Dorset and Hampshire
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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 on the South Coast Dorset and Hampshire has it all from attractive coastline and beautiful countryside to the Historic Ports. The two counties offer an abundance of History and Natural Beauty which includes England's first Natural World Heritage Site and the largest hill fort in Europe. As multi-layered as the famous fossil flecked cliffs along its Jurassic Coast - a stunning stretch of 200 million-year-old shoreline that has been designated a Natural World Heritage Site by UNESCO due to its outstanding geological make-up.

With an adult population of just over 2 million, 52% of which want to start playing sport or do a bit more\(^1\), the area hosts a significant marketplace for potential volleyball participants across all disciplines of our sport. Dorset and Hampshire as a combined area is above the national average in terms of adult participation in sport and active recreation which states that 21.8% of adults currently participate across England\(^2\).

**Schools and Young People**

**Potential marketplace**

**Population Data: Schools**

Dorset has a secondary school (11+) population of 47,835 in 53 secondary schools across the three areas;

<table>
<thead>
<tr>
<th>No. of secondary schools</th>
<th>School population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dorset</td>
<td>34</td>
</tr>
<tr>
<td>Hampshire</td>
<td>71</td>
</tr>
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<td>Poole</td>
<td>9</td>
</tr>
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<td>Bournemouth</td>
<td>10</td>
</tr>
<tr>
<td>Southend</td>
<td>12</td>
</tr>
<tr>
<td>Isle of Wight</td>
<td>19</td>
</tr>
</tbody>
</table>

Across Hampshire’s four areas there are 112 secondary schools and the secondary school (11+) population more than doubles that of Dorset’s with 99,118 school goers;

```
<table>
<thead>
<tr>
<th>No. of secondary schools</th>
<th>School population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hampshire</td>
<td>71</td>
</tr>
<tr>
<td>Portsmouth</td>
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<td>Southampton</td>
<td>12</td>
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<tr>
<td>Isle of Wight</td>
<td>19</td>
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</table>
```

The combined secondary school population of 147,000 across Dorset and Hampshire provides a captive audience to promote 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 an additional source of investment to the satellite programme in Hampshire, with Portsmouth Football Club supporting Horndean Volleyball Club to deliver volleyball sessions as part of a reinvigorated programme this academic year.

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\(^1\) Sport England Active People Survey 5: Latent Demand (survey covers Oct 2010-Oct 2011)

\(^2\) Sport England Active People Survey 5, 16yrs+, 3x30min or more of moderate intensity sport and active recreation a week (survey covers Oct 2010-Oct 2011)
The Premier League 4Sport project is in its fourth year and provides financial support for community/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 Portsmouth FC dropped volleyball from the programme due to inactivity with the nominated hub club. However, the enthusiasm of new club Horndean VC renewed their faith in the sport and a clear development plan has been written to re-establish the satellite programme from September 2012.

In the first term of the 2012-13 academic year (Sep-Dec 2012) **2 brand new satellite sessions** have been established, resulting in **51 young people** trying the sport with **18 junior players being retained** across five or more sessions in the first term\(^3\). This strong start shows the success the project can have and it is hoped this will continue to grow year on year, with 4 satellites established by the August 2013.

From 2013-14 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 rather six sports. As such the competition to be involved in the project is high. Moreover, there will be an extension of the project with Southampton Football Club taking on the programme from Sep 2013. As Dorset and Hampshire will be priority area for Volleyball England, our aim is to see the previous investment from Pompey continue and to secure funding for a new satellite programme from Southampton FC.

**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\(^4\) and access to a teacher training course\(^5\) in their area.

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3. PL4S Volleyball Data for Autumn Term 2012
4. Let’s Play Volleyball resources, Volley Sport, Mini Volley and Super Mini Volley coaching packs plus the Young Leader and Young Referee coach tutor packs
5. Teacher training course: Adapted 6 hour ‘mini modules’ course that outlined how to use the Let’s Play Volleyball resources
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.

In the Dorset and Hampshire area 36 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 and 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.

### Change 4Life School Volleyball Clubs

<table>
<thead>
<tr>
<th>School</th>
<th>Location</th>
<th>Club Name</th>
<th>Location</th>
<th>Club Name</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Dorset</td>
<td>Bridgemary</td>
<td>Hampshire</td>
<td>Amery Hill</td>
</tr>
<tr>
<td>Oakmead</td>
<td>Dorset</td>
<td>Costello</td>
<td>Hampshire</td>
<td>Bohunt</td>
</tr>
<tr>
<td>Winton Arts and Media College</td>
<td>Dorset</td>
<td>QMC</td>
<td>Hampshire</td>
<td>Priory School Sports College</td>
</tr>
<tr>
<td>Lytchett Minster Upper</td>
<td>Dorset</td>
<td>Everest CC</td>
<td>Hampshire</td>
<td>Regents Park</td>
</tr>
<tr>
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<td>Dorset</td>
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<td>Hampshire</td>
<td>Oasis Mayfield</td>
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<td>Parkstone Grammar</td>
<td>Dorset</td>
<td>Hamble</td>
<td>Hampshire</td>
<td>Taunton College</td>
</tr>
<tr>
<td>St. Edwards</td>
<td>Dorset</td>
<td>Wildern School</td>
<td>Hampshire</td>
<td>Upper Shirley High</td>
</tr>
<tr>
<td>Shaftesbury School</td>
<td>Dorset</td>
<td>Fareham College</td>
<td>Hampshire</td>
<td>Havant College</td>
</tr>
<tr>
<td>Sturminster Newton</td>
<td>Dorset</td>
<td>Crofton</td>
<td>Hampshire</td>
<td>Priestlands School</td>
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<tr>
<td>Sir John Colfox</td>
<td>Dorset</td>
<td>Henry Cort</td>
<td>Hampshire</td>
<td>Arnewood School</td>
</tr>
<tr>
<td>The Grange</td>
<td>Dorset</td>
<td>John Hanson</td>
<td>Hampshire</td>
<td>Testwood Sports College</td>
</tr>
<tr>
<td>Bay House</td>
<td>Hampshire</td>
<td>Romsey</td>
<td>Hampshire</td>
<td>Quilley School of Engineering</td>
</tr>
</tbody>
</table>

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7. Change 4Life Sports Clubs Data Collection, Youth Sports Trust (July 2012)
8. Information is based on conversations with school contact on 1/04/2013
Recreation: Competitive outlets

Let’s Play Volleyball Festivals
The South West and South East Regional associations both run very successful Let’s Play Volleyball Festivals – Ashcombe set in the South East has been a long standing event and attracts circa 200 juniors to the event each year. The Let’s Play Volleyball Festival for the South West was hosted on the beach at Weston-Super-Mare in 2012 which proved popular with over 60 participants in the 1st year. These events are becoming the focal competition for many club and school based teams across the region.

Level 3 School Games
Beach volleyball and volleyball are both included in the Level 3 School Games of both counties;
Active Dorset:
U13 3v3 volleyball is in Summer Games 2013
U15 4v4 beach volleyball was held as part of Winter Games 2013
Sport Hampshire:
U14 4v4 volleyball is in the Summer Games 2013
U16 4v4 or 6v6 volleyball is in the Summer Games 2013

An area of development will be to work with partners to add sitting volleyball into each event; particularly as Portsmouth VC have a sitting volleyball section.

Further Education
Potential marketplace

<table>
<thead>
<tr>
<th>Further Education Institutions</th>
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</thead>
<tbody>
<tr>
<td>Alton College</td>
</tr>
<tr>
<td>Barton Peveril</td>
</tr>
<tr>
<td>Basingstoke College of Technology</td>
</tr>
<tr>
<td>Brockenhurst College</td>
</tr>
<tr>
<td>Eastleigh College</td>
</tr>
<tr>
<td>Fareham College</td>
</tr>
<tr>
<td>Technology College Farnborough</td>
</tr>
<tr>
<td>Havant College</td>
</tr>
</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**

Dorset and Hampshire host six Higher Education institutions and have **89,925** 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.

<table>
<thead>
<tr>
<th>University</th>
<th>Area</th>
<th>Population</th>
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</thead>
<tbody>
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<td>Arts University Bournemouth</td>
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<tr>
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<tr>
<td>University of Southampton</td>
<td>Hampshire</td>
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<td>Southampton Solent University</td>
<td>Hampshire</td>
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<tr>
<td>University of Portsmouth</td>
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<td>21,827</td>
</tr>
<tr>
<td>University of Winchester</td>
<td>Hampshire</td>
<td>5,906</td>
</tr>
</tbody>
</table>

**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.

**Did you know?**

Volleyball is the 4<sup>th</sup> highest BUCS points earning sport at the Bournemouth University with a men and women’s 1<sup>st</sup> team only  
(British Universities & Colleges Sports results 2012-13)
2. Sophia

**The Regular Volleyball Player:** volleyball plays an important role in her university life, she plays in the BUoS 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.

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 BUoS 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 is 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 six higher education institutions in Dorset and Hampshire, 50% of which have both a men’s and women’s team entered into the British Universities & Colleges Sports (BUoS) Championships and 50% of HE institutions entered both a men and women’s team into the Volleyball England Student Cup 2012-13.

A focus on developing team entries for both men and women from those universities who chose not to enter 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 a chance to represent the university.
Bournemouth and Portsmouth both have Active University bids with Sport England that identifies volleyball as one of their priority sports to increase participation in. As such both universities have a separate pot of funding and staff resource to support the development of volleyball at a recreational level for the student population, outside of BUeCS teams.

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.

11 student teams attended the Beach Student Cup from Dorset and Hampshire in 2012 from Bournemouth University, Southampton Solent University, Portsmouth University and Southampton University.

The 2013 Volleyball England Beach Student Cup will be heavily promoting entries into a 4v4 recreational tournament alongside the more traditional 2v2 competition. The three universities that are part of the HEVO programme 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 highly successful in the universities based in Dorset and Hampshire, with the previous HEVO from Southampton Solent, Kasia Wierzbicka, becoming a ‘Senior HEVO’ (SHEVO) in 2012 due to her achievements as a HEVO in the previous year, in which the club achieved the Volleyball England Side Out Accreditation in April 2012 due to the excellent club structure that had been put in place through the support of the HEVO programme. Kasia in her role as SHEVO is responsible for mentoring a cluster of HEVOs within local universities as well as along the south coast providing support where necessary to a number of HEVOs.

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<table>
<thead>
<tr>
<th>University</th>
<th>BUCS (Men)</th>
<th>BUCS (Women)</th>
<th>Student Cup (Men)</th>
<th>Student Cup (Women)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bournemouth University</td>
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<td>✓</td>
<td>✓</td>
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<tr>
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<tr>
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<td></td>
</tr>
<tr>
<td>Solent University</td>
<td></td>
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<td>University of Portsmouth</td>
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</tr>
<tr>
<td>University of Winchester</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Did you know?

4 of the men’s team’s from Dorset and Hampshire finished in the top 7 in the 2012 Beach Student Cup with Renato Silva & Andreas Savvidis of Southampton University taking the title of champions of the Volleyball England Beach Student Cup (Volleyball England Beach Student Cup results 2012)
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 3 out of the 7 Higher Education universities in the Dorset and Hampshire area have a HEVO in post and the programme is supported by the university. This has resulted in just over 75 brand new participants playing volleyball regularly since October 2012.¹⁰

Portsmouth University will become a priority university to establish the HEVO programme in for the 2013-14 academic year. Portsmouth currently have both a men’s and a women’s team, who both compete in the South Eastern 2A BUCS leagues respectively as well as recreational intramural tournaments and one-day mini tournaments for students and staff.

<table>
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<th>2012-13</th>
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<tr>
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<td>Gemma Beddows</td>
<td><a href="mailto:gemma.beddows@hotmail.co.uk">gemma.beddows@hotmail.co.uk</a></td>
</tr>
<tr>
<td>University of Southampton</td>
<td>Participation: Develop recreational section</td>
<td>Helga Jenssen-Husebo</td>
<td><a href="mailto:hjh1g10@soton.ac.uk">hjh1g10@soton.ac.uk</a></td>
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<tr>
<td>Solent University</td>
<td>Grow club members: Develop 2nd teams</td>
<td>Slawomir Bruszkowski</td>
<td><a href="mailto:brusuave@gmail.com">brusuave@gmail.com</a></td>
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<tr>
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<tr>
<td>University of Winchester</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

¹⁰Volleyball England monthly HEVO data 2012-13

University of Southampton has attracted 85 new participants to come and try volleyball so far this academic year through the HEVO programme with over 35 of them returning to play regularly (Volleyball England monthly HEVO data, 2012-13)
Population Data: Adults

Dorset and Hampshire have 2,009,673 adults in the latest census. On average 52% of adult residents in Dorset and Hampshire want to start playing sport or doing a bit more\(^\text{11}\) that provides an identified marketplace of 1,045,030 adults or potential volleyball participants.

On average 47% of adults across Dorset and Hampshire do no sport or active recreation at all\(^1\), a figure that Government policy and initiatives are continually trying to reduce.

Market Segmentation: Adults

To fully understand the potential marketplace of Dorset and Hampshire 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). 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.

\textbf{1. Ben (Dorset: 28,031, Hampshire: 76,848)}

**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

\(^{11}\) Sport England Active People Survey 5: Latent Demand (survey covers Oct 2010-Oct 2011)
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.

With 104,879 of the populations of Dorset and Hampshire made up of ‘Ben’, it represents the second largest segment for volleyball to target.

2. Jamie (Dorset: 23,152, Hampshire: 67,681)
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.

There are 90,833 ‘Jammies’ throughout Dorset and Hampshire.

3. Chloe (Dorset: 26,937, Hampshire: 74,697)
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.

Dorset and Hampshire is home to 101,634 ‘Chloes’.

4. Leanne (Dorset: 18,383, Hampshire: 53,263)
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 71,646 of the populations of Dorset and Hampshire.

Did you know?

Young women leave school half as active as young men and that 80% of women do too little exercise to benefit their health.

(NHS Info Centre: Health Survey for England, 2007)
5. Tim (Dorset: 50,034, Hampshire: 146,011)

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.

Tim represents a significant segment of the potential volleyball population in Dorset and Hampshire with 196,045.

6. Paula (Dorset: 10,533, Hampshire: 46,982)

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.

Across Dorset and Hampshire ‘Paula’ makes up 57,027 of the population.

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

There is ample opportunity for competition at all levels in the area of Dorset and Hampshire. A healthy league structure is provided from a local (county-level) league through to National League clubs. For those who do not want to commit to regular competitive participation or a league there are some well-established stand alone, open entry tournaments.
This diagram depicts that at the ‘local’ or county-level, there are twice 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)
There are five Volleyball England licensed tournaments established in the area of Dorset and Hampshire accommodating over 800 participants annually, attracting teams from across the country:

- Sorted O’Neil Classic
- Sandbanks Beach Volleyball Festival
- Weymouth Beach Volleyball Classic
- East Hants Volleyball Picnic
- Roke Manor VC Annual Tournament

**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 on average higher than the national average; 22.9% of residents in Dorset and 25.5% of adults in Hampshire compared to 23.3% nationally.

There are 37 affiliated clubs in Dorset and Hampshire catering for approximately 780 members. 34 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.  

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<thead>
<tr>
<th>Hampshire Volleyball Clubs</th>
<th>Junior</th>
<th>Local</th>
<th>Regional</th>
<th>National</th>
<th>BCS</th>
<th>BUCS</th>
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<td>Barton Peveril College</td>
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<td>Farnborough Volleyball Club</td>
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<td>Ordnance Survey Volleyball Club</td>
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<td>Peter Symonds 6th Form College</td>
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<td>Pumas (of Portsmouth)</td>
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<td>Richard Taunton 6th Form College</td>
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<td>Roke Manor Volleyball Club</td>
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<td>Solent</td>
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<td>Team Southampton</td>
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<td>The Sunsetters</td>
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<td>University of Portsmouth</td>
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<td>Winchester Eagles</td>
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1| Volleyball England Club Audit, 2012
There is a clear lack of sitting volleyball provision across Dorset and Hampshire with just one sitting centre at Portsmouth Volleyball Club. Over the next four years it will become a priority to develop more clubs in the area for disability athletes to have a sitting volleyball outlet.

Another 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 1,045,030 potential volleyball participants.\(^{13}\)

### National Championships

Entries into the Volleyball England Junior National Championships are high and derive from three clubs in the area. In the 2012-13 season there were entries from New Forest, Team Southampton and Wessex Volleyball Club who entered in all categories.

However, with 10 affiliated junior clubs across Dorset and Hampshire there is opportunity for growth.
Facilities

Facilities stock across Dorset and Hampshire 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 30% of clubs benefiting from access to free facilities due to club links with educational institutions. Moreover 80% of clubs in Dorset and Hampshire state that they are able to access a suitable venue at appropriate times for club activity creating a high level of satisfaction.

Gaining access to additional court space on other school sites in order to facilitate growth is however a desire highlighted by 45% of existing clubs in the area and something that could be supported by providing sound facility-use advice to any new builds arising.

There are currently seven secondary schools that have been identified by the Education Funding Agency as priority schools for new builds;
1. Montacute School: Poole
2. Bitterne Park School: Southampton
3. The Cedar School: Southampton
4. King Richard School: Portsmouth
5. Carisbrooke College: Isle of White
6. Christ the King College: Isle of White
7. Ryde Academy: Isle of White

As Carisbrooke College hosts a Change4ife Sports Club on site, a cause to include volleyball courts and equipment is clear. The other schools however should be targeted to ensure volleyball provision is made and each represent an opportunity for community clubs to link with them to offer a school-club link that could result in facility access at an affordable rate.

In Feb 2012 Sport England, in consultation with Volleyball England and other NGBs, updated their sports hall guidance to ensure the minimum sports hall sizes could accommodate two volleyball courts, side by side as a minimum. Up to date facility guidance can be found online at: www.sportengland.org/facilities_planning

\[\text{Volleyball England Club Audit, 2012}\]
\[\text{Volleyball England Club Audit, 2012}\]
\[\text{Volleyball England Club Audit, 2012}\]
Dorset also hosts two Go Spike Semi-Permanent Beach Facilities at Weymouth and Studland beaches. This ensures that two beach volleyball courts are available for use throughout the outdoor season April-September.

There are also permanent beach courts at Southsea, Boscombe and the new indoor facilities at Bournemouth.

**Workforce**

7.2% of adult residents are regular sports volunteers, just below the national average of 7.3%.\(^\text{17}\)

The current affiliated workforce in Dorset and Hampshire is not enough to service the volleyball provision in the area; with just 28 registered coaches / head coaches qualified to run volleyball sessions unsupervised and 19 referees to service 37 affiliated clubs entered into 6 different leagues.

However, 70% of affiliated clubs state that they would like to increase their workforce of Volunteers and of Level 2 or above coaches and that bursaries for coach and referee courses are the best way to help them to grow an appropriate workforce\(^\text{18}\). This would suggest that the main barrier to appropriate workforce development is cost or lack of suitable individuals, rather than the willingness of clubs.

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<thead>
<tr>
<th></th>
<th>Coaches</th>
<th>Referees</th>
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<tbody>
<tr>
<td></td>
<td>Level 1: Ass. Coaches</td>
<td>Level 2: Coaches</td>
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<tr>
<td>Dorset</td>
<td>4</td>
<td>8</td>
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<tr>
<td>Hampshire</td>
<td>22</td>
<td>13</td>
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</table>

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 40% of affiliated clubs in the area 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.

\(^\text{17}\) For APS5, the volunteering question was changed to include a more detailed definition of sports volunteering roles. Volunteering data for APS6 therefore not be compared to previous year’s results

\(^\text{18}\) Volleyball England Club Audit, 2012