

BRITISH DODGEBALL

**UNIVERSITY DODGEBALL
STATE OF PLAY**

November 23

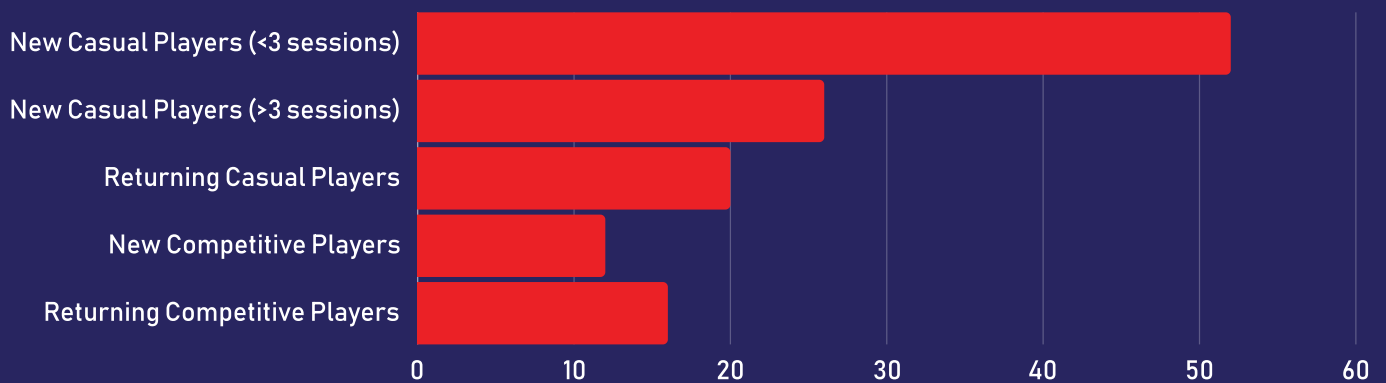


INTRODUCTION

This report was prepared using information provided by British Dodgeball Higher Education Dodgeball Activators (HEDA's). The report summarises recruitment information, feedback regarding the usefulness of the HEDA scheme training and outlines further support British dodgeball will provide to HEDAs to enable them to have the largest possible impact on developing dodgeball at their institutions.

PARTICIPATION & RECRUITMENT

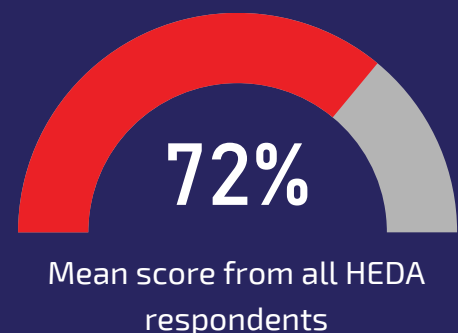
Mean number of players in attendance per week at university dodgeball sessions



Estimated number of players participating at all British Dodgeball-affiliated university clubs:

New Casual Players (>3 sessions)	956
Returning Casual Players	744
New Competitive Players	439
Returning Competitive Players	588
Total	2728

Overall, how satisfied are you with your university club's recruitment of new participants?



RECRUITMENT STRATEGIES

“Did you try anything new, or different to previous years, to attract & retain more new players?”

Women's-Specific Strategies

“Having weekly women's only sessions to try and encourage women to stay. I think fairly positive. Especially in building the more skittish players' confidence up. They're less reluctant to go up to the line and throw and more enthusiastic in drills.”

“We've kept the women separate for longer which has helped with female retention. There has also been a bigger focus on new women. Trying to introduce competitive gameplay too soon was not hugely successful, so we switched into more flexible and less-competitive games.”

“We had a girls only session, for the first hour, which encouraged more women to join the club.”

High Quality Session Planning:

“We focused our training sessions more on each of the 4 skills, to try and showcase more of competitive dodgeball to newer players.”

“We had a limit on our sports day where people could come try for free for an hour due to last few years being too crowded and making the experience sub par for all.”

“Limited numbers, previous year had 5 courts and 80 people which was chaotic.”



Promoting Competitions & The Wider Sport

“Advertising opens and tour at the start of the year to showcase the opportunities available to casual and competitive players.”

“Better advertisement at Welcome Fair that highlighted the beginner-friendly aspect of dodgeball. Hosting a Euros watch-a-long to get new competitive players excited about the prospects within dodgeball. Advertising the Fresher's Open!”

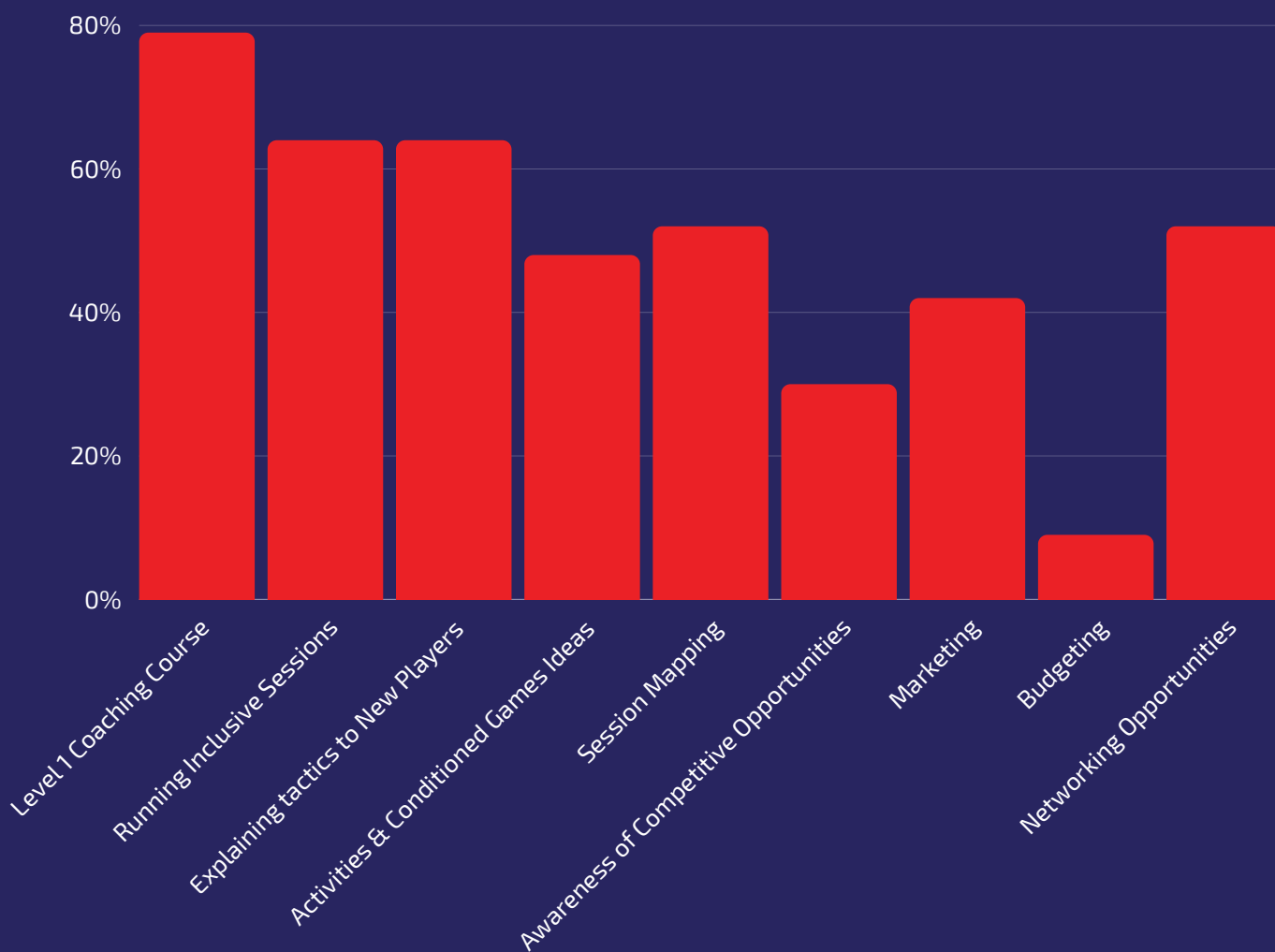
“Created a partnership with our local club (Coventry Silverbacks), allowed players to see the sport outside the university so they felt happier and more confident at BUCS.”

“We have entered tournaments. The freshers tournament has received good feedback.”



IMPACT OF HEDA TRAINING

% of HEDAs That Found Varying Elements of Training Received on the HEDA Scheme to be Useful:



FURTHER SUPPORT

Answers have been categorised into four main themes, and responses added to address these themes:

Requests for Further Officiating Support

We will provide HEDA's with free access to the Introduction to Officiating Dodgeball online course. This further investment of £1075 into the HEDA programme will have a justified positive impact on providing rules confidence, better ability for HEDA's to teach newcomers the rules of the sport.

This will further benefit British Dodgeball and HEDA's, as those that choose to will be offered the chance to train on the British Dodgeball referee programme, meaning the potential for a larger refereeing workforce.



Further Growth of Women's Sections

Our marketing & media officer will look to produce case studies highlighting the benefits of playing dodgeball at university level and beyond in order to help promote to this audience.

We are also in the process of making a promotional video which highlights women in our sport. On a more general level, we will look to continue to promote women's dodgeball as part of our areas of focus.

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Higher Level Performance Coaching

We will encourage university clubs to allocate some of the budget they have saved training HEDA's towards getting British Dodgeball Coach Membership for their university coaches. This gives coaches a place to discuss tactics, receive further resources such as session plans and access to tactical development webinars.

We will also facilitate the networking between university clubs and their local community clubs with a view to seeing if any community club coaches or experienced players can work with each university's competitive players.



Team Selection: Processes & Giving Feedback

We will share club team selection policies to give examples of processes which are successful in providing transparency to players and assist coaches by categorising various factors such as ability, attendance and positive attitude. We will also facilitate the networking between university clubs and their local community clubs as again, community clubs may be able to support with this aspect of club management.

CONCLUSION

The British Dodgeball HEDA's are doing fantastic work as a collective to welcome newcomers into the sport at all levels. We are committed to empowering those who work hard to grow our sport, and believe that this programme is having a major positive effect on university dodgeball. We look forward to continuing to work further with our current HEDA officers, and using what we have learned in the programme's first year to continue to support the growth of university dodgeball in the long term

