

Beach Attack: Summer Volleyball Program

10140 Buttermere Drive

Richmond, BC, V7A 1R8

August 16th, 2020

Travis McClellan

President of Board of Directors

Air Attack Volleyball Club

Richmond, BC

Dear Mr. McClellan,

Here is my report, Beach Attack: Summer Volleyball Program. During the preparation of this report, I've learned about the potential interest in establishing a beach volleyball program for Air Attack. Subsequent to identifying an opportunity for this program, I've assessed the feasibility of establishing formal training at several locations and times. Thank you for your assistance and guidance throughout this process.

Although the sample size of the surveyed groups in the club are not up to perfect standards, I believe there is strong evidence that a majority of current players at Air Attack Volleyball Club want to participate in beach volleyball training. Their participation was essential to understanding the interest, availability, and preference of aforementioned athletes.

I hope that this report will offer tangible evidence and support the establishment of a beach volleyball summer program, as I believe this would be highly beneficial to not only for our athletes, but for the reputation of Air Attack as well. If executed correctly, we would be one of three volleyball clubs in BC that successfully implemented formal beach volleyball training during the summer and addressed the demand of many youth volleyball players throughout the Lower Mainland. A list of recommendations was created as a result of data collection and interpretation, and has been compiled within the Abstract and Conclusion of this report.

It has been a pleasure to work on this project and I would be more than happy to answer any questions or concerns. I trust you will pass this on to the rest of the Board of Directors as the report intended. Please feel free to contact me at [matthewhpshen@gmail.com](mailto:matthewhpshen@gmail.com) or (778) 883 -1950 anytime.

Sincerely,



Matthew Shen

Head Coach at Air Attack Volleyball Club

**"Beach Attack" Proposal: Air Attack's Summer  
Beach Volleyball Program**

for

The Board of Directors  
Air Attack Volleyball Club  
Richmond, British Columbia

by

Matthew Shen  
ENGL 301 Student  
Air Attack Volleyball Coach

August 1st, 2020

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### **Abstract**

Air Attack Volleyball Club has always been an innovative organization, establishing a myriad of inclusive programs such as House Volleyball and Sitting Volleyball. While this is excellent, the club must continuously find ways to address athletes needs.

Asides from high performance athletes who compete at a provincial or national level, most of our current club members do not participate in any formal training during the summer months of May to August. two volleyball clubs in British Columbia have established a beach volleyball training program: Sideout Beach and Ducks Beach. This is an opportunity the club should explore, and there is ample evidence current athletes and coaches are interested in a similar program.

After collecting responses from both current players and coaches through Air Attack's email list, interest, availability, and preference of location have been established. With help from the Board of Directors, a test program should be implemented by this summer to better understand whether a beach volleyball program would be feasible.

Air Attack Volleyball Club should consider the following recommendations in order to establish a beach volleyball training program during the summer months of May to August:

1. Purchase volleyballs, volleyball nets, and court lines in preparation for sessions at Shaughnessy Park
2. Use availability information to set up time allocation for age groups. 13/14U Boys from 4PM-6PM on Mondays and Wednesdays, 15/16U Boys from 6PM-8PM on Mondays and Wednesdays, 13/14U Girls from 4PM-6PM on Tuesdays and Thursdays, and 15/16U Girls from 6PM-8PM on Tuesdays and Thursdays.
3. Set up registration, first come first serve for individuals. Partners that register as a pair should get priority, as partners should have the ability to train together. The limit of athletes each session should be no more than 24, so that coaches can attend to everyone.
4. Set up training for the coaches, to ensure they have all the knowledge necessary to comply with legal and ethical guidelines.
5. Begin promoting the summer program during the regular club season,
6. Adjust the program as necessary.

## **Introduction**

Air Attack Volleyball Club is the largest youth volleyball club in British Columbia, and teams train and compete in provincial and national level tournaments from December to May. Additionally, high school volleyball programs are typically run during the school year, from September to May. The only available training for athletes during the summer months are provincial and national level teams (Team BC, Team Canada), which excludes a majority of the club's members. Despite having beach volleyball tournaments hosted by Volleyball BC during the summer months, there are no current options for athletes of Air Attack to participate in formal beach volleyball training and skill development from May to August.

Beach volleyball is a team sport played by two teams of two players on a sand court. As in indoor volleyball, the objective of the game is to send the ball over the net and to ground it on the opponent's side of the court, and to prevent the same effort by the opponent. While beach volleyball is fundamentally like indoor volleyball, several differences could be beneficial for athletes. The court sizes are smaller, and there are more touches on the ball as there are only two players on each team, as opposed to six. This allows for more skill development, as players have to understand all aspects of the game to succeed at beach volleyball.

Currently, players who want to attend beach volleyball training attend practices hosted by other volleyball clubs in British Columbia (Ducks Beach Volleyball, Sideout Beach Volleyball). However, only very few clubs run a beach volleyball program during the summer, and there is an opportunity that should be explored. If the program attracts athletes from other clubs, this could help recruit potential talent for the indoor volleyball program.

By analyzing player and coach surveys, this report will outline if there is an adequate amount of interest to establish a beach volleyball program for Air Attack Volleyball Club. Additionally, the report will assess feasibility in terms of budget and potential locations. If the proposal is approved, the plan could be implemented in a trial phase and consequently evaluate athlete satisfaction and cost efficiency.

## Methods

To create the survey questions for players and coaches, information was first collected from the current Board of Directors: Travis McClellan, David Tam, Eric Chan, and Josh Campbell. The information was collected through Zoom interviews and detailed establishing similar programs like the House Volleyball Program and the Sitting Volleyball Program. Additionally, legal and ethical implications that one must consider were recommended and taken note of.

To assess the interest of players and coaches in running a beach volleyball summer program, two surveys were created specifically for this report. The first was created for current athletes - those who played on a club volleyball team this past season (before it was cancelled due to Covid-19). This survey was distributed by email from Air Attack's contact list. The survey for players asked questions about demographics, interest, availability, and preferred locations.

The second survey was created for coaches - those who have coached within the past three years. Similarly, the survey was distributed by email from Air Attack's contact list that was obtained during my interview with the Board of Directors. This survey for coaches asked questions about interest, availability, and coaching/playing experience.

Both surveys were entirely voluntary and anonymous besides the respondent's group affiliations.

To provide additional insight to this report, various documents were virtually collected from similar beach volleyball clubs' websites, the City of Vancouver website, and the Six Pack Indoor beach website. This data would allow me to assess the costs of running a summer program, and what reasonable program fees would look like. These resources are cited in the section "References."

## Data Section

### Demographics of Athletes

After survey distribution, the sample size resulted in 170 responses, with 153 people indicating interest in the program. 153 responses represent approximately 56% of the total emails sent out. Of the 153 positive responses, they were broken down into gender and age (Figure 2). The gender distribution breakdown of athletes was like that of the club's. After gathering the data for age distribution, I decided to exclude running a beach volleyball for the age groups 17U and 18U, as there were not enough responses to justify running a separate session for them. The rest of the report will only include information from 137 of the athlete responses, ranging from 13U to 16U of both genders group in the current club. As there were not enough athlete responses to create separate sessions for each age group, similar age groups were combined: 13U with 14U, and 15U with 16U.

### Coaches' Survey

The survey for coaches resulted in a sample size of 12 responses, ranging in both coaching and playing experience. After the survey was completed, there was a need to identify the coaches who had indicated they were interested in a beach volleyball program. Cross referencing the survey data with roster lists, two coaches with enough experience and availability were identified: Daniel Wong to run the boys beach volleyball program, and Jeff Lam to run the girls beach volleyball program. Both coaches were former members of Air Attack and varsity athletes with extensive experience in coaching and playing beach volleyball. Additionally, the survey allowed other assistant coaches who were available to help run both programs, depending on their availabilities (Figure 12, Figure 13).

### Data Limitations

All the information collected regarding availability and location preference serves only as a general indication, as athletes that responded may not end up registering. Additionally, athletes that are not part of the current club were not included in the data sets as they were not a part of the club's email list. Particularly when it comes to availability, summer plans often change and the survey information would be skewed. For this reason, the data is not to be taken at face value when mentioned in this report, and should only act as general indications of interest, availability, and preference.

### Availability

Availability was originally broken down in 5 time slots (10AM-12PM, 12PM-2PM, 2PM-4PM, 4PM-6PM, 6PM-8PM) across seven days in the week. However, Saturday and Sunday availability data was discarded upon the realization that most Volleyball BC tournaments are held on the weekends. Additionally, the availability schedules were broken down in halves, splitting up the summer season (May-June, July-August) to allow for more flexibility.

### Availability for 13/14U Boys

As Figure 3. and Figure 7. show, the majority of athletes in this age group would be available on Monday and Wednesdays during the 4PM to 6PM time slot.

### Availability for 15/16U Boys

As Figure 4. and Figure 8. show, the majority of athletes in this age group would be available on Monday and Wednesdays during the 6PM to 8PM time allocation. This currently does not interfere with any other age group's availability.

## Beach Attack: Summer Volleyball Program

### **Availability for 13/14U Girls**

As Figure 5. and Figure 9. show, the majority of athletes in this age group would be available on Tuesday and Thursday during the 4PM to 6PM time slot. This does not interfere with any other age group's availability.

### **Availability for 15/16U Girls**

As Figure 6. and Figure 10. show, the majority of athletes in this age group would be available on Tuesday and Thursday during the 6PM to 8PM time slot. This does not interfere with any other age group's availability.

The scheduling works out for four separate sessions, twice a week. Surprisingly, the numbers for each age group's availability remained similar for both halves of the summer season. However, as there are limitations to this report's current data collection, the availability and schedule should be revisited upon actual registration.

Although there would most likely be more than 24 athletes who want to register for each session, there are also a limited amount of coaches who will be at each session. After speaking to the Board of Directors' interviews, it was determined that an optimal ratio would be approximately 6:1 for kids to coaches, so limiting each session to no more than 24 athletes would allow for a higher standard of training.

### **Locations**

There were originally four options for location preference: Spanish Banks, Six Pack Indoor Beach, Park Site on Shaughnessy Street, and no preference. As Figure 11. indicates, the majority of responses preferred two locations: Six Pack Indoor Beach and Park Site on Shaughnessy Street. This was most likely due to location proximity, as most Air Attack's current athletes reside in Richmond. This section will determine the cost and benefit of reserving the courts at these two locations.

### **Six Pack Indoor Beach**

Six Pack Indoor Beach is an indoor beach facility that hosts up to six courts that are available for reservation. The location is a 10-minute drive away from Central Richmond, making it an accessible location for the majority of athletes. According to Figure 11., 36% of the total responses chose this as their preferred location.

According to the Six Pack Indoor Beach website, summer court rentals are \$75 per hour / per court. This would mean that weekly, the club would be paying approximately \$4,800 to rent out four courts (in line with our coaching availability and optimal coaching ratios). This would make the program substantially more expensive in comparison to other beach volleyball programs, as each athlete would have to pay \$50/session just to break even on the facility use.

However, it should be noted that the Six Pack Indoor Beach facility includes equipment such as court lines and volleyball nets. The club would only need to purchase beach volleyballs for practices. The facility is indoors, which means the club would not have to account for practice cancellations due to weather. Practicing indoors could also be a disadvantage for players who are participating in tournaments. Volleyball BC tournaments are typically held at Spanish Banks, and environmental factors such as wind, rain, and sun can affect beach player's strategies. Understanding how to play in different conditions is an essential part of beach volleyball and practicing at an indoor facility could hinder skill development.

### **Park Site on Shaughnessy Street**



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This is a public park according to the City of Vancouver, which includes enough posts to set up four beach volleyball courts. Like Six Pack Indoor Beach, the park is a ten-minute drive away from Central Richmond. While the park could technically be used for free, practicing on the courts without reservation would indicate that the general public could use the park at the same time. However, the City of Vancouver does allow for reservations for a fee.

According to the City of Vancouver website, volleyball sand courts can be rented are \$2.06 per hour per court for youth non-profit, which Air Attack would qualify under. To reserve four courts for eight sessions a week would mean the total cost for rental would be approximately \$132. Each athlete would have to pay \$1.5 to break even on the rental. This is significantly cheaper than renting the Six Pack Indoor Beach, but other considerations do need to be made.

The Park Site on Shaughnessy Street has enough posts for four beach volleyball courts but does not include any other equipment. This would mean the club would have to purchase equipment such as court lines and volleyball nets. Additionally, the park is outdoors, which means the club would have to account for practice cancellations due to weather.

### **Budget Feasibility**

Figure 14. reflects general pricing for the necessary volleyball equipment to run eight sessions each week. When consulting with the equipment company, the customer service associate indicated that equipment may be purchased at a discount if bought in bulk, but that the company could not provide a specific quote at the time. Although purchasing equipment may seem expensive for the first year, it is unlikely that the equipment will only be used for one year. If Air Attack decided to continue running the Beach Volleyball Summer Program, the equipment could be reused for several summers. Costs for running the program would be lower for upcoming years, as the budget would only include the price of equipment replacement as opposed to equipment purchasing.

Coaches would be paid \$30 per hour, and assistant coaches would be paid \$20 per hour.

If we decided to train at the Park Site on Shaughnessy Street, athletes would pay for \$15 each session, for a total of \$180 for 12 sessions. This would allow the club to purchase the equipment, rent out the courts, and pay for coaching. The fees are cheaper than other beach volleyball clubs in the Lower Mainland (Ducks Volleyball charges \$20/session, and Sideout Beach charges \$25/session), and could potentially entice athletes from other clubs to register if they do not see discrepancies in coaching credibility or location accessibility.

## **Conclusion**

### **Summary of Findings**

Over half of current club members responded to the players' survey and we had several responses for the coaches' survey as well. The findings indicated interest, availability, and location preferences; which allowed for this report to interpret whether running a beach volleyball program was feasible. Additionally, online resources allowed the report to assess budget feasibility in comparison to other beach volleyball clubs in the Lower Mainland.

### **Interpretation of findings**

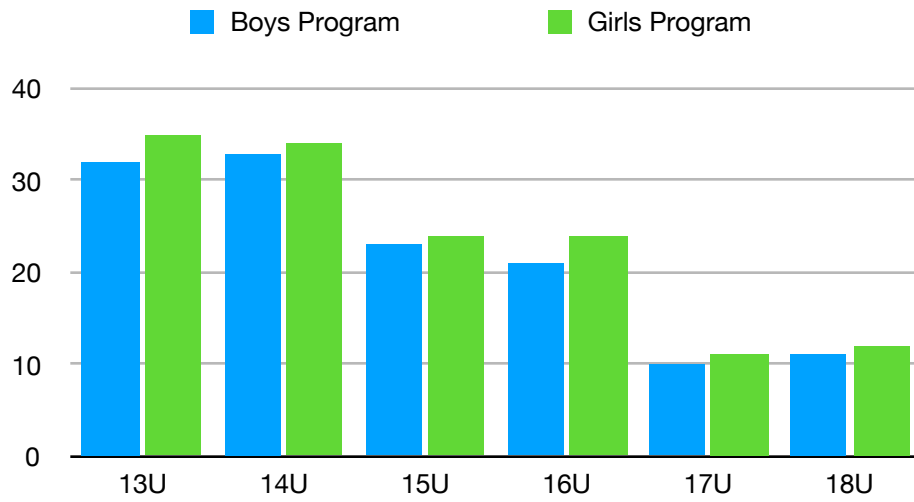
There was evidence from surveys that indicated there would be a lot of interest surrounding the establishment of a beach volleyball summer program that would allow for formal training. Due to summer school and other extracurricular activities, morning time slots were not popular, so beach volleyball training sessions would most likely have to run from 4PM onwards. Two main locations were selected (Six Pack Indoor Beach and Park Site on Shaughnessy Road) and using information from online resources, a cost benefit analysis was briefly completed. The report determined that running practices at Six Pack Indoor Beach would be substantially more expensive than establishing sessions at the Park Site. Running a program at Shaughnessy Park is feasible and should be explored further.

### **Recommendations**

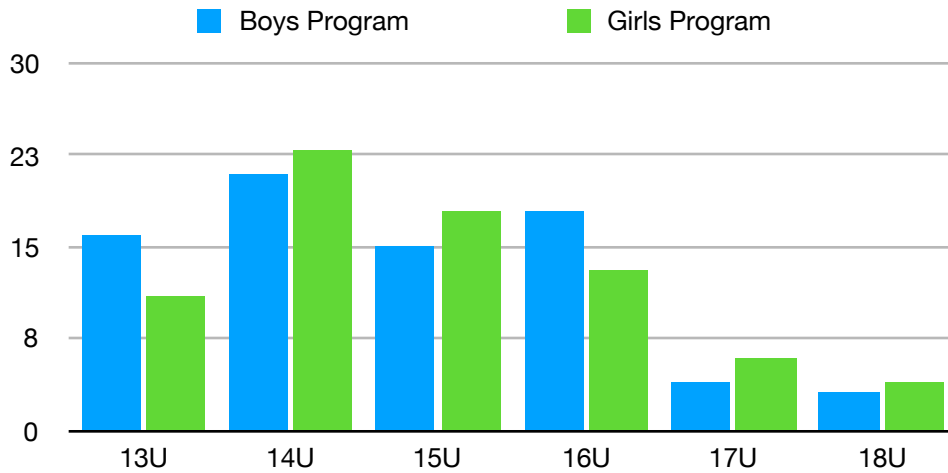
Immediate action should be taken to see if we can implement a pilot program with a small group of athletes in the summer of 2020. Doing so would allow an assessment of the program in terms of cost efficiency and location accessibility and would allow the club to evaluate the logistics and implement the program for the entire club in the summer of 2021. Below are some suggestions that were derived from the report's data:

1. Purchase volleyballs, volleyball nets, and court lines in preparation for sessions at Shaughnessy Park
2. Use availability information to set up time allocation for age groups. 13/14U Boys from 4PM-6PM on Mondays and Wednesdays, 15/16U Boys from 6PM-8PM on Mondays and Wednesdays, 13/14U Girls from 4PM-6PM on Tuesdays and Thursdays, and 15/16U Girls from 6PM-8PM on Tuesdays and Thursdays.
3. Set up registration, first come first serve for individuals. Partners that register as a pair should get priority, as partners should have the ability to train together. The limit of athletes each session should be no more than 24, so that coaches can attend to everyone.
4. Set up training for the coaches, to ensure they have all the knowledge necessary to comply with legal and ethical guidelines.
5. Begin promoting the summer program during the regular club season,
6. Adjust the program as necessary.

**Figures**



**Figure 1. Total Number of Athletes for Each Age Group**



**Figure 2. Number of Athletes for Each Age Group Whom Expressed Interest**

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13/14U Boys	Monday	Tuesday	Wednesday	Thursday	Friday
10AM-12PM	11	7	9	10	4
12PM-2PM	8	7	8	8	5
2PM-4PM	15	16	16	15	10
4PM-6PM	32	26	31	28	20
6PM-8PM	27	25	29	30	16

Figure 3. Availability in May - June for 13/14U Boys (37 Total)

15/16U Boys	Monday	Tuesday	Wednesday	Thursday	Friday
10AM-12PM	9	5	6	12	4
12PM-2PM	8	8	8	8	7
2PM-4PM	7	12	15	18	4
4PM-6PM	29	25	28	22	18
6PM-8PM	29	28	29	25	15

Figure 4. Availability in May - June for 15/16U Boys (33 Total)

13/14U Girls	Monday	Tuesday	Wednesday	Thursday	Friday
10AM-12PM	10	4	10	12	15
12PM-2PM	17	17	17	19	14
2PM-4PM	16	18	24	24	23
4PM-6PM	32	31	30	31	20
6PM-8PM	25	22	24	24	22

Figure 5. Availability in May - June for 13/14U Girls (34 Total)

## Beach Attack: Summer Volleyball Program

15/16U Girls	Monday	Tuesday	Wednesday	Thursday	Friday
10AM-12PM	5	6	6	6	6
12PM-2PM	16	16	15	11	4
2PM-4PM	12	13	12	12	11
4PM-6PM	18	19	19	21	23
6PM-8PM	24	26	24	24	21

Figure 6. Availability in May - June for 15/16U Girls (31 Total)

13/14U Boys	Monday	Tuesday	Wednesday	Thursday	Friday
10AM-12PM	8	9	9	11	4
12PM-2PM	8	8	8	8	8
2PM-4PM	18	18	15	15	12
4PM-6PM	33	29	33	33	26
6PM-8PM	22	23	25	28	14

Figure 7. Availability in July - August for 13/14U Boys (37 Total)

15/16U Boys	Monday	Tuesday	Wednesday	Thursday	Friday
10AM-12PM	8	8	9	9	8
12PM-2PM	6	7	7	9	10
2PM-4PM	16	12	15	20	18
4PM-6PM	29	25	28	22	18
6PM-8PM	29	27	30	27	26

Figure 8. Availability in July - August for 15/16U Boys (33 Total)

13/14U Girls	Monday	Tuesday	Wednesday	Thursday	Friday
10AM-12PM	8	9	9	10	10
12PM-2PM	15	18	13	11	11
2PM-4PM	16	19	19	21	21
4PM-6PM	31	30	30	31	20
6PM-8PM	26	27	24	21	19

Figure 9. Availability in July - August for 13/14U Girls (34 Total)

15/16U Girls	Monday	Tuesday	Wednesday	Thursday	Friday
10AM-12PM	4	9	7	5	5
12PM-2PM	8	8	8	6	4
2PM-4PM	7	11	11	9	11
4PM-6PM	24	21	19	17	16
6PM-8PM	25	28	24	23	27

Figure 10. Availability in July - August for 15/16U Girls (31 Total)

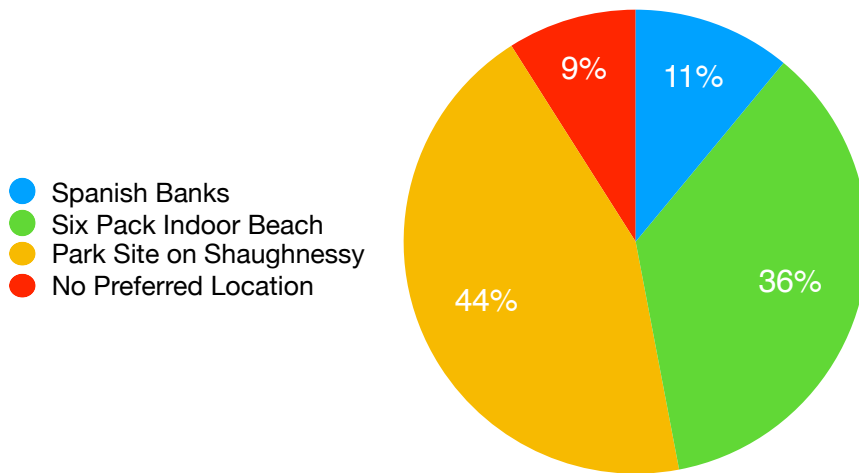


Figure 11. Preferred Location for Athletes

<b>Boys Coaches</b>	<b>Monday</b>	<b>Wednesday</b>
<b>4PM-6PM</b>	4	4
<b>6PM-8PM</b>	3	4

**Figure 12. Available Number of Coaches for Boys Sessions**

<b>Girls Coaches</b>	<b>Tuesday</b>	<b>Thursday</b>
<b>4PM-6PM</b>	5	4
<b>6PM-8PM</b>	3	3

**Figure 13. Available Number of Coaches for Girls Sessions**

<b>Equipment</b>	<b>Equipment Price</b>
<b>Volleyball Nets</b>	\$200/net, 4 nets: \$800
<b>Volleyballs</b>	\$40/ball, 30 balls: \$1,200
<b>Court Lines</b>	\$45/set of lines, 4 lines: \$180
<b>Total</b>	\$2,180

**Figure 14. Approximate Prices for Volleyball Equipment**

### References

Six Pack Indoor Beach (2020). Court Rental Packages. Accessed from: <https://6packbeach.com/facility/court-rentals/>

City of Vancouver (2020). Rental Rates for Sport Courts, Fields, and Diamonds. Accessed from: <https://vancouver.ca/parks-recreation-culture/field-court-diamond-rental-rates.aspx>

Federation Internationale De Volleyball (2020). Beach Volleyball Overview and Rules. Accessed from: [http://www.fivb.org/EN/BeachVolleyball/Rules/bvrb0912\\_forweb\\_EN.pdf](http://www.fivb.org/EN/BeachVolleyball/Rules/bvrb0912_forweb_EN.pdf)