



## Go Spike – Get Into Volleyball Update

The Go Spike campaign to get more adults playing volleyball was launched in May 2011 and will continue to run through to March 2013. There are 6 key projects that underpin the campaign that have been set up to help reach the target of 10,000 more adults playing regular volleyball.

The **6 projects** are outlined below:

### Go Spike at External Events



Volleyball was taken across the country to high footfall events between June and October. The Go Spike experience varied between an outdoor court available to passers by to 'Come & Try' to the Speed Cage\*. A variety of events were covered which included Race For Life, County Shows, local festivals Airshows and linking with other sporting events.

The locations chosen were linked to areas where volleyball resources were available to allow the opportunity of continual volleyball opportunities afterwards (Affiliated Clubs and Community Development Coaches being the main two). Furthermore the events were based, where possible in locations where the 'Leanne' profile segments are situated. (Leanne, Chloe and Tim being the top three profiles that 'want to play volleyball').

A total of 65 Go Spike events have taken place between June and October, 49 of these have been external events.

A total of 65 Go Spike events have taken place between June and October, 49



\*In August Volleyball England purchased a Speed Cage radar system – 'The Spike O Metre' which measures how fast someone spikes the ball. It was used at a number of events, the first being 'Go Spike in Trafalgar Square', which along with the use of an outdoor court attracted 1,500 people. BBC London were there to film the event – the footage can be viewed via the following link: <http://www.bbc.co.uk/news/uk-england-london-14718853>

Go Spike events are continuing to run through the year with a number of key events already confirmed. This includes Children In Need in November as well as Mike Bushell from the BBC having a go which will be aired in November.

**TARGET:** 5,000 participants

**ACTUAL:** 4,275 participants

### Team to Club



Team to Club was a project aimed at increasing the membership of Clubs within England who had a membership base of 25 members or less. The 28 Clubs who signed up to the project were given funding and Go Spike resources to help recruit new players through Festivals and Come & Try sessions.

12 Team to Clubs already have regular activity being promoted via the Go Spike website.

**TARGET:** 500 engaged, 250 retained

**ACTUAL:** 385 engaged, 151 retained

## Semi Permanent Beach Hubs



Volleyball England have purchased 20 beach volleyball net systems that will be used in ten different locations with the support of local councils and volleyball clubs in the areas in question. The equipment will be up for six months of the year and can be used by the general public. Out of the ten locations three have already used their equipment; Weymouth, Skegness and Bridlington. Confirmed sites to receive net systems available for use from April/May 2012: Tendring and Redcar & Cleveland. Five more locations are still to be confirmed.

**TARGET:** 5,000 new participants, 1,000 weekly participants

**ACTUAL:** 886 new participants (Weekly participant data is not available yet)

## Permanent Beach Hubs



The sand from the Beach Volleyball Test Event at Horse Guards Parade has now been distributed to three locations across London to create seven permanent beach court facilities. Crystal Palace and Leyton (Waltham Forest) each have three courts with one court at Westminster. Each location ran a launch event; volleyball activity has continued to take place through October.

Two other permanent courts have been set up in Worthing and Margate (data is still required from this two Hubs).

**TARGET:** 5,000 new participants, 1,200 weekly participants

**ACTUAL:** 443 new participants (Weekly participant data is not available yet)

## Higher Education Volleyball Officers (HEVOs)



There are currently 52 HEVOs across 46 Universities, actively promoting volleyball to the students at their Uni. This has involved events linked to Freshers weeks and holding one off Festivals to help promote the recreational sessions available.

**TARGET:** 700 new participants, 1,500 weekly participants

**ACTUAL:** 343 new participants (based on one off festivals), 429 weekly participants

## In the Park/On the Beach (Open Club Activity)

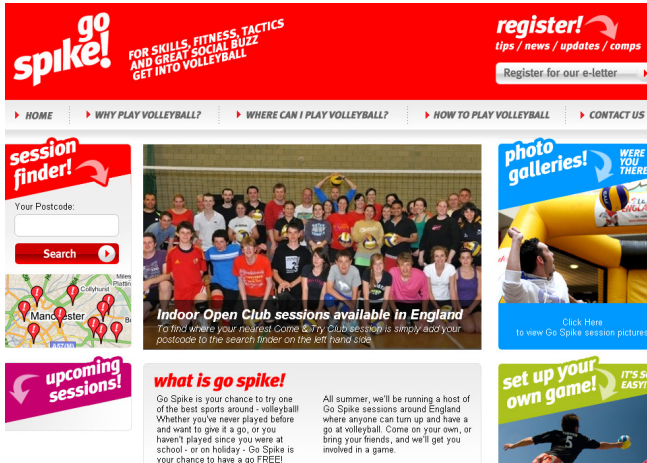
Affiliated Clubs to Volleyball England have been promoting their outdoor sessions over the summer to the general public. A total of 37 Club sessions were advertised on the Go Spike website for individuals to find via the postcode finder. Each Club that submitted their details received Go Spike sail flags, t-shirts, posters, competition cards and sign up boards to help promote their session. This activity has continued for the indoor season.

**TARGET:** 2,000 new participants, 200 weekly participants

**ACTUAL:** 1,025 new participants, 265 weekly participants



## Go Spike promotion



Since the Go Spike **website** launched on July 4 2011 6,518 unique visitors have visited the website. (8,623 total visits)

Website address: [www.gospike.net](http://www.gospike.net)

**TARGET:** 10,000 unique users per month

154 **Facebook** likes [Facebook Page 'Go Spike – Get Into Volleyball']

89 **Twitter** followers [Twitter Page: 'Go\_Spike']

**TARGET:** 750 likes/Followers

The first monthly **E-news** went out in October which went to 564 people. 100 more names have already been received for November issue.

Regular analysis will be done to identify which areas of the E-news are most popular to the followers.



*Promote*

**Promote PR** have been working on the Go Spike campaign across the last 3 months and since then stories have circulated in different media forms including web articles, magazines, newspapers and national TV which has accumulated in a coverage of 99,574,296.

This is based on total readership figures for the publication not necessarily the article and we will be working with them on more focused criteria moving forwards.

**Please Note:** All data is up to date as of 4.11.11. Data is updated on a monthly basis.