Black Country and Staffordshire
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Introduction

At the heart Volleyball England’s 2013-17 Whole Sport Plan is the need to develop market and consumer insight that will allow us to make informed decisions, maximising our investment and ensuring the volleyball offer remains fresh and targeted to the changing needs of our new and existing players.

The information in this document is correct at the time of writing, however this is a field that is constantly changing and there will be a need to add and refresh the information throughout the four year cycle. It is our responsibility to do this regularly, with the help of all our partners, feeding regular information and updates to help us keep the content relevant and to continually add depth.
Strategy 2013-17

We believe through our mapping work and what we know about our sport and who is attracted to it a targeted offer focusing predominantly but not exclusively on young people will best help us to meet our outcomes and create more people with a volleyball habit for life.

The strategy for the next four years will focus on four different market groups;
- Schools and young people
- Further Education
- Higher Education
- Community

Within each market group there will then be programmes that aim to increase activity and achieve targets set against three areas of provision;
- Recreation – satellite and casual participation sessions
- Club – committed weekly participation in an organised environment
- Talent – dedicated participation in the highest outlet available

This insight pack should allow partners to analyse current provision and assess the readiness to deliver around each market group and area of provision as outlined above. Each sector should then be rated as RED – unable to deliver outcomes, AMBER – not currently delivering outcomes but have the ability to deliver within 18 months or GREEN – able to deliver the outcomes immediately.

The aspiration by the end of the 4 years is that we would be able to demonstrate complete provision and a GREEN rating for each of the sectors.
Set in the Heart of England; Staffordshire is a landlocked county in the West Midlands region of England and the Black Country encompasses the Metropolitan Boroughs of Dudley, Sandwell and Walsall and the southern parts of the city of Wolverhampton. This zone has a combined total populace of over 1.7 million residents, with 54.4% stating that they want to start playing sport or do a bit more. This represents a potential market place of nearly 1 million individuals who could be participating within all disciplines of our sport.

The majority of the areas within this potential ‘investment zone’ are achieving the national average of 21.8% for adult participation in sport and active recreation, with the overall average falling short with 18.3%. However, Sandwell (13.7%) and Walsall (17.1%) fall significantly short of this, there could be a large potential target market in this area.

**Schools and Young People**

**Potential marketplace**

**Population Data: Schools**

The investment zone has a secondary school (11+) population of 145,187 in 158 secondary schools across the six local authority areas:

<table>
<thead>
<tr>
<th>No. of secondary schools</th>
<th>School population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dudley</td>
<td>20</td>
</tr>
<tr>
<td>Sandwell</td>
<td>17</td>
</tr>
<tr>
<td>Walsall</td>
<td>19</td>
</tr>
<tr>
<td>Wolverhampton</td>
<td>17</td>
</tr>
<tr>
<td>Staffordshire</td>
<td>69</td>
</tr>
<tr>
<td>Stoke-on-Trent</td>
<td>16</td>
</tr>
</tbody>
</table>

The combined secondary school population of over 145,000 across Staffordshire and The Black Country provides a captive audience to promote the volleyball and create lifelong participants. Schools are often looking for ‘something new, different or inclusive’ and across the three disciplines of volleyball, beach volleyball and sitting volleyball our sport can be the answer.

**Current provision: Recreation**

**Recreation: Satellites Premier League 4Sport**

The Premier League 4Sport project represents a key investment to the Black Country and Staffordshire area, with both premier league clubs in the area choosing to invest in volleyball and with Stoke Football Club directly investing in a full-time Volleyball England Community Development Coach.

The Premier League 4Sport project is in its fourth year and provides financial support for community and foundation arms of premier league football clubs to provide community outreach work. The project uses the ‘power of football’ to attract new participants to a choice of four different sports. Through the funding each football club must support a minimum of four satellite sessions that feed into an established ‘hub’ club.
In the 2011-12 academic year this resulted in the establishment of 7 satellite sessions across the Black Country and Staffordshire that engaged 246 new young people to try volleyball and saw 139 sustained in the sessions throughout the year1.

In the first term of the 2012-13 academic year (Sep-Dec 2012) 6 satellite sessions have been funded, resulting in 178 young people trying the sport with 129 being retained across five or more sessions in the first term2; indicating that the success of the project will continue to grow year on year.

From 2014 onwards football clubs involved in the Premier League 4Sport project will be expected to select six sports to invest in, rather than four, from a choice of ten – an increase from six sports choices. Moreover, there will be an extension of the project with Wolverhampton Football Club taking on the programme from Sep 2013. As such the competition to be involved in the project is high and as The Black Country and Staffordshire will be a priority area for Volleyball England, our aim is to see the previous investment in our sport from the two premier league clubs continue and to secure funding for a new satellite programme from Wolves FC.

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1 PL4S Volleyball Data for 2011/12
2 PL4S Volleyball Data for Autumn Term 2012
Change 4Life Sports Clubs

The Youth Sports Trust created Change 4Life Sports Clubs in 2010 to provide everything that teachers needed to set up a new school club from a choice of seven sports: badminton, boccia, fencing, handball, table tennis, wheelchair basketball or volleyball. 432 schools chose volleyball and received a wall-to-wall net slider system to fit their sports hall, four volleyballs, £850 club development grant, a complete set of Volleyball England Let’s Play Volleyball resources and access to a teacher training course in their area.

In the first year 386 Change 4Life volleyball clubs were established and 8,019 young people participated. In year two 274 Change 4Life volleyball clubs were delivering with 5,285 young people participating. It was expected that the number of clubs would reduce year on year dependant on whether the sport was taken up by young people at the school.

Over the two counties 20 schools opted to establish a Change 4Life Volleyball Club in 2010. However, 50% of the schools involved have confirmed that they are no longer running the club due to the lack of a coach to deliver sessions. One of the schools however has expressed an interest to get back and up running if a link with a community club to establish a playing outlet could be made.

This supports the assertion that 38% of teachers quoted a lack of external support as a reason to discontinuing activity but also represents an opportunity to re-establish Change 4Life delivery where support can be offered.

<table>
<thead>
<tr>
<th>Change 4Life School Volleyball Clubs</th>
<th>Change 4Life School Volleyball Clubs</th>
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<tbody>
<tr>
<td><strong>The Black Country</strong></td>
<td><strong>Staffordshire</strong></td>
</tr>
<tr>
<td>Bishop Milner</td>
<td>Berry Hill Sports College</td>
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<tr>
<td>Ellowes Hall Sports College</td>
<td>Ormiston Sir Stanley Matthews Academy</td>
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<tr>
<td>Heathfields</td>
<td>Thistley Hough High School</td>
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<tr>
<td>Sandwell College</td>
<td>Queens Croft</td>
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<td>St Peter’s Collegiate School</td>
<td>The Friary</td>
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<td>De Ferrers High School</td>
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<td>Codsall High School</td>
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<td>Ounsdale High School</td>
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11,517 Change 4Life volleyball sessions were delivered & 535 new school-club links created in 2010-11 (C4L Sports Club SPEAR Report, Aug 2011)

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3 Let’s Play Volleyball resources: Volley Sport, Mini Volley and Super Mini Volley coaching packs plus the Young Leader and Young Referee Award tutor packs
4 Teacher training course: Adapted 6 hour ‘mini modules’ course that outlined how to use the Let’s Play Volleyball resources
6 Change 4Life Sports Clubs Data Collection, Youth Sports Trust (July 2012)
7 Information is based on conversations with school contact on 1/04/2013
Recreation: Competitive outlets

Let’s Play Volleyball Festivals
The West Midlands Let’s Play Volleyball Festival is hosted annually by Newcastle Staffs Volleyball Club and attracts up to 200 participants. This has become the focal competition for many club and school based teams across the zone.

Level 3 School Games
The Black Country
St Peters school - Wolverhampton
U13s 3v3 boys and girls

The lack of provision of volleyball at the Level 3 School Games in both Staffordshire represents a key opportunity to increase participation. With the number of secondary schools, junior clubs and active Change 4Life schools across the zone, the take up for volleyball at could be significant.

Further Education
Potential marketplace

There are 14 further education institutions across the investment zone with 6 colleges entering the British Colleges Sport (BCS) Championships. This represents an opportunity to facilitate growth through existing competition infrastructure.

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<tr>
<th>Further Education Institutions</th>
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<tr>
<td>City of Wolverhampton College</td>
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<td>Dudley College</td>
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<td>Halesowen College</td>
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<tr>
<td>King Edward VI College, Stourbridge</td>
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<tr>
<td>Stourbridge College</td>
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<tr>
<td>Sandwell College</td>
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<tr>
<td>Walsall College</td>
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</tbody>
</table>

The appointment of new ‘College Sports Makers’ will provide an opportunity for community clubs to link with their local college to offer support for delivering volleyball, beach volleyball and sitting volleyball. This is an opportunity for us to tap into a market group that are currently not engaged with the sport in a structured way.

As with university students, college students have more free time than young people at school or in employment and the attraction of being sociable or representing the college are the main reasons for this group to participate in sport.
Higher Education
Potential marketplace
Population Data: Students

The Black Country and Staffordshire investment zone hosts three higher education institutions accumulating a total 51,725 resident students at university.

University students represent a sector of the population who have a lot of free time and a desire to get involved in social activity. As such they are the perfect market group to get into volleyball. However, it is important to note that students will also quote ‘not enough time’ as one of the main barriers to increased participation.

Market Segmentation: Students
Volleyball England has developed insight based around four segments of volleyball participants at university. Recognising that there are different types of participants within a market group will help to guide our programmes and offers to ensure maximum participation.

Based on our current student membership we have established four types of participants, largely based on the amount of time they dedicate to volleyball and how they prioritise it in their academic life but also when the sport was introduced to them.

1. Roman
The Dedicated Volleyball Player: volleyball plays a very big part in his life, he represents his university in BUCS & Student Cup and takes competition and training very seriously. Roman is 20 and is studying for a BSc in International Business at university. He currently lives in a shared house with his friends, one of whom he met through playing volleyball during his first year of study. He has always lived in Britain, and didn’t consider travelling abroad to study having already gone through the state education system, progressing through primary and secondary school, 6th form and then onto university. Roman was an established player before joining university and based part of his choice of institution on the volleyball opportunities that were available to him.

2. Sophia
The Regular Volleyball Player: volleyball plays an important role in her university life, she plays in the BUCS team and commits to training for the physical and social elements. Sophia is 19 and is studying for a BSc in Sports Science at university. She currently lives in a shared house with her friends, who she has also introduced into recreational volleyball.

* Volleyball England Student Survey 2012-13
Sophia has lived in Britain all her life although has a split nationality (British, Dutch) and has gone through the UK state education system, progressing through primary and secondary school, FE College and then onto university. She first experienced volleyball on holiday visiting family in Holland, however really caught the buzz for volleyball when she started university.

3. James
The Occasional Volleyball Player: volleyball plays a small part in his life, he has played in BUCS a few times but prioritises his academia. James is 25 and is studying for an MSc in Chemistry at university. He currently lives on campus in halls. James is American and has moved to the UK to study. He first started playing volleyball in the U.S. during his time at high school and decided to get involved in the sport again whilst at university as it is a sport that he enjoys.

4. Amy
The Recreational Volleyball Participant: Doesn’t feel that volleyball plays a big part in her life but plays to keep active, have fun and socialise. Amy is 18 and studying for a BA in Geography at university. Amy currently lives on campus in halls of residence and tries to stay active whilst living a social lifestyle during her ‘Fresher’s year.’ Amy is British and has always lived in the UK Amy has gone through the UK school system and first experienced volleyball when she started University, as one of her flat mates took her along to one of the recreational sessions.

Did you know?

The most effective form of communication and marketing for students is via Facebook and Twitter. Posters, flyers, texts and emails are least likely to capture their attention (Volleyball England Student Survey, 2012)

Recreation: Competitive Outlets

There are three higher education institutions across the investment zone of which only one has both a men’s and women’s team entered into the British Universities & Colleges Sports (BUCS) Championships and none of whom entered the Volleyball England Student Cup.

A focus on developing team entries for both men and women from those universities who chose not to enter BUCS or the Student Cup will help to drive participation levels - without competitive outlets it is unlikely that individuals will commit to the sport. In addition to this, research has shown that volleyball is an excellent choice for student participants as it provides a competitive option that is team based and sociable and offers a chance to represent the university.

<table>
<thead>
<tr>
<th>BUCS (Men)</th>
<th>BUCS (Women)</th>
<th>Student Cup (Men)</th>
<th>Student Cup (Women)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st team</td>
<td>2nd team</td>
<td>1st team</td>
<td>2nd team</td>
</tr>
<tr>
<td>Staffordshire University</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Wolverhampton</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Keele University</td>
<td>✔</td>
<td>✔</td>
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</tbody>
</table>
The Volleyball England Beach Student Cup provides an additional competitive outlet at the close of the season for both performance and recreational, university and college teams alike and plays to host circa 200 students.

No students entered the Volleyball England Beach Student Cup in 2012. The 2013 Volleyball England Beach Student Cup will be heavily promoting entries into a 4v4 recreational tournament alongside the more traditional 2v2 competition. The university of Wolverhampton and Keele University are part of the HEVO programme and will be targeted to increase the number of entries across both competition formats.

Higher Education Volleyball Officer (HEVO) Programme

The HEVO programme has proven to be useful in the two universities based in the Black Country and Staffordshire investment zone, with both HEVOs supporting the development of the university clubs. However, more could be done to support them both to increase their participation figures.

Did you know?

Over 220 students took over Boscombe Beach in June 2011 and got through over 1,000 cans of Red Bull. After a full day’s play on the sand the after-party sponsored by Walkabout, Bournemouth played host to over 300 members of the Beach Student Cup contingent

(Volleyball England Beach Student Cup data 2011)

Did you know?

One of the biggest success stories of the HEVO programme in the 2011/12 academic year comes from the HEVO at Keele University. They have attracted 406 participants to come and try volleyball through the HEVO programme with over 100 of them returning to play on a weekly basis

(Volleyball England monthly HEVO data, 2011-12)

The HEVO programme identifies a candidate in each institution who will be supported and up-skilled by both Volleyball England and the university they are based in, to lead on the development of the university club and become part of a national workforce based in higher education. The programme inputs a small amount of investment and significant support for the individual (or HEVO) to write an annual development plan that will focus on growing participation within the club. This can lead to very different activities being planned out in each institution as the starting point may vary greatly. For example, some HEVOs have to set up a club from scratch, some work towards entering a BUCS team and others establish a recreational/social session or intra-mural league where a strong presence in BUCS already exists.
Currently 2 out of the 3 universities across the Black Country and Staffordshire have a HEVO in post and the programme is supported by the university. This has resulted in almost 100 brand new participants playing volleyball regularly since October 2012. 10

Staffordshire University will become a priority to establish the HEVO programme in for the 2013-14 academic year. They currently have an established volleyball club entered into the BUCS league for men and have started to enter local community competitions. With a combined student population of over 12,000 they could provide an increase in participation numbers for the zone.

**Community**

**Potential marketplace**

**Population Data: Adults**

The combined adult population across the investment zone of Black Country and Staffordshire, including the respective cities, reaches 1,640,876;

<table>
<thead>
<tr>
<th>Adult population</th>
<th>% of adult population participating in sport or active recreation</th>
<th>% of adult population who want to start playing sport or do a little bit more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stafford</td>
<td>101,888</td>
<td>22.9%</td>
</tr>
<tr>
<td>Staffordshire</td>
<td>690,945</td>
<td>21.8%</td>
</tr>
<tr>
<td>Dudley</td>
<td>241,818</td>
<td>18.2%</td>
</tr>
<tr>
<td>Sandwell</td>
<td>223,280</td>
<td>13.7%</td>
</tr>
<tr>
<td>Wolverhampton</td>
<td>186,632</td>
<td>20.7%</td>
</tr>
<tr>
<td>Walsall</td>
<td>196,313</td>
<td>17.1%</td>
</tr>
</tbody>
</table>

On average 55.5% of adult residents in Staffordshire and The Black Country, and their respective cities want to start playing sport or doing a bit more 11 that provides an identified marketplace of 910,686 adults or potential volleyball participants.

Conversely, 54% of adults across the investment zone do no sport or active recreation at all, a figure that Government policy and initiatives are continually trying to reduce.

**Did you know?**

The health costs of inactivity across Staffordshire are £14 million per year, and £18.2 million across the Black Country 12

10 Volleyball England monthly HEVO data 2012-13
Market Segmentation: Adults

To fully understand the potential marketplace of The Black Country and Staffordshire we need to understand who makes up the population. Sport England has developed nineteen sporting segments to help us understand people’s attitudes to sport and motivations for doing it (or not doing it). The sporting segments are represented as individual profiles sheets or ‘pen profiles’ attributed with different names designed to reflect their social background, current employment status and age range.

Volleyball England has analysed the information from each market segment, including what type of sporting activity motivates each profile and highlighted six segments whose sporting behaviours and motivations provide a good fit to start participating in, or becoming more active in volleyball.

1. **Ben (Staffordshire: 34,684, Black Country: 24,490)**
   **Competitive male urbanite:** Aged 18-25, single, graduate professional.

   Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His ‘work-hard, play-hard’ attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.

   Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home. Image and brand conscious, Ben tries to keep a healthy diet, but with little success. Post- work and post-exercise fast foods are almost daily regimes.

   Across the investment zone ‘Ben’ represents 59,174 of the population.

2. **Jamie (Staffordshire: 40,153, Black Country: 49,407)**
   **Sports Team Lads:** Aged 18-25, single, vocational student.

   Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he’s been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school-mates.

   Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, either drinking or playing late night pool. Jamie isn’t fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.

   Jamie represents the second most significant segment of the potential volleyball population in Staffordshire and Black Country with 89,560.

3. **Chloe (Staffordshire: 31,475, Black Country: 19,210)**
   **Fitness class friends:** Aged 18-25, single, graduate professional.

   Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn’t worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

   Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends. Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn’t fanatical though, wanting to live a fun packed life while she’s young, free and single.

   50,685 of the investment zone is made up of ‘Chloes’, it represents the smallest segment for volleyball to target.
4. Leanne (Staffordshire: 31,181, Black Country: 38,495)

Supportive singles: Aged 18-25, likely to have children, student/part-time vocational.

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. Leanne is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly. Leanne doesn’t get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, at bingo or maybe in the local pub.

Leanne relies on her mum and girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it’s hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.

Leanne represents 69,676 of the population for Staffordshire and Black Country.

5. Tim (Staffordshire: 64,728, Black Country: 41,322)

Settling down males: Aged 26-45, married or single, may have children, professional.

Tim is 33 and works in IT. He lives with his wife Lorna in a semi-detached house they own in a desirable suburb. At the moment it’s just the two of them, but Lorna is expecting their first baby in a few months’ time.

Tim loves sport. Since his job has got busier he doesn’t do as much as he used to, but he still manages trips to the gym and the odd mid-week game of squash. He hopes things won’t change too much when the baby arrives, but knows they may not be able to enjoy such regular holidays in the future. Tim’s healthy diet is due to Lorna cooking most nights, but he’s not particularly health conscious himself. He enjoys a burger and maybe a pint after playing sport, and he may drink at home, albeit lightly.

There are 106,050 ‘Tims’ throughout Black Country and Staffordshire making ‘Tim’ the largest population representation for this potential investment zone.

6. Paula (Staffordshire: 30,770, Black Country: 52,658)

Stretched single mums: Aged 26-45, single, job seeker or part-time low skilled.

Paula, 33, lives in a council owned property with her three children. Jade and Kyle are at school now, but Ruby is still at home. Paula receives some state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn’t been able to work because of the children. A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It’s not cheap, but they need entertaining.

Paula can’t afford much fresh healthy food; instead she buys convenience meals from the discount freezer store. Given her stress-filled life she feels it’s understandable she needs to smoke and enjoy the odd drink.

Collectively, the investment zone area is home to 83,428 ‘Paulas’
The segments created by Sport England not only provide insight on current and desired sporting behaviour but also what motivates each type of person, what brands they aspire to, how we can overcome barriers that stop them taking part in volleyball and how to get them involved in volleyball as a sport that has been identified as one they would like. We can use this knowledge to help us influence people and persuade more to take part by allowing the insight to direct the sporting inventions we offer. More information can be found at: http://segments.sportengland.org

Recreation: Competitive Outlets

The opportunity for competition at all levels in the Black Country and Staffordshire zone is varied. A healthy regional-to-national league structure is provided however, with only North Staffordshire provided a local (county-level) league there is a significant gap in lower level competition that represents an opportunity for growth.

This diagram depicts that at local and regional level there is a third as many men’s teams competing as women’s. This disparity between the men’s and women’s leagues highlights an opportunity for growth - A focus on female participants of secondary school and college age could have an immediate impact on participation numbers and lead to growth in the adult game as the female players progressed through the player pathway. Without competitive outlets it is unlikely that individuals will commit to the sport. In addition to this, research has shown that volleyball is an excellent choice for female participants as it provides a competitive option that is team based and sociable but more importantly is a non-contact sport.

Did you know? 74% of girls say they want to do more physical activity (NHS Info Centre: Health Survey for England, 2007)
Clubs

Clubs are the main point of delivery and essential to the growth of our sport. The percentage of adults as registered members of clubs is mixed across the two areas with Staffordshire scoring just slightly lower than national average with 22.2%. On the other hand the Black Country achieved 17.6% well below the national average of to 23.3%\(^{12}\)

There are 22 affiliated clubs in the investment zone catering for approximately 730 members. All of these clubs state they would like to increase their membership, however our current affiliated clubs also state that there is a lack of coach/volunteer support to expand or that there is simply not enough capacity to take new members\(^{13}\)

<table>
<thead>
<tr>
<th>Staffordshire Clubs</th>
<th>Junior</th>
<th>Local</th>
<th>Regional</th>
<th>National</th>
<th>BCS</th>
<th>BUCS</th>
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<tbody>
<tr>
<td>City of Stoke on Trent 6th Form</td>
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<td>Keele University</td>
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<td>Staffordshire University</td>
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<td>Tamworth Volleyball Club</td>
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<td>MMU Cheshire - Crewe</td>
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<tr>
<th>Black Country Clubs</th>
<th>Junior</th>
<th>Local</th>
<th>Regional</th>
<th>National</th>
<th>BCS</th>
<th>BUCS</th>
</tr>
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<tbody>
<tr>
<td>Windsor High School &amp; 6th Form College</td>
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<tr>
<td>Dudley College</td>
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<tr>
<td>Halesowen College</td>
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<tr>
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<tr>
<td>Sandwell College</td>
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<tr>
<td>Coseley Volleyball Club</td>
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<tr>
<td>Smethwick Volleyball Club</td>
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<tr>
<td>Tettenhall Tigers</td>
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<tr>
<td>Wood Green Volleyball Club</td>
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<tr>
<td>Dudley</td>
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<tr>
<td>Redhill Stourbridge</td>
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<tr>
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<tr>
<td>Wombourne</td>
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</tbody>
</table>

There is a clear lack of sitting volleyball provision across the Black Country and Staffordshire zone with the closest sitting centre based in Birmingham. With over a quarter million people with mobility disabilities\(^{14}\) living in the zone, there is clear market potential to grow the sitting volleyball format in this zone

<table>
<thead>
<tr>
<th>Disabled people</th>
<th>People with mobility disabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Country</td>
<td>234,991</td>
</tr>
<tr>
<td>Staffordshire</td>
<td>219,148</td>
</tr>
</tbody>
</table>

\(^{12}\) Sport England Active People Survey 5, 2010 - 2011
\(^{13}\) Volleyball England Club Audit, 2012
\(^{14}\) EFDS census data 2011
A priority will be to work with current affiliated clubs to assess their readiness to increase membership levels and establish whether an increased workforce alone will allow the current club network to provide for the identified adult marketplace of 910,686 potential volleyball participants.\textsuperscript{15}

**National Championships**
Entries into the Volleyball England Junior National Championships are relatively healthy and are derived from several clubs in the zone;

<table>
<thead>
<tr>
<th>Entries 2012-13</th>
<th>U15 Champs</th>
<th></th>
<th>U16 Champs</th>
<th></th>
<th>U18 Champs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Black Country Redhill Tigers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Newcastle Staffs</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Newcastle-Under-Lyme College</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Redhill Stourbridge</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Tettenhall Tigers Volleyball Club</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Redhill</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4</strong></td>
<td><strong>6</strong></td>
<td><strong>3</strong></td>
<td><strong>5</strong></td>
<td><strong>5</strong></td>
<td><strong>4</strong></td>
</tr>
</tbody>
</table>

There is a slightly higher proportion of male entries to female, a skew that is reflected in competitive outlets throughout league entries. This supports the assertion that a focus on secondary school age females could provide an increase in participation.

**Facilities**

Facilities stock across the Black Country and Staffordshire is not highlighted as a problem, in fact the area has a healthy number of private and publically run leisure facilities and the education sector is relatively active in opening up access to community use with 35% of clubs benefiting from access to free or heavily subsidised facilities due to club links with educational institutions.\textsuperscript{16} Moreover 88.9% of clubs in the Black Country and Staffordshire zone state that they are able to access a suitable venue at appropriate times for club activity\textsuperscript{17} creating a high level of satisfaction.

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\textsuperscript{16} Volleyball England Club Audit, 2012

\textsuperscript{17} Volleyball England Club Audit, 2012
Gaining access to additional court space on school sites in order to facilitate growth is a desire highlighted by 29.6% of existing clubs in the zone\textsuperscript{18} and something that could be supported by providing sound facility-use advice to any new builds arising and identifying schools who are looking for a club link.

This zone does not currently host any Go Spike beach facilities. More and more inland, permanent beach facilities are being built by both public and private partners. Such facilities ensure that there are beach volleyball courts available for use throughout the year – an application to Sport England funding streams to build of such a facility would be supported by Volleyball England for this zone.

**Workforce**

Across the zone 7.1% of adult residents are regular sports volunteers, compared to the national average of 7.3%. Walsall represents the lowest of the areas with 4.4% whilst Stafford has the highest adult volunteer rate with 10.8%, exceeding the national average\textsuperscript{19}.

The varied volunteering rate is reflective of the numbers of coaches and referees who register with Volleyball England each year. The current affiliated workforce in the areas is not quite enough to service the volleyball provision in the area; with 13 registered coaches / head coaches qualified to run volleyball sessions unsupervised and just 11 referees to service 22 affiliated clubs entered into 3 different leagues. It is clear that much work is needed to develop a greater volunteer workforce to service these clubs and to support them to grow above entry level coaching qualifications.

78% of affiliated clubs in the zone state that they would like to increase their workforce of Level 2 or above coaches. The same number of clubs also stated that bursaries for coach and referee courses are the best way to help them to grow an appropriate workforce\textsuperscript{20}. This would suggest that the main barrier to appropriate workforce development is cost or lack of suitable individuals, rather than the willingness of clubs to host courses.

The priority will be to establish how many new coaches and referees need to be trained or up-skilled to service the current demands of clubs as well as future plans to expand. For example 58% of affiliated clubs in the zone claimed they would like to develop an appropriate workforce to run separate adult beginner sessions for the club, citing the lack of a coach as the main reason to not offering such a session\textsuperscript{21}.

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\textsuperscript{18} Volleyball England Club Audit, 2012

\textsuperscript{19} For APS5, the volunteering question was changed to include a more detailed definition of sports volunteering roles. Volunteering data therefore not be compared to previous year’s results

\textsuperscript{20} Volleyball England Club Audit, 2012

\textsuperscript{21} Volleyball England Club Audit, 2012