



**Leicestershire &
Northamptonshire and
Derbyshire & Nottinghamshire**



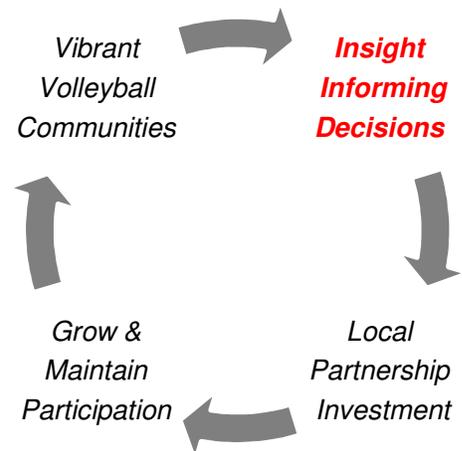
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Introduction

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

Sitting on the fence between North and South; Derbyshire, Leicestershire, Northamptonshire and Nottinghamshire form the majority of the East Midlands boasting a luscious green landscape, including the Peak District. These 4 counties have a combined total populace of approximately 3.8 million residents, with over half stating that they want to start playing sport or do a bit more. This represents a potential market place of nearly 2 million individuals who could be participating within all disciplines of our sport.

The majority of the areas within this potential 'investment zone' are achieving the national average of 21.8% for adult participation in sport and active recreation, with the overall average falling just short with 21%. However, Leicester (16.8%) and Northampton (18.4%) fall significantly short of this, but have the largest population of any areas in the investment zone, suggesting that, as there is a large demographic, there could be a large potential target market

Schools and Young People Potential marketplace

Population Data: Schools

The investment zone has a secondary school (11+) population of 241,226 in 232 secondary schools across the seven local authority areas;

	No. of secondary schools	School population
Derby	14	16,314
Derbyshire	46	48,319
Leicester	18	17,810
Leicestershire	54	45,098
Northamptonshire	41	47,841
Nottingham	14	14,975
Nottinghamshire	45	50,869

Did you know?

Active young people have numeracy scores, on average, 8% higher than non-participants
Communities & Local Government Citizenship Survey 08-09

The combined secondary school population of over 240,000 across Derbyshire, Leicestershire, Northamptonshire and Nottinghamshire, provides a captive audience to promote the 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 opportunity for satellite clubs across key locations in the investment zone. With professional football clubs supporting local volleyball clubs to deliver volleyball sessions to thousands of young people across the country, this is a programme with proven ability to drive participation.

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.

From 2014 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.

To date, the Premier League 4Sport programme has not been active in the East Midlands. However, from September 2013 the project will be extended nationally to include Derby County Football Club and Nottingham

County with Nottingham Forest Football Clubs - Derby County will be a full partner within the project, whilst Nottingham County and Forest will receive a reduced package (50%) to deliver in conjunction with one another. As these clubs fall into one of our potential investment zones our aim is to secure the inclusion of volleyball in their programmes.

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 resources¹ and access to a teacher training course² in their area.

In the first year **386 Change 4Life volleyball clubs** were established and **8,019 young people participated**.³ In year two **274 Change 4Life volleyball clubs** were delivering with **5,285 young people participating**⁴. 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.



11,517 Change 4Life volleyball sessions were delivered & 535 new school-club links created in 2010-11

(C4L Sports Club SPEAR Report, Aug 2011)

Over the four counties 30 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. One of the schools however has expressed an interest to get back and up and running if a link with a community club to establish a playing outlet could be made⁵.

This supports the assertion that 38% of teachers quoted a lack of external support as a reason to discontinuing activity⁶ but also represents an opportunity to re-establish Change 4Life delivery where support can be offered.

¹ 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

² Teacher training course: Adapted 6 hour 'mini modules' course that outlined how to use the Let's Play Volleyball resources

³ Evaluation of the Change 4Life School Sports Clubs Programme: Final Report, SPEAR: Canterbury Christ Church University (August 2011)

⁴ Change 4Life Sports Clubs Data Collection, Youth Sports Trust (July 2012)

⁵ Information is based on conversations with school contact on 1/04/2013

⁶ Evaluation of the Change 4Life School Sports Clubs Programme: Final Report, SPEAR: Canterbury Christ Church University (August 2011)

Change 4Life School Volleyball Clubs Leicestershire

Maplewell Hall School	Rushey Mead
Fullhurst	Wyggeston & QE I
Birchwood	John Ferneley School
Long Field Melton	Stonehill High School
Bushloe High School	Manor High School
Guthlaxton College	

Change 4Life School Volleyball Clubs Northamptonshire

The King John School	Tresham Institute
The Duston School	Southfield Girls School
Caroline Chrisholm School	

Change 4Life School Volleyball Clubs Nottinghamshire

Becket
Retford Oaks
Toothill School
Magnus CofE School
Joseph Whitaker
Christ the King School
Ashfield School
The Minster School

Change 4Life School Volleyball Clubs Derbyshire

Anthony Gell School	Belper School
Derby Moor Community Sports College	Ecclesbourne School
Granville Sports College	Dronfield Henry Fanshawe

Recreation: Competitive outlets

Let's Play Volleyball Festivals

The East Midlands Let's Play Volleyball Festival was hosted by Hermitage Volleyball Club at Hermitage Leisure Centre, Whitwick, as an open entry event and attracted 38 participants

Level 3 School Games Leicestershire & Rutland Sport

U15s 4v4 boys and girls
Key stage 3/4/5 sitting volleyball

Northamptonshire Sport

U13s 3v3 boys and girls
U15s 4v4 boys and girls

The lack of provision of volleyball at the Level 3 School Games in both Derbyshire and Nottinghamshire represents a key opportunity to increase participation. With the number of secondary schools, junior clubs and active Change 4Life schools across the zone, the take up for volleyball at could be significant.

Further Education Potential marketplace

There are 18 further education institutions across the investment zone with only one college per county entering the British Colleges Sport (BCS) Championships – Tresham, Wyggeston & QE I and Derby Colleges. This represents an opportunity to facilitate growth through existing competition infrastructure.

Further Education Institutions			
Gateway Sixth Form College	Leicestershire	Northampton College	Northamptonshire
Leicester College	Leicestershire	Tresham College	Northamptonshire
Regent College	Leicestershire	Derby College	Derbyshire
Wyggeston & QE I	Leicestershire	Chesterfield College	Derbyshire
Brooksby Melton College	Leicestershire	Bilborough College	Nottinghamshire
Loughborough College	Leicestershire	New College, Nottingham	Nottinghamshire
South Leicestershire College	Leicestershire	North Nottinghamshire College	Nottinghamshire
Stephenson College	Leicestershire	South Nottingham College	Nottinghamshire
Moulton College F.E.C	Northamptonshire	Vision West Notts	Nottinghamshire

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.

Higher Education Potential marketplace Population Data: Students

The East Midlands investment zone hosts seven higher education institutions accumulating a total **153,902 resident students** at university. Five of these institutions have Higher Education Volleyball Officers (HEVO's) and are highlighted in **bold**.

University	County	Population
University of Derby	Derbyshire	22,725
De Montfort University	Leicestershire	21,585
University of Leicester	Leicestershire	23,000
Loughborough University	Leicestershire	17,165
University of Northampton	Northamptonshire	12,860
University of Nottingham	Nottinghamshire	32,472
Nottingham Trent	Nottinghamshire	24,095

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 participation⁷

⁷ Volleyball England Student Survey 2012-13

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.

Did you know?

Loughborough University is currently first in the overall BUCS rankings and 3rd for volleyball.
(British Universities & Colleges Sports results 2012-13)

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.

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.

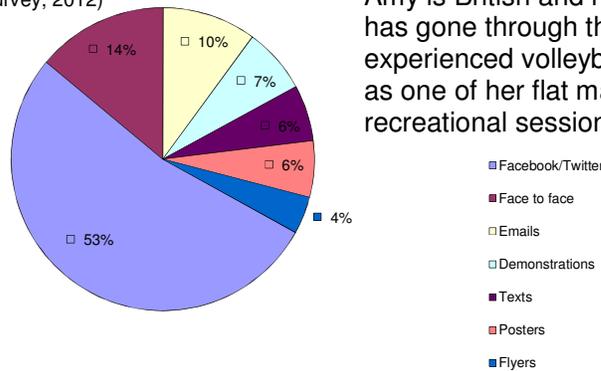
3. James

The Occasional Volleyball Player: volleyball 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.

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)



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 'Fresher's 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

Recreation: Competitive Outlets

There are seven higher education institutions across the investment zone of which four have at least one team entered into the British Universities & Colleges Sports (BUCS) Championships.

A focus on developing team entries for women and girls across the area and at all levels of play 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 female participants as it provides a competitive option that is team based and sociable but more importantly is a non-contact sport.

	BUCS (Men)		BUCS (Women)		Student Cup (Men)	Student Cup (Women)
	1 st team	2 nd team	1 st team	2 nd team		
University of Derby	✓		✓			
De Montfort University						
University of Leicester	✓				✓	✓
Loughborough University	✓	✓	✓		✓	✓
University of Northampton						
University of Nottingham	✓		✓	✓	✓	✓
Nottingham Trent University					✓	✓

57% of these HE institutions entered both a men and women's team into the Volleyball England Student Cup 2012-13. This represents a further opportunity to increase competitive outlets and help to drive participation.

De Montfort University, Loughborough University and the University of Nottingham have 'Active University' bids with Sport England that identifies volleyball as one of their priority sports to increase participation in. As such both universities have a separate pot of funding and staff resource to support the development of volleyball at a recreational level for the student population, outside of BUCS 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.

Only 2 pairs entered the Volleyball England Beach Student Cup in 2012, with the University of Leicester being the only representatives of the region in the tournament. The 2013 Volleyball England Beach Student Cup will be heavily promoting entries into a 4v4 recreational tournament alongside the more traditional 2v2 competition. The four 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 the East Midlands investment zone, with all HEVOs reporting new participants in each monthly report and the HEVO from Derby University being shortlisted for 'HEVO of the Year' in 2013 for his achievements. Raj utilised the financial and development support offered through the HEVO programme to establish regular sessions, coached by himself, at the university where there was previously no provision for volleyball. The University of Derby now has a volleyball club entered into BUCS, supported by the Athletic Union and is strongly linked to community club DARKSTAR Volleyball, providing volleyball participation for students and community players alike.

University of Surrey has attracted 175 new participants to come and try volleyball so far this academic year through the HEVO programme with over 100 of them returning to play regularly
(Volleyball England monthly HEVO data, 2012-13)

Did you know?

Loughborough University dominated the leader tables of the Volleyball England Beach Student Cup for five years. In addition to winning titles they also boasted the highest number of recreational players attending the competition.

(Volleyball England Beach Student Cup data 2005-10)

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

Currently 5 out of the 7 universities across Derbyshire, Leicestershire, Northamptonshire and Nottinghamshire have a HEVO in post and the programme is supported by the university. This has resulted in over 200 brand new participants playing volleyball regularly since October 2012.⁸

2012-13	Focus	HEVO	Email address
University of Derby	Grow club members: Establish club	Raj Bual	scuggy_bual@msn.com
De Montfort University	N/A	N/A	N/A
University of Leicester	Grow club members: Develop 2 nd teams	Marios Papachristodoulou	mpapachristodoulou@yahoo.com
Loughborough University	Participation: Grow recreational numbers	Tom King	t.king-10@student.lboro.ac.uk
University of Northampton	N/A	N/A	N/A
University of Nottingham	Participation: Grow recreational numbers	Katharina Reusch	eexkr2@nottingham.ac.uk
Nottingham Trent	Grow club members: Develop 2 nd teams	Luiza da Silva	lets_ds2@hotmail.com

Northampton and De Montfort Universities will become a priority to establish the HEVO programme in for the 2013-14 academic year. Neither university currently has established volleyball clubs entered into BUCS leagues, however De Montfort have started to enter local community competitions. Furthermore, with a combined student population of over 34,000 they could provide a significant increase in participation numbers.

Community Potential marketplace

Population Data: Adults

The combined adult population across the investment zone of Derbyshire, Leicestershire, Northamptonshire and Nottinghamshire and the respective cities reaches 3,083,344;

	Adult population	% of adult population participating in sport or active recreation	% of adult population who want to start playing sport or do a little bit more
Derby	193,716	22.9%	52.6%
Derbyshire	607,343	22.8%	52%
Leicester	236,608	16.8%	65.3%
Leicestershire	641,434	22.1%	51.8%
Nottingham	250,343	22.9%	58.3%
Nottinghamshire	621,375	21.2%	52.9%
Northampton	165,847	18.4%	56.8%
Northamptonshire	367,127	21.1%	51%

On average 55% of adult residents in Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire and their respective cities want to start playing sport or doing a bit more⁹ that provides an identified marketplace of 1,695,840 adults or potential volleyball participants.

Conversely, 50% of adults across the investment zone do no sport or active recreation at all, a figure that Government policy and initiatives are continually trying to reduce.

Did you know?
The health costs of inactivity across Leicester are £6.2million per year, and £10.3million in Leicestershire making it the highest health costs in the East Midlands.
(Department of Health - Be Active Be Healthy, 2006/7)

⁸ Volleyball England monthly HEVO data 2012-13

⁹ Sport England Active People Survey 5: Latent Demand (survey covers Oct 2010-Oct 2011)

Market Segmentation: Adults

To fully understand the potential marketplace of South London and Surrey 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 (Derbys: 30,919, Leics: 35,766, Northants: 25,902, Notts: 33,386)

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 the investment zone 'Ben' represents 125,973 of the population.

2. Jamie (Derbys: 37,673 , Leics: 43,549, Northants: 22,962 Notts: 54,960)

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 the second most significant segment of the potential volleyball population of these combined East Midlands counties with 159,144

3. Chloe (Derbys: 26,848, Leics: 32,485, Northants: 24,532, Notts: 29,165)

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.

Collectively, the investment zone counties are home to 113,030 'Chloes'

4. Leanne (Derbys: 31,424, Leics: 36,657, Northants: 18,621, Notts: 41,753)

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.

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)

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 128,455 of the populations of the selected East Midlands counties.

5. Tim (Derbys: 58,615, Leics: 65,459, Northants: 54,024, Notts: 60,060)

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

There are 238,158 'Tims' throughout Derbyshire, Leicestershire, Northamptonshire and Nottinghamshire, making 'Tim' the largest population representation for this potential investment zone.

6. Paula (Derbys: 25,595, Leics: 23,257 Northants: 15,436, Notts: 38,545)

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.

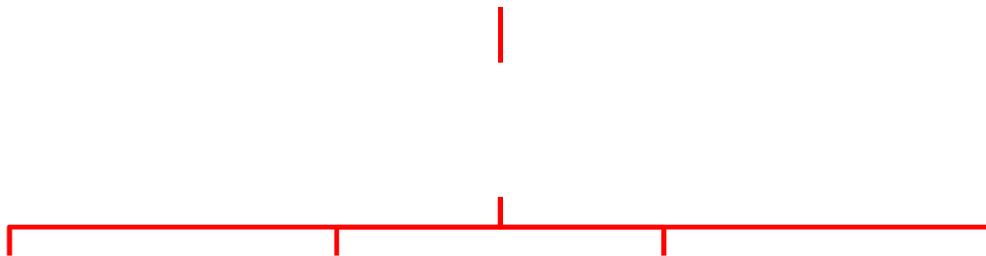
Paula can't afford much fresh healthy food; instead she buys convenience meals from the discount freezer store. Given her stress-filled life she feels it's understandable she needs to smoke and enjoy the odd drink

With 102,833 of the investment zone made up of 'Paula', it represents the smallest segment for volleyball to target.

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>

Recreation: Competitive Outlets

There are varied opportunities for competition at all levels in these areas of the East Midlands. A healthy league structure is provided from a local (county-level) league through to National League clubs.



This diagram depicts that at the local and regional level there are twice as many men's teams competing as women's. This disparity between the men's and women's leagues highlights an opportunity for growth - A focus on female 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 female players progressed 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 female participants as it provides a competitive option that is team based and sociable but more importantly is a non-contact sport.

Did you know?

74% of girls say they want to do more physical activity

(NHS Info Centre: Health Survey for England, 2007)

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 mixed across the four areas with Leicestershire and Nottinghamshire scoring lower than national average with 18.5% and 22.2%. On the other hand Derbyshire and Northamptonshire achieved 23.6% and 23.4% respectively, exceeding the national average of to 23.3%¹⁰

There are 28 affiliated clubs in the investment zone catering for approximately 600 members. 19 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 members¹¹

Leicestershire Clubs	Junior	Local	Regional	National	BCS	BUCS
Hermitage Volleyball Club	•	•	•			
Leicester PVC		•	•			
Leicester Volleyball Club			•	•		
Loughborough Lions	•	•	•	•		
Loughborough Students				•		•
Melton Volleyball Club			•			
Scorpions Pollonia			•	•		
University of Leicester						•
Welbeck College						
Wyggeston & Queen Elizabeth College					•	

Northamptonshire Clubs	Junior	Local	Regional	National	BCS	BUCS
ENVC	•	•				
Kettering Volleyball Club	•	•	•			
Kingsthorpe		•		•		
Northampton Volleyball Club		•	•			
Rothersthorpe Ashes						
Tresham College					•	
Volleyball Northants	•					
Wrenn School						

Derbyshire Volleyball Clubs	Junior	Local	Regional	National	BCS	BUCS
Chesterfield Cobra's		•	•			
DARKSTAR Volleyball	•	•	•	•		
University of Derby		•				•

Nottinghamshire Clubs	Junior	Local	Regional	National	BCS	BUCS
Arena VC		•	•			
Ashfield Vipers	•	•	•			
Casualties Volleyball Club		•				
Nottingham Rockets	•	•	•	•		
Nottingham Trent University						
University of Nottingham		•				•
Vandals		•				

¹⁰ Sport England Active People Survey 5, 2010 - 2011

¹¹ Volleyball England Club Audit, 2012

Loughborough Lions are hosts of a Volleyball England Sitting Volleyball Centre. They train out of Limehurst School and play in the Volleyball England Sitting Grand Prix.

A 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 1,031,266 potential volleyball participants¹².

Loughborough Lions sitting volleyball team has 3 Paralympians registered with them and are currently in contention to take the title of 2013 Volleyball England Sitting Grand Prix Champions (Volleyball England Sitting Grand Prix results 2013)

National Championships

Entries into the Volleyball England Junior National Championships are low considering the number of junior volleyball clubs and secondary schools in the investment zone;

Entries 2012-13	U15 Champs		U16 Champs		U18 Champs	
	Female	Male	Female	Male	Female	Male
Ashfield Vipers	2	0	2	0	1	0
Kettering Volleyball Club	0	0	0	0	1	0
Nottingham Rockets	0	0	0	1	0	1
Welbeck 6 th Form	0	0	0	0	0	1
Wrenn School	0	1	0	0	0	0
Total	2	1	2	1	2	2

¹² See page 3: Sport England Active People Survey 5: Latent Demand (survey covers Oct 2010-Oct 2011)

Facilities

Facilities stock across Teesside and Tyne & Wear 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 56.3% of clubs benefiting from access to free facilities due to club links with educational institutions¹³. Moreover 87.5% of clubs in Teesside and Tyne & Wear state that they are able to access a suitable venue at appropriate times for club activity¹⁴ 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 school sites in order to facilitate growth is a desire highlighted by 23.7% of existing clubs in the zone¹⁵ 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.

This zone also hosts a few Go Spike beach facilities. There is a permanent 3-court facility based at Loughborough University, a second permanent 3-court facility based at the National Volleyball Centre in Kettering and a semi-permanent site located at Centre Parcs in Sherwood Forest. These facilities ensure there are beach volleyball courts available for use throughout the year.

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)

¹³ Volleyball England Club Audit, 2012

¹⁴ Volleyball England Club Audit, 2012

¹⁵ Volleyball England Club Audit, 2012

Workforce

Across the investment zone 6.9% of adult residents are regular sports volunteers, compared to the national average of 7.3%. Leicester represents the lowest of the areas with 4.1% whilst Leicestershire has the highest adult volunteer rate with 8.6%, exceeding the national average.¹⁶

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)

The lower than average volunteering rate is reflective of the numbers of coaches and referees who register with Volleyball England each year. The current affiliated workforce in the areas is perhaps just enough to service the volleyball provision in the area; with 29 registered coaches / head coaches qualified to run volleyball sessions unsupervised and 28 referees to service 28 affiliated clubs entered into 6 different leagues. However, a 1:1 ratio as indicated here suggests that much work is needed to develop a greater volunteer workforce to service these clubs and to support them to grow.

	Coaches			Referees		
	Level 1: Ass. Coaches	Level 2: Coaches	Level 3: Head Coaches	Grade 4: Local League Refs	Grade 3: Regional League Refs	Grade 3N or higher: National League Refs
Derbys	5	4	1	2	0	0
Leics	7	4	5	3	4	2
Northants	7	6	1	7	1	1
Notts	6	4	4	3	1	4

68% of affiliated clubs in this area state that they would like to increase their workforce of Level 2 or above coaches and Grade 4 referees. 77% of those clubs stated that bursaries for coach and referee courses are the best way to help them to grow an appropriate workforce¹⁷. 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 25% 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 for not offering such a session.

¹⁶ For APS5, the volunteering question was changed to include a more detailed definition of sports volunteering roles. Volunteering data should therefore not be compared to previous year's results
¹⁷ Volleyball England Club Audit, 2012