



### Head Office

#### Leaving us

##### **Leonardo Trench - Talent Manager.**

Leo left employment with Volleyball England on the 1st November 2011 to return to Brazil. We wish him and his family all the very best for the future.

#### Joining the Team

##### **Jessica Taylor – Marketing Officer.**

Jessica joins Volleyball England as Marketing Officer. Jessica studied Sport Marketing and PR at Leeds Met University and has been working as a Marketing Executive prior to starting her role with Volleyball England. She will be responsible for the day-to-day coordination of all marketing activities including e-news, 3touch and production of marketing materials. Contact details: [j.taylor@volleyballengland.org](mailto:j.taylor@volleyballengland.org).



##### **Dan Warburton – Young People Coordinator**

Dan joins as Young People Coordinator with focus on three projects – Young Officials, Lead to Coach and Change 4 Life. The role, which is for one year only, has been funded by the Youth Sport Trust. Daniel has been playing volleyball since 2007 and has become a Grade IV Referee and UKCC Level 1 Coach. Daniel also has experience in being part of the Higher Education Volleyball Officer (HEVO) scheme and being the Development Officer on behalf of the Gloucestershire Volleyball Association.

##### **Pippa Billyeald – Business Support Administrator**

Pippa joins as Business Support Administrator with a focus on memberships and assisting the team with any additional work. Pippa studied a postgraduate degree in Sports Management at Loughborough University.



#### Community Development Coaches

##### **Sebastian Widlarz - Tendring, Colchester.**

CDC partners: Tendring Technology College, Colchester Borough Council, Essex University, Essex Volleyball Association, PCT.

Sebastian is originally from Poland. He plays for Tendring Volleyball Club in the National Volleyball League and has achieved 'Grade One' volleyball referee. Sebastian gained his coaching qualification in Poland in 2002. Currently coaching Essex University teams both men's and women's, Seb also works as a volleyball agent procuring and negotiating employment and endorsement contracts for professional athletes.



### Sean Poole - Tottenham, North London

CDC Partners: Tottenham Hotspur Football Club Foundation

Sean is an experienced volleyball player and coach, previous clubs include Polonia, Liverpool (NVL1), Capital City, Sussex Dolphins (NVL2), VK Barnet (Herts VA) and the legendary Montana Red Dogs and he has several caps for the Republic of Ireland. He has been involved in volleyball coaching since the mid 1980's when he took the reins at NVL2 Ladies side Southgate. Sean is based at the Tottenham Hotspur Foundation offices in the famous White Hart Lane Stadium in North London and is primarily involved in the delivery of their Premier League 4 Sport programme.

### Sport England 30 Month Review

Volleyball England held its 30-month review with Sport England last week. The meeting was a focused session on key strategic and operational issues and identified actions required for the next 6 months. Included in the discussion were; an evaluation of the delivery of Go Spike, the 2011 membership survey and implications for future delivery. The review also covered discussion about the impact of HEVOs on volleyball in the HE sector and an engagement with CSPs and how best they can support Volleyball England moving forward. There were also talks regarding how Sport England can work closer with the Volleyball England in support services.

Within the last part of the meeting Sport England gave an insight into their merger with UK Sport, which is being headed up by Sir Keith Mills. There was also discussions on 2013-17 funding and the investment principles behind them (see attachments). There was also a short presentation on the pre planning stages and getting ready for 2013-17.

### Congratulations

Congratulations to Volleyball England Chief Executive, Lisa Wainwright, on the birth of her daughter, Mckenzie 'Kenzie' Wainwright on the 21st October, weighing in at 6lb 14oz. We understand mother and baby are well and we wish them all the very best .



### Development

#### Premier League 4 Sport (PL4S)

The Premier League has recently reviewed the PL4S programme and has committed a further £2m, which in turn means the programme will now continue until August 2013.

As well as this, the programme has also undergone some major changes to the delivery targets set by the Premier League;

- 4 brand new sports have been introduced to the programme, meaning there are now 8 sports involved in total. The 20 football clubs were able to choose to add a







5th sport, drop 1 of the 4 original sports & pick up a new sport or remain with the 4 original sports. (New sports- Basketball, Hockey, Netball, Handball)

- Volleyball England are now working with 18 of the original 20 football clubs (no longer working with Bolton FC and Portsmouth FC)
- There is now a degree of flexibility in the programme. Each football club has the flexibility to choose how many satellites per sport they would like to run (min 2 per sport). In total across the 18 football clubs, volleyball will have 61 satellite clubs running (average of 3 per club).
- Football clubs must still work with at least 1 hub club, which across the programme for volleyball will remain the same clubs as before.
- Each football club must now develop 1 x Level 2 coach & 3 x Level 1 coach per sport
- Target age group 11-19 years- (no more primary school delivery allowed)



### Higher Education Volleyball Officers (HEVOs)

There are currently 51 HEVOs in place over 45 Universities throughout England. The target is to have 55 by March 2012. The HEVOs are currently running their festivals over this year. 26 HEVOs are now qualified Level 1 coaches and 15 referees have been qualified through the programme.

29 HEVO Universities are currently working towards Side Out accreditation.

### 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** and targets are outlined below:

#### Go Spike at External Events

**TARGET:** 5,000 participants

**ACTUAL:** 4,275 participants

#### Team to Club

**TARGET:** 500 engaged, 250 retained

**ACTUAL:** 385 engaged, 151 retained

#### Semi Permanent Beach Hubs

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

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

**go  
spike!**





### Permanent Beach 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)

**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)

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

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



### Go Spike Promotion

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

**ACTUAL:** 6518

### Social Media

**TARGET:** 750 likes/Followers

**ACTUAL:** 154 Facebook likes 89 Twitter followers

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

**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.

**TARGET:** 3,000,000

For a more details report view the pdf attached.





### Technical Development

#### Beach Volleyball Capital Investment Initiative

2012 -13 beach volleyball capital investment fund will be opening towards the end of November 2011. Applications from all interested parties are welcome. We're currently in discussions with LOCOG about using the sand from the games, which we will be able to confirm very soon.

### Marketing and Communications

#### Volleyball on TV

In an effort to promote beach volleyball further, Volleyball England took the decision to film the VEBT finals. The finals were shown on Sky Sports and received coverage in the form of 10 showings over a five-day period. Early indications show that viewing figures were around 25,000 - 65,000.

Sky would like to cover the Tour again next year; however the final decision will be dependant on cost. A number of conversations have been held regarding indoor TV coverage but at the moment this is cost prohibitive for an entire season – it may only be feasible to cover competition finals and the Super 8 Cup Final via satellite or online channels.

### Excel

#### Disappointment for Women's GB Sitting Volleyball squad

The British Paralympic Association today announced that it has deferred the decision to accept the host country slot at the London 2012 Paralympic Games for Women's Sitting Volleyball until February 2012.

Explaining the decision, BPA CEO Tim Hollingsworth said:

"I'm delighted that we have been able to confirm the host country slots for Wheelchair Fencing. The sport has shown real progress since Beijing, where only one athlete competed. They now have a strong squad that are demonstrating competitive results, with a number of athletes on track to qualify by right and eight athletes reaching the last sixteen at major competitions this year. It has been encouraging to see a cohort of young athletes emerge as well, indicating that beyond London, the prospects are positive for Rio.

"The decision for Goalball and Women's Sitting Volleyball is not a 'no', it is a deferral at this stage. Both sports have a tougher challenge to meet credible performance standards for London as neither sport competed in Beijing or Athens. It is therefore right that they have longer to continue developing prior to any final decision having to be made.





"As an organisation we have been working very closely with both squads for the past couple of years, including engaging them directly in our supportive Talent Transition Programme. We are now equally committed to continue to work closely with them towards the February review. At the same time we are serious about ensuring that every athlete and sport that goes to these games is able to match our clear criteria for credible performance."

Richard Callicott, Chair of GB Volleyball said "Whilst we are disappointed not to be given the green light by the BPA at this stage, the players know that it's not a 'no' and are all determined to keep going to achieve their goal of competing at London 2012".

### Competitions and Events



The indoor season of national competitions is now well under way and dates have also been set ahead of our national competitions in 2012.

**Super 8's** - For the first time, the Super 8 Finals will take place at the National Volleyball Centre on the 14-15th April 2012. The Super 8 teams will face each other in a winner takes all play off weekend which is sure to be an exciting climax to the current season.

**Sitting Volleyball** - The Sitting Volleyball Grand Prix is underway with teams from around the country competing in a new format in the lead up to the Paralympics in London 2012. The Finals for the Sitting Grand Prix will take place on the 14-15th April 2012 alongside the Super 8 Play Off weekend.

**National Cup** - The National Cup Finals and Shield is progressing nicely with teams aiming to play at the National Cup finals weekend, held at the National Volleyball Centre in Kettering on the 28th and 29th April 2012. The entry details for the National Championships for the Under 18, 16, and 15 have been published. The Under 18 and 16 competitions will again take place at the National Cup finals Weekend in April. The Under 15 Finals will take place on May 12th at the National Volleyball Centre.

**Student Cup** - The biggest Student Cup competition kicked off earlier this month. Qualification heats will determine who will go through to the finals, held at the University of East Anglia in February of next year.

**Inter Regionals** - We are also pleased to confirm that the Inter Regional's will take place on the 2-3rd June 2012 at the National Volleyball Centre. Further details to be released early next year.

A full review of competitions will be undertaken by the Competitions Commission in the near future.





## **Meeting Dates**

### **Board Meeting**

19th November 2011 - SportPark,  
25th February 2012 - Kettering

### **Joint Strategy Implementation Committee**

19th November 2011 - SportPark

### **Regional Commission**

13th January 2012

