The Volleyball Voice
2014
Welcome

People  Growth  Excellence
Agenda

- Meeting the team at Volleyball England - our current focus
- Governance – Improving our effectiveness – Structural proposals
- The Volleyball Vision – where do you want volleyball to be in 2024?
- Membership – Hearing your views and improving our offer
- Questions and Discussion
- Getting moving
New Year… Fresh Start..

- Strategic Plan 2013-17
- Modernisation programme
- Board
- Leadership Team
- Staff
- New approach
- Thank you
Modernisation Programme

- Membership Review
- Post 2012
- Money!

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Leadership Team

Tracy Watkinson  
Brian Stalker  
Steve Matthews  
Wayne Coyle  
Jefferson Williams  
Delvin Lane  
Jim Mutton OBE  
Janet Inman  
Gordon Neale OBE  
John Boughton  
Marzena Bogdanowicz  
Brian Treadwell  
Lisa Wainwright  
Paul Bohannan  
Steve Evans  
Maria Bertelli  
Charlie Orton  
Richard Harrison  
Andrew Pink  
Audrey Cooper  
Martin Lindsey  
Rohan West

People  
Growth  
Excellence
Where the money comes in and out!

Volleyball England Income Analysis 2013-14 by Funder and Income Strand

- Bank Interest
- Commission
- Course Income
- Entry Fees
- Equipment / Kit
- Sales
- Event Income
- Fines
- Grant
- Miscellaneous
- Participation Fees
- Partnership Income
- Players
- Postage and Packing
- Prize Money
- Sponsorship
- Transfer Fees

Funder Name:
- Youth Sports Trust
- UK Sport
- TASS
- Sport England
- RBS
- Other
- NVC
- NEVZA
- Members
- Loughborough College
- Kettering Borough Council
- Dream It Believe It Achieve It
- BUCS
- Award Pack sales
Governance

Improving our effectiveness

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Governance – How do we operate?

Structure – Traditional NGB

Bigger business – Growth

Changing world and future potential

Independent review/Proposals

So what does it mean to me?
Staffing

Chief Executive
Lisa Wainwright

PA to Chief Executive
Alex Henderson

Business Director
Martin Lindsey

Participation Director
Rohan West

Technical and Talent Director
Audrey Cooper

People

Growth

Excellence
Changing World

People
Growth
Excellence
Independent Review
Portas 15

- Portas Review – Create a High Performing Organisation

- Interviews
  - Number of elected officers/staff
  - Overview from other sports/business

- 15 Recommendations
  - Agree and align on a 10 year vision
  - Improve governance and leadership
  - Transform skills, mindsets and behaviours to create a performance culture
Create 4 new Advisory Boards

- Infrastructure and Clubs
- Strategy and Finance
- Technical (Sports Group)
- Marketing and Commercial

People \hspace{10cm} Growth \hspace{10cm} Excellence
How will it look?
How will it look?
Proposal 9

**Change the roles and ways of working of the commissions to drive efficiency and trust between paid staff and volunteers**

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Lack of buy-in to Volleyball England vision and strategy</td>
<td>▪ Fully aligned and supportive of the Volleyball England strategy</td>
</tr>
<tr>
<td>▪ Lack of mutual trust and respect for Executive team; check and balance on ‘the office’ – “us” vs. “them”</td>
<td>▪ Volunteers and paid staff working together in support of Volleyball England strategy – “we”</td>
</tr>
<tr>
<td>▪ Working on delivery of topics in silos and internal campaigning that doesn’t align with strategic priorities</td>
<td>▪ Better leverage of skills, experiences and connections against strategic priorities</td>
</tr>
<tr>
<td>▪ Unclear roles creates ambiguity, inefficiency and miscommunication</td>
<td>▪ Clear distinction between advisory vs. scrutiny vs. delivery functions</td>
</tr>
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</table>
What does it mean to me?
Next Steps…

- The Volleyball Voice – 8th February
- Feedback governance@volleyballengland.org
- Steering Group – Brian Treadwell (NED)
- Review Articles of Association/ Framework
- Recommendations:
  - Leadership Team – 14th/15th February 2014
  - Board for approval - 17th May 2014
  - AGM 26th July 2014 for approval
  - Start transition to new structure
Strategy 2024!
Where do you want to be?

10 years time…
Vision

In groups:-

- Where do you want volleyball in England to be in 2024?

- What would excite and motivate you to continue getting involved?

- Brain dump ideas – everything is possible at this stage...
Top 3?

- What would success look like in 2024?
- Any key milestones on the way?
- Anything we should stop doing?
Membership

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<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>438 Clubs</td>
<td>Membership via clubs, no individual registration</td>
</tr>
<tr>
<td>594 Coaches</td>
<td>Implications are weak database and data capture, limited statistics to report back to Sport England</td>
</tr>
<tr>
<td>371 Referees</td>
<td>Limited direct communication to and from club members</td>
</tr>
<tr>
<td>Good profile of competitions and events:</td>
<td>Volleyball still a minor and secondary sport</td>
</tr>
<tr>
<td>NVL</td>
<td>High percentage reliant on public funding</td>
</tr>
<tr>
<td>Cups</td>
<td></td>
</tr>
<tr>
<td>Beach Tour...</td>
<td></td>
</tr>
<tr>
<td>31,000 players per week</td>
<td></td>
</tr>
</tbody>
</table>
Volleyball still a minor and secondary sport

Figure 2 shows that swimming is the most popular sport amongst people aged both 14 years and over and 26 years and over. Although the most popular sport amongst the 14-25 year old age group, football is only the second most popular sport amongst people aged 14 years and over.
<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volleyball is attractive for potential sponsors</td>
<td>Limited funding for elite pathways</td>
</tr>
<tr>
<td>Volleyball Relationship Managers / Investment zones</td>
<td>Public funding can be reduced if targets are not met</td>
</tr>
<tr>
<td>Continuation of Go Spike programme / Big Weekend</td>
<td>40+ NGB’s seeking best communication platforms and sponsors</td>
</tr>
</tbody>
</table>
Question:-

Why do you play Volleyball or why are you involved in Volleyball?

Can you answer this in two words?

People  Growth  Excellence
Good Skills
Love Sport
A Break
Renew Energy
New Friends
Competition
Sociable
Keep Fit
Together
Recreational
Same Interest
Family
Fun
People
Growth
Excellence
Volleyball to GROW and be played by more PEOPLE

Move the sport forward to create a better personal service for you

Commercially viable, particularly towards external organisations in terms of commercial partnerships and revenue generation

Less dependent on public funding

Ability to invest more in the development volleyball and talent pathways

Create a better insight into the club membership

Introduce new types of databases, giving more insight of statistics, trends, communications, partner information

More data = create more bespoke and attractive (benefit) packages for you and offer more variety (better focus)
Membership Income and Expenditure

IN: £52,000
OUT: £98,000

- Only 2.5% of income relates to membership contributions
- Over 60% of income is publicly funded and specifically targeted

People
Growth
Excellence
Our Core Business:

- Organisation of Competitions
- Welfare Support, Sport Regulation
- Sport Development and Communication
- Accreditation of Coaches and Officials
- Support of Individual Players and Teams

Volleyball Growth = a partnership between you as a member and Volleyball England
<table>
<thead>
<tr>
<th>Other NGB’s</th>
<th>Juniors</th>
<th>Seniors</th>
<th>Officials</th>
<th>Recreational</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>England Basketball</strong></td>
<td>£5.00</td>
<td>£10.00</td>
<td>£12.00</td>
<td>£5.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>* Without Insurance</td>
<td></td>
</tr>
<tr>
<td><strong>Badminton England</strong></td>
<td>£9.60</td>
<td>£19.10</td>
<td>£19.10</td>
<td>£9.60</td>
</tr>
<tr>
<td><strong>England Netball</strong></td>
<td>£15.20*</td>
<td>£24.20</td>
<td>£24.20</td>
<td>£12.90</td>
</tr>
</tbody>
</table>

What would you think is a realistic individual annual subscription?

For NVL registration fee, see package or [www.volleyballengland.org](http://www.volleyballengland.org)
Where do you think we should invest your contribution?
New brooms to define the future of Volleyball

The Next Steps

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Let’s Communicate

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Communication is not always clear and effective
The feedback we receive from communications e.g. E-News, 3Touch, emails, surveys is less than 3% of all material distributed!
Website visits: 38,000 per month
Page views: 179,346 per month
New visits: 35% per month

Increasing Volume of Live Stream Viewers

Beach Volleyball

71 Hrs Broadcast 125,000 Viewers
Is social media more popular than conventional electronic media?

Is printed communication out of date in 2014?
Facts:

- Android and iOS together represent almost 68% of our viewers.
- One in 5 people worldwide owns a smart phone.
- Shopping by smart phone and tablet in the UK increased by 18% to £11.1bn in December (Source: Guardian)
Whatever the outcome, the key question is........

What would you like to see and hear in the future?

What can we do?

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THE NEXT STEPS

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