

Chief Executive's Update  
August 2010

**BADMINTON**  
**ENGLAND**



*Play it. Love it. Live it.*

For Circulation

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## **Singapore Youth Olympics**

On behalf of everyone connected with BADMINTON England, we congratulate Sarah Milne for reaching the last four of the Youth Olympics held this month in Singapore.

Sarah was GB's only representative at the Games and despite being drawn in a difficult group came through each match before putting in an excellent performance in the Quarter Final before going out to a tough Chinese opponent in the semi final.

## **Staffing**

We are pleased to welcome five new members of staff to BADMINTON England.

Gary Atyes has joined as our new Sponsorship Manager. Gary has extensive sponsorship experience having worked for Cambridge United Football Club, and various automotive organisations within Business Development roles.

Vikki McPherson is heading up the GP Performance Team on a secondment basis from the English Institute of Sport (EIS). Vikki has a wealth of knowledge and experience of the sports industry having been a professional athlete herself, and also having worked for UK Sport.

Daniel Nixon joins the London Development Team as a Regional Officer after gaining great experience from his last role with the Youth Sport Trust.

Lynsey Edwards joins the Yorkshire/North East Development Team as a Regional Officer. Lynsey brings a wealth of sports development knowledge gained from her role with Teesside University and her work as an assistant coach with England Hockey.

Kevin Powis has been covering a number of temporary roles at the National Badminton Centre since the beginning of the year. Kevin now joins the NBC Team as part-time Operations Co-ordinator (Wednesdays) and will be looking after health & safety.

Another change in the GB Performance Team is Andy Wood who takes on the role of Head Coach from his previous role as Head of Technical Development, Loughborough. Andy will now be based at the National Badminton Centre and will be leading the coaching team.

## **Training & Development**

Further to the IT training needs analysis undertaken a few months ago we have managed to secure a training deal with IT training provider QA who have regional training venues, together with a training centre in Milton Keynes. QA provide a wealth of MS Office training (Excel, Word, Power Point etc), further information can be found by following this link to their website.

<http://www.qa.com/training-courses>

Staff wishing to attend any courses should speak with their line manager in the first instance, and contact Anne Powis, HR Manager, to secure course bookings. Informal 1:1 support is still available from Linda Barfoot, Assistant to NBC Manager.

## **IT Update**

There has been a lot of activity on a number of areas affecting the organisation as a whole during August.

A large scale project to upgrade all staff to Microsoft Office 2007 has begun and is progressing well. The final stages will be completed at the end of the month, and along with the staff training and Ivy's help this allows the whole organisation to work on a uniformed technology.

Another major change-over has been the introduction of a new internet line to the building, this now provides a scalable solution and I am pleased to say all at a reduced cost, for a better service.

Other work currently taking place revolves around improvements to the Vision system for internal processes and users. Following feedback given by all of our stakeholders, the work includes updates and stream-lining to the membership wizards, a more in-depth financial tracking process, greater information about clubs and coaches, and upgrades to the system overall. More detailed information will follow as the work is completed.

## **Membership**

The Membership Team are preparing for the new 2010/11 season. The review of Vision during the summer has gone well and a number of teams are now heavily involved in refining and testing. We are currently on schedule to make Vision available in September for the 2010/11 season renewals.

The new benefits for the forthcoming season have been approved and detailed in this month's e-newsletter to all members. The new membership cards have been printed and are ready to be personalised with member information once the renewal period begins.

Notification regarding the membership wizard has been sent directly to Counties, Leagues and Clubs this week. A follow-up email will be sent next month once the 2010/11 renewal process can begin. Postal Clubs and Leagues will be sent their renewals during September.

## **No Strings Badminton**

The No Strings Badminton programme is a major focus at present in terms of delivering increased numbers of adults participating once per week, a key focus for the London 2012 legacy. There are currently 81 Franchises sold, 35 of which are now operational with 786 people having accessed the playing sessions.

The programme will be promoted heavily in September / October to drive up the number of participants with an aim of achieving 1500 by December 2010.

This promotion will include a new website to support this programme to be launched in September, advertising at No Strings Badminton venues, social media advertising and events taking place in shopping centres.

This will be a really exciting time and will see us reach out to the general public to engage them into participation and communication with BADMINTON England.

## Performance Centres

29 Performance Centres  
222 Premier Clubs  
1300+ Performance Players

Despite a quiet time of year in general for badminton activity, many of our 29 Performance Centres have continued to host summer camps for either their performance pathway players or as an opportunity to promote badminton and increase revenue. Some PCs have even undertaken exchange visits with clubs overseas.

The “quiet time” has meant some groups have gathered momentum in finalising their PC applications and consequently we anticipate receiving 5 new applications for consideration at the Assessment Panel meeting in September. If these applications are successful it will take the total of Performance Centres to 34, well ahead of where we expected to be at this stage. It will also help to improve the existing geographical spread of PCs.

Going forward, the key focus remains for us to work with these Performance Centres to ensure that they are not only viable, but sustainable long-term. The Strategic Review is progressing; the research and consultation phase has taken place with a selection of County Associations and Performance Centres, external consultants and professional staff. The information gathered will help to inform and direct the next stage for the PC programme.

## Premier League 4 Sport

The new “Kicking Up A Racket” activity programme resource has been made available to all our Hub Clubs and coaches, and will also be available to all clubs and coaches to download from the website. The second year planning phase is almost complete and we look forward to an even more successful second year of this programme when it starts up again in September.

## Competition Update

For this season the Senior Circuits have been renamed to bring more clarity to the circuit pathways for juniors through to adults; more clarity for parents/players who are new to the sport; and to connect BADMINTON ENGLAND circuits as a ‘family’ of circuits and a genuine progression route.

Elite	Senior Diamond
Challenger	Senior Gold
Satellite	Senior Silver
Orbital	Senior Bronze

## Rankings

The new Veteran Rankings has been signed-off by the Veterans Policy Group, and will be available on the website in September.

New senior rankings have also been produced. Player rankings will be calculated using a new points table and based on the best six results rolling over a 12 month period.

The new points table is more specific to individual tournaments, and points from last season will be carried forward under the new points table.

Both the junior and senior ranking lists are now working on the same rules and points system so they can be integrated to produce a “cradle to grave” ranking list.

The rankings are being reviewed during August and once signed-off by the S&YB and CPB will be introduced as the new rankings, in place of separate junior and senior ranking lists, in September.

### Grading Project

A Grading Project group will begin work in September to develop a grading system for players which will fit alongside the new English National Rankings.

The player grading will be used to signpost players to the different grades of tournament in the BADMINTON England Circuits. This will ensure the right standard of player across the different levels of the pathway, providing a more coherent and effective player pathway.

### Diary of Events 2010-2011

The Diary is available on the website – to access follow this link.

<http://www.badmintonengland.co.uk/text.asp?section=19&sectionTitle=Tournaments>

## **Yonex All England Championships**

With a promotion to the BWF Premier Super Series, the Yonex All England is looking to build on the success of the 100<sup>th</sup> Championships in 2010.

For 2011, the arena layout is being slightly changed to increase capacity – a positive move to meet rising demand. Many other exciting extras are being considered to ensure that the Championships remain as popular as ever for both spectators and players.

As a special bonus, BADMINTON England members are being offered the opportunity to receive a free ticket for the Qualifying Rounds, subject to availability.

Tickets are now on sale through The Ticket Factory ([www.theticketfactory.com](http://www.theticketfactory.com)), and further information can be found through the Official Website ([www.allenglandbadminton.co.uk](http://www.allenglandbadminton.co.uk)).

## **World Badminton Championships 2011**

London's Wembley Arena is preparing to host the Championships next summer just a year ahead of the Olympic Games where badminton will be staged at the same venue.

To take the event a step further than the two previous World Championships staged by BADMINTON England (1993 and 2003), we are exploring opportunities to make this event as you have never seen badminton before.

BADMINTON England members are the first to receive ticket information to the Championships which are being staged from 8<sup>th</sup> – 14<sup>th</sup> August 2011.

Tickets are now on sale through Ticketmaster ([www.ticketmaster.co.uk](http://www.ticketmaster.co.uk))

We have a dedicated World Championships website which will keep fans updated as we build up to this fantastic event ([www.badminton2011.co.uk](http://www.badminton2011.co.uk)).

Prepare yourself...!

## **We Are England**

If you have not seen the team to represent England at the XIX Commonwealth Games, I can confirm the following:

<b>MEN</b>	<b>WOMEN</b>
Chris ADCOCK	Mariana AGATHANGELOU
Anthony CLARK	Elizabeth CANN
Rajiv OUSEPH	Heather OLVER
Nathan .ROBERTSON	Jenny WALLWORK
Andrew SMITH	Gabby WHITE

The BBC is covering the Games with Gail Emms joining the commentary team, so I am sure we will get some great coverage.

## **Be a Games Maker - Volunteer at London 2012**

The London 2012 Games Maker programme was launched on 27 July 2010 when the official Games Maker website ([www.london2012.com/volunteering](http://www.london2012.com/volunteering)) went live - the place to find out about what it takes to be a London 2012 Games Maker. Applications will open to the public for generalist roles from 15 September.

## **Focused on Success**

Following the Planning Retreat and subsequent follow up meetings involving managers and Divisional Boards, we have now reached the position where we have agreed several priority projects that we believe can ensure the organisation can fully focus on to achieve our success.

The next stage is to present these in outline detail to the Board of Directors on 16th September and if approved will be moved to the next stage of detailed scoping.

These will then be presented to an All Staff meeting later in the year and to Council in January 2011.

**Adrian Christy**  
**Chief Executive**