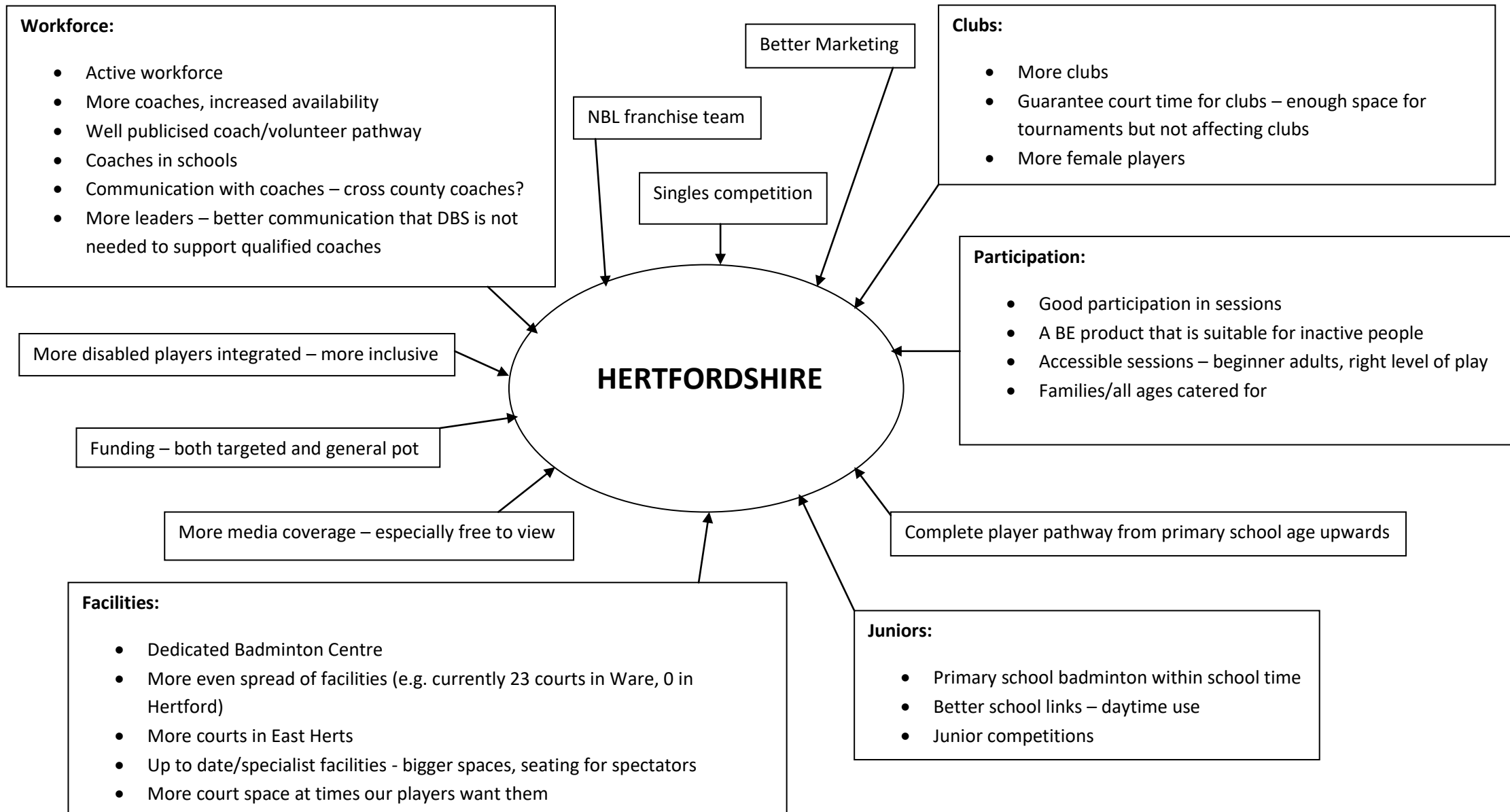


Summary of feedback from Hertfordshire consultation event

What does success look like in 2024? (Combined feedback)



Where are we now?

	1	2	3	4	Avg
More people playing		✓J✓	✓J A(2.5)A(2.5)		
Clubs & leagues		✓L(1.5)✓A J(1.5)✓	C(2.5)		
Volunteers & officials	✓	✓✓A✓		J(3.5)	
Competition	J	A	✓A(2.5)✓J(2.5)✓		
Coaching		✓✓A	✓(2.5)✓(2.5)	J(3.5)	
Talent id & devt	*	✓(1.5)A	✓^✓	J(3.5)	
Raising profile	✓	✓(1.5)✓✓	A J		
Facilities		✓✓✓	J✓	A(3.5)	

- Average not calculated due to differences in different areas of play in County
- C = Clubs; L = Leagues
- A = Adults; J = Juniors
- ^ = Once identified by club/HBA; * = If not yet part of a club – no guidance.

Comments:

- Leagues – fewer players particularly women at league standard. No younger players following the players that are older.
- Coaching – limited in schools.
- Issues with school links
- Fewer clubs but some entering more teams
- Not enough volunteers. Ageing volunteers – more youth needed.
- Need more club-level tournaments to stimulate participation
- Need more schools competition
- Need more coaches
- Incentives to take coaching courses. Pathway and support once qualified
- Good facilities but poor availability. No dedicated facility for the county.
- Poor promotion of badminton to general public. OK for members and those already involved.

Priorities in Hertfordshire (amalgamation across groups)

Area	Priority	What needs doing
More people playing	2, 2, 2, 1, High	More sessions – recreational for all ages. More women Better awareness of playing opportunities after No Strings/SmashUp. Link activity into clubs Better links to primary and secondary schools Higher proportion of disabled people playing
Clubs & Leagues	5, 4	More benefits better communicated. More teams progressing in leagues, more young players coming through.
Volunteers & Officials	3, 4, High	More doing a little. Clear pathway.
Competition	8, 6, Medium	
Coaching	1, 5, Medium	Clearer pathway. Emphasis on leaders rather than top level coaches
Talent ID & Devt	6, 7	Identify coach needs for development.
Raising profile	7, 3, 1, 2, Medium	Better awareness at leisure facilities to capture players More local and national promotion to stimulate interest Greater links between clubs/leisure centres/HSBA Increase fan club Free to air TV
Facilities	4, 2, 2, Medium	Develop areas of weakness (e.g. East Herts). Dedicated badminton facility. More facilities providing courts for our sport Security for clubs once at a venue
Communication	1	Communicate pathway from junior leagues Better awareness of all playing opportunities
School links	3	Get coaches into more schools Links between PE teachers and coaches More competition for schools linking to clubs and county squads

*NB Communication & School links were added as areas by two of the groups.

