

Dave Bartlett

From: Adrian Christy [AdrianChristy@badmintonengland.co.uk]
Sent: 23 October 2013 14:55
Subject: BADMINTON England Strategy

Sent to County Badminton Association Chairs & Secretaries

Good afternoon,

I am delighted to provide you with a link to BADMINTON England's Business Plan 2013 – 2015 which presents our key objectives for the period and how we intend to work towards achieving them:

www.badmintonengland.co.uk/strategy

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.

County Badminton Associations are critical to the delivery and success of our sport and throughout the document; you will see reference to activities in which CBAs are central to the continued growth and development of badminton across the country. 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 within your County.

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*. The CBAs are critical to this process and I very much look forward to inviting your input into the strategy development 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.

Best wishes,

Adrian

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