

**BRITISH DODGEBALL**

**UNIVERSITY DODGEBALL  
STATE OF PLAY**

**January 25**



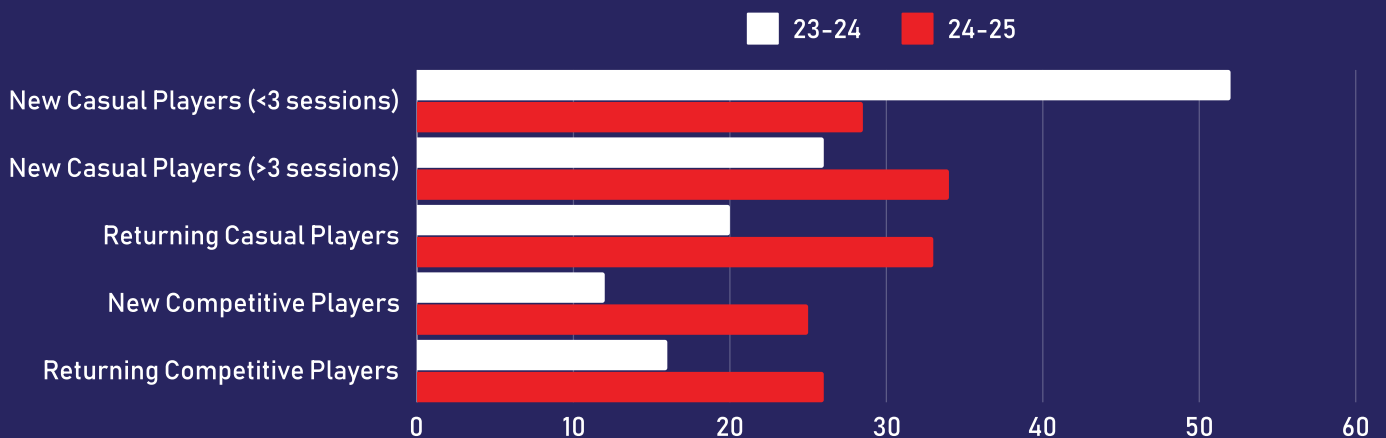
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DODGEBALL**

# 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

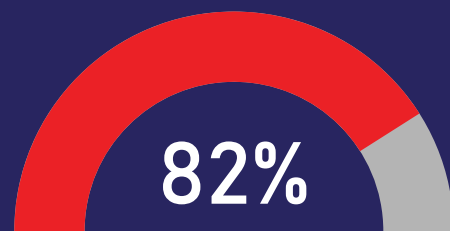


Although the number of new casual players trying out dodgeball (attending less than 3 sessions) is lower than the previous year, more new casual players are being retained for over 3 sessions. Combined with the fact that there are significantly more returning casual and new/returning competitive players, this is extremely positive news for university dodgeball.

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

	23-24	24-25	% Change
New Casual Players (>3 sessions)	956	1249	30.6%
Returning Casual Players	744	1203	61.7%
New Competitive Players	439	925	110.7%
Returning Competitive Players	588	956	62.6%
<b>Total</b>	<b>2728</b>	<b>4332</b>	<b>58.8%</b>

### Overall, how satisfied are you with your recruitment of new participants?



Mean score from all HEDA respondents

**37** Affiliated University Clubs



# RECRUITMENT STRATEGIES

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

## Women's-Specific Strategies

“We have started to run a women's hour weekly”

“This year we tried to split taster sessions (mens as well as women's and non-binary) we found this made the sport as a whole more approachable - especially to women that initially found it daunting. We also tried to pair returning members with new members in social games or drills, this helped the 'scarier' players seem more approachable and reduced fear from playing against them.”

“We ran more women's only sessions, and got good initial attendance to these, but have still struggled to retain these members which has been a shame.”

## Workforce & Club Development

“We have recently transitioned to being a Team Surrey Club, which allows more opportunity for competitive players to play dodgeball.”

“We typically have 3 teams and have about 8-10 per team, but so many people trialled we made a development team where interested players could continue training, and have been moving players up into the 3s through this team.”

“We formed a larger committee with better communication this year which allowed us to properly organise ourselves better.”



## Promoting Competitions & The Wider Sport

“More opens entered”

“An inter training tournament”

“We had a confidence split at tasters and a women's only day which attracted more competitive players, which was nice to see!”

“We started putting music on at our casual sessions which massively brought up the energy.”

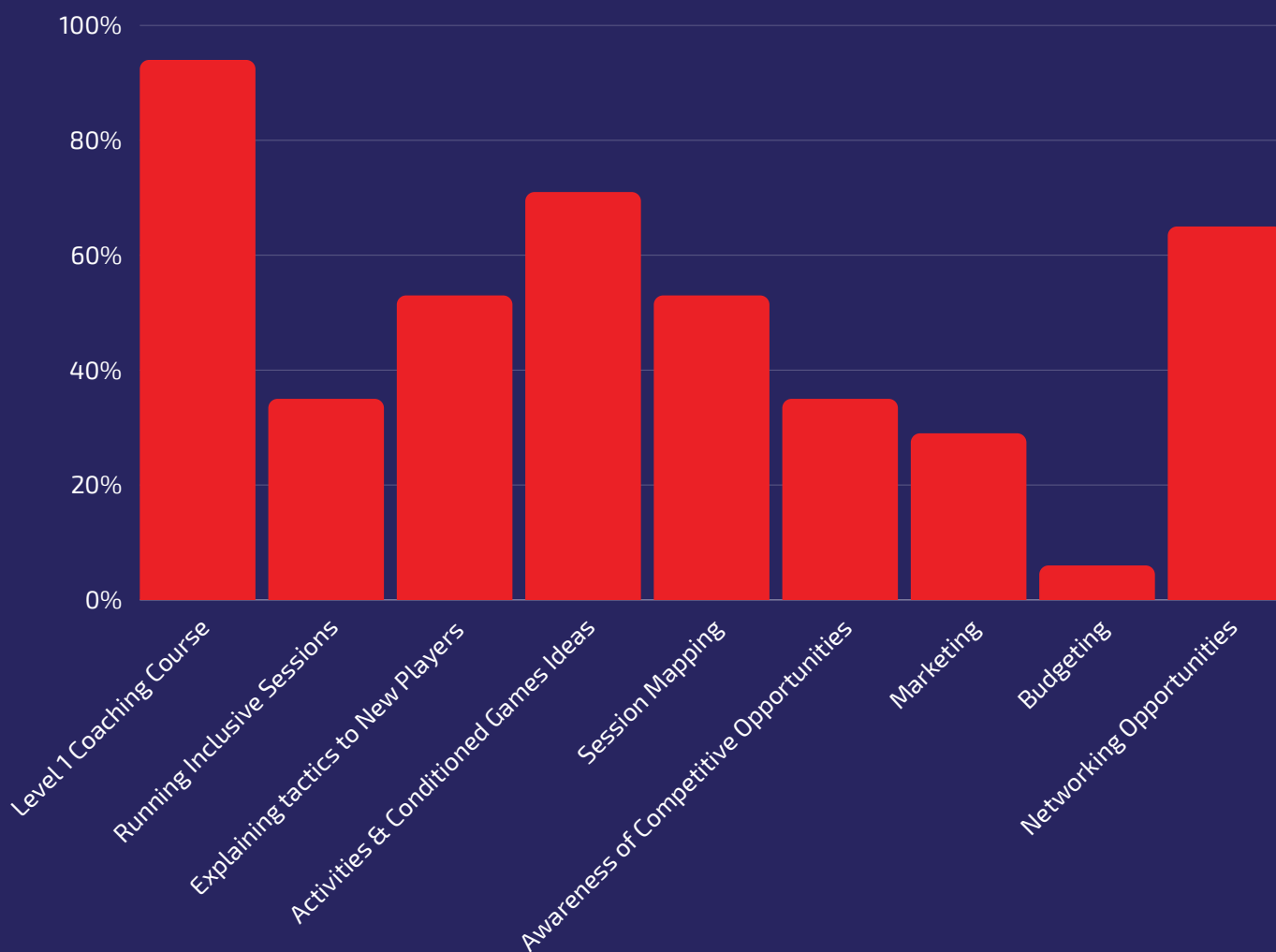
“Offering more taster sessions, running pre-session meetups so members can talk and get to know each other.”

“We promoted England Trials as a few of our alumni are actively playing internationally or trialling for the England Development Squads to attract more competitive players.”



# 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 three main themes, and responses added to address these themes:

## Guidance on Attracting New Players

We will provide HEDA's with support regarding how to attract new players, particularly Type 1 student athletes who are less competitive and more casual.



## Guidance on Player Retention

We will provide HEDA's with support regarding how to retain players once they have started to attend their club.

## Guidance on Conflict Management

With more university clubs using larger committees, we will provide HEDA's with support regarding how to manage conflicts between committee members and players.



# CONCLUSION

The 24-25 British Dodgeball HEDA's have built upon the previous cohort's work and are doing fantastically well as a collective to welcome newcomers into the sport at all levels and keep competitive players engaged. 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.

