



BRITISH ROUNDNET

STRATEGY 2024-2026

Prepared For :

The Members of British
Roundnet

Prepared By :

The Trustees, Staff and
Volunteers of British Roundnet

CONTENTS

Welcome to the British Roundnet December 2024-December 2026 Strategy. This is a three year strategy that aims to fast track the growth of the Sport of Roundnet in England, Scotland and Wales.

- 1** British Roundnet Purpose and Vision
- 2** Our Key Targets for 2024
- 3** Sport Development
- 4** Data and Memberships
- 5** Tournaments and Events
- 6** Marketing and PR
- 7** Social Responsibility and Inclusion
- 8** Timeline and Monitoring

British Roundnet Strategy and Vision

What is Roundnet?

Roundnet is the next generation of dynamic participation sport, bringing people together in a way that offers flexibility, inclusion, community and sustainability.

Roundnet is a sport played in pairs, with rules similar to volleyball but the ball is struck on to a circular net elevated off the ground. With a circular net, the sport is played around all 360 degrees with pairs able to stand anywhere around the net. A point is won when the ball is struck on to the net in such a way that the opposing team cannot reach the ball and it touches the floor or they make a mistake.

Most importantly, roundnet can be played anywhere with all you need folding into a backpack.

It's strategic, athletic and, with easily modified rules, roundnet is a great gateway sport to getting people active. Whatever the level roundnet also makes for a great spectator sport!

The full rule book [can be found here](#).

Find out how the sport is played by watching [this handy video from our friends at Roundnet Australia](#)

The sport of roundnet is currently not recognised by the UK Sports Council and it is one of our key goals over the next year to progress through the recognition process to further legitimise the sport, our organisation and provide a better platform for the growth of the game at all levels.

Purpose and Vision

We are the national governing body for the sport of Roundnet for England, Wales and Scotland. It is our purpose to champion the sport of Roundnet, lead its growth across Great Britain and increase engagement no matter participant age or ability.

Vision to 2026: To become one of the top three countries in the world (across England, Wales and Scotland) for participation in roundnet, realising the benefits of the sport for any individual at any level.

British Roundnet have been running in our current form on a volunteer, non-profit basis for over 3 years. As a result, British Roundnet established as a registered charity (Charity No. 1207089) in February 2024 which reflects our dedication towards our purpose of the growth of roundnet at all levels in Great Britain.

Global Context and World-wide Appeal

British Roundnet is a member of the International Roundnet Federation (IRF) who govern the sport of roundnet at an international level. There are currently 35 member nations affiliated with the IRF with the 2022 World Championships drawing 800+ athletes.

The sport of roundnet was invented in USA, and has been pioneered and invested in heavily by the brand Spikeball. Since the explosion of the sport in the USA, the term 'roundnet' was coined so that the sport could grow beyond the brand. USA now retain one of the largest player and member bases in the world and their annual national championships usually draws 2000+ players over four days.

- ✦ 1 million Spikeball sets sold worldwide
- ✦ 1000+ Spikeball sets sold in UK in 2022
- ✦ Aired on ESPN in USA

- ✦ 35 Countries at World Championships 2022
- ✦ 2000 + registered competitive players in Germany

The Potential of Roundnet in Britain

As a new emerging sport, roundnet is exciting, dynamic and can be used in a variety of settings both as a stand-alone activity and in tandem with other activities for warm up, training and sporting development. *Roundnet is:*

Inclusive: Roundnet is an inclusive sport. Its rules are simple, it is played in teams of two and can be played by anyone, anywhere. Men and Women play by the same rules and mixed teams and events are commonplace. Ultimately, without any established cultural baggage or perceptions, roundnet has no history to make people think it's for someone else - #roundnet4all.

Accessible: Roundnet has very low barriers to entry with low cost, no need for sports halls or managed pitches. The sport can be easily adapted to meet the ability of the participants through either simple rule changes or inexpensive equipment alterations.

Complementary with other sports: Roundnet offers a way to warm up for other sports and provides new ways to hone ball handling and movement skills to use in other activities

Low carbon footprint: Equipment is not difficult to manufacture and we will work with manufacturers to champion sustainability in equipment production. There is also no requirement for the building and maintenance of heavy sports pitches or bespoke courts.

Healthy Athleticism: At a more competitive level, roundnet has the ability to raise heart rates and require exciting dynamic movements and athleticism although anyone can get active playing at any level!

British Roundnet will grow and bring together the passion, expertise and knowledge of our players in Britain and globally, with funders, investors, business and society partners to identify and realise opportunities to make roundnet a thriving sports model, enhancing and collaborating with the existing British sports community and meeting the needs of five key stakeholder groups:

- ✦ For players, we enable them to come together to play, compete and celebrate.
- ✦ For potential players and fans, we show them the joy of Roundnet and make it easy for them to join.
- ✦ For Sporting Bodies (NGOs), we offer a unique experience to get more people active through sport.
- ✦ For funders and philanthropists, we offer a unique position to engage with the British public
- ✦ For brand partners, we offer an exciting and fast growth association with the sport to support their commercial needs.



Overarching principles of British Roundnet

These are principles that filter through everything we do and are embedded in the goals we set:

1. Inclusive and Diverse:

As a highly accessible sport, we want to reflect our sport in the practices and ethos that we employ in ensuring equitable opportunities and experiences for all.

2. Brilliant Roundnet Experiences:

We put strive to understand the needs of our players, members and staff to find ways to overcome barriers and enable them to have a brilliant Roundnet experiences.

3. Visible, Exciting and Relevant:

Ensuring we a strong marketing brand presence gives Roundnet the underpinnings to become an overnight sensation. We want to build on the already strong levels of organic online engagement with the sport through creating content (across all platforms) that's both informative and attractive for current and prospective players and members.

4. Professionally Organised:

To ensure the healthy growth of the sport, the organisation requires prudent financial management to make the most of the limited funds at our disposal. Furthermore, as we engage with UK Sports Council, it is important that we maintain a high level of good governance, setting strong organisation wide policy and ensuring our processes are transparent and fair for all volunteers, staff, members and players. It is non-negotiable that our organisation will strive to meet the best governance practices set out by UK Sport's Code of Governance.

Where we will be by December 2026:

- ✦ Building on a legacy of roundnet left by the 2024 Roundnet World Championships
- ✦ Cultivating an active player base and membership across all levels of the sport; from schools to elite level
- ✦ Driving the growth of roundnet, being a recognised sport that can be identified and accessed by the nation.



2024

KEY TARGETS

We are the national governing body for the sport of Roundnet for England, Wales and Scotland. It is our purpose to champion the sport of Roundnet, lead its growth across Great Britain and increase engagement no matter participant age or ability.

BY DEC '24: 5,000 PEOPLE ENGAGED WITH THE SPORT OF ROUNDNET

1,500 Registered Members

Top 7 Internationally Competitive GB Squad

15 Registered University and Adult Clubs

2 Part-time / Employed Staff

ACKNOWLEDGEMENTS

Joe Benn - Trustee
Steve Edwards - Trustee
Nicole Fatt - Trustee
Phil Taylor - Trustee
John Blenkharn - Trustee
Jack Collard - Chief Executive Officer

British Roundnet will also be supported by a 'Strategic Financial Plan' in 2024.



SPORT DEVELOPMENT

From school, to university to club: supported every step of the way through effective coaching. Sport Development is about the growth of the sport of roundnet and the development of the communities who choose to play and the creation of new ones.

BY DEC '24: HOSTING AND PLACING IN TOP 7 IN WORLDS 2024

15 Registered University and Adult Clubs

3 GB Squad Trials Hosted

100 Coaches Trained Across All Levels

3 World Championships Taster Sessions

ACKNOWLEDGEMENTS

Colten Van Etten - Head of Sport Development

British Roundnet will also be supported by a GB Squad Selection Process and and Policy Document in 2024.

Sport Development

Our Work in Sport Development

From school, to university to club: supported every step of the way through effective coaching. Sport Development is about the growth of the sport of roundnet and the development of the communities who choose to play and the creation of new ones.

Key areas: Schools – Universities – Clubs – Coaching – Player Base Growth

2024 Key Targets:

KPI To December 2024: *Hosting and Placing in the top 7 of the 2024 Roundnet World Championships*

- ✦ 100 coaches trained across all levels
- ✦ 3 British Roundnet GB Squad Trials Delivered
- ✦ 15 Registered University and Adult Clubs
- ✦ 3 Taster Sessions Pre-world Championships

Action Areas in 2024:

1. **Universities:** As a relatively new, fringe sport, Roundnet has the ability to capture student attention through its low cost, pick up and play ability. Universities will be a core demographic for growth of the membership base for the sport and these players should be facilitated as much as possible.
2. **Adult Clubs:** Post university or those outside of university circles are seeking to engage with roundnet more but have limited places to turn. BR should seek to facilitate the formation of new adult clubs to allow the growth of the sport across all age levels (particularly at 21+).
3. **GB Squad at World Championships 2024:** Hosting a home world championships provides an excellent springboard for the sport development team to increase the exposure of the sport to new communities and groups of people. It also offers a great opportunity for British Roundnet to inspire people to join the sport whilst watching the GB Squad effort at this event and investing in our squad will be an important part of maximising the potential for a long term legacy to be established after Worlds 2024.
4. **Coaching:** Coaching plays a vital role in the development of grassroots talent within the sport and engaging new players. Coaching can be provided at all levels and BR can play a fundamental role in orchestrating the growth of coaching viability within the sport.
5. **Schools:** Roundnet as a sport could play an exciting role within the PE curriculum in offering some of the core skills teachers need to deliver to their pupils. Introducing roundnet to schools is a fantastic way to engage younger players and grow the sport organically, fostering inter school relationships through facilitation from British Roundnet or third parties.

What we will do in 2024:

1. **A Revised GB Trial System:** To ensure British Roundnet select the best team possible for our home world championships, a revised selection pathway will be created that increasing the number of trial opportunities for development squad players and provides more opportunities for

coaching staff and the selection team to make better selections. The revised pathway will also provide more opportunities for new talent to be fostered through the usual BR domestic season.

2. **GB Ranking Point System:** To develop national competitiveness amongst players and clubs, BR will introduce an official points ranking system for 2024. Ranking points will be granted at the end of every Major and Sanctioned event and automatically added through the BR online tournaments portal. The Sport Development team will draw up a policy on how points are awarded and managed through the season and work closely with the data and memberships team to administer the system effectively.
3. **15 Registered Uni + Adult clubs:** British Roundnet's key focus for 2024 will be developing the playing pyramid below GB Squad level, focussing on clubs at both university and adult level. This will be delivered through working in partnership with the Membership team to ensure individuals have the resources and support they need to set up a new club.
4. **Clubs Co-ordinator Role:** British Roundnet will be looking to take on volunteers specifically to co-ordinate the formation of clubs at university and adult level, alongside providing existing clubs with support in running their events and engaging with the calendar of British Roundnet events in 2024.
5. **3 university Sanctioned Events and 1 University National Championships:** To support the growth of the number of clubs within Britain, British Roundnet will ensure at least 3 of the 10 sanctioned events for 2024 are given to university clubs. British Roundnet will focus their in house university event efforts on the delivery of the university national championships.
6. **100 number of registered coaches:** This will be delivered through monthly out-reach to sport coaching companies to offer our services to train up their coaches (Level 3 Course) in the delivery of our Level 1/2 Roundnet Qualification. A coach registration system will be set up on the British Roundnet Fwango portal.

Our Longer Term targets to 2026:

KPI To December 2026: 10,000 people to have played the sport / come in to contact with British Roundnet.

1. **Clear Coaching Pathway, including new qualification:** Adding another layer to the British Roundnet coaching system will create a clearer pathway for coaches to follow and offer training to different skill set levels. A Level 2 course will be explored that trains coaches in the advanced techniques of roundnet to support higher level play.
2. **250 no. of coaches:** To develop the level of play from grassroots to GB Squad, Britain needs quality roundnet coaches. Coaches can spread the sport through their own endeavours or be taken on by clubs or British Roundnet for improving competitive level play.
3. **25 no. of registered university and adult clubs, with a good geographical spread:** Through long term support from British Roundnet, we will seek to enable the start-up of clubs across England, Scotland and Wales particularly where there is a geographic lack of roundnet being played.
4. **Refined GB Squad Pathway resulting in a top 3 International event finish:** The GB Squad pathway will continue to be refined, to ensure that the very best roundnet talent is identified (at club level or lower), developed and integrated into a formal well organised development squad. In doing so, British Roundnet are seeking to deliver at least a bronze medal at a future World or European championship by the end of 2026.

5. **Schools Registration System:** With a short term focus on clubs, roundnet in schools remains a clear foundation from which the development pyramid progresses from. British Roundnet will seek to implement a schools registration system before 2026, offering resources to schools looking to deliver roundnet within physical education settings. Our existing Level 1 course will be promoted to teachers to give them the foundational skills required to begin a school roundnet club or deliver the sport as part of their curriculum.





DATA & MEMBERSHIPS

Data & Memberships empower British Roundnet's growth and engagement across Great Britain. We recognise that data is the driving force behind informed decisions.

BY DEC '24: 1,500 BRITISH ROUNDNET MEMBERS

750+ New Members Through Outreach Initiatives

500+ Non-London Based Members

80% Beginner Retention Rate Following Sign Up

5 Core Membership Metrics Tracked and Reviewed

ACKNOWLEDGMENTS

Mark Loughman - Head of Data and Memberships

Danny Asokan - Memberships Assistant

Matthew Aish - Chief Technology Officer

British Roundnet is also supported by a standalone Technology Strategy.



Data and Memberships

Our Work in Data & Memberships

Data & Memberships empower British Roundnet's growth and engagement across Great Britain. We recognise that data is the driving force behind informed decisions. By gathering and analysing player demographics, participation metrics, event outcomes, and key performance indicators, we gain insights that steer our membership growth and retention. These members may include players, coaches, officials, and other stakeholders. This data-driven approach enables us to tailor membership strategies to the needs and preferences of members. As we enrich our membership base, we further fuel our data insights, creating a cyclical process that continuously refines our approach, leading to the dynamic growth of Roundnet across Great Britain.

Key areas: Growth – World Championships – Inclusivity – Retention - Data

2024 Key Targets:

KPI To December 2024: From ~300 British Roundnet Members at the end of 2023 to 1,500 British Roundnet Members

- ✦ 750 New Members through outreach initiatives
- ✦ 500 Non-London Based members
- ✦ 80% Beginner Retention rate following sign up
- ✦ Five Core membership information and metrics tracked

Action Areas in 2024:

- Membership Growth and Retention:** Make being a member as attractive as possible with the resources available to the organisation. Implement targeted membership acquisition strategies to attract new players, coaches, officials, and enthusiasts to become members. Simultaneously emphasize member retention through enhanced benefits, engagement initiatives, and a sense of community to foster long-term commitment.
- Inclusivity and Diversity:** Work with the Sport Development Team to promote inclusivity and diversity within the sport, ensuring that Roundnet is accessible and welcoming to participants from all backgrounds, regardless of age, gender, ethnicity, or ability. Implement initiatives to accommodate and support players of all skill levels, with a particular focus on engaging and then retaining beginners. Develop tailored training programs, beginner-friendly events, and mentorship opportunities to facilitate a smooth and enjoyable transition into the sport for newcomers. By fostering a supportive and inclusive environment, British Roundnet will encourage a diverse and committed membership base, reducing the rate of beginners leaving and contributing to the overall growth and sustainability of the sport.
- Data-driven Decision Making:** Use Fwango to ensure that data is gathered from existing and new players. Use this data to establish a comprehensive database with a robust data management system. Seek relevant insights on player demographics, participation rates, and event outcomes. Use this data to make informed decisions, identify areas for improvement, and measure progress towards strategic objectives. This information is vital to our Marketing Team.
- World Championships:** The outreach events that will occur in parallel with the World Championships are a key opportunity to expand the reach of Roundnet. They are aimed at encouraging spectatorship and casual player involvement and will serve as an excellent platform

to showcase the benefits of becoming a member of British Roundnet. By highlighting the advantages and opportunities that membership offers, the organisation can attract new members who were initially drawn to the sport through the World Championships outreach.

What we will do 2024:

1. **Membership Benefits and Perks:** Work with the Commercial Team to enhance the value of being a British Roundnet member by offering exclusive benefits and perks. This could include discounts on tournament fees, and special merchandise, exclusive tournaments, coaching opportunities, social events, etc.
2. **Member Referral Program:** Introduce a member referral program to incentivize current members to invite friends, family, and colleagues to join British Roundnet. Offer rewards or discounts for successful referrals to encourage word-of-mouth promotion.
3. **Local Club/Universities Development:** Support the establishment of local Roundnet clubs across Great Britain. Provide resources and guidance to help these clubs grow their memberships and foster a strong sense of community at the grassroots level.
4. **Inclusivity Initiatives:** Implement inclusivity initiatives to attract and retain members of all abilities. Offer adaptive programs and resources for players with disabilities to ensure that everyone feels welcome and supported within the British Roundnet community.
5. **Data-Driven Strategies:** Use data analytics to identify trends and preferences among existing members. Tailor membership offerings and initiatives based on this data to meet the specific needs and interests of the British Roundnet community.

Our Longer Term targets to 2026:

KPI To December 2026: 2,500 British Roundnet Members

1. 2,500 British Roundnet Members by September 2026
2. 15 Affiliated British Roundnet Clubs
3. 30 Affiliated British Roundnet Universities
4. 200 British Roundnet Members in Scotland
5. 200 British Roundnet Members in Wales
6. 1,000 Non-London Based British Roundnet Member



TOURNAMENTS & EVENTS

Any event, hosted by British Roundnet or in collaboration with our partners is planned, delivered and/or supported by the tournaments team. Tournaments are the front window of British Roundnet, engaging new and seasoned players.

BY DEC '24: 16 EVENTS DELIVERED OR CO-HOSTED

6 **Majors Hosted**

10 **Sanctioned Events Hosted**

1 **Rules and Equipment Committee**

1 **World Championships Hosted**

ACKNOWLEDGEMENTS

Jim Buhler - Co-Head of Tournaments
Antoine Macquet - Co-Head of Tournaments
Maisie Ferris - Tournaments Assistant
Richard Chapman - Tournaments Assistant
Joe Butler - Tournaments Assistant
Yashpal Nagesh - Tournaments Assistant

Tournaments and Events

Our Work in Tournaments and Events

Any event, hosted by British Roundnet or in collaboration with our partners is planned, delivered and/or supported by the tournaments team. From delivery of our Major national events to managing smaller scale sanctioned events, the Tournaments team has a hand in it all. Tournaments are the front window of British Roundnet, engaging new and seasoned players.

Key areas: Tournaments – Universities – Clubs

2024 Key Targets:

KPI To December 2024: 16 Events Delivered or Co-hosted in 2024

- ✦ 6 Majors in 2024
- ✦ 10 Sanctioned events in 2024
- ✦ Introduce a clear 'Tournament Experience Strategy'
- ✦ Introduce a Rules and Equipment committee
- ✦ Deliver a strong volunteer team for Worlds 2024

Action Areas in 2024:

1. **Major Events:** The front line of engagement with our players and members, major events should be the pinnacle of events at British Roundnet and key focus of the tournaments team.
2. **Sanctioned Events:** To increase the number of domestic events in GB recognised by British Roundnet and to improve the overall quality of events hosted by clubs and communities, we will seek to co-host sanctioned events that provide benefits to hosts. These will be evenly spread across GB where possible.
3. **Event Experience:** Players attend events hosted by British Roundnet for their stature in the calendar but also for their high quality production and experience offer. Player satisfaction goes beyond well oiled tournament play and the periphery of events must be a renewed focus.
4. **Equipment and Rules:** Gameplay at events is vital and British Roundnet needs to be at the forefront of equipment and rule development. This pillar seeks to ensure we have a focus on the specifics of the playing of roundnet as a new and developing sport.
5. **World Championships:** The world championships will be the biggest tournament hosted in British Roundnet history, and perhaps the biggest roundnet event held globally. The tournaments team will provide advice and volunteers where required with regards to the event game play and other player experience aspects.

What we will do 2024:

1. **Release Event Schedule by December 2023:** To ensure players are provided with a clear season plan and given the most opportunity to sign up to events, British Roundnet will have a clear schedule of events with dates where possible by Dec 2023.
2. **Delivery of Each Major Event:** A key aspect of the tournament team is overseeing the delivery of our six key major events, including an extra beach major in 2024. The pinnacle of British Roundnet and a showcase of the top GB talent, these events should be celebrated and made special to maximise participation and interest.

3. **Hosting Guide and 10 Sanctioned events split across North/South GB:** Sanctioned events will be evenly spread across GB where possible and a hosting guide / sanctioned events policy developed by British Roundnet to help co-hosts put on high quality events. Hosting a Sanctioned event will come with a variety of benefits for the club, including an event host package worth £150-£200.
4. **1x Tournament Director and 2x Observers at Each Major:** To ensure the standard of our major events is high, British Roundnet will require and organise a tournament director at each event and a minimum of two observers to maintain play standards.
5. **University Nationals:** Only hosting a Nationals event for Universities in 2024 will enable the team to ensure it is a high quality event and universities are provided with value. Universities will be supported with other events, including the awarding of a minimum of 3 sanctioned events to university clubs.
6. **Average 75 Players per Major event:** To ensure the growth of the sport, British Roundnet are seeking a minimum number of players per major. This will ensure the event viability and provide a good target for growth.

Our Longer Term targets to 2026:

KPI To December 2026: Averaging 20 tournament events per year

1. Average 150 Players per major event: Seeking the continued increase in size of major events – venues must be capable of housing this many players.
2. 15 Sanctioned events per year: To continue to assist with the standard of events in GB, sanctioned events must be recognised as the lifeblood of the sport for newer players and therefore supported by British Roundnet.
3. Paid member of staff in Tournaments team: To enable the consistent delivery of events, as a key function of the organisation, a member of paid staff in the tournaments team will help with consistency and quality of events.



MARKETING & PR

Marketing at British Roundnet focuses on the promotion of the sport on a local, national and international scale through engaging with our players and fans by creating unique content and experiences.

BY DEC '24: INCREASE FOLLOWER COUNT TO 3,000 ACROSS ALL PLATFORMS

100 Likes Per Post Across All Platforms

100 Merchandise Items Sold

60 British Roundnet Members Interviewed

1 Marketing and Content Strategy

ACKNOWLEDGEMENTS

Emily Phillpotts - Head of Marketing and PR
Apurba Subedi - Marketing Assistant
Oscar Langton Hewer - Head of Partnerships

British Roundnet is also supported by a Sponsorship Document.



Marketing and PR

Our Work in Marketing and PR

Marketing is the process of exploring, creating and delivering value to meet the needs of a target market. Marketing at British Roundnet focuses on the promotion of the sport on a local, national and international scale through engaging with our players and fans by creating unique content and experienced. British Roundnet marketing aims to connect with the Roundnet community through multiple media platforms.

Key areas: social media – player engagement – website promotion – merchandise

2024 Key Targets:

KPI To December 2024: To increase combined 'follower' count to 3,000 across all digital platforms

- ✦ Write clear marketing strategy with posting calendar
- ✦ 100 likes per post across all platforms
- ✦ 100 Merchandise items sold over 12 months
- ✦ Contact with 5 members of the BR Community each month Sanctioned events in 2024
- ✦ Leverage Worlds with a dedicated marketing assistant to increase follower count and engagement

Action Areas in 2024:

1. **Expand the Reach of the Brand:** To grow the sport, we need to increase the reach of content across all platforms. Through using a variety of tactics, we can reach a larger audience and distribute information about the sport and how to get involved more easily and efficiently.
2. **Increase Engagement with the Organisation:** The reach of British Roundnet content relies on growing digital engagement. Through the use of data analytics across social platforms, we will seek to drive engagement with the sport both inside the existing British Roundnet community and to future players, fans and supporters.
3. **Offer Merchandise:** Merchandising adds another layer of player and fan engagement with the British Roundnet brand. It will also enable the organisation to raise funds and grow awareness of the sport and increase the visibility of the NGB.
4. **Improve Marketing Planning:** Core to strong marketing delivery, is a well-planned strategy. British Roundnet will ideate, plan and execute marketing tactics to widen the reach of the British Roundnet brand.
5. **World Championships:** The world championships provides an excellent opportunity for the growth of the sport at a grassroots level. In partnership with the tournaments team, we will aim to help grow the appeal of the World Championships beyond the most competitive players to encourage spectatorship and more casual player involvement with Worlds 2024.

What we will do 2024:

1. **Implement Paid Social Adverts and In Person Activations:** Make use of the paid promotion function in Facebook to improve the visibility of posts and reach a larger audience. Engage with influencers within the British Roundnet community and keep regular contact with Roundnet clubs nationally and other NGBs internationally. Use a variety of different types of posts including pictures, reels, long videos and stories.

2. **Produce Regular and Engaging Content:** Release regular forms and Instagram stories to provide players the opportunity to provide input on the British Roundnet social media pages and website. Ensuring content is relatable and high quality. Working with membership/finance team to promote sponsors. Inviting players and members of the British Roundnet community to participate in interviews and videos.
3. **Establish a 'British Roundnet Shop':** Use the tools and technological resources on the website to set up a 'shop' to sell British Roundnet merchandise. Working with players to develop different types of merchandise to sell and contacting manufacturers about purchasing British Roundnet merchandise.
4. **Establish an Internal Marketing Workflow and Plan:** Use a shared marketing calendar to populate key important dates with post reminders and to schedule posts a minimum of once a week in advance to ensure that British Roundnet posting is frequent and consistent. Ideas for each week will be collated and used appropriately in line with British Roundnet events. This will include a combination of text based and non-text based posts. Exploring Softwares that assist with content creation and posting (Canva, Photoshop, Buffer etc.)
5. **World Championships:** Keep in regular contact with the IRF and sponsors to ensure British Roundnet posts meet the requirements of sponsorship. Keep in contact with local and national press organisations to heighten the profile of the event and support the tournaments team with the press event. Ensure the at-event physical marketing and decoration is of a high standard.

Our Longer Term targets to 2026:

KPI To December 2026: 6,000 followers across all platforms.

1. To have a bank of content ideas to draw upon to avoid posting on an 'as-needed' basis
2. To have a regular updated shared calendar that the marketing team adhere to and agree upon at least one month in advance to ensure that tasks are delegated and fulfilled efficiently
3. To attend events regularly to gain more video content such as player interviews and match play clips to edit into clips to share on British Roundnet 's social media
4. To have a shop with British Roundnet merchandise on the website for people to easily purchase the latest British Roundnet kit



SOCIAL RESPONSIBILITY & INCLUSION

Roundnet is a sport for everyone. This means delivering on our charitable purposes of growing the sport at an amateur level through to being an organisation that cares about its volunteers, staff and the wider social responsibility

BY DEC '24: INCREASE NO. OF WOMEN'S PLAYERS BY 50%

3 **New Charity Partners**

16 **Teams Attend Scottish Open**

3 **New Clubs in Scotland & Wales**

1 **Sustainability Lead for Worlds 2024**

ACKNOWLEDGEMENTS

Simon Black - Head of Social Responsibility and Inclusion

British Roundnet will produce a Diversity and Inclusion Action Plan in 2024.

Social Responsibility and Inclusion

Our Work in Social Responsibility and Inclusion

Roundnet is a sport for everyone. It is our goal to reduce the barriers to entry to sport through Roundnet. This relates to delivering on our charitable purposes of growing the sport at an amateur level through to being an organisation that cares about its volunteers, staff and the wider social responsibility. This includes but is not limited to being responsible for our good governance, impact on the environment and the communities that we serve.

The Social Responsibility and Inclusion team work to ensure that all of our policies and procedures as an organisation are fully inclusive and that our members and players benefit from a National Governing Body that acts in an equitable, fair and socially responsible way.

Key areas: Player engagement – Inclusivity – Good governance – Charitable purposes

2024 Key Targets:

KPI To December 2024: Increase the number of Women playing roundnet by 50% and ensure our volunteer and staff base is evolving to represent wider UK society (demonstrate increased gender and ethnic diversity within our team).

- ✦ Appoint a Sustainability Lead for the Roundnet World Championships 2024
- ✦ Partner with three charities in 2024
- ✦ 16 teams attend the first Scottish Open in 2024
- ✦ 3 new university / adult clubs located in Wales
- ✦ 3 new university / adult clubs located in Scotland

Action Areas in 2024:

1. **Improve Club Distribution:** the majority of active clubs are located in the South of England. For the sport to continue to thrive we need to introduce the sport to communities across the countries we represent and help to establish clubs in identified 'cold' spots.
2. **Community Engagement:** To ensure our players and the members we represent are informed and are actively included in shaping the direction of the organisation, we will seek to directly engage with players from all backgrounds in the sport – beyond our social media and website efforts.
3. **Charity Partnerships:** As a Registered Charity ourselves, we want to work with other non-profit organisations to deliver on our overall targets and goals set for the sport whilst continuing to make a difference within the communities we serve.
4. **Women's Roundnet:** For the sport to succeed, it is vital that there is equality across the men's and women's game. British Roundnet will work towards delivering this across our tournaments and events.
5. **A Sustainable World Championships:** World Championship sporting events can be incredibly harmful to the local environment. We want to make this a low impact championship and set a precedent for future hosts to follow.
6. **Organisation Reflective of Wider UK Society:** We want to create a National Governing Body that is reflective of the membership we serve and the wider UK society gender, racial and ethnic

composition. This will enhance every aspect of our operation through introducing a range of different perspectives to the work that we do.

What we will do 2024:

1. **Deliver promotional marketing in Wales and Scotland:** Make use of the paid promotion function in Facebook to improve the visibility of posts and reach a larger audience. Engage with influencers within the British Roundnet community and keep regular contact with Roundnet clubs nationally and other NGBs internationally. Use a variety of different types of posts including pictures, reels, long videos and stories.
2. **Contact 10x sporting and 10x non-sporting charities:** Through engaging with various charities we can spread the good work of British Roundnet whilst also seeking to find the right charitable partners for the 2024 season.
3. **Establish a Governance and Hiring Committee:** This team would work closely with the trustees to identify volunteer and staff gaps in the team that need to be filled and would also hold to account the general practices of the board and wider staff teams.
4. **Partner with a carbon capture organisation and deliver a sustainability management strategy for World Championships:** A clear plan of how the world championships will be as environmentally low impact as possible and how this will be achieved through working with carbon capture and other environmental companies will put us on track to host the most sustainable roundnet tournament yet.
5. **Provide value in kind grants to new clubs to help their establishment and 6x Community Captain meetings in 2024:** Clubs require incentives to establish. We will deliver as many incentives as possible including value in kind and offer close engagement support to help our communities take seed and thrive.
6. **Establish a Diversity and Inclusion Action Plan:** As a key requirement of the Code for Sports Governance, and to contribute to the diversification of our volunteers, staff and membership base, the team will create a clear Diversity and Inclusion Action Plan.

Our Longer Term targets to 2026:

KPI To December 2026: From the number of female players playing roundnet by 100% Year on Year to December 2026 and operate an organisation that has a volunteer and staff base that is, statistically, a representation of wider UK Society.

1. Require all major events run by British Roundnet to provide a post event sustainability report
2. 10 Clubs in Wales
3. 10 Clubs in Scotland



TIMELINE AND MONITORING

This strategy has been designed to be updated on an annual basis through to December 2026. The Key metrics will be reviewed and re-focused as required

BRITISH ROUNDNET WILL MONITOR THE IMPACT OF OUR STRATEGY ANNUALLY

**DEC
2023** Publication of the first British Roundnet Strategy

**DEC
2024** **First review, monitoring report and adjustment of Targets as necessary**

**DEC
2025** Second review, monitoring report and adjustment of Targets as necessary

**DEC
2026** **Final monitoring report and Dec 2026 - Dec 2029 Strategy Published**



BRITISH ROUNDNET