, and 13% decreased.



7%

Only 7% have intentions to decrease their netball participation in any capacity over the next 12 months



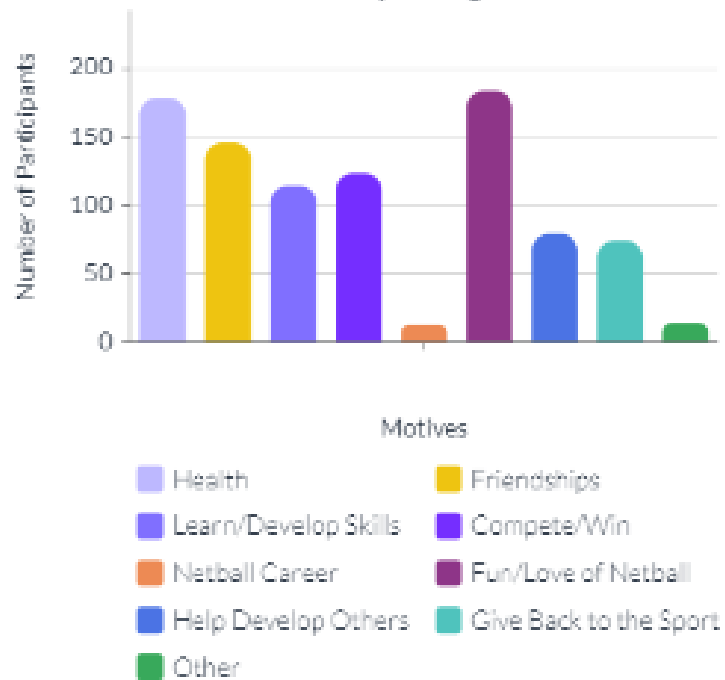
About a third of those operating in non-player roles do so 1 - 2 times a week in a typical month.



72%

Playing 1-3 times a week in a typical month

Motives for Participating in Netball



Motives

Top three motives

1. To Have Fun / For the Love of Netball
2. To Improve / Maintain Physical Health
3. To Develop / Maintain Friendships



Satisfaction over the past 12 months...

	N	Mean	SD
Opportunities to improve performance	198	3.43	0.93
Opportunities to improve health	195	3.85	0.89
Opportunities to gain a release / diversion	199	4.13	0.89
Opportunities to be social	201	4.22	0.90
Conduct of people and staff involved	201	3.71	1.09
Ease of access to participation opportunities	200	3.68	1.05
Facilities and playing environment	198	3.63	1.04
Quality of coaching	191	3.52	1.07
Quality of officiating	197	3.30	1.01
Value for money	197	3.69	1.03

Response format: 1 = Extremely dissatisfied; 5 = Extremely satisfied

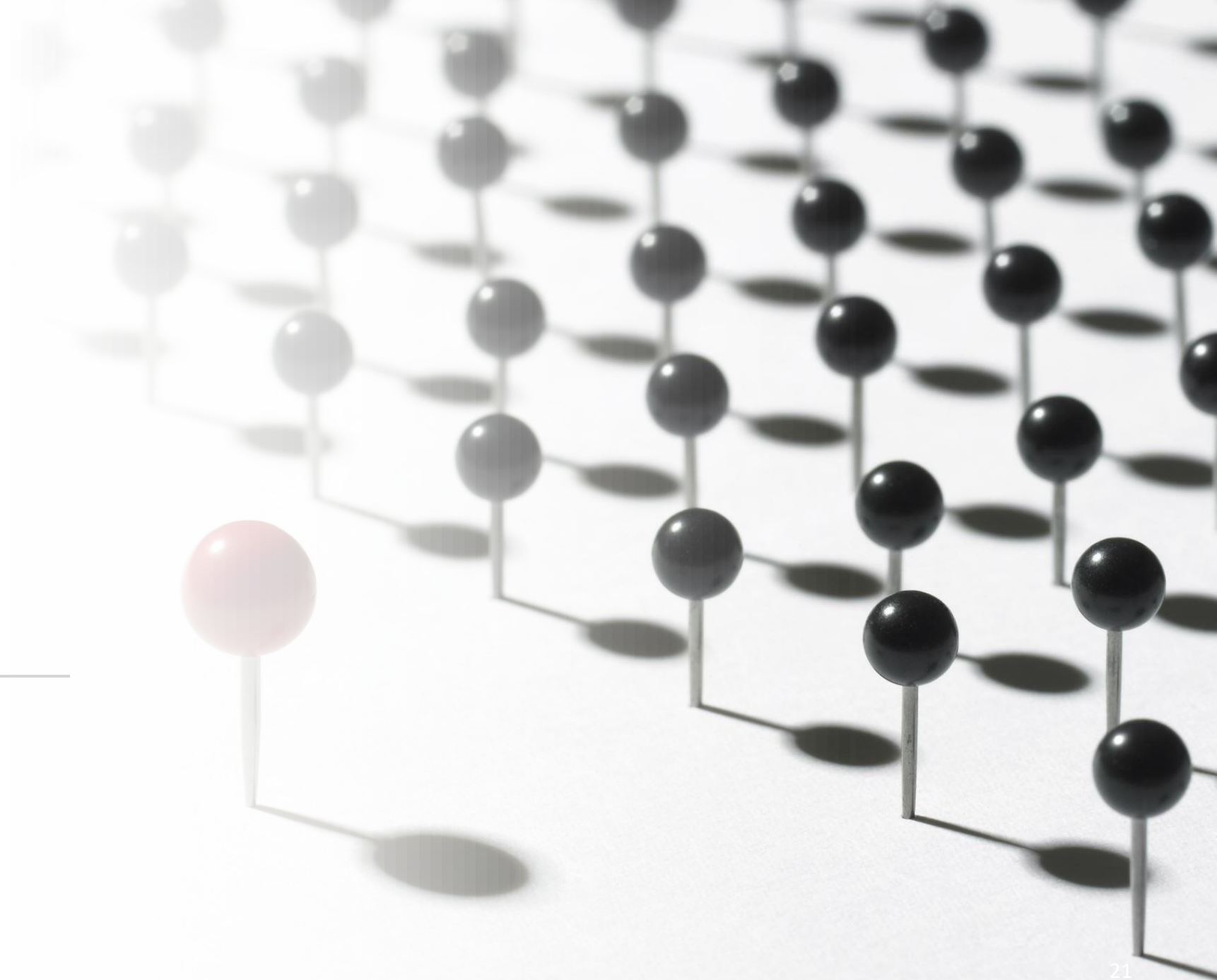
Importance over the past 12 months...

	N	Mean	SD
Opportunities to improve performance	192	3.37	1.07
Opportunities to improve health	192	3.73	0.95
Opportunities to gain a release / diversion	194	3.97	0.92
Opportunities to be social	196	3.75	1.05
Conduct of people and staff involved	193	3.99	0.76
Ease of access to participation opportunities	193	3.72	0.93
Facilities and playing environment	195	3.97	0.77
Quality of coaching	190	3.52	1.17
Quality of officiating	193	4.04	0.78
Value for money	193	3.62	0.95

Response format: 1 = Not at all important ; 5 = Extremely important



Qualitative Themes & Insights



Awareness: England Netball

Participants perceived England Netball as:

1. A facilitator for membership payments, rule-making, and setting the culture.
2. A provider of 'costly' CPD, mentors, qualifications, insurance, and a magazine.
3. A for-profit organisation, which supports elite pathways / national team through membership fees.

Overall, however, participants were largely unsure about who England Netball are and what they do.



Awareness: Yorkshire Netball

Participants perceived Yorkshire Netball as:

1. A facilitator for the regional league competition.
2. A conduit for ensuring the region and counties run in line with England Netball policies.
3. A volunteer led organisation.

Overall, however, participants were largely unsure about who Yorkshire Netball are and what they do.



Netball participants in Yorkshire would like to see...

'A more connected, inclusive, and competitive region'



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Use code: **6588 0175**



'Connected': Communications Insights



Lack of visibility with members, in particular.



Lack of coherency in how information is stored and shared across the region and within counties.



Lack of signposting and interaction with/from England Netball.

‘Connected’: Netball participants want to see...

- **Improved** visibility of the RMB and communications regarding netball activity across the region and within counties, with some coherency/joined up thinking applied to schedules of events.
- **Development** of a one stop ‘hub’ of information on how to gain entry to clubs, competition, coaches, umpires, latest CPD, and knowledge exchange more broadly.
- **Provision** of more opportunities to connect people, places, and spaces to enhance the sense of netball cohesion and community across the region.



'Connected': Volunteers Insights

Unclear entry and
access to
officiating
pathway

Hard to move
through the
officiating
pathway

Lack of financial
incentive to
officiate (mainly
volunteers)

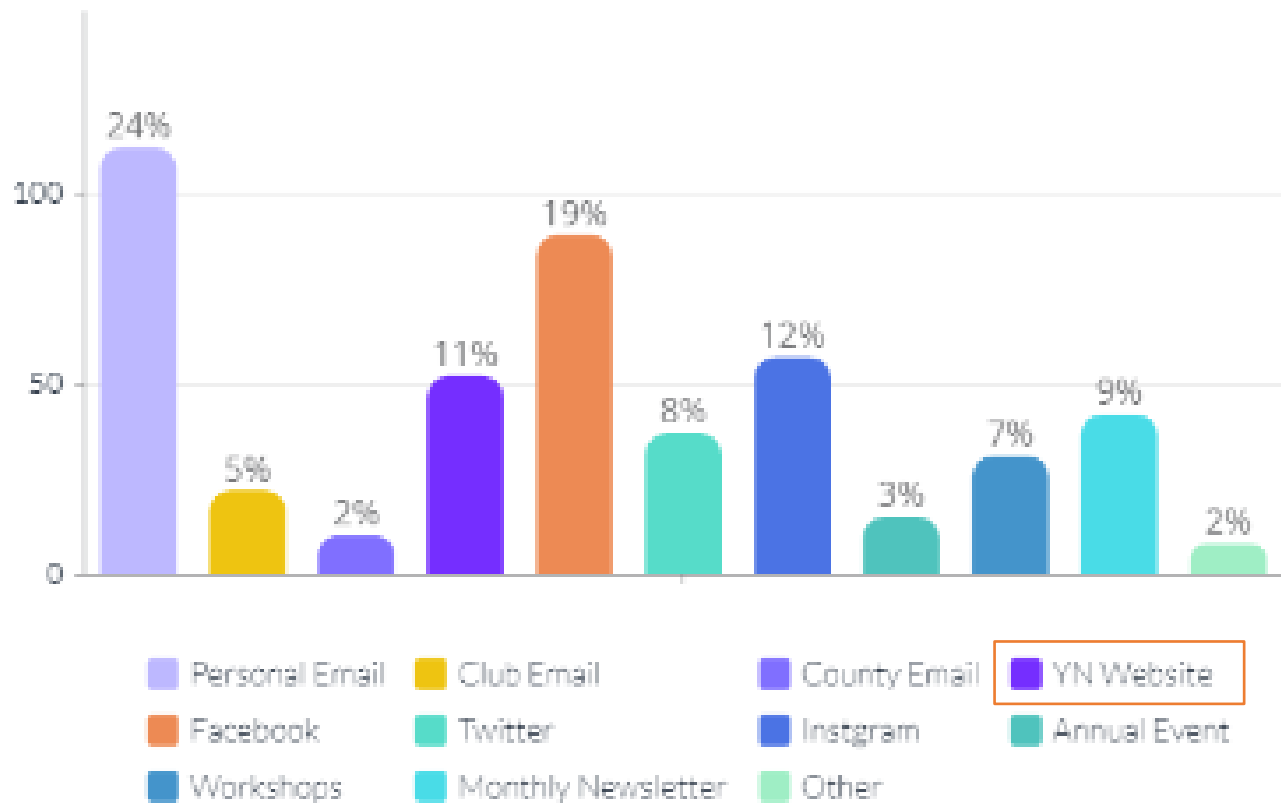
A 3D rendering of a puzzle with one red piece standing out among many white pieces. The red piece is in the center-right of the frame, and the white pieces are arranged around it, some of which are slightly offset, suggesting a missing or misplaced piece. The lighting is soft, creating subtle shadows and highlights on the pieces.

‘Connected’: Netball participants want to see...

-
- Investment in volunteers (especially umpires and associated mentors and assessors) to improve provision, the game, and stem any perceived decline in standards.

What are we doing right now to help with feeling Connected?

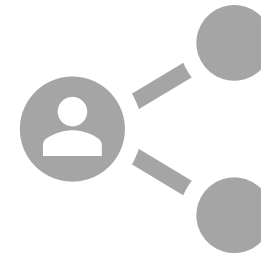
Communications



What are we doing right now to help with feeling 'Connected'?



Celebrating our volunteers: The One Awards and Newsletter



Recruitment: Our RMB and working groups need you!

'Inclusive': Funding and Facilities Insights



Perceived need to have or be from money to be able to participate or progress at the junior level.



Lack of availability of facilities and poor standards of facilities hired.



Too expensive to hire said facilities and play in general and so participants are turning to social leagues.

The background of the slide features a close-up, high-angle shot of a silver pen writing on a white document. The pen is positioned in the upper right corner, and its tip is in contact with the paper. A dark, hand-drawn outline of a geographical region, possibly a county or district, is visible on the paper. The lighting is soft, creating a professional and focused atmosphere. The overall color palette is dominated by light blues and greys, with the white of the paper providing a clean backdrop for the text.

What are we doing right now to aid being 'Inclusive'?

- Adopting a ground up approach and revisiting our current provision and the needs and wants of each county (ED&I).
- Exploring setting up grant schemes/fee reductions and subsidy options to improve access and provision for all.
- Reviewing facilities at grassroots and elite level to see if/where we can realistically effect change.

'Competitive': Competition Insights



Progression gaps at senior social to club level and senior club to highest levels of competition



Appetite for a 'vets' competition



Lack of development/training opportunities for senior players



People just want to turn up and play in a positive environment without stringent sanctions

'Competitive': Pathways Insights



Lack of opportunities/coaching/pathways/competition in state primary schools.



Junior clubs with high demand but limited resource.



Elite culture being promoted over participation for all at junior level and safeguarding concerns.

What are we doing right now to help with being 'Competitive'?



Yorkshire Netball

@netballyorks

...

Good luck to all the teams taking part in the 2023/24 Regional League. Round one! 15/10/2023. Here is to a FABulous season 👍

8:52 PM · Oct 14, 2023 · 518 Views



Child Safeguarding Policies and Procedures



Adult Safeguarding Policies and Procedures

Research & Insights: Phase Two



What are the
next steps?



What are your thoughts?



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Use code: **6588 0175**



Thank you for attending!
YNIinsights@outlook.com

