

8th November 2012

To: All County Secretaries

Dear County Secretary,

Restructure of the Regional Delivery Team

As you will be aware, BADMINTON England recently presented its business cases to Sport England and UK Sport respectively for funding for the investment period 2013 – 2017. We anticipate decisions from both of our funders in mid December 2012.

In preparation and anticipation of the outcome of the investment decisions, our Corporate Management Team (CMT) have spent significant time in recent months reviewing our business objectives and priorities for the next four years and considering the resources required to ensure we are best placed to achieve the challenging demands that will be placed upon us by our funding partners.

Since the start of the current investment period, I can look back with great pride on our achievements that have included positioning badminton as the 6th most participated sport in the country. This has largely been possible due to the dedicated efforts of our Regional Teams.

However, what is clear in the coming funding period is that the priority of Government funding will intensify the focus on further increasing participation and as a consequence the targets set by Sport England for the next four years will be even more stringent than in the past. In particular, we need to address the casual play market if we are to significantly increase participation and in order to rise to this challenge I am writing to inform you that we have begun the process of reshaping the Regional Delivery Team.

With immediate effect:

- We will begin the process of recruiting to the new role of Head of Recreational Participation (the recruitment campaign was launched today)
- Dependant upon the investment decision, we will be reducing the number of regions from eight to five, each serviced by a Delivery Team. The proposed new regions are:
 - North West and North East
 - Yorkshire and East Midlands
 - West Midlands and South West
 - London and East
 - South East
- The current Regional Manager roles will no longer exist and will be replaced by Regional Delivery Managers who will lead a regional team ensuring a co-ordinated and strategic

approach, liaising and communicating with County Badminton Associations and other significant regional partners

- The current Regional Officer roles will no longer exist and will be replaced by specialist roles focussed on achieving further growth in participation

Our intention is to invest greater financial resources into programming that has a direct and significant impact at grass roots, community level. For example, the Government's youth strategy will enable us to engage more with young people, especially the 14 plus age group, developing clubs and competition for young people and adults is a key component of our approach for the 2013 – 2017 period for which we have applied for significant funding and CBA's will play a key part in delivering this. We will continue to pursue our long term medal aspirations by focusing on developing talent and the regional teams will continue to play a key role in supporting this, especially via the Performance Centre structure.

We have shared our draft proposals on the new Regional Delivery Team with our staff at an All Staff Briefing today and the process of establishing a team with the right skills to enable us to achieve has begun.

We anticipate that the proposed new structure will start to be put into in place from January 2013 and that it will be finalised by the end of March 2013. During this period a number of our staff will be going through a degree of change and I want to reassure you that every effort will be made to maintain 'business as usual'. However, we also need to be realistic about time if we are to remain focused on our business plan.

I would appreciate it if you would share this information with colleagues on your Committee and ask that if you have any questions regarding this letter then please do not hesitate to contact George Wood, Director of Development.

I am keen to ensure that we give every CBA the opportunity to learn more about the outcome of the investment decisions, what they mean to the Counties and how we can look ahead to the next four years with you.

You will therefore shortly be informed of a schedule of dates when either myself or our Chairman, Derek Batchelor, will host a meeting, accompanied by a member of CMT and another member of the Board of Directors, to discuss the opportunities ahead in more detail.

Yours sincerely



Adrian Christy
Chief Executive

CC: George Wood, Director of Development