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THE

# GAME

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# PLAN

2020-2030

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**QUICK GUIDE**





# INTRODUCTION: PURPOSE, VISION, STRATEGIC PRIORITIES, GUIDING PRINCIPLES, VALUES.

At Volleyball England, our **purpose** is to lead the growth and improvement of all disciplines of volleyball in England.

As a National Governing Body (NGB), our current **vision** is to be a sustainable, self-sufficient organisation; more relevant and better connected to the volleyball community.

To deliver our purpose and mission, our **strategy** places our members firmly at the heart of everything we do.





# VOLLEYBALL FOR LIFE



**VOLLEYBALL FOR LIFE:** We aim to better understand, articulate and promote the opportunities that volleyball provides for anyone, at any stage of their life.

We believe that volleyball is an activity for life; an inclusive sport, open to all, regardless of talent, gender, age or ethnicity. We want to be able to better demonstrate the various opportunities that are available to people through the sport, making their engagement with volleyball a lifelong experience.

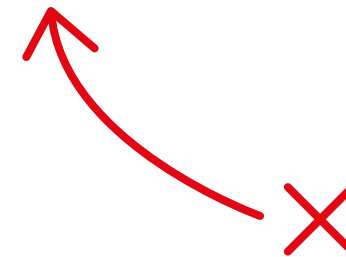
To achieve this, we need to develop detailed data and insights in order to articulate the opportunities present within a 'volleyball for life' pathway. We will address the points at which people are lost from the sport and work to understand the barriers to participation, whether as players, officials, coaches or volunteers. We will then work with clubs to help break down those barriers to entry and to retain more people within the sport.







GET. KEEP. GROW!



**GET, KEEP, GROW:** We will look to strengthen the English volleyball club structure by working hand in hand with clubs to help them achieve their ambitions.

Our club structure is the backbone of our sport; the place where volleyball is delivered. We will strengthen that structure by challenging, inspiring and supporting clubs to be better. We want to understand clubs' ambitions in relation to all three of our sport's disciplines, helping them make the incremental improvements needed to keep developing.

By providing appropriate tools and resources and by sharing knowledge and good practice, we will inspire clubs to deliver more volleyball, better and with greater efficiency. We will challenge clubs to get new members, to keep existing members and to grow their club. In helping those clubs who wish to be supported in delivering their ambitions, we will strengthen the 'volleyball for life' pathway and make our clubs more sustainable.



# AN ACE SERVICE

**AN ACE SERVICE:** We will work collaboratively to deliver and continuously improve the products and services that most benefit our clubs and the wider volleyball community, while also ensuring they provide healthy revenue streams that enable reinvestment in the sport.

If we are to achieve the ambitions outlined within our other two strategic priorities, it is essential that we have a portfolio of quality products and services, developed in collaboration with the volleyball community and directly aligned to what it needs. It is also important that these products and services can generate healthy revenue streams, from inside the sport but also beyond, providing vital funds that can be reinvested into new programmes of activity. Achieving all this requires us to create a culture of research and development, of commerciality and of continuous improvement.



**VOLLEYBALL ENGLAND FOUNDATION.  
VOLUNTEERS. PLAYERS. COACHES.  
OFFICIALS. BEACH VOLLEYBALL.  
THE BOARD. **THE GAME PLAN.** VOLLEYBALL.  
THE HUB. VOLLEYBALL ASSOCIATIONS.  
SITTING VOLLEYBALL. THE ENGLAND TEAM.  
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