



**UK Wallball**

# STRATEGY

2015-2020



ANY BALL

ANY WALL

ANY TIME

# Contents

3. Introduction
4. Mission Statement, Vision & Values
5. 5 Year Plan
6. Key Successes & Outcomes
8. School Wallball
10. Community Wallball
12. Elite Wallball
14. Adult Wallball
16. Tournaments & Events
18. Membership
19. Branding & Marketing
20. Media, Communication & International Relations
22. Summary
24. Appendix 1: Benefits of Wallball

# Introduction

Wallball is a relatively new sport in the UK and was launched just over 7 years ago in 2007. The UK Wallball Association (previously England Handball & the City Fives Association) has made excellent progress in this short time – mainly from pilot projects which have demonstrated a need and moulded effective ways of delivery. Going forward the focus is now on the development of the game – in particular in schools and communities, but also at the adult and elite levels. UK Wallball is positioning itself primarily as a facilitator to work with delivery partners.

10 Key themes for the second strategic plan:

- i. Maintain core values of the game
- ii. Embedding a structured system throughout the sport
- iii. Attract, retain and grow the number of people taking part in regular Wallball activities.
- iv. Raise awareness and enhance the image and reputation of UK Wallball
- v. Increased focus on the health benefits of Wallball
- vi. Development of partnerships in the sporting industry
- vii. Improved press and media coverage of UK Wallball
- viii. Expanded online presence
- ix. Recruitment of sponsors and investors
- x. Enhance UK Wallball's role as a leader in the global Wallball arena.

With the 2012 Olympics having left a legacy behind us, people are very conscious of the benefits of sport and the need to be more active. However, according to recent reports the legacy is failing. Childhood obesity is on the up and the number of people with Type II Diabetes is increasing. Chronic health conditions are the biggest problem facing the NHS going forward. A balanced diet and healthy movement can combine to form the simple solution. Wallball is inexpensive, accessible and inclusive. All you need is a wall and a ball! The sport can make a real impact in hard to reach areas. We are committed to a healthier UK.

With public funding for sport being slashed partnerships are more important than ever and barriers that segregate different sports should be broken down. UK Wallball is open to partnerships in the sports, arts and charitable sectors. The sport itself can lead to great places, but due to its ease of access it can also act as a springboard into other sports and activities down the line. We are happy to work with other organisations for mutually beneficial outcomes.

On the international stage there is currently a worldwide move to push Wallball as an Olympic sport. The sport demoed at the World Games in 2013 and this is a huge stride in the right direction. Combined with the World Championships and the European ProTour the future of elite game – the top rung of our development pathway, is bright. In real terms this means that the children who take up the sport today will be at a prime age to compete for GBR in the 2028 Olympics.

Over the next five years UK Wallball hopes to meet the goals laid out in this strategic plan. We hope to see the sport grow from its current grassroots stage. We will strive to make 'Wallball' recognised by the government, by the media and by the public.

DANIEL GRANT

*Chairman: UK Wallball Association*

# Mission Statement



To lead, promote and govern the whole of British Wallball with expertise and equity, whilst maintaining the game's core values and ensuring it remains a sport for all, regardless of age, background or skill.

## VISION

- We will create exciting new opportunities for people to start playing and enjoy wallball.
- We will be accessible to as many people as possible from all communities and all backgrounds.
- We will develop world class structures and events to enable those with potential to succeed.
- We will celebrate, support and develop staff and volunteers through all levels of the game.
- We will champion healthy living.
- Our image will be recognised and respected by stakeholders.

## VALUES

- Wallball is an active, exciting game which can be played by both men & women and boys & girls of all ages and from all backgrounds.
- Wallball is inclusive and welcoming for novice players.
- Wallball is supportive of players with disabilities.
- Wallball is simple to play and we will always endeavour to be on hand to help facilitate and advise clubs and schools.
- Wallball is incredibly beneficial to cardiovascular health, fitness and all round coordination. It builds character and promotes good sportsmanship both on and off the court.
- Wallball can be a springboard both to serious wallball play and into other sports and activities.
- The UK Wallball Association is supportive of its players, staff and volunteers.



# Strategic Goals

2014

## End of last period

At the end of 2014, the UK Wallball Association consisted of:

- An Unincorporated Association
- The UK Wallball Association website
- Partnerships with several schools, one university and one London council
- One adult club & one youth club
- Unregulated members
- The UK Singles Open

2015

## Year 1

- UK Wallball Association to become a non-profit company with a constitution that allows for future development as a charity or community interest company
- Reorganise board appropriately
- Introduction of regulated membership
- Introduce volunteering programme and coaching qualifications
- To launch various large-scale projects in two areas of London
- Form a beneficial relationship with the Worldwide Governing Body (WWBA)
- Be an integral part of the European Wallball Pro Tour
- UK Open singles & Doubles. 1st UK Nationals
- Be on the radar of selected politicians and influential people/companies

2016

## Year 2

- The above plus:
- Consolidate school development plans.
- Launch an online shop to promote and sell wallball equipment
- Initiate two select London area large scale development projects
- Increase membership levels
- Seek funding for employee roles and project specific finance
- Partnerships with charities, sports and delivery organisations
- 1st UK Schools Tournament
- Portable wall development

2017

## Year 3

- The above plus:
- Continued growth and development of London Projects.
- Development plan for regional start-ups.
- Mainstream media coverage.
- Pilot project in Scotland.
- Health promotion package.
- GB Juniors Programme for talented youth - working towards 2018 World Championships.
- Open Walls Campaign launch.

2018/9

## Year 4-5

- Completion of London projects
- 2 x employees
- Partnerships across key sectors
- Ability to be part of school curriculum
- Host a World Championship event
- Funded youth exchange for children lacking opportunities

# Key Successes and Outcomes

The following are examples of the successes of UK Wallball over the past three years, which demonstrate the commencement and initial growth of the sport in the UK. This current strategy aims to build on these foundations and refocus attention to the right areas.

## Pilot projects:

- *UCL Academy* – 5 wallball walls incorporated into school at design stage. Volunteering programme set up to deliver sessions to pupils.
- *Kentish Town* – 2 temporary outdoor community walls built in MUGA, free to access by the community. Staff training carried out and data collected.

## Players:

- UK Open run each year, hosting between 80-100 players from across the world.
- Contingent of 16 players attended the 2012 World Championships in Ireland.
- GBR Team currently 5th in World Rankings. Current European Champions.
- Successful tours to Belgium, Holland, Spain, Ireland, USA and Italy.
- Flagship adult club expanded membership by 300%.
- *Youth and Adult club started in North West London.*





#### **Schools:**

- Building on initial projects, over 1000 children tried the sport.
- Several schools took up the sport and 12 courts have been built.
- Lesson plans developed.

#### **Developments:**

- UK Wallball website created.
- Over 2000 Twitter followers.
- Over 100 videos on YouTube.
- Over 500 Facebook likes.
- Volunteers across all areas of the sport's development.
- 6 coaches trained and qualified.
- Expansion of purpose built courts at Westway Sports Centre. 2 makeshift courts to 4 regulation and 4 junior courts.
- Official documents in order.

# School Wallball



The future of Wallball in the UK rests initially with growth and uptake of the sport at a school level. Much of the potential funding available for sport in the UK is directed at school sport – particularly primary schools. UK Wallball must ensure that children of all ages can be welcomed into the sport and then later transition into the adult game. Ideally there should be a 50:50 gender split.

The new strategy will see us approach schools and introduce the game to them – perhaps as a variant to pre-existing patball/slapball/handball. School teachers will be encouraged to do a short training course so that they can deliver the sport. They will also be asked to collect data on the number of people playing. Children will be encouraged to play the sport with any ball against any wall at the school (scaled to the available space). Where possible, official balls and regulation sized walls will be suggested. UK Wallball will facilitate school development and help with inter-school competition

## Primary goals for the strategic Period

1. Produce a strategy for school growth and development.
2. Instigate teacher training programme.
3. Monitor and evaluate current trials, measuring uptake, participation and feasibility.
4. Identify schools and their teachers in our target areas. Contact them re: training and facilities.
5. Approach potential funders and partners for school projects.
6. Allow schools to use their own ball supply if necessary.
7. Aim for a 50:50 gender split.
8. Push for regulation size walls if space is available.
9. Have children play with regulation balls where possible.
10. Encourage these new courts to become 'hubs' for other local schools and community projects.
11. Instigate inter-school tournaments and look to select the best children for GBR Juniors. First UK Schools Nationals to be held in 2016.

## Secondary goals

1. UK Wallball to work towards target of hosting the 2018 Jr. European Wallball Championships.
2. By the end of the strategic period to have exchanges set up within Europe and the USA.
3. Campaign for Wallball to be part of PE curriculum.



	<b>Constructed</b>	<b>Modified</b>
<b>Current schools 2014-15</b>	<b>3</b>	<b>Unknown</b>
<b>2015-16 Growth</b>	<b>1</b>	<b>5</b>
<b>2016-17 Growth</b>	<b>2</b>	<b>10</b>
<b>2017-18 Growth</b>	<b>3</b>	<b>20</b>
<b>2018-19 Growth</b>	<b>4</b>	<b>50</b>
<b>Total school locations at end of academic year 2019</b>	<b>13</b>	<b>85</b>

## Targets

1. Partner with delivery organisations and charities.
2. Facilitate launches with staff training and equipment.
3. Create a school development strategy by September 2016.
4. Approach 50 x schools in each target area.
5. 50:50 gender divide if possible.
6. 100 schools by end of the Strategic Period.
  7. Modified break time/after-school wallball: approach schools around London and the country where the break time sport is currently 'playground patball/slapball/handball' and encourage children and sports masters to adopt wallball rules. This will act as a stepping stone to the regulation game, which can be capitalised upon at a later date.



# Community Wallball



Wallball is a sport born on the streets of Ireland and New York. It is an incredibly accessible sport that is open and inclusive to all people, regardless of age, gender, background, race or disability. It is a fantastic way to get people moving and exercising. One of the main aims of UK Wallball will be to grow the sport in communities and, in line with the Olympic Legacy, help to bring readily accessible and economically viable sport to inner-city populations.

## Open Community Locations

Partnering with existing charities & organisations we can help to seed the sport in community centres as either permanent or temporary fixtures. UK Wallball will introduce qualifications to empower staff and provide equipment to facilitate delivery. A two stage process will involve 1) creating a playing area and 2) identifying and training individuals to run the project.

## MUGAs/Tennis Courts

Wallball courts can be erected in free-to-access MUGAs & tennis courts across London. In 2013-14 a pilot project ran at the Talacre Sports Centre in Kentish Town, which proved that simple erected walls can be used easily for wallball. It helped mould our construction material choice and development strategy in new areas. The template has been improved and can be replicated.

## Outreach Projects

Existing schools may look to run outreach projects to other schools and local communities by letting them use their facilities. Alternatively university students and/or volunteers can look to run outreach projects from existing facilities.

## “Open Walls” Campaign

In 2017 we will launch our “Open Walls” campaign. We will identify targets in severely disadvantaged areas and, by partnering with the right organisations, deliver Wallball to children and young adults lacking opportunities. We will have high profile players deliver the course and we will help those willing to gain qualifications, which can lead to jobs. We mix street-art with sport to deliver a lasting programme that can engage and benefit everyone.

## Promo events

UK Wallball will look to run promotional campaigns at certain events (e.g. sports festivals, educational conferences, etc.). We will need to construct a portable wall and have promotional products available at each event. A portable wall will be in place by 2017.





## Strategic period goals

### 2015-2017

1. Evaluate & learn from Kentish Town project.
2. Launch community project in 2 London locations.
3. Introduce coaching qualifications and training programmes.
4. Aim to become a facilitator and partner with delivery organisations.
5. Portable wall options.

### 2017-2019

1. Construction of New York style permanent community courts.
2. Retain players through programmes, tournaments, events and exchanges.

	MUGA	Community	Outreach	Promo Events
2015	1	0	1	0
2016	1	1	1	1
2017	1	2	1	2
2018	2	2	2	2
2019	2	3	2	2
<b>Total</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>7</b>
<b>Grand Total Community Projects by end of strategic period:</b>				<b>29</b>

## Targets



# Elite Wallball



The Elite GBR Wallball players who compete both for the country and on an individual basis around the world are hugely important both in terms of media coverage, international representation and domestic growth. It is therefore essential that we retain a successful national team to act as role models for the younger generations, ambassadors around the world and as the visible front of the sport in the UK.

## Roles of Elite Wallball

Role-models

Raise the profile of Wallball

Compete for GBR around the world

Ambassadors for UK Wallball & for Great Britain

Top rung on the competitive ladder for aspirational players

Players must honour sponsor contracts & UK Wallball obligations



## National Squad Development

The squad must continue to grow and improve in standard. Top elite players should be nurtured and put forward for 'Open level' individual competition. We would like to see 5 GBR players in the Top 20 European Rankings by 2017. By the summer of 2015 there should be 12-15 elite players from which 2 men's teams and 1 women's team will be selected.

Selections for GBR representation must be based on:

- i. Commitment
- ii. Proven fitness & skill
- iii. Track record of success
- iv. Probity



## Primary Goals for the Strategic Period

### 2015:

- Put together a player pathway from Adult → Elite Individual and GBR Team selection.
- Draw up player contracts and lists of obligations.
- Put together a training programme for the elite athletes & calendar of commitments.
- Sponsorship proposal in place for the team.

### 2016-2017:

#### World Rankings:

- By 2017 to be the best non-USA sourced team in the world.
- Attain and then maintain top 5 world ranking in both Men's and Women's teams.

#### Squads:

- Men's A Squad, Men's Development Squad, Women's A Squad.

#### Individual:

- By 2017 4 x 'Open' standard men and 2 x 'Open' standard women.

#### GBR Juniors:

- A junior squad consisting of 4-8 players must be set up in time for the 2018 World Championships.
- The junior squad will be selected from schools and community clubs.
- Players will form part of the elite player pathway and will act as an inspiration to other children playing the sport.

### 2018-2019:

- Appoint manager/coach.
- Sponsor/s attached to elite team.
- By 2019 to have top player in Europe.
- To have 15 players in the European top 50 (men & women).
- To have top doubles men's pair in Europe.
- To be European Champions.
- Top European Juniors in Europe for Boys and Girls.
- Placing in the medals at 80% of world events.
- Team to aim for no.3 in the world by 2020.

# Adult Wallball



Adult Wallball is important for grounding the game across the UK and providing facilities for adults to engage with the sport for the first time or keep playing after school or university. Working synergistically with Community Wallball it provides opportunities for individuals both as players, spectators and officials.



## Roles of Adult Wallball

- Promote and encourage the growth of the game throughout the country through clubs and leagues.
- Consolidate current and future memberships into the UK Wallball Association.
- Support those who want to participate either by playing, coaching, refereeing, administrating or spectating.

## Women in Sport

There is currently a gender divide in almost all sport. For many reasons women tend to be more reluctant to take up and continue competitive activities. We are fully behind national drives to encourage women to be more active and will have specific female only projects with this in mind.

By 2020 we pledge to have a full women's elite squad (top and development teams). We will aim for 40% of all school players to be female and 30% of all adult players. Our long term plan is to make the gender divide 1:1.

In 2016 we will draw up a strategy to get more women engaging in wallball and taking up more active roles in sport.



## Wallball for those with disabilities

There is much research in the healthcare sector that emphasises the importance of physical activity for those people with disabilities. We've seen from case-studies around the world that Wallball is accessible for all and we will endeavour to break down the barriers that prevent some people from playing. Where necessary we will adapt rules and equipment to allow access for all.

UK Wallball is open to both those with physical disabilities and those with learning difficulties.



<b>Current clubs (2014)</b>	<b>1</b>
<b>2015 new clubs</b>	<b>1</b>
<b>2016 new clubs</b>	<b>1</b>
<b>2017 new clubs</b>	<b>2</b>
<b>2018 new clubs</b>	<b>3</b>
<b>2019 new clubs</b>	<b>4</b>
<b>TOTAL NUMBER OF CLUBS BY 2020</b>	<b>12</b>

## Targets



## Primary Goals for the Strategic Period

1. Find out the status of unregulated adult clubs in the UK and tie them into UK Wallball.
2. Increase the number of adult clubs in the UK.
  - a) Target existing Fives club venues with a view to harmonising the different codes.
  - b) Target sports clubs & community centres which are accessible, central and where there is demand.
3. Increase the number of Adult Wallball participants.
4. Increase the number of female participants in particular. In 2016 we will introduce our first "This Girl Can" initiative.
5. Draw up a strategy to increase female participation.
6. Begin the formation of nationwide league.
7. Develop Adult Wallball training programmes:
8. Qualify club managers and coaches with the Official Introduction to Coaching Qualification and the Fives & Wallball Level 2 Coaching Qualification.
9. Develop refereeing qualification.
10. Qualify officials to referee in regional, national & international tournaments.

# Tournaments & Events

Tournaments are necessary to add a competitive edge to the game and support the various player pathways. They are fun occasions and can be a great showcase for Wallball. Each tournament offers various playing grades from beginner through to elite. Inclusiveness is key.



## Strategic period goals

- 1. Tournaments:  
Tournament sub-committees will be formed for each tournament.

### Targets

2015	2016	2017	2018	2019
UK Open Singles	UK Open Singles	UK Open Singles	UK Open Singles	UK Open Singles
UK Open Doubles	UK Open Doubles	UK Open Doubles	UK Open Doubles	UK Open Doubles
	School Nationals	School Nationals	School Nationals	School Nationals
	UK Nationals	UK Nationals	UK Nationals	UK Nationals
			Jr Euro Champs	Federation Cup

## Roles of tournaments & events

- Increase player participation.
- Unite players and clubs from across the country.
- Raise the profile of the sport both on domestic and international levels.
- Be fun, inclusive and enjoyable for everyone involved.
- Aid with elite level selection.
- Showcase the sport to potential investors, sponsors & partners.
- Attract top level foreign players to help expand the school and community games through master-classes and workshops.



### 2. Events:

Throughout each year we will work with partners and sponsors to raise awareness about UK Wallball. In the past this has included a StreetGames charity dinner and new Wallball court grand-openings.

### 3. Exposure:

For both events and tournaments it is vital to attract media, press and targeted VIPs. Official invitations and enticement packages should be put together for each event.

### 4. Sponsorship:

Tournament sub-committees will seek suitable sponsors.

### 5. Finances:

Tournaments and events should aim to break even (unless agreed with the UK Wallball board) and if there is any profit generated it will be reinvested into UK Wallball Ltd.

# Membership

In 2015 a Membership system will be introduced. Memberships will be available to individuals and to schools & clubs.

Membership will entitle players to certain benefits:

- Cheaper club sessions
- Reduced tournament entry cost
- Eligibility for UK Wallball tours & events
- Support in player development
- Receive annual and quarterly fives federation reviews
- Participation in AGM

Membership costs will go directly into UK Wallball to help support development projects.

Strategic period goals

1. Membership to commence in 2015.
2. Set rates for:
  - a. Adult membership
  - b. Concessions membership
  - c. School membership
  - d. Club membership
3. Consider adopting a Direct Debit scheme.



# Branding & Marketing

Over the past two years England Handball rebranded to UK Wallball. The UK Wallball brand will now be carried forward on every piece of promotional material, both in print, online, on physical products and in video.

## Goals for the Strategic Period

1. Maintain strong online and social media presence.
2. Look to brand physical products: balls, walls & gloves.
3. Look to raise sponsorship for courts.
  - Courts are excellent billboards and may be in prime locations.
  - Sponsorship can both fund courts and subsidise running costs.
4. Raising sponsorship for youth projects, either in funds or in kind:
  - Flights & Travel
  - Life experiences
  - Accommodation
  - Shirts
5. Look to raise sponsorship for the GBR Team, either in funds or in kind:
  - Flights & Travel
  - Accommodation
  - Kit
  - Training facilities
  - Physiotherapy
  - Gym
  - Entry Fees
  - Nutritional Support
6. Launch Wallball in a Box



[facebook.com/ukwallball](https://facebook.com/ukwallball)



[youtube.com/ukwallball](https://youtube.com/ukwallball)



[twitter.com/ukwallball](https://twitter.com/ukwallball)



## Wallball in a box

"Wallball in a Box" is a starter-kit for clubs, schools and community centres to aid in the launch of Wallball at the venue.

### A box will contain:

- USB with promotional videos, rules, playing videos, electronic copies of documents.
- Promotional booklet
- Quick start poster
- Court construction options
- Chalk and masking tape for court lines
- Lesson plans / Club starter plans
- 3 x official wallballs
- Special offers & vouchers, promotional material
- Upcoming event flyer
- Support & contact information

# Media, Communications & International Relations



## The role:

UK Wallball is a UK based organisation and operates in an environment determined by the UK Government Sports Policy. Over the next 5 years UK Wallball will look to build its reputation. It must become a recognised sport in the UK, it must raise the profile and importance of Wallball within the government and general population and it must endeavour to increase media exposure of all Wallball activities.

## Press & Management

- Secure extensive press & media coverage for all UK Wallball events and GBR Team activities.
- Produce branded professional press-releases for the above.
- Build relationships with journalists & broadcasters.
- Elite players must act as role models and conduct themselves accordingly in the media.
- Convey UK Wallball core values to media.

## Internal Communication

- Must be of a high level.
- Formation of online 'cloud' resource for board members.
- Quarterly board meetings, Annual AGM.
- Bi-monthly electronic newsletter to members.
- Elected board member emails & optional business cards.
- Advertisement of tournaments and events in timely fashion.

## External Communication

- Maintain high levels of professionalism and tailored approach to sponsors, partners, schools and invested parties.
- Convey core values of UK Wallball where possible.

## International Relations

- Maintain good relations with other NGBs.
- Develop and lead the way for the European Wallball ProTour.
- Engage in all events around Europe.
- Players to continue to act as ambassadors
- UK Wallball to innovate and trend-set in the Wallball world.

## Online Presence

- Regularly update Twitter, Facebook & YouTube.
- Produce quality videos of events and film both GBR Team and Individual players' matches.
- Bi-monthly electronic newsletter to members.
- Maintain and update [www.ukwallball.co.uk](http://www.ukwallball.co.uk):



DO NOT  
SWING ON  
THE HOOP



## 1.0 INCREASED PARTICIPATION, ACCESSIBILITY & MEMBERSHIP

### 1.1 *Increased participation & accessibility*

Over the strategy period we will:

- Increase adult participation through club expansion
- Increase female participation
- Increase community accessibility with 29 community projects running by 2020
- Maintain high quality online presence.

### 1.2 *Increased membership*

Over the strategy period we will:

- Instigate a membership system
- Introduce membership for individuals, concessions, clubs and schools

### 1.3 *Community*

Over the strategy period:

- 7 MUGAs projects, 8 community centres & 7 outreach projects.
- Introduce coaching qualifications and volunteer schemes.
- Act as a facilitator and work with delivery partners.

### 1.4 *Schools*

Over the strategy period:

- Have 100 schools playing by 2020.
- Encourage break-time and after-school Wallball.
- Adapt to available space and available resources.
- Encourage regulation uptake where possible.

### 1.5 *Adult game.*

Over the strategy period:

- Have 12 new clubs.
- Encourage coaching qualifications and referee qualifications.
- Empower both players, spectators and officials to enjoy Wallball in diverse and rewarding ways.
- Increase player base with particular emphasis on women in sport and accessibility for those with physical disabilities and mental handicaps.

### 1.6 *Wallball becoming a more recognised sport in the UK*

Over the strategy period:

- Develop marketing – through awareness, recognition with a focus on the USP of unrivalled accessibility, economy and ease of implementation
- Work with WWBA on Olympic Status
- Work with WPH to increase our media coverage
- Work with the GAA & CIJB to replicate their successes
- Create a media profile
- Attract major events to the UK

1.7 *International influence:*

Over the strategy period:

- Increase our influence within the European and World Wallball federations

1.8 *Ethics & Values:*

Over the strategy period:

- Maintain the core values of the sport.
- Continue to be in line with the Olympic Legacy.
- Maintain a non-profit status.
- A sport for all.
- Any wall, any ball, any time.

**2.0 WORLD LEVEL PERFORMANCE**

2.1 To be the no.1 ranked non-USA sourced team nation in the world and to become the no.3 European country in terms of wallball uptake, growth and sustainability

- Develop and maintain clear and consistent player pathways, provide appropriate support to talented performers at all levels and implement a world class coaching system.
- Maintain the success of individual elite players and GBR teams in European and World senior and junior competition.

**3.0 FINANCIAL STABILITY**

3.1 Form the UK Wallball Association as a non-profit company limited by guarantee. Allow for future development including possible charitable status.

3.2 Financial stability

- Develop successful relationships with sponsors and partners to deliver results and meet targets
- Begin to take membership fees
- Re-inject money from events & sales back into the Association and remain non-profit.
- Apply for funding rounds both for local projects and nationwide initiatives.

## APPENDIX 1: BENEFITS OF WALLBALL

### For Everyone

Can be played by anyone, boy or girl, man or woman, of any age, background or ability – everyone can play Wallball competitively almost immediately.

### Accessible

All you need is a ball, a wall and simple floor markings. Walls are unobtrusive and can be used for other sports and functions too.

### Simple

The game is easy to play, basics are easy to grasp and rules are easy to understand. Importantly, it is tremendous fun.

### Cheap

Balls cost less than £1, they last ages and that's it.

Gloves are optional.

Courts are cheap to construct and require minimal maintenance.

### Great Health & Fitness Benefits

Due to its simplicity and accessibility it is a great way to get people active quickly, reduce childhood obesity and lower levels cardiovascular disease & diabetes. It can help to take on Chronic Health problems through prevention by physical activity.

Additionally it is fantastic for co-ordination and superb for character building.

### Safe

Balls are not hard, courts do not intrude on other playing areas (e.g. inside sports hall) and playing movements are natural resulting in less strain on the body.

### Clear UK Wallball Pathway

Right the way from social play through to the top level of international competition. We can inspire the next generation of players especially with the 2028 Olympics on the horizon.

### A Realistic Example

In the last 20 years New York has seen the sport explode and there are now over 2,500 courts all across the city. It was introduced to get kids active and reduce gang culture. It has worked. On fact-finding missions to New York we have been pleased to see both children and adults from completely different cultures and backgrounds playing all day together. The courts are virtually in constant use.

### Olympic Legacy

A perfect fit. Access to sport for young people, easy to instigate and potentially free for players, especially those from more deprived backgrounds.

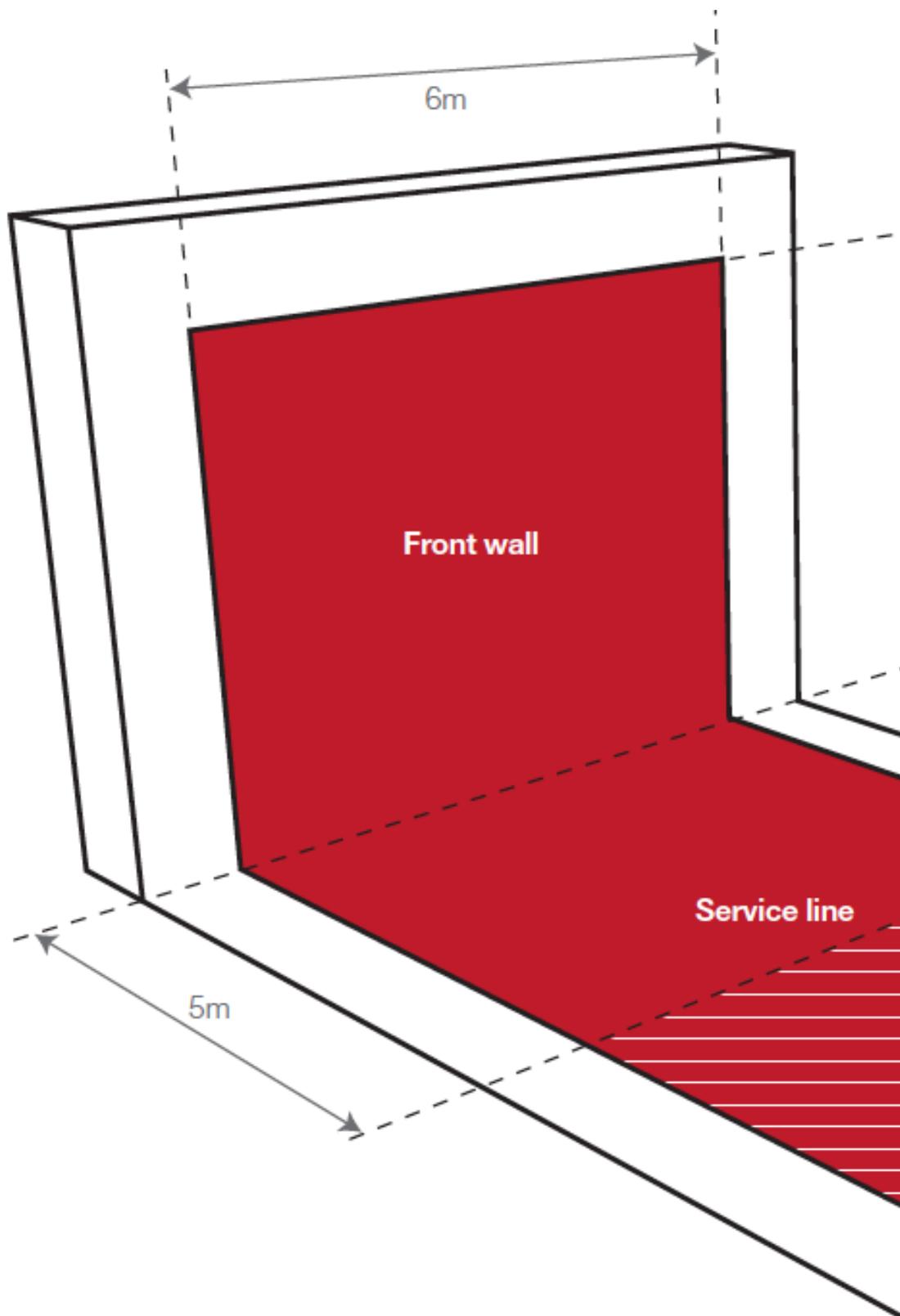




www.ukwallball.co

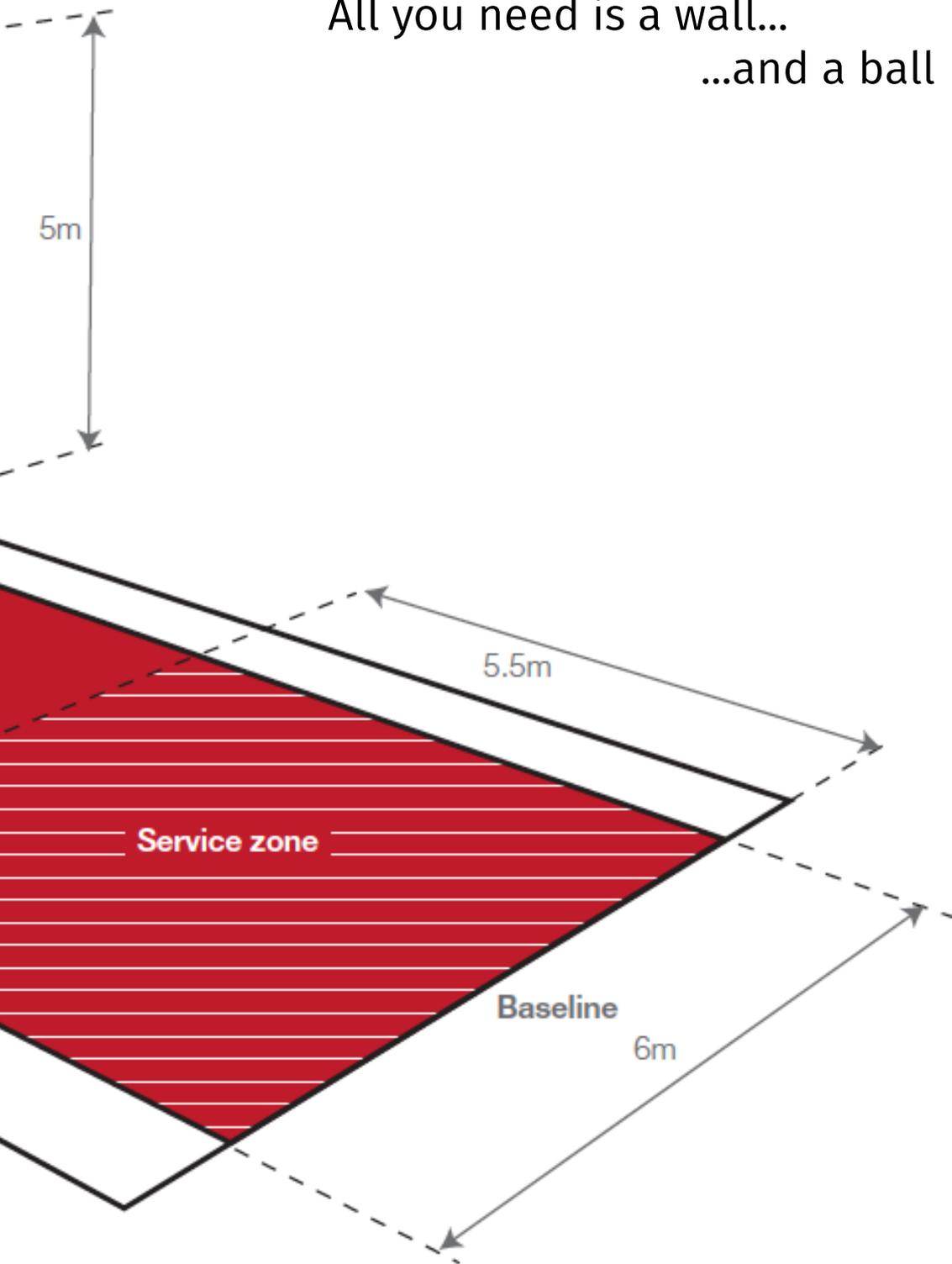
STRASWICK  
GREAT BRITAIN

MCA



These are regulation dimensions but courts can easily be adapted to available space.

All you need is a wall...  
...and a ball





[www.ukwallball.co.uk](http://www.ukwallball.co.uk)

Facebook | Twitter | Youtube - @UKWallball