



Andrew Butterworth

BSc(Hons) Sports Studies, 2012
Performance Analyst, England Netball and Sport
Project Officer, Hertfordshire Sports Village

Working in Performance Analysis

It sounds like there's never a quiet day for Andrew Butterworth, as he juggles a PhD in Performance Analysis alongside working for Hertfordshire Sports Village and England Netball. *'My role with England Netball involves working very closely with the head and assistant coaches – I stream live statistics and video clips to them during games for review at quarter and half time, and then also provide additional stats for review after the match.'*

Andrew's role with the Sports Village Service, whilst in the same field, focuses on developing the next generation of performance analysts. *'I work closely with the Sports Studies course to help students thinking of this career path and I'm also developing a performance analyst service: one of our clients is Arsenal Ladies' Academy and 1st team.'*

A world of opportunity

Andrew has been fortunate as whilst very established in the US, performance analysis is still an emerging field in UK sport. *'Five to ten years ago performance analysis wasn't really used, but it's really starting to take off now. It's been great as there are loads of opportunities if you're prepared to take them and put yourself out of your comfort zone. During London 2012 I was fortunate to be part of TeamGB as an analyst for the canoe slalom and canoe sprint teams, who*

both won gold medals. It was amazing to know that I played a part in their success.'

He is passionate about his jobs and credits his degree with introducing him to this field. *'It all began when I heard a guest lecturer from Watford Football Club talking about performance analysis. From there I tried to get as much work experience as possible, including volunteering with Hertfordshire Mavericks. As a result of these experiences I did my dissertation on the subject, which was then published in an industry journal.'* Andrew definitely recommends taking up all opportunities, as it was his contact with Herts Mavericks that lead to his role in England Netball, which has given him the chance to travel with the team to Jamaica, Australia and New Zealand.

Future plans

For the next few years Andrew has two key goals – the first is completing his PhD with Cardiff Metropolitan, who specialise in Performance Analysis, and the second is working towards the World Netball Championships in 2015. Taking place in Sydney, the England squad are hoping to get to the finals, and so the work that Andrew does with the team over the next two years will be crucial. *'Next year will be a good test with the Commonwealth Games; it's an exciting time for both netball and the field of performance analysis.'*



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