

## £18 million investment to support grassroots badminton and talented young players



The sporting legacy for badminton looks bright after Sport England announced an £18 million investment over the next four years.

The funding will be made through [BADMINTON England](#) and includes £3 million to help the next generation of talented young players fulfil their potential, as well as £2 million to invest in badminton facilities.

Opportunities for disabled people to play badminton competitively will be significantly improved with a big increase in the number of para-badminton competitions across England. BADMINTON England's plans to get more people playing the sport are centred around strong partnerships with councils, leisure operators, universities and colleges. They include:

- The introduction of a new programme called Go Smash to encourage more young people to take up badminton
- A review of club competition to increase and improve opportunities to play competitively
- Expanding [No Strings Badminton](#) which already offers informal badminton at around 350 venues across England
- Extending the [Playbadminton](#) programme into targeted work with leisure operators to increase opportunities for casual participants to play more regularly.
- Increased opportunities for further education college students and university students to play badminton.

Sport England's Director of Sport, Lisa O'Keefe, said: "Badminton is a sport with huge grassroots potential; it's affordable, appeals to a broad age-range and can be played all year round.

"We're making a significant investment in this sport, backing a commitment from BADMINTON England to increase its pace and scope of delivery so that even more people can get involved in badminton."

The £2 million to improve badminton facilities will support BADMINTON England's work with local councils and leisure operators as well as creating new spaces for the sport by converting empty warehouses into badminton facilities.

Sport England's investment in talent development will ensure that around 1,750 bright young prospects in the sport benefit from high-quality coaching at Performances Centres around the country. The very best of these young players can look forward to intensive support at the England Junior Academy, as they work to achieve their Olympic ambitions.