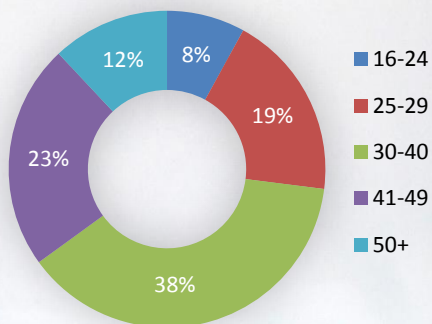


# B2N MUCH MORE THAN A GAME



## B2N

caters for women of all ages!!



## 'Net Mums'

**52%** of participants surveyed were mums.



### KEY THEMES

**Baby weight**  
Women are motivated to return to netball to lose baby weight.

**Identity**  
B2N developed participants social lives away from their role as mothers.

**Social Networks**  
Participants become aware of B2N through contacts gained at baby groups, schools or playgrounds.

## Back to Netball (B2N)

Running since 2009 and has engaged over 60,000 participants. The aim of the programme is to provide a gentle re-introduction to netball for people who have played in the past and want to re-engage with a sport they love.

### What are the benefits of B2N?

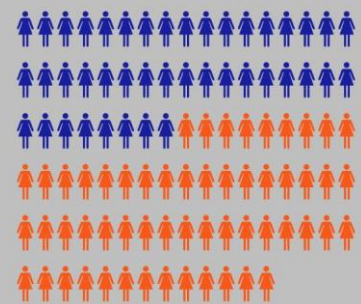
**Top results**

- Physical well-being**  
**97%** of B2N participants said B2N made them more physically active and they lead a healthier lifestyle  
*"I've made loads of friends and I am loving life!"*
- Social well-being**  
**86%** of B2N participants said they felt welcome and interacted well with others  
*"When I play all worries disappear, B2N saved my life."*
- Mental well-being**  
**76%** of B2N participants said B2N helped them feel good about themselves  
*"I've increased my fitness and physical activity."*

**89%** of 'former' B2N participants engage in further activity

**37%** engage in further netball

**52%** participate in other sports & activities



**98%** of participants would recommend B2N to others

