

Opportunities for Clubs and Coaches in Olympic/Paralympic Year

Jenni Crisp, 06.06.11

London 2012

- ✚ Just over 400 days to go to the 'best show on earth'
- ✚ 26 Olympic Sports (Including Badminton!), 20 Paralympic Sports
- ✚ Over 200 Countries competing in front of a potential 4 Billion World Wide TV audience
- ✚ Number of ways in which members of the public can get involved

With just over 400 days to go until the 'best show on earth' comes to London it is clear to see the excitement is building.

26 Olympic Sports (Including Badminton!), 20 Paralympic Sports

Over 200 Countries competing in front of a potential 4 Billion World Wide TV audience

Number of ways in which members of the public can get involved including Games Makers, Volunteering opportunities, Spectating, taking up new sports and more. This presentation will cover several key opportunities in which you can get involved, be it as an individual or as a Badminton club.

Seoul 1988

- ✚ GB Men's Hockey Squad won Gold
- ✚ Hockey was not prepared and struggled to cope with the demand
- ✚ BADMINTON England are certain there will be a demand as a result of 2012
- ✚ As Clubs we need to be ready for this

At the Seoul Olympics the GB Men's Hockey Squad won Gold, beating West Germany in the final. This was a wonderful achievement, but England Hockey were not prepared for the attention shown over the following months and struggled to cope with the demand of new people that wanted to take up the sport

BADMINTON England are certain that the 2012 Olympic Games will increase the amount of people who want to pick up a Badminton racket

As Clubs we need to be ready for this

What are BE doing?

- ✚ Community Badminton Network Structure & No Strings Badminton
- ✚ Work with Schools, Local Authorities, Clubs & Leisure Centres
- ✚ Finding Solutions for Clubs that are at Capacity
- ✚ BE are producing Olympic focused activity as an effort to position themselves as 'THE' Olympic sport
- ✚ National Team meeting June to discuss how BE can emphasis Olympic Activities
- ✚ There will be lots of things happening, so please get involved!
- ✚ PlayBadminton.co.uk

The CBN Structure & NSB that has been put in place over the last year or so is BE way of ensuring that there is a lasting legacy. There is a continued push to develop clubs, sessions and programmes to ensure that any demand to play can be satisfied

There is more of an effort to Work with Schools, Local Authorities, Clubs and Leisure Centres to ensure that the maximum amount of playing opportunities are available. A lot of clubs are at capacity or near to capacity which is where work is being done on expanding the amount of court time perhaps at alternative venues and increasing the amount of participation projects and beginners sessions with the view to continue these sessions and develop into clubs

Olympic focused activity will be coming out from BE over this year. The idea is to have pick off the shelf brands and programmes that can be used to encourage Olympic legacy much

like the 'Back to Badminton' concept. BE would like to position themselves as 'The' Olympic sport. After the Olympics people are going to go to their local leisure centre or contact their local club, we need to make Badminton the most accessible sport for people to play. There is a national Team meeting at the end of June which has a focus on how BE can emphasise Olympic Activities, so there may well be more info coming out soon. I know that BE are working developing Olympic Legacy packs for schools and clubs. There should be lots of things happening over the next few months, so watch this space and get involved where you can
PlayBadminton.co.uk is a unique search tool that has been created by BE which allows anyone to find all badminton playing opportunities throughout England and in and around their local community. BE will be launching this soon, and is a great way to increase the knowledge of playing opportunities for people who will be inspired as a result of the Olympics.

Hertfordshire is ready for winners

- ✦ The Herts is Ready for Winners Partnership was set up in 2006 in order to secure a lasting legacy for the county of Hertfordshire
- ✦ Many Opportunities to get involved
- ✦ Monthly tours to the Olympic Park herts2012@hertsc.gov.uk
- ✦ Email Bulletins <http://www.hertsisreadyforwinners.co.uk/>

The Herts is Ready for Winners Partnership was set up in 2006 in order to secure a lasting legacy for the county of Hertfordshire

The website details information on what is going on county wide in preparation for 2012, and how clubs, organisations or members of the public can get involved. The website gives full details, but here are a couple of programmes

The Hertfordshire is Ready For Winners Partnership run monthly tours to the Olympic Park; the tours are an all day event designed to get a flavour of the Olympic venues and what a spectacle London 2012 will be with relative comfort and ease.

You can also sign up to get the Herts is ready for winners Newsletter to be kept up to date with news and opportunities

Herts Community Sport Networks

- ✦ Each of Herts 10 CSNs will have their own agendas and events/projects and funds
- ✦ Welwyn Hatfield (example)
 - ✦ Olympic/Paralympic style celebration
 - ✦ Active Universities
 - ✦ Coaching Support for School Games and Herts Youth Games 2012
 - ✦ Talented athlete support
 - ✦ Sportivate

Each Community Sport Network will be working on how they can ensure there is a lasting legacy and will have projects that you may be able to get involved in. The best thing to do is to contact your CSN for more details.

A couple of examples of good work that has been going on with the Welwyn Hatfield CSN are

Olympic/Paralympic style celebration for clubs, which will take the format of an evening event

Active Universities. Working with University and Local Colleges with targets of getting 3000+ students into informal sport or activity. £350,000 over 3 years has been awarded

Coaching Support for School Games and Herts Youth Games in 2012

Talented athlete support

Sportivate. £9000 is being awarded per CSN, which will give participants aged between 14 and 25 the chance to receive six to eight weeks of coaching. In WH this is being delivered via 2 main leisure operators.

Other National Programmes

- 👉 Olympic Torch Relay
- 👉 Nominations <https://torchbearernominations.london2012.com/Nomination/Create>
- 👉 Information Update <https://www.london2012.com/settings/login.php>
- 👉 Young Games Makers – Launch Summer 2011
- 👉 Olympic Park Tours/ Viewing Platform- For details 03002012001
- 👉 Gold Challenge <http://www.goldchallenge.org/> Looking for partners-
info@goldchallenge.org
- 👉 Love to...

Other National Programmes that you may want to get involved in include...

The Olympic torch relay will help shine a light on the whole of the UK

There are 8,000 people needed to carry the torch over a 70 day journey

Nominations can be made of inspirational people to carry the torch

<https://torchbearernominations.london2012.com/Nomination/Create>

The torch will be carried through the Eastern region in July 2012 (dates are to be confirmed later this year). To keep up to date with the torch relay you can sign up for regular emails <https://www.london2012.com/settings/login.php>

The Games Makers Programme deadline has passed However, in Summer 2011 there will be the launch of the Young Games Makers for young people interested in being part of the Games who will be under-18 in 2012.

Olympic Development Authority organise Olympic Park Tours which can be booked. They tend to be approx 30 people on a coach. They are a great way to see the developments inside the Olympic Park and ask any questions.

Alternatively you can visit the View Tube on The Greenway, which offers a viewing platform to watch the Olympic Park being built, as well as a cafe and education facilities.

Gold Challenge is a unique new charity challenge where people can test themselves in 5, 10, 20, or 30 Olympic and Paralympic Sports by the end of 2012. People can chose which sport or activity to take part in and have to undertake a minimum of three hours coaching so it is ideal for learning a new sport. Sports can be done anywhere across the UK in local clubs, leisure centres and through local events. The Gold Challenge is open to everyone aged 16 and above and encourages everyone to take part irrespective of ability and fitness levels. Clubs can get involved with this programme by working in partnership to offer people the opportunity to play more sport.

Love To...Campaign which involves offering low cost or taster sessions in various activities across the county. One part can be Love to...play badminton.

The Love to website is being finalised but there is an opportunity here for clubs to get involved and promote their activities. Should be more details to follow in the next couple of months

Open Weekend

- 👉 London 2012 Open Weekend, 22-24 July 2011.
- 👉 Waltham Cross Town Centre- Main Hertfordshire Open Weekend event
- 👉 Each Local Authority or area may well have their own version of this event- Contact local area/ 2012 Website
www.london2012.com/open-weekend



For the last 4 years, the London 2012 Open Weekend has been full of events to encourage legacy building and showcase local work on a national platform. This year's Open Weekend will take place on 22-24 July. It will start the countdown to one year to go to the Games, showcasing the best of what the UK has to offer in art, dance, film and sport

Any organisation can organise an event to take place over this weekend, and can register the event on the 2012 website where it is advertised. So there is the option here for HBA or a club to run their own event.

The main Hertfordshire event will be held at the Waltham Cross Town Centre. The event last year attracted over 2000 people and included performances, demonstrations & Taster Sessions. Badminton has been approached to get involved with this event, so if anyone wants more information please let me know.

Each Local Authority or area may well have their own version of this event, so the best thing to do is check out the 2012 Website with a list of events or contact your local County Sport Network or Local Authority.

Case Study: Cambridgeshire Badminton Academy

I thought it would be really good to show, what I think a perfect way for clubs to get involved with 2012.

The Cambridgeshire Badminton Academy are marking 400 Days to go with an Olympic Badminton Challenge Event. The event includes Non-Stop Badminton Competition, King of the Court, Raffles, and Singles, Doubles & Mixed Doubles Tournaments. Aamir Gaffar is in attendance.

This is a great example of an opportunity for clubs and coaches to get involved and showcase what is being done in the area. There is nothing to stop HBA doing something similar, perhaps part of the Open Weekend in 2012, or another event tying in with the countdown for example a 200 days to go event.



Summary

- ✦ Your chance to be involved in a once in a lifetime event
- ✦ Important to be proactive and think ahead
- ✦ Watch this space...for new programmes from BE
- ✦ Send ideas through your Development Committee Representative
 - ✦ East Herts, Doug Clark; North Herts, Bob Green; SW Herts, Liz Bateman, Central Herts Dave Bartlett, Herts Schools BA, Angela Blowers

This is your chance to be involved with a once in a lifetime event, and the opportunity to get involved should not be missed.

I think it is clear that organisations and individuals must be proactive and motivated to find out how they can get involved.

There should be more input from BE over the next couple of months so to a certain extent it is watch this space with opportunities arising, however in the mean time if you have any ideas particularly involving the Open Weekend or a 400 days to go similar event please send your ideas through the development committee where we can look to work together with experience, motivation and knowledge.

While this presentation does not have all the answers, as it is up to you to a certain extent to stand up and get involved, I hope I have given you some food for thought and examples of how you can get involved.

This presentation will be put up on the HBA website, with the idea to grow it as we get more details from BE, CSN, Clubs or individuals. I am aware I say watch this space in the presentation, so my question to you is what is the easiest way of getting the info to the people that want it. Is it best to just email all club organisers? I also have the idea of setting up a part on this website where people can submit their email address to be included in regular updates.