

Chief Executive's Update  
November 2010

**BADMINTON**  
**ENGLAND**



*Play it. Love it. Live it.*

For Circulation

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## Staffing

We are pleased to welcome one new member of staff to BADMINTON England.

Di Thomas joins us as part-time Regional Officer (Suffolk/Norfolk). Di has experience of working with NGB's gained from her previous role with Into Sport Ltd where she focused on projects within sports marketing, communications and PR, all excellent skills for her role with us

We are sorry to have lost one member of staff, Jo Howard, part-time Regional Officer (Suffolk/Norfolk), and to be losing another member of staff, Norma Waterfield, part-time Regional Officer (North East) at the end of November.

Unfortunately Jo experienced some ill health during her time with us so we wish her improved health for the future. Norma has been with us for five years and originally joined as a Badminton Development Officer, latterly securing a Regional Officer role. Due to Norma's limitless enthusiasm and professionalism she has set up five CBNs in the North East. Norma has taken the decision to retire early to spend more time with her family and on holidays, we wish her well and thank her for all her hard work

### Staff Handbook

The latest up-dated policies have been launched on the Intranet, please ensure that you read these documents, listed below (particularly those in red), and raise any queries with Anne Powis, HR Manager, by no later than **6<sup>th</sup> December 2010**

- **General Conduct and Behaviour Policy, IT Policy, Car/Driving Policy, Phone Policy, Maternity Policy, Whistleblowing Policy, Recruitment Policy**

### Training & Development

In partnership with ISPAL five BADMINTON England staff attended a training course on 'Outcomes Based Planning and Evaluation' at the NBC which was a great success. The next event with ISPAL to be held at the NBC in the New Year (date tba) will be 'Win-win: negotiating for positive outcomes'

A number of staff have now signed up for Microsoft training with QA with whom we have a training licence to deliver up to 25 places on Microsoft Office courses, eg Word, Excel etc until next summer

The new Equality Act 2010 became law on 1<sup>st</sup> October 2010 which strengthens and widens equality & diversity provisions across BADMINTON England. To ensure that we are all aware of our responsibilities Marie Cox from Tollers solicitors will be providing an overview of the Act for us at the All Staff Briefing on Friday 17<sup>th</sup> December – there will be a festive quiz (with prizes for the winning team!) so get your thinking caps on!

### Christmas Holiday 2010

We will close for Christmas/New Year at 1 pm on Friday 24<sup>th</sup> December 2010 and re-open for business on Tuesday 4<sup>th</sup> January 2011

## Tickets for London 2012

We are pleased to have been invited to apply for an allocation of tickets for the London 2012 Olympic Games and have begun to distribute information to staff, Council, Sponsors and those volunteers who support our Committee structures.

We will shortly be sending information to our clubs and County Badminton Associations as to the process by which tickets can be allocated ahead of them going on public sale. Details will be sent shortly.

Please note our allocation is not expected to be known until the end of February 2011.

## **From Influence to Impact**

Many of you will be aware that the management and Divisional Boards have spent a great deal of time over the past few months looking at how we can maximise the return on the investment made into badminton by our stakeholders, principally Sport England.

We have a fantastic opportunity to further grow our sport with badminton being the recipient of higher levels of public investment than ever before. However, we are also under greater scrutiny to achieve growth than ever before.

Details of the progress will be shared with the staff at the All Staff meeting in December and with the Council in January 2011.

## **Comprehensive Spending Review**

The results of the Comprehensive Spending Review will undoubtedly have an impact on the sporting landscape at local level. We are already aware of planned facility closures, reductions in local authority provision and changes to the way that school sport will be delivered. We have assigned a team to look at the implications of the CSR at club and community level. In the near future, they will be communicating with CBAs and clubs on the implications of the CSR and the challenges and the opportunities for badminton.

## **Membership**

The online wizard was released to all Clubs, Counties and Leagues on the 4<sup>th</sup> October, with postal packs following later in the month.

We have renewed 975 Clubs which include 19,998 members and hope to have the vast majority of Clubs and Members all affiliated by the New Year.

Reminders to renew went out to all clubs on the 1st November; this will be followed by a further reminder to all clubs at the end of the month and again in December.

Distribution of the new membership cards has begun this month so within the next few weeks all affiliated members will be sent membership cards to their home address; moving forward we expect a 5-7 day turnaround for recently activated members to receive their membership cards.

After its amazing success last season the e-newsletter returns this month for its first issue of the 2010/11 season with Courtside following quickly in December.

## **No Strings Badminton**





No Strings badminton is continuing to develop with 110 franchises now sold and 126 sessions currently in operation. We are currently looking at how we develop the programme next year to expand its reach and ensure that it engages even more people into enjoying the benefits of playing badminton.

The Gold Challenge has been announced as part of the Legacy programme for the Olympic Games. It is a programme aimed at encouraging people to take part in between 5 and 30 Olympic sports to achieve a personal challenge and raise money for charity.

It aims to engage at least 100 000 people between now and the Games. The programme is being launched on 24th November and we expect that badminton will be a very popular sport. Due to the short turnaround time, initially No Strings badminton will be the route to participate in badminton however in the New Year we will be in communication with clubs in order that they too can be part of the Gold Challenge if they wish.

The website is <http://www.goldchallenge.org>

## Performance Centres

-  29 Performance Centres
-  4 PCs Under offer
-  1345 Pathway Players
-  446 PC Coaches

The report for the strategic review of the Performance Centre programme has been completed and was presented to the Strategic Review Group in October with recommendations for consideration. The aim of the review has been to review the successes of the programme to date as well as areas where we can support further. The next stage will be for the outcomes to be presented to the Divisional Boards and ultimately the Board of Directors in December.

## Premier Clubs

-  224 Premier Clubs

Supporting and attracting clubs to help increase participation and membership across the adult sector will be a major project going forward. We are in the process of beginning to scope ideas with the intention of launching the project for the start of the 2011/2012 season.

## Premier League 4Sport

Participation figures from the third term of the project reports that badminton retains its popular top spot with 2,796 participants accessing the programme. Furthermore, the popularity of badminton further confirmed with 33% of these young people continuing in the sport and looking to take it up long term. The Premier League 4Sport programme has been announced as a finalist for the Sportscoach UK Coaching Intervention Award.

## Yonex National Badminton Awards 2010

It's that time again when we will be seeking nominations for the Volunteer and Young Volunteer of the Year. The awards are about recognising the hard work and dedication in developing badminton in the local community and BADMINTON England saying 'thank you'. It is an accolade that acknowledges achievements over the last 12 months.

Nominations will open in December 2010 and the winners will be announced in February. The enhanced prize package this year will include a trip to the Yonex All England, presentation on the arena floor before play starts on Saturday, the "best seat in the house" and a VIP guest of the Championship Director.

## Disability Badminton

### National Parabadminton Committee

The new strategic group for disability badminton, comprising of members of all games teams, the Board of Directors and external partners, has now been formed and had its initial meeting.

As a result of this, a Disability Action Plan has been formulated, which will be available to all once it has been approved by the Parabadminton Committee. This will include plans for an Inclusive Club Development programme, World Championships legacy programme and the development of the 4 Nations Parabadminton Series, as well as work with Battle Back and performance player support.

### Disability Coaching Course

The new Disability Coaching course has now been launched, with ten coaches trained to deliver badminton to participants with a range of disabilities in Manchester on the 13/14<sup>th</sup> November.

BADMINTON England has trained a workforce of six tutors nationally in order to deliver courses. A second course will take place in Burton-upon-Trent on the 27/28<sup>th</sup> November and there are plans to hold a course in the South West region.

This is an exciting development which will support the extended work in clubs and in CBNs around disability badminton. The course is aimed at Level 2 coaches – more information can be found in the 'CPD for Coaches' link under the 'Play Badminton' tab on the website.

<http://www.badmintonengland.co.uk/text.asp?section=564&sectionTitle=CPD+for+Coaches>

## **Rankings & Gradings**

BADMINTON England is working with IT provider *Visual Reality* to automate the ranking system. Development of the system is underway and will be linked to Tournament Planner Software, which has already been circulated to all Counties for use when running tournaments.

A review on the Grading Project is being circulated to the Competitive Play Board and the Schools and Youth Board in December. Should the review be approved, the next steps will be agreed.

## **European Senior Badminton Championships**

The Championships were held in Dundalk, Ireland from 27<sup>th</sup> September to 2<sup>nd</sup> October.

The England Veterans sent an on-court contingent of over 100 players, who made up an impressive total of 600 competitors.

The England Veterans continued their dominance of international badminton events and were successful in winning 12.5 Gold, 12.5 Silver and 21.5 Bronze medals.

Congratulations to all of the players who competed, and in particular congratulations to those who medalled.

## **England National Badminton Championships 2011**

We are delighted to have secured two new partners for the new 'National Championships Series', and the venue for the senior event has once again been confirmed as the National Cycling Centre, Eastlands (formerly known as the Velodrome, Manchester). The competition dates are the 4<sup>th</sup> to 6<sup>th</sup> February 2011.

We went on sale in October, and are in the process of promoting the event through the partners, and The Ticket Factory. Entry opens for players later this month.

## **Yonex All England Badminton Championships 2011**

We have continued to sell tickets at the same rate as 2010, which is extremely encouraging. We have sold 6,472 currently, and expect this to keep rising due to increased marketing and promotional offers.

The addition of 'money can't buy' seating on the arena floor has also enabled us to offer a substantial prize to be raffled for BBC Children In Need, which is being promoted through BBC Three Counties radio (auction on 19<sup>th</sup> November), and a similar prize has been offered for raffle through the British Olympic Association.

Invitations to volunteers have been issued, and complimentary ticket invitations have been circulated to Affiliated Schools, Premier Schools, Premier Clubs, Performance Centres and Premier League for Sport Clubs. The Regional Managers have also been given an allocation for local competitions and rewards, and staff have been notified of their allowance.

## **Yonex BWF World Badminton Championships 2011**

The Championships continue to grow with the help of our Partners, and the official website is due to reach the next exciting phase on the 29<sup>th</sup> November [[www.badminton2011.co.uk](http://www.badminton2011.co.uk)]. We have now confirmed practice venues; hotels and transport arrangements for the event, and Gulliver's Sports Travel have already sold packages to overseas spectators.

We met with the BWF in October, and reported our progress so far. They are keen to help us deliver the best Championships to-date, and offered some valuable guidance.

We plan to issue the first newsletter to BWF member associations this month, which will begin the countdown to the event next August.

**Adrian Christy**

Chief Executive