Sheffield and Leeds
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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.
Sheffield and Leeds are two of England’s great cities. With Sheffield classed as the greenest city in England you’re never far from one of more than 200 parks, woodlands or gardens and Leeds with it’s independent retailers and thriving markets both cities provide a bustling city-life. Sheffield suburb has been named as the wealthiest place in England outside London and the south east and two Leeds postcodes have made it into the rich list of the UK’s wealthiest towns and cities - As a whole Sheffield and Leeds is a predominantly affluent area. With an adult population approaching 1.1 million, 57% of which want to start playing sport or do a bit more¹, the area hosts a significant marketplace for potential volleyball participants across all disciplines of our sport.

Sheffield and Leeds as a combined area has a higher than the national average adult participation in sport and active recreation rate, with 23.7% across Sheffield and Leeds compared to 21.8% of adults participating nationally².

**Schools and Young People**

**Potential marketplace**

**Population Data: Schools**

Leeds has a secondary school (11+) population of 45,722 across 49 secondary schools;

<table>
<thead>
<tr>
<th></th>
<th>No. of secondary schools</th>
<th>School population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheffield</td>
<td>27</td>
<td>30,227</td>
</tr>
<tr>
<td>Leeds</td>
<td>38</td>
<td>45,722</td>
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</tbody>
</table>

Across Sheffield there are 27 secondary schools and the secondary school (11+) population is not far behind that of Leeds with 30,227 school goers.

The combined secondary school population of over 75,000 across Sheffield and Leeds 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 key investment to the satellite programme across various locations, with Football Clubs supporting local volleyball clubs to deliver volleyball sessions to hundreds of young people.

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.

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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)
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.

Did you know?
In the 2011-12 academic year 68 satellite sessions were established across England that engaged 2,100 new young people and resulted in 792 returning to play regularly (PL4S Volleyball Data for 2011/12)

To date the Premier League 4Sport has not be active in Sheffield and Leeds. However from September 2013 the programme will be extended to include Leeds United, Sheffield United and Sheffield Wednesday football clubs, who will be funded to run a reduced version of the programme. As Sheffield and Leeds may become a priority area for Volleyball England, our aim is to work with local clubs to secure funding for a new satellite programme from Leeds United, Sheffield United and Sheffield Wednesday football clubs.

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.

In the Sheffield and Leeds area 9 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 or due to a lack of schools competition. One of the schools however have 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.

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
This supports the assertion that 38% of teachers quoted a lack of external support as a reason to discontinuing activity\(^8\) 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>Club Name</th>
<th>City</th>
<th>School Name</th>
<th>City</th>
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<tbody>
<tr>
<td>All Saints</td>
<td>Sheffield</td>
<td>John Smeaton</td>
<td>Leeds</td>
</tr>
<tr>
<td>Meadowhead</td>
<td>Sheffield</td>
<td>City of Leeds School</td>
<td>Leeds</td>
</tr>
<tr>
<td>High Storrs</td>
<td>Sheffield</td>
<td>Lawnswood High School</td>
<td>Leeds</td>
</tr>
<tr>
<td>Firth Park</td>
<td>Sheffield</td>
<td>Preisthope</td>
<td>Leeds</td>
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<tr>
<td>Garforth</td>
<td>Leeds</td>
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### Recreation: Competitive outlets

#### Let’s Play Volleyball Festivals
The Yorkshire Let’s Play Volleyball Festival has been hosted by Harrogate Volleyball Club for a few years and attracts up to 50 participants and is slowly becoming the focal competition for many club and school based teams across the region.

#### Level 3 School Games
The lack of provision of volleyball at the Level 3 School Games in South and West Yorkshire is an area that could be changed to encourage participation. Particularly because the reasons cited by Change 4Life volleyball clubs in the two areas was due to a lack of available schools competition – not a lack of interest by young people. Moreover, with the growth in numbers competing in Level 2 School Games volleyball competitions there is growing need desire amongst schools to compete at this level.

### Further Education

#### Potential marketplace

There are 5 further education institutions in Sheffield and Leeds. None of which are currently entered into the British Colleges Sport (BCS) Championships.

### Further Education Institutions

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<thead>
<tr>
<th>Institution</th>
<th>City</th>
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<tr>
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<tr>
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<td>Longley Park 6(^{th}) Form</td>
<td>Sheffield</td>
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<tr>
<td>Sheffield College</td>
<td>Sheffield</td>
</tr>
</tbody>
</table>

The appointment of the new ‘College Sports Maker’ network 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.

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\(^8\) Evaluation of the Change 4Life School Sports Clubs Programme: Final Report, SPEAR: Canterbury Christ Church University (August 2011)
Higher Education
Potential marketplace
Population Data: Students

Leeds and Sheffield host four Higher Education institutions and have 139,330 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.
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 four higher education institutions in Sheffield and Leeds, 100% of which have both men and women’s teams entered into the British Universities & Colleges Sports (BUCS) Championships. None of the universities in Leeds however, entered a team into the Volleyball England Student Cup 2012-13.

A focus on developing team entries for all universities into the Volleyball England Student Cup will 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 also a non-contact sport.

<table>
<thead>
<tr>
<th></th>
<th>BUCS (Men)</th>
<th>BUCS (Women)</th>
<th>Student Cup (Men)</th>
<th>Student Cup (Women)</th>
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<tr>
<td>Sheffield Hallam</td>
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</tbody>
</table>
The University of Leeds has an ‘Active University’ bid with Sport England that identifies volleyball as one of their priority sports to increase participation in. As such the university has a separate pot of funding and staff resource to support the development of volleyball at a recreational level for the student population, outside of BUCCS 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.

No student teams attended the Beach Student Cup from Sheffield and Leeds 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 two 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 successful in the universities based in Sheffield and Leeds, with all HEVOs reporting new participants every month via data sheets.

University of Leeds has engaged 319 participants to come and try volleyball so far this academic year through the HEVO programme, with over 110 of them returning to play regularly (Volleyball England monthly HEVO data, 2012-13)

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 BUCCS team and others establish a recreational/social session or intra-mural league where a strong presence in BUCCS already exists.

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)
Currently all 4 universities in the Sheffield and Leeds area have a HEVO in post and the programme is supported by the university. This has resulted in over 150 brand new participants playing volleyball regularly since October 2012.\(^{10}\)

A strong focus on developing purely recreational sessions for the student population of Sheffield and Leeds could provide a significant increase in participation numbers. To date all four universities have been focussed on consolidating existing club activity and growing team numbers.

### Community

#### Potential marketplace

**Population Data: Adults**

Leeds has 646,530 adults in the latest census. On average 55.9\% of adult residents in Leeds want to start playing sport or doing a bit more\(^{11}\) that provides an identified marketplace of 361,410 adults or potential volleyball participants.

Sheffield has 449,484 adults and 57.1\% want to start playing sport or doing a bit more\(^{12}\) that provides an identified marketplace of 256,655 potential volleyball participants.

On average 45.8\% of adults across Sheffield and Leeds do no sport or active recreation at all, a figure that Government policy and initiatives are continually trying to reduce.

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\(^{10}\) Volleyball England monthly HEVO data 2012-13

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

Market Segmentation: Adults

To fully understand the potential marketplace of Sheffield and Leeds 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 (Sheffield : 13,533, Leeds: 29,851)
   **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 Sheffield and Leeds ‘Ben’ makes up 43,384 of the population.

2. Jamie (Sheffield : 33,433, Leeds: 44,653)
   **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 a significant segment of the potential volleyball population in Sheffield and Leeds with 78,086.

3. Chloe (Sheffield : 11,916, Leeds: 25,903)
   **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.

   There are 37,819 ‘Chloe’s’ throughout Sheffield and Leeds.
4. Leanne (Sheffield: 23,749, Leeds: 36,028)
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 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 59,777 of the populations of Sheffield and Leeds.

5. Tim (Sheffield: 25,808, Leeds: 51,533)
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.

With 77,341 of the populations of Sheffield and Leeds made up of ‘Tim’s, it represents the second largest segment for volleyball to target.

6. Paula (Sheffield: 17,910, Leeds: 26,431)
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.

Sheffield and Leeds is home to 44,341 ‘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

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)
Recreation: Competitive Outlets

There is some opportunity for competition across Sheffield and Leeds. A more developed and healthy league structure at a local (county-level) league could help to drive participation. However, for those who do not want to commit to regular competitive participation or a league there are several well-established stand alone, open entry tournaments. There are six Volleyball England licensed tournaments established in the area accommodating over 1,000 participants annually, attracting teams from across Yorkshire;

- Ilkley
- YO Volleyball
- Bridlington Beach Tournament
- Hawks & Boathouse Annual Tournament
- Team Yorkshire Junior Beach Tournament
- York Volleyfest

This diagram depicts a lack of ‘local’ or county-level league competition. Whilst there is mention of a South Yorkshire Association League and a West Yorkshire Association League respectively on the Yorkshire Volleyball Association website, there is no further information or promotion of such a competition. The establishment of a league at this level or the promotion of such activity represents an opportunity to increase levels of participation.
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 slightly lower than the national average; 22.2% of residents in Sheffield and 21.1% of adults in Leeds are registered members of clubs compared to 23.3% nationally.¹

There are 7 affiliated clubs in Sheffield and Leeds catering for approximately 180 members. 100% of these clubs state they would like to increase their membership, however our current affiliated clubs across Yorkshire state that one of the largest barriers to growth is the cost of hiring facilities or not having the facility available at the right time that prevents them increasing their intake of new members.³

<table>
<thead>
<tr>
<th>Sheffield &amp; Leeds Volleyball Clubs</th>
<th>Junior</th>
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<th>Regional</th>
<th>National</th>
<th>BCS</th>
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</tbody>
</table>

North Yorkshire Sitting Volleyball club are a new club which has recently formed – 35 miles North of Leeds based in Ripley. They intend to enter the Volleyball England Sitting Volleyball Grand Prix in the 2013-14 season.

A priority will be to work with current affiliated clubs to assess their readiness to increase membership levels and establish whether an increased workforce and access to affordable facilities will allow the current club network to provide for the identified adult marketplace of 618,065 potential volleyball participants.⁴

National Championships
Entries into the Volleyball England Junior National Championships are low and derive from just one club in the investment zone.

In the 2012-13 season Sheffield Volleyball Club entered only female categories.

This emphasis on development of female teams at the younger age is reflected in adult participation levels and 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. 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 younger male participants as it provides a competitive option that is team based and more importantly is a non-contact sport when football becomes “too rough”.

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¹ Volleyball England Club Audit, 2012
Facilities

Facilities stock across Sheffield and Leeds is not highlighted as a problem, in fact the area has a healthy number of private and publicly run leisure facilities (245 sports facilities across South and West Yorkshire) and the education sector are willing to open up access to community use with 43% of clubs benefiting from access to free or subsidised facilities due to club links with educational institutions\textsuperscript{16}. However access to an affordable venue is cited as a key issue and is creating low levels of satisfaction. Moreover, facility costs are proving prohibitive to clubs to grow their membership base with 67% of clubs across Yorkshire asserting that cost of additional court space is the main barrier to growth\textsuperscript{16}.

Gaining access to additional court space on school sites in order to facilitate growth is a desire highlighted by 61.9% of existing clubs in the area\textsuperscript{17} 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.

There are currently 2 secondary schools that have been identified by the Education Funding Agency as priority schools for new builds;

1. Foxhill Primary School
2. Prince Edward Primary School

These schools should be targeted to ensure provision for volleyball is included. Both schools 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.

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
(\textit{Go Spike 18 month Review, July 2011-Dec 2012})

The closest semi-permanent beach facility is hosted at Bridlington Beach. This ensures that two beach volleyball courts are available for use throughout the outdoor season April-September
Workforce

6.6% of adult residents across Sheffield and Leeds are regular sports volunteers just below the national average of 7.3%. However, this figure is balanced out across the two areas with Leeds staying in line with the national average compared to Sheffield who have significantly lower than the national average with just 5.9% of adult residents at regular sports volunteers.

This is reflective of the low numbers of coaches and referees who register with Volleyball England each year. The current affiliated workforce in Leeds is far greater than those who affiliate across Sheffield. However, this does suggest that there is a large enough workforce to service the volleyball provision in the area; with 7 registered coaches / head coaches qualified to run volleyball sessions unsupervised and 11 referees to service 7 affiliated clubs entered into 2 different leagues.

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<thead>
<tr>
<th></th>
<th>Level 1: Ass. Coaches</th>
<th>Level 2: Coaches</th>
<th>Level 3: Head Coaches</th>
<th>Grade 4: Local League Refs</th>
<th>Grade 3: Regional League Refs</th>
<th>Grade 3N or higher: National League Refs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheffield</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Leeds</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

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 08-09)

However, clubs claim that they “need coaches to deliver sessions” and 66.7% of affiliated clubs state that they would like to increase their workforce 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 suggests that the barriers to having an appropriate workforce are linked to quality of the individual or level of training rather than lack of numbers and that finances are a barrier to up-skilling volunteers to the level required. Furthermore some clubs stated that they “have coaches but they are in full time employment and are not available at the right times” suggesting that more coaches are required.

In establishing the readiness of the area to deliver, an assessment will need to be made on 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 57.1% of affiliated clubs across Yorkshire claimed they would like to develop an appropriate workforce to run separate adult beginner sessions for the club, citing the lack of availability of a coach and availability of a venue as the main reason to not offering such a session.