

Hertfordshire Badminton Association
Update
December 2014

BADMINTON
ENGLAND



Play it. Love it. Live it.

Introduction:

This report provides an update on work undertaken by BADMINTON England in the County of Hertfordshire for the period September - December 2014. Feedback on the content of this update is welcome and should be directed, together with any queries, to the Regional Delivery Manager for your region.

National Update

Over the past 18 months, the Community Game Team has been focused on delivering its quest to inspire a bigger, stronger sport. I'm delighted to report that almost all targets in this period were met or exceeded, building a strong infrastructure upon which we can build in the next 18 months. Achievements nationally are set out below and this report updates on what has been delivered in your county area, together with some case studies of impact at a local level:

- 👉 64 Community Badminton Networks in place
- 👉 Volunteer (workforce) Strategy launched
- 👉 1525 Smash Up sites
- 👉 514 Play Badminton leisure centres (89% active)
- 👉 56 Higher Education Officers
- 👉 23 Inclusive clubs
- 👉 Well over 600 No Strings Badminton Franchises
- 👉 32,000 participants in CPNSC with a far more efficient delivery model
- 👉 Junior club league, Essentials and Battle Badminton created
- 👉 A Summer of Badminton delivered with 125,000 people visiting our website
- 👉 Capital Investment programme fully spent supporting Play Badminton sites, CBNs, Performance Centres and CBAs
- 👉 Domestic Competition Strategy created
- 👉 Inter County Championships reviewed
- 👉 Tournament entry process gone online

Regional Delivery Managers have been busy over the past couple of months sharing our exciting plans for the next 18 months with County Badminton Associations as we are very keen that the work undertaken aligns with yours and adds value to it. Our aim is to build on the success of the previous period and continue to grow participation in Badminton and include some areas of work that we believe will support the growth of our sport locally, in response to feedback from you. This includes our aspiration to develop a programme targeting children of primary school age, grow the domestic competition programme and recruit more volunteers. If you want more information on these plans, please contact your Regional Delivery Manager who will be happy to discuss with you further.

This is my final communication as Community Game Director as I am leaving BADMINTON England to set up my own business. Julia Strong will take over the reins from 1 January 2015 and with her extensive knowledge of the sports sector and huge passion for badminton I know that she will do an excellent job. It has been a pleasure serving this great sport over the last seven years and in particular working with so many committed volunteers in clubs and counties who make badminton the nation's favourite racket sport!

Yours sincerely

George

Staffing

👉 The current team for the Hertfordshire region consists of:

- Regional Delivery Manager – Michael Nyarko
- Partnership Manager (East) – Rhiannon Smith departs 28/11/14
- Participation Manager (East) – James Craig
- Workforce Officer – Rob Flack

Community Badminton Networks (CBNS)

👉 There are 4 CBNS in the County;

👉 East Herts

👉 This network is formed and led by local Badminton clubs and operates independently without Badminton England investment.

👉 Herts West

👉 On the 7th November the CBN held a meeting where it was decided that they would put together a development plan to receive Badminton England Investment. As all partners agreed that a CBN could work effectively in the area.

👉 The CBNS development plan is currently being written with the aim of getting the first draft to Michael in December, so that investment can be made in January.

👉 North Herts

👉 Bob Green is currently liaising with a number of secondary schools within North Herts to improve school club links. This is by setting up either a satellite Badminton Club or a Sportivate funded Badminton session at the school.

👉 Welwyn Hatfield

👉 Welwyn Hatfield CBN have successfully delivered their first year CBN development plan and received £2500 investment from Badminton England to put this plan into action.

👉 Some achievements from this plan included-

- Promoting Badminton at a number of different venues and events e.g. monthly promotional events at the Galleria and at Hatfield Firestation.
- Setting up and running a number of Badminton sessions aimed at getting more people playing Badminton which included running a number of essential courses at leisure centres over the summer and also Smash Up within a number of schools and community venues.
- Running BISI festivals and tournaments for a large number of primary school pupils.

This is just a small snapshot of the great things that the CBN has got involved in over the last year.

👉 The CBN has now written a new development plan for the next year which details a number of activities that they want to continue, for example monthly promotional events at the Galleria. As well as new Badminton sessions that they want to set up e.g. supporting the Woolmer Green Smash Up session to become a junior club.

Play Badminton

Hertfordshire (11 centres)

👉 Play Badminton

1 more Play Badminton agreement has been handed over to the London and East region since last update.

👉 Westfield Community Sports Centre

The previous centres that work continues to happen in are: Royston Leisure Centre, Gosling Sports Park, Birchwood Leisure Centre, Westminster Lodge, Watford Central, Watford Woodside, Sportspace Tring, Sportspace Berkhamstead and Sportpace Hemel, Hatfield Leisure Centre, Harpenden Leisure Centre

👉 Good news story: Gosling Sports Park have a [case study](#) on how SmashUp! has been very successful in leisure centre setting due to our ability to provide a principal tutor training course for select leisure providers earlier in the year. Finesses Leisure have been granted capital grants money for Hatfield Leisure Centre due to following proposal “...increase visibility of shuttle cock by light and paint works,

the current lighting is 25yrs old and produces inadequate light for all levels of badminton. The Lux levels at present do not comply to Sport England guidelines. The new light proposal shows they will now comply improving the Badminton experience which in the past has hindered participation. To accompany the light works it would be advantageous to include paint of hall to help visibility"

Battle Badminton

- 🔥 Battle Leagues can now be set up by anyone to provide enjoyable but competitive social experience for Pay and Play participants - <http://battle.badmintonengland.co.uk/>

Young People

- 🔥 11 schools in the County have signed up to deliver Smash Up. The following schools have signed up:
- 🔥 Within the County, 1 university has a 2 HE officer in place for 2013/14:
 - University of Hertfordshire

Roundwood Park- Smash UP Case study

Smash Up sessions have been delivered in the school since Jan 2014 following on from Activator training and the drivers for the session have been the Community Sports Leaders in year 12 &13 who have become the activators and have promoted and recruited participants to the session. With the Sports Leaders being school based and influencers with their peers this has allowed the ethos around a participants lead activity to be upheld by the Community Sport Leaders. From inception the sessions have run each week for 90 minutes and have been very well attended from the outset.

Michelle Rooney Head of PE has feedback the following:

The impact Smash Up has made on a group of disaffected year 8 girls has been staggering. The girls that attended found sanctuary in this session resulting in increased confidence in other areas of school. They transitioned from girls who "forgot kit" for lessons, found PE embarrassing and a negative experience - to young people with improved attitudes to all areas of school generally. It increased confidence and self-esteem, extended their friendship group and improved their participation and fitness levels.

The biggest impact Smash-up has made is that it has challenged the way this group perceive PE and physical activity. Smash-up is the only way this could have happened. The music, competition and relaxed attitude brought the best out of these girls and it was a pleasure to watch.

The passion for badminton this group has displayed has been staggering, from nothing to participation in competitions and asking for fixtures against other schools. As PE teachers we implore our pupils to find that one activity that will lead to lifelong learning and participation - Smash-up has done this for these girls and it has been amazing to observe.

Issy Folhey Yr 8 "It's so much fun, you can do what you love while listening to good music and working with your friends"



Center Parcs National Schools Championships

- 👉 In the County, 41 schools have entered the 2014/15 competition.
- 👉 The County and Regional rounds will be staged as follows:
 - County Round- 2rd December at Herts Sporting Village, Hertfordshire University organised by Tony Marmo.
 - Regional round- Details TBC organised by Essex and Suffolk Badminton Associations.

Clubs

- 👉 A review of club support and premier accreditation will commence at the start of 2015. The aim is to provide appropriate resources to maintain Badminton clubs and support with facility, equipment, coaching and funding requirements. Please find attached a general Q&A on BADMINTON England membership questions around support and funding.
- 👉 **Accredited Premier Clubs (Clubmark)**

Baldock Junior, Comets Junior and Knebworth BC all have Premier Club status.

- Recently BADMINTON England updated the processes that clubs undertake to become accredited Premier Clubs (Clubmark). As a result clubs can now apply and work towards accreditation online. More information can be found at <http://www.badmintonengland.co.uk/text.asp?section=156§ionTitle=Premier+Club+%26+Clubmark#.UpySF8RdUxM>

Workforce




The following are the up-and-coming coaching courses in the London and East Region

London						
Day1	Day 2	Date 3	Date 4	Time	County	Venue
04/07/2015	11/07/2015	22/08/2015	12/09/2015	09:00-17:00	London	Newham Sixth Form College, E13 8SG
07/03/2015	14/03/2015	28/03/2015		09:00-17:00	London	Newham Sixth Form College, E13 8SG
15/01/2015					London	Vale Farm Leisure Centre, HAO 3HG

East						
Day1	Day 2	Date 3	Date 4	Time	County	Venue
21/03/2015	22/03/2015	29/03/2015		09:00-17:00	Essex	Leisure World Highwoods, CO4 9PU
11/04/2015	12/04/2015	10/05/2015	13/06/2015	09:00-17:00	Norfolk	UEA Sportspark, NR4 7SS
01/08/2015	02/08/2015	12/09/2015	03/10/2015	09:00-17:00	Cambridgeshire	Cambridge University, CB2 1TN
20/02/2015	21/02/2015	07/03/2015		09:00-17:00	Hertfordshire	Hertfordshire Regional College, EN10 6AE
17/02/2015	18/02/2015	02/04/2015	30/04/2015	09:00-17:00	Hertfordshire	Jim Mcdonald Centre, AL10 8HR
17/02/2015				13:00-17:00	Hertfordshire	University of Hertfordshire, AL10 9EU
05/01/2015				09:00-13:00	Essex	Basildon Academies, SS13 3HL
07/02/2015	08/02/2015	21/03/2015	11/04/2015	09:00-17:00	Essex	Basildon Sporting Village, SS14 3GR
17/01/2015	18/01/2015	01/02/2015		09:00-17:00	Essex	Davenant Foundation School, IG10 2LD
05/09/2015	06/09/2015	20/09/2015		09:00-17:00	Essex	Davenant Foundation School, IG10 2LD
11/07/2015	12/07/2015	23/08/2015	27/09/2015	09:00-17:00	Essex	Davenant Foundation School, IG10 2LD

A full list for the whole country can be found at

<http://www.badmintonengland.co.uk/text.asp?section=1050§ionTitle=Find+a+Course>

-  A workforce plan has been created for each County Sport Partnership Region. The aim is to increase the amount of individuals qualified to deliver BE programmes across the county.
-  Badminton England Workforce Officer has met with the County Sports Partnership Coaching and Education Officers. The plan contains support for Play Badminton Facilities, CBN and PC activity and where known CBA requirements.
-  Robert Flack is doing a great job of auditing the coaches across the whole region and will be beginning to put together a plan to enhance coach development in the region. For any queries and questions, please direct people to him at robertflack@badmintonengland.co.uk or 07725413544.

Updates

National Badminton League

We are now heading towards the 4th Match Night (26th January) of the National Badminton League (NBL) with interest and excitement continuing to grow. You can find out more and purchase tickets at <http://nblbadminton.co.uk/>. You can also watch highlights of the matches to date on the BADMINTON England YouTube channel <http://www.youtube.com/user/BADMINTONEvents>

 **Capital Investment Funding**

BADMINTON England has a small amount of capital funding which is available to capital projects which will directly contribute to achieving our key objective of increasing the number of people playing badminton at least once a week if interested then please contact Regional Delivery Manager Michael Nyarko. Submission is November 2015. For details [PRESS HERE](#) (opens as webpage).

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