

Chief Executive's Update
June 2011

BADMINTON
ENGLAND



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For Circulation

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Staffing

We are pleased to welcome the following seven new staff:

Emma Austin, Regional Officer, South West

Emma has a wealth of sports development experience gained from working with the Lawn Tennis Association. Emma joins the South West team from Penryn College where she was the West Cornwall Competition Manager.

Jenni Crisp, Regional Officer, East

Jenni is covering for Malcolm Jellows (seconded to Competition Manager) until September 2012. An experienced badminton coach Jenni has also gained valuable experience within the role of Sports Development Officer for the London Borough of Redbridge.

Alison Lysons, Regional Officer, South West

Alison joins us from the Women's Running Network where she developed the Run in England project to increase adult participation in the north. Alison will be with us until February 2012 to cover for Claire Smith's maternity leave.

Roisin O'Rorke, Regional Officer, South West

Roisin has recently studied for a BSc in Sports Development & Coaching Sciences and joins us from the Helen Troke Badminton Academy where she was a Level 2 Badminton Coach. Roisin also has also gained experience of volunteering for us at the All England March 2011.

Matt Hanson, Junior Performance Coach, NBC

Matt joins BADMINTON England for a second time having been a Badminton Development Officer in 2007/2008. More recently Matt has gained great experience from being a Coach at Badminton Wycombe Performance Centre.

Anita Sherwood, Head of Performance Operations, NBC

Anita joins within the above new role and brings a wealth of operational and managerial experience gained within roles at the Audit Commission and the NHS, together with having a Masters Degree in Business Administration.

Courtney Perks, Intern with Commercial Team, NBC 13/07/11

Courtney will be working predominately with Gary Atyes and Lauren Blake with a view to gaining valuable experience within sponsorship management, marketing and membership. Courtney has recently graduated from Leeds University after having studied Sports Business Management.

We have recently said goodbye to the following five individuals and thank them for their hard work and valued contributions:

Colin Houghton and Lorraine Cole, High Performance Centre Coaches, Manchester/Birmingham

Colin and Lorraine left us at the end of March as a result of the closure of high performance centres in Manchester and Birmingham respectively. Both Colin and Lorraine retain their relationship with us by providing coaching services in a self employed capacity.

James Blundell, Marketing and Sponsorship Co-ordinator, NBC

James was Fiona Young's first recruit into the Commercial Team and after gaining some good experience with us over the last couple of years James has moved on to develop his career with a leading media communications agency in London.

Allison Pearson, Performance Centre Advisor

Allison joined in November 2009 as one of 4 new Performance Centre Advisors. During her time with us she worked with a number of performance centres in the south and east to help shape the service. Allison has left to focus more attention on her own performance centre, the Essex South Performance Centre.

Vikki McPherson, Head of GB Performance 30/06/11

Vikki was seconded with us for 11 months from the English Institute of Sport (EIS). During this time she has been instrumental in undertaking a thorough strategic review of our GB World Class Programme and leaves having put our World Class Performance Programme on a much stronger footing.

Badminton Players of the Future?

Many congratulations to the following staff on their new arrivals!

Katherine Taylor, Head of Education & Training, NBC - gave birth to Joseph in April.

Claire Smith, Regional Officer, North West –gave birth to Evie in June.

Training and Development

We are nearing the end of our contract with IT training provider QA. So far 17 staff have attended courses with QA covering a variety of Microsoft packages such as Word, Excel and Power Point with very good feedback being received.

We have **8 places left** until the end of August 2011, available for Microsoft courses of your choice. If you need to brush up on your IT skills please contact Anne Powis, HR Manager for further information on the available courses.

The Road to London

With less than 400 days to go before the London 2012 Olympic Games begin, it was fantastic to see the badminton competition sell out within the first phase of on sale tickets, and it underlines the popularity of our sport not just in this country but across the globe also.

In order to keep everyone updated on our plans and progress as we move towards the Games, we have developed a new section of our website where the latest news will be posted. Simply click onto

<http://www.badmintonengland.co.uk/text.asp?section=2182§ionTitle=The+Road+to+London+2012>.

But the Road to London begins much earlier than 2012, when the very best players in the World will descend on Wembley Arena in just over 40 days time.

The Yonex BWF Badminton Championships will see badminton return to Wembley and the event is part of the qualification period for London 2012 and fans buying tickets for the World Championships will see THE very best in the world compete with one year to go.

In the spring of 2007, we set out to bring three major events to England ahead of the Games where one of the primary reasons was to give our members the change to see World Class badminton on a regular basis and we therefore very much look forward to welcoming everyone to Wembley Arena this August.

If you haven't yet bought your tickets, what are you waiting for?

Just log onto www.badminton2011.co.uk

World Coaches Conference

The World Championships will not just host the best players in the world it will also play host to the World Coaches Conference and some of the most inspirational speakers from across the world of sport.

The theme of the Conference is 'A Winning Culture' and by that we don't just mean at world class level.

We all know that in order to encourage players to play, to enable them to develop and enjoy a life long love of the game and in some cases go onto to be an Olympic champion, coaches are critical.

As role models to so many players, coaches will possess a range of skills and one of the most crucial is the ability to motivate.

This conference is all about motivation and inspiring your players regardless of their level of ability. And there are fewer more motivational venues than the world famous Wembley Stadium, the scene of some of the most memorable moments in sporting history.

So if you have not yet signed up, do so now at:

<http://www.badmintonengland.co.uk/text.asp?section=2090§ionTitle=World+Coaching+Conference+2011>

Membership

The processing for 2010/11 season is coming to a close; below are the figures taken as at 1st June 2011.

- Affiliated clubs: 2,223
- Direct members: 407
- Total members: 51,590

The next big event is the Yonex BWF World Badminton Championships where the membership team will be attending and working in the membership area, where we will be talking to our members about the new membership scheme, Club England and membership benefits. We will also be following on from our success at the Yonex All England and running a number of member competitions and quizzes for great prizes, opportunities to sit on the 'Best Seats in the House' and membership offers.

New for this summer we have introduced four Exclusive Member Events which are taking place at Winchester, Loughborough, Manchester and Taunton. The first is in Winchester and takes place on Saturday 2 July, we hope this will allow all affiliated members the opportunity to be involved in a 'members only' training session, where they will be coached by Gail Emms and Nathan Robertson and will be joined on court by Andy Allford. This will give us another good opportunity to communicate with our members with both staff from the Membership Team and the local Regional Team attending.

Preparation is well on the way for 2011/12 season starting with sending direct communication out to all Counties, Leagues and Clubs, the first email will be sent after the AGM and these will continue throughout the summer months keeping all informed regarding the new season and the CLUB England renewal process.

A new look for Vision for the coming season! After another summer consultation we are continuing to make improvements and introduce new developments to the online system. It will also be re-branded with the new CLUB England logo. This, along with all the other changes will be documented in the Help Documents which you can find online along with lots of other membership information.

No Strings Badminton

- Franchises Sold – 156; Average session attendance – 10.2; 13,897 Friends
- Progress made with all 6 current National Leisure Operator Partners with expansion of existing agreements and roll-out plans scheduled for September with new partners.
- Online Marketing Portal ready for testing and on track for a July launch. A huge amount of flexibility will be added to the NSB programme and wider via this new marketing tool for both external partners and BE staff.
- New 'NSB Coordinator Support Resource' near completion and ready for a July launch. This new interactive video based resource offers induction information as well as delivery support from pre-session preparation through to reporting and CPD.

Club Future

- Premier Clubs: 226 accredited and 66 working towards.
- PL4S: over 5000 badminton participants in first 2 years; programme been extended for a further 2 years via Premier League funding. Focus for next 2 years (for BE) on opening up satellite sessions to 16 – 19 year olds and ensuring quality player pathway from satellite to hub club sessions (and thus contributing further to BE objectives).
- C4L: funding carried over into next academic year, with focus on supporting and developing the C4L badminton clubs into affiliated & sustainable infrastructure for player and volunteer opportunities.


Young People

- HE Officer programme is expanding for the 2011 – 12 academic year, with 30 Officers set to be in place by September. The main aim of the programme is to increase participation for 18+ year olds whilst developing programmes that can be sustained across campus. NSB for Students is a key programme to support the HE Officers participation targets.
- CPNSC plans for 2011 in place, with new online entry system and alignment with the School Games. Many challenges due to the significant school sport changes, with potential result in a reduced level of participation next year. Input required from clubs, counties and volunteers to help maintain organisation of competition at a local level.

Performance Centres

- 1416 Players across 33 Performance Centres.
- The PC Assessment Panel is scheduled to meet on Friday 24th June and will consider five new PC applications. Furthermore the first application for reinvestment funding has also been submitted.
- We are currently in consultation with an external sport consultant company which has been selected to deliver a pilot business advice and support service with three of our Performance Centres.
- The new PC Coaching Handbook and ParentZone website near completion and will be launched at the forthcoming PC Conference in July.

Forthcoming Events

-  **Performance Centre Annual Conference 8th-10th July 2011**
National Badminton Centre

Facilities

We have awarded just over £1m in 2011/12 to capital projects that will deliver benefits for our Performance Centre network and all 7 projects awarded funding are making good progress.

The £126k refurbishment of The Dome in Hounslow was completed this month to improve lighting, heating and ventilation, and create a new classroom area, a sports injury treatment room and a training/meeting room, with 90% funding from our Capital Investment Programme.

Projects in Solihull and Teesside (phase one) are also complete. Merseyside and Leicester are at the tender stage and Worcester and Telford are working to satisfy award conditions.

Disability

4 Nations Parabadminton Series English Championships

80 of the best parabadminton players from England, Scotland, Wales and Ireland competed in the 4 Nations 2011 English Championships on the 13-15th May at Stoke Mandeville Stadium in Aylesbury. This is the flagship event for parabadminton in England.

English players managed to claim 23 of the 25 Gold medals on offer. This event grows every year and any disabled players in mainstream clubs who may not be aware of the event should be encouraged to contact Tom Webster for more information tomwebster@badmintonengland.co.uk.

Tournaments and Rankings

Bonanza Series

The first of the new Bonanza series took place in Liverpool on 12th June at the Echo arena with 160 of the 300 entries coming from our target market of social and beginner players. This has yet again shown the fantastic support there is out there for competition at every level of the sport. Amongst the preparation for the World Champs the team is now gearing up for the London and Birmingham Bonanza's taking place on 9th and 16th & 17th July respectively.

Online Tournament Entry

A staggering 80% of entries came in through a new online entry system setup for the Bonanza series. This high level of entries has provided us with a rigorous test of the new system which we aim to make available for future tournaments and local Counties organisers to utilise shortly.

Ranking

We are now in the final stages of transferring to a new player rankings system which will be based online at tournamentsoftware.com. The new system once fully rolled out will enable players to have individual profiles with the ability to see head to head results, track their own and others progress throughout the season.

BE Cup

The BADMINTON England Cup grand finals took place on 11th - 12th June at the NBC with the Countries top 8 clubs taking part. Eltham Green from Kent took home the £2,000 prize after some tough matches including beating last year's winners Topflight in the group stages.

Adrian Christy

Chief Executive