



## The Big Opportunity London 2012 & Beyond

*BE prepared.  
BE inspired. BE proud.*



[PlayBadminton.co.uk](http://PlayBadminton.co.uk)



*“Our mission for 2012 is to inspire people to get involved, try new activities and change the way they live their lives. We want to motivate everyone in the UK, especially young people, to take part in new activities, learn new skills and discover new links with the people around us, whether they live across the street or on the other side of the globe.”*

**BE prepared.**  
**BE inspired. BE proud.**



**JOIN OUR  
GREATEST  
TEAM.com**



**900 athletes  
60 million strong**

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**RAJIV OUSEPH**



**Men's Singles  
World Ranked no. 1**

**SUSAN EGELSTAFF**



**Women's Singles  
World Ranked no. 1**

**CHRIS ADCOCK**



**Mixed Doubles  
World Ranked no. 10**

**IMOGEN BANKIER**



**Mixed Doubles  
World Ranked no. 10**

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BADMINTON  
ENGLAND



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# The plan

- Make the most out of London 2012
- Help our member clubs and counties
- Join in the nationwide celebration
- 3 key campaign messages
- Have fun!

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*A Torch Relay for everyone,  
with a focus on youth*



*BE inspired.  
BE proud.*

**CLICK HERE TO  
GET INVOLVED**

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**BADMINTON  
ENGLAND**

*PlayBadminton.co.uk*

# BE Prepared templates



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BE inspired. BE proud.**





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PlayBadminton

## Welcome to PlayBadminton

Find out where you can PlayBadminton and how to get on court!



I want to:

Where:

Keyword:

SEARCH



ADD ACTIVITY, CLUB OR VENUE



MY PLAYBADMINTON



NO PRESSURE, JUST PLAY

PlayBadminton

CO.UK

I want to:

WHERE:

GET THE WEBSITE

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ASSOCIATION OF BADMINTON CLUBS

Partnership



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# Hertfordshire's Olympic Legacy

New & More Adults Playing The Game  
'Continue To Grow The Game'

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no strings  
badminton



Serving up a slice of healthy  
fun all across Hertfordshire

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# no strings badminton



January 2012

Now

- Gosling Sports Park – 2 sessions
  - Roundwood Park – 2 sessions
  - University of Herts – 1 session
  - Westfield Leisure Centre – 1 session
- Gosling Sports Park – 2 Sessions
  - Harpenden Lesiure Centre – 2 Sessions
  - Roundwood Park – 2 Sessions
  - University of Herts – 2 Sessions
  - Westfield Leisure Centre – 1 Session
  - Wodson Park – 3 Sessions
  - Woodside Leisure Centre – 4 Sessions

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# no strings badminton



## September 2012

- Birchwood Leisure Centre – 2 Sessions
- Gosling Sports Park – 2 Sessions
- Harpenden Leisure Centre – 2 Sessions
- Hemel Hempstead Sportspace – 3 Sessions
- Marriotts School – 2 Sessions
- North Herts College – 2 Sessions
- Roundwood Park – 2 Sessions
- Royston Leisure Centre – Sessions TBC
- University of Herts – 2 Sessions
- Westfield Leisure Centre – 1 Session
- William Penn – 2 Sessions
- Wodson Park – 3 Sessions
- Woodside Leisure Centre – 4 Sessions
- Talks ongoing with Hertsmere Leisure & Sportspace regarding role out at all sites

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# Community Badminton Networks

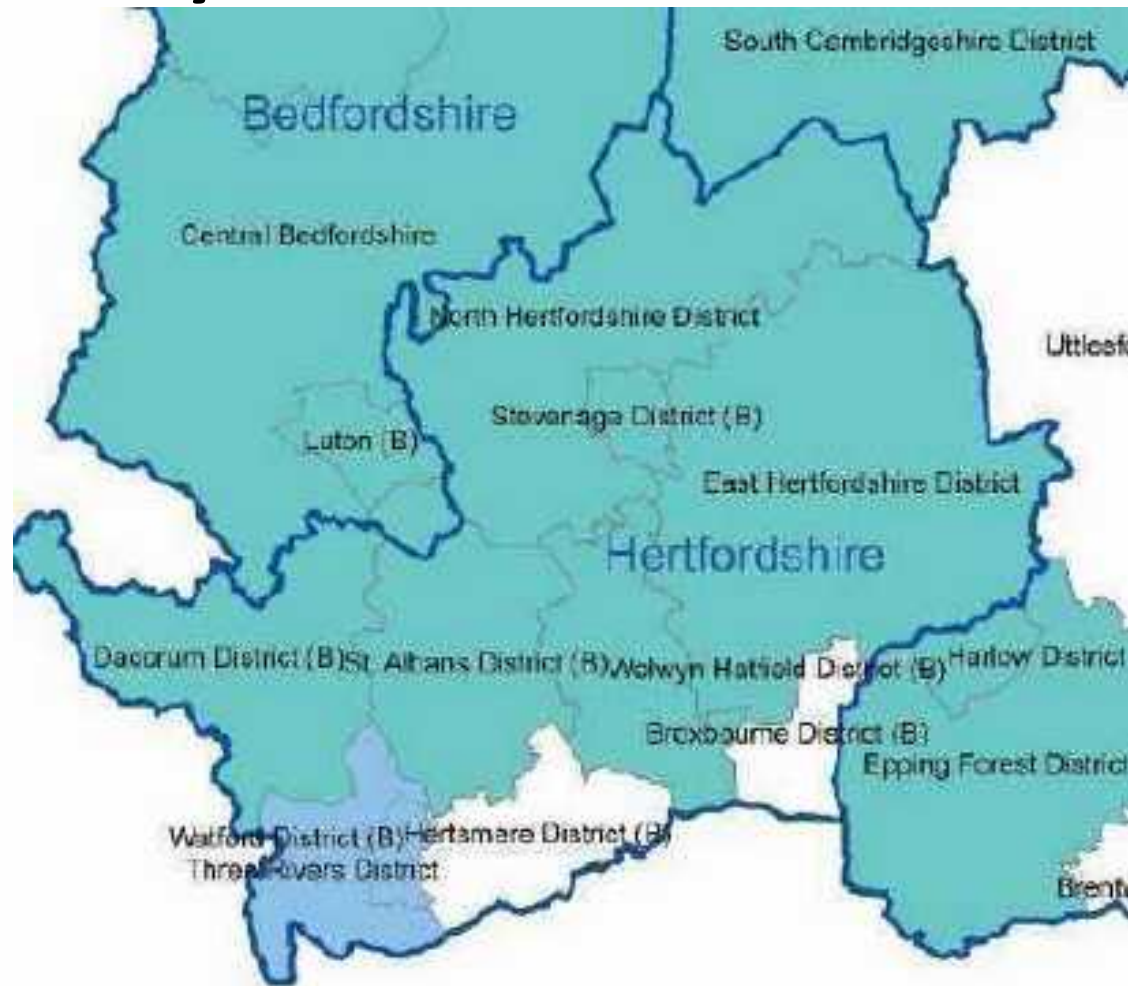
- Continuing to build on the CBN platform
  - North Herts CBN – (Improving)
  - East Herts CBN – (Start Point)
  - Welwyn Hatfield CBN – (World Leading)
  - West Herts CBN – (Improving)
- Creating and Sustaining the player pathway at *all* levels and *all* ages

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# Community Badminton Networks



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# Get Involved...

- The Community Badminton Networks are your opportunity to get involved in development
- Club Development
- BADMINTON England support
- Access to facility providers and Schools
- Grow your club

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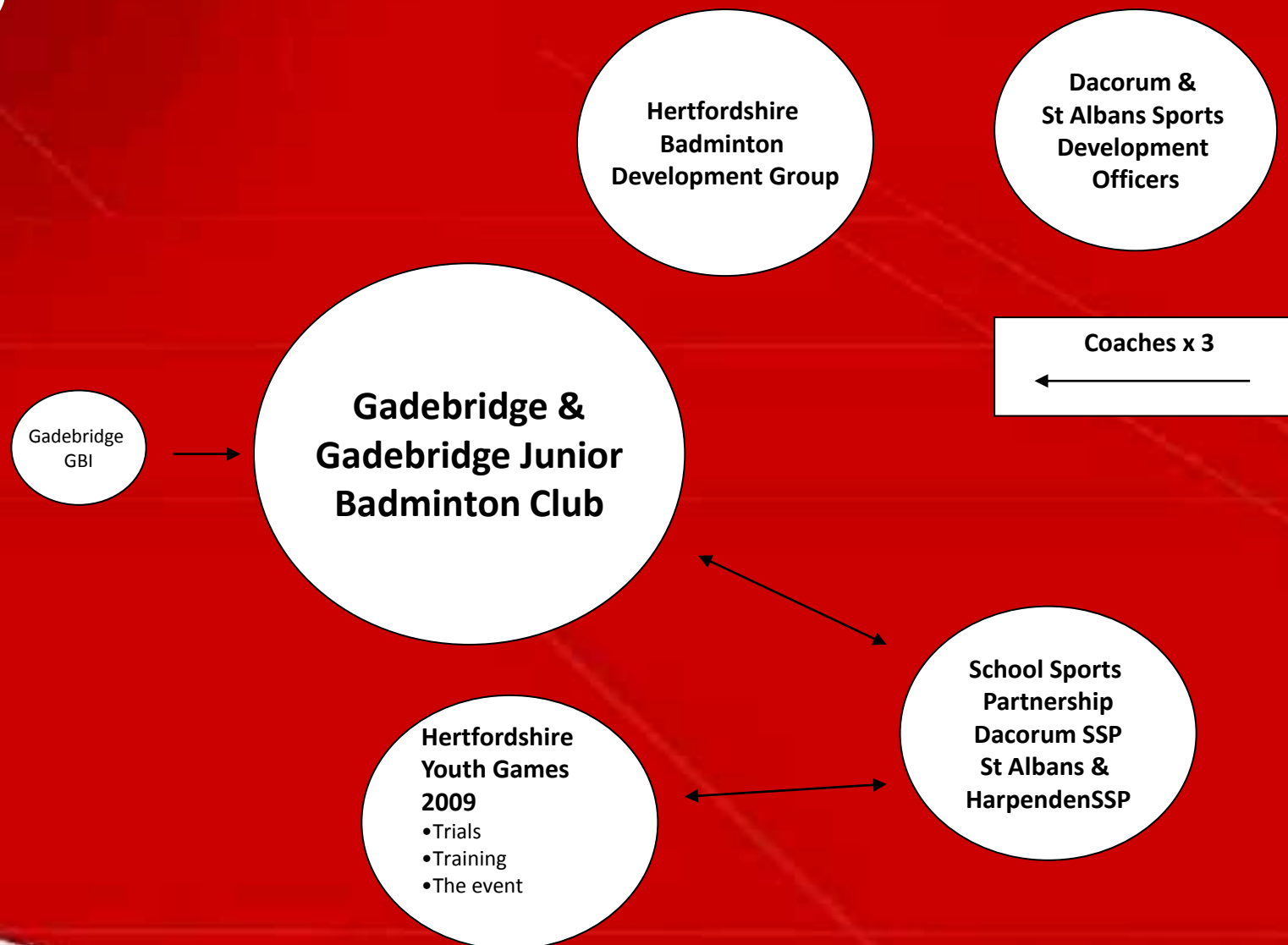
*PlayBadminton.co.uk*

# Dacorum/St Albans CBN

Play It. Love It. Live It.



## Feb 2009

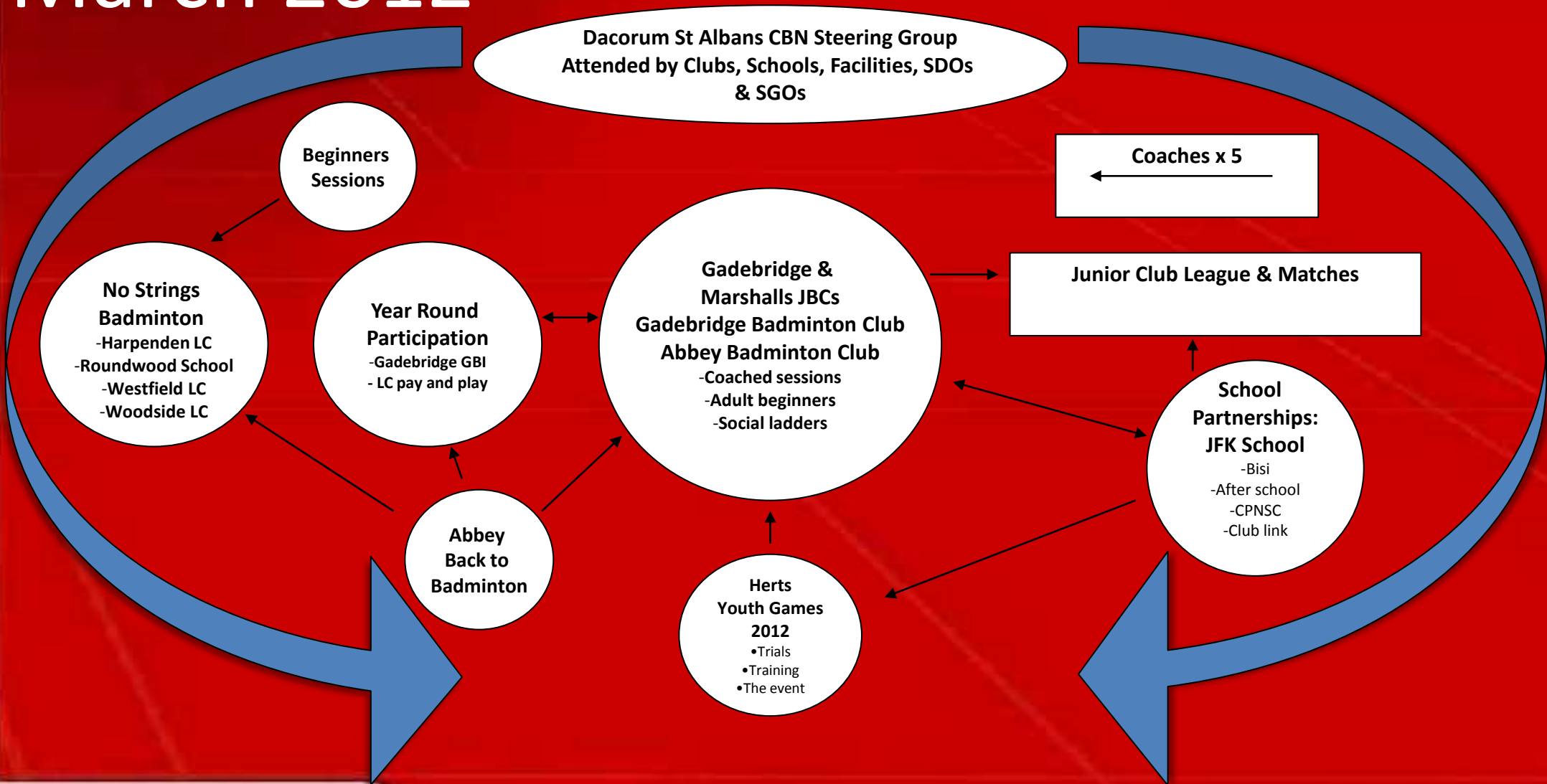


# Dacorum/St Albans CBN

Play It. Love It. Live It.



## March 2012



# Welwyn Hatfield CBN

Play It. Love It. Live It.



## Feb 2009



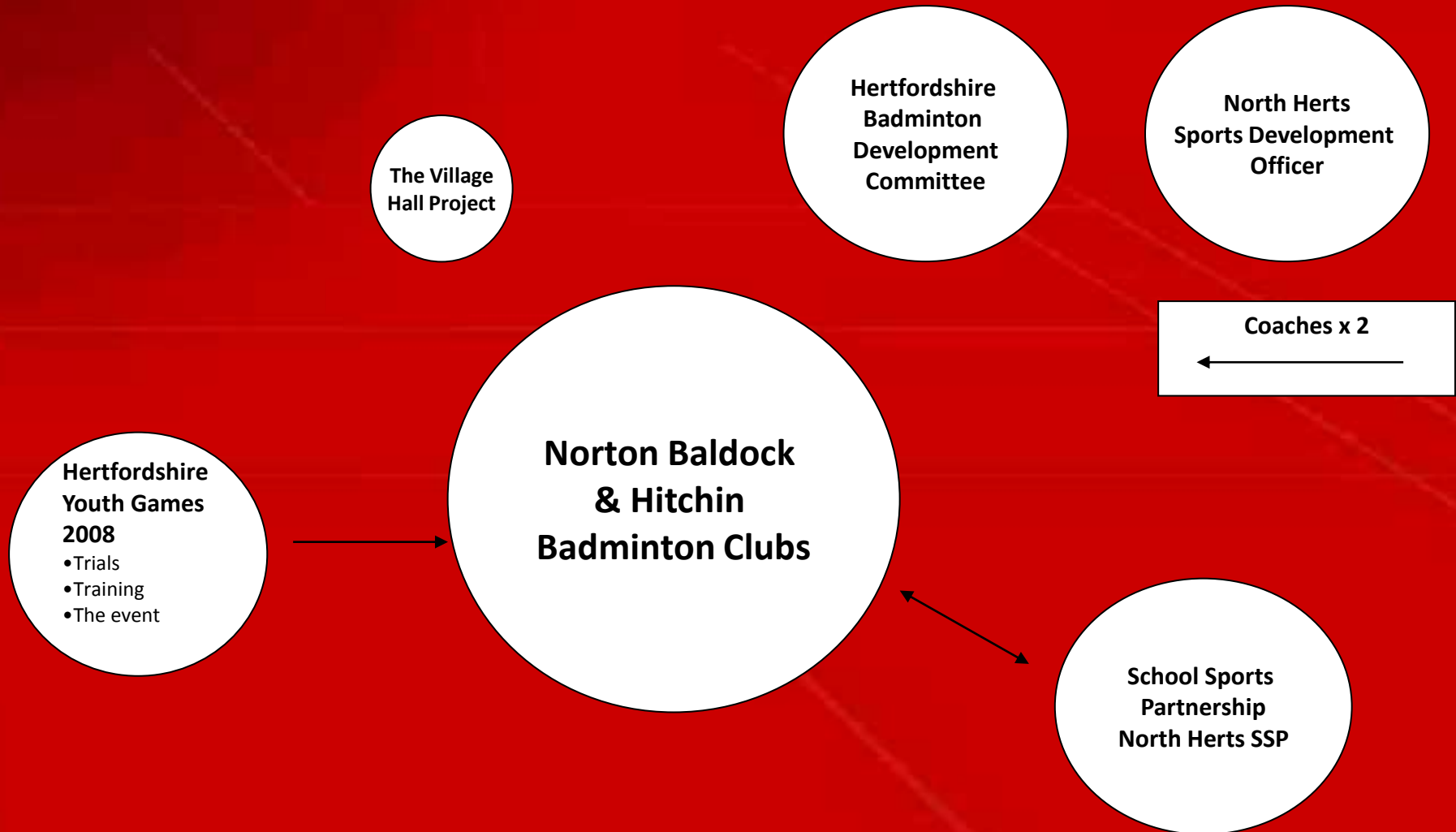


# North Herts CBN Feb

Play It. Love It. Live It.



## 2009

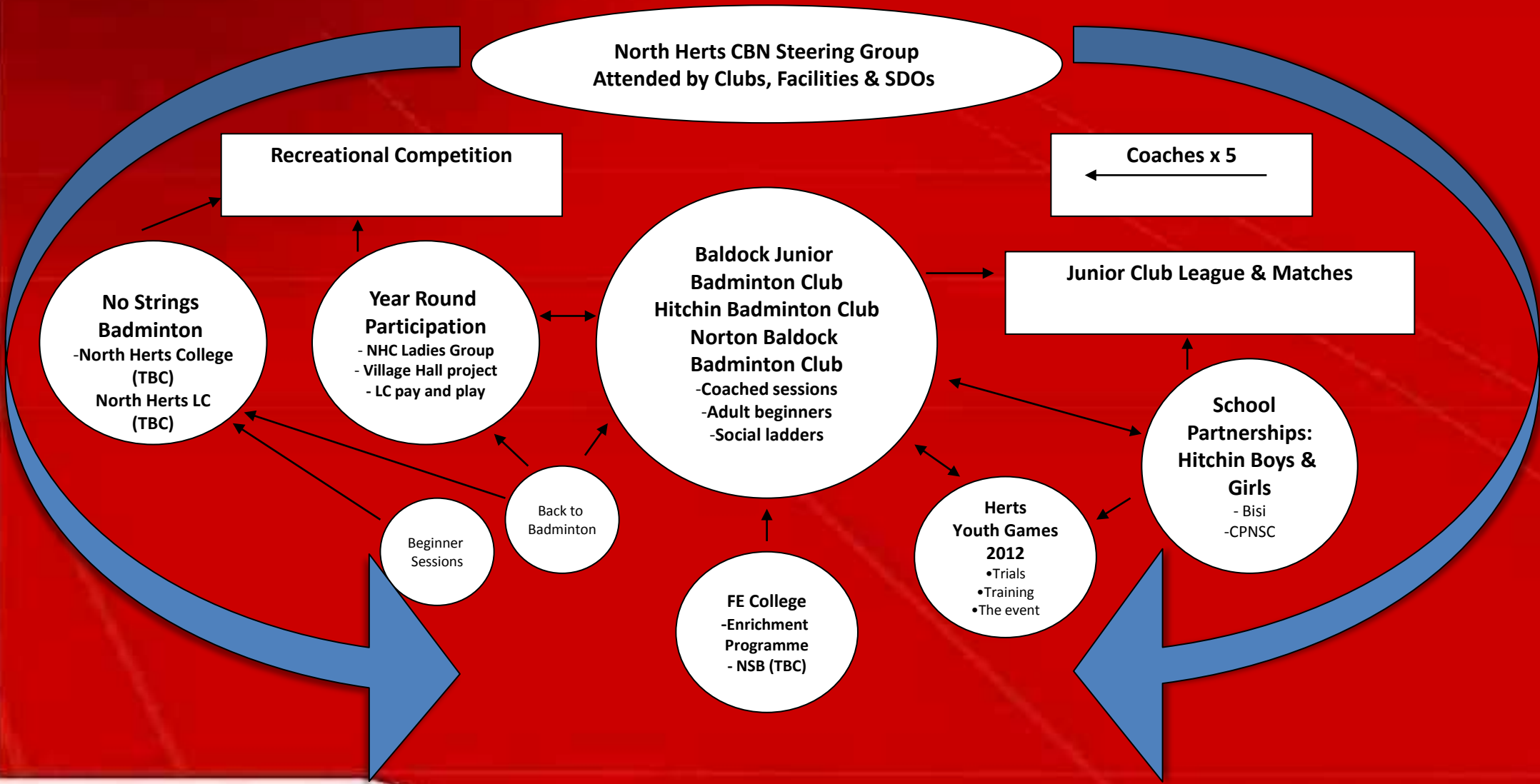


# North Herts CBN March

Play It. Love It. Live It.



## 2012



# The future...

- CBN's to continue to support the pathway
- No Strings Badminton to grow
- Increased focus on club development
- Increase court hours for structured Badminton
- Increased competition at all levels
- A dedicated programme for young people, clubs and schools

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*“It is the inspiration of the Olympic Games that drives people not only to compete but to improve, and to bring lasting spiritual and moral benefits to the athlete and inspiration to those lucky enough to witness the athletic dedication”.*

*“The Olympics remain the most compelling search for excellence that exists in sport, and maybe in life itself.”*

“The most important thing in the **Olympic Games** is not winning but taking part; the essential thing in life is not conquering but fighting well.”

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*“When I was 12 I was marched into a large school hall with my classmates. We sat in front of an ancient, black and white TV and watched grainy pictures from the Mexico Olympic Games. Two athletes from our home town were competing. John Sherwood won a bronze medal in the 400m hurdles. His wife Sheila just narrowly missed gold in the long jump. That day a window to a new world opened for me. By the time I was back in my classroom, I knew what I wanted to do and what I wanted to be. The following week I stood in line for hours at my local track just to catch a glimpse of the medals the Sherwoods had brought home. It didn't stop there. Two days later I joined their club. Two years later Sheila gave me my first pair of racing spikes. 35 years on, I stand before you with those memories still fresh. Still inspired by this great Movement.”*

*Lord Sebastian Coe*



**TEAM GB**



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# Any questions?

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