VOLLEYBALL ENGLAND STRATEGIC PLAN
2009 – 2013

IN 2008 VOLLEYBALL ENGLAND WERE EXTREMELY SUCCESSFUL WITH OUR APPLICATION FOR FUNDING FROM SPORT ENGLAND, SECURING AN AWARD OF £5.6M FOR THE FOUR YEAR PERIOD, A SIGNIFICANT INCREASE!

We were clear on our Mission - Volleyball England is committed to leading the growth of, and excellence in all disciplines of volleyball in England.

We also confirmed our Vision:
• Volleyball England will lead by creating innovative, exciting new opportunities for people to enjoy volleyball
• Volleyball England will respect the diverse communities within the game and will be ethically driven
• Volleyball England will develop world class structures and events to enable those with the potential to succeed
• Volleyball England will celebrate, support and develop staff and volunteers through all levels of the game
• Volleyball England’s image will be recognised and respected by stakeholders.

We also had six key areas we aimed to deliver by March 2013 – now we’re here it’s time to see how we’ve done. In each of the sections we have rated them, Red, Amber and Green!

ACHIEVED PARTIAL SUCCESS NOT ACHIEVED

EXPAND THE OPPORTUNITIES FOR MORE PEOPLE TO ENJOY VOLLEYBALL

INCREASE THE NUMBER OF ADULTS PARTICIPATING REGULARLY IN VOLLEYBALL BY 10,100 FROM 48,400 TO 58,500

27,500 ADULTS CURRENTLY PARTICIPATE IN VOLLEYBALL WEEKLY.

The measure for this target comes from the Active People Survey. The latest quarterly report from Active People Survey 6 for the period October 11 – October 12 showed that 27,500 adults participated in volleyball weekly.

INCREASE THE NUMBER OF ADULTS PARTICIPATING MONTHLY IN VOLLEYBALL BY 12,400 FROM 86,400 TO 98,800

67,100 ADULTS CURRENTLY PARTICIPATE IN VOLLEYBALL MONTHLY.

The measure for this target comes from the Active People Survey. The latest quarterly report from Active People Survey 5 for the period October 10 – October 11 showed that 67,100 adults participated in volleyball monthly.

INCREASE THE NUMBER OF YOUNG PEOPLE PARTICIPATING IN VOLLEYBALL CLUBS FROM 3,000 THROUGH 60 NEW PARTNERSHIP CLUB LINKS (116 PARTNERSHIPS) TO 8,000

24,088 YOUNG PEOPLE CURRENTLY PARTICIPATING IN VOLLEYBALL CLUBS OR ACTIVITY LINKED TO VOLLEYBALL CLUBS.

The Community Development Coach network has had a major impact on the number of young people currently playing in volleyball clubs. There has also been significant input from important new national projects such as Premier League 4 Sport and Change 4 Life Sports Clubs.
SUSTAIN AND IMPROVE THE QUALITY OF PROVISION OF THE CURRENT VOLLEY 2 AND 3 CLUBS (40)

8 VOLLEY 2 CLUBS, 2 VOLLEY 3 CLUBS.

There are currently 8 clubs who have advanced their accreditation from volley 1 to volley 2 or 3. Currently there are a further 17 clubs working towards volley 2 and 4 towards volley 3. It is anticipated that as more clubs achieve volley 1 the number working towards volley 2 and 3 will also increase.

INCREASE THE NUMBER OF VOLLEY 123 CLUBS BY 65 (FROM 40 TO 105)

There are currently 39 volleyball clubs who have achieved volley 123 accreditation. There are currently a further 56 clubs working towards accreditation which would enable this target to be met assuming they complete the accreditation process by March 2013.

EXCEL IN ALL AREAS OF THE PLAYER DEVELOPMENT PATHWAY FOR INDOOR VOLLEYBALL, BEACH VOLLEYBALL AND SITTING VOLLEYBALL

ESTABLISH TOP QUALITY SUPPORT FOR THE 600 ENGLISH ATHLETES IDENTIFIED WITH AN ABILITY AND DESIRE TO PROGRESS ALONG THE TALENT PATHWAY, FOR INDOOR, BEACH AND SITTING VOLLEYBALL.

Significantly enhanced the training environments for 50 clubs, 36 regional and 14 national programmes including opening of the National Volleyball Centre (Kettering) delivery of the UK School Games and participation in both the European Youth and Junior Championships.

Developed new player and competition pathways for Sitting Volleyball including 9 regional centres, an annual Sitting Grand Prix and National Finals and the management and delivery of the GB Paralympic programmes for Men and Women including participation in European, World and Paralympic Championships.

Established an emerging performance pathway for Beach Volleyball and hosted the World Junior Beach Volleyball Championships.

Advanced opportunities for players to enter daily training with continued support for Senior Development Programmes for Men (Sheffield), Beach (Bournemouth) and Sitting (Roehampton). The launch of the new Junior National Academy (Loughborough) and Satellite Academy network with club and FE partners across 6 sites. Over 100 players have now experienced daily training environments.

49 coaches of talented athletes have gained new qualifications including 25 new International (FIVB) qualifications.
EXPLOIT MEDIA OPPORTUNITIES TO RAISE THE PROFILE OF ALL ASPECTS OF VOLLEYBALL, INDOOR, OUTDOOR, BEACH AND SITTING

MAXIMISE THE CONTRIBUTION THAT FIVB AND CEV EVENTS CAN MAKE TO THE IMAGE, DEVELOPMENT AND SUSTAINABILITY OF VOLLEYBALL IN ENGLAND.

Media opportunities and the profile of the sport (indoor, outdoor, beach and sitting) increased significantly through the period. To date circulation figures for each piece of volleyball coverage from Volleyball England has reached a total audience of over 100,000,000.

We have worked with FIVB, CEV, ECVD, WOVD, LOCOG on a number of world class events including CEV (European) Masters (Beach), Blackpool, September 2009; FIVB World Junior U21 Championships (Beach), Blackpool, September 2009 and ECVD Continental Cup (Sitting), Kettering, July 2011, the test event for the Games and the Olympic and Paralympic Games in 2012. This significantly helped raise the profile of the sport in the media and helped with the development of the sport. In particular, the profile of Martine Wright within the Women’s Great Britain Sitting Squad gained extensive coverage as part of both Channel 4’s opening ceremony to the Paralympic Games and the BBC Sports Personality of the Year - Helen Rollason Award.

EQUAL ACCESS AND OPPORTUNITY FOR ALL MEMBERS OF THE COMMUNITY

EMBRACE THE DEPTH OF DIVERSITY WITHIN THE VOLLEYBALL COMMUNITY AND PROVIDE MORE OPPORTUNITIES FOR PEOPLE TO CONTRIBUTE THROUGHOUT ALL LEVELS OF THE SPORT.

Over the last four years we have made significant strides in embracing the sitting game with a co-opted Board member, a new Sitting Advisory Group, a full time Sitting Volleyball Manager and full time Officer. We continue to lead the way with female representation with a female Chief Executive and two further female Board members, Janet Inman and Marzena Bogdanowicz. The V Inspired Programme has engaged a new set of young volunteers (16 – 25) being recruited from non traditional volleyball backgrounds. Of the 52 new recruits, 44 completed an Equal Opportunities Monitoring Form. 36% of the volunteers were male and 64% female, 30% were new volunteers, i.e. they had not done any volunteering before and 32% were from BME backgrounds. We also undertook Board, Commission Presidents and Senior Staff training alongside publishing our Equity Strategy in late 2011.

EFFECTIVE GOVERNANCE, HUMAN RESOURCE AND FINANCIAL MANAGEMENT


The Governance, Human Resource and Financial Management of Volleyball England has seen significant developments throughout 2009-13 A full review of the Articles of Association has been undertaken and was approved by the membership at the July 2010 Annual General Meeting. The new articles ensure that Volleyball England are compliant with current legislation and provide a more robust framework for the governance of Volleyball England.

Volleyball England completes a yearly self assurance with Sport England on their Governance, Human Resource and Financial systems and processes. These were successfully completed each year with a green rating being awarded on each occasion. In 2009 Volleyball England were also selected for a full on site audit by Sport England which was passed with flying colours.

The financial reporting system of Volleyball England was reviewed and updated in 2010. A new monthly accounts structure has been implemented with a more robust and efficient reporting system. A calendar planning document for 2009-13 that incorporates a more structured delivery and financial reporting schedule is now in place that supports the governance mechanisms of Volleyball England.

In 2012 Sport England provided revised recommendations for the Good Governance of NGBs and a health check of NGBs against the new criteria. Volleyball England has implemented a Governance Action Plan in line with Sport England recommendations to meet the new criteria. The first stage of this involved acceptance of changes to the Board composition by introducing new roles.
• OVER HALF A MILLION PEOPLE EXPERIENCING VOLLEYBALL FOR THE FIRST TIME
  Over 1,500,000 people of all ages have experienced volleyball for the first time as regular or casual players, coaches, officials, volunteers, spectators and members. 1,000,000 people experienced volleyball for the first time as spectators at the London 2012 Olympic and Paralympic Games.

• 4 WORLD CLASS CEV/FIVB EVENTS DELIVERED
  We have hosted the CEV Beach Masters (Blackpool, 2009), the FIVB World U21 Beach Championships (Blackpool, 2009) and the ECVD Continental Cup for Sitting Volleyball (Kettering, 2011). In addition Volleyball England provided significant support for the delivery of the Olympic ‘Test Event’ and the London Olympic and Paralympic Games in 2012.

• 10 PERMANENT BEACH VOLLEYBALL FACILITIES ESTABLISHED
  Through committed partnership working we have matched every pound of Sport England capital investment in this area with £4 of additional funding through a combination of local partners, lottery bids and in kind donations of sand from LOCOG following the Olympic Test and Games itself. The final result has seen circa £1.5 million delivering 12 permanent facilities with a total of 36 courts added to the existing facility stock across the country now available for regular beach volleyball activity.

• 8,000 YOUNG PEOPLE ENJOYING VOLLEYBALL IN CLUBS
  Over 24,500 young people enjoy volleyball in clubs or activity linked to clubs as players, leaders, officials and volunteers. They have been introduced to the sport by local club activity linked to schools, the Community Development Coach network, Change 4 Life Sports Clubs, Premier League 4 Sport and the mygames projects.

• 10,100 MORE ADULTS PLAYING VOLLEYBALL WEEKLY
  Currently there are 27,500 people playing volleyball on a weekly basis. The Go Spike campaign (launched July 2011) has engaged over 36,000 adults in volleyball activity, converting at least 5,000 into regular participants. Whilst these figures have not had the desired impact on the Active People Survey results to date we are confident that it has helped to raise the profile of the sport and increased visibility with over 450,000 people experiencing volleyball at least once in 2012 according to the Active People Survey.
## SO HOW HAVE WE DONE?

### 1. LET'S PLAY VOLLEYBALL

<table>
<thead>
<tr>
<th>OUTCOME</th>
<th>2013 TARGET</th>
<th>2013 ACTUAL</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 clubs achieving volley 123 accreditation</td>
<td>105</td>
<td>39</td>
<td>The reviewed Volley 123 has been well received by those clubs who have achieved accreditation and are currently working towards (19) as it is felt the framework provides them with solid foundations to develop their clubs and junior development. There has been major challenges around converting those clubs working towards Volley 123 to Volley 1 accreditation including developing additional sessions to accommodate junior members and the incentives available for those clubs achieving accreditation, something that will be addressed in the 2013-17 Whole Sport Plan.</td>
</tr>
<tr>
<td>Clubs moving to Volley 2 &amp; 3</td>
<td>40</td>
<td>10</td>
<td>The value of the changes in the Volley 123 criteria are emphasised by the fact that over 25% of clubs who have achieved Volley 1 status have gone on to achieve the higher Volley 2 and Volley 3 levels offering greater opportunities for young people in their clubs to play regular volleyball locally, regionally and nationally.</td>
</tr>
<tr>
<td>Young people in clubs</td>
<td>8,000</td>
<td>24,088</td>
<td>Volleyball has seen an explosion in the number of young people experiencing volleyball over the last 4 years as a direct result of investment into the Community Development Coach network, being part of major projects such as Change 4 Life Sports Clubs and Premier League 4 Sport and also supporting cross sport projects such as School Games. In an area that has seen much change over the last 4 years including significant cuts in investment the partnership working approach we have taken has shown dividends by the volume of young people who have now had a positive experience in volleyball.</td>
</tr>
<tr>
<td>20 Community Development Coaches</td>
<td>20</td>
<td>11</td>
<td>The Community Development Coach network has been the cornerstone of our work with young people over the last 4 years and has helped us to develop important partnerships with local partners such as Premier League football club foundations, School Sport Partnerships, Local Authorities, County Sport Partnerships and commercial leisure providers.</td>
</tr>
<tr>
<td>Young people volunteering</td>
<td>850</td>
<td>1,408</td>
<td>Let’s Play Volleyball resources such as the Volleyball Leaders Award and Young Officials Award have provided opportunities for more young people to gain the skills they require and enthusiasm for volunteering in their volleyball clubs. Working on the mygames project has also meant Volleyball England has had an opportunity to work with partners on projects to attract more young people from within and new to volleyball into the sport in exciting opportunities including volleyball taster events and forming volley squads that can support clubs in their development.</td>
</tr>
</tbody>
</table>
## 2. HIGHER EDUCATION CLUB LINKS

<table>
<thead>
<tr>
<th>OUTCOME</th>
<th>2013 TARGET</th>
<th>2013 ACTUAL</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the number of Volley 123 clubs coming from or linking to the HE Sector</td>
<td></td>
<td>N/A</td>
<td>There are currently 66 HEVOs operational within 56 universities across England engaging 5,361 students in weekly volleyball participation. Each university has a customised development plan for increasing participation that the HEVO and the university club implement with the support of key partners within the Sports Development and Athletic Union teams at the university. A model that is seen as an example of best practice amongst NGB engagement in the Higher Education sector.</td>
</tr>
<tr>
<td>Increase the number of students participating: monthly weekly</td>
<td>12,000 4,750</td>
<td>5,361 weekly</td>
<td></td>
</tr>
<tr>
<td>50 Intra-mural competitions indoor and outdoor per year</td>
<td>50 per year</td>
<td>56 in 2012/13</td>
<td></td>
</tr>
<tr>
<td>Higher Education Volleyball Officers (HEVOs)</td>
<td>100</td>
<td>66</td>
<td></td>
</tr>
<tr>
<td>Increase entries into: VE Student Cup VE Student Beach Cup</td>
<td>5% 10%</td>
<td>91 teams 132 participants in 2012/13</td>
<td>Team entries to the Student Cup have increased by 30%. Team entries to the Beach Student Cup have increased by 14%.</td>
</tr>
</tbody>
</table>
### 3. SET UP AND PLAY

<table>
<thead>
<tr>
<th>OUTCOME</th>
<th>2013 TARGET</th>
<th>2013 ACTUAL</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular weekly outdoor opportunities run by club for adult members and non-members</td>
<td>2,000 participants weekly</td>
<td>3,200 participants weekly</td>
<td>68 clubs signed agreements to deliver regular weekly outdoor opportunities using the outdoor equipment franchise. Since delivery began in the summer of 2011, 5,800 people have been engaged by volleyball clubs and Community Development Coaches using this equipment with 3,200 being retained in weekly activity.</td>
</tr>
<tr>
<td>Club links to CDC and Competition Managers for outdoor SSP Festivals</td>
<td>N/A</td>
<td>N/A</td>
<td>Due to cuts in funding for School Sports Partnerships and changes in delivery in this sector work on this objective has been sporadic. Community Development Coaches have facilitated activity where School Sports Partnerships have remained in place aligned to the School Games, particularly at Level 1 and Level 2 competition.</td>
</tr>
<tr>
<td>Club links to other clubs for large scale outdoor competitions such as Let’s Play Volleyball Festivals and Regional Grass Series</td>
<td>N/A</td>
<td>N/A</td>
<td>Large scale regional events have taken place throughout the lifecycle of the 2009-13 plan and Set Up &amp; Play Equipment Franchises have been utilised in their delivery, particularly through the Go Spike campaign. Examples of where this was used to great effect was in Trafalgar Square in 2011 with over 1,500 people trying volleyball during a one day event and during the London 2012 Olympic Games where over a nine day period over 3,800 people tried volleyball as part of the BT London Live events in Victoria and Hyde Park.</td>
</tr>
</tbody>
</table>
4. GO SPIKE
(ORIGINAL VOLLEYFEST REGIONAL GRASS SERIES)

It was clear very early on that trying to deliver an increase through the VolleyFest Regional Grass Series and Beach Fest events alone would not help us to deliver our participation aspirations. The Go Spike campaign sort to raise awareness of volleyball and challenged us to use a wider network of internal and external stakeholders to help us increase opportunities to play volleyball for the first time and then continue to play on a regular basis. To date the Go Spike campaign has engaged over 36,000 adults retaining 5,000 in regular participation.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors to the Go Spike website – <a href="http://www.gospike.net">www.gospike.net</a></td>
<td>26,955 unique visitors (35,410 in total)</td>
</tr>
<tr>
<td>Come and Try courts at volleyball specific and external events to attract new participants to try volleyball.</td>
<td>11,700</td>
</tr>
<tr>
<td>Activity hosted at the purpose built beach volleyball facilities.</td>
<td>9,500 users</td>
</tr>
<tr>
<td>Activity hosted at the semi permanent beach volleyball nets erected across beaches in England.</td>
<td>8,000 users</td>
</tr>
<tr>
<td>Volleyball clubs running regular sessions for beginners and new players.</td>
<td>3,000 new participants</td>
</tr>
<tr>
<td>Community Development Coach activity to drive the number of adults (16+) playing volleyball.</td>
<td>2,800 new participants</td>
</tr>
<tr>
<td>Increase the number of students playing regularly through the use of the HEVO network.</td>
<td>2,200 students participating</td>
</tr>
<tr>
<td><strong>Total Participants</strong></td>
<td><strong>36,000</strong></td>
</tr>
<tr>
<td><strong>Regular Participants</strong></td>
<td><strong>5,000</strong></td>
</tr>
</tbody>
</table>

5. BEACH VOLLEYBALL

Five mass participation BeachFest events were delivered in 2009 and this increased to ten events being delivered in 2010. The total number of participants at BeachFest events in 2009 was 1131 and 1304 in 2010. At the end of 2010 along with the Regional Grass Series these events were reviewed and a decision to refocus driving participation through the Go Spike campaign was seen as a better way to help drive an increase in participation.

Over the past 4 years the VEBT has successfully delivered tour events around coastal locations exposing the sport to many thousands of people. In 2009 there was 350 participants and in 2012 that rose to 528. The tour has improved significantly over the past 4 years with better presentation of the events with enhanced player and spectator experiences. In 2012 the VEBT finals were broadcast on SKY Sports with viewing figures in excess of 60,000. For the last two years the Junior VEBT has been integrated into the senior tour and has provided a great platform for the development of talented juniors.
FIVE HIGH QUALITY INTERNATIONAL BEACH VOLLEYBALL EVENTS HAVE BEEN HELD:
CEV (European) Masters Blackpool x two
SWATCH FIVB World Junior Championships (Under 21) Blackpool
Olympic ‘Test Event’
Olympic Games at Horse Guards Parade

The major international volleyball events enabled high quality Beach Volleyball to be showcased in this country and the sport to be exposed to a large audience. The events were successfully delivered with excellent technical reports from the CEV (Europe) and FIVB (International). Excellent relationships were built with key delivery partners including the CEV, FIVB, Visit Blackpool, North West Development Agency and Beach Volleyball UK.

PERMANENT BEACH FACILITIES
Fourteen Go Spike Beach Hub projects have been delivered in partnership with local authorities, volleyball clubs, universities and commercial providers in the South West, South East, East Midlands and London regions including developments at the Crystal Palace National Sports Centre, the National Volleyball Centre and support for the first indoor beach facility at the Leaf Academy, Bournemouth. Many of these are based on the re-generation of existing facilities from other sports that had fallen into disrepair and now offer multi-court sand opportunities connected to existing amenities including changing, toilets, café and spectator areas. As part of this work Volleyball England has produced a technical brochure that outlines the procedure, specifications and estimated costs of converting and constructing permanent beach facilities.

Below is the full list of permanent beach volleyball facilities developed as part of Volleyball England’s capital investment and influencing over the last four years.

<table>
<thead>
<tr>
<th>SITE</th>
<th>REGION</th>
<th>NO OF COURTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barn Elms Sports Centre</td>
<td>London</td>
<td>4</td>
</tr>
<tr>
<td>Brentwood Leisure Centre</td>
<td>East</td>
<td>3</td>
</tr>
<tr>
<td>Crystal Palace National Sports Centre</td>
<td>London</td>
<td>3</td>
</tr>
<tr>
<td>Loughborough University</td>
<td>East Midlands</td>
<td>3</td>
</tr>
<tr>
<td>Loxford Park</td>
<td>London</td>
<td>3</td>
</tr>
<tr>
<td>Margate</td>
<td>South East</td>
<td>2</td>
</tr>
<tr>
<td>National Volleyball Centre, Kettering</td>
<td>East Midlands</td>
<td>3</td>
</tr>
<tr>
<td>Oakmead Indoor Beach Volleyball Centre</td>
<td>South West</td>
<td>3</td>
</tr>
<tr>
<td>Samuel Montagu Youth Centre</td>
<td>London</td>
<td>3</td>
</tr>
<tr>
<td>SCORE Centre</td>
<td>London</td>
<td>3</td>
</tr>
<tr>
<td>St Albans</td>
<td>South East</td>
<td>3</td>
</tr>
<tr>
<td>Westminster Academy</td>
<td>London</td>
<td>1</td>
</tr>
<tr>
<td>Wimbledon Park</td>
<td>London</td>
<td>2</td>
</tr>
<tr>
<td>Worthing</td>
<td>South East</td>
<td>2</td>
</tr>
</tbody>
</table>
6. CLUB & COACH PROGRAMME

The original Club & Coach project was designed to support the development of clubs, coaches and regions working with young players at the early stages of the talent pathway and was extended to include all regions through to 2011. More recently investment has focused support on a smaller number of clubs and coaches who have demonstrated success in delivering talent to national programmes with a closer alignment to programme 7 (National Programmes). The outcome was: ‘Increase the number and quality of players in high quality training environments and feeding into National Programmes’

ENHANCED ENVIRONMENTS

49 Clubs, 9 x 4 regional and 6 divisional programmes participated in the project and received support to upgraded training environments with funding utilised in various ways according to local need including: equipment (balls, nets, posts, ball trolley, first aid etc.), additional hall hire/training time, training kit, coaching equipment (video cameras, analysis software etc.), training diaries for players, floor fittings etc. There has been a 12% increase in the number of clubs entering junior championships over the period and 31 clubs in the scheme were accredited with 18 working towards.

COACH SCHOLARSHIPS

95 coaches were registered on the original scheme that ran until 2011 with a 25% turnover and 22% of coaches that did not engage beyond the first opportunity (average 2 per region). A programme of nationally funded development opportunities were delivered including; a study tour to the European Youth Championship Finals (Rotterdam), 3 FIVB courses, 2 National coaching conferences and mentoring opportunities with national coaches at Summer high performance camps (beach & indoor). 37 coaches completed a training needs analysis with 50% of coaches on scholarship gaining new qualifications including internationally (13 Level 1 & 12 Level 2, 25 FIVB at level I, II and III).

7. NATIONAL TALENT DEVELOPMENT PROGRAMME

The National Talent Development Programme has continued its work in transforming the England talent system. A Junior National Academy for boys and girls has been developed with partners Loughborough College and Skills Active that now provides central leadership to a network of six junior ‘Club England’ satellite academies that have recently been established. Successful partnerships between clubs and further education institutions have come together with Volleyball England to offer a high quality daily training environment for more than 80 locally based talented young players in both beach and indoor.

Similarly, the Men’s National Development Programme with partners Sheffield Hallam University and TASS has continued to operate with 25 players receiving daily training with full-time professional coaching and support services over the period. This has recently included extended training and competition opportunities to a wider group. Unfortunately plans to develop a female equivalent have not come to fruition due to lack of resource and sufficient female athletes of the required standard.

During the last 4 years the Cadet programme has been extended to include more players training at a national level regularly. Divisional squads (north, central, south) have been active on a monthly basis increasing the cadet pool of players from 15 to 60 in each gender with the Sainsbury’s UK Schools Games providing a high quality competitive experience.

England Cadet and Junior National teams are now established for both genders and continue to follow a programme of domestic and international competition with some results against minor European nations. Progress against other members of the European zone remains difficult with no significant wins to date in Junior/Youth European Championships despite some encouraging performances.

An emerging programme for beach talent development has also been initiated with the establishment of a new National Junior Head Coach position for beach volleyball, an annual junior performance camp and a senior development programme based at Bournemouth University.

8. SITTING VOLLEYBALL

The rise of Sitting Volleyball as the most recently established of the three disciplines has been nothing short of remarkable. This success is due in no small part to a joined up strategy that saw Volleyball England develop and manage both the community (Sport England) and performance (UK Sport) aspect in a complimentary way using Great Britain programmes to drive recruitment and motivate development. The success of this initiative has been reflected in unprecedented levels of media coverage for the sport. This culminated in two national awards for the outstanding contributions of Tom Middleton (SportsCoach UK Children’s Coach of the Year) and Martine Wright (Sports Personality of the Year Helen Rollason Award winner).

COMMUNITY

Since starting the work with Sitting Volleyball in 2009 a domestic sitting volleyball centre network has been developed that is
club-based with an understanding that each centre provides a regional hub for sitting volleyball activity. Currently participants are predominantly adult with more than 120 male and female players training weekly. With the support of Sport England and Spinal Injuries Association/SportsMatch investment, equipment and a delivery infra-structure has been put in place that has enabled the sport to grow including the following:

- ten sitting volleyball clubs linked to mainstream clubs running weekly adult sessions integrating able bodied and disabled participants
- a mixed gender domestic Grand Prix Championship with two divisions and a grand final
- a coaching qualification with 24 coaches trained
- a refereeing qualification with 64 referees formally qualified, 3 at International level
- 8 accredited clubs with pathways for junior players
- a successful corporate challenge competition with London 2012 partners
- strong links to armed forces charities (Battleback, Help for Heroes)

PERFORMANCE

It would be fair to say that relationships between English and British Volleyball in this area have developed well beyond what was originally envisaged at the start of the current strategic plan. Since taking on the delivery and management of the GB Paralympic programmes in 2009 the programme has expanded rapidly to include:

- A well established men’s and women’s GB programme with professional coaching and support staff delivering more than 60 days training each year.
- A daily training base in partnership with Roehampton University and TASS with 10 residential players and expert support services for selected male and female players delivering over 12 hours of training weekly.
- An international competition schedule spanning over 25 days per year including European and World Championships with some notable results against top class opposition including USA.
- Partnerships with UK Sport and LOCOG to deliver the European Confederation Continental Cup at the National Volleyball Centre that hosted the World’s top ten teams and acted as an unofficial test event.
- Delivery of Men’s and Women’s teams to the London Paralympic Games with credible performances including a historic first ever win in the competition.

9. FIVB/NATIONAL DEVELOPMENT CENTRE

In July 2009 Volleyball England completed an agreement with Kettering Conference Centre to become the new National Volleyball Centre (NVC) in conjunction with external funding partners East Midlands Development Agency, Kettering Borough Council and Northamptonshire Enterprise Ltd.

A refurbishment process commenced that has resulted in:

- an indoor arena providing a flexible space accommodating 4 training courts for sitting/standing and 1 international show court all with regulation free space and 12 mini-volley courts.
- the development of a brand new education and meeting room overlooking the main arena with resource library, audio-visual equipment and 6 ICT work stations with analysis software.
- a purpose built on-site dormitory style accommodation and catering block capable of housing more than 60 players.
- the construction of a bespoke floodlit outdoor sand facility with three training courts and a central show court to international standards using sand from the London Olympic Games.

Since opening over 400 days of Volleyball England activity has taken place at the NVC including:

- monthly training, camps and competitive preparation for national teams and talent programmes.
- more than 40 conferences, courses, workshops and seminars for coaches, referees, scorers, tutors, clubs and volunteers.
- over 30 domestic and international competitions.

In 2012 the establishment of the centre was recognised by the FIVB with confirmation that the NVC, Kettering would receive International Development Centre status and become the hub for delivery of training courses for federations in North West Europe.

LONDON 2012 OLYMPIC AND PARALYMPIC GAMES EQUIPMENT LEGACY

The London 2012 Olympic and Paralympic Games have already had a truly remarkable effect on volleyball in England, something that has clearly been demonstrated by the distribution of the equipment used at Earls Court, the EXCEL centre and Horse Guards Parade through the home nations of Great Britain.
SUMMARY

With this period of the sport including a home Olympic and Paralympic Games we knew it was going to be both busy and an extremely challenging four years for the hundreds of volunteers and staff. We have seen some highs and some lows but an absolute growth of the business of volleyball in England.

From a financial perspective, we have successfully secured considerably more financial resource than in any other period. The majority of which is from our new engagement with a host of new programmes supported by Government, from local grants and new partnerships, to matching awards through other funding pots. We have had an exceptional record in gaining such additional support, but it is fair to say we still continue to struggle to gain any commercial sponsorship. Having recently undertaken an external comprehensive asset review it is clear this will continue to be the case for the foreseeable future.

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<tbody>
<tr>
<td>Income</td>
<td>£1,487,646</td>
<td>£2,912,789</td>
<td>£2,986,694</td>
<td>£2,700,118</td>
<td>£2,307,949</td>
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<tr>
<td>Expenditure</td>
<td>£1,536,030</td>
<td>£2,870,896</td>
<td>£3,002,825</td>
<td>£2,700,167</td>
<td>£2,317,241</td>
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From a facility perspective, Keith Nichols (Technical Director) designed a new innovative slide system for cross net sport provision in schools. These are now in over 400 schools across England. The Sport England Technical Guidance Note for Sports Halls has now been amended, so that longer term we will ensure facilities are provided at the correct size, and provision of two court volleyball halls should increase.

In terms of our fantastic volunteers the Don Anthony Hall of Fame was launched with 48 volunteers being inducted in November 2011. The Hall celebrates the players, coaches and officials who have contributed to the sport over the years. In 2012, all Olympian and Paralympians were also inducted, a fitting celebration of such a momentous achievement, but sadly Don was not on hand as he passed away just a few months before the Games.

The new brand was launched in 2010, alongside 3Touch which received a facelift following feedback from the Annual Members Survey. Our website figures continue to grow with an average of 56,000 visitors per month, the main pages tend to be National League and News pages. Facebook fan page now has 4157 fans, our target was 2000 by April 2011. Interaction with fans has also increased with our latest figures showing over 400 daily interactions. We set up our Youtube account and formed our VEtv channel in March 2010, we have uploaded 15 fully edited video pieces, these have been viewed by over 55,000 people. Twitter, again a new communications tool for us has seen recent growth with 4302 followers.

Volleyball proved it’s worth at the Olympic and Paralympic Games in London with over 900,000 people from the UK purchasing tickets and coming along to Earls Court, Horse Guards Parade and Excel – second only to football and athletics! A superb achievement for the sport and praised throughout the international federation.

Volleyball England also moved home during the start of this period to SportPark at Loughborough University, a fitting office and set up for the hub of the sport in a modern and professional environment.
Volleyball England Equality Statement:
Volleyball England supports the principle of equal opportunities for all participants, members, representatives and employees whilst working for, or on behalf of the EVA. It opposes all forms of unlawful and unfair discrimination on the grounds of age, colour, race, nationality, religion, ethnic or national origin, gender, marital status, sexuality, HIV status, or unrelated criminal convictions, or disability.