

# Core Market Sub Group Meeting – Notes & Actions

**Date:** 7<sup>th</sup> August 2018

**Time:** 7pm - 9pm

**Venue:** GoTo meeting online

**Present:** Simon Griffiths, Seyram Atubra, James Murphy, Bryan Youlden Nick Shaffrey, Nick Heckford, Janet Inman, Sam Jamieson, Rob Payne, Jonathan Moore, Carol Gordon.

**Apologies:** Freda Bussey, Steve Matthews

## [Club Survey 2018 – Results Overview](#)

SG reiterated that the purpose of the discussion was to take the views of the group help shape a recommendation due to go to the next board meeting in late September.

SG talked the group through the results of the Club Survey 2018 highlighting some key areas from his personal perspective and opening the discussion to the floor.

The discussion that took place mostly related to the following key areas

- Recognition that we may need to define terms such as ‘diversity’ when being used in the surveys as they may affect the interpretation of the question. Recognition that we may need to define the terms we use to describe sub sections of our core market e.g. grassroots to ensure everyone has clarity when we discuss these areas.
- Recognition that NVL teams/club may have a different perspective than non-NVL teams/clubs and therefore we should analyse these sub sets separately.
- Recognition that some respondents may not really know what Volleyball England do, which could affect their responses and the need to ensure our communications reflect the services, improvements and activities of the organisation as well as the celebrating the core market.
- Understanding that on the questions where the verbatim answers have been summarised, there is a degree of subjectivity.

SA reiterated that the overall satisfaction score of 5.53 is now a benchmark for Volleyball England to work from and gives us a point to compare against in the next survey.

SJ summarised the overall conversation as leading back to the need to understand the volleyball core market better.

## **Actions:**

- RP to analyse the NVL v non-NVL comparison and circulate
- SG/MH to consider communications on such things as the u14 competitions being run around the country – example: Juvoto in West Mids as an example of good practice to be shared.
- RP to circulate the verbatim breakdown

## Generating Feedback

SA opened the discussion by asking what the journey of a volleyball participant might be and what the key 'touch points' are for that participant.

The discussion that took place mostly related to the following key areas:

- Reiteration that an individual membership would give Volleyball England a better opportunity to understand this fully.
- Recognition that we tend to lose Officials and Coaches, who receive a free registration, after their first year of registration and we could benefit from understanding why and how to improve.
- Discussion around competitions and the first steps into generating feedback on major events (Cup Finals 2018 and NEVZA 2017).
- Recognition that 'culture' could form a part of any touch point survey and should be included to support strategic progress.
  
- Consideration that we may need to develop a sample survey that has key themed questions that cut across all touch points.
- Understanding that we should exercise caution when developing questions to ensure we draw information on areas we can impact.

### **Actions:**

- JI/SJ to feedback on membership portal developments when possible
- All to submit to SJ any current surveying that is taking place in their areas. This was defined as any feedback that is taken and formally recorded.
- SA/SM/JMur/JMoo/NH with SJ to develop a test pilot via competitions feedback generation to include elements around culture. JMoo to lead.

## AOB

Jl discussed the terms of reference for the group and that they need to be updated.

### **Action:**

- Jl to progress terms of reference review via email with sub group members

## Date of next meeting:

TBC late October ahead of the Board meeting on November 24<sup>th</sup> 2018

SJ to arrange.

Meeting closed at 9pm