

Chief Executive's Update
31 March 2011

BADMINTON
ENGLAND



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For Circulation

Index

Staffing	3
Training and Development.....	3
Tickets for London 2012.....	3
The Road to London	3
Membership.....	3
No Strings Badminton	4
Performance Centres.....	5
Premier Clubs.....	5
Premier League 4Sport.....	5
Yonex National Badminton Award 2011	5

Staffing

We have been pleased to welcome the following three new Regional Officers:

Megan Giglia, East (Bedfordshire -part-time) joins us Central Bedfordshire Council where she has been a Multi Sports Coach Development Officer building upon her extensive coaching experience.

Jenny Douch, London (North & West) joins us from securing valuable experience with Sport and Active Leisure which has built upon her knowledge gained from her S[ports and Exercise Science studies at the University of Bath.

Blake Simmons, South East (Hampshire & Isle of Wight) joins us from Poole School Sports Partnership where he was an Assistant Partnership Development Manager since June 2008. Blake comes to us with an excellent grounding in sports development.

Training and Development

Further to the Equality & Diversity seminar presented at the All Staff Briefing in December 2010 by Tollers solicitors. Tollers delivered a similar event for the Board of Directors and the Corporate Management Team on 15th February 2011 to enable BADMINTON England to be well placed in meeting our legal obligations under the Equality Act 2010.

Tickets for London 2012

Our ticket allocation request was totally successful and although the process is not complete, we have been able to confirm the good news to many that they have secured tickets for what promises to be a great Olympic games.

The Road to London

Next month's issue of the CEO Update will see the start of a regular item titled 'The Road to London'.

The greatest show on planet comes to the Capital in less than 500 days and therefore the idea is to keep everyone updated on the preparations being undertaken as we move towards the Olympic Games in 2012.

We will also shortly be introducing a higher profile Team GB webpage to BADMINTON England's website which will be constantly updated with all the latest news on our journey to London.

Membership

The processing of clubs is continuing on a daily basis, membership cards continue to be sent out on a monthly base now to all active members on the system and the second issue of Courtside has just been sent out for the 2010/11 season.

The deadline for clubs to renew was the 31 January but as always if you know of any clubs yet to affiliate please remind them that they do need to affiliate in order to receive all the member benefits including insurance.

The Club England proposal was put forward at the Council meeting in January and the outcome was a positive one although we will continue to have Junior Clubs and therefore the JJC membership type for at least another season but we shall continue to investigate how we can make the affiliation of juniors a fairer one for all clubs.

Council did agree though that moving forward all required information for juniors would have to be supplied by the Club Secretaries and all juniors within a Junior Club would have to be registered onto Vision. This is required for insurance purposes but also to give us a true indication of how many juniors are playing badminton around England.

The launch of Club England will occur at the Yonex All England Open Badminton Championship and we look forward to discussing the new membership scheme in more detail with our members from the BADMINTON England stand and the Member's Area.

Club England will consist of four membership types:

- 👉 **Club England Community** a free online sign up
- 👉 **Club England** all senior / junior badminton club members
- 👉 **Club England Active** suitable for senior / junior players who do not wish to be affiliated to a club but do wish to receive full benefits of BADMINTON England
- 👉 **Club England Supporter** suitable for senior / junior badminton supporters who wish to receive selected member benefits from BADMINTON England but do not play badminton.

A new release for the Vision system took place on Thursday 17th February and the system was taken down for couple of days to allow us to add the new features and test them within the live database. The new features were:

- The introduction of Address Management Software into all Wizards
- An enhanced membership process
- Changes to the Events Module
- New Reporting functionality

No Strings Badminton

- 👉 122 franchises
- 👉 135 active sessions
- 👉 3 National Partners
- 👉 10,937 Friends

no strings 
badminton

The NSB Forward Strategy has been confirmed which is aimed at shaping the direction of the NSB programme through to 2013. Key areas are being address via the NSB Management Group to ensure a customer-focussed approach to ultimately ensure NSB is delivering exactly what our customers want.

Further growth of the programme is being addressed via National Partner Agreements. Leisure Connection has agreed to join the programme with an initial 10 centres and discussions have been held with DC Leisure and Parkwood Leisure for a similar set-up. GLL have agreed to expand with a view to having NSB operating within all 18 partnerships across London.

The 'NSB Building the Legacy Event' at the YAE is due to take place on Wednesday 9th March with the aim of circa 80 attendees from current and prospective NSB partners to reward and inform of the future direction and aims for NSB.

Performance Centres

The implementation phase from the strategic review has begun and the new application process for reinvestment and revised criteria will be published collectively in due course. A number of projects within the programme are currently being developed; this includes a revised publication of the PC Coaching Handbook and the new ParentZone webpage, which is nearing completion.

Forthcoming Events

- 👉 PC Annual Conference 8th-10th July 2011, National Badminton Centre
- 👉 PC Regional forums being facilitated by the Regional Managers

Premier Clubs

Congratulations to newly accredited badminton clubs:

- 👉 St Austell Bay & St Austell Bay Junior BC – Cornwall
- 👉 Tyne Met BC – Northumberland

Premier League 4Sport

Memorabilia donated by Tottenham Hotspur FC and Arsenal FC were presented as prizes at the Yonex All England Championships.

Yonex National Badminton Award 2011

We simply could not deliver our sport without the incredible support and commitment from so many volunteers across the length and breadth of the country. It is always very difficult to single out any individual but we offer our sincere thanks and congratulations to the worthy winners of the 2011 Yonex National Badminton Awards who received a warm welcome onto the show court to be presented with their prizes by our President, Geoff Rofe and Managing Director of Yonex UK, Paul Jepson. Congratulations again to our winners:

- 👉 Yonex Volunteer of the Year – Ian Moody, Buckinghamshire
- 👉 Yonex Young Volunteer of the Year – Tammy Muddell, Shropshire

Adrian Christy

Chief Executive