



BADMINTON
ENGLAND



BADMINTON SERVING YORKSHIRE & THE NORTH EAST

BADMINTON England's Regional Plan 2009-2013

Play it. Love it. Live it.

The Opportunity

Badminton is an Olympic sport, with ambitious goals for the Games of 2012, and a national strategy to be number one in the world by 2016. It is a major sport in England and across the globe, with a strong history of growth, achievement and delivery.



'*BADMINTON SERVING YORKSHIRE & THE NORTH EAST*' outlines the regional impact of BADMINTON England's plans for the period 2009 to 2013. It sets out the aims and plans for BADMINTON England within Yorkshire & the North East – for our development, results and standards, and for our contribution to the quality of life of Yorkshire & the North East.

We simply cannot deliver this on our own. The fantastic badminton community: County Badminton Associations, the leagues and the network of clubs we have out there, all are indispensable if we are to achieve these aims. Furthermore, it is vital that we work with local partners on the ground – the County Sports Partnerships, Local Authorities and School Sports Partnerships to name but a few. Building on these existing relationships, seeking out and establishing new partnerships, and ultimately bringing people together that have a common interest, that is at the very heart of this plan.

Badminton is currently the 6th most participated in sport in this country and is the most popular of the racket sports. It has recently demonstrated significant growth, bucking the overall trend of static sports participation rates¹. With the 2011 Badminton World Championships and of course the 2012 Olympic Games both taking place in London, there will be no greater opportunity to deliver a lasting legacy for the sport of badminton in Yorkshire & the North East...

Adrian Christy
CHIEF EXECUTIVE – BADMINTON ENGLAND



¹SIRC Research - 2008

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1. The Plan – BADMINTON England's Structure for Success

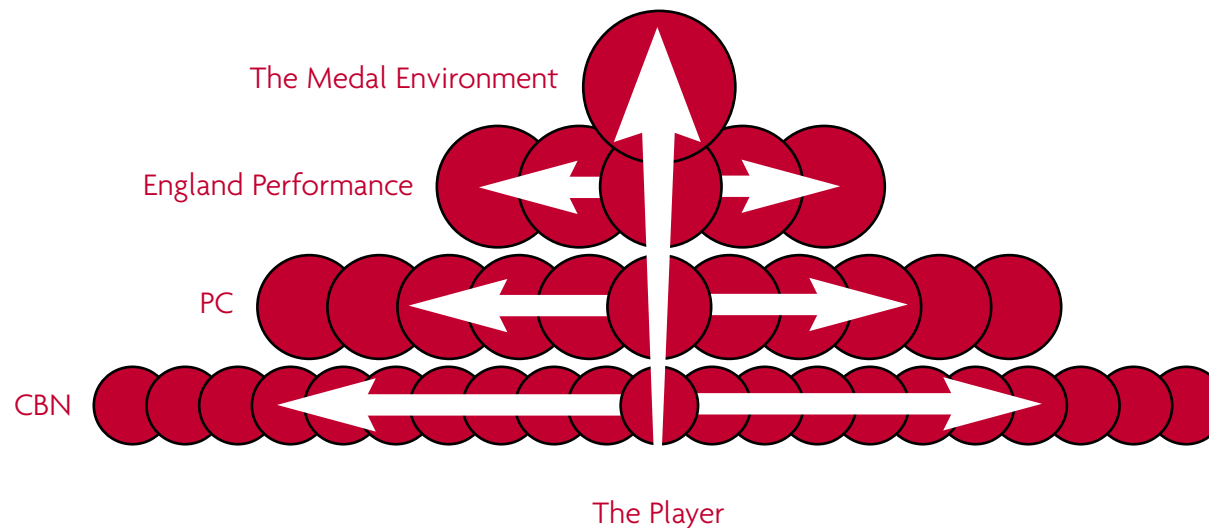
BADMINTON England is committed to developing a World Leading Badminton System with the ultimate aim of becoming the 'No. 1 badminton nation in the world' and generating significant growth in participation at every level.

In order to deliver these core objectives, BADMINTON England has designed a structure for the sport that seeks to:

- Provide an appropriate introduction to badminton at a grass roots / community level
- Ensure that participants are retained and enjoy badminton at the standard at which they are most comfortable
- Present a clear and identifiable pathway for the more talented players to progress to elite performance environments and competitions.

BADMINTON England's 'Structure for Success' is based upon four key programmes, that when brought together will provide a clear pathway to progress within the sport:

- **Community Badminton Networks (CBN)** – providing opportunities at grass roots / community level
- **Performance Centres (PC)** – identifying, nurturing and developing talented players
- **England Performance** – preparing quality players for elite level environments and competitions
- **The Medal Environment** – producing World and Olympic medal winners



1a. Community Badminton Networks

Based upon local authority areas, Community Badminton Networks offer a range of inter-connected programmes that seek to successfully introduce participants to badminton and then offer them a range of high quality, sustainable opportunities to enjoy lifelong participation in the sport.

Introduction to badminton opportunities will be provided in the following ways:

- **Schools & Further Education Colleges** – specific badminton projects will be set up in these institutions to introduce and engage young people in the sport
- **Participation Programmes** – these programmes will provide the wider adult (16+) community with an introduction to badminton, and will predominantly focus upon specific, hard-to-reach groups or university environments. We will also be targeting 16-18 year olds, and aiming to reduce the drop-off rate in that age group.

The following exit routes will be provided to ensure that those wishing to continue to play badminton can do so:

- **No Strings Badminton** – this new initiative will provide regular pay and play opportunities for all participants in a fun and sociable environment. Ideal for those who don't want to make a commitment to join a club or can't always find the right opponent to play against.
- **Club Badminton** – this will be the place to go for those wishing to take their badminton slightly more seriously, access some coaching and competition or simply make a new group of friends.

BADMINTON England will work with County Badminton Associations, County Sports Partnerships, Community Sports Networks, Clubs, Leagues, School Sport Partnerships and Local Authorities to develop 120 Community Badminton Networks across the country by 2013. Together these local partners will manage and deliver each Community Badminton Network by forming a steering group and producing a simple development plan.

No Strings Badminton

- Regular pay and play opportunities in a fun and sociable environment
- Hints and tips to help improvers

Participation Programmes

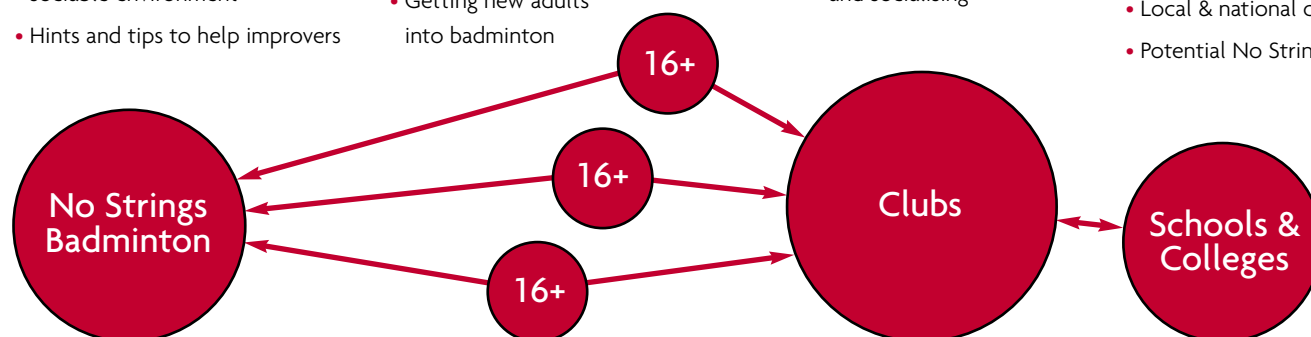
- Offering badminton opportunities for the community
- Getting new adults into badminton

Clubs

- The place to go for coaching, competition and socialising

Schools

- Engaging young people in Badminton
- Extra-curricular clubs
- Local & national competitions
- Potential No Strings Badminton sessions

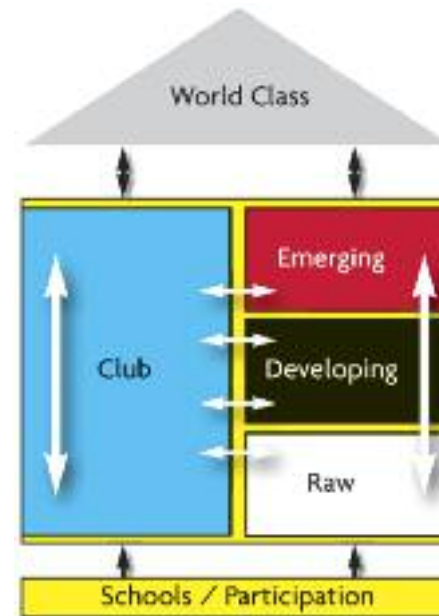


1b. Performance Centres

Launched in January 2008, Performance Centres are player-centred high quality environments underpinned by Premier (Clubmark) accredited badminton clubs and Community Badminton Networks. Performance Centres have established highly specialised 'performance squads' to guarantee that talented young players at community level can fulfil their potential.

By 2013, Performance Centres will have been established nationwide and these centres will aim to produce and widen the talent pool to at least 2000 high quality junior players. These players will put greater pressure on the existing England Performance programmes and thereby raise standards overall. In order to accomplish this Performance Centres must focus upon delivering the following:

- **High quality talent identification programmes** to proactively seek out young people that demonstrate considerable talent characteristics. These may be children that:
 - Have had little exposure to sports coaching
 - Have had a lot of exposure to sport but not necessarily badminton
 - Are already engaged in badminton
- **Implementing the appropriate player pathway** to support player development and enable them to maximise their potential, whilst also maintaining a clear route back into the club pathway
- **A high quality coaching team which:**
 - Sets the highest standards of professionalism
 - Is committed to all aspects of the coaching process (plan, do, review and evaluate)
 - Supports players as they move along the pathway
 - Is committed to Continuous Professional Development
 - Contributes positively to a mentoring system



- **Availability and access to the right level of competition** that will enable the players to experience the necessary level of challenge at each stage of the pathway

The performance pathway will be made up of players accessing 152 hours per annum of training across three specific, ability-based squads:

- a **RAW** squad – players building on their identified abilities, developing basic movement and hitting skills that are sustained under largely predictable conditions (predominantly ages 6-13)
- a **DEVELOPING** squad – players progressing from RAW to expand the range of movement and hitting skills and engrain learning so skills are sustainable under increasingly unpredictable, game-like situations (predominantly ages 10-15)
- an **EMERGING** squad – players progressing from DEVELOPING to refine movement and hitting skills and enhance tactical awareness so these skills are adapted successfully in competition (predominantly ages 13-19)

1c. England Performance and the Medal Environment

If talented players have developed successfully through the Community Badminton Network and Performance Centre programmes, they will then progress onto BADMINTON England's elite performance programmes. The England Performance programme primarily operates out of a network of High Performance Centres, with Great Britain's very best players based in the Medal Environment at the National Badminton Centre in Milton Keynes.

England Performance

High Performance Centres are predominantly based at selected university sites. Six High Performance Centres are currently in operation, with a seventh to be initiated in 2009. The existing locations are currently under review.

High Performance Centres provide daily training and coaching to players currently on the Lottery Funded World Class Performance Programmes, and this programme is overseen by a High Performance Coach. The aim of the programme is that players can combine a playing career with further study, and form part of a pool of players challenging the Great Britain squad at the National Badminton Centre.

The National Badminton Centre

The National Badminton Centre, based in Milton Keynes, is BADMINTON England's flagship facility and houses both the Governing Body's headquarters and the Great Britain and Olympic Squads. The Centre provides a top quality elite training facility alongside a thriving community club. It is operated on a sound commercial basis, and has been a key contributory factor to the recent successes enjoyed by the players based there.

BADMINTON England's National Badminton Centre is more than just a facility. The World Class Programme, which handles a budget in excess of £2million per annum, is considered a model of good practice, and has underpinned the delivery of a medal at both the Olympic Games in Sydney in 2000 and Athens in 2004, as well as a hatful of World, European and Commonwealth Games medals. The quality of the World Class Programme has attracted top coaches and administrators from across the world and is seen as cutting edge within the sport.



2. The Delivery

2a. The vision for badminton in Yorkshire & the North East is:

'To establish a sustainable infrastructure for the sport of badminton in Yorkshire & the North East that is capable of transforming the increased profile and interest generated from the UK hosting the 2010 European Championships, the 2011 World Championships and the 2012 Olympic Games, into improved performances and regular, retained participants.'

2b. As a result of this vision, the following strategic aims have been identified:

- 1 To consistently produce high performance players that ultimately achieve medal success at World and Olympic level.
- 2 To increase the number of people playing badminton *regularly* in Yorkshire & the North East.
- 3 To deliver a sustainable and tangible legacy from London hosting the 2011 Badminton World Championships and the Olympic Games in 2012.



2c. This will result in a focus upon delivering the following objectives by 2013:

- 16 Community Badminton Networks at 'improving' or 'world-leading' level across the Yorkshire & North East Regions
- 8 Performance Centres accredited and established, and appropriately positioned geographically, across the Yorkshire & North East Regions
- Delivery of the new No Strings Badminton initiative across a select number of leisure operators within Yorkshire & the North East
- A competition structure for badminton in Yorkshire & the North East that mirrors the emerging Community Badminton Network and Performance Centre infrastructure
- An effectively marketed, web-based system that registers interest in badminton and links that interest directly to the range of opportunities to play badminton across Yorkshire & the North East
- A 'fit for purpose' Badminton workforce delivering a lasting and tangible sporting legacy for both Yorkshire & the North East Regions
- A delivery structure for badminton in Yorkshire & the North East that recognises the County Badminton Associations and the Pro-Active Partnerships and other agreed organisations as key strategic partners.

3. The Challenge

3a. Key Headline Measurements and 2013 Targets

The following section outlines the broad headline measurements that we will be using to track progress across our programmes, and the planned target alongside each measurement:

Key Headline Measurements	2013 Target
Community Badminton Networks	16
Performance Centres	8
New adult participants (playing once a week)	9,333
New 6-11 year old participants	2,981
New 12-16 year old participants	1,675
Reduction in drop-off for 16-18 year olds	467
Increase in satisfaction	5% increase
Increase in 9-13 year olds receiving at least two hours per week of quality coaching	1,067

3b. Where – regional mapping...

The following maps outline the number, geographical locations and stage of development of the Community Badminton Network (CBN) and Performance Centre (PC) programmes across both Yorkshire & the North East up to 2013. In April 2011 a further consultation exercise will take place to establish a revised regional map for the period 2011 to 2013.

Please note that the maps are indicative and show likely areas and stages of development based on current knowledge as of August 2009, but are subject to change depending on local factors.

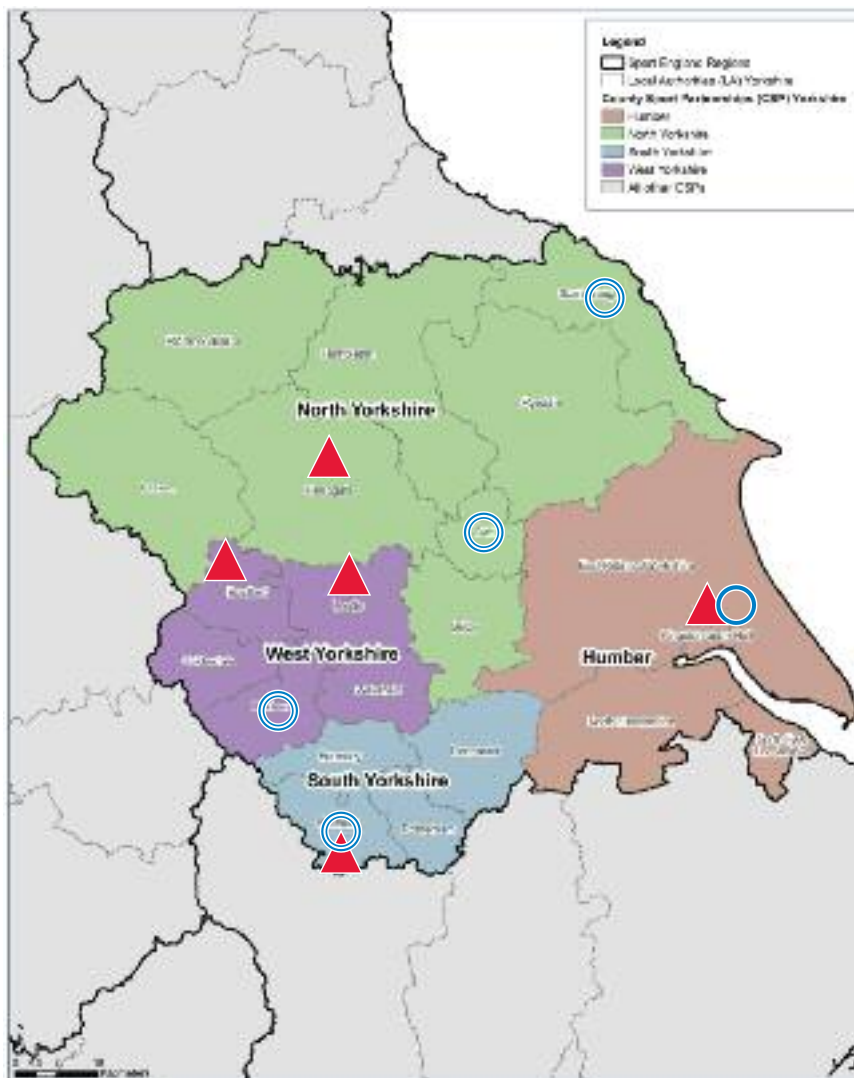




Creating sporting opportunities for every community

Yorkshire Region with County Sport Partnership and Local Authority Boundaries

1st October 2009



Key

- Start Point CBN
- Improving CBN
- World Leading CBN
- In-Development PC
- Accredited PC

Performance Centres

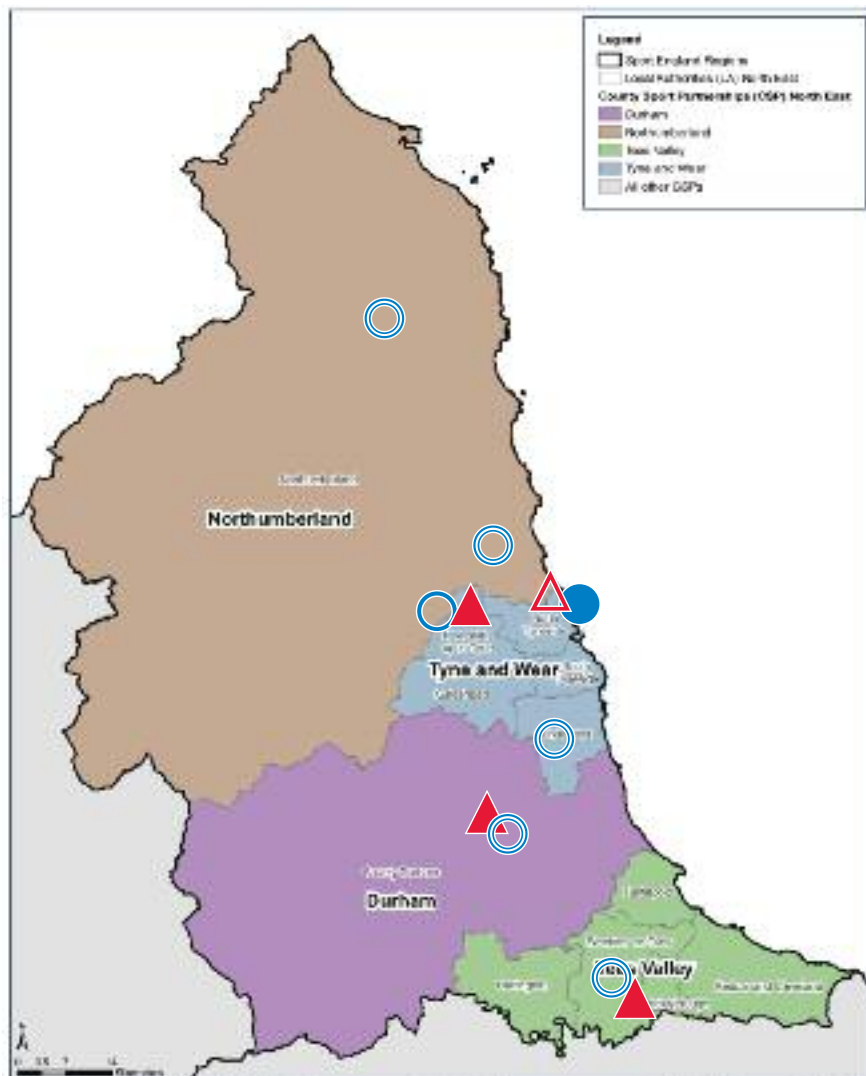
- Bradford
- North Yorkshire
- Leeds
- Sheffield
- Hull & East Riding

Community Badminton Network areas

- Hull & East Riding
- Sheffield
- Kirklees
- York
- Scarborough

North East Region with County Sport Partnership and Local Authority Boundaries

1st October 2009



Key

- Start Point CBN
- Improving CBN
- World Leading CBN
- In-Development PC
- Accredited PC

Performance Centres

- Teesside
- Durham
- Newcastle
- North Tyneside (In Development)

Community Badminton Network areas

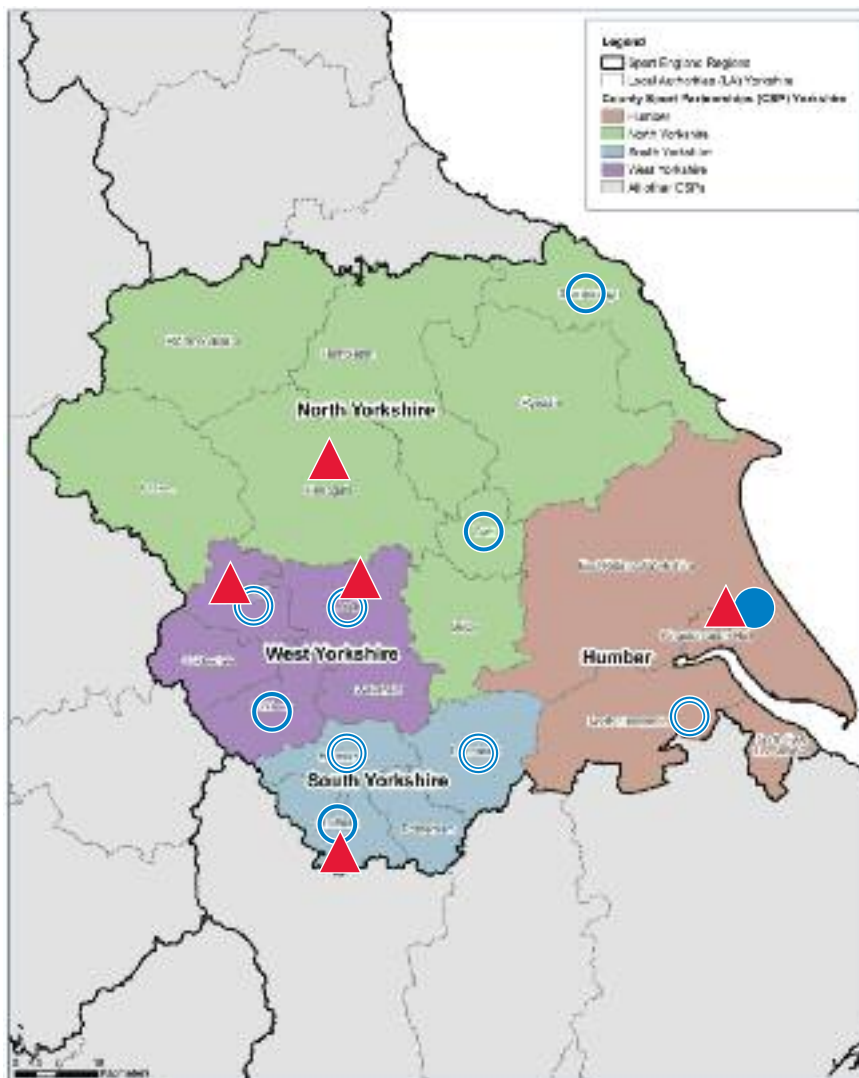
- Stockton-on-Tees
- Durham
- Sunderland
- Newcastle
- North Tyneside
- South East Northumberland
- North Northumberland



Creating sporting opportunities for every community

Yorkshire Region with County Sport Partnership and Local Authority Boundaries

1st April 2011



Key

- Start Point CBN
- Improving CBN
- World Leading CBN
- In-Development PC
- Accredited PC

Performance Centres

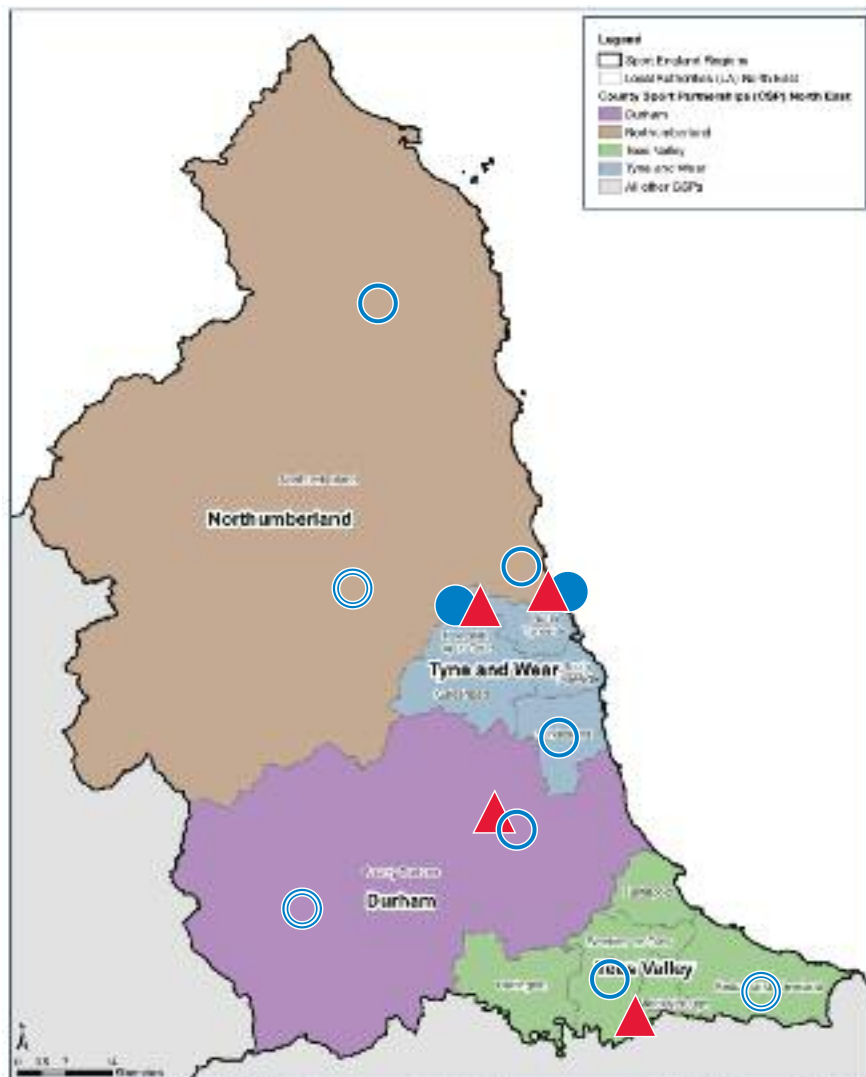
- Bradford
- North Yorkshire
- Leeds
- Sheffield
- Hull & East Riding

Community Badminton Network areas

- Hull & East Riding
- Sheffield
- Kirklees
- York
- Scarborough
- Barnsley
- Doncaster
- North Lincolnshire
- Leeds
- Bradford

North East Region with County Sport Partnership and Local Authority Boundaries

1st April 2011



Key

- Start Point CBN
- Improving CBN
- World Leading CBN
- In-Development PC
- Accredited PC

Performance Centres

- Teesside
- Durham
- Newcastle
- North Tyneside

Community Badminton Network areas

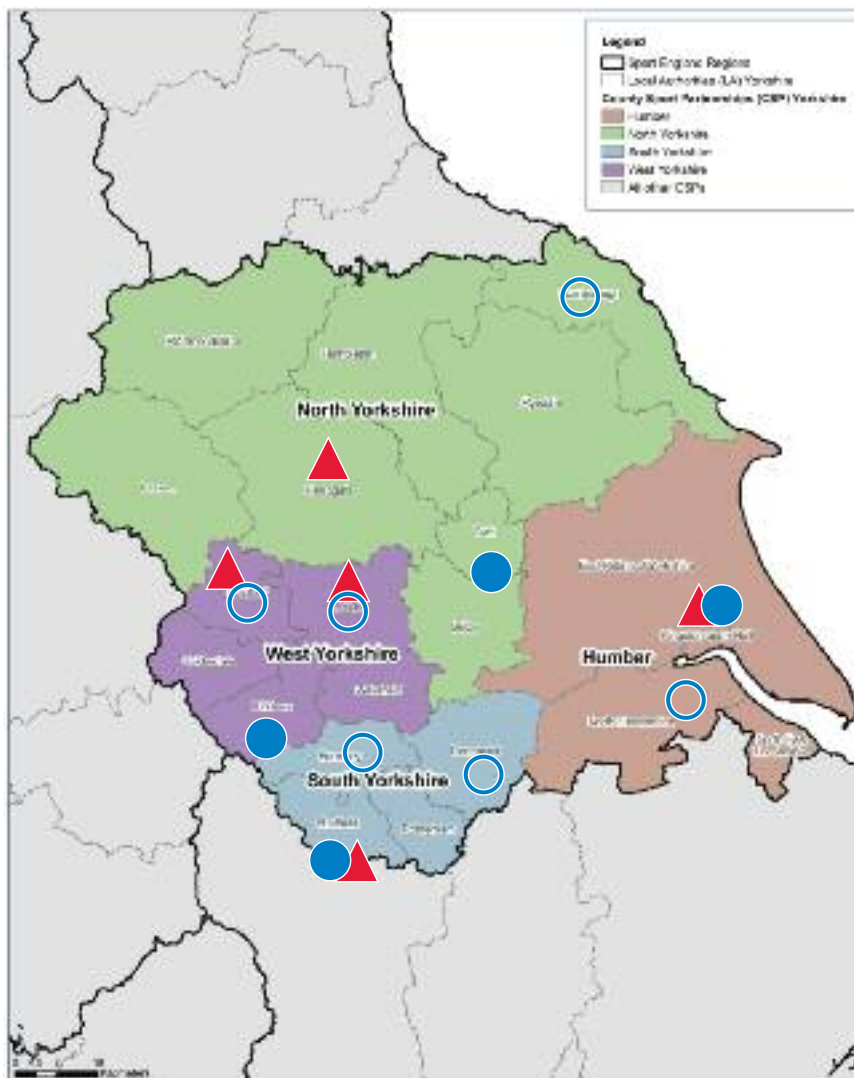
- Stockton-on-Tees
- Durham
- Sunderland
- Newcastle
- North Tyneside
- South East Northumberland
- North Northumberland
- Tynedale
- Wear Valley/Teessdale
- Redcar and Cleveland



Creating sporting opportunities for every community

Yorkshire Region with County Sport Partnership and Local Authority Boundaries

1st April 2013



Key

-  Start Point CBN
-  Improving CBN
-  World Leading CBN
-  In-Development PC
-  Accredited PC

Performance Centres

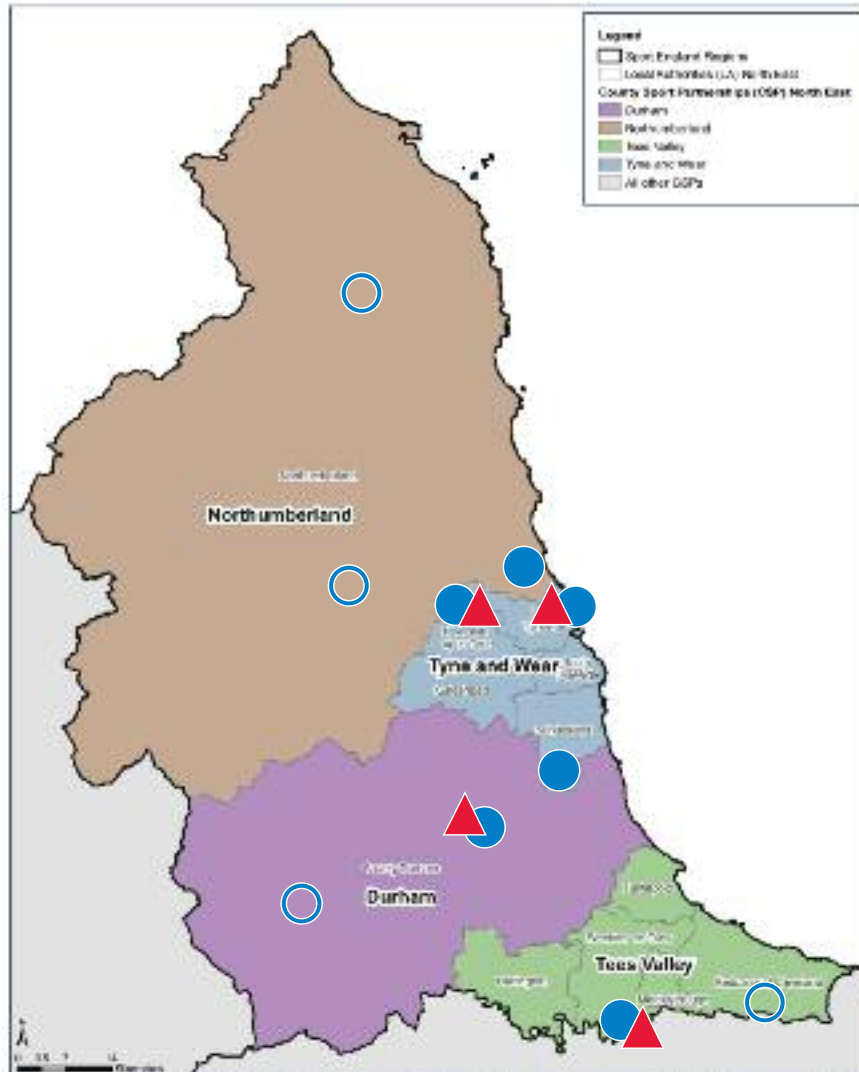
- Bradford
- North Yorkshire
- Leeds
- Sheffield
- Hull & East Riding

Community Badminton Network areas

- Hull & East Riding
- Sheffield
- Kirklees
- York
- Scarborough
- Barnsley
- Doncaster
- North Lincolnshire
- Leeds
- Bradford

North East Region with County Sport Partnership and Local Authority Boundaries

1st April 2013



Key

- Start Point CBN
- Improving CBN
- World Leading CBN
- In-Development PC
- Accredited PC

Performance Centres

- Teesside
- Durham
- Newcastle
- North Tyneside

Community Badminton Network areas

- Stockton-on-Tees
- Durham
- Sunderland
- Newcastle
- North Tyneside
- South East Northumberland
- North Northumberland
- Tynedale
- Wear Valley/Teessdale
- Redcar and Cleveland

4. The Commitment

4a. Regional Capacity & Investment

Resource	Details
1 x Regional Manager	To cover Yorkshire & the North East regions
5 x Regional Officers = 4 x FT Equivalents	Regional Officers to work across Northumberland, Durham, North & West Yorkshire and South & East Yorkshire
Investment	£30,000 per Performance Centre over a three year period £20,000 annual regional budget to invest in Community Badminton Networks.

BADMINTON England will take a strategic approach to its Community Badminton Networks and Performance Centres. As a result of this, BADMINTON England will dedicate a large part of its resources to offering an enhanced service to Community Badminton Network areas.

A number of factors are taken into account when selecting areas as potential Community Badminton Network sites:

- Does the County Badminton Association support the delivery of a Community Badminton Network in the area?
- Does the location fit with the plans of the County Sports Partnership and Local Authority and will they pro-actively support it?
- What is the demand for badminton in the area?
- Is there a strong club that is willing to act as a hub site for the network?
- Is there a group of pro-active volunteers and coaches to drive and deliver activity?
- Is there the facility space to increase and expand the current badminton programme in a significant way?

Areas that are not selected as Community Badminton Network sites will not be neglected however – all areas will receive a standard level of service from the Regional Team (detailed opposite). In some cases, the specific Community Badminton Network areas for the period 2011-2013 have not yet been determined and will involve considerable consultation and engagement with all relevant groups and partners. Any interested parties are advised to consider the factors outlined above and discuss these directly with the appropriate BADMINTON England Regional Manager.

4b. BADMINTON England ‘enhanced’ support

In selected Community Badminton Network areas, BADMINTON England will provide the following support:

- Lead the establishment and management of the Community Badminton Network steering group and its development plan
- Act as lead role regarding project management of the Community Badminton Network for Yrs 1 and 2 of the project
- Funding contribution from regional budget
- Production of and / or support in preparing and submitting external funding applications
- Manage the collation of monitoring & evaluation information
- Work with hub club(s) to achieve club accreditation, increase capacity and address any volunteering gaps
- Ensure coaches are deployed, trained and developed effectively
- Work with facility providers to develop the No Strings Badminton initiative
- Oversee the delivery of the Center Parcs National Schools Championships
- Support school delivery with various resources / products
- Direct liaison and brokering of relationships with local partners such as Local Authorities, School Sports Partnerships, Higher and Further Education, County Badminton Associations and County Sports Partnerships.

4c. BADMINTON England ‘standard’ support

In all other areas, BADMINTON England will provide the following support:

- Point of contact / advisory support from Regional Officer and Regional Manager
- Advice and guidance as regards setting up and delivering a Community Badminton Network, or related activity
- Direct support to clubs and schools to achieve accreditation / affiliation
- Access to regional coach education and training programme
- Encouraging and supporting School Sports Partnerships to access the Center Parcs National Schools Championships and utilise the Bisi programme
- Delivery resources such as training courses, equipment and coaching aids.



5. The Results

5a. North Tyneside Community Badminton Network

The North Tyneside Badminton Partnership is one to the first Community Badminton Networks to have been developed in the country. Here are some key achievements and thoughts from people involved in the CBN.

"I took up the chance to learn some basic Badminton skills and drills through the North Tyneside Badminton Partnership. As my confidence developed I started entering tournaments and I was selected for the Northumberland and Junior County Squad and am now playing for Whitley Bay Badminton Club. I have also recently achieved my Level 1 Coaching qualification with help from the North Tyneside Badminton Partnership. Not only has my Badminton improved, but my confidence and experience of the game has made me a better person."

Kerry Meyers

MEMBER OF WHITLEY BAY BC (CBN LEAD CLUB), LEVEL 1 COACH

"The development of the North Tyneside Badminton Partnership has really helped to increase participation levels in Badminton at a local level. Local players are being offered a variety of Badminton activities that will help them achieve their potential in the sport."

Neil Carmichael

SPORTS DEVELOPMENT MANAGER, NORTH TYNESIDE COUNCIL SPORTS AND LEISURE

"The profile of badminton has greatly increased due to all of the partnership work and this is also a result of the new SSP competitions you are now working on across Tyne and Wear. None of this would have been possible without the officers, coaches, SSPs and Sports Development all working together in partnership."

Charlotte Sayers

PARTNERSHIP DEVELOPMENT MANAGER, CHURCHILL SCHOOL SPORTS PARTNERSHIP



The Results

The following are some of the key outcomes of the North Tyneside Badminton Partnership to date:

- Excellent spirit of co-operation amongst members and regular well-attended meetings
- CBN wide planning and co-ordinating of delivery with enthusiastic input from PDMs
- Significant funding obtained from a variety of sources
- Over 60 primary schools received coaching
- Over 250 GCSE/BTEC students received coaching
- Over 3000 participants in schools involved with coaching and festivals
- 8 new junior groups
- Huge increase in out of school hours clubs all over North Tyneside, including 2 girls only clubs
- 2 Premier Schools, 1 Foundation School and first Premier FE College in country
- Increased membership for Whitley Bay and The Parks Badminton Clubs & for local 50+ group
- New Women & Girls Club set up and affiliated to BADMINTON England
- Increasing number of coaches and volunteers.



5b. Case Study – Sheffield Performance Centre

The Sheffield Performance Centre (SPC) was awarded Performance Centre status in September 2008 and received an investment of £30,000 from BADMINTON England for a 3-year period to run their Performance Programme.

The Performance Centre is primarily based at Abbeydale Park Badminton Club which has a purpose built 5 court badminton hall.

“Abbeydale Park BC had been running a successful junior coaching programme for two years, but were struggling to maintain the 9 sessions a week due to the administrative burden this placed on them. The SPC decided that to maintain and expand the junior coaching available in the city that paid staff were needed. It was decided to use some of the BADMINTON England investment to fund two new part time positions. These were the Administrator who would be in charge of the day to day running of the programme and the Head Coach who would manage the coaching team and operations.”

Ian Sills

ADMINISTRATOR, SHEFFIELD PERFORMANCE CENTRE

SPC have a committed Chairman, Treasurer and together with club, schools, county and parent representatives they form the management committee who are charged with steering the Performance Centre.

SPC have worked in partnership with four School Sports Partnerships to target Y4, 5 and 6 pupils through a series of bisi festivals and taster sessions, which has developed from a strong interest which badminton has across the city.

FZ FORZA

Official equipment supplier to
the Sheffield Performance Centre



Official Sponsor of the Yorkshire
Performance Centres

In addition to the BADMINTON England funding, SPC have attracted sponsorship from Champion Hire Ltd and FZ Forza which has enabled them to grow the programme even further to offer 2 new Raw Talent sessions. These sessions act as a first point of contact and also gives the coaches a chance to assess the abilities of all the new players.

SPC offers the players a huge variety of coaching knowledge from which to draw from. The coaching team which is 12 strong includes James Vincent and Mike Adams who work with players on the Performance Pathway.

The Results

The following are some of the key outcomes from the Sheffield Performance Centre so far:

- 8 Performance Sessions every week involving over 100 players
- 7 Club sessions each week involving another 120 players
- 46 Yorkshire County players (also 1 Nottinghamshire and 1 Derbyshire) in all age groups
- 2 players in the World Class Programme regularly representing Team England
- 1 World Class nomination
- 12 Coaches delivering the programme
- Players from South Yorkshire, East Yorkshire, Lincolnshire, Derbyshire and Nottinghamshire attending for coaching
- A comprehensive player pathway that is gaining a reputation for quality, innovation and stability
- A stronger representation from Sheffield based players in the Yorkshire County Squads
- A Nathan Robertson & Gail Emms master-class.



Yorkshire & the North East Regional Manager – Jo Clarke

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