

# BADMINTON ENGLAND

## Business Plan 2013 – 2015

Consistently produce Olympic Champions and get the nation playing badminton



Note: This document was extracted from the web-based document published on <http://strategy.badmintonengland.co.uk/> where additional information including videos can be found under the headings of:

Realising our vision, What we do, What's in it for you? And Get involved.

It was disseminated to members and others via an email from Adrian Christy, CEO BADMINTON England, 13<sup>th</sup> November 2013 with the following introduction:

'Constructed in a way that very clearly puts our players and fans at the heart of what we do, this document pulls together the different strands of BADMINTON England's activity to reflect our overall approach to developing our sport and encapsulates the Whole Sport Plan 2013-2017 and Project Rio both in getting more people playing badminton and enabling players to achieve medal success.

Clubs, Performance Centres and Community Badminton Networks are key to the delivery and success of our sport and throughout the document you will see reference to the activities in which each are involved. Furthermore, this plan is aimed at the wider partners with whom we work to deliver badminton, such as leisure operators, local authorities and educational establishments.

You will be aware from the County Engagement Tour earlier this year and more recent communications that it is critical that we engage with this key sector of the leisure industry and I would be more than happy for you to forward on the document to any relevant partners you may be working with locally.

We have deliberately kept the plan focussed on the next two years to give a very clear direction for our activity and over the next 12 months, BADMINTON England will undertake an extensive consultation period culminating in the production of a longer term strategy designed to meet our vision to *Consistently Produce Olympic Champions and Get the Nation Playing Badminton*. I very much look forward to inviting your input into the strategy development during this time and will be in touch with you in due course.

I hope you enjoy learning more about the very exciting journey we are undertaking as we continue to grow and develop our great sport.

Yours sincerely

Adrian

## Contents

BE Strategy 2014-17 .....	1
Young People .....	3
What we are doing.....	3
performance.....	3
participation .....	3
competition .....	4
coaching .....	4
through young adults.....	5
What we are doing.....	5
performance.....	5
participation .....	5
competition .....	6
coaching .....	6
through Adults .....	7
What we are doing.....	7
participation .....	7
competition .....	7
coaching .....	8
through Para-Badminton .....	9
What we are doing.....	9
performance.....	9
participation .....	9
competition .....	10
coaching .....	10
through Team England.....	11
What we are doing.....	11
performance.....	11
through Fans .....	12
what we are doing .....	12
major events .....	12

## Young People



### ***What we are doing***

We will grow the number of young people through an acquisition-focussed strategy, and will give talented players the best chance of success through an improved talent pathway.

1. Engage with a mass number of young people
2. Improve the opportunities to progress through the talent pathway
3. Redefine the image of badminton in secondary schools
4. Introduce quality branded programmes to attract young people into the sport
5. Support clubs wanting to attract young players through Community Badminton Networks
6. Expand the Center Parcs National Schools Championships, grow local junior leagues and offer an extensive, graded junior tournament programme
7. Ensure there are enough high quality coaches and deliverers to support this activity

### **performance**

We will create a seamless performance pathway offering more and better training opportunities to talented players. By 31 March 2015 we will have:

1. Increased the quality and size of the talent pool
2. Increased the standards and strengthened the performance focus of the junior training environments delivered by BADMINTON England
3. Developed and implemented a curriculum for player development based on analysis of world class performance standards

To achieve this we will:

1. Deliver weekly training to at least 1,000 talented players in the performance centre network
2. Implement and maintain a minimum of ten hosts for England Performance Training, providing twice weekly training for at least 100 of our most promising young players
3. Provide specific support and guidance to the most talented young players in England, helping them to achieve their full potential.

### **participation**

Attract participants to get in to badminton by offering great entry points for both competitive and informal players. We will focus on growing participation amongst 14-16 year olds. By October 2014 we will have:

1. Engaged 70,000 young participants in the 14-16 age-group
2. Embedded our informal Smash Up! programme in 1500 schools
3. Launched the expansion of junior leagues

4. Changed the perception of badminton amongst young people

We will create programmes that deliver what young people want, with strong brands, excellent marketing, great activities and regular communication.

1. Introduce Smash Up! a compelling offer for 13-16 year olds wanting to play sport informally
2. Communicate effectively with young people and project a strong image for the sport
3. Invest through County Badminton Associations to expand junior league opportunities that really appeal to young players

## **competition**

Competition is used to support long-term development of talent and participation growth. By 31 March 2015, we will have:

1. Attracted over 30,000 schoolchildren into a competitive environment
2. Engaged with over 2,500 regular junior players per year and grown this by 5% per year
3. Provided more “major event” environments for young people to be inspired

To achieve this we will provide a clear progressive competition pathway for players. This will include:

1. Providing three levels of national competition circuit featuring over 150 events per year
2. Supporting our County Badminton Associations to deliver excellent events
3. Improving our communication with players through our digital media platforms
4. Growing the Center Parcs National Schools Championships which is already one of the largest in Europe
5. Delivering a high quality National Championships from U11 to U17 with a ‘major event’ feel

## **coaching**

We will encourage young people into badminton through the Junior Helper, Leaders and Young Officials awards. By 31 March 2015 we will have:

1. Revised the junior helper award to make it ‘current’
2. Increased the numbers of young people completing the youth awards
3. Increased deployment of young officials at badminton events around the country

To achieve this we will provide the resources and support required by schools and colleges to engage in badminton activities. In particular we will:

1. Review current Leader and Junior Helper awards
2. Provide online resources and access to CPD for schools
3. Publicise volunteer opportunities through school and college links

## through young adults



### ***What we are doing***

We will grow the number of young adults playing regularly by improving the retention of players and support elite junior players to make the shift to international senior competition:

1. Enhance our impact in universities by empowering student officers to develop the sport
2. Expand our reach into further education
3. Deliver quality programmes such as No Strings Badminton, Essentials and Battle Badminton
4. Provide effective performance programmes to manage the transition from Junior to Senior
5. Offer a competition programme enabling the transition from U19 to senior player
6. Recruit young adults as coaches, organisers and deliverers of our sport

### **performance**

The England Junior and Senior programmes will regularly produce players that compete for places on the GB World Class Performance Programme. By 31 March 2015 we will have:

1. Implemented an athlete development strategy based on identified world class standards
2. Produced long term development plans for all programme players aligned to world class standards
3. Improved the transition process from junior to senior
4. We will provide a comprehensive support package for identified players that will enable them to maximise their development. This will include regular exposure to higher level international tournaments. We will:
5. Launch a GB Talent Programme that identifies, supports and fast-tracks players for the GB World Class Performance Programme
6. Increase training loads, improve technical models and increase provision of sports science support to identified players
7. Gradually introduce and integrate young players into the world class training environment at the National Badminton Centre.

### **participation**

Expand our impact in this market to grow the number of regular participants. By October 2014 we will have:

1. Engaged 14,000 participants in BADMINTON England programmes
2. 60 student officers in universities

To achieve this we will ensure that badminton is available in a way that suits the participant's needs and lifestyle. Specifically we will:

1. Ensure a comprehensive range of offers within universities from beginners to competitive play
2. Enable universities to enhance the student experience through badminton (playing, coaching, volunteering) raising its importance to the institution

### **competition**

Retain players within the sport and provide opportunities for the next generation of young talented players. By 31 March 2015 we will have:

1. Engaged with over 750 ranked, young adult players per year
2. Provided a prestigious platform of competition to assist with retention of this age group and support the development of aspiring young players
3. Supported the world class player programme

To achieve this we will:

1. Provide three levels of national competition circuit featuring over 60 competitions per year
2. Support our County Badminton Associations to deliver excellent events
3. Provide a national Inter-County Competition, engaging the best players in the country

### **coaching**

Engage and support more young coaches to inspire the next generation of young players. By 31 March 2015 we will have:

1. Identified , developed and nurtured young coaching talent within England
2. Recruited and retained more young coaches within the junior performance structure, aiming to have at least one young coach in each Performance Centre
3. Ensured badminton's presence within the National Young Coaches Academy

To achieve this we will provide the resources and support required by young coaches to realise their potential. Specifically we will:

1. Develop online resources for young coaches
2. Develop mentoring CPD to support young coaches
3. Promote opportunities for young coaches within the Performance Centre network

## through Adults



### ***What we are doing***

We are committed to growing the number of adults playing regularly. Improved retention of the huge number of irregular, casual participants will be key to our strategy. We will:

1. Engage with mass numbers of casual participants
2. Introduce a comprehensive badminton offer in Leisure Centres
3. Expand quality programmes such as No Strings Badminton, Essentials and Battle Badminton
4. Support clubs in expanding their reach through Community Badminton Networks
5. Offer a comprehensive, graded competition programme for seniors and masters (35yrs plus)
6. Ensure there are enough coaches and deliverers to support this activity.

### **participation**

Engage with a large volume of people playing infrequently to retain them more effectively and increase regular participation. By October 2014 we will have:

1. Engaged 160,000 casual participants
2. Partnered with 800 leisure centres
3. Expanded the opportunities for casual players to enjoy the sport

Enjoyment and a sense of achievement are central to our approach. We will also make badminton more financially viable for leisure centres encouraging them to increase their provision. Specifically we will:

1. Introduce the PlayBadminton Framework enabling leisure centres to improve their offer
2. Ensure that PlayBadminton enables leisure centres to increase revenues
3. Offer quality programmes creating fun and a sense of achievement for players

### **competition**

Retain players in the sport and provide lifelong participation through a progressive competition pathway. By 31 March 2015 we will have:

1. Provided regular competitive play for 750 ranked participants
2. Maintained elite playing opportunities for Masters players and grown participation by 5% per year
3. Harnessed the passion and experience of this group by retaining more of them in the sport once retirement approaches

To achieve this we will:

1. Provide a playing platform through our national competition circuit and county competitions
2. Support England Masters representation at international events
3. Deliver top class international Masters competitions
4. Actively promote other badminton outlets such as coaching, officiating and volunteering opportunities

## **coaching**

Develop a World-class education and coach development package, that will enable coaches to produce technically proficient players. By 31 March 2015 we will have:

1. Developed fit for purpose coach education courses
2. Developed a coherent package of ongoing training for qualified coaches
3. Enabled a more personalised coach education experience
4. Implemented a coach licensing scheme

To achieve this we will conduct research within the current coaching workforce, to develop a fit for purpose coach education system. Specifically we will:

1. Review existing provision, incorporating the views of a range of stakeholders by the end of 2013
2. Review and re-focus content of the existing coach education programmes, within the UKCC framework
3. Identify gaps in ongoing training for coaches and develop CPD modules to bridge the gaps



## through Para-Badminton



### ***What we are doing***

We aim to grow disability badminton and raise its profile. We will achieve this by:

1. Introducing disability badminton competition for schools
2. Growing the number of players in the club system, increasing diversity and profile
3. Expanding the number of competitions that are offered nationally
4. Delivering a performance programme that enables England players to achieve medals in international events
5. Ensuring that there are enough coaches and deliverers to support this activity
6. Developing strategy through a National Para-Badminton Committee including stakeholder groups

### **performance**

Develop and deliver a Para-Badminton performance programme that enables talented players to reach their full potential. By 31 March 2015 we will have:

1. Established a selected national Para-Badminton squad based on performance criteria
2. Developed a performance culture in Para-Badminton
3. Inspired and motivated Para-Badminton players to develop and achieve

In order to achieve this we will continue to improve our offer to elite Para-Badminton players and develop the provision for the national Para-Badminton squad. Specifically we will:

1. Appoint a National Para-Badminton coach
2. Organise and deliver training camps for identified Para-Badminton players
3. Provide coaching at major international events

### **participation**

Attract participants to get in to badminton by offering great entry points into the Inclusive Club network. We will grow participation amongst disabled players and by October 2014 we will have:

1. Engaged 200 new disabled participants
2. Embedded our network of 16 Inclusive Clubs
3. Designed and confirmed the Inclusive School Games offer

Inclusion and mainstream participation are central to our approach as is working with clubs to stimulate increased opportunities for disabled badminton players. We will:

1. Implement the Inclusive Club programme with the support of financial investment
2. Expand the Inclusive Club offer to players with learning difficulties
3. Provide coach and tutor development opportunities to service the player pathway

4. Implement an integrated promotion and publicity strategy across the programme

### **competition**

We will encourage increased participation, more regular play and enhanced performance. By 31 March 2015 we will have:

1. Provided the best major event competitions for the top Para-Badminton players in the country
2. Provided regular accessible playing opportunities nationally
3. To achieve this we will:
  4. Deliver the annual 4-Nations Championships
  5. Provide a playing circuit that sits alongside all other BADMINTON England circuit competitions with 11 events by 2014/15
  6. Extend the Center Parcs National Schools Championships to include Para-Badminton
  7. Include all circuit competitions on the GB ranking system

### **coaching**

Produce coaches that can effectively support Para-Badminton players. By 31 March 2015 we will have:

1. Increased the numbers of coaches trained to work with Para-Badminton players
2. Delivered at least two Para-Badminton coach education courses in each region by the end of 2014
3. Developed a coherent package of additional training for qualified coaches
4. Promoted the recruitment of Para-Badminton players into coaching

To achieve this we will review and refine the education and training aimed at coaches working with Para-Badminton players. Specifically we will:

1. Develop online resources for coaches working with Para-Badminton players
2. Review and refine the existing Para-Badminton coach education provision by the end of 2013
3. Identify gaps in ongoing training for coaches and develop CPD modules to bridge the gaps.

## through Team England



### ***What we are doing***

Our vision is to consistently achieve medal success on the world stage by producing self reliant players with a winning mentality and the passion, capabilities and ambition to succeed. We will:

1. Deliver a centralised programme that focuses attention on all stages of the development pathway
2. Deliver a sustainable and continually improving performance environment
3. Maximise talent recruitment and confirmation
4. Develop self reliant players with a winning ambition who are committed to their own development and understand the value of people working together for a common goal
5. Develop a squad with the quality to compete at the highest international level and with greater strength in depth

### **performance**

Ensure a truly World Class training environment that enables the consistent achievement of medals at World Championships and Olympic Games. By 31 March 2015 we will have:

1. Improved performance standards for all England Senior and GB players
2. Increased the active contribution of players to the development of the programme
3. Introduced key initiatives to improve the training environment and impact on performance

To achieve this we will further centralise the England Senior and GB programmes at the National Badminton Centre and develop a truly world class training environment in Milton Keynes. We will:

1. Make tailored individual support available in the context of group training
2. Enhance the integration of sports science support in long term and annual development plans
3. Bring high quality sparring to the NBC
4. Provide world class competition and vital home crowd support through our major events

## **through Fans**



### ***what we are doing***

We are rapidly growing the fan base of players, spectators and followers of badminton and enhancing their experience of our sport.

We will provide:

1. A fan community reaching out to the millions of people who 'Play, Love and Live' our sport
2. Tailored and personalised communications to our fan base alongside the general opportunities that will be shared on a regular basis
3. World class communication to our fan base across a range of traditional and digital media platforms
4. The World's best badminton to watch

### **major events**

Our events are an entertainment destination for fans from the UK and across the World. By 31 March 2015 we will have:

1. Attracted the World's best players for fans to watch live
2. Enabled fans to watch England and Europe's top players on a regular basis
3. Used the excitement of major events to inspire more people to play badminton
4. Made World-class badminton more accessible

To achieve this we will:

1. Deliver the Yonex All England Open Badminton Championships and the London Grand Prix, attracting the World's best players and more than 40,000 fans from across the globe
2. Launch the professional National Badminton League
3. Create a 'wow' experience for both players and spectators at our major events
4. Embed 'Inspiration' as a cornerstone of every major event
5. Achieve at least 30 hours of domestic TV coverage and global broadcast to more than 50 territories and 350 million homes around the world
6. Provide a badminton 'show' to engage fans through our world class sports presentation