

Volleyball England Strategy 2017 - 2021 “Join Us at The Net”

INTRODUCTION

We are pleased to introduce our new Volleyball England strategy, this will provide our long-term vision for the next four years (2017-2021). This strategy has been developed in collaboration with our Board, Delivery Leads and key volunteers.

Volleyball England has been through a transformational period over the last 12 months, not only has the governance, board and staffing structure changed, the focus of our current main funder, Sport England, has also changed. For the last four years the main focus has been to increase the number of people taking part on Volleyball, the focus for the next four is to retain the current participants and to gain greater understanding and insight of who, why and where people take part in our sport and the barriers faced by those wishing to take part.

Our ambition for the next four years is to build a sustainable organisation that is less reliant of grant funding and is able to provide services and products to its membership.

SCOPE

The Strategic Plan provides a direction and a course of action for the 3 1/2 -year period between October 2017 through to March 2021. The objectives, key performance indicators and strategies have been developed to assist Volleyball England to achieve its mission, vision and overall purpose.

MISSION, VISION & VALUES

Our Mission

Volleyball England is committed to leading the growth of, and excellence in, all disciplines of volleyball in England.

Our Vision - Volleyball England will:

- Lead by creating innovative, exciting opportunities for people to enjoy volleyball
- Aspire to develop world class structures and events to enable those with the potential to succeed
- Respect the diverse communities within the game and be ethically driven
- Celebrate, support and develop people across the entire sport
- Be recognised and respected by stakeholders



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Our Values

Volleyball England believes in developing volleyball as an **active**, **inclusive** and **competitive** sport in all its forms; Volleyball, Sitting Volleyball and Beach Volleyball.

By being **supportive** of our staff and volunteers at all times and encouraging an **innovative** approach to our volleyball programmes and initiatives, we aim to create a **positive** experience for everyone who takes part in, or contributes to, the sport.

Current sporting landscape.

In December 2015 the Government published *Sporting Future: A New Strategy for an Active Nation*. It set out an ambitious direction for sport. It looked beyond simple participation to how sport changes lives and becomes a force for social good.

At its heart are five outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.

In 2016 Sport England launched their strategy ‘**Towards and Active Nation.**’ From a Volleyball England perspective, the key areas we will support delivery focus on:

- Helping those who are playing volleyball to remain in the sport, but at lower cost to the public purse over time. Sport England will work with Volleyball England to maintain our **Core Market** and to support us to identify ways in which we can become more sustainable and self-sufficient

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Over the past 12 months Volleyball England has gone through a transformational process. Changes in the sporting landscape and internal infrastructure gave Volleyball England a chance to review their direction of travel and strategic objectives.

This new plan aligns with the Sport England objectives and will be member focused (the Volleyball England Core Market). This strategy will also focus on barriers to participation and will encourage people to remain in the sport as lifelong participants.

The key focus of the new strategy ‘**Join Us at The Net – 17/21**’ is to empower our very skillful workforce to drive the sport forward, the HUB (VE staff) will become a support mechanism for the expansive, experienced workforce that exists in clubs, county and regional associations and on the Board and Sub Groups. This will build a sustainable workforce that will be the driving force behind this plan.

The plan is made up of five strategic areas

1. Volleyball Insight

- a. To develop a better understanding of our membership,
- b. To develop a 'fit for purpose' customer management system.
- c. Use insight to develop projects and programmes that can be delivered meet the needs of our 'Core Market.'

2. Volleyball Culture

- a. To support clubs development by removing barriers to new players and volunteers and motivating more people to remain in volleyball.
- b. To assist clubs to collaborate more effectively and share best practice for the benefit of Volleyball overall.

3. Volleyball Competitions

- a. To develop a competition structure (framework/pathway) that meets the needs of the participants across all 3 disciplines, giving value for money, ensuring we are inclusive and encourage the retention within the sport.
- b. We will also be looking at how we encourage people to take their first steps into the sport, increasing participation and providing an offer that will engage inactive individuals and provide an environment where they can enjoy the inclusive, fun element of our sport.

4. Volleyball Environments

- a. Continue to develop and deliver the Higher Education Volleyball Officer (HEVO) programme.
- b. To use the trained facilitators and learning from the HEVO programme to develop playing opportunities in wider communities.

5. Volleyball Futures

- a. Volleyball Futures & Sitting Volleyball Futures are part of the Talent Pathway. Volleyball Futures is a talent identification programme that has two distinct levels. An engagement pathway based in and delivered by our regions and the existing national Talent Pathway.

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This new strategy is based on the need for change – ‘what do we need to do?’

Vision

To have a clear vision that is shared by all.
To have clear objectives and expectations .

Governance

To develop a high performing board that has the skills, expertise and knowledge to drive the sport forward.
To ensure the highest level of governance across the organisation.

Insight

To base all decisions on rigorous evaluation and research.
To understand the needs of our membership and develop products and programmes that meet those needs

People Development

Introduce a performance management system that allows us to monitor and manage objectives and outcomes.
Provide support and development to volunteers and staff .

Infrastructure

Develop opportunities that encourage people to come into and remain in Volleyball at all levels.

Communications, PR and Marketing

Ensure we communicate with our members in a timely, appropriate way. Meeting the needs of individuals, clubs and associations.
Make sure we LISTEN.