

Chief Executive's Update
September 2012

BADMINTON
ENGLAND



Play it. Love it. Live it.

For Circulation

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Corporate Governance

- ✎ Registration forms for General Meetings have now been issued to County Badminton Association Secretaries (copied to the Chairs) via email. Secretaries (or a person appointed by the CBA) are now required to liaise with their counties to select delegates for all General Meetings. The majority of the registration forms have now been completed and returned. However, if a CBA has not received the form or should you have any queries please contact Charleane Taylor at BADMINTON England.
- ✎ We are developing a governance page on our website, whereby a synopsis of minutes for the Board of Directors meetings, General Meetings and AGMs will shortly be published. In addition, there will be information relating to the composition of the groups (including biographies and photos). We will let you know when this information is available.
- ✎ Self Assurance – Our annual self assurance statement has been submitted to Sport England/UK Sport and we anticipate a formal response later in the Autumn.

Staffing

- ✎ We are pleased to welcome Emma Gibson to the team as Ethics & Compliance Manager reporting to Anne Powis, HR Manager. She will be leading on all safeguarding issues and policy work including governance, Equality Standards, Anti Doping and Data Protection.
- ✎ Jennifer (Jen) Pledger commenced as a Regional Officer (East London) on 3rd September to cover for Sandy Kurek's secondment to Performance until February 2013 (see below). A sports science graduate from Loughborough Jen has gained some excellent experience as an Intern for Gold Challenge, the UK's only Olympic and Paralympic charity challenge partnering with Team GB and Sport England.
- ✎ Sandy Kurek commenced her secondment with the Performance Team on 3rd September within the role of Senior Performance Co-ordinator. Sandy will be helping the Performance Team with a number of projects, including reviewing existing processes and standardising approaches together with completing a performance operations procedure manual before she returns to her Regional Officer role in February 2013.
- ✎ We thank Gary Atyes, Sponsorship Manager, for his valued contribution to BADMINTON England. Having spent two years with us supporting our work to increase sponsorship revenue, Gary left this month to take on new challenges. Following his departure, any calls or questions regarding sponsorship should be directed to the Commercial Director, Fiona Young.
- ✎ Staff at the BADMINTON England Head Office will be helping to raise money for the charity Genetic Disorders UK by taking part in Jeans for Genes Day on Friday 5 October 2012. Staff will have the opportunity to wear jeans to work in return for a £2 donation. Charleane Taylor is organising the staff event. You can find out more about the charity by clicking [here](#)

World Class Performance Programme

Road to Rio

- ✎ We are about to submit our final business case to UK Sport which outlines our plans during the Rio cycle and request for funding. We have plans to improve the training environment, extend the tournament schedule, increase sparring and develop more talent. We will be informed of the funding decision in December 2012.

- 👉 Our tournament season is well underway and with some early success. Jenny Wallwork and Andy Ellis won the mixed doubles title in Poland which was their debut in competitive tournaments together. Matt Nottingham and Alex Langley also reached the podium in 3rd place (reaching semi-finals). Kieran Merrilees won the men's singles against fellow GB player Toby Penty. Kirsty Gilmour won the women's singles against Panugu Riou, England Senior player.
- 👉 Players are off to the Belgium International, Japan Open, and Czech International tournaments in the next couple of weeks.
- 👉 We have also recently had sparring players at the National Badminton Centre (NBC) – Kestutis Navickas (Lithuania) and Scott Evans (Ireland) to enhance our training environment particularly in men's singles.

Senior Programme

- 👉 Josh Green and Liz Cann are permanently based at the National Badminton Centre. Gary Fox is also working with the programme and is partnered with Ben Stawski in men's doubles. In addition, Helena Lewczynska is partnering Sophie Brown in women's doubles over the next few months. Panugu Riou put in a strong performance in reaching the finals of the Polish International.

Junior Programme

- 👉 Recently we saw some good performances at international tournaments (Langerfeld U15 and U17). Natalie Chan-Lam was the runner up in U17 singles, Ben Lane and Jess Pugh were runners up in the U17 mixed doubles and David Jones was runner up in U15 singles. This shows we have some good potential in our players earlier in the season.
- 👉 Domestic Age Group tournaments are starting shortly with one for each age group will have taken place by the time this bulletin goes out, the players are all now into their competitive season. U19 Age Group players will all be either in the up-coming Belgium Junior or the Lausanne Junior.
- 👉 Our England Performance Training (EPT) sites are increasing. New EPT sites are starting in Sheffield and Guildford to bring the number to 4 when including Manchester and Wycombe. The EPT sites provide additional weekly training for junior players with potential.

Club England

- 👉 Current membership figures:
 - 53,459 members
 - 33,574 Club England Community members
- 👉 More than 1,700 members have logged into the secure area of the membership site to update their personal information – please keep encouraging members to do this as it ensures that we have correct information to guarantee that they receive all the benefits that they are entitled to as members of BADMINTON England.
- 👉 We have completed country wide research of unaffiliated clubs which had been identified by the Regional Teams and Counties. We were able to communicate with 18% of the clubs that we had contact details for and they supplied valuable information regarding our current membership system and reasons as to why they currently do not affiliate and what we would need to do in the future to encourage them to join our association.
- 👉 The Membership Working Group met the week commencing 10 September 2012 and had a detailed conversation regarding the current membership structure and ways that we could possible change the current structure to encourage new members to join, whether as current club members or as new membership types. The information gathered from the unaffiliated clubs was used as background information, along with current data that we were able to get from data mining the

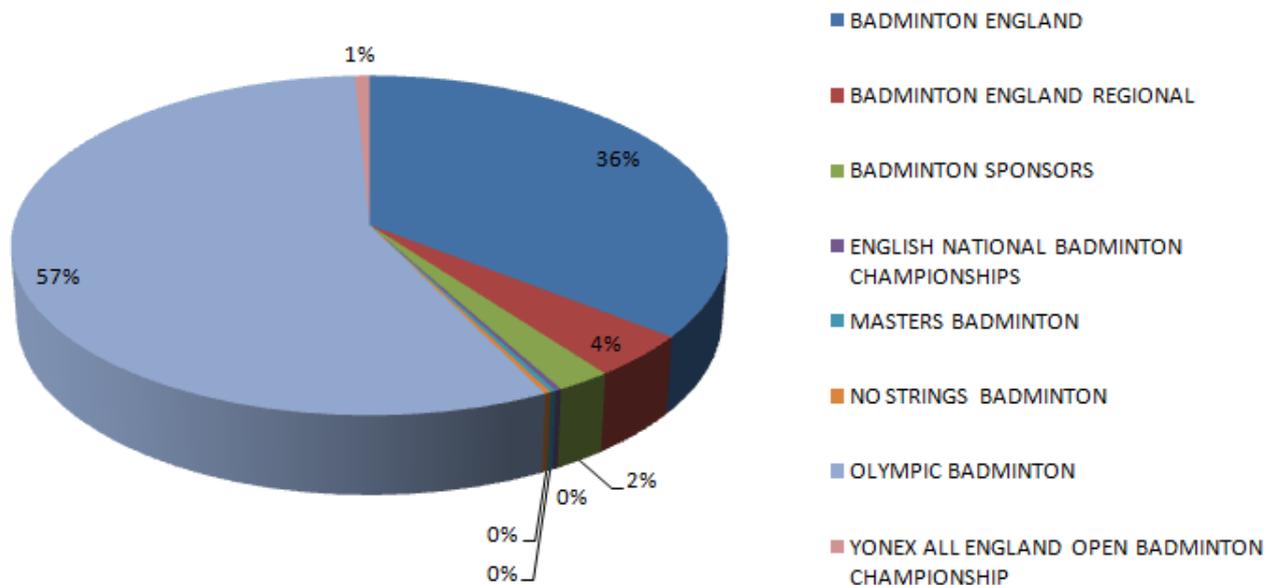
Vision data base to give us a good idea of what our current membership base looks like and the different type of members that we have. For example, statistics on social, league, competitive players across senior and junior level.

- ✦ The 2012 membership development is nearly complete and should be ready for full sign off during the week commencing 24 September 2012, indicating that we are still on schedule to re-release the club, league and county wizards, along with the new direct member wizard, to all the week commencing the 1 October as planned. Communication will be sent to all stakeholders to inform them of the release date over the next few weeks.

Marketing & Commercial

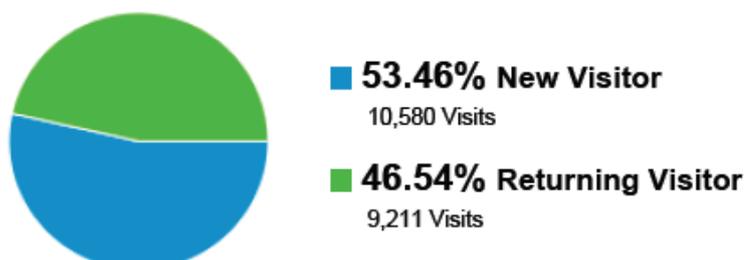
Media

- ✦ Over the last 30 days we have received coverage of 409 individual articles, which equates to a reach of 61,963,709 readers.
- ✦ The majority (57%) of media coverage is still focused around the Olympics, but we are starting to see an uplift in major event coverage now we are on sale and further promoting it.



- ✦ Over the past month (12 August – 11 September 2012) visitors to the PlayBadminton website following the Games has remained consistent. We have seen a slight drop off in visitors, which was to be expected, but more people are still using the site more often. It is also great to see people revisiting the site, as well new people interacting with it.

- Visits: 19,791
- Unique Visitors: 12,508
- Pageviews: 91,993



Live Sites

Live Site activity was undertaken as part of our Olympic campaign in order for us to interact with the general public, potential badminton players and make the most of the Olympic buzz. The sites we were represented at were Wembley Arena, Hyde Park, Victoria Park, Manchester and Birmingham over the entire Games period.

The activity consisted of a branded PlayBadminton.co.uk gazebo, serve challenges, giant shuttles, giveaways and on court opportunities to play. All the activity was deemed a success, both for growth in the development of our sport but also commercially in terms of data capture for future communications with an untapped audience.

The results were extremely positive with us seeing a 100% increase in unique visitors to PlayBadminton.co.uk in comparison to the month prior to doing the live site activity, which is equal to 18,548 different people visiting the site in just 30 days.

We have also seen a really positive response via PlayBadminton to the No Strings website, with the majority of referral traffic (20%) to the site now coming from PlayBadminton.co.uk.

We also collected 6,678 pieces of separate, valuable and clean data which included email addresses, gender, postcode and date of birth for further targeted communication with BADMINTON England.

In addition to these results we were able to test different modes of marketing and targeting for future campaigns, including data collecting via tablets, text competitions, giveaways and branded gazebos.

We have learnt many valuable lessons along the way that we will be implementing into future activity and we want to thank everyone who was involved with all the live site activity. In particular, Tamsin Graveson and Rachel Bayley deserve special thanks for their help to deliver the Olympic Live Sites for badminton, along with a number of support staff at each of the main five locations. It was originally anticipated to be a relatively modest task and soon escalated into something quite considerable. Their work was completed in a timely and professional way that showed off the sport of badminton to a non-traditional audience.

We hope that you can see the impact the live sites has had on the development of our sport and fundamentally getting more people interacting with us as a governing body.

Visitors Overview

27 Jul 2012 - 26 Aug 2012

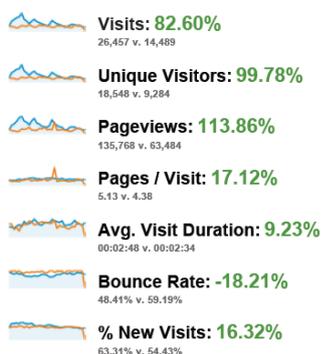
Compare to: 27 Jun 2012 - 26 Jul 2012

change in % of visits: +0.00%

Overview



18,548 people visited this site



■ **63.40% New Visitor**
16,774 Visits

■ **36.60% Returning Visitor**
9,683 Visits

Communications

- 👉 **BADMINTON England website figures to 1 September 2012**
 - Visits -6.1% decrease to 666,791
 - Visitors -9.9% increase to 284,383
 - New visitor % increased at 41%

- 👉 Whilst the website experienced its first notable fall in online traffic for two years (during mid August due to the unprecedented spike in interest surrounding the Yonex BWF World Badminton Championships in London), some recovery towards the end of the month indicates this slow down is a short term trend.

- 👉 Equally, traffic into the news features of the BADMINTON England site – driven by the homepage changes – bucked the trend being 14% up during the month. In addition, pages viewed per visit marginally increased and dwell time on the site stepped over the 4 minute mark for the first time in 15 months.

- 👉 The long standing popularity of circuit events for tournament entry, and the ease and transparency reaching these from the homepage, have also helped drive some of the recovery back to baseline.

- 👉 Facebook remains the number one referrer of traffic to the website – and this traffic source has grown year on year by 138%, showing its importance to BADMINTON England. The BBC remains a close second.

- 👉 We are also seeing a sufficient number of local County Badminton Association sites now referring visitors to the BADMINTON England site via RSS to make it a growth area as a traffic source.

- 👉 From the end of August 2012, feeds from BADMINTON England website will also now appear on NewsNow [managed by Reuters] and used widely by press. This has already returned a sizeable click through rate in 10 days.

- 👉 The Olympic pages have now been taken off the top line navigation and will sit in the Performance section of the website, helping search engine optimisation. The existing tab has been replaced by BE Involved which features ways to get involved in badminton without picking up a racket – be it volunteering, officiating, coaching & education etc. Commercial are currently in the process of cleaning up content to make this section engaging.

- 👉 **Social Media:**
 - Facebook “likes” – 4,817 [3.0% growth in 1 month]
 - Twitter followers now stands at 5,519 [23% growth in 1 month]

- 👉 **You Tube:**
 - BADMINTON England channel - views: 120,337 subscribers: 336
 - All England Open channel - views: 24,309 subscribers: 125 [launched 16 July 2012]

National Badminton Centre

- 👉 After hosting two weeks of National Camps, we are still programming winter bookings to balance the primary needs of the GB squad and then fitting in clubs, juniors, County, No Strings, Over 50's and individual member bookings. New players moving into the senior squads are now settling in and ready to embark on a run of tournaments.

- 👉 Despite limiting club bookings, courts remain difficult to book at peak times.

- ✋ The Centre has just hosted an Under 17 Gold tournament, on what was possibly one of the hottest weekends of the summer. We have two club coaching weekends and a Personal Performance Course in September.
- ✋ During the Personal Performance Course we will also be providing dinner for nearly 100 Bridge players that are playing at a nearby venue.
- ✋ For the eighth consecutive month, Health Club membership has shown a slight increase. This is an important trend in a Milton Keynes market that involves all the major players. Income from the Health Club is an important part of the Centre's operation.
- ✋ The Military resettlement Personal and Fitness Instructor Course operated by Premier Training is the same course that started in August with only four students attending. The number of attendees is set to increase in the autumn.
- ✋ In the current market, the lucrative end of the conference market is very scarce, with companies either reducing their requirements or not booking at all. We have increased the number of smaller bookings. However, the income is limited.

National Badminton Centre Redevelopment Project

- ✋ Further progress has been made in relation to this exciting project including some key decisions
- ✋ The Feasibility Study commissioned by the Board of Directors was presented to the main Board meeting on 28th August who approved the recommendation to progress with plans to redevelop the NBC away from our existing Bradwell Road site to a site at Milton Keynes Bowl
- ✋ In recent months, a number of meetings have taken place including MK Council, the land leaseholders, Sport England, local Councillors and Planners. The support for our project is overwhelming
- ✋ In the past few weeks, I have appointed a Project Manager, Planning Consultants, Architects and Quantity Surveyors as well as started the process to commission a series of specialist reports and studies
- ✋ We are on track to secure funding for the project and submit planning applications around the turn of the year
- ✋ At the end of October and the beginning of November, I will be hosting the Members of MK Council and the Loughton Parish Councillors as well as conducting a public meeting with local residents.

Development

Community Badminton Networks

- ✋ 136 County Badminton Network (CBN) areas
- ✋ 26 World Leading CBNs
- ✋ 74 Improving CBNs
- ✋ In order to drive CBN participation the Yorkshire and North East team have launched the 'TRY Badminton' programme. These short courses provide basic badminton instruction to improve technique and confidence enabling the participants to move onto a club or No Strings session once the course has finished. The programme has received over 300 sign-ups across 18 courses to date, and the online booking system has received 355 enquiries.

- ✋ The Ipswich CBN has been launched with a 'Back to Badminton' course being held at Suffolk New College. The 6 week course has been developed in partnership with three badminton clubs, the college, the County Sports Partnership, the local authority, another leisure facility and two independent coaches. Extensive promotion has attracted 30 participants, who will be encouraged into club activity or No Strings badminton sessions at the end of the course.

Club Future

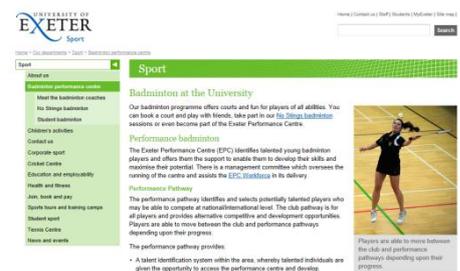
- ✋ The club development programme is progressing well, with 30 clubs that have now been selected and accepted to join the Club England Evolution pilot. The pilot will begin with a Club Discovery meeting to clearly understand the club's needs and aspirations and determine where BADMINTON England can offer support. The outcomes, understanding and implications from this pilot will help inform the Go Smash programme development.
- ✋ The number of clubs accredited with Clubmark and Premier Club has taken a welcome rise this month, with 231 clubs now accredited.
- ✋ The latest report from Premier League 4 Sport (PL4S) shows that the 2011 – 12 figures for engagement, retained and sustained participation remains consistent as with previous years; the programme has attracted over 8,000 young people into the sport. We are still awaiting figures for club transition figures.
- ✋ Change 4 Life - from the original 736 clubs, 218 have affiliated to BADMINTON England and 80 have formed links with community clubs through our Inspired Coaching programme, ensuring participants receive quality provision and a pathway into affiliated clubs.

Performance Centres

- ✋ 35 Performance Centres + 1 pending accreditation
- ✋ 14 Applications submitted for re-investment and 1 Application for a new Performance Centre

✋ EXETER PERFORMAMANCE CENTRE

- Awarded Performance Centre (PC) status back in 2008, the original PC was solely one club and the PC pathway was seen as the next step for Queens Badminton Club.
- The deployment of the right Head Coach with a performance perspective has ignited a turnaround in this PC; there are now 36 players of the appropriate standard and an established top level squad.
- A capital investment, relocation and new partnership with Exeter University have transformed the long-term sustainability and potential of this PC.
- This partnership is not only beneficial from a funding and local community perspective, but has enthused other local clubs across Devon and beyond to get involved and has attracted a new team of high quality coaches.
- The PC is a key partner in the Exeter Community Badminton Network, providing opportunities for links with education and talent identification.
- The PC has helped to raise the profile across Devon, Cornwall and Somerset through opportunities for players to progress to a performance setting, and there has been an increase in the number of players in local leagues and tournaments.



- “Securing the move of the PC to the Uni to ensure sustainability and a higher level of delivery, with access to improved facilities, high level coaches and an experienced management team to continue to develop the PC. The expanding player numbers and improved ranking and gradings also shows the PC is moving in the right direction,” Helen Ward, PC Head Coach & Director of Badminton; Exeter Uni.

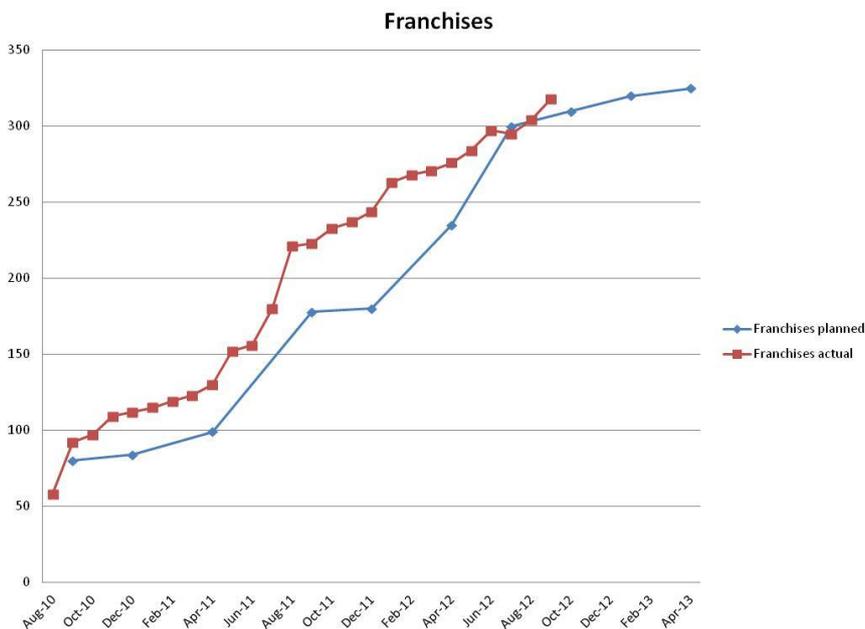
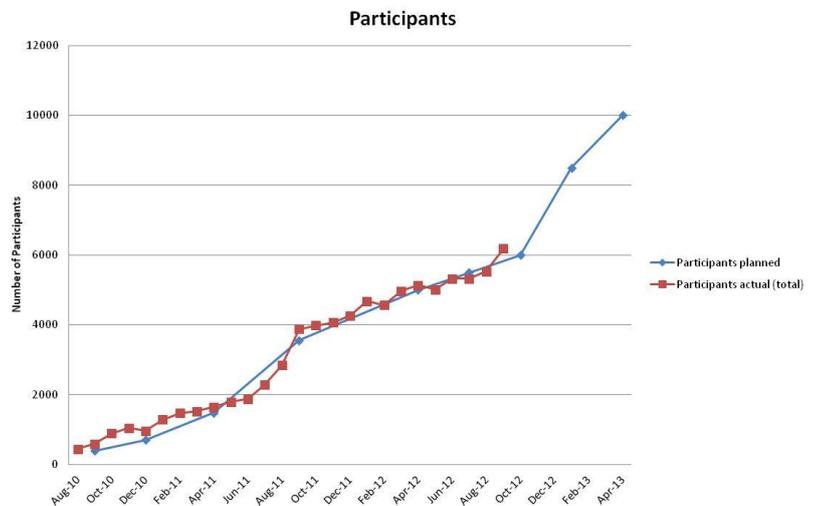
Facilities

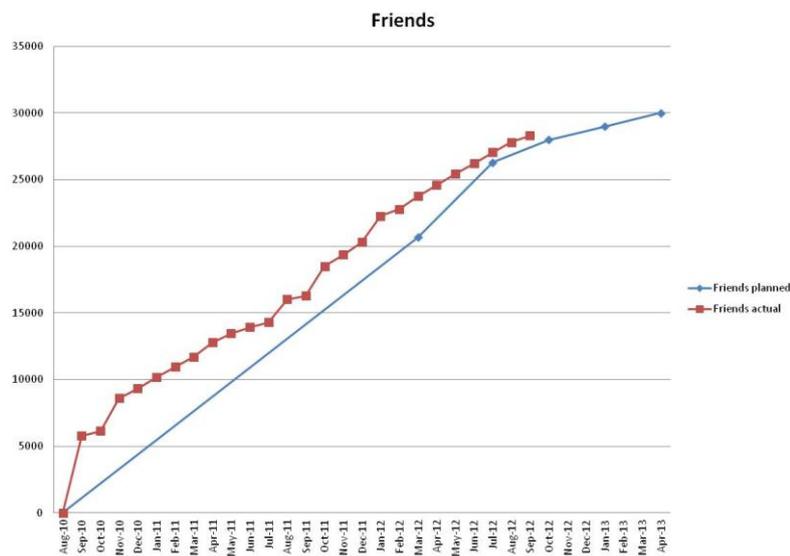
- 🔥 BADMINTON England’s new National Facilities Strategy has been approved by Badminton Board and will shortly be presented to the Board of Directors for their consideration. It is based on the priorities for future facility development that were laid out in our Whole Sport Plan, and will guide investment in some capital projects and endorsement of others, over the next four years.
- 🔥 All remaining ‘live’ projects in the 2010-13 Capital Investment Programme are making good progress and remain on track to deliver excellent returns in terms of secure access to good quality facilities.
- 🔥 Recently BADMINTON England has contributed to consultations regarding new sports lighting guidance, the role of sport in the Government’s Priority School Building Programme, and the future direction of Sport England’s new Improvement Fund.

Participation

No Strings Badminton

- 🔥 Number of franchises sold - 318
- 🔥 Average attendance – 13.9
- 🔥 Number of Friends – 28,300





Young People

- 🔥 The Bisi Endorsed Coaches programme has been launched this month. Fifty coaches have been selected to coach 10 hours in primary and secondary schools with an aim of up-skilling teachers and leaders, delivering high quality badminton sessions to pupils, encouraging school to club links as well as promoting the Bisi equipment range.
- 🔥 The Talbot Torro Bisi equipment packages have been adjusted to reflect the current school sport budgets; a Badminton equipment bundle has also been offered to HE Officer Universities to extend the reach of Bisi equipment to older beginner students.
- 🔥 Youth Forums - Three new National Youth Forum members have been appointed onto BADMINTON England national groups: Becky Mills (London) joins Chris Graves (East Midlands) onto the Community Advisory Group; Tracey Lamb (East Midlands) joins the Club Development Programme Advisory Group; Jeannie Mo (West Midlands) joins the Education & Training Group.
- 🔥 Furthermore, 15 youth forum members and leaders will soon be beginning a 3-day leadership training course with YST (designed by YST, BE and RFU).
- 🔥 The HE Officer programme continues to strengthen with 53 universities hosting volunteer student HE Officers for the 2012 – 13 academic year. A training day was held on the 11th September for the HE Officers which was well received by all.
- 🔥 A FE College offer has been created to increase badminton’s appeal to young people and college leaders. At the core of the offer is a revised No Strings Badminton package of £100.

Parabadminton

- 🔥 130 disabled members of BADMINTON England (increasing from a baseline of 106).
- 🔥 7 players ranked in the ‘Top 3’ of their respective classification of the BWF World Para-Badminton rankings in Singles.
- 🔥 8 players ranked in the ‘Top 3’ of their respective classification of the BWF World Para-Badminton rankings in Doubles.

Competition & Events

Major Championships

- ✎ The planning and preparation for the [Yonex All England Championships 2013](#) is moving forward at a great pace. The Events Team are yet again working hard to push the boundaries and make the event even better than 2012. All Key workers have been appointed and the recruitment of volunteers is underway through our new on-line system. Ticket sales are ahead of schedule and all Premium seats have sold out on Finals day which is an unprecedented situation to be in.
- ✎ Tickets are now on sale for our National Championships. Prices starting from as little as £6. The event returns to its home at the “new look” National Cycling Centre which has undergone a transformation with the addition of the National BMC Centre. Volunteer recruitment is underway and further details on opportunities, and tickets, can be found here: www.nationalbadmintonchamps.co.uk

Parabadminton Tournaments

- ✎ More English success at the 4 Nations Para-Badminton Series Welsh Championships – see [HERE](#) for details.

Education & Training

Courses

- ✎ August is always a quiet month for Education and Training, as we try to avoid organising courses in this period due to it being holiday time.
- ✎ We ran one Level 1 course during August with 12 learners registered and no junior courses.
- ✎ September to December is set to be incredibly busy and we have therefore been using this time to ensure we are fully prepared.

Coach Licensing

- ✎ BADMINTON England has began to progress developments on coach licensing in the last few months.
- ✎ Coach Licensing aims to recognise those coaches who are staying up to date with Continual Professional Development (CPD), by allowing them to track the formal and informal learning that they do. As a consequence, the deployers and employers of coaches will be able to locate and work with the best qualified, best educated coaches
- ✎ The Coaching Register will still exist when coach licensing comes into place, however all coaches will be encouraged and supported to become licensed if they wish.
- ✎ Research has been carried out into the products available to manage the license and it is hoped that this can be finalised shortly.