

Chief Executive's Update
July 2010

BADMINTON
ENGLAND



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Ouseph lifts Yonex US Open title

Rajiv Ouseph gave English badminton a huge boost by lifting the men's singles title at the Yonex US Open title last weekend.

Raj defeated France's ninth seed Brice Leverdez 21-17 21-9 in 30 minutes for what he described as "the biggest win of my career."

He dropped just two games in the whole tournament and now waits to see if he will break into the world's top 20 for the first time.

Staffing

We are pleased to welcome four new members of staff to BADMINTON England.

Andrew Mitchell joined the Commercial Team within the new role of Marketing and Communications Manager. Andrew will be instrumental in the launch of 'No Strings' Badminton in September.

Matthew Warren has joined the Development Team as Regional Manager (East). Matthew's sports industry experience, gained both within the private and public sectors will be a great asset.

Kenneth Jonassen joined as National Coach (Singles GB). Kenneth's experience as a professional badminton player and latterly as a Coach, both for Denmark, will help us to achieve our strategic aim of 'best in the world'.

Rachel Frobisher has joined the North East Regional Development team as a Regional Officer. Rachel has been the Team Durham President at Durham University where she delivered the University and college sport programmes.

We are sorry to have lost three members of staff – Claire Towne as part-time Regional Officer (North East), Vicky Wright, Senior Administrator (Performance) and Ian Moss, Performance Director. We wish them all well for the future.

Nicola Squires joins us our new Young Officials Development Officer (YODO). Nicola commences her one year volunteer placement this week.

Nicola comes into the Young Officials Project in its fourth year, and will be primarily looking to develop a pathway for officiating that will embed and sustain the development and recognition of young officials (nicolasquires@badmintonengland.co.uk)

Training & Development

We have established links with Milton Keynes College and have signed up a few front line staff on National Vocational Qualification (NVQ) programmes in Business & Administration, and Customer Services.

NVQs are worked based learning programmes following nationally set standards. We will be monitoring the success of these first 2 programmes and as the learning network is national we will be able to offer further places, subject to funding. If you are interested in pursuing NVQ qualifications please speak with your line manager in the first instance and/or Anne Powis, HR Manager.

Staff Handbook

Work continues on reviewing & up-dating our staffing policies, the next few should be launched on the Intranet for all staff access and feedback shortly.

Membership

The Membership Team continue to prepare for the new 2010/11 season with the sign off for many new benefits just about to occur including the new Membership Card. We have also just gone live with an updated Membership Area of the website with lots of new specific club, league and county information and a Membership Diary that will be updated on a regular basis with all the latest information. The hope is that by introducing this tool it will become a convenient way for all parties to be kept up to date with the membership renewal process without having to wait for an email response from the team during, what is, one of their busiest times.

Direct communication has started with Clubs, Leagues and Counties and will continue throughout the summer months via email and direct letters. The next piece of communication will be regarding the extension of insurance for all affiliate Badminton Clubs, Leagues and Counties for the 2009/10 season.

As the renewal is due to start on 1 November 2010 this season instead of 1 October we will be automatically extending members' insurance to 13 months instead of 12 and the Membership Team will be writing to all with a formal letter that Clubs will be able to show venues with their current insurance certificate to show that they are still insured until they get their 2010/11 season certificate. The second piece of communications to be going out shortly will be to all County and League Secretaries asking them to inform the Membership Team if any clubs need to be added or removed from their Wizard ready for the 2010/11 season.

The Vision Review is well under way with nearly a month of development work already done. Testing is due to start within the next week whilst the rest of the development work continues.

After the extensive research that occurred at the start of the Vision Review process and the hard work that has been undertaken by a number of teams we have made sure that we use this two month development window wisely and correctly to fine tune Vision and improve the user experience greatly.

No Strings Badminton

The No Strings Badminton Programme is moving ahead at a pace. There are now 55 franchises sold and another national partner, Serco, is on board which will significantly boost the number of sessions offered. This will take us well past the target of 50 franchises to be sold by September. There are currently over 5000 No Strings Badminton members. There will be a national campaign at the end of September to promote No Strings Badminton and to engage more people into membership and the playing programme. This will include the launch of a new, much improved website, a fresh image and a comprehensive marketing campaign that is aimed at attracting many more people into the playing and membership programme.

Performance Centres

- 29 Performance Centres
- 221 Premier Clubs
- 1362 Performance Players (688 Raw, 464 Developing & 210 Emerging)
- 350+ Coaches working within them (180+ performance pathway).

The key focus for us this year will be to work with these Performance Centres to ensure that they are sustainable in the long-term. We also have around 10 more organisations at various stages of developing to become Performance Centres. This will help to meet some of the areas not currently populated by a Performance Centre. Additionally we are also in the process of undertaking a comprehensive Strategic Review of the PC programme that will aim to inform and determine the way forward to help enable sustainability and continued long-term success.

Premier League 4 Sport

Term 2 results indicate that badminton continues to lead this programme with more than 2000 participants engaged through it in 1146 badminton sessions. The new “Kicking Up A Racket” activity programme resource will be available to all our Hub Clubs and coaches by the end of July.

Facilities Investment Panel

As part of its capital investment programme BADMINTON England has agreed to support six projects delivering in partnership with badminton performance centres at locations across the country. 27 new courts will be built and a further 17 will be improved.

The first round of this three year programme was heavily oversubscribed so there were some difficult choices to make and unfortunately some good projects could not be supported, but the projects being funded will make a significant contribution our sport’s future success.

The awards include:

- £46,500 to Wimbledon Racquets and Fitness Club towards replacing the floor in their 1930s four court hall and upgrading the heating on all seven of their courts.
- £29,000 to Exeter University towards ‘blacking out’ high level windows and roof lights in a sports hall and providing an improved playing surface for five courts.
- £23,500 to Nottinghamshire Badminton Association towards upgrading the lighting system on five courts at Chilwell Olympia sports centre.
- £150,000 to Portchester School towards a new 7 court hall, in return for a 15 year access deal.
- £250,000 to William Edwards School towards a new 8 court hall, in return for a 30 year access deal.
- £300,000 over two years (subject to Exchequer confirmation) to Redbridge Sports Centre Trust towards a new 12 court Olympic training standard hall, in return for a 15 year access deal.

Active People 4

As you are aware, the Active People survey is the tool used to measure our progress towards delivering participation growth.

The latest results were released recently and are summarised as follows:

- Badminton is the sixth most popular sport in the country in terms of once per week participation – the current figure is 537,200 adults over the age of 16. When further interrogated:
 - We have experienced statistically significant increases in age range 20 – 29 but a statistically significant decrease in age range 35 - 44
 - We have seen a statistically significant increase in players with disabilities
 - There has been a statistically significant decrease in participation in the North East and East Regions but a statistically significant increase in the South West and London Regions
 - We have seen statistically significant increases in Male Players in the 20 – 24 and 45 – 64 age range and also among ‘Non White’ participants

- We have experienced a statistically significant decrease among Female players and Full time students
- Badminton is the sixth most popular sport in the country in terms of once per month participation – the current figure is 972,000 adults over the age of 16
- We are down on the % growth we would like to achieve regarding a participants satisfaction with badminton although have achieved a higher figure than expected among our talent pool

Yehlex Birmingham Bonanza

The Events team are working on the Yehlex Birmingham Badminton Bonanza, which is being held at the NIA, Birmingham on the 7th and 8th August. We received just under 600 entries, and are in the process of finalising the draws and issuing acceptance letters to the players. Through Yehlex, we have coaching by Lee Jae Bok on offer throughout the weekend, in addition to activities and information from our Midlands Development Team, and also a Tournament Organisers' Course on the Saturday. It should be a fun weekend for all involved.

Competition Update

We are gearing up for the start of the 2010-11 season and the Diary of Events will be available from the website on 31st July.

Junior entry forms for Gold, Silver and Bronze Tournaments are available on the website, as well as the Junior Gradings for the start of the year.

This year a new 'Gold Star' event is being introduced into U17 and U15 Gold Tournaments for boy's and girl's singles. Following recommendation from the Performance Review the entry for these events will be split into two grades, Gold Star and Gold, which should lead to more competitive matches in all rounds for those accepted into the Gold Events.

More information is available on the website. Senior and Veteran tournament entry forms are also available from the website.

Yonex All England Championships

Tickets for the first event of the new Premier Super Series will go on sale week beginning 16th August and as usual our loyal members will receive an exclusive booking period and the usual discounted purchase.

Our members have supported the Championships incredibly well in recent years and for next years event we will be making even more tickets available to cope with the demand.

We Are England

The team to represent England at the XIX Commonwealth Games will be announced within the next 10 days so keep an eye on the BADMINTON England website.

We will be taking five men and five women to Delhi, India for the team event followed by the individual event and so will be playing everyday between 4th – 14th October 2010.

Our medal target is a challenging one – one Team medal and three individual medals including gold, but we believe we have the strongest team possible and are giving ourselves every opportunity to deliver.

World Badminton Championships 2011

We are on track regarding our preparations for the Championships being staged at Wembley Arena between 8th – 14th August 2011.

We now have a court and playing schedule agreed with the BWF and have also signed the venue contract.

Both of these mean that we can accelerate our planning around ticketing and we are scheduled to go on sale during August with an exclusive window for BADMINTON England members.

We are currently discussing the television broadcast with both Sky and the BBC and we hope we can find a balance that enables maximum exposure for the Championships through both platforms.

As you are probably aware, the World Championships will be the 'Test Event' for the Olympic Games in London and we are working very closely with LOCOG on the elements they wish to test.

Volunteer at the London 2012

The London 2012 Games Maker programme was launched on 27 July 2010 when the official Games Maker website (www.london2012.com/volunteering) went live - the place to find out about what it takes to be a London 2012 Games Maker. Applications will not open to the public for generalist roles until 15 September.

BADMINTON England has been asked to identify a number of key workers, and have been preparing lists of suitably qualified and experienced specialists. From 9am GMT on 27 July a process has been agreed to enable those on this list to apply through a secure route. (NB the process for the recruitment of technical officials is different and has been live for much longer. See BADMINTON England website: London 2012 Opportunities)

All generalists and specialist Games Makers will need to fulfil the same basic criteria:

- Aged 18 or above on 1 January 2012.
- Eligible to volunteer in the UK in line with UK immigration rules.
- Willing to volunteer for at least 10 days of shifts and attend a minimum of three days of training.
- Able to find own accommodation and travel.

Whilst most of our roles require Games Makers to be 18 years old or over by 1 January 2012, we do want young people to get involved too! We will unveil the Young Games Maker programme for up to 1,500 under 18s in summer 2011.

With BADMINTON England hosting the World Championships from 8th 14th August 2011 at Wembley Arena, the Olympic venue, we can use this event as the warm up for both our athletes and volunteers.

Although the delivery of badminton in the Olympics is not BADMINTON England's responsibility we are keen to show piece not only our athletes but our excellent volunteer workforce whom are a key part of delivering our target of being "Best in the World by 2016".

It is important that we find suitable applicants for all roles (some of which are new to Badminton Events) and have set up a special e-mail address for enquiries:

ssv2012application@badmintonengland.co.uk.

Planning Retreat

A number of managers of either staff or function, along with the Divisional Board Chairs attended a retreat to carefully consider the activities that we currently undertake with a view to ensure we deliver the high impact required against our business objectives, and with greater efficiency and effectiveness.

We reached a common understanding of the proposed key projects and how they link to the strategic aims of the organisation and these will be further discussed when SMT and the Chairs meet on 3rd August.

We will then formulate a series of considerations for the September Board meeting before sharing the detail with Council and staff.

I would like to thank the staff within each team who has contributed so much thinking to the process to date.

Adrian Christy
Chief Executive