FOR SKILLS, FITNESS, TACTICS AND A GREAT SOCIAL BUZZ... GET INTO VOLLEYBALL!

Greater Manchester
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Introduction

At the heart of 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 to maximize our investment and ensure the volleyball offer remains fresh and targeted at the changing needs of our new and existing players.

The information in this document is correct at the time of publication, but due to the nature of this information it is liable to change parallel to information being added and amended throughout the four-year cycle. It is the responsibility of Volleyball England, with the cooperation of its’ partners – who will feed regular information updates to us – to keep the content relevant and ensure that we build upon and use this insight to continue to grow and support developments in the best way to benefit volleyball.
**Strategy 2013-17**

We believe through our mapping work, what we know about our sport and who it attracts, 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.
Greater Manchester is completely landlocked and encompasses one of the largest metropolitan areas in England, as such urban volleyball opportunities and the facilities to support them are key to developing the sport. Greater Manchester is an amalgamation of 70 former local government districts and now comprises ten metropolitan boroughs; Bolton, Bury, Oldham, Rochdale, Stockport, Tameside, Trafford, Wigan plus the cities of Manchester and Salford.

With an adult population of over 2 million, 54.8% of which want to start playing sport or do a bit more\(^1\), this zone hosts a significant marketplace for potential volleyball participants across all disciplines of our sport. Greater Manchester as a whole 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\(^2\).

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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)
Potential marketplace - Schools and Young People

Population Data: Schools

Greater Manchester has a secondary school (11+) population of 156,827 in 164 secondary schools across the ten metropolitan boroughs;

<table>
<thead>
<tr>
<th>No. of secondary schools</th>
<th>School population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolton</td>
<td>17  18,806</td>
</tr>
<tr>
<td>Bury</td>
<td>14   10,977</td>
</tr>
<tr>
<td>Manchester</td>
<td>26   23,616</td>
</tr>
<tr>
<td>Oldham</td>
<td>13   15,854</td>
</tr>
<tr>
<td>Rochdale</td>
<td>12   12,592</td>
</tr>
<tr>
<td>Salford</td>
<td>15   10,942</td>
</tr>
<tr>
<td>Stockport</td>
<td>14   14,454</td>
</tr>
<tr>
<td>Tameside</td>
<td>15   14,065</td>
</tr>
<tr>
<td>Trafford</td>
<td>18   16,660</td>
</tr>
<tr>
<td>Wigan</td>
<td>20   18,861</td>
</tr>
</tbody>
</table>

The secondary school population across Greater Manchester 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 a significant source of investment to the satellite programme across Greater Manchester with three of the four premier league clubs in the area choosing to invest in volleyball - Manchester City, Manchester United and Wigan Athletic Football Clubs have supported community clubs to deliver volleyball sessions to hundreds of young people and directly invested in three full-time Volleyball England Community Volleyball Coaches.

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 this resulted in the establishment of **11 satellite sessions** across Greater Manchester that engaged **430 new young people** to try volleyball and saw **164 sustained** in the sessions throughout the year\(^3\).

In the first term of the 2012-13 academic year (Sep-Dec 2012) **11 satellite sessions** have been funded, resulting in **344 young people** trying the sport with **292 junior players being retained** across five or more sessions in the first term\(^4\). This strong start indicates that the success of the project will continue to grow year on year.

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.

As Greater Manchester will be a priority zone for Volleyball England, our aim is to see the previous investment from Manchester City, Manchester Utd and Wigan Athletic football clubs continue and to secure funding from Bolton Wanderers FC to establish a successful satellite programme across Bolton.

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\(^3\) PL4S Volleyball Data for 2011/12

\(^4\) PL4S Volleyball Data for Autumn Term 2012
FOR SKILLS, FITNESS, TACTICS AND A GREAT SOCIAL BUZZ... GET INTO VOLLEYBALL!

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 local 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.

Across Greater Manchester 24 schools opted to establish a Change 4Life Volleyball Club in 2010;

<table>
<thead>
<tr>
<th>Change 4Life School Volleyball Clubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>St Annes</td>
</tr>
<tr>
<td>St Damiens RC Science College</td>
</tr>
<tr>
<td>New Charter Academy</td>
</tr>
<tr>
<td>Manor High</td>
</tr>
<tr>
<td>Altrincham College of Arts</td>
</tr>
<tr>
<td>Winstanley College</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

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 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.

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5. 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
6. Teacher training course: Adapted 6 hour ‘mini modules’ course that outlined how to use the Let’s Play Volleyball resources
8. Change 4Life Sports Clubs Data Collection, Youth Sports Trust (July 2012)
9. Information is based on conversations with school contact on 1/04/2013
Recreation: Competitive outlets

Let’s Play Volleyball Festivals
The North West Let’s Play Volleyball Festival has fast become the most successful festival in the history of the project, with 902 participants in 2012 the festival, hosted by two full-time Community Development Coaches, has doubled the number of participants year-on-year since they took the helm. This event has become the focal competition for many club, school and PL4S based teams across the region.

Level 3 School Games
Volleyball is featured in the 2013 Winter Games and is supported by strong Level 2 events. The competition spans all four year groups involved; years 7-10 and includes the following categories;
- U14 3v3 Boys
- U14 3v3 Girls
- U16 4v4 Boys
- U16 4v4 Girls

An area of development will be to work with partners to add sitting volleyball to the Level 3 Games that can be linked with the sitting volleyball centre for the Greater Manchester zone based at Wigan Seahawks VC.

Potential marketplace - Further Education

There are 19 Further Education institutions across Greater Manchester with just 3 of them competing in British Colleges Sport competitions (See highlighted)

<table>
<thead>
<tr>
<th>Further Education Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolton College</td>
</tr>
<tr>
<td>Bolton 6th Form</td>
</tr>
<tr>
<td>Bury College</td>
</tr>
<tr>
<td>Holy Cross College</td>
</tr>
<tr>
<td>Loreto College</td>
</tr>
<tr>
<td>Manchester College</td>
</tr>
<tr>
<td>Xaverian 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.
Potential marketplace - Higher Education

Population Data: Students

Greater Manchester hosts four Higher Education institutions and has **101,285 resident students**.

<table>
<thead>
<tr>
<th>University</th>
<th>Area</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Bolton</td>
<td>Bolton</td>
<td>8,740</td>
</tr>
<tr>
<td>University of Manchester</td>
<td>Manchester</td>
<td>39,165</td>
</tr>
<tr>
<td>Manchester Met University</td>
<td>Manchester</td>
<td>33,490</td>
</tr>
<tr>
<td>University of Salford</td>
<td>Salford</td>
<td>19,890</td>
</tr>
</tbody>
</table>

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, representing his university in BUeS & Student Cup - he 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 BUeS 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.

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**Did you know?**

Volleyball earned 90 BUeS points for the University of Manchester this academic year which had a significant impact in securing a top 10 place in the overall BUeS rankings (British Universities & Colleges Sports results 2012-13)
3. James - The Occasional Volleyball Player: Volleyball only 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 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 ‘Freshers’ 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

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**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)

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**Competitive Outlets: Students**

There are four higher education institutions in Greater Manchester, only one of which has an entry into the British Universities & Colleges Sports (BUCS) Championships and only 50% of the HE institutions entered a 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.

A priority will be to support the University of Salford and the University of Bolton to enter teams into the Volleyball England Student Cup and to work with Manchester Metropolitan to assess their readiness to make volleyball a BUCS sport, particularly as all three institutions can be supported by strong community clubs.
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.

Only one student team attended the Beach Student Cup from the Greater Manchester zone in 2012 from the University of Manchester. The 2013 Volleyball England Beach Student Cup will be heavily promoting entries into a 4v4 recreational tournament alongside the more traditional 2v2 competition. The one university that is 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 successful at Manchester Metropolitan University with the HEVO, Akshay Mistry, utilising the financial and development support offered through the HEVO programme to build on the well-established BUCS team provision.

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. As the university landscape varies between each institution, development plans will also ultimately differ to represent the individual barriers each of them face and achievable solutions to overcoming those barriers, to ensure that the university club continues to increase participation, whilst maintaining a strong structure.

Currently only 1 out of the 4 Higher Education institutions in the Greater Manchester zone have a HEVO in post and the programme supported by the university. This has resulted in 31 brand new participants playing volleyball regularly since October 2012.11

<table>
<thead>
<tr>
<th>2012-13</th>
<th>Focus</th>
<th>HEVO</th>
<th>Email address</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Bolton</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>University of Manchester</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Manchester Metropolitan</td>
<td>Grow club members: Establish club teams</td>
<td>Akshay Mistry</td>
<td><a href="mailto:aksh_mistry@hotmail.co.uk">aksh_mistry@hotmail.co.uk</a></td>
</tr>
<tr>
<td>University of Salford</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Moving forwards the University of Manchester will become a priority university for the establishment of the HEVO programme in the 2013-14 academic year. University of Manchester currently has men’s and women’s second and first teams, who all compete in the Northern 1A & 2A BUCS leagues respectively, providing a strong club structure to build a recreational outlet around.

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11Volleyball England monthly HEVO data 2012-13
Potential marketplace - Community

Population Data: Adults

Greater Manchester has 2,053,813 adults as of the latest census.

<table>
<thead>
<tr>
<th>Metropolitan Borough</th>
<th>Adult population</th>
<th>% of adults who want to start playing sport or do a bit more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolton</td>
<td>203,846</td>
<td>53.5%</td>
</tr>
<tr>
<td>Bury</td>
<td>141,760</td>
<td>50.4%</td>
</tr>
<tr>
<td>Manchester</td>
<td>401,334</td>
<td>51.1%</td>
</tr>
<tr>
<td>Oldham</td>
<td>164,955</td>
<td>56.1%</td>
</tr>
<tr>
<td>Rochdale</td>
<td>155,964</td>
<td>52.9%</td>
</tr>
<tr>
<td>Salford</td>
<td>182,001</td>
<td>55.6%</td>
</tr>
<tr>
<td>Stockport</td>
<td>224,729</td>
<td>60.0%</td>
</tr>
<tr>
<td>Tameside</td>
<td>168,833</td>
<td>51.9%</td>
</tr>
<tr>
<td>Trafford</td>
<td>168,751</td>
<td>64.3%</td>
</tr>
<tr>
<td>Wigan</td>
<td>241,640</td>
<td>52.8%</td>
</tr>
</tbody>
</table>

On average 54.9% of adult residents across Greater Manchester want to start playing sport or doing a bit more\(^2\) that provides an identified marketplace of 1,127,543 adults or potential volleyball participants! Conversely, 49.7% of adults in Greater Manchester 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 Greater Manchester we need to recognise who makes up the population. Sport England has developed nineteen sporting segments to help us comprehend people’s attitudes to sport and their 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.

1. Ben - 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.

Did you know?

The health costs of inactivity across Greater Manchester is £52.1 million per year (Department of Health - Be Active Be Healthy, Year 2006/7, measure: cost of inactivity)

There are 76,803 ‘Bens’ throughout Greater Manchester.

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


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.

With 132,495 of the population of Greater Manchester made up of ‘Jamie’, it represents the second largest segment for volleyball to target.

3. Chloe 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.

Greater Manchester is home to 61,321 ‘Chloes’.

4. Leanne 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 103,731 of the population of Greater Manchester.

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 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 Greater Manchester with 133,786.

6. Paula 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 Greater Manchester ‘Paula’ makes up 90,539 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 interventions we offer. More information can be found at: http://segments.sportengland.org
Recreation: Competitive Outlets

There is opportunity for some competition in the zone of Greater Manchester. A reasonably healthy local (county-level) league structure is provided with some teams in the north eastern part of the zone joining the Merseyside Local League due to geographical convenience. There are also a handful of National League outlets for those who wish to commit to the sport further and 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.

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This diagram depicts that at the ‘local’ or county-level, there are more women’s teams competing in Greater Manchester than men’s which is then reflected up into National League teams. This disparity between the men’s and women’s leagues highlights an opportunity for growth - A focus on male 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 male players progress through the player pathway. It has been recognised that, 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 male participants as it provides a competitive option that is team based but more importantly is a non-contact sport, something which switches young males off from football.

Moreover the lack of a regional league for the North West Volleyball Association is something that needs to be addressed. The step between local and national league competition is too large to not have a provision and could create a barrier to people participating who find themselves above local league standard but not ready, or not wanting to commit to, national league competition.

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*GMVA: Greater Manchester Volleyball Association
**MVA: Merseyside Volleyball Association
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 lower than the national average; 22.9% of residents in Greater Manchester compared to 23.3% nationally.¹

This below average club membership is reflective of the number of affiliated clubs in Greater Manchester, just 11 catering for approximately 220 members. 8 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.²³

There is a clear lack of sitting volleyball provision across Greater Manchester with just one sitting centre at Wigan Seahawks Volleyball Club. Over the next four years it will become a priority to develop more clubs in the area to deliver sitting volleyball as an outlet for disability athletes. Within the zone there are 521,314¹⁴ people with a registered disability, of which 297,149 state that they have a mobility disability providing a strong potential market for sitting volleyball provision. However, it is important to note that sitting volleyball is not simply the disability form of volleyball but an additional format that is played by able and disabled people alike.

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 1,127,543 potential volleyball participants.¹⁵

National Championships

<table>
<thead>
<tr>
<th></th>
<th>Marvels</th>
<th>Moorside</th>
<th>Salford</th>
<th>Tameside</th>
<th>Wigan</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
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<td>U15 Champs</td>
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</tr>
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<td>Total</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>5</td>
</tr>
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</table>

Entries into the Volleyball England Junior National Championships are high and derive from 50% of clubs in the zone. In the 2012-13 season there were a higher number of female entries (12) than male (8), largely due to the female focus that Tameside Volleyball Club has. This suggests there could be an opportunity to grow the game amongst younger male participants in the borough of Tameside either though Tameside VC or another club taking on a male focus.

¹³ Volleyball England Club Audit, 2012
¹⁴ EFDS disability data
Workforce

6% of adult residents in Greater Manchester are regular sports volunteers, this is significantly lower than the national average of 7.3%. And with the city of Manchester attracting just 3.5% of adult residents into regular sports volunteering it is surprising that the workforce is relatively high.

The current affiliated workforce in Greater Manchester should be enough to service the volleyball provision in the area; with 13 registered coaches / head coaches qualified to run volleyball sessions unsupervised and 16 referees to service 11 affiliated clubs entered into 3 different leagues there are suitable numbers to provide more than a 1:1 club workforce. However, that is under the assumption that all affiliated workforce are actively delivering and that the clubs are able to manage with a small workforce.

Despite the higher than average ratio of affiliated workforce to clubs in comparison to other volleyball zones, 70% of affiliated clubs state that they would like to increase their workforce of volunteers and specifically 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. This would suggest that the main barrier to appropriate workforce development is cost or lack of suitable individuals, rather than the willingness of clubs.

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.

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<table>
<thead>
<tr>
<th>Greater Manchester</th>
<th>Coaches</th>
<th>Referees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Level 1: Ass. Coaches</td>
<td>Level 2: Coaches</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>12</td>
</tr>
</tbody>
</table>

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Did you know?

Sport is the number one choice for volunteering: 52% of adults who volunteer do so in sport

(Communities & Local Government Citizenship Survey, 2008-09)
Facilities

Facilities stock across Greater Manchester 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 Greater Manchester state that they are able to access a suitable venue at appropriate times for club activity creating a high level of satisfaction.

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

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.

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 such a facility would be supported by Volleyball England for this zone.

Did you know?
Volleyball England has established 49 year-round beach volleyball courts and 22 semi-permanent beach volleyball courts across 31 sites in England that have seen 17,500 people playing since July 2011 (Go Spike 18 month Review, July 2011-Dec 2012)