

## **Badminton in Gloucestershire – Development**

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### **Badminton Gloucestershire – An Overview**

Badminton Gloucestershire is the County Badminton Association (CBA) for Gloucestershire and is responsible for growing, supporting, managing, and facilitating badminton within the county from grass-roots level all the way through to elite level.

Badminton Gloucestershire is split into three distinct strands: Community, County, and Performance.

- ❖ BG Community aims to work with coaches and volunteers and other interested parties to support work already in progress and to identify and develop initiatives at grass root level. As a body it aims to be inclusive, providing a platform for interested persons to voice their thoughts and ideas.
- ❖ BG County is responsible for facilitating county-level badminton within Gloucestershire. This includes organising training, running competitive teams at all age groups in national and regional competitions, to providing support for coaches, to identify talented players, and developing opportunities for professional development.
- ❖ BG Performance is responsible for providing training and competition opportunities for those displaying talent and motivation to reach an elite level of play. High quality coaching is provided to allow players to develop and compete at higher levels.

Badminton Gloucestershire is run exclusively by volunteers who are passionate about developing and supporting badminton within the county. Many of them are active badminton players and coaches, and give up a lot of time to grow, develop, support, manage, and lead opportunities for others.

### **Current Badminton Gloucestershire committee:**

#### **BG Community**

Director – Mike Griffiths

Assistant Director – Sol Griffiths

#### **BG County**

Director – Andy Woolway

Assistant Director – James Siddle

#### **BG Performance**

Director – Ian Woolway

Assistant Director – Becky Pantaney

## **Badminton England – A Local Overview**

Badminton England are the National Governing Body for badminton in England, and are the organisation for all things badminton-related in England for everyone who wants to get involved, regardless of age, ability, or gender. Our duties (just to list a few!) include:

- ❖ Growing and Developing Grass-Roots Badminton
- ❖ Providing competition opportunities
- ❖ Providing performance pathways and supporting elite athletes
- ❖ Supporting volunteers and coaches, as well as coach education and training.
- ❖ Supporting badminton at a local level – working with County Associations, Leagues, Clubs, Schools, Leisure Centre, and more.

Badminton England have local Relationship Managers (Campbell Wilson is RM for Gloucestershire) who are the local contact for clubs, counties, leagues, etc., and are responsible for developing badminton around the county.

Badminton England have devised an eight-year strategy called Discover Badminton which aims to grow grass roots badminton, provides a system that identifies and develops player potential, helps to deliver consistent world-class performances, and makes the sport more financially independent and sustainable.

## **Objectives and Strategy – Local Development**

Badminton England and Badminton Gloucestershire have been working together to achieve mutual targets: to get more people playing badminton, to create an enhanced participation and performance pathway, and to increase the level of badminton played around the county.

This is linked to BE's strategy, Discover Badminton, which has the following objectives:

### *Grow Grass Roots Badminton*

- More young people playing badminton
- Increase the number of players competing
- Increase the number of people joining clubs
- Build capacity and capability – volunteers, clubs, officials, coaches, and facilities.

By 2025, Badminton England aim to have achieved the following:

- 21,500 under 11s joined junior clubs
- 5,000 12-16 year olds joined clubs
- Core Market has increased to 420,000 players
- 10,000 competition players are being tracked

Badminton England have funding available to help achieve these goals. Several clubs and the county association have already received funding to help grow opportunities for both juniors and seniors.

## **Current Picture – What have we achieved so far?**

The current landscape for badminton in Gloucestershire looks like this:

- ✦ 10 Primary Schools delivering The Racket Pack (BE's primary programme)
- ✦ 31 Secondary Schools engaged with Badminton England (have entered National Schools Championships, arranged external coaching, or are delivering SmashUp!).
- ✦ 29 Affiliated Badminton Clubs, 4 of which are exclusively junior clubs.
- ✦ 2 Affiliated Badminton Leagues
- ✦ 18 Qualified Coaches
- ✦ 2 Senior County Teams
- ✦ 2 Junior County Teams (U16 & U18)
- ✦ 3 Masters County Teams (o45, o60, o70)

Badminton England are working with Badminton Gloucestershire to:

- ✦ Increase the number and quality of schools delivering Badminton, and junior joining clubs
- ✦ Create an enhanced junior pathway from schools through to PC
- ✦ Support Affiliated clubs to increase membership and opportunities
- ✦ Increase the number of social and adult beginner playing opportunities, and opportunities to receive coaching.
- ✦ Increase the number of active coaches and volunteers
- ✦ Increase the number of Women & Girls playing and joining clubs

In doing so, this will result in:

- ✦ Better Junior Club and County Participation and results
- ✦ Better Senior County Participation and Results
- ✦ Higher membership numbers and standard of play within clubs
- ✦ Better competition in league matches
- ✦ Increased opportunities for coaches
- ✦ A better support network for volunteers and coaches

The story so far:

- ✦ 3 Senior clubs have received investment to grow and develop opportunities
- ✦ 1 Junior club has received investment to grow
- ✦ 1 Primary Satellite has been established to bridge between schools and club
- ✦ 1 New Adult Beginners Coaching session added
- ✦ Cheltenham and Stroud have been identified as priority 'Hub' areas.
- ✦ Badminton Gloucestershire have received investment to provide coaching in schools

## Development Plan for the Future

Badminton England's targets for Gloucestershire for the 18/19 season are as follows:

- ✦ 5 Affiliated Clubs to receive investment to grow and develop opportunities
- ✦ 1 Hub to be established
- ✦ 1 new Junior Club to be established
- ✦ 4 Primary Satellites to be established
- ✦ 1 Coach to be supported to achieve more than 20 hours per week
- ✦ 11 New Primary Schools to become engaged

So far, the following plans have been put in place or identified for the future:

- ✦ 5 senior clubs have been identified to receive investment to grow and develop (GDA – new club), Stringbreakers (new club), Roxburgh, Stroud Ladies, Struttles.
- ✦ 2 Hubs have been identified: Cheltenham and Stroud
- ✦ 1 New Junior Club has been identified: Stroud
- ✦ 1 Primary Satellite has been established: Gloucester
- ✦ 8 Secondary schools have been identified to receive coaching and CPD support from Badminton Gloucestershire

Badminton England have already invested over £5,000 into badminton in Gloucestershire, and have plans in place to continue to invest.

## Badminton Gloucestershire Development Plan

- ✦ Gloucestershire Schools Coaching Programme
  - £2500 invested in coaches delivering badminton sessions within schools in Gloucestershire with the aim to increase participation and get more kids playing. (This is currently a pilot scheme working with 8 schools).
  - £6500 to be ring fenced for further delivery in schools from 2019-2021 to further develop badminton within the local area.
  - With the objective of getting more people into badminton, clubs should see the effect of this in the coming years.
- ✦ Coach Development
  - A number of coaching bursary's to be made available each year to help people gain their coaching qualifications.
  - Coaches to take part in CPD opportunities with other coaches to share good practice.
- ✦ Financial stability
  - BG Community, County, and Performance all rely on each other and funds can be used to ensure the future and growth of other areas of the county.
- ✦ Coaching Payments
  - Coaches currently volunteer for U13 and U15 county training on Saturday morning.
  - Aim is to pay or cover the expenses of these volunteers for giving up their time to coach the younger county players.
  - Covering expenses for coaches to go to tournaments with players on weekends to improve on their competitive match play.

Other areas which have been identified for development:

- ❖ Better Badminton Gloucestershire website
- ❖ Better communication from the county to clubs and members
- ❖ More information and support from the county to clubs

### **The Importance of BE and BG Affiliation**

As this document hopefully makes very clear, BE and BG have a number of plans in place to grow and develop badminton around the county, which will in turn have a positive impact on junior clubs, senior clubs, coaches, volunteers, the county teams, and more.

**The money generated through BE and BG Affiliation is vital to the success of this.**

Badminton England can only invest in affiliated clubs, otherwise it is not sustainable.

Badminton England and Badminton Gloucestershire both want to get more people playing, raise the standard within clubs, and provide an all-round better experience of badminton for all. We cannot do this without your support.

If you have any questions or queries regarding affiliation, investment, development, or any badminton-related questions, please feel free to contact our local BE representative, Campbell Wilson, on [campbellwilson@badmintonengland.co.uk](mailto:campbellwilson@badmintonengland.co.uk) or 07825 094730.

Thank you for taking the time to read this information.

Andy Woolway

Badminton Gloucestershire – County Director