

3Touch Volleyball Report 2006

Before 3Touch volleyball's inception, we took time to compile a list of aims for the publication to help to establish what we were producing and why. Periodically we have revisited these aims to check that we were aligned with them and that they still met what we consider the publication's reason for being.

Our main aim has always been communication - not from us to our readers but from different areas of volleyball to each other. Those areas include senior, youth, students, regional, national, mini, beach, sitting volleyball, grass, recreational, elite, administration, coaching, refereeing etc. Added to this has been a mix of news from sport politics and international volleyball. Immodestly, we think we have been successful in much of this and even while knowing that everyone will not read every article in full, we doubt that there are many 3T readers who do not know more about areas outside their own volleyball interest. By being as inclusive as possible, this extends from commission members learning what is happening across the land to players knowing more about the administration. We hope we inform.

Our communication aims perhaps become more important now that the 2012 funding has included volleyball and we will include articles on the British Volleyball Association's work because Volleyball England members need to know ..and because it is simply oh so interesting!

Another aim has been to take volleyball out a wider audience and copies continue to be sent to sports desks, interested journalists, sportsbodies etc. The front page is mainly for them. Our criticism is usually aimed outside the sport and we can justify what we criticise; we often feel the need to correct misconceptions about volleyball often portrayed in the media. We also hope that 3T's very active demeanour helps to attract others to volleyball - it is not hard to have high content - volleyball is a very rich sport. We know that clubs, events and players use 3T for PR and sponsorship purposes; Volleyball England and its commissions also use it to good effect.

The website www.3Touchvolleyball.co.uk continues to top or sit on the first page of search engine lists whether '3Touch volleyball' or 'volleyball magazine' is entered into an engine's finder. The site's function is to give 3T a place on the world web, link visitors to Volleyball England's website and to provide a place for articles that 3T issues lacks the space to report on fully. Douglas Barr-Hamilton regularly sends in reports from National League matches and others have done the same from their matches for 3T's webspace. Teams have expressed both their enjoyment of reading the match reports and of Douglas's visit.

We have felt the limit this year of 3T's space/budget but have appreciated that it has been a year a little in flux with both the news of the Olympic and Whole Sport Plan funding and the changes that these have brought and continue to bring about. We have felt unable to effect much change or to include articles that would enhance 3T's interest but have many ideas in storage. 3T continues to be good value (£12 for six issues including postage with offers for bulk buys) despite postal increases although distribution costs would reduce if circulation increased. Now that it is possible to subscribe on line at Volleyball England's website we hope that more people will subscribe. 3T's printers, Hastings Print, continue to serve us well and have not increased their prices in over four years.

We would like once again to thank our main contributors - a band of nine who have across the issues provided us with a good core; they do not always contribute every time but all like the process of writing/informing and regularly provide articles from their areas. Thank you as well to the 'also in this issue' contributors who numbered over one hundred and forty this year and play a large part in the communication of 'what's happening' helping to give the spread of information. We have not persuaded all areas to talk through 3T yet but will persist!

Finally our thanks to the many people who convey to us their reaction to the 3T articles - they have not only been very good to receive but also help us to know that there is somebody out there! We are always welcomed wherever we touch down which makes our experience in volleyball all the more enjoyable.