

Hertfordshire Badminton Association  
Update  
*June 2014*



**BADMINTON**  
**ENGLAND**

*Play it. Love it. Live it.*

This report provides an update on work undertaken by BADMINTON England in the County of Hertfordshire for the period March to June 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.

## **Introduction:**

As many of you will be aware, we are gearing up for our Summer of Badminton campaign. The aim is to build on the opportunities presented this summer by the Commonwealth Games in Glasgow, the World Championships and the launch of the National Badminton League to provide more ways in which everyone can play Badminton through the summer.

Our aims are to:

- Achieve an impact on the Active People survey of 10,000 more people playing Badminton every week
- Enable people to play more often by helping them find opportunities to play in the traditional close season
- Raise badminton's profile through an eye catching marketing campaign.


The opportunities being developed with the support of the Badminton community include:

- 400 Essentials courses giving people the chance to learn to play
- New SmashUp! sessions at 317 sites across satellite clubs, universities, leisure centres, village halls and community centres
- New Battle City leagues that will allow 4,000 players to challenge each other on the online platform
- Workplace leagues with local businesses setting up the chance for work colleagues to challenge each other through the Battle Badminton platform
- Clubs and county associations running activity through the summer to cater for their existing and new members.

The idea behind this range of activity is to support existing activity by providing more opportunities during the 'off season'. We will also be undertaking a major drive during this campaign to signpost any players playing during the summer into your clubs and leagues, thereby supporting the recruitment of new members and players for these. Everyone across the whole BADMINTON England organisation has identified a part they can play in delivering the Summer of Badminton and I very much hope that the badminton community is also able to get behind this campaign and get more people playing.

I hope you agree that the Summer of Badminton presents an exciting opportunity for our sport. It's not too late to get involved in the activity, either as a provider or player, so if you do want to be part of our exciting plans, please get in touch with your regional team who will be able to help.

## **National Update**

 National progress on the programmes and work areas set out below can be found in the monthly Chief Executive's update.

 Priorities for the Regional Delivery Team in the past three months have been:

- Securing sign ups from leisure operators to deliver the Play Badminton framework.
- Implementation of Battle Badminton.
- Working with Community Badminton Networks to establish appropriate development/delivery plans and invest into those plans.
- Encouraging schools to sign up for the Smash Up programme and training activators to deliver Smash Up sessions in local schools.

## Staffing

👉 The current team for the Hertfordshire region consists of:

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

## Community Badminton Networks (CBNS)

👉 There are 4 CBNS in the County- Herts West, Welwyn Hatfield, North Herts and East Herts.

### 👉 East Herts

👉 This CBN is now set up with a number of clubs forming the network. The CBN has met and decided to progress badminton without Badminton England CBN funding. The CBN will be focussing on sustainability of existing activity and joining activity together.

### 👉 Herts West

- 👉 The network have populated all activity that is in existence in the area on the Player Pathway map.
- 👉 They are currently putting together a development plan to then submit to Badminton England for investment.
- 👉 Investment likely to be made June or September 2014.

### 👉 North Herts

👉 Rhiannon has offered her support to Bob Green to help and support the production of a development plan. She has made links with Stevenage Council who have offered to help write the development plan.

### 👉 Welwyn Hatfield

- 👉 Welwyn Hatfield CBN has received £1250 investment so far.
- 👉 The CBN is receiving extra investment from Badminton England as part of the Summer of Badminton campaign. In return for this extra investment they have organised 3 Essential courses which will be running at University of Hertfordshire, Gosling Sports Centre and Hatfield Leisure Centre.

## Play Badminton

Play Badminton

👉 3 more Play Badminton agreements have been signed up since last update and these are:

Hatfield Leisure Centre  
Harpenden Leisure Centre  
Tiddenfoot Leisure Centre

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

## Battle Badminton

- ✋ There are currently over 3,300 people signed up the Battle Badminton programme nationally and more information can be found at <http://battle.badmintonengland.co.uk/>
- ✋ In Hertfordshire there has been a launch event of the programme within the Sportspace centres and then the three Everyoneactive centres are continuing to push battle badminton to customers. Nationally Everyoneactive account for more that 10% of all people signed up to battle badminton

## Young People

- ✋ 10 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

## Performance centres

- ✋ The annual Performance Centre Development Conference took place at the National Badminton Centre, Milton Keynes on Friday 30th May & Saturday 31st May 2014.

Performance Centre Head Coaches and national age group coaches were invited to attend the two days. The conference included on-court practical sessions led by Head Coach Jakob Hoi including players from the senior squads, question and answer sessions with GB National Coaches and Strength and Conditioning workshops delivered by the EIS.

## Center Parcs National Schools Championships

- ✋ The National finals for this year's Center Parcs National School Championships took place at Sherwood Forest Center Parcs on the 10<sup>th</sup> & 11<sup>th</sup> May
- ✋ The full results will be sent along with this update but the following provides a summary of the winners:
  - Key Stage 3 Boys: Bournemouth Collegiate
  - Key Stage 3 Girls: Aylesbury High School
  - Key Stage 4 Boys: Denbigh School
  - Key Stage 4 Girls: Upton by Chester
- ✋ Badminton England are currently looking for willing groups or individuals to organise and run the County and Regional rounds of the Center Parcs National Schools Championships in 2014/15. We would like to ensure that our badminton community (CBA's, CBN's, PCs etc) have been given the opportunity to apply for the financial investment and be part of securing a legacy for this fantastic competition.
- ✋ Tony Marmo the Event Manager for Hertfordshire School Games has been successful in his application to run the 2014/15 Hertfordshire County Round of Center Parcs National Schools Championships.
- ✋ The Regional Round will be run by Essex Badminton Association and Suffolk Badminton Association.

## Clubs

### Accredited Premier Clubs (Clubmark)

- 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&sectionTitle=Premier+Club+%26+Clubmark#.UpySF8RdUxM>

Nationally, there are 221 clubs accredited as Premier Clubs (Clubmark) with another 26 currently working towards

## Workforce

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


County	Venue	Date 1	Date 2	Date 3	Course Type
Middlesex	The Dome	28/06/14	05/07/14	19/07/14	Level 1
Essex	Davenport Foundation School	11/10/14	12/10/14	26/10/14	Level 1
Bedfordshire	Cedars Coaching Academy	19/10/14	26/10/14	31/10/14	Level 1
Essex	Davenport Foundation School	17/01/15	18/01/15	01/02/15	Level 1
Essex	Davenport Foundation School	05/09/15	06/09/15	20/09/15	Level 1
Middlesex	Talacre Leisure Centre	11/7/14			Activator
Essex	Anglia Ruskin University	4/10/14			Activator
Suffolk	Waterlane Leisure Centre Lowestoft	19/07/14			Activator
Cambridgeshire	Swavesy Village college	13/07/14			Activator
Essex	Halsted Leisure Centre	05/07/14			Activator

### Level 2

County	Venue	Date 1	Date 2	Date 3	Date 4
Essex	Davenport Foundation School	11/07/15	12/07/15	23/08/15	27/09/15
Bedfordshire	Cedars Coaching Academy	19/10/14	26/10/14	30/11/14	14/12/14
Essex	Davenport Foundation School	19/07/14	20/07/14	31/08/14	19/10/14

A full list for the whole country can be found at

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

-  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](mailto:robertflack@badmintonengland.co.uk) or 07725413544.

## **Badminton England Young Coach Development Programme**

BADMINTON England are launching their first Young Coach Development Programme in order to harness & develop the talent of young coaches around the country.

The opportunity will be offered to 16 young coaches that meet the following criteria:

- Are aged 16-23 on 1<sup>st</sup> August 2014
- Hold a UKCC Level 1 or 2 qualification (or are working towards)
- Are coaching on a weekly basis within a PC/County set up (or equivalent)

### **How to apply:**

- PCs and Counties are invited to nominate those candidates that meet the criteria and feel would benefit from this scheme. These are to be sent to [coaching@badmintonengland.co.uk](mailto:coaching@badmintonengland.co.uk) by 15<sup>th</sup> August 2014 with successful applicants being announced by 31<sup>st</sup> August.
- If you would like an application form, please contact [coaching@badmintonengland.co.uk](mailto:coaching@badmintonengland.co.uk)

## **Updates**

### **National Badminton League**

The Player's auction for the first ever National Badminton League took place last week with the six franchise teams battling it out to sign the top players in the country. The teams will play each other on monthly match nights to be broadcast live on Sky Sports and streamed around the world from 6 October, 2014. There will then be one-day play-off final featuring the top four teams in June 2015. Further details can be found at [www.badmintonengland.co.uk/news](http://www.badmintonengland.co.uk/news)

### **Summer of Badminton Activity**

- 👉 There will be a Battle City League ran over the summer in the Watford area. Claire Chambers, Regional Activities Manager for Everyone Active is the lead advocate for Battle. The main role of the advocate is to recruit individuals to be part of the league.
- 👉 Two community organisations have signed up to deliver Smash Up over the summer- The Memorial Hall, Wheathampstead and Walkern sports and community centre
- 👉 Harpenden Badminton Club are going to run some Badminton Activity over the summer in return for doing this Badminton England will be giving the club a £100 equipment voucher.

**END**