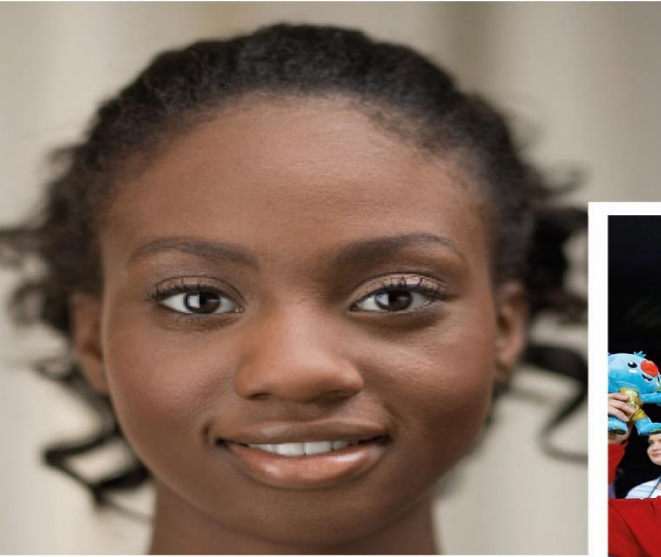


Impact of the England Roses'



Commonwealth Games Gold

MyGame

130,700 adult women have started playing netball or playing more netball as a result of the Commonwealth Games



*Based on 310 women in the sample surveyed by YouGov Plc. who said they had 'heard that the England Roses had won the 2018 Commonwealth Games Netball Gold', 'watched netball from the 2018 Commonwealth Games on television or via other media' or 'who attended the 2018 Commonwealth Games and watched a netball match' or 'who didn't know they had won but had heard that the English national netball team was playing'.
(10-11th October 2018)*



Grassroots reactions

I can't wait to emulate these heroes on Friday although at a slower pace
#walkingnetball

Retired 15 years ago from playing since I was 8 I am 49 now and starting back playing next week so looking forward to it

Was considering retiring at the age of 40 after 31 years of playing...Not any more #EnglandNetball
#inspired

I'm thinking of doing a coaching course now. I miss playing so much. My 7 year old is totally inspired too and has been shooting goals all morning (whilst doing her own commentating)

I've played since primary school I'm now 48. Only breaks I've had are for pregnancy and when I was having treatment for breast cancer two years ago, getting back to netball was my focus. My daughter is 16 has been playing since she was 6 and now we play together!





77% of adults who paid attention to the netball at the Games agreed that the Roses are an inspiration to girls.

Based on the 351 adults in the sample who said they had 'heard that the England Roses had won the 2018 Commonwealth Games Netball Gold', 'watched netball from the 2018 Commonwealth Games on television or via other media' or 'who attended the 2018 Commonwealth Games and watched a netball match'; YouGov Plc (10-11th October 2018)



“Netball fever has well and truly swept the nation over the course of the last six months and England’s dramatic win continues to be talked about globally in the media.”

Joanna Adams, England Netball CEO



Total reach (live and re-run)
1.8m people watched the final game
against Australia on the BBC



1.8m people have watched netball or watched more netball on TV since the momentous occasion.

*Based on 633 adults in the sample surveyed by YouGov Plc. who said they had 'heard that the England Roses had won the 2018 Commonwealth Games Netball Gold', 'watched netball from the 2018 Commonwealth Games on television or via other media', 'who attended the 2018 Commonwealth Games and watched a netball match' or 'who didn't know they had won but had heard that the English national netball team was playing'.
(10-11th October 2018)*



Global media coverage



Russia launches cyber war on UK

England's golden girls

Direct payments will give 'M's patients 'power' over care

WPP empire faces break-up after 'fed up' ad giant Sorrell resigns

Pushy parents make up relationship woe to get children in to school

Games of underdog from Birmingham has tough act to follow

'Title hopes slipping already, admits Hamill

'Bloomin heck,' golden netballers oust Aussies

Syria

- » House of Commons showdown today will see May address her critics
- » Some Tory MPs fear that Britain could be dragged further into Syrian war
- » Corbyn calls for Parliament to have veto on military action - and questions whether humanitarian intervention can legally justify use of force

'After touring the red light district, passengers drank through the night' Can Europe's new cruise line for young people tempt in millennials?

Stunning Historic gold for England's netballers gives sport another boost

England's netball stars stun Aussies

Mastermind Neville takes centre stage after plotting course to gold

Football Netball

| | | |
|---|-----------|---|
| 1 | England | + |
| 2 | Australia | + |
| 3 | Sweden | + |

Down to the wire

ROOM BONANZA PUZZLES P42 SACKED FBI CHIEF'S NEW BOOK P26



Celebrity reactions



Holly Willoughby @hollywills

Huge congratulations @EnglandNetball on an unbelievable performance and win. What an achievement! @Tracynev has done an incredible job. And what a brilliant team effort from all the players. @TeamEngland x

11:36 - 15 Apr 2018

4,970 449 people are talking about this

Michael Vaughan @MichaelVaughan

That was fantastic to watch .. Well done @EnglandNetball .. GOLD .. #Commonwealth2018 .. You are now officially my No1 Neville @traceynev

05:29 - 15 Apr 2018

1,664 169 people are talking about this

Tom Bosworth @TomBosworth

Shaking with nerves at the end. Incredible. The atmosphere was electric! Well done England! Never been to a netball game in my life before CWG, I'm truly a @EnglandNetball fan for life now!!!

Team England @TeamEngland
ENGLAND WIN THE GOLD!!!!!!!!!!!!!!!!!!!!!!!!!!!!

05:30 - 15 Apr 2018

499 38 people are talking about this

Helen Richardson-Walsh OLY @h_richardson8

This is massive! For those that don't understand the magnitude of this victory, go & look up the history of netball & you'll realise @EnglandNetball are the BEST IN THE WORLD They truly set their sights on this Gold & MADE IT HAPPEN - CULTURE IS KING!

10:14 - 15 Apr 2018

1,155 146 people are talking about this

Gary Neville @GNev2

Yeeessssssssssssss!!! The most amazing thing I've ever seen @traceynev @EnglandNetball !!!!

05:26 - 15 Apr 2018

6,277 915 people are talking about this

helenhousby1 The best day of my life Winning goal in a Commonwealth Games Final Better than I ever dreamed. Love this team and I love this game #GC2018 #TeamAndCountry #willneverstopcrying #HISTORY - @gettysport

3h

davidbeckham Congratulations @helenhousby1

7h 566 likes Reply



Reached over two million people
across our social media channels
during the Commonwealth Games
semi-final and final!



“It’s still very fresh in my memory even though it’s been six months since it happened. When I look at my gold medal it brings it all back and all of the memories. The squad is in a really exciting place right now.”

Helen Housby

“The response from fans has been absolutely amazing, they backed us through the whole Commonwealth Games and to know that your nation is behind you all the way is absolutely fantastic. It’s been a great run for us but we’ve still got so much to do until the World Cup next year and it’s about what we can do now to make ourselves better for that.”

Kadeen Corbin

“It was a rollercoaster when we came back from the UK but now our feet are firmly on the ground. It’s a really exciting time for netball, especially as we of course hosting the World Cup in Liverpool in 2019, so our focus is firmly on that. It’s really nice to be champions but our focus now is to get that gold at the World Cup.”

Jodie Gibson





Over 70,000 tickets have been sold for the Netball World Cup 2019 in Liverpool



Over 1,000 applications received for a variety of netball-specific and other event roles during NWC2019 volunteer recruitment



“The high demand for tickets for next year’s World Cup shows how netball’s profile is growing in the UK, as well as globally. It’s an extremely exciting time to be involved in the sport and especially to be hosting it here in England, after the Gold Coast success. We’re really looking forward to welcoming the world’s elite netball players to the Echo Arena in Liverpool, our world-class venue.”

Lindsay Impett, Netball World Cup 2019 Event Director





IT'S US. IT'S NOW.

#ROSESRISING