

Chief Executive's Update

October 2013

BADMINTON

ENGLAND



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- County Badminton Association Secretaries & Chairs
- Badminton Line Judges Association of England Secretary & Chair
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World Class Performance Programme

The Road to Rio

- ✎ In October we saw some good performances on the European circuit. Chris Langridge and Peter Mills were runners up in the Belgium International after a 61 minute game against Denmark's Anders Skaarup Rasmussen and Kim Astrup Sorensen. Kirsty Gilmour won the Czech International against Taipei's Chi Ya Chang in two sets.
- ✎ Closer to home at the first ever London Grand Prix Gold, Chris Langridge and Heather Olver were runners up after a close match with Germany's Michael Fuchs and Birgit Michels. Kirsty Gilmour was also a runner up in the women's singles to Carolina Marin of Spain.
- ✎ In October UK Sport carried out reviews across all national governing bodies to assess performance and progress against Rio targets. The results will be made available in December. We are also looking to increase our capacity in the coaching team and hope to have a full team by early 2014.
- ✎ Panuga Riou, England Senior programme player, won the Slovak Open and her first international senior title against Kirsten Van Der Valk.
- ✎ In the Danish Open Premier Super Series Rajiv Ouseph produced an outstanding performance in beating Sho Sasaki of Japan (world ranked 20) in straight sets, before losing a heart breaking match to World number 2 Chen Long of China, eventually losing in 3 sets after being a set and 19-16 up. Chris Adcock and Gabby White reached the quarter finals, losing in 3 sets to World number 1's and Olympic Champions Nan Zhang and Yunlei Zhao of China.

Junior Programme

- ✎ **Danish Cup U13:** Team Bronze, Winner Boys Singles – Harry Huang, Winner Boys Doubles – Harry Huang & Rory Easton, Mixed Doubles Runner up – Rory Easton & Sita Morjaria, Girls Doubles Semi Finalist – Hope Warner & Asmita Chaudhari, Boys Doubles Semi Finalist – William Jones & David Hong, Mixed Doubles Semi Finalist – Ethan van Leeuwen & Hope Warner.
- ✎ **Danish Cup U15:** Team Silver, Girls Doubles Runner up – Fee Teng Liew & Lizzie Tolman, Boys Doubles Semi Finalist – Johnnie Torjussen & Callum Hemming, Mixed Doubles Semi Finalist – Johnnie Torjussen & Fee Teng Liew.
- ✎ **Danish Cup U17:** Team Bronze, Girls Doubles Winner – Jess Pugh & Ira Banerjee, Mixed Doubles Winner – Ben Lane & Jess Pugh, Boys Doubles Runner up – Ben Lane & Matthew Clare.
- ✎ Leeds EPT+ Centre commenced on the 1st October, with Leeds Metropolitan University as host.

Performance Centres

- ✎ In the coming months we will conduct a Strategic Review of the Performance Centre Programme to ascertain their current position moving forward over the 2013-2017 period.

Club England

- ✎ Club England membership entered its key renewal period in October for the beginning of the new season in November. This will see the launch of the new membership types bringing the current range of membership products to:
 - Club England Senior – Club membership
 - Club England Junior – Club membership
 - Club England Active – Direct membership
 - Club England Social – Direct membership

- Club England Junior – Direct membership
 - Club England Community – free
- 🔥 Junior memberships will now be made individually through the club affiliation system as opposed to the previous method of a one-off Junior club fee.
- 🔥 Member log in will be supported by reminders on how to retrieve online usernames and passwords as we begin to start to increase our penetration of members using the website.
- 🔥 The current membership count across all membership types and affiliated clubs is as follows:
- | | |
|------------------------------------|----------|
| ▪ Affiliated Clubs | - 2,019 |
| ▪ Senior club members | - 32,264 |
| ▪ Junior club members | - 18,473 |
| ▪ Direct members (seniors/juniors) | - 652 |
| ▪ Registered Coaches | - 1,850 |
| ▪ Total Members | - 53,239 |
- 🔥 The focus over the next month will be to continue to drive renewals across our club memberships through club affiliations. There will be a number of e-communications sent to clubs throughout October and November to support this activity.

National Badminton Centre (NBC)

- 🔥 Courts remain very busy as we try to keep courts available for individual members. This means not being able to allow existing clubs additional courts, or being able to accept new clubs. This seems to be a regular problem for this time of year.
- 🔥 During half term week there were not many courts available during the day. We have allocated courts to our daytime sessions to fit around the Performance programme.
- 🔥 The last three weekends have seen clubs coming to the NBC for coaching weekends, with 28 players coming from West Norfolk (visiting at the end of October) and an individual personal performance course, with nearly thirty players booked. Having sent out a leaflet with the membership renewal letters we have received a number of enquiries for club coaching weekends in 2014.
- 🔥 November /December will see two Premier Weekends, two local tournaments, several county matches, a junior training camp, and a tournament aimed at young Muslim players organised by one of our members.
- 🔥 Membership in Fusion Health Club remains static in a heavily crowded market.
- 🔥 Premier Training currently has 16 students on their current six week course and their numbers have been consistently good. Their next course already has nine places booked.
- 🔥 Conference rooms have been a bit busier, but many companies that have tried to cut back on their off-site meetings and are continuing to do so. Many of our conference room bookings are now over the weekend, with a number of in-house coach education courses and training people for the new development activities, such as Smash up.
- 🔥 The hall will be re-lamped in November and the floor will be having a deep clean. Re-painting is ongoing.
- 🔥 **National Badminton Redevelopment Project**
- The latest Business Plan and progress against milestones have been reviewed by our Board of Directors.
 - Meetings with key partners continue and more information will be shared in due course.

Development

- ✋ Updates detailing the roles of regional staff, staffing structures and progress on delivery of programmes and products in each County were distributed by Regional Delivery Managers to the Chair of each County Badminton Association in September. It is intended that these updates will be distributed quarterly to ensure Counties are aware of work being undertaken by regional staff in their area, with the next issue due to be sent out in the first week of December.

Community Badminton Networks

- ✋ Funding has been released to four CBNs – Wigan, North Tyneside, St Helens and Welwyn & Hatfield – to enable these groups to begin implementing their development plans. All four are now delivering activity or have planned activity. The remaining pilot CBNs are close to finalising their plans and it is anticipated that funding will be released for these groups shortly.
- ✋ The Welwyn Hatfield CBN took badminton to the public at Hatfield Galleria in September, running activity for four hours and promoting other opportunities to play Badminton in the area. The activity was organised and run by coaches and members from clubs in the CBN, with support from the two HE officers from Hertfordshire University.
- ✋ CBNs are playing a key role locally in encouraging schools to sign up for Smash Up. CBNs in the North East & North West region have been successful in securing over £15,000 of Sportivate funding to support local implementation of Smash Up. CBNs in the South East have also been successful in working with their county sports partnerships to draw down Sportivate funding for Smash Up.

Participation

No Strings Badminton

- ✋ Number of franchises sold - 598
- ✋ Average attendance/total participation rate – 14.1 / 12,600
- ✋ Number of Friends – 43,864

Young People

- ✋ 52 Universities have currently signed up to the HE Officer programme.
- ✋ The second HE Officer training day was held at the National Badminton Centre on 23 October 2013 with 19 Officers in attendance.

Para - Badminton

- ✋ Applications are still open for the Inclusive Clubs Investment programme.
- ✋ Five National Disability Sport Organisations have been selected as a priority and are currently developing action plans in partnership with BADMINTON England.

Center Parcs National Schools Championships

- ✋ As of 5 pm on 23 October 2013, we have 1,300 Schools signed up to compete in the 2013/14 Championships, meaning we have reached 86.7% of the 1,500 Schools target.

Competition & Events

Major Championships

- ✋ Ticket sales for the Yonex All England remain steady and positive, with a significant number being bought by BADMINTON England members during the exclusive period. Tickets are available through the Ticket Factory [0844 444 9994 / www.theticketfactory.com].
- ✋ Due to the redevelopment of the National Indoor Arena (NIA), some Yonex All England planning has been delayed to accommodate the changes to the venue. However, a number of contractors are on-

board and working hard to deliver another exceptional event. The official invitation will be issued to Badminton World Federation (BWF) Member Associations late November/early December. A range of volunteer opportunities are still available through our online portal [www.badmintonvolunteer.co.uk].

- ✎ Planning for the English National Championships is on track, with a number of contractors and volunteers joining us for the first time due to the relocation to Milton Keynes. Areas of the arena: *stadiummk* are being completed, so there is a slight delay with some planning elements. Interest in the event is extremely positive, and players will be able to submit an entry from early November. A range of volunteer opportunities are still available through our online portal [www.badmintonvolunteer.co.uk].
- ✎ The London Grand Prix Gold event, despite presenting some operational challenges, was a great success, building on badminton and Olympic legacy in London. A superb team of volunteers helped to deliver an excellent event, praised by our partners, adidas. Approximately 14,000 spectators joined us throughout the week. Results can be found on the Official Website [www.londongrandprixgold.co.uk].

County Competition

- ✎ The first of three Senior County Championships weekends of the national divisions will take place on 9 & 10 November at the NBC (Premiership) and Cheltenham (Division 1). For the first time all results will be available live to view on www.badmintonengland.co.uk/compete

Circuit Tournaments

- ✎ Entry numbers for Junior Circuit September 2013:

Date	Circuit	Tournament	MS	WS	MD	WD	XD
14/09/2013	U19 Bronze	Wimbledon	30	21	19	9	16
07/09/2013	U17 Gold	Milton Keynes	39	38	24	22	32
21/09/2013	U17 Silver	Dorset	20	20	10	8	0
21/09/2013	U17 Silver	Warwickshire BA	41	24	17	10	0
22/09/2013	U17 Bronze	SE Essex	44	25	14	11	0
14/09/2013	U15 Gold	Nottinghamshire	40	34	21	15	24
21/09/2013	U15 Bronze	Hertfordshire	64	34	22	14	0
21/09/2013	U13 Gold	Essex	24	19	11	10	0

- ✎ Entry numbers for Senior & Masters Circuit September 2013:

Date	Circuit	Tournament	MS	WS	MD	WD	XD
07/09/2013	Senior Gold	Lancashire	TBC	TBC	TBC	TBC	TBC
14/09/2013	Senior Silver	Harrogate	32	16	17	10	13
21/09/2013	Senior Silver	Cornwall	TBC	TBC	TBC	TBC	TBC
21/09/2013	Senior Silver	S&S	53	16	26	9	15
07/09/2013	Senior Bronze	Gloucestershire	57	9	29	7	12

- ✎ The Masters National Championships is being held at University of Worcester Arena on 6-8 December 2013. Entry has opened and will close on 6 November – click [here](#) to enter online.
- ✎ The next ranking and grading update will be released on 25 October and can be viewed on the Compete website by clicking [here](#).