



Volleyball England Strategic Plan 2013-17

Summary Headlines

Growth

- We are delighted to support the Government focus of developing a sporting habit for life amongst 14-25 year olds as we believe our sport has an ideal profile to meet the needs of the 21st century young person and we will be looking to provide offers accordingly.
- **The funding we have secured (£4.6m over 4 years) from Sport England is be used exclusively to deliver the outcomes commissioned by Sport England.**
 - **11,060 adults participating weekly**
 - **128 recreational players certified as disabled playing within our clubs**
 - **100 junior players within our programmes**
 - **10% of our identified talent progressing into the junior programmes**
 - **15 sitting volleyball athletes with supported performance plans**
 - **16 supported coaches deployed within the performance pathway.**
- In light of this we are aiming to deliver an ambitious growth target on the back of the success of the 2012 Olympic and Paralympic Games that inspired a large number of people to have a go at volleyball. Our challenge is to convert these people into regular players in a form of volleyball that meets their social, economic and ability needs.
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- We will focus our resource and delivery infrastructure into a small number of key focus areas for growth in key target markets such as students or adults in the community aged 16-25.
- Delivering success will require us to address one of the fundamental challenges of playing volleyball, court space in sports halls and we will launch a new exciting and vibrant version of the game utilising a 4v4 format, a well accepted format within volleyball for aiding development of beginner players.
- We will build on the success of programmes such as Change 4 Life Sports Clubs and Premier League 4 Sport to develop satellite clubs in the community linked to and driven by volleyball clubs.
- We will embed and expand our very successful HEVO programme across 65 universities. The HEVO is a pied piper amongst their university peers someone who can energise and inspire action to create regular opportunities for students to play volleyball at a recreational

level. The focus will be on creating a fun, social environment that meets the student experience needs of the modern day student.

- Go Spike will continue to be our community call to action engaging and encouraging new or lapsed players to get involved in volleyball, focusing on the ease and accessibility of the 4v4 format. Go Spike will work with a range of providers including community volleyball clubs, fitness and leisure providers, commercial leisure operators and will also engage and grow the usage at the brand new permanent beach volleyball facilities built as a direct legacy from the London 2012 Olympic Games by reusing sand from the Horse Guards Parade arena.

Talent Pathways

- We have always had the aspiration to develop high quality players who are capable of making volleyball their profession. This remains the central theme of an overriding 4-8-12 year strategy designed to deliver future Olympic and Paralympic representation. Recent decisions have not changed the central goal for performance volleyball in England.
- Recent performances of British teams and external evaluation of our current position have stimulated an honest and critical look at how the current talent system is delivering in relation to these goals. It is apparent that we do not have and are not yet producing the required number of athletes capable of qualifying Great Britain teams for Olympic and Paralympic Games.
- The 2013-17 strategy builds from the bottom up and places greater emphasis on delivering real quality to the early stages of the talent pathway over the next four years. It calls for increased focus in ensuring that limited resources are targeted only towards those athletes with the potential to drive Volleyball towards its stated performance aims. It is recognised that previous attempts to spread a restricted resource across the entire pathway (men/women/indoor/beach) has led to limited success.
- We will develop a more extensive and systematic approach to talent identification and recruitment with the aim of ensuring that there is an oversupply of athletes entering our pathways who satisfy the requisite profile of a future Senior International.
- At the first step on the talent ladder there will be an increased emphasis on a smaller number of high potential athletes at Cadet (U16/17yrs) age with the collapse of the North, Central, South Divisional programmes into an extended National Cadet programme with enhanced support and improved indoor/beach training and competition experiences for around 25 boys and 25 girls.
- At the Junior (U18/19yrs) stage on the pathway 2013-17 investment will continue to support the development of high quality daily training environments based around Further Education. It will grow and develop further quality in the National and Satellite Academy network including technical leadership with centrally coordinated athlete tracking and monitoring, a bespoke competitive outlet and the mentoring of all nominated lead coaches working in the system.
- Whilst there is an overall commitment to developing a full indoor pathway the outlook for Senior Development is less rosy in the short-term due to lack of funding. The Talented Athlete Scholarship Scheme (TASS) that has successfully supported our programmes with coaching and services until now will be phased out over the next 18 months. This comes on the back of a decision by UK Sport not to fund indoor programmes for the Rio cycle.
- Volleyball England will make up the shortfall and continue to support activity for the indoor programme based in Sheffield in the short-term as part of a transition that will seek to develop an enhanced 'performance club' offer with an extended group of Higher Education

partners providing a high quality training and competition environment for the increasing number of players exiting junior academies. All other investment and activity around indoor senior development programmes will be temporarily suspended.

- There is a commitment to continued investment in the England Senior Beach Development programme based at Bournemouth University over the four year period for a small group of males and females graduating from the Junior Academy network. This will align to the British Volleyball Association project Rio programme and underpin the UK Sport investment into a GBR women's pair ensuring a complete pathway for female beach volleyball.

Sitting Volleyball

- Investment in Sitting Volleyball will establish England Talent Programmes for men and women in the short-term and towards the 2013 European Championships. Thereafter it is likely that Sport England funding may be focused on one gender going forward unless additional resource can be identified.