

**Lenny Barry**  
**Nominated for International Events and Competitions Director**  
**at 2014 AGM**

**Biography**

I am interested in developing my role and involvement with Volleyball England for a number of reasons, and believe I have the required skills, experience and knowledge to be considered to do so.

I have a lifetime passion for sport, volleyball and student sport in particular, as evidenced by over 30 years voluntary experience in the volleyball / student sport environments. This hopefully demonstrates commitment, dedication and desire to put the time and effort in to the role. Player, coach, referee, administrator and tutor in volleyball throughout that time.

Am a current Volleyball England Competition Commissioner, responsible for National Cup, and was Playing Director in 2005, responsible for Indoors, Beach and Performance.

Have been a Board Member of Civil Service Sports Council (CSSC Sports & Leisure), the largest provider of corporate sport in the UK, and was Chairman of British Universities (BUSA) the largest multi-sport provider in Europe. Both organisations were dynamic and evolving, identifying the changing customer needs and developing new products and delivery to suit.

If elected International Events and Competition Director I would hope to bring some of the knowledge and experience from other organisations, and from my familiarity of organising and managing large events such as our Cup Finals, World Championship Qualifiers, Continental Cup (Sitting) and a supervisor at five World University Games.

We do things for a reason. We should be able to clearly communicate what we are doing, why and what outcome we expect to see as a result to all our members. The events we run need to encourage more spectators and more media coverage. Events should be working for us to enhance our profile and bring more people into contact, and involved, with our sport.

I instigated a Competitions Review which challenged the premise on which we currently run our national events. Competitions must be relevant and supported and valued by the participants. They need to bring more participants, more media coverage and attract sponsors and advertisers.

It is no longer acceptable to “do as we have always done”, but must consider our current market, the factors affecting it now, and on the horizon and consider and implement changes to seek to meet strategic aims. We need innovation, we may need to take measured risks, but we also need to have our sport “joined-up” with Regions, schools, NVL, performance, indoors, sitting, beach and grass all working collectively, with partners, to increase participation, our media profile and marketability.

Every situation creates an opportunity. Not everything works out the way it is hoped or planned, and we need to be flexible, innovative and creative to see and seize the opportunity, turning round a possible disappointment into something better for the future.

I ask for the opportunity to assist volleyball to continue grow, increase participation and performance, further enhance relations and support from partners, identifying and securing opportunities to promote volleyball to a wider audience.