

## Regions and Counties Consultation

### Community of Practice Review

This consultation invites Regions and Counties to help shape a clearer and more effective engagement model to improve how we communicate, collaborate and support alignment. This is based on learning from how current approaches are working in practice, why the change is needed and how you can shape the final approach.

## 1. Rationale for Change

Over time, a range of communication and engagement tools have been introduced with positive intent. While individual tools and meetings have value, collectively the offer has become fragmented, inconsistently used and uneven in impact.

Key challenges identified through the review include:

- **Inconsistent engagement**  
Attendance at Community of Practice (CoP) meetings varies significantly, creating a divide between those who regularly engage and those who do not. This leads to unequal access to information, support and shared learning.
- **Misaligned communication tools**  
Discord has seen minimal and inconsistent engagement from Regions and Counties. Feedback suggests the platform does not feel intuitive or aligned to the type of operational, governance and development conversations R&Cs need.
- **Lack of a clear annual rhythm**  
There is currently no clearly defined annual engagement cycle. As a result, communication can feel reactive rather than proactive, with expectations unclear on both sides.
- **No single source of truth**  
Important documents, templates, policies and meeting outputs are not centrally stored or easily accessible, increasing reliance on emails, memory or informal channels.

Taken together, these issues suggest that engagement challenges are structural rather than a reflection of commitment. Rather, they indicate that the current engagement model is too fragmented and not consistently fit for purpose. Without change, there is a risk of continued inconsistency, duplication of effort and weakened national to local alignment.

## 2. What Is Being Proposed

To respond to these challenges, we are sharing a draft engagement structure to prompt discussion on what a simpler, more purposeful approach could look like. These proposals are intended as a starting point and are open to change based on consultation feedback.

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| <p><u>A. Push Communications</u><br/><i>Clear and consistent updates</i></p> <p>Tools:<br/>What this looks like<br/>Use of broadcast-style tools (e.g. WhatsApp Broadcast)</p> <p>Clear, timely updates delivered directly to R&amp;Cs. Ensures everyone receives consistent information. Allows to cut through inbox overload with clearer, more targeted messaging.</p> | <p><u>B. Fetch Communications</u><br/><i>A central Regional and County Hub</i></p> <p>A dedicated Regions &amp; Counties hub hosted on VE Learning<br/>One central place for:</p> <ul style="list-style-type: none"> <li>• Policies and guidance</li> <li>• Templates and best practice</li> <li>• Meeting notes and resources</li> </ul> <p>Reduces dependency on Discord or email for retained knowledge. Creating a single, reliable source of truth and supporting smoother handovers when roles change locally.</p> | <p><u>C. Annual Assembly</u><br/><i>at Opening Weekend</i></p> <p>Required in person touchpoint for all Regional Chairs with opportunity to focus on strategic direction, sharing best practice, and national priorities. Anchors the year with consistent expectations and shared understanding.</p> | <p><u>D. General Communications</u><br/><i>Including two-way communication</i></p> <p>Exploring how general communications can better support two-way dialogue between Regions, Counties and Volleyball England</p> <ul style="list-style-type: none"> <li>• Volleyball England attendance at Regional AGM – as part of the annual return process.</li> <li>• Regional section in the Volleyball England Annual Report.</li> <li>• Ongoing support in key delivery areas including coaching, refereeing and competitions.</li> </ul> <p>This should help ensure information flows both ways,</p> |
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|  |  |  | with local insight helping to shape national support, guidance and priorities. |
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### 3. Intended Benefits

Based on the review, these changes are intended to deliver clear benefits for Regions and Counties.

If shaped effectively through consultation, this approach is intended to support:

- **More consistency:** Clear expectations, regular touchpoints and shared understanding across all Regions and Counties.
- **Better access to information:** No reliance on “being in the room” or knowing the right person to stay informed.
- **Stronger voice and influence:** Structured opportunities to share challenges, solutions and good practice nationally.
- **Reduced admin burden:** Less time spent searching for documents or duplicating work already done elsewhere.
- **Stronger partnership with Volleyball England:** A shift from reactive communication to planned, two-way engagement.

### 4. How You Can Feed Back and Shape the Final Model

This is a consultation, not a final decision.

We are seeking feedback from Regions and Counties on:

- The proposed communication routes – what works and what doesn’t
- The balance between national consistency and local flexibility
- Expectations around attendance, frequency and format
- Any gaps we have missed that would better support your role

Written feedback via a short consultation survey can be completed [here](#) by Monday 10<sup>th</sup> August. All feedback will be reviewed and used to refine the final engagement model before implementation. We will share a summary of what we heard and how it has influenced the outcome, so the process is transparent.



Our shared goal is a stronger, more connected Regions and Counties network that supports local delivery while aligning clearly with national priorities. Your insight and experience are essential in shaping how this works in practice.