

How Understanding Your Participants can Influence Coaching & Whole Sport Change

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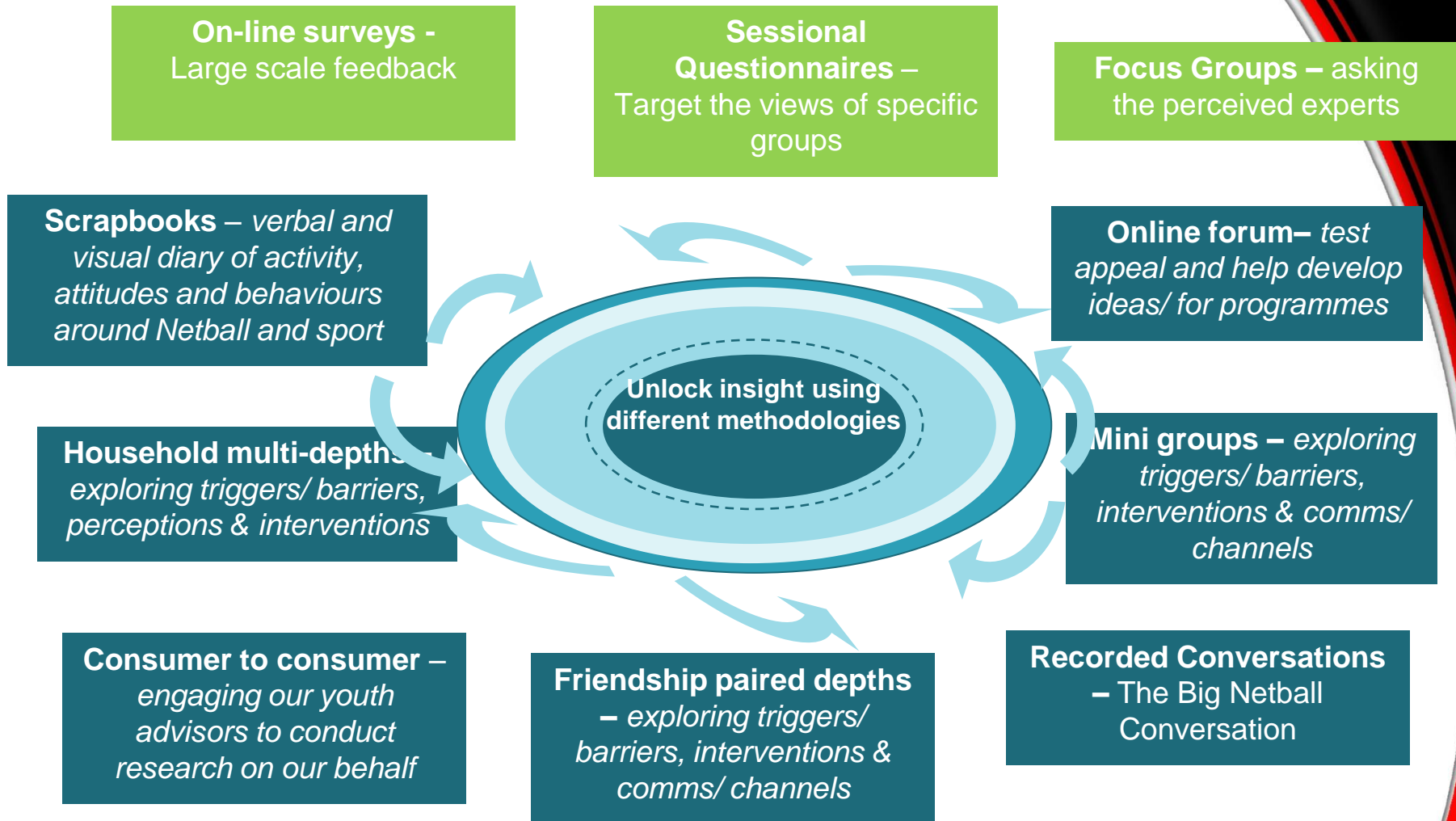


The Participant Centred Approach (PCA) is one of the most significant and powerful projects Netball has undertaken in the last decade. It is now the strategic planning tool for change in our organisation

The Journey

- **2008** – Participant Centred Approach considered, coaching seen as the driver.
- **2010** – Recognition of cross departmental importance and influence, approach elevated
- **Active People Results** – strengthened the rationale
- **April 2010 – present day**, acknowledged as a priority project, resources allocated to support research 12 months of research.
- **June 2010 – June 2011** - Phase 1 of participant research completed

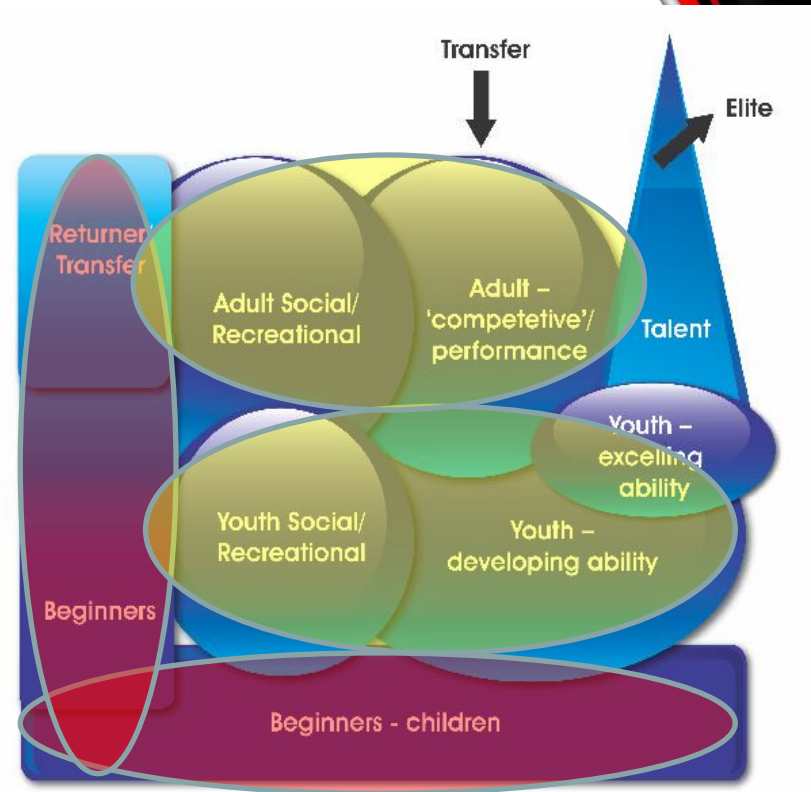
Methodology



Progress to Date

- Identification of 9 participant groups
- Collation of data from 15+ existing partner surveys
- Individual feedback from 4000+ participants and potential participants
- Development of player capabilities
- Defined offers for 2 x participant groups
- Starting to bring the model to life

Participant Development Model



Strategic Choices & Change

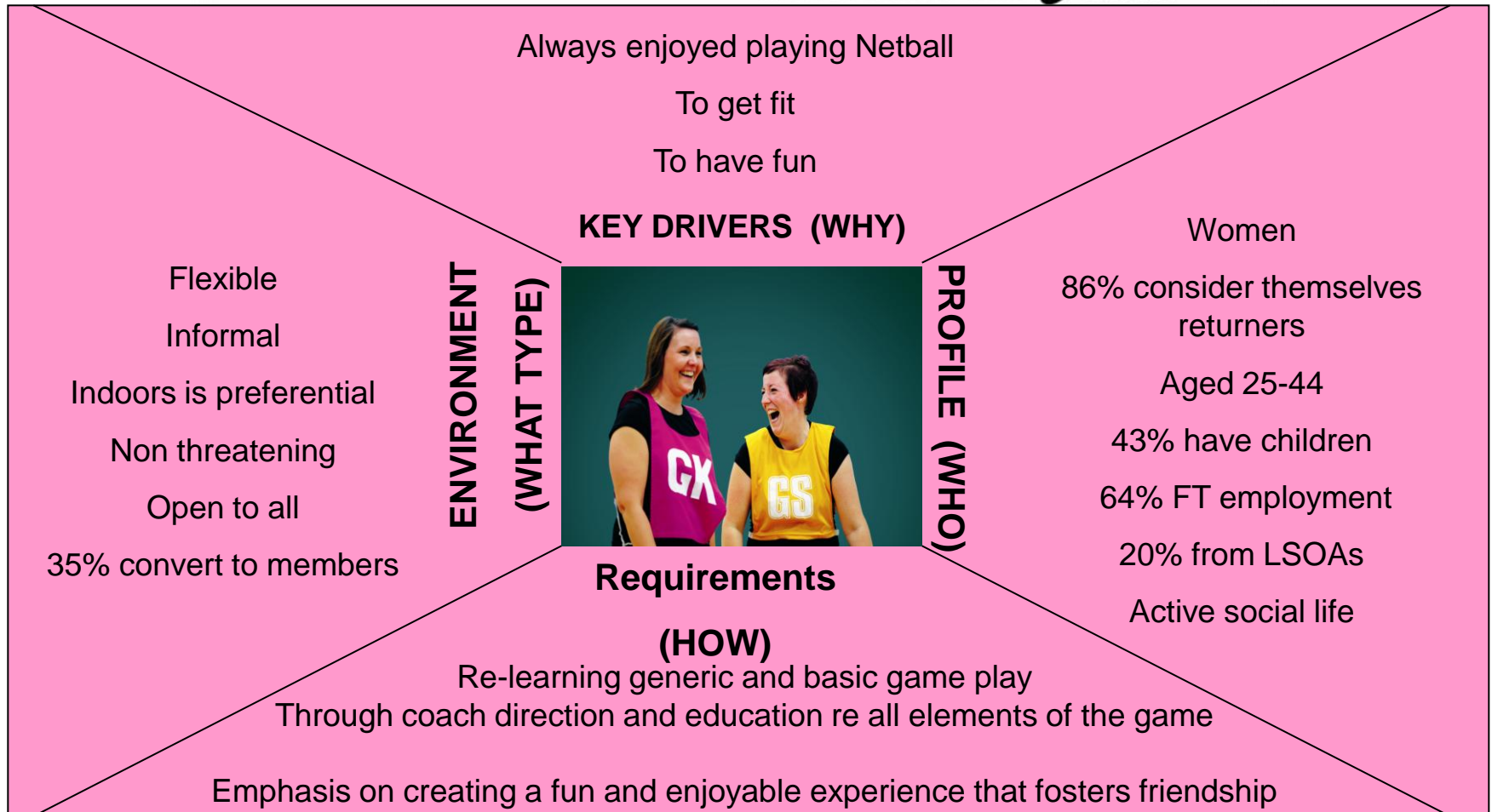
- One Size Doesn't Fit All
- Netball in England vs England Netball
- Invest to Gain
- Tailoring every touch point
 - Products and Programmes
 - Membership packages
 - Competition
 - Communication
 - Marketing
 - Merchandising
 - Coaching

The PCA has resulted in Whole Sport Change

SEGMENT – ADULT RETURNERS / TRANSFERERS

back to netball

In association with 



Next Steps

- Translating the theory into reality
 - Appointment of marketing and comms agency
 - New offers to be launched Sept 2011
- Educating the networks
 - Participant engagement guidelines
- Review of netball infrastructure
 - Competition
 - Membership
 - Coaching
- Planning for 13-17 Whole Sport Plan

Coach Modelling

- Aim
 - To define coach capabilities linked to player capabilities
 - To define stages of coach development (novice to master)
- New Approach – Delphi Technique
 - Identify ‘experts’ for each category
 - Identified as an ‘expert’ by peer group
 - 10+ years experience of working with participant group
 - Experience of promoting and ensuring further participation in netball.
 - Technique – to draw out the panels understanding of coach capabilities through rounds of questioning and analysis

Lessons Learnt

- Engagement and buy-in at all levels
 - Your game, your way / Find the face of netball
 - Staff briefings at all levels, board members to volunteers
 - Give them a role – Big Netball Conversation/ Club Survey
- Don't underestimate the power of research
- Research shouldn't be viewed as additional work but more of an essential induction
- Phase 1 throws up more questions than answers so always plan for a phase 2
- Assumptions are ok providing they are open to be challenged
- Changing hearts and minds doesn't happen over night