

Chief Executive's Update  
January 2011

**BADMINTON**  
**ENGLAND**



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For Circulation

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## Staffing

We are pleased to welcome the following four new staff:

Lauren Neve joined on 6<sup>th</sup> January 2011 as Regional Officer in Kent to replace James Woodland. Lauren has gained great experience as a Community Development Officer with Serco Leisure, building on her studies from the University of Worcester

Clare Stacey joined on 17<sup>th</sup> January 2011 and will be with us until October as a Coaching and Leadership Intern with the Education & Training team at the NBC. Clare's role is in partnership with the Youth Sport Trust who are working with several NGBs to provide funding for such roles. This opportunity will provide Clare with a chance to consolidate her sports management studies undertaken at Loughborough University

Kate Manning joined on 24<sup>th</sup> January 2011 as Marketing and Communications Manager to compliment our current Marketing & Communications Manager, Andrew Mitchell, in the Commercial Team. Kate has a wealth of marketing and communications experience with a particular emphasis on events and shows which will be invaluable for our events as we run up to London 2012 and beyond

Linda Barfoot joined BADMINTON England's permanent staff on 4<sup>th</sup> January 2011. I am sure you know Linda has worked with the NBC for a number of years on a consultancy basis assisting Mark Burbidge and I am now delighted to welcome Linda onto our main staff team. In addition to her role with the NBC Linda has been crucial in providing IT support and training for staff which has helped us with the transfer from Microsoft 2003 to 2007 amongst other projects

We are sorry to have lost five members of staff as follows:

James Woodland & Sophie Jackson, Regional Officers in the South East and Ros Lancaster, Regional Officer in the East. All three individuals were originally employed as Badminton Development Officers and in 2009 were successful in obtaining a Regional Officer role as part of the regional network re-organisation. James has taken the decision to take a year out of work to go travelling around the world, Sophie has relocated to New Zealand and Ros has gone onto higher education. We thank them for all their valued contributions over the years, they have been instrumental in helping us to increase participation, and wish them well in their new lives

We have also lost Adam Atkins, part-time Community Badminton Coach in Manchester who has decided to pursue a self employed coaching career

Finally we thank Andy Wood, Head Coach, for all his efforts and dedication over the last nine years. Andy has achieved a huge amount of success in supporting and developing our athletes to be their very best which has resulted in some impressive achievements up to and including Olympic level. We wish Andy every success for the future

I am also delighted to up-date you on the following four staff changes:

Jenny Phipps, Regional Officer in the South West has been successful in her application to become the new Regional Manager in the South West to replace Susan Cooper. Jenny has gained a wealth of experience working in the South West which will be most beneficial in her new role

Chris Miller, our Event Operations Manager, has commenced a 20 month external secondment with LOCOG working on the 2012 Games. Mark Downie, our Competitions Manager, has been successful in his application to cover Chris's role, and Malcolm Jellows, Regional Officer (East) has been successful in securing the internal secondment to cover Mark's role! We wish all 3 of them the very best of luck in their secondments, it is extremely satisfying that we have been able to provide our staff with such opportunities

## Training & Development

In partnership with ISPAL we will be holding course "Win-win: negotiating for positive outcomes" on 24<sup>th</sup> February 2011 at the National Badminton Centre for line managers. If you would like to attend please contact Anne Powis, HR Manager.

## All Staff Meeting, 16/17 December 2010

An excellent staff event was attended on 16<sup>th</sup> & 17<sup>th</sup> December, thank you to all those who played a part in organising such a fun and informative couple of days.

The new Equality Act 2010 became law on 1st October 2010. Marie Cox from Tollers provided a briefing on the new legislation for us on 17<sup>th</sup> December 2010, slides from this presentation, and other presentations delivered on the day, can be found on the Intranet using the following link. If you were unable to attend this session it is **very important** that you view the equality & diversity presentation slides. Anyone who may require further training on equality & diversity should contact Anne Powis.

## Disaster Recovery


As part of our on-going governance review we are in the process of up-dating our Disaster Recovery Procedures to ensure that should a disaster occur we have plans in place to deal with it effectively. Part of this process will be to up-date our staff contact list, and each member of staff will shortly be contacted by Anne Powis to provide (in confidence) up to date details for yourselves and your next of kin.

## Tickets for London 2012

Our ticket allocation request was submitted on time and we are pleased that it has received the BOA's support. We expect to hear LOCOG's decision on ticket allocation in early February.

## Membership



The processing for 2010/11 is so far going very well with the majority of Clubs now processed and reminders to both Clubs and Counties sent. The current figures are:

-  Affiliated Clubs: 1954
-  Affiliated members: 43472

The Membership Working Group have been putting together a proposal regarding changes to the way clubs and individual membership are structured, which will be called CLUB England. The proposal was presented to the Board of Directors in December and was approved; the next stage is for Council to approve the new membership scheme on the 26<sup>th</sup> January. Once we have the approval from Council the Membership Team look forward to developing a communication plan to support the release of CLUB England and contacting Clubs, Leagues, Counties and members to start telling you all about it.

Looking forward the next big event that the Membership Team will be involved in will be in March at the Yonex All England Open Badminton Championships. For the first time we have been working hard to come up with plenty of ideas and activities to keep our members involved throughout the week. There will be activities ranging from free workshops and quizzes in the Membership Lounge to prize giveaways and a Performance Centre Courtside Parade. Information regarding all the Members Activities at the event will be announced in the February issue of the Courtside magazine with a reminder in next month's e-newsletter and in the event programme itself so hopefully all of our members will find something to get involved with and we look forward to seeing you there.

## Performance Centres

-  32 Performance Centres
-  1 PC Under offer




We are delighted to welcome three new Performance Centres to the programme; East Cheshire (Gavin Simpson), Manchester (Colin Haughton) and Merseyside (Ian Palethorpe). Congratulations and we wish them every success.

The report for the strategic review of the Performance Centre programme has been completed, presented to and approved by the Board of Directors. The PC programme has been operational for three years now and in that period of time it has been successful in creating and supporting 32 PCs. This will be a critical phase for this programme; the approved outcomes from the review will help to support the development of an independent and sustainable network of PCs, as well as an increased amount of focus on developing and progression of players within the talent pool.

## Premier Clubs

-  224 Premier Clubs

Congratulations to newly accredited badminton clubs:

-  Ashby - Leicestershire
-  Park Junior - Oxfordshire
-  Feathers Junior – Oxfordshire

## Premier League 4Sport

The Inspire Mark programme, Premier League 4Sport was named winner of the Coaching Intervention of the Year category at the 2010 UK Coaching Awards. The team behind the project was presented with the gong in a glittering ceremony that took place at the Brewery, London on 30 November.

For more information about some of the fantastic news stories emerging from this project please go to the website at the following link:

<http://www.badmintonengland.co.uk/news.asp?section=1006&sectionTitle=News&page=2>

## 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 are open until the close of business on the 21<sup>st</sup> January 2011. 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.

For a nomination form please email a request to: [volunteering@badmintonengland.co.uk](mailto:volunteering@badmintonengland.co.uk)

## Facilities

As you probably know, all NGBs were facing a 40% cut in their capital funding as a result of the reduction in Sport England's capital budget as part of the CSR settlement. However, we were given the opportunity to prepare a case for our reduction being less than the average and our submission centred on the successful delivery of our Year One Capital Investment Programme, the exciting projects already lined up for funding in Year Two and Badminton England's strong performance in the Community Club Development Programme.

We were pleased to hear late last week that a decision has been taken to award Badminton England £1,103,555 for 2011/12 and offer an 'in-principle' award of £621,721 for 2012/13, an overall cut of about £450,000 or just over 20% compared to what we were originally offered.

Whilst it seems strange to be pleased about a budget cut, this is a much smaller cut than we might have suffered and is in no way a reflection on our performance. Every sport was facing a reduction as a result of the Comprehensive Spending Review (CSR) and it is very encouraging that we are still able to continue to support the projects we set out to invest in.

The Grants Assessment Panel has so far made provisional awards to seven 2011/12 projects and details of these will be publicised as soon as they are confirmed.

### **Disability Badminton: Disability Awareness Training**

Disability Awareness training will take place on Thursday 24<sup>th</sup> March at the National Badminton Centre. The 3 hour course, delivered in conjunction with the English Federation of Disability Sport, is open to all staff. It has been tailored to be specific to the needs of the BADMINTON England staff and will provide training in areas such as terminology, etiquette and overcoming barriers to participation in badminton. It will also feature information on Parabadminton. If you are interested in attending the course, please ask your line manager for details.

### **Rankings & Gradings**

The automated ranking system is in the final stages of development and we will begin testing in February. The automated ranking system will be linked to Tournament Planner Software, allowing tournament organisers to download players ranking's into their tournament. We are also looking to facilitate online entry for tournament organisers using Tournament Planner Software.

### **Veterans English National Championships**

2010 closed with the English National Veterans Championships on 10-12 December. This was the first of the National Series Sponsorship with partners Carlton and Case Security. An impressive 235 veteran players attended the championships which saw over 400 matches played in the 3 days of competition. See the write up and results on the news pages of the website:

[http://www.badmintonengland.co.uk/show\\_news.asp?itemid=3671&itemTitle=Surprises+at+the+16th+English+National+Veterans%92+Championships&section=447&sectionTitle=News&year=&month=](http://www.badmintonengland.co.uk/show_news.asp?itemid=3671&itemTitle=Surprises+at+the+16th+English+National+Veterans%92+Championships&section=447&sectionTitle=News&year=&month=)

### **ICC Update**

The second of the BADMINTON England Inter County Championships weekends took place over the 15<sup>th</sup>-16<sup>th</sup> January, with Premier B at the National Badminton Centre, Milton Keynes, and Premier A in Nottingham. Surrey and Avon currently top the respective A and B tables. Report and results are available on the website:

[http://www.badmintonengland.co.uk/show\\_news.asp?itemid=3691&itemTitle=BADMINTON+England+ICC+weekend&section=13&sectionTitle=News&year=&month=](http://www.badmintonengland.co.uk/show_news.asp?itemid=3691&itemTitle=BADMINTON+England+ICC+weekend&section=13&sectionTitle=News&year=&month=)

### **English National Badminton Championships 2011 on TV**

As we continue our endeavours to raise the profile of badminton, we are excited to announce that the Final Day of the Nationals, Sunday 6<sup>th</sup> February, will be broadcast on Sky Sports.

Highlights of the Championships, presented by Gail Emms, will be broadcast the week following the finals and we are currently awaiting confirmation of the channel/date/time but we anticipate Wednesday 9<sup>th</sup> February between 8.00pm and 10.00pm. This is subject to confirmation from Sky once scheduling is determined.

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

The Championships website was launched in late November; it features a promotional video, tournament info such as the schedule and players to watch out for, details on how to volunteer, venue details and how to book tickets:

[www.badminton2011.co.uk](http://www.badminton2011.co.uk)

### **Major Events Ticket Sales**

- 👉 English National Badminton Championships 2011 = 810
- 👉 Yonex All England Open Badminton Championships 2011 = 10,946
- 👉 Yonex BWF World Badminton Championships 2011 = 1,166

### **Governance**

As a condition of grant investment, BADMINTON England is required to complete an annual Self Assessment statement demonstrating we are 'fit for purpose' in the following areas:

- Governance
- Financial Procedures
- Business Strategy
- Human Resources

Failure to demonstrate effective management practices has the ability to jeopardise our funding from both Sport England and UK Sport. I am delighted to report that we achieved a 'Green' outcome for the third year running.

At the same time, we were selected for a week long 'on site' audit which was essentially checking the same practices but with greater scrutiny over our practices and we again scored highly with a 'Green/Amber' rating. There were four areas where action is required and all of those are now in the process of being put into place by the Board of Directors.

This has been a lengthy process which demonstrates the level of accountability we now work within in return for the significant investment into badminton. I am extremely grateful to those who played a key role in pulling all the information together; it was a tremendous effort with a well deserved outcome.

### **Adrian Christy**

Chief Executive