

Organisation: Fusion Healthy Living Centre

Sport: Netball

Location: Cornwallis Academy, Maidstone

The offer: Netball training once a week

Details:

When Aimee started as a Community Development Worker she asked people what activity they would like to take part in and Netball came back as a strong favourite. Maidstone Borough Council's Community Development Team looked into sourcing funding to support the project (including securing a Kent Sport Small Grant) and England Netball suggested a Back to Netball coach who could deliver the sessions.

Back to Netball encourages those who used to play to come back to the sport and takes into account many of the women's fears, including not remembering the rules. Posters were placed around the local area stating "wobbly bits were welcome", as many were concerned about their shape, size and age. Local press and media, Facebook and Streetlife were also used to promote the sessions.

The cost is just £1 per session which means it's affordable to everyone. The sessions became so popular that soon a new venue had to be found to cope with the demand. Moving from Park Wood to the Cornwallis Academy numbers doubled and work was done to encourage those living in Park Wood to continue to attend whilst opening up to a new audience, with the school promoting via their channels. Some of the attendees are now considering creating a team and entering a league whilst others want to carry on the informal sessions.

Quotes:

"I haven't played in fifty years. I'm seventy now and really enjoyed the session. I will definitely be there next week."

"I haven't played in fifteen years. Sending that message to Aimee was the best thing I ever did."

"Everyone was so friendly and not once did I feel I was being judged."

"I get very anxious and this is a great way to de-stress."



Top tips:

- A good coach is vital. Stephanie pitches it just right.
- Communication is key. A Facebook page has been created and the coach puts on there what they'll be working on that week.
- A text message is sent on Tuesday lunchtime reminding people about the session that night.

Further information:

For more information about Back to Netball why not visit the [England Netball Back to Netball webpage](#). To find out more about the Fusion Healthy Living Centre and any other sessions you may want to attend simply visit the [Fusion HLC website](#).

