Leadership Team Meeting held on Saturday 27th February 2016
SportPark, Loughborough

MEETING MINUTES

Minutes prepared by: Rohan West/Martin Lindsey/Tracey Norwood
Circulation: Executive Board, Senior Management Team
Distribution: From Geoff Allen (Chair)

Attendees:
Geoff Allen, Jim Mutton, John Boughton, Richard Callicott, Keith Nicholls, Rob Cook, Steve Matthews, Brian Treadwell, Jefferson Williams, Lisa Wainwright, Martin Lindsey, Rohan West, Melissa Bennett, Bryan Youlden, Maria Bertelli, Paul Bohannan, Gillian Harrison, Richard Morten, Charlie Orton, Dave Reece, Aneel Khanna, Brian Kendall

Session 1 - Participation

Rohan West, Maria Bertelli and Will Roberts gave a presentation on “How can we increase the number of people involved with Volleyball in England whether playing (indoor, beach or sitting, adult or junior), refereeing, coaching or organising?” The presentation incorporated an overview of:

- Current progress against Strategy 2024 Outcomes
- The new Government Sport Strategy
- The DfE Sport Policy

The slides from the presentation can be found in Appendix 1.

During the presentation sessions were held to gain the views of the Leadership Team for key issues for this area of work. The views presented are summarized below:

1. INTRODUCTION

One Word You Associate With Volleyball

- Dynamic
- Fun
- Teamwork
- Spectacular
- Enjoyment
- Exhilarating
- Tall
- Absorbing
One Word You Associate With Volleyball in England

- Structure
- Organization
- Professional
- Community
- Underperforming
- Minority
- Potential
- Restricted
- Struggling
- Poor

2. NEW GOVERNMENT POLICY OUTCOMES

2.1 How Can Volleyball Help Deliver Physical Health Outcomes?

- Promote the health element when we tell people about the “club”
- More visible outdoor volleyball
- Know why people want to play (social, to get fit)
- More outdoor courts set up – visible, accessible
- Walk up opportunities
- Know the health benefits so we can promote it – what does it improve?
- Need a health offer
- Back into volleyball
  1. One of the few mixed team sports
  2. One of the few sports played on the beach
  3. A sport where being disabled may be beneficial
  4. A unique set of skills
  5. Only sport you can use the whole of body to play

2.2 How Can Volleyball Help Deliver Mental Health Outcomes?

- Endorphins from exercise
- Volleyball’s flexibility to accommodate all
- Inclusive and diverse
- Physical and mental abilities no bar to engagement
- Mixed gender/race
- Teamwork/ support
- Less stereotypes (all sizes, ages)
- Non-contact team sport

2.3 How Can Volleyball Help Deliver Individual Development Outcomes?

- Team building
- Social skills + communication
- Understanding other ethnic groups
- Leadership
- Volunteering
- Organisational
- Problem solving
- Physical, technical and tactical development
- Mental toughness
- Confidence + self-esteem
• Play on holiday abroad
• Unique
• Pride in being a volleyball player
• Personal discipline
• Assists educational outcomes
• Healthy lifestyle
• Tolerance
• Social education
• Greater understanding diversity/difference
• Global outlook
• “Nicer food”

2.4 How Can Volleyball Help Deliver Social and community Development (Trust) Outcomes?

• Inclusivity of sport (BME, Women & Disability)
• Inter-Faith Leagues.
• Targeting specific communities.
• Values of sport – Team ethos
• Disengaged communities e.g. Prisons (trial)
• Inter-public services approach & localized interactions (community engagement)
• Pick up + play (social spaces)
• Role models.
• Activators from within specific communities.
• Volleyball in community spaces.
• Less institutionalized.

2.5 Sporting Future For All (5 years +)

• Improving peoples lives
• Health
• Cohesive communities
• Everybody active everyday
• Talent
• Appropriate facilities mixed use
• Partnerships
  1. Across sports
  2. Cross sector PHE/DHE
  3. Local
• Getting the physically inactive active
  1. Women + girls
  2. Disabled
  3. Lower socio-economic
  4. Older
• Physical activity strategies to address inactivity
• Physical literacy for young people
• Outdoor recreation
• Less reliant on public funding
• Workforce focused on getting people into sport
• Volunteers
3. INCREASING PARTICIPATION BY STAKEHOLDER GROUP

3.1 How do we increase participation in volleyball - Players?

- Start them younger – Mini VB, Sitting VB
- Funding – all sources
- Must use a soft-touch, lightweight ball for all beginners – all ages
- Take the game to the public – set a court in public places
- Elderly homes – balloon type ball over a rope whilst sitting on a chair
- Similarly, get 5+ children to keep a balloon type ball in the air
- Appropriate balls identify & advertise
- Adjustable net heights
- Quality coaching
- Simplify implementation rules

3.2 How do we increase participation in volleyball - Coaches?

- Core value/benefit of coaching course (at FE/HE)
- Skills – exportable to working life – teaching, leading, encouraging
- Soft skills
  - Understanding
  - Produce/resources/training
  - Online support
  - ‘community’
- Barriers
  - Financial viability/support
  - Time
- Mentoring
- Education
- Coaching network. “family”
- Recognized + valued
- Future employment opportunities
- Profile of coaches

3.3 How do we increase participation in volleyball – Officials?

- Ref self at lower levels
- Competition.
- Strategy for deploying
- Payment at level of competition
- Train + Retain + Monitor
- Understand the benefit of core values
- Greater respect/appreciation of officials
- Regulation/rules/compulsion
- Indirect benefits, improvement to self
- FE/HE target grounds.
  **How:** Education re. benefits
    - Discipline
    - Core values across volleyball

3.4 How do we increase participation in volleyball - Organisers?

- Strategy
- Define role/benefits
• Recruitment via:
  • C.S.P.’s
  • Clubs
  • Wider associations
  • N.C.V.O.
  • Join in
  • C.V. centres
  • HEVO’s
  • Universities
  • Charities
  • Public services
  • Retired groups (Age UK)
  • Ask….
• Review ‘Activator’ role
• Education/support/buddies
  • Teachers
  • Primary level
• Recognition (celebrate/“thank you”)
• A turnkey package of ‘how to’
• Mentors + good examples
• Break jobs down to smallest components
• Create a culture of respect (no grief)
• Every player has a job within the team

Session 2 – Competitions, Membership and the Regions

Martin Lindsey, Rob Cook, Keith Nicholls and Bryan Youlden gave a presentation on the services and structures for members.

This included:

• An update on the Competitions Review
• An overview of the current Membership structure, historical analysis of membership numbers and an overview of plans for Membership strategy consultation
• An update from the new Regional Commission President
• An introduction to the English Volleyball League (due to time constraints this was only briefly covered with a fuller session to be held at a later date)

The slides from the presentation can be found in Appendix 2.

During the presentation a session was held to gain the views of the Leadership Team on the structures and services offered to different categories of members. The views presented are summarised below:

1. Volunteers and Spectators

• Need to define ‘volunteer’
  • Role
  • Personal characteristics
  • Relationship to different parts of the structure
• Spectator transition to volunteer on other membership category
• Barriers to engagement
  • Communication
- Opportunity
- Cost / value for money
- Volunteer part of the fabric of membership
- Spectators can be a seed bed of membership
- Challenge around recruitment and retention. Match ‘job’ restraints/abilities.
- Recognition – more local than national.
- Volunteer development and training. Need a procession not a one-off.

2. Individual Members (Players, Coaches, Referees, Club Members)

- Players, coaches, referees, club members
- Individual player registration
- Individual player license – pay
- Cost v benefit
- Individual vote?
- Communicate what NGB does (Benefit)
- Individuals have no affinity to NGB
- What’s in it for them
- Have an individual voice
- Individual apathy
- Insurance
- Regular news digitally
- Better discount / offers
- Small initial registration cost and modular increases
- System development

3. Clubs

- Vote
- Insurance
- Competition
- Referees
- What are the benefits of registering?
  - Funding support
- What does Volleyball England do so clubs want to register?
- Definition of a club?

4. Associations

- How are Area associations recognised
- School groups
- How do you join Volleyball England as an association?
- Other constituted groups
  - Prison
  - Forces
- What is a recognised status?
- Set of standards as you progress through / up the volleyball ladder
- Standards need to be defined
Appendix 1 - LEADERSHIP TEAM
27/02/16

How can we **increase** the number of people involved with Volleyball in England whether playing (indoor, beach or sitting, adult of junior), refereeing, coaching or organising?

OUTLINE

- Strategic Context

- Focus on…
  - Playing
  - Officiating
  - Coaching
  - Organising

OUTCOMES

- Support the ongoing development of Volleyball in line with Strategy 2024
- Develop a common understanding of the strategic context for the sport sector
- Support early preparation of potential funding submissions

**Strategy 2024 Outcomes**

**Where Are We Now**

<table>
<thead>
<tr>
<th>Outcome Measures – Schools, Clubs &amp; Disability</th>
<th>Statistic</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offered in at least 75% of secondary schools</td>
<td>60%</td>
<td>YST School Delivery Survey, 2014</td>
</tr>
<tr>
<td>Offered in at least 85% of primary schools</td>
<td>40%</td>
<td>YST School Delivery Survey, 2014</td>
</tr>
<tr>
<td>Offered in at least 60% of L3 School Games</td>
<td>50%</td>
<td>YST School Games Report</td>
</tr>
<tr>
<td>25% growth in clubs &amp; club members</td>
<td>1%</td>
<td>Affiliated Clubs</td>
</tr>
<tr>
<td>U19 participated with a disability</td>
<td>210% (21.4m)</td>
<td>Internal Measures</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offered in at least 65% of FE colleges</td>
<td>65%</td>
</tr>
<tr>
<td>Top 5 team sport in FE</td>
<td>5</td>
</tr>
<tr>
<td>Top 5 team sport in HE</td>
<td>5</td>
</tr>
<tr>
<td>Played in at least 75% of FE colleges</td>
<td>55%</td>
</tr>
<tr>
<td>Played in at least 60% of HE institutions</td>
<td>65%</td>
</tr>
<tr>
<td>Played in at least 60% of all universities</td>
<td>67%</td>
</tr>
<tr>
<td>Played in at least 75% of all institutions</td>
<td>65%</td>
</tr>
<tr>
<td>Played in at least 80% of all universities</td>
<td>67%</td>
</tr>
<tr>
<td>Playing in at least 70% of all institutions</td>
<td>62%</td>
</tr>
</tbody>
</table>

* Sitting Volleyball Players only self identifying as disabled
<table>
<thead>
<tr>
<th>NACE Affiliated Teams</th>
<th>2105-16</th>
<th>% Change From 2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>660</td>
<td>3.5%</td>
</tr>
<tr>
<td>Hockey</td>
<td>550</td>
<td>-1%</td>
</tr>
<tr>
<td>Rugby</td>
<td>414</td>
<td>3%</td>
</tr>
<tr>
<td>Basketball</td>
<td>325</td>
<td>-1%</td>
</tr>
<tr>
<td>Volleyball</td>
<td>246</td>
<td>12%</td>
</tr>
</tbody>
</table>
DfE Policy

All schools to become Academies or Free Schools

- PE & Sport Premium
- Character
- Emotional Wellbeing

CLASS OF 2016

PHYSICAL EDUCATION
- Delivered during curriculum time
- Physical and emotional well-being for all
- Character development
- Employability

HEALTH & WELL BEING
- Interventions
- Girls
- Engaged cultural cohort inclusion

COMPETITIVE SCHOOL SPORT
- Competition
- Young leaders, coaches, officials
- Talent support

COMMUNITY PROVIDER
- Pay and play
- Leisure and recreation activities

CLUB SPORT (NGBs)
- Clubs and teams
- Coaching
- Talent development

I don't understand why your test scores don't go up! We cut music, art, PE and recess...and put in 3-hour math and reading blocks plus test prep!
How can we increase the number of people involved in Volleyball?

**Outcome Measures – Schools, Clubs & Disability**
- Offered in at least 60% of schools for Key Stage 2
- Offered in at least 70% of secondary schools
- Delivered in at least 50% of L3 School Games
- 20% growth in clubs & club members
- 5000 participants with a disability
- 4000 workforce – coaches, referees, activators & teachers

**Outcome Measures – FE & HE**
- Played in at least 66% of all FE colleges
- Top 5 team sport in FE
- Played in at least 75% of all HE Institutions
- HEVO’s in at least 80% of all universities
- Top 5 team sport in HE

In depth look at growing the sport in schools
Appendix 2 - LEADERSHIP TEAM
27/02/16
Competitions, Membership and the Regions

The “Internal” Market
Sport England Strategy wants us to be;
“customer focused and customer led”
It is the infrastructure on which we build our development of the “external market”
Our delivery workforce and a potential base for retention
We need to “secure” our base

Customer led
• What services and products do they want?
• How are they delivered?
• At what price point are they aimed?
• What is the “tipping point”?
• Measuring satisfaction

Volleyball England Competitions Review
Initial Report
Board Update
February 2016

Activity Summary
• 6 Group meetings
  • 2 exploratory phase meetings
  • 3 review phase meetings
  • 1 reporting phase meeting
• 4 Sub-Groups formed
  • Sitting Volleyball
  • Beach Volleyball
  • Junior Indoor
  • Adult Indoor
  • 8 meetings/conference calls + email input
• Membership wide survey + follow up survey

Agenda
Activity Summary
Key Proposals
EVL
Next Steps
Key Caveat

- All proposals be subject to separate, specific consultation projects
- Proposals outlined below are potential solutions, a proposed direction of travel
- Need to engage deeper and wider with the volleyball community to develop specific competition structures
- Lessons learned from RFU Comps Review backlash

Key Proposals

- Sitting Volleyball
  - Increase the number of Sitting Grand Prix events to 6
  - Invite an international club to compete in at least one Sitting Grand Prix event per season
  - Investigate a Sitting Volleyball international club invitational (similar to Hamburg/Copenhagen events)
  - Investigate a domestic “composite” cup, where clubs compete in all three disciplines

Key Proposals

- Beach Volleyball
  - Replace or remove Western-Super-Mare on the VEBT schedule, preferably in 2016
  - Improve marketing and communications, and competition structure to drive an increase in entries to the Junior VEBT schedule
  - By the 2017 season, add a London event to VEBT schedule
  - By the 2017 season, plot a VEBT Challenger/Qualifier Series and if successful, rollout for the 2018 season

Key Proposals

- Junior Indoor Volleyball
  - In order to reduce participation costs for all Regions, investigate securing a Midlands venue for Inter-Regionals over a longer-term period
  - Encourage competition development by empowering and upskilling volunteers to manage competition delivery
  - Develop comprehensive pathway from U13 (and younger as sport develops) to U18

Key Proposals

- Senior Indoor Volleyball
  - Investigate mechanisms to improve referee deployment for all NVL divisions
  - Investigate high profile venue options for National Cup &/or Super 8s Finals
  - Don’t allow Super 8s teams to drop into National Shield
  - Reconfigure National Cup Finals weekend match schedule
  - Relax Student Cup entry regulations to allow Academies & 6th Form colleges to enter

Key Proposals

- Senior Indoor Volleyball
  - Investigate options to increase number of Super 8s matches played per season
  - Change playoff structure to a “Super Cup” with only top 4 teams, played over 1 weekend
  - Investigate “Super” weekends for Super 8s, where all teams come together to play all matches in a round in a single venue over a weekend – similar to the Super League “Magic” Weekends
  - 2nd tier finals for Student Cup
EVL Review
- Recognition of wide range of local & regional league structures
- Enthusiasm for consistent branding and centrally provided or negotiated services
- Acknowledgement that it's a significant project to review all regions, potential structures, required services, infrastructure
- National Office taken first steps in background info gathering:
  - Mapping all Regions, County/Area Associations, their related leagues and clubs
  - Investigating league structures of other sports
  - Initial discussions with systems suppliers for website templates and competitions management systems

Next Steps
- Deeper and wider engagement with volleyball community on specific proposals
- Logistical, operational, cost and competition management implications of proposals
- Roll-out proposals where agreed and practical for 2016-17 season

Membership and the Regions

Membership Structure

Registered Clubs

Registered Coaches
There are questions we need to ask ourselves and find answers. How can we:

- Improve how we do things for our members, to improve retention, and improve the attractiveness of becoming part of Volleyball England to those currently playing "outside" the structure?
- Bring together all those who play the game into a structure that will support and encourage existing players, coaches, officials and volunteers whilst opening the game up to new participants?
- Ease the burden on volunteer administrators?
- Make all those who play the game feel involved and that they have a chance to influence how it is organised?

THERE IS A LEAGUE PLAYING IN YOUR CITY OR REGION WHERE CLUBS ARE NOT AFFILIATED?

What would it take to persuade the clubs to affiliate?

Should these clubs be able to use registered referees and coaches?

WHAT COULD THE ENGLISH LEAGUE LOOK LIKE?

Regions would be invited to register their League in Tier 5
Other Leagues in Tier 4

The format of the league should not be centrally imposed but be designed to meet local conditions.

They would become part of the EVL structure sharing branding and identity.

Option for central management of entries, fixtures, results, and club registration... On line access to this data given to local league organiser.

Option for players to be "licenced" to play in their tier and one above. Licence fees would be low and payable on line, on an annual basis renewable by DD.

Data available to league organiser.