



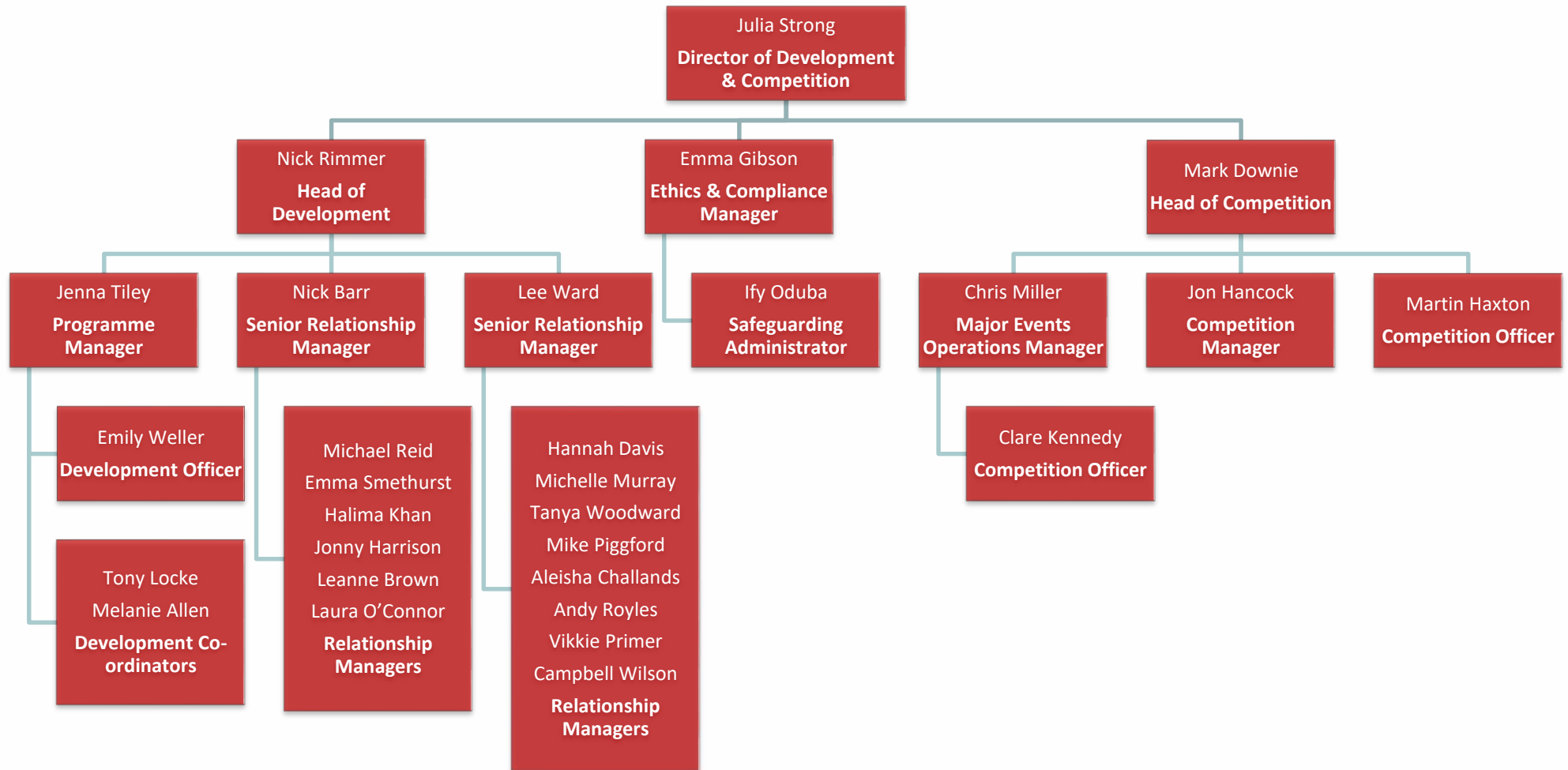
Annual General Meeting

Badminton England Update
Monday 5th June 2017

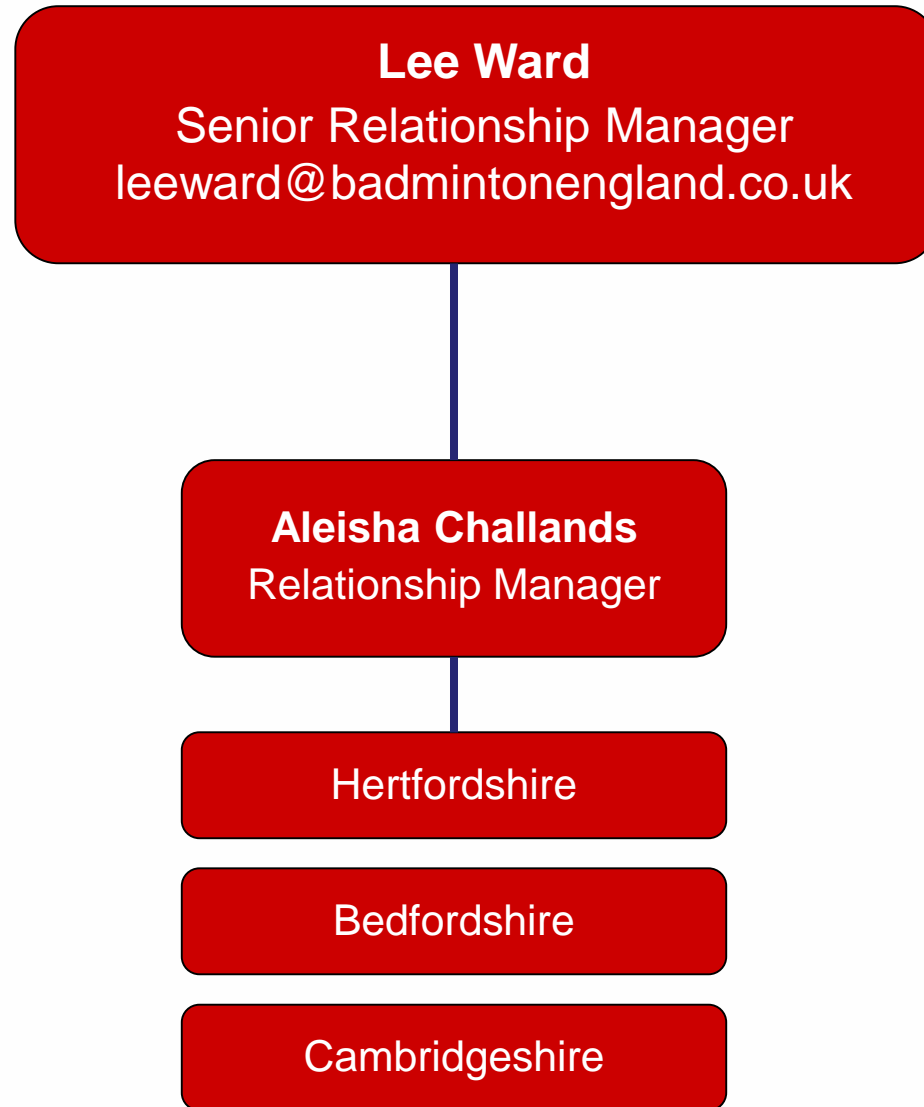
Badminton England update

- BE Team structure
- Strategy 2017-2025
- Membership structure
- Development in Herts

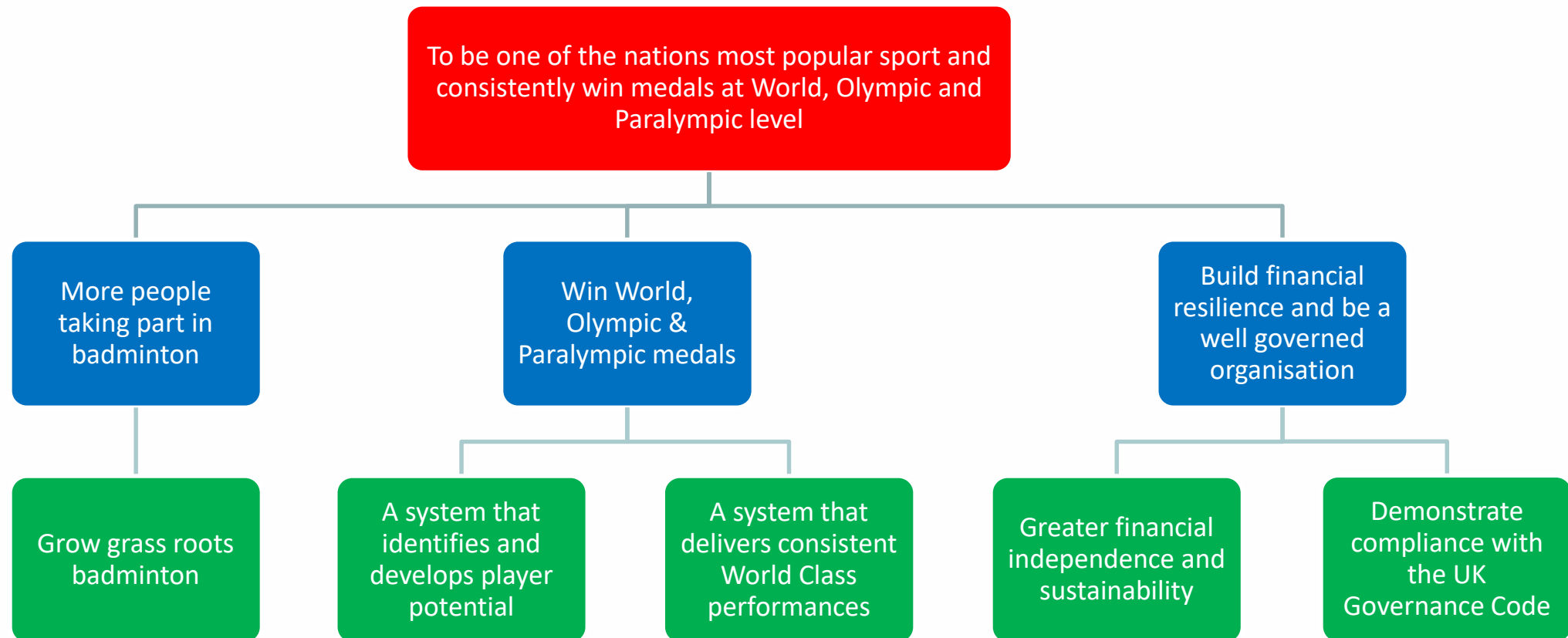
Development & Competition Team Structure



Regional Team/Support



Discover Badminton 2017-2025 – Strategic Statement





Discover Badminton 2017-2025

Full strategy document will
soon be shared with all County
Associations

Membership offer – why?

Long term strategic direction

- 👉 100,000 Badminton England members
- 👉 Working better together across the whole sport - CBAs, clubs, leagues and leisure market
- 👉 Players to 'want' rather than 'need' to be a member

Challenges

- 👉 Sport landscape is changing – ensure long-term security for badminton

What our members want

- 👉 Satisfaction levels are low
- 👉 We do not currently service clubs appropriately



Consultative and Insight based approach

1. Discover

Mar-Jul 2015

2. Design

Aug-Nov 2015

3. Deliver

2016 – Apr 2017



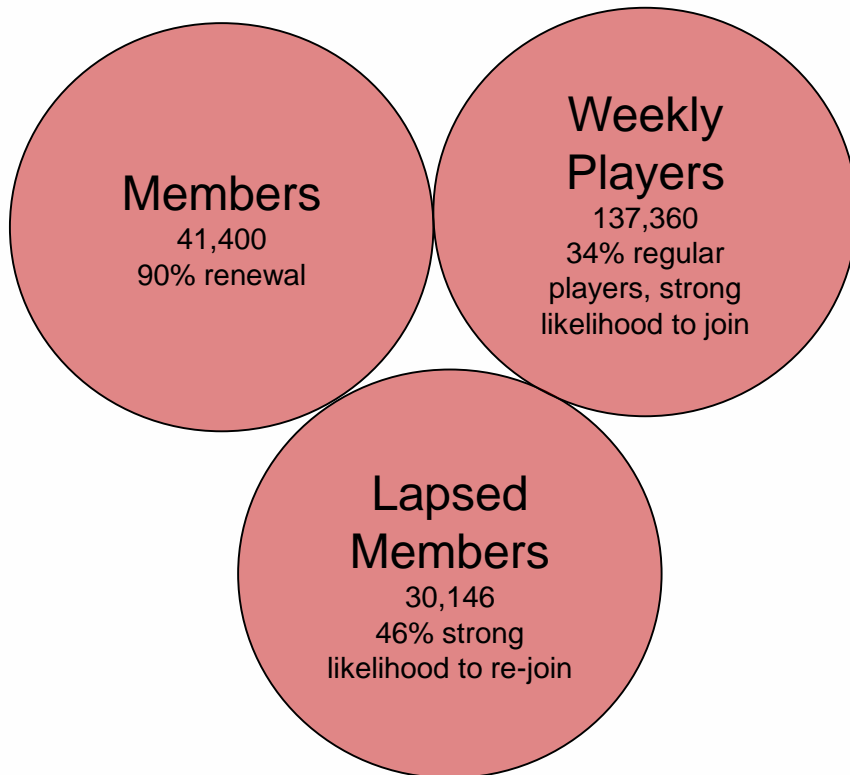
Listening to:

- 🏸 County Badminton Associations
- 🏸 Clubs
- 🏸 Leagues
- 🏸 Members (old and current)
- 🏸 Coaches & Volunteers
- 🏸 Players
- 🏸 Fans

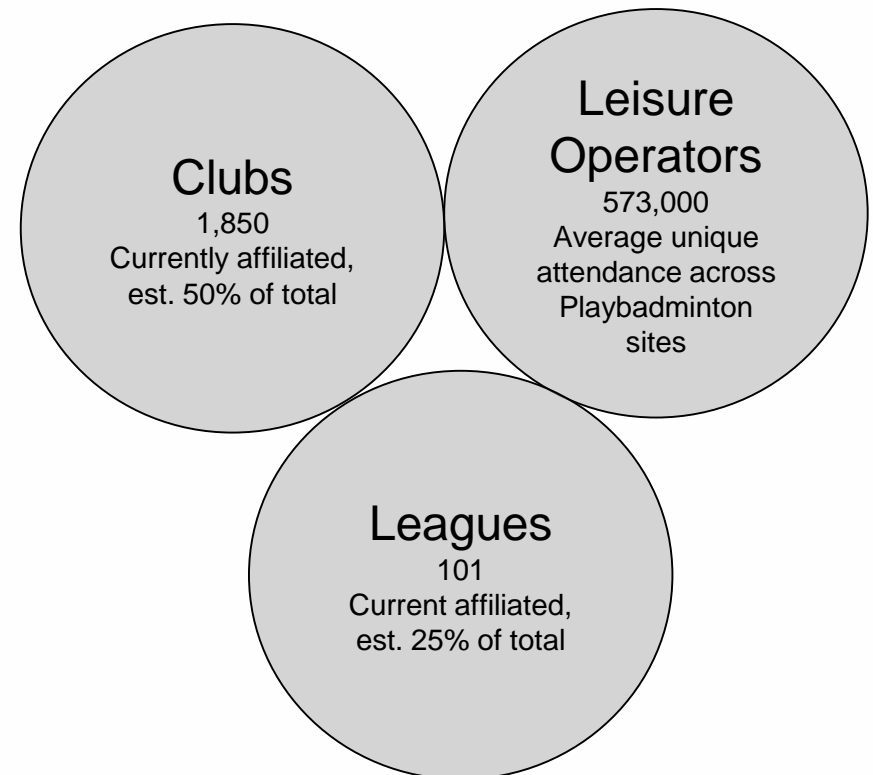


Opportunity to grow membership

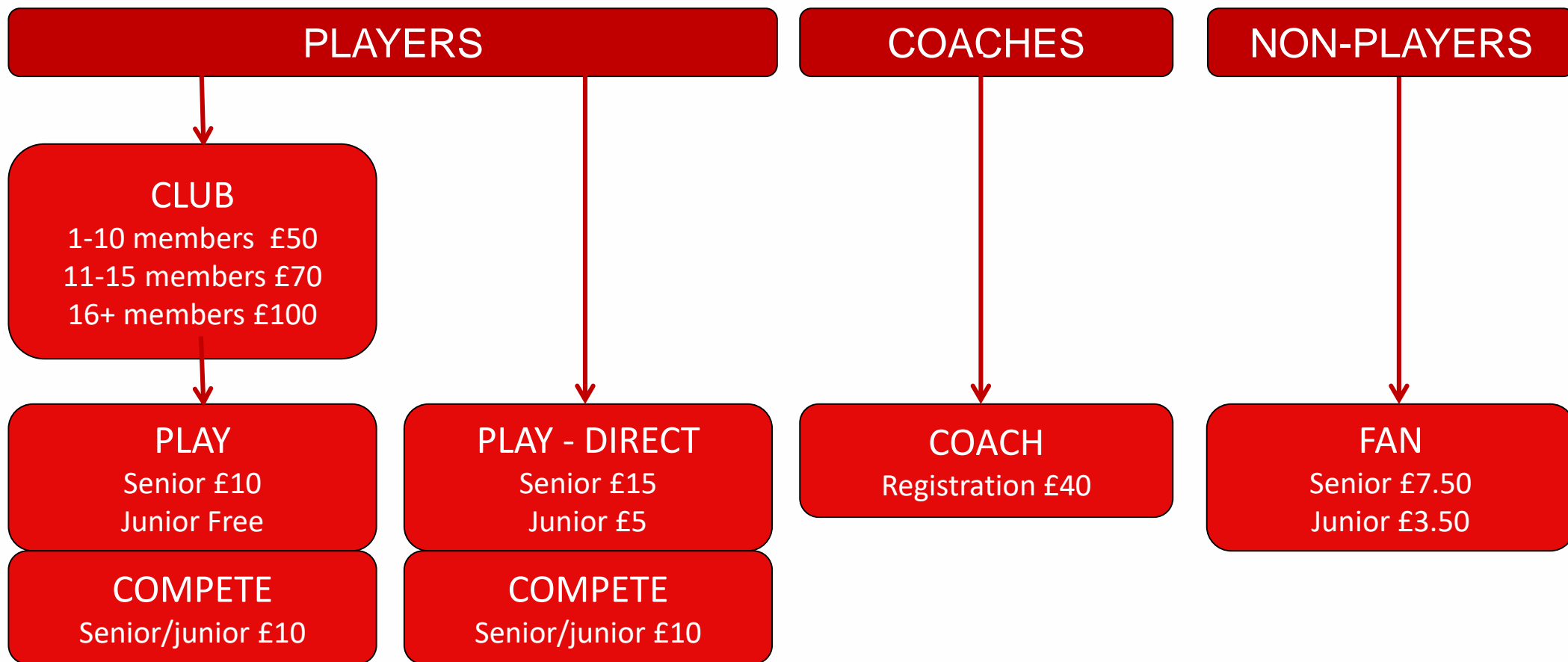
Individuals



Groups



Membership structure



NB – CBA fee on top

NB – There is no social player offer yet – in development

Membership offers

CLUB

Club management tool; professional and management and liability insurance, equipment insurance, legal expenses and helpline; allocated HVO free membership; club search database, club support offer, creating demand and interest

FAN

Ticket discounts and content

PLAY

Discounts off kit and equipment; liability insurance; tickets discounts and content

COMPETE

Competition licence, physio, personal accident and equipment insurance

COACH

Registered coach database, professional liability insurance, discount on courses, development content

Overview of the key changes

Club Affiliation

- ✎ Clubs to formally affiliate. An affiliation fee will be paid and offset by a decrease in their individual club members Badminton England fees. Affiliation requirement is that all club members are also members of Badminton England. In return for their affiliation we will provide improved services and benefits, and tools that will help the running of a club.

Competition Licence

- ✎ For those individuals that wish to play in any Badminton England competitions (incl. Circuit Series, National Championships Series, County Championships) they will be required to obtain a Competition Licence (part of the Compete membership product). For those without a licence a player fee (currently £2.50) will be levied per competition.

Affiliation period / Season

- ✎ Listening to feedback from clubs, to allow more time to prepare for the upcoming season and ensure affiliation is aligned with the playing season we will make the following changes to the membership affiliation period.
 - ✎ Clubs and Club Play/Compete Members - Seasonal (SEASON 1st SEPT – 31st AUGUST)
 - ✎ Direct Members (All Types) - Rolling 12 month from join date

Fan Membership

- ✎ A fee-based membership product for the non-playing badminton fan.

Hertfordshire Badminton Coaches' Academy

- ✋ Received £1000 funding in 2017 from Badminton England to support initial set up and continued running of the academy
- ✋ Brian Jackson has taken on responsibility to lead the project
- ✋ Aim to improve communication and build network of active coaches
- ✋ Inaugural meeting of Hertfordshire Coaches Academy was held on 15 May 2017
- ✋ Facebook group is to be set up for communication and to share opportunities

Action	Responsibility	Progress
Send email addresses of all present at inaugural meeting to Aleisha	Brian	Done
Grant access to London Coaches Academy to all present at inaugural meeting	Aleisha	Done
Contact Ben Vranjkrovic to discuss Facebook options – either a separate account or piggyback the HBA site	Brian	Done
Establish a Facebook platform for the academy	Brian/Aleisha/Ben	Done
Convene meeting with the County's CBNs to discuss their place on the Facebook platform	Brian/Dave Bartlett/Doug Clark/Bob Green	
Contact Leisure Centres for best contact and display on Facebook and advise to only use accredited coaches	Brian/CBNs	

Hubs

Purpose

- 👉 Make core market more resilient
- 👉 Transition players to clubs (juniors & seniors)
- 👉 Creating capacity and capability in local delivery

Rational

- 👉 Connectivity is key to resilience

Hertfordshire

- 👉 Welwyn Hatfield CBN
- 👉 Good work already being done will be continued
- 👉 Name will not change
- 👉 Support and resources will be offered from BE to assist in projects which lead to desired outcomes

More People Taking Part

More Often
(Access)

At their
desired level
(Opportunities)

For Longer
(Retention)

INCREASED MEMBERSHIP

For any questions or support:

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