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MAGAZINE

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REVIEW**

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Front Cover
Gail Emms bids farewell in Beijing

BADMINTON ENGLAND
National Badminton Centre,
Milton Keynes, MK8 9LA
Telephone: 01908 268400
Fax: 01908 268412
email: enquiries@badmintonengland.co.uk



Coaching Department
coaching@badmintonengland.co.uk
Development Department
development@badmintonengland.co.uk
Elite Play
eliteplay@badmintonengland.co.uk
Events
events@badmintonengland.co.uk
Marketing Department
marketing@badmintonengland.co.uk
Membership Department
membership@badmintonengland.co.uk
Volunteering
volunteering@badmintonengland.co.uk

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Poynton, Cheshire SK12 1HB
www.isportgroup.com

Editorial
Senior Badminton Correspondent
Richard Eaton
Editorial Manager
Rachel Pullan
Telephone: +44 (0) 7973 544719
email: rachel.pullan@isportgroup.com

Advertising
internationalSPORTgroup™
No.4 The Spinney, Chester Road,
Poynton, Cheshire SK12 1HB
Telephone : +44 (0) 7766 576834
email: paul.walters@isportgroup.com

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FROM THE CHIEF EXECUTIVE

After an intensive period of qualification, preparation and competition, the Olympic Games in Beijing are over and once again, the GB badminton team were able to captivate the world with Gail and Nathan's stunning victory over Gao Ling and Zheng Bo.

Polls across the national and international media were raving about the popularity of badminton and that incredible performance in particular.

But despite those positives, we are all feeling the huge disappointment at not returning with the medal the players, coaches, support staff and the game in this country so desperately deserved - I know how much they wanted to bring success home.

But it was not to be and after a short while to reflect, we will look at how we build for London 2012.

One area that we must look at is our strength in depth; when I witness the Asian nations, in particular, as one medal hope fell they were able to bring on another, and another.

For us to challenge, and for that challenge to be sustained over many years, we need more strength across all events and, as we consider our hopes for London, I take great encouragement from the developing group we have in Milton Keynes and I know how much the players in Beijing want to play their part in supporting that young talent.

I spent a great deal of my time in Beijing looking at how other sports in this country have emerged in recent years and what we can learn from them. I've also looked at how our competitors across the world continue to develop. There is no doubt that our preparation was the best it could have been, and has ever been. But we don't kid ourselves that the other nations were also brilliantly prepared.

This was THE biggest stage, the Asian nations again delivered, we didn't and I'm determined that as we now focus on London 2012 we have the structure and players who can produce medal-winning performances.

We have witnessed tremendous growth in our game over the last couple of years - a 22% increase in the number of people playing badminton on a regular basis. A proportion of those new players will demonstrate talent and I throw down the challenge to you all to play your part in turning talent into medal winners.

We must all reflect and I ask you to look at your club and county structures and ask yourself: Could we do better? A few weeks ago, I was invited to watch a group of young players training in a representative group and in what was regarded as a performance environment - a representative group where the ratio of coach to player was 1:20. That is simply not good enough, it wasn't a performance environment, it was a baby sitting service.

So, in some cases we have to change to give our players the best chance. Let's not be frightened to change what doesn't work and to invest more in what works well to ensure it's as best as it possibly can be. Over the next few months, we will begin to invest more in coaches and quality coaching programmes. And this will continue - as we obtain greater resources we will invest more.

The role of BADMINTON England is not to produce players, but to create the environment for players to be the best. Coaches produce players, coaches and volunteers inspire and motivate players, volunteers deliver the opportunity for players to compete. Both groups are critical to our success and will be given every support we can.

Let's not be deluded that we have the structure right in England, because we don't. In part we do, but only in part. I have begun to examine our own structures and I challenge you to examine yours. If we had the system right we would have greater strength in depth and we would have had a greater chance of medals.

Is your coaching the best it can be? Are our tournaments designed to maximise the development of a player? Are we all investing in the right areas to develop young players and our coaches? What motives do you have for selecting players? The list of reflection goes on, but we have to challenge ourselves.

We have great hope for 2012, but hope isn't enough. We had great hope for Beijing and came away without a medal. I am determined that we turn hope into medals four years from now.

A Tribute to Gail

Some sports are very fortunate to have an athlete capable of being genuinely inspirational - EVERY sport would want a Gail Emms.

It was with enormous regret that Gail was unable to retire without the Olympic Gold she so desperately craved and deserved, but she bowed out of Beijing with her head held so high. That incredible night of Tuesday 12th August saw another epic battle with one half of the Chinese pair who deprived Gail and Nathan in Athens. But this night was our night, it was Nathan's night and it was Gail's night.

We have made mistakes in the past by not using our great players to bring on the stars of tomorrow and I am determined not to make that mistake with Gail. She is already working with several of our 2012 group and I will be sitting down with Gail at the earliest opportunity to discuss how we can maximise her experience.

It has been a pleasure to work with Gail in the last two years - she has been an inspiration to our sport, a great ambassador for badminton and she has given us some outstanding memories.

Adrian Christy
Chief Executive

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Anthony Clark and Donna Kellogg



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ONE FAREWELL— ONE HOPING TO FARE BETTER



By Richard Eaton
Badminton Correspondent
for The Times.

While Gail Emms' farewell was tearful and heartfelt, Nathan Robertson emanated cooler, more considered vibes, suggesting he still hopes to fare better.



But the celebrity couple came and went inside a confusing forty-eight hours and with an up-and-down emotional jerk as if to remind us that this really was the end of the highest profile partnership English badminton has ever had.

One moment Robertson and Emms were overcoming what some thought was the world's best pair, Zheng Bo and Gao Ling, and creating a euphoria which suggested the Olympic dream was still alive. The next, suddenly and sharply, it was shattered.

And it transpired that their conquerors, Lee Yong-Dae and Lee Hyo-Jung, were actually the world's best, for the Koreans followed their inspired performance by brilliantly becoming Olympic Champions.

It underlined how ridiculously difficult was the task facing Robertson and Emms. First there were injuries, denying them results and costing them a seeding; then there was Robertson's last moment ankle operation, followed by four months without match practice. They were then drawn against

the two toughest pairs that they have ever faced in the first two rounds of a tournament.

Maddeningly, they played well enough to suggest they were still more than capable of winning a medal. But it ended with a disorienting mixture of euphoria and cruelty.

"It's human nature to feel we have just done the Chinese in China and 'here we go' now," said Andy Wood, Britain's team leader. "But Nathan and Gail left it all on



IMAGES:

Page 7: Nathan Robertson & Gail Emms

Page 8: Lee Yong-Dae & Lee Hyo-Jung

Page 9: Anthony Clark & Donna Kellogg

Page 11: Tracey Hallam, Andrew Smith
and Lin Dan



the court. Although they hurt, I don't think there was anything more they could have done."

And so, after gripping spectators and audiences for so long with their on-court chemistry, after winning so many major titles, and after a partnership spanning, with interludes, about thirteen years, they were gone. It was hard to believe.

But not for Emms, who felt it immediately. Asked court-side if it really were her last match she was too overcome to answer. Robertson did it for her.

"She's been amazing," he said, hinting fruitlessly that it might be good for the partnership to continue. "I don't know, but if it was our last tournament, we had a fantastic time."

There was no sign of Emms' thoughts wavering as had her emotions. She knew what she meant to say, even if it was difficult. "I'm going to miss all this," she said eventually, gesturing at a roaring crowd.

And she concluded: "I can really have a cry now" - and laughed. It fitted perfectly with the feeling of confusion.

Their opening win against the Yonex All England Champions Zheng and Gao was one of Robertson's and Emms' very best, and was made possible by one of their greatest comebacks.

They were 12-17 down in the final game before recovering to a 21-16 16-21 21-19 triumph against a pair they had never beaten. It had Robertson circling in celebration as though the tournament were just ending, not starting.

His special ability to change the pace of his attacks helped carry the English pair close to a straight games victory. But at 21-16 and 12-8 the match was transformed, and in retrospect that may have been costly.

A nervous Zheng reduced his mistakes, the Chinese defended better, and Gao established a forecourt presence, eventually forcing Emms back from the net more frequently.

But just when retirement seemed imminent, Emms triggered survival instincts. She chivvied and harried, and served with accuracy, initiating a bubbling sequence of seven successive points.

But did that extra emotional effort weaken them fractionally? Possibly.

When required to recover from 15-20 down two days later against the Lees, they saved just four of the five game points.

On the crucial fifth, Lee Yong-Dae deftly brushed Emms' serve for a winning return. It was a death knell, and its toll sounded quicker and louder as the British pair plunged to a 21-19 21-11 defeat.

During that second game Lee generated a speed of movement which was unstoppable. Few had expected a performance of such transcendent quality from the 19-year-old. When he made a retrieving backhand from behind him, switching it cross-court for an astonishing sharp-angled winner, and getting the Koreans to 17-11, it signalled the end. It also underlined him as the surprise of the tournament.

But Robertson and Emms were not the only unlucky Brits, who suffered three dreadful first round draws against top Chinese pairs. Emms and Donna Kellogg faced Wei Yili and Zhang Yawen, a pair they had never beaten either.

Though they held them for most of the



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first game, they became distracted by water coming through the roof in the second, which added a bizarre sense of fatalism about their 21-19 21-13 loss.

It was a strange flaw to the superb Beijing Institute of Technology Gym which had a custom-made, computer-controlled ventilation system pushing cool air at a whisper through 9,100 small round vents under spectators' seats.

Kellogg and Anthony Clark were little less unfortunate, a third successive defeat to He Hanbin and Yu Yang, by 21-15 21-8, ending their hopes immediately. They stayed in it till 16-14, but after that a noisy home crowd worked itself into ecstasies.

It was better for Tracey Hallam, who reached the third round with a good victory over Pui Yin Yip of Hong Kong and a competent one over Kristina Ludikova of the Czech Republic.

Hallam followed by starting slowly against Xu Huaiwen, the China-born European Champion from Germany, and from that she never recovered. This was a disappointment which left her undecided between three future options - playing singles until next year's Yonex All England, converting to doubles immediately, or retirement.

Kellogg and Clark may well continue. Robertson definitely will, perhaps returning to Men's Doubles with Clark. But it was Andrew Smith, after victory against Petr Koukal of the Czech Republic and defeat to Marc Zwiebler of Germany, whose future was the clearest.

Smith went straight from Beijing to

Japan, Taiwan, and Macau. For him the Olympics were part of a long-term competitive schedule in which he seeks improvements which could lead him to London 2012.

Amidst the shadow of disappointment, the next Games acted as a beacon. "I think we have been the best prepared we have ever been for any event, including Athens and Sydney," Wood said.

"But although our campaign was innovative and thorough, we are fully aware our campaign has still not achieved the desired results. The challenge ahead is to do all in our power to achieve those results in 2012."

It will be upon us quickly.



XXIX Olympics Beijing, China 9th - 24th August 2008

Men's Singles

FINAL

Lin Dan (CHN) bt
Lee Chong Wei (MAS)
21-12, 21-8

BRONZE MEDAL MATCH

Chen Jin (CHN) bt
Lee Hyun Il (KOR)
21-16, 12-21, 21-14

Women's Singles

FINAL

Zhang Ning (CHN) bt
Xie Xingfang (CHN)
21-12, 10-21, 21-18

BRONZE MEDAL MATCH

Maria Kristin Yulianti (INA)
bt Lu Lan (CHN)
11-21, 21-13, 21-15

Men's Doubles

FINAL

Markis Kido & Hendra Setiawan (INA) bt
Fu Haifeng & Cai Yun (CHN)
12-21, 21-11, 21-16

BRONZE MEDAL MATCH

Lee Jae Jin & Hwang Ji Man (KOR) bt
Lars Paaske & Jonas Rasmussen (DEN)
13-21, 21-18, 21-17

Women's Doubles

FINAL

Du Jing & Yu Yang (CHN) bt
Lee Kyung Won & Lee Hyo Jung (KOR)
21-15, 21-13

BRONZE MEDAL MATCH

Zhang Yawen & Wei Yili (CHN) bt
Miyuki Maeda & Satoko Suetsuna (JPN)
21-17, 21-10



Mixed Doubles

FINAL

Lee Yong-Dae & Lee Hyo-Jung (KOR) bt
Nova Widianto & Lilyana Natsir (INA)
21-11, 21-17

BRONZE MEDAL MATCH

He Hanbin & Yu Yang (CHN) bt
Flandy Limpele & Vita Marissa (INA)
19-21, 21-17, 23-21

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A TELESCOPE UPON 2012

ENGLAND v GERMANY & ENGLAND v POLAND PREVIEW



By Richard Eaton
Badminton Correspondent
for The Times.

There will be steep climbs, startling views and sudden surprises. And so many things will change. One is the way players view international matches.

These have sometimes been felt by more experienced competitors as an arduous duty. Now they will generate momentum for life-changing challenges for our best new prospects.

Which makes it good news that three international fixtures will enable an England squad to travel to Germany - on October 7th to Wuppertal, the city with the suspended monorail, on October 8th to Heilbronn, the community named after holy water, and on October 9th to the stereotype-busting city of Erlangen, which recently held Germany's largest comic convention.

Two encounters with Poland follow, one on November 6th in Swindon, in the glass-domed Oasis Leisure Centre which inspired the band's name, and another away in Polska, probably in December. There may be others against South Korea.

"We have accepted them because they are useful in this period," Ian Wright, England's Head Coach, said. "They get players used to wearing an England shirt".

Wright is mindful of other big opportunities - the European Team Championships in Liverpool in February, the Sudirman Cup World Team Championships in Guangzhou later next year, and the 2010 Commonwealth Games in Delhi. "There are a lot of team matches, plus the individual ones," he said. "It's time for young players to step up."



Chris Langridge



Sarah Walker

There are other reasons why international matches suddenly have greater value. "We have to look at our policy now," Wright emphasised, despite still being jet-lagged from his Beijing return. "We must look at London 2012 and make a very quick choice as to who we feel can make the Olympics."

Also, being able to offer experience to young players is especially helpful these days "because with the new ranking system we can't just put them into tournaments," Wright pointed out.

And so this autumn we can all try to second-guess the selectors with an early pick for potential medal challengers at Delhi's Siri Fort sports complex in 2010 and London's North Greenwich arena in 2012.

Who would you go for? It's likely that England will continue to push Gabby White, Chris Adcock, and Jenny Wallwork.

Wright suggested others. "Sarah Walker had a very good European Championships. She will get another chance in singles," he said. "Chris Langridge has stepped up in the last nine months and deserves it."

He also revealed that Rajiv Ouseph, the English National Champion, had travelled to India alone during the summer to train at Prakash Padukone's famous Bangalore academy and added that "it will be interesting to see what results he gets behind that".

But the international matches will also, if possible, be used to blend youth with experience. So might Wallwork and Donna Kellogg pair up?

Might Nathan Robertson seek, if not a successor to Gail Emms, which might be asking too much, then at least a partner with whom to defend his Commonwealth title? Important new questions; vital new answers rapidly needed.



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DEVELOPING BADMINTON

THE WHAT AND WHY OF BSF

School halls are a popular place to play the game but, like all facilities, they need to be maintained and enhanced. Derek Batchelor, Chair of BADMINTON England's Development Board, analyses the body responsible for this and explains why now is the time to engage with it.

BSF is the abbreviation for **Building Schools for the Future**. Why should we be interested in and actively engaged with it? Because many of our clubs play their badminton in school halls (and will probably do so increasingly).

What is BSF?

The Building Schools for the Future programme was launched by the Government in 2004 with the aim of rebuilding, renewing or replacing every state secondary school in the country over a period of 15 to 20 years. BSF is intended to be delivered through 15 waves of investment – the first were allocated in 2005-6.

Six waves have launched and 90 projects, in 72 local authorities (LA), have started, prioritised on social and educational need. Additional "One School Pathfinder" funding has been allocated to a further 39 LA, which later in the programme will enable them to renew their neediest schools, and 81 LA have academies open, or in development. Around 1,000 schools are currently (August 2008) engaged in the programme (including around 180 which are becoming Academies).

The Government's commitment to BSF is £21.9 billion for 2008-9, 2009-10 and 2010-11, announced in October 2007. It's claimed BSF is the largest capital investment programme for 50 years.

The delivery agency for BSF is Partnerships for Schools (Pfs), a public body established in April 2004. Information about inclusion in current and future waves can be found on its website - www.partnershipsforschools.org.uk

Earlier this year the Department for Children, Schools and Families (DCSF) launched a consultation about the management of waves seven to 15. While LA allocated to waves beyond six, but ready to have five of their secondary schools fast-tracked into the programme, were encouraged to bid for projects to be accelerated. Enfield, Hounslow, North Tyneside, Rotherham, Southampton, Staffordshire, Walsall and Worcestershire have been able to start development of projects with an estimated value of £625 million.

This emphasises the resources being poured into BSF, with a reasonable percentage going into the development of sports facilities and for community use.

Why is BSF important to us?

Badminton clubs very rarely own their own premises, so they are reliant on others to provide court time. Also, although

invariably sports halls are defined in multiples of badminton courts, this doesn't guarantee access for the playing of badminton!

BSF requires community access in new premises, BUT we need to ensure premises are suitable for badminton and have sufficient guaranteed access for clubs, squads, etc.

For clubs in existing schools, BSF is both a threat and an opportunity - if an existing school is closed as part of the BSF programme it can't be assumed that a club will automatically have similar access in a replacement school.

BADMINTON England cannot engage with all the BSF projects and/or the LA involved, as local knowledge and contacts are required to ensure the needs of local clubs, squads, etc. are taken into account as each project is developed.

County Sports Partnerships (CSPs) should be able to help, as they are consultees in the BSF planning process. However, there is no substitute for direct involvement by County Badminton Associations (CBAs) and local clubs.

Areas of concern which can be addressed early are the lighting of sports halls (natural light from through the roof, or through windows set high in the walls) and wall colour. Some lighting ideas appear aimed at satisfying the requirement for new schools to meet a 60% carbon emissions reduction and tougher requirements for energy use, BUT that's not a lot of use if the building is not "fit for purpose" in a sport where a fast-moving projectile needs to be sighted and there's a risk of being "blinded" by intense natural light.

BSF is a once in a lifetime opportunity to have good facilities for badminton throughout the country. However, many other sports will think along the same lines and we need to ensure we get our fair share of access. It's no use waiting until new schools are built before engaging with the process.

I encourage you all to find out which waves of BSF affect you locally. Engage with those planning the facilities (perhaps via the CSP or directly with the LA) to ensure they meet the requirements of badminton (don't assume that "a four court hall" means it's suitable for badminton!). Try to ensure representation on the management committee for the new facility and/or that it's fully aware of your needs, and make sure there's a written commitment to provide the access needed for community use/clubs.



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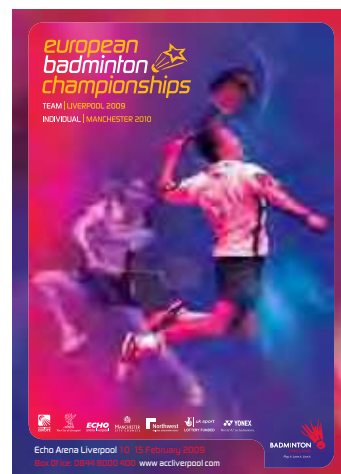
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The European Team Championship is coming to Liverpool. Tournament Director and BADMINTON England Head of Competitions & Events Darren Parks sets the scene for a fantastic six days in prospect on Merseyside next February.

EUROPEAN TEAM CHAMPIONSHIPS



By Darren Parks
Tournament Director and
BADMINTON England Head of Competitions & Events



Gabby White & Chris Adcock

England - European Champions. Sounds good doesn't it? Well it's not true... just yet anyway! But we all hope that after the 15th February 2009, when BADMINTON England hosts the European Team Championship in the fantastic new ECHO Arena, Liverpool, for the first time in England since 1984, this will be the headline everyone in England is celebrating.

The championships staged at the Preston Guild Hall twenty-four years ago, featuring

an impressive looking England team which included Stephen Baddeley, Martin Dew, Mike Tredgett, Gillian Gilks and Gill Clark, was also the last time England won the event, an achievement that the current team have high hopes of emulating.

Ian Wright, England's Head Coach, has no doubt about what performing in front of a home crowd brings: "A unique combination of pressures, with parents, friends and family watching and the extra pressure of

not wanting to let down team-mates, but this is the best possible replication of the pressures that will surround the players at the London 2012 Olympics.

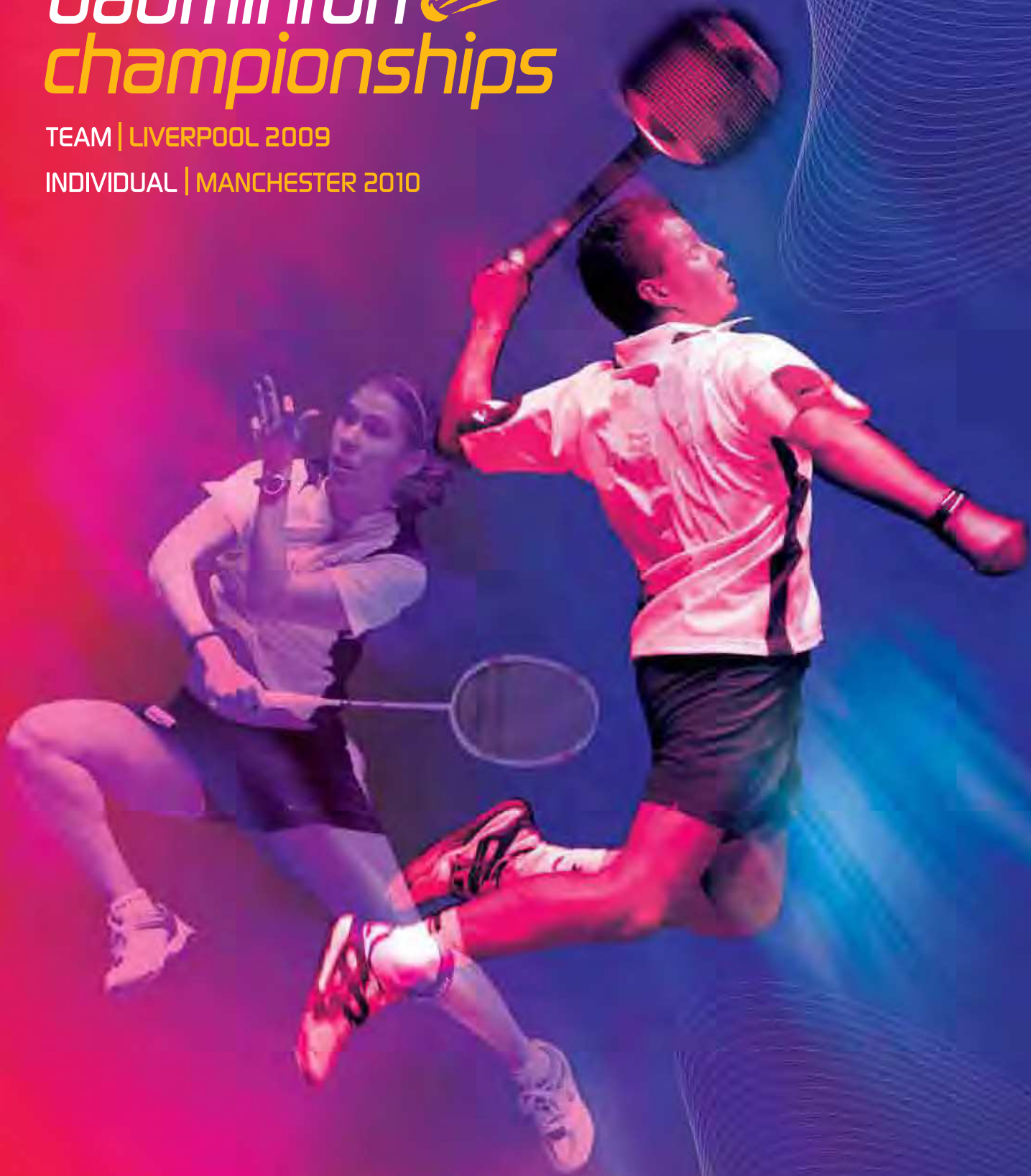
"England have a very real chance of winning the European Team Championship for the first time since it was last held in England in 1984 and the confidence gained from being European Champions can only help the players go on to greater triumphs in the succeeding years".

European badminton championships



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It is quite revealing in those comments how the journey to London 2012 starts now and how the next Games are already at the forefront of the mind for everyone involved in Team GB. There is no doubt that for the wonderful young talent in British Badminton (the event will feature teams from Ireland, Wales and Scotland, as well as England), the team Championships is a great opportunity to set a marker down on the way to the London Olympics.

A lot of people within English Badminton in particular are looking forward to seeing Chris Adcock and Gabby White, the World Junior Silver Medalists, on their way to richly anticipated success in London 2012.

However, Denmark are going to be at least joint, if not actual, favourites, having won ten Team Championships since 1984 and the last seven in a row (Sweden claimed the title in 1992 and 1994). In fact it wouldn't be a surprise to find out that, like the Americas Cup used to be in the home of USA sailing, the Team trophy is bolted to the floor at the House of Sport in Brøndby where the Danish BA are based.

But it isn't just Ian Wright who is excited about England's prospects - esteemed Badminton journalist Richard Eaton agrees: "England have a great opportunity to win the European Championships for the first time since it was last on home soil".

Richard also believes that spectators will have more than just the Badminton to get excited by in Liverpool. The ECHO Arena is a fabulous new venue with cutting-edge design and is situated right on the Albert Dock next to a very interesting redevelopment which includes, only five hundred yards from the venue, a great array of cafés, bars and restaurants and exciting attractions such as the Beatles Story exhibition, Tate Gallery Liverpool and the Slavery museum.

The make-up of the England team for Liverpool is unclear at the time of writing, but even without Gail Emms, surely one of the greatest England players of all time (she is part of a very select band of Commonwealth, European, All England and World Champions), England would still hope to have Nathan Robertson in the team. Nathan has stated he wants to continue to London 2012 and his silky badminton skills are well placed to take him through the next four years at the highest level.

With Anthony Clark a possible partner for Nathan in the Men's Doubles, they may even have the edge on Denmark,

now that great Men's Doubles players Lars Paaske, Jonas Rasmussen, Martin Lundgaard Hansen and Jens Eriksen are retiring. Supported by Anthony and Donna Kellogg, current European and National Champions in the Mixed, the England team starts to look good.

In addition, a crucial partnership for England could be Donna teaming up with Tracey Hallam. National Champions this year without any regular training as a pair, or in fact any regular training at all for Tracey in doubles, imagine what they can achieve with some time together on court?

Tracey has always had huge natural skill in doubles, in fact she remains the only player to win all three titles at a Grade A domestic circuit event (the Portsmouth Grand Slam in 1996) and it might just appeal if Tracey wants to leave the singles behind. They could be England's secret weapon in Liverpool and Tracey might just be available to play the odd crucial singles if necessary as well, or at least it keeps the opposition guessing when they come to prepare for the tie.

Germany will still be dangerous opponents, with European Women's Singles Champion

Xu Huaiwen making the Beijing Quarter-Finals, and the Netherlands have Yao Jie and Judith Meulendijks - two very strong players.

But the most intriguing team will be the 2008 European Team Bronze Medallists, Poland, who have developed a very strong side. Robert Mateusiak reached two Olympic Quarter-Finals in Beijing, with Nadieżda Kostyczyk in the Mixed and Michal Logosz in the Men's Doubles. Add to them Przemyslaw Wacha, who reached the third round of the Yonex All-England this year, and you have a formidable line-up.

England get an early look at Poland when they play them on 6th November at the Oasis Leisure Centre in Swindon to mark Swindon and District Badminton Association's 50th year.

Scotland have a great young team coming up, with Watson Briggs, Andrew Bowman, Imogen Bankier and Emma Mason, and they will also be hoping to make their mark in Liverpool. Wales will hopefully enjoy lots of support from North Wales, and Ireland have the fiery and talented Scott Evans in their ranks to enjoy.



Tracey
Hallam



Anthony Clark



Donna Kellogg



Ian Wright

It promises to be a great event: all the news and action can be followed via www.europeanbadminton.com and tickets are available now from www.accliverpool.com or through the Box office ticket hotline: 0844 8000 400.



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- 0.70 mm (genuine diameter)

Zymax is coming

A DAY IN THE LIFE OF HANNAH BEHAN GB PERFORMANCE ANALYST

Hannah Behan, who provides BADMINTON England players and coaches with day-to-day tactical analysis, reflects on a red letter day as the Team GB Performance Analyst in Beijing.

There isn't a typical day for me - each is different from the last and that's part of the reason I love my job. But nothing is more challenging than working at the Olympics.

I woke on 12th August aware of a crucial day ahead - possibly our last competing on the 2008 Olympic stage. The Mixed Doubles was our final, and strongest, shot at achieving that much sought after medal, or two!

Today our players were to face the top Chinese pairs in the first round, but Gail Emms, Nathan Robertson, Anthony Clark and Donna Kellogg had never been in better condition, or more prepared, for any tournament.

Anthony and Donna's match was at 11.20am. I grabbed my camera bag and rucksack and headed down for breakfast. It was a red T-shirt day in the GB camp. The days alternated between red, white, and blue, to make it easier to spot other team members around the village and especially in the Olympic Dining Hall, which seated 5,000!!

The mood among our gang was fairly relaxed and, as usual, there was a fair amount of banter flying around over the bagels and coffee.

We caught the bus to the Olympic arena. The journey usually took about 30 minutes, sometimes a lot longer. Despite a Police escort, the buses didn't seem to travel above 20mph!

Due to the early start, we did Anthony and Donna's pre-match prep the previous night, based around the last time they played He & Yu, in the Swiss Open Final back in March.

We tactically analyse players, identifying strengths and weaknesses. I show our



players and coaches examples at a touch of a button. These are continually reviewed and adjusted.

The top players can become better in areas previously seen as weaknesses, and if so our tactics have to change accordingly. It's my job to highlight this.

I arrived at the arena and filled out an application for a video pass. You couldn't film without one and the Chinese played every regulation by the book. I set up the camera directly behind the court and made sure there was plenty of battery power and recording space, in case it was a three-set thriller.

The early stages were quite tense. Anthony and Donna stayed in touch but then He Hanbin played out of his skin and the Chinese pulled away to win. Anthony and Donna gave everything, but just ran out of weapons. Their Olympic dream was over.

We whole-heartedly believed in their ability, so processing this outcome was a task. For the players, it was even harder.

The harsh reality then sunk in. I still had a job to do. I headed back to the village to find Gail in something of a daze. She asked how her team-mates were, we talked a little about the game and her concerns for her match. Watching badminton is exhausting, and Gail felt a little drained.

The pre-match session with Nathan and Gail went really well. As a pair, they respond productively to analysis sessions. I also produce 'motivational' DVDs for the players. It's not as cheesy as it sounds - well, Gail's tend to be, as she relaxes when she is amused, and Anthony loves the 'Rocky' soundtrack!

At the warm-up before Nathan and Gail's match, the mood in the camp was more subdued than in the morning. I managed to say 'hi' to Gail and Nathan's families, in the stands behind me. All were excited, and a little nervous, about the match.

Nathan and Gail came flying out of the blocks, dominating the first game. Before the 2nd, I took a break and realised the Chinese crowd in front of me were all trying to take pictures or film me. I probably seemed a bit crazy, jumping around and shouting so loudly that I nearly lost my voice, dressed head-to-toe in GB kit!!

The Chinese won the 2nd and went 17-12 up in the 3rd. Then, ten minutes I will remember forever... Nathan and Gail dug deep and snatched the momentum. I was cheering, jumping and screaming! When victory finally came, I smiled so much my cheeks hurt. Neve, Nathan's daughter, jumped off the 6th step straight into my arms (lucky catch), closely followed by all the parents.

Downstairs in the players' lounge there were high fives all round. I ran and gave Gail a massive hug, almost sending her flying! While, back in the village, it appeared as if everyone in the GB camp came rushing out to congratulate the players.

I eventually sat down and reflected on an exhausting and emotional 'rollercoaster', before collapsing into bed. What a day!!

NATIONAL BADMINTON

Further information and more tournaments can be found on our website

www.badmintonengland.co.uk A full version of the calendar is available under 'Events'.

2008

AUGUST

9 - 10

Yehlex
Birmingham
Bonanza
Birmingham

30 - 31

HEAD Yorkshire
National Elite
Open
Sheffield

30 - 31

The Hertfordshire
Open
Hatfield

SEPTEMBER

20 - 21

Harrogate
Yonex Open
Tournament
(SCT)
Harrogate

20 - 21

26th Duchy of
Cornwall Open
Championships
Redruth

27 - 28

County
Restricted
Weekend

OCTOBER

4 - 5

Middlesex Open
Southall

11 - 12

Northumberland
Satellite
Newcastle

12

Dorset Open
Badminton
Tournament
Bournemouth

18

Sussex Orbital
Crawley

18

Hull Orbital
Hull

18 - 19

41st Staffordshire
Open Badminton
Championships
Burton upon
Trent

24 - 25

42nd Oxfordshire
Championships
Abingdon

NOVEMBER

1

Somerset Orbital
Taunton

6

England v Poland
International
Swindon

8 - 9

HEAD Wimbledon
National Elite Open
London

21 - 23

BUCS Badminton
Individual
Championships

15 - 16

Victor Sports
Inter County
Championships
Weekend:

Premier A
Milton Keynes

Premier B
University of
Nottingham

22

Credit Suisse
Jersey Open
St Helier, Jersey

22

TOPRACKET
Bournemouth
Orbital
Wimborne

29

Cheshire Orbital
Chester

29

Middlesex Orbital
Southall
Middlesex

29 - 30

Hampshire Open
Championships
Winchester

DECEMBER

6 - 7

Yorkshire Open
York

13 - 14

Victor Sports
Inter County
Championships
Weekend:

Premier A
University of
Nottingham

Premier B
Milton Keynes

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CALENDAR 2008/2009

JANUARY

- 10**
Kent Orbital
University of Kent
- 10**
Warwickshire
Orbital
Birmingham
- 10**
Yorkshire Orbital
York
- 17 - 18**
Northumberland
Challenger
Newcastle
- 23 - 24**
42nd
Cambridgeshire
Senior
Tournament
Burwell
Cambridgeshire
- 23 - 24**
74th Devon Open
Championships
Torquay

FEBRUARY

- 30 - 1**
English National
Championships
Manchester
- 7 - 8**
Wimbledon
Challenger
London
- 10 - 15**
European
Badminton
Championships
(Team
Championship)
Liverpool
- 21**
Wiltshire
Badminton
Championships
Melksham
- 21 - 22**
Yehlex Cheshire
Open
Chester
- 27 - 28**
The Norfolk Open
Norwich
- 28**
The Carlton
Leicestershire
Open
Leicester

MARCH

- 3 - 8**
Yonex All
England Open
Championships
Birmingham
- 13 - 14**
Suffolk Open
Tournament
Ipswich
- 21**
Essex Orbital
Badminton
Tournament
University of
Essex
- 21**
Worcestershire
Orbital
Worcester
- 21**
Cumbria Orbital
Penrith
- 21 - 22**
Gerflor
Nottinghamshire
Open
Nottingham
- 21 - 22**
TOPRACKET
Bournemouth
Satellite
Wimborne
- 28 - 29**
Victor Sports
Inter County
Championships
Weekend:
Premier A
Milton Keynes
Premier B
University of
Nottingham

APRIL

- 4 - 5**
HEAD Lancashire
Open Challenger
Tournament
Leigh, Lancashire
- 9 - 11**
Guernsey Easter
Open Tournament
Guernsey
- 18**
The Hull Open
Tournament
Hull
- 17 - 18**
The 75th
Berkshire Open
Bracknell
- 18 - 19**
HEAD Sussex
National Elite
Open
Haywards Heath
West Sussex
- 18 - 19**
Victor Sports
U17 - U21
Inter County
Championships
Hatfield
- 25**
Carlton National
Leisure Centres
Championships
- 25 - 26**
Victor Sports
ICC Division One
Play-offs
Milton Keynes

MAY

- 23**
Challenger
Circuit Finals
Milton Keynes
- 30**
Carlton National
Leisure Centres
Championships
- Finals
Milton Keynes

JUNE

- 14 - 15**
BADMINTON
England Cup
Final
Milton Keynes

2009

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The **2009 Carlton National Badminton Championships**, which starts on Friday 30th January, looks set to be one of the strongest ever staged, with a host of English talent eager to add their name to the prestigious roll of honour.

ENGLISH NATIONAL BADMINTON CHAMPIONSHIPS

This year saw London's Rajiv Ouseph capture his first Men's Singles title, beating Aamir Ghaffar in a hard fought three game battle, while Jersey's Elizabeth Cann landed her second successive Women's Singles championship.

Both are set to be back in action in Manchester and will be joined by reigning European Mixed Champions Anthony Clark and Donna Kellogg, while former Olympic silver medallist Nathan Robertson will also be looking to add to his haul of Nationals titles.

With the European Team Championship set to be staged in Liverpool just a fortnight later, the Nationals will provide the perfect warm-up for the players, who will want to capture more glory in Europe's elite team tournament.

The magnificent Velodrome in Manchester's Sportcity will again be host for the three-day National Championships, which is firmly established as one of the highlights of the domestic badminton calendar. The tournament has continued to grow in size

over the past few years and the 2009 Championships will welcome for the first time Imperial Consultants - the UK's foremost specialist buildings validation company - as one of the main sponsors.

Having been impressed by the Championships on a visit this year, Managing Director and keen badminton enthusiast Kevin Skillin has decided to give his company's backing to the tournament.

Skillin commented, "It is a great honour for my company to sponsor the National Championships and having lived and worked in the North-West all my life, it is a pleasure to be putting something back into the community which has given me so much. If previous years are anything to go by we are in for a feast of badminton over the three days and I hope my company's investment will help the tournament grow even more".

"I started playing when I was 12 in school and have always been impressed by the inclusiveness of the sport. It seems that with badminton we can break down barriers and get people involved from all across the wide spectrum of recreational participation."

Jim Quigley, Head of Major Sports Events and Partnerships, Manchester City Council, said, "It is with great pleasure that we welcome Imperial Consultants on board to the 2009 English National Badminton Championships and I hope that this will be the start of a long and mutually successful partnership with Manchester City Council."

With the past few years having been a sell-out it is not surprising that ticket sales are already going strongly. Tickets which start from as little as £5.40 for the opening day and cost just £9.00 for the final are available at the official website www.nationalbadmintonchamps.co.uk, which is packed full of information on the Championships.

www.nationalbadmintonchamps.co.uk
ENGLISH NATIONAL
BADMINTON
CHAMPIONSHIPS

09



Rajiv Ouseph & Aamir Ghaffar



Elizabeth Cann



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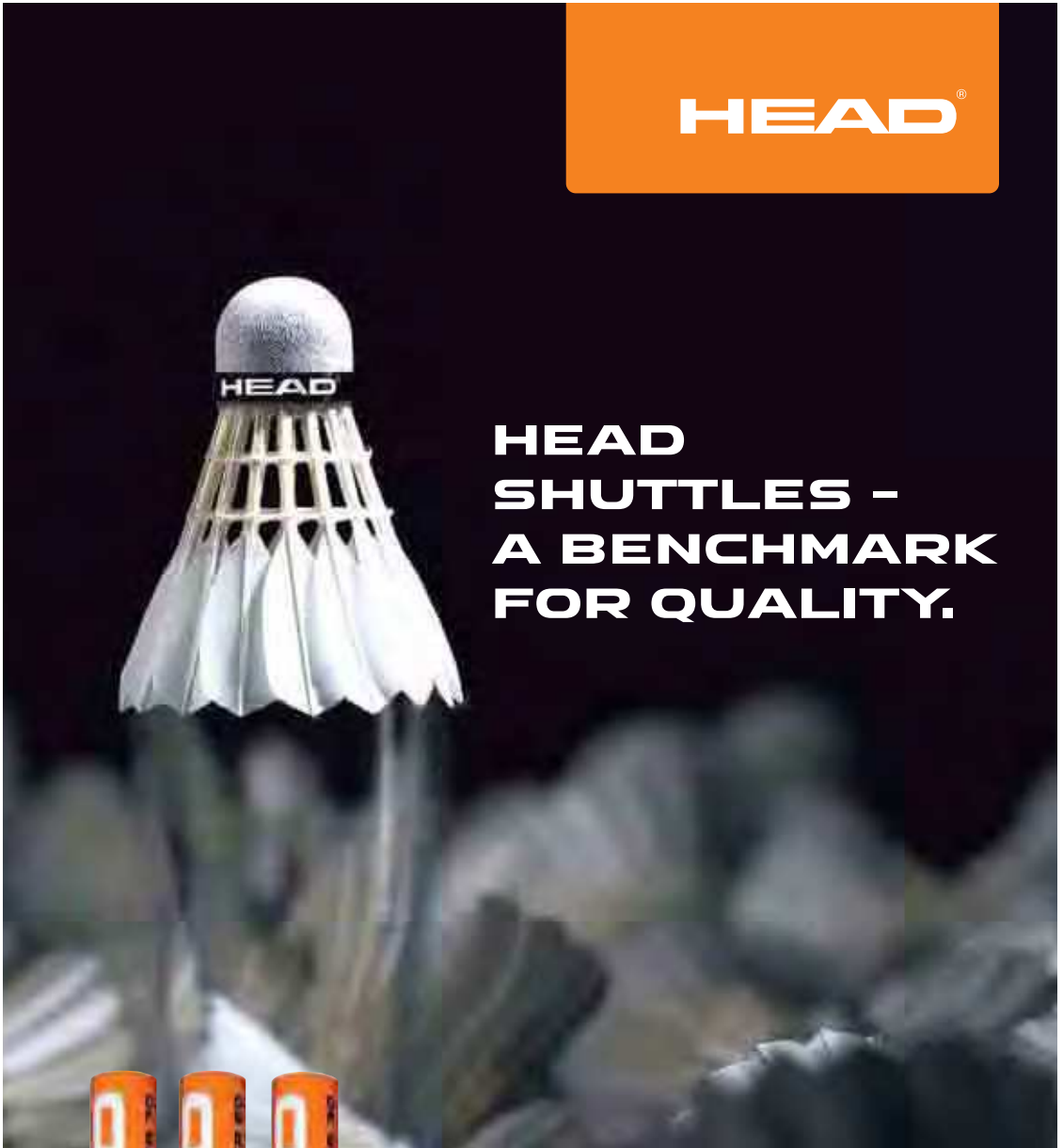
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CLUB FUTURE

BADMINTON England has 10 accredited Performance Centres, with a further three announcements imminent. I took this opportunity to ask Alan Rogers from newly accredited East Staffs about the journey they have undertaken.

12 years ago, what was your local club like?

Barton BC was a village club playing local league badminton with a junior section coached by senior players. Talented players with very supportive parents might undertake a 40-minute drive to the junior county squad.

What triggered your initial drive to develop badminton further?

About that time I took my son Greg to watch the Staffordshire Open and saw a rising star - Nathan Robertson - win the Men's Doubles. His speed of movement and the variety of shots played opened our eyes to a level way above that of any local club. Greg and I were really motivated to know how it was possible for someone to get that good!

What did you do initially?

We really wanted to put the needs of the players first. One way to do this was to provide better coaching. We identified some suitable candidates from within the club and set about developing them as coaches.

How did Barton BC continue their development?

The best way forward for the club seemed to be via Premier (Clubmark) accreditation and establishing a link with a local school. The committee agreed that as long as I did the paperwork, and I agreed as long as the committee supported coach development, paid for courses etc., brought in a Level 2 Coach we would pursue Premier status. Within 6 months Barton became the first Premier club in Staffordshire with two Carlton-sponsored Level 2 coaches. This resulted in a popular squad system and players regularly attending county tournaments during the season.

How did you start to get involved with BADMINTON England's Performance Centre initiative?

The East Staffs Badminton Development Group (ESBDG) was formed to encourage development across all areas of badminton in the locality and the Performance Centre initiative arrived on the agenda. I attended some of their meetings (a necessary part of getting things done in sport!). Key factors began to fall into place, such as:

- Barton Premier Club acting as the focal point
- A new facility at Paulet High School
- The School Sports Partnership identifying badminton as a key sport
- The County Badminton Association supporting the project

Alan's last word...

With the financial support and expert advice from BADMINTON England, help from the Regional Manager, the tolerance of my wife, the Barton & Uttoxeter club coaches and the ESBDG we secured the necessary partnerships and sponsorship to launch our 'Performance Centre Rocket' to boost local juniors to the top. It has been a long journey; it will be up to the team to keep it on course. We remain convinced that a local Performance Centre is the route to identify youngsters with potential and guide them on the Player Pathway to reach the top by 2016.

The question that Greg and I asked at the Staffs Open 12 years ago was a good one: "how do you get as good as Nathan Robertson?" We believe some of the answer rests with Performance Centres providing the quality environment in which talented players can thrive.

Congratulations to new Performance Centres:

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Badminton Essex South
Solihull & Shirley Badminton Club
Top Flight Badminton Club, Hampshire
Sheffield
Newcastle
East Staffs

To find out more about Performance Centres contact us on 01908 268400 or visit our website www.badmintonengland.co.uk

CLUB *future*



DERINDA FULLERTON

THE FURTHER ADVENTURES OF A BADMINTON DEVELOPMENT OFFICER

Greetings to you all from my yacht in St. Tropez where I am sipping cocktails with Joan Collins and Fergie! Jack Nicholson just invited me over to his yacht for a game of Scrabble but I told him, "Jack, you know perfectly well I'm writing my column for Badminton Magazine. I'll pop round for a nightcap later if I get it finished."

Goodness me! All this hot weather is making me hallucinate!

Considering the badminton season is supposed to end in April, I have spent a surprising amount of time in sports halls over the last few months. I played in the summer league in Walsall the other night and was reminded what a good job it is that badminton is predominantly a winter sport. The last time I was that overheated I was in labour. I gave several people a lift home afterwards and the mixture of sweaty feet, deodorant and deep heat mingled into a toxic gas as lethal as carbon monoxide. If I hadn't noticed the warning signs (singing the wrong words to "How Deep is your Love" by the Bee Gees) and opened a window when I did, I probably wouldn't be writing this now.

We have had lots of visitors to our club this summer and I have taken them all under my wing, telling them how to use the peg board, introducing them to other club members and asking if they would like to sponsor a tournament. Geoffrey, our treasurer, noticed recently that our constitution has no stipulation for what would happen to any surplus funds should the club fold. Having been secretary for eight years I naturally assumed they would come to me. There wouldn't be enough to retire on but it would probably stretch to a few botox injections and a course of liposuction.

I thought I had found a splendid holiday job for my teenage daughter at the beginning of the summer. BADMINTON England circulated an email asking for someone to fill envelopes for a couple of weeks. "Fantastic," I thought, "Abby can definitely do that with the right training!" The only problem of course is that we live nowhere near Milton Keynes, so I emailed the Chief Executive's secretary to say that my daughter would love to do it and could she possibly put her up for a fortnight? She replied that she had been inundated with applicants and the position had been filled. Undeterred I wrote back, "Can she come and stay with you anyway?"

A few months ago we applied to a local funding stream for some money to help with the cost of next year's Inter-Counties tournament. We didn't get it which was bad enough, but then

we heard that a local high school was given money from the same source to go on a Geography field trip to Mauritius! We only wanted to go to flippin' Nottingham! It dawned on me that you are more likely to be successful if you ask for money for something ridiculous, which is why I have decided that next year our funding application will be called, "Get more ginger people playing badminton!" After all, ginger people are a neglected minority group. The only problem I can foresee is finding enough ginger badminton players once I have been awarded the funding, so it might be a prerequisite at our trials next season that you have to dye your hair red if you want a place in the squad.

Junior county teams play each other in the Shires League and for as long as I've been involved we've been playing the same ones. So we were very excited to discover that we have lots of different counties in our group next season. We are off to Derbyshire, Nottinghamshire, Leicestershire and Flintshire which is, I believe, where the Flintstones come from. We still have to play the auld enemy Warwickshire of course, but at least they make a nice cup of tea.

The start of the Olympic Games was a bittersweet time for me, as I had expected to be in Beijing to watch the badminton with our Chief Executive Adrian Christy. When he came to present the trophies at the Worcestershire Badminton Association AGM in May, I took the opportunity to suggest that he might like to take me to China with him, to carry his suitcase, brush his teeth, things like that. Imagine how thrilled I was when he said "yes!" A couple of weeks later I emailed him to check on travel arrangements, luggage allowances etc only to receive a reply saying that there had been a bit of a mix-up on the Beijing front but he could offer me a week in Bridlington. I didn't want to sound ungrateful but as there is absolutely no international badminton being played in Bridlington this summer I decided to go to France instead. Bonne vacances!

Derinda Fullerton

CLUBLIFE!

SO, HERE WE GO AGAIN...

In 1988 a small group was being taught in a school hall by a BAE coach; progress came to an abrupt stop when the availability of the hall was lost. So the coach, Pat Mason, and two others went off on what looked to be a fruitless search for somewhere else to hit shuttles. People were more active in those days than they are now, meaning sports facilities were much in demand.

Weeks later a hall used by the local Karate club became free for one evening a week. It had space for two courts, and Dulux and scrap steel came into use for court lines and net posts.

Hence Sturry Badminton Club emerged and although it seemed a major jump from one court to two, numbers grew; within weeks a waiting list appeared.

A surprisingly short meeting of members resulted in a decision to look for more space; the move to a spanking new four court hall at a local school happened a month later.

The time and space now available allowed Pat to bring her juniors into the club. Growth continued and waiting lists reappeared. Additional nights and the leagues looked likely.

Move now to 2008. Sturry still runs successfully, albeit slightly reduced and with a new name, Shuttlebusters.

In March a few of the founders of Sturry met in a pub just outside Canterbury. Real ale and red wine can, in the right quantities, be quite creative stimulants and someone came up with the idea, "... we could do it again!"

In the cold light of day, surprisingly, the idea seemed no less attractive, even when calls to old members of Sturry revealed that the vast majority were tired, retired, past it, bored, emigrated or simply gone to seed; those that weren't still thought with a little help, they might just about get up to Olympic standard, even after all those years. If a new club was to become a reality, research and publicity would be vital.

In the Canterbury area at least, if anyone wanted to take up Badminton, if they were a bit rusty, a novice, a keen junior wanting to start, very few opportunities existed. There is a selection of good league clubs, but space and time restricts what they can do to relieve an obvious problem.

So South Canterbury Badminton Club came into existence. Advertisements on the internet, in shops, and contact with James Woodland of BADMINTON England and Canterbury Council meant the word started to spread, and quickly, a mixed bag of over twenty novices and players registered interest.

So it was back to the pub and a meeting of everyone who had contacted SCBC. A constitution was adopted and a committee elected but, just as important, people volunteered to design a website and deal with publicity. All thought that the name was simply a mouthful and it took only minutes for someone to suggest "Racqueteers". Not unique, but quicker and easier on the tongue and something that the IT expert, Jez Hoare, quickly turned into an eye-catching logo.

Alison Fisher, a founder of Sturry and now Racqueteers, says, "Two professionals to deal with the internet and publicity, remarkable. I think many clubs would be pleased to be in that position!"

Finding members in these days of other attractions and sedentary lifestyles is not easy; the search for premises is as difficult as ever in a seller's market with high prices. Eventually, though, a four court hall became free and with the growing numbers of enquirers, and offers of help

from coaches and interest from local secondary and grammar schools, both the club itself and a proposed junior section look set well for the future.

Initial funding is tricky. Memberships - high membership and no subs, low membership and pricey subs, a mix of pay and play - all types have been considered. Grant applications have been made and useful sums received.

At the time of writing an approach made by the parent of a county level junior has resulted in the strong possibility of an elite group of high level juniors becoming amalgamated with their coach, Edward Strilesky, into Racqueteers.

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INTERNATIONAL ROUND-UP

SINGAPORE OPEN

England's Andrew Smith reached the semi-finals of the Singapore Open before losing 11-21 14-21 to Simon Santoso of Indonesia, whilst Gail Emms & Donna Kellogg lost to Vita Marissa & Liliyana Natsir, also of Indonesia, in the quarter-finals.

Tracey Hallam reached the 2nd round of the Women's Singles.

England's Anthony Clark and Donna Kellogg went down bravely 17- 21 21-4 21-9 to top seeds and double World Champions Nova Widianto and Liliyana Natsir.

In the final of the Mixed Doubles at the Aviva Singapore Open whilst Andrew Smith reached the semi-finals of the Men's Singles before losing 11-21 14-21 to Simon Santoso of Indonesia. Gail Emms and Donna Kellogg lost to Vita Marissa and Liliyana Natsir, also of Indonesia in the quarter-finals.

Men's Singles

Chong Wei Lee (MAS) bt Simon Santoso (INA) 21-13, 21-5

Women's Singles

Tine Rasmussen (DEN) bt Mi Zhou (HKG) 21-19, 21-17

Men's Doubles

Mohd Zakry Abdul Latif & Mohd Fairlizizuan Mohd Tazari (MAS) bt Teik Chai Gan & Woon Fui Lin (MAS) 21-18, 21-17

Women's Doubles

Jing Du & Yang Yu (CHN) bt Wen Hsing Cheng & Yu Chin Chien (TPE) 21-16, 21-19

Mixed Doubles

Nova Widianto & Liliyana Natsir (INA) bt Anthony Clark & Donna Kellogg (ENG) 17-21, 21-14, 21-9

INDONESIAN OPEN

Elizabeth Cann and Chris Langridge and David Lindley and Chris Adcock and Robert Blair qualified for the first round of the Women's Singles and Men's Doubles respectively whilst David Lindley and Suzanne Rayappan made the second round of the Mixed Doubles, with Robert Blair and Imogen Bankier reaching the quarter-finals of the Mixed Doubles.

Men's Singles

Sony Dwi Kuncoro (INA) bt Simon Santoso (INA) 19-21, 21-14, 21-9

Women's Singles

Lin Zhu (CHN) bt Maria Kristin Yulianti (INA) 21-18, 17-21, 21-14

Men's Doubles

Mohd Zakry Abdul Latif and Mohd Fairlizizuan Mohd Tazari (MAS) bt Tony Gunawan (USA) and Candra Wijaya (INA) 19-21, 21-18, 21-14

Women's Doubles

Vita Marissa and Liliyana Natsir (INA) bt Miyuki Maida and Satoko Suetsuna (JPN) 21-15, 21-14

Mixed Doubles

Bo Zheng and Ling Gao (CHN) bt Thomas Laybourn and Kamilla Rytter Juhl (DEN) 21-14, 21-8

THAILAND GRAND PRIX GOLD

David Lindley and Suzanne Rayappan and Robert Blair and Imogen Bankier both made it to the quarter-finals of the Thailand Grand Prix Gold, with Blair and Bankier losing out 21-9, 21-14 to eventual winners Zhongbo Xie and Yawen Zhang of China.

Chris Adcock and Robert Blair and Elizabeth Cann lost out in the first round of their respective disciplines.

Men's Singles

Lin Dan (CHN) bt Boonsak Ponsana (THA) 17-21, 21-15, 21-13

Women's Singles

Xingfang Xie (CHN) bt Lan Lu (CHN) 26-24, 21-7

Men's Doubles

Yun Cai & Haifeng Fu (CHN) bt Zhengdong Guo & Zhongbo Xie (CHN) 21-17, ret.

Women's Doubles

Wei Yang & Jiewen Zhang (CHN) bt Eei Hui Chin & Pei Tty Wong (MAS) 15-21, 21-13, 21-13

Mixed Doubles

Zhongbo Xie & Yawen Zhang (CHN) bt Hanbin He & Yang (F) Yu (CHN) 23-25, 21-10, 23-21

VOLANT D'OR OPEN

Richard Eidestedt and Andrew Ellis scored the best win of their partnership when they defeated experienced Belgian pair Frederic Mawet and Wouter Claes to win the Men's Doubles title at the Volant d'Or Open in Toulouse.

The England pair, ranked 157th in the world, toppled the 3/4 seeds 21-12 21-12 in just 29 minutes to beat a partnership ranked 124 places above them.

On the way to the Toulouse final they came back from a game down to beat Andrew Bowman (Scotland) and Matthew Honey

(England) in three games in the semi-finals, having won another three-game battle overcoming the other 3/4 seeds Fran Kurniawan and Rendra Wijaya of Indonesia in the quarter-finals.

Men's Singles

Andre Kurniawan (INA) bt Avi Yuli Hartanto (INA) 21-16, 22,20

Women's Singles

Olga Konon (BLR) bt Susan Hughes (SCO) 21-18, 21-12

Men's Doubles

Richard Eidestedt & Andrew Ellis (ENG) bt Wouter Claes & Frederic Mawet (BEL) 21-12, 21-12

Women's Doubles

Shendy Puspa Irawati & Meiliana Jauhari (INA) bt Rachel Van Cutsen & Paulien Van Dooremalen (NED) 21-15, 21-10

Mixed Doubles

Fran Kurniawan & Shendy Puspa Irawati (INA) bt Rendra Wijaya & Meiliana Jauhari (INA) 21-18, 18-21, 21-14

EUROPEAN CIRCUIT FINALS

Elizabeth Cann's bid to add the Badminton Europe Circuit Finals' women's title to her successes this season ended in disappointment in Assen, Holland when the three-times National Champion unexpectedly lost in the opening Women's Singles semi-final to Estonia's Kati Tolmoff.

Men's Singles

Marc Zwiebler (GER) bt Ville Lang (FIN) 21-14, 19-21, 21-19

Women's Singles

Juliane Schenk (GER) bt Kati Tolmoff (EST) 21-16, 21-14

Men's Doubles

Kristof Hopp & Ingo Kindervater (GER) bt Wouter Claes & Frederic Mawet (BEL) 16-21, 21-14, 21-16

Women's Doubles

Ekaterina Ananina & Anatasia Russkikh (RUS) bt Valeria Sovokina & Nina Vislova (RUS) 19-21, 21-13, 21-15

Mixed Doubles

Alexander Nikolaenko & Nina Vislova (RUS) bt Wouter Claes & Nathalie Deschamps (BEL) 21-7, 21-19

Contact Adrian Hill,
Head of Communications on
01908 268400
adrianhill@badmintonengland.co.uk



MEMBERSHIP MATTERS

GETTING TO KNOW YOU

We embark on a new season... excitement, expectation and major commitment for our hard-working volunteers, offering their spare time for the sport they love. It's an inspiring time, but who are "we"?

Ours is a massive organisation, tens of thousands strong, but I feel it's important to appreciate the type of person who aligns themselves to BADMINTON England membership, and what they would like to see in return for that commitment.

All of our members enjoy the playing and/or social aspects of badminton - that's a given - but what more can the governing body do to reward their valued support? Are the current benefits of membership really appreciated? Are they purely 'sufficient'? Where can they be improved? Are any aspects a waste of valuable resources?

These are all questions which have crossed my mind since I joined BADMINTON England earlier this year. I'll be frank, I simply don't know. Many will offer an opinion, perfectly valid, but I don't believe anyone truly knows what the membership as a whole thinks.

Therefore, this autumn, I plan for our membership department to embark on a project to try to get a better feel for what our membership wants. A short questionnaire will be sent out; please take the time to consider the questions and try to provide us with constructive comments. You only get out what you put in...

Members Only

Maintaining lines of communication is an effective way of making people feel involved. The annual renewals process establishes contact between HQ and the membership, augmented by the occasional mailshot or email. But is this enough?

We, at BADMINTON England, don't think so and this autumn will see the first-ever members only section of our website.

Hopefully the majority of you will become familiar with this resource and see it as an important source of information. Access will be by membership number and I want this to be

as good, and relevant, as it possibly can be. Any interesting content which would be of interest to fellow members will be considered.

So, keep an eye out for the revamped website which will see some familiar features, but also added extras which we hope you will enjoy.

Once it's up-and-running, feedback will be welcome - it will be your part of the site, after all.

Doing it by The Book

Those clubs quick off the mark with affiliation will have already received their copy of The Book - the BADMINTON England handbook 2008/09.

This time around it has a new look.... An A4-sized folder with not just the essential contact and tournament information from around the country, but also a comprehensive Facts and Records section.

Publishing such a tome is a massive undertaking and a frustration for all concerned is that such a wealth of factual information can become out-of-date as soon as it is written. Therefore, we have come up with a solution.

The Book is now a 'living' document. Each month amendments received will be posted on The Book section of the BADMINTON England website, and the up-to-date 'hard copy' of the sections involved will be corrected.

The capability is there to simply print off revised copies and replace them in the folder, or you may prefer to do a manual written update. Either way, the plan is to maintain a monthly flow of information to enable everyone to stay on top of the game.

Mark Downie
Schools & Juniors Board

SCHOOLS & JUNIORS

CENTER PARCS FUEL THE BADMINTON SCHOOL REVOLUTION

A badminton revolution is taking place in schools across the country. Last year more than 10,000 school children played competitive badminton in a nationally organised structure for the very first time... and this year the numbers are set to climb ever higher. It seems that the word is out about the Center Parcs National Schools Championships!

From October 2007 to April 2008, players representing almost 600 schools from the length and breadth of England competed in local, county and regional rounds to identify the young players who would be National Champions. The National Finals brought together teams from Northumberland to Cornwall and witnessed some very exciting and closely contested matches. Donna Kellogg, current National and European Champion, came to watch the finals and make the presentations.

BADMINTON England would like to thank all the teams who took part in the 2007/08 competition and to congratulate the winners and runners-up of the 2007/8 National Schools Championships:

Boys Years 10 & 11

Winners: Thornden School (Hampshire)

Runners-Up: Tapton School (Sheffield)

Girls Years 10 & 11

Winners: Nottingham Girls' High School

Runners-Up: Therfield School (Surrey)

Boys Years 7, 8 & 9

Winners: Exmouth Community College (Devon)

Runners-Up: Charters School (Berkshire)

Girls Years 7, 8 & 9

Winners: Robert Mays School (Hampshire)

Runners-Up: Sheffield High School

For this year's Championships, we have even greater expectations for the competition and will continue to deliver these ground-breaking championships for the even higher number of anticipated entrants in 2008/09, supported by BADMINTON England's new partner, Center Parcs.

Center Parcs is the UK's leading short break holiday operator, and badminton is one of the most popular onsite activities for families at Center Parcs Villages, making a partnership with the National Schools Championships a formidable force.

The new and improved Center Parcs National Schools Championships is scheduled to begin in September and will see thousands of school kids of all standards taking part. The aim for all taking part will be to gain a place at the National Finals,



this year to be hosted at a Center Parcs Village. This is an ideal venue for the finals as many children have their first taste of badminton while on holiday at Center Parcs, including our very own Gail Emms, who won her first competition aged 11 while staying at a Center Parcs Village!

There is no doubt that these Championships will be a huge success, and with more than 10,000 players involved the challenge really is... where will these players go next? With so many children becoming involved in school badminton the Junior Competition and Club structure will be undergoing change. This really is a Badminton Revolution!

The Center Parcs National Schools Championships is open to all schools across England - if your school is interested in taking part then please contact us at: nationalschoolschampionships@badmintonengland.co.uk or visit our website for more information: www.badmintonengland.co.uk/nationalschoolschampionships.

Don't take too long though - as the deadline for entry is 26 September 2008...



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NEW DEAL PUTS ENGLAND AT CENTER OF THE GAME

Adrian Hill, BADMINTON England's Head of Communications, reflects on an announcement with far-reaching benefits for the game in this country.

In an important development for the sport, BADMINTON England has signed a long term partnership with Center Parcs, the leading UK short break holiday operator.

The deal, which will extend beyond the London 2012 Olympics, will see both parties working together to build the future of English badminton.

Center Parcs becomes the sponsor of Team England and will also support the annual National Schools Championship. Quite appropriate, as badminton is the largest participation sport at the company's four hugely popular holiday villages.

The Center Parcs logo will be first worn competitively on England shirts during international matches against Germany and Poland this autumn, followed by the European Team Championship at the ECHO Arena Liverpool in February.

It's another crucial step in the long-term strategy to develop players capable of making England the best Badminton nation in the world by 2016, and to drive up participation levels even further.

The announcement was made at Center Parcs Elveden Forest in Suffolk and the enthusiasm for our sport was evident, as young and old filled up the spacious Sports Plaza on a string of dedicated badminton courts.

Badminton is one of Center Parcs' most popular activities, with over 107,000 courts booked each year by guests at its facilities in Cumbria, Wiltshire, Nottinghamshire and Suffolk.

Badminton is at the heart of Center Parcs and now Center Parcs will be at the heart of the ongoing development of Badminton in England. It just feels like a perfect fit.

"Through our partnership with BADMINTON England, Center Parcs will be helping to



support England's badminton players, from grass roots through to elite, as they strive to become the best in the world," said Colin Whaley, Sales & Marketing Director at Center Parcs.

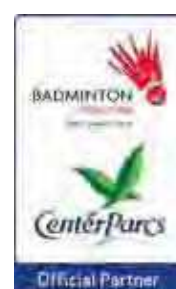
"As well as providing financial support which will help develop world class talent, BADMINTON England will be making the most of our facilities for their players' training camps, and also the National Schools Championships."

Yes, exciting times for all young players as the final of the Schools Championship is set to be staged at one of Center Parcs' villages. Last season over 200 schools and School Sport Partnerships entered the event.

A dream scenario would see young players taking part in the National Schools

Championship, before going on to take their places in the full England squad and then progress to the medal podium.

BADMINTON England provided all six players for the Great Britain Badminton team at the Beijing Olympics, and looks forward to developing more talent for Team GB in the future.... with that tantalising prospect of 2012 looming in everyone's thoughts.



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Balance Point: 295.50mm

Weight: 330g

Head Stiffness: 280g

Head Stiffness: 5.5-6.0

Type: Professional Advanced

Interface: Player



CP3000

Commax Power Series

Medium High Medium

Carbon

Length: 675mm

Balance Point: 295.50mm

Weight: 320g

Head Stiffness: 280g

Head Stiffness: 5.5-6.0

Type: Professional Advanced

Interface: Player



CP5000

Commax Power Series

Medium High Medium

Carbon

Length: 675mm

Balance Point: 295.50mm

Weight: 310g

Head Stiffness: 280g

Head Stiffness: 5.5-6.0

Type: Professional Advanced

Interface: Player



CP6000

Commax Power Series

Medium High Medium

Carbon

Length: 675mm

Balance Point: 295.50mm

Weight: 300g

Head Stiffness: 280g

Head Stiffness: 5.5-6.0

Type: Professional Advanced

Interface: Player



CP7000

Commax Power Series

Medium High Medium

Carbon

Length: 675mm

Balance Point: 295.50mm

Weight: 290g

Head Stiffness: 280g

Head Stiffness: 5.5-6.0

Type: Professional Advanced

Interface: Player



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POSTBAG

Please do write to us with your views on anything to do with badminton, including what you would like to see in the magazine. If you don't tell us we won't know!
email: rachel.pullan@isportgroup.com or write to Rachel Pullan, Editor, iSPORTgroup, No. 4 The Spinney, Chester Road, Poynton, Cheshire SK12 1HB

FIVE DEVON COUNTY PLAYERS

Five Devon County Players invited Gemini F.M to their local training club. Gemini asked listeners to set them a challenge where they could compete against one another for their Tuesday Challenge.

Matt Rogan (Gemini), an avid tennis player was ready for the challenge - little did he know that in the next few minutes Rachel Perkins (14) would have him running round the court and collapsed in a heap with exhaustion. Myranda, his co-presenter was given some instructions from Patrick Slack (15) for her doubles match, where she partnered Luke Bovey (15) against Hannah Laidler (12) and Sophie Laidler (10).

Matt and Myranda totally enjoyed their experience - it was talked about on the radio for days after, and what an opportunity for the players to show off their skills and to promote the game. All the photographs can be found on the Devon Junior & Gemini Radio's websites.

Chris Perkins

ANDREW LUCKY TO LOSE HIS SHIRT

When Garforth-based 21-year-old badminton player Andrew Ellis flew in for the Toulouse Open his clothing bag did not. Undistracted by these events, Andrew went on to win the Men's Doubles with Richard Eidestadt (from Buckinghamshire) in borrowed and hastily bought replacement clothing. They beat two pairs ranked in the top forty in the world to do so.

The win followed closely on from semi-final appearances in the Spanish and Portuguese Opens and quarter final appearances in the Dutch Open and added to Andrew's win in last month's Sussex Elite in Haywards Heath. Andrew also won the Yorkshire Elite title and finished runner-up in the other Elite event in Wimbledon. He also

helped Yorkshire retain their County Championship title.

Andrew is one of a number of talented youngsters in full time training with BADMINTON England in preparation for the 2012 London Olympic Games.

Kathleen Ellis

WILTSHIRE'S BRIAN WHITE COLLECTS DOUBLE AWARD

Wiltshire stalwart Brian White received two major awards for his services to the sport.

First he was presented by BADMINTON England Chairman Mike Sertin the English Badminton Award for his services at local, County and National level, and then Wiltshire President Tony Lewington presented him with an engraved tankard for his 188 1st team appearances.

Brian represented Wiltshire for the first time in 1963 and was ranked fourth in England in 1970 and was reserve for England on two occasions. He finished his playing career in the early 80s and became a selector for the National side for seven years.

When England changed its selection policy he became advisor to the Team Manager until the late 90s.

He is currently on the referees register which allows him to officiate at events around the country and has refereed the Wiltshire Open since 1982 and the Wiltshire Restricted since 1986.

This caps a stunning sporting career, in which Brian also represented Wiltshire at cricket more than 200 times and scored a record breaking 9,400 runs in the process.

John Earney Wiltshire Secretary

BADMINTON'S PROFILE

I read Adrian Christy and John Copsey's articles with great interest and, while I totally admire the passion and love Adrian has for badminton as a sport, I can also relate to the vital facts pointed out in John's article in the March 2008 issue.

Although it is sad that we need to treat badminton as a commercial enterprise in order to promote the sport, money does talk in the modern world. In Malaysia, badminton articles appear in the national papers on a daily basis. Over here, more kids want to be a footballer (or footballer's wife) than a professional badminton player.

I once knew a gifted junior, with every potential to be an England hopeful. He once said to me: 'I should have picked up tennis instead, there is more money in tennis than badminton'. He eventually gave up, as he did not receive enough support from his parents. However, it would be unfair to blame his parents. They did not play the sport and believed that it was more important for him to get a normal day job like everyone else did.

If top badminton professionals were paid as much as David Beckham, parents might start selling the sport to their children like mad. We are not quite there yet as a badminton nation but hopefully with the passion of the likes of Adrian and John, we will get there sooner or later.

However, there is still much we can do on a more realistic level. Some competitive clubs turn away players who do not meet their entry level; we can refer these players to join another affiliated club of a lower level. We need to encourage more coaching at school and club/social level.

Counties can develop interest on a more regular basis by having a monthly 'open day' which all levels of ability can attend. Lots of county players tend to stick with their own 'group' as if they are a different human species altogether - that is a general feeling from non-county players.

So, in answer to Adrian's response that clubs should accept beginners, BADMINTON England should put pressure on counties to encourage participation from club level players.

Millie Law Middlesex



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BADMINTON England in partnership with Yonex UK is delighted to announce that nominations are now open.

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Why not nominate someone you know for one of our awards for their volunteering contribution during 2008.

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YONEX NATIONAL YOUNG VOLUNTEER OF THE YEAR 2008

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Nomination forms are available from BADMINTON England and can be downloaded from the website. The closing date for nominations is 12th January 2009.

For further information please contact BADMINTON England on 01908 268400 or visit www.badmintonengland.co.uk



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As used by
Andrew Smith



Contact Chris Miller,
Competitions & Events Co-ordinator on
01908 268400
chrismiller@badmintonengland.co.uk



COUNTY ROUND-UP

THE VICTOR SPORTS INTER-COUNTY CHAMPIONSHIPS 2008/9



Autumn brings a new season of Inter-County action. BADMINTON England's Chris Miller looks ahead to the new campaign.

County badminton is still growing and remains one of the most competitive elements of our structure.

For a competition about to begin its 78th season, the Inter-County Championships are looking stronger than ever, and have secured another season of sponsorship from Victor Sports. The 2007/8 season saw the dominance of one county in particular - is there anyone capable of ending Yorkshire's reign at the top? This time last season I tried to shine a light on the success of the Yorkshire team and, whatever the key ingredient was, it earned them top honours in the ICT, 17-21 ICC and the much sought after Premier A title.

This time I sense there will once again be those snapping at their heels... but will it be enough?

Essex continue to field consistently strong teams, containing both youth and experience. However, this only earned them a 4-6 result against Yorkshire last season, leaving them nine points behind and in second place overall. If they can keep this momentum going, and claw back some of those missing matches, the gap will be smaller this time around.

The 2008/9 season will also see two Scottish teams within the Premier Championships - Glasgow & North Strathclyde in A, and Lanarkshire in B. The first of these has continued to finish higher each year, and could well have upset final standings if a couple of its key players hadn't become injured. With a full team, and no injuries, I think they could challenge Essex and Warwickshire, who both finished above them. Lanarkshire were promoted following the Division One Playoffs, narrowly behind

Sun, sand and shuttles

BADMINTON England teamed up with county sports partnership team BEDS&LUTON in July to bring a unique event to Bedford - Beachminton.

As part of the River Festival, 130 tons of sand were shipped into Russell Park to create a giant makeshift beach, which played host to three badminton courts.

Players from local clubs took part in a tournament and a 'come and try it' zone saw whole families take to the sand. Players were rewarded with BADMINTON England goodie bags, including information on local clubs and opportunities to help them continue playing.

Hertfordshire 2, and proved they have the determination to aim high this season in Premier B.

Hertfordshire managed to bounce back into Premier A following their relegation in the previous campaign. Finishing four points ahead of Nottingham (also promoted) and 13 points ahead of third-placed Yorkshire 2, they proved their departure was just temporary with some convincing wins. However, with teams in both Premier A and B and newly-retired Internationals, they will be tested this season. But they could be good enough to finish in the top four.

The bottom of Premier A became quite congested, with a number of teams in the relegation battle. However, it was Worcestershire and Buckinghamshire who lost. Given the standard of the teams now in the top division, Leicestershire, Lancashire and Hampshire will have to work hard this season.

Middlesex showed flair for much of the 2007/8 season, and could achieve great things this time round. They trailed Yorkshire 2 in the tables, but with the top three positions vacant from last season, continuing their previous form could earn them a place in Premier A.

The Premier Championships start on the 15th and 16th November, with the Regional Championships kicking off just a couple of weeks before. Whatever happens, the Victor Sports Inter-County Championships are set to be a major focus once again. I wish the best of luck to those lucky enough to be representing their county this coming season.



England's Andy Ellis was on hand to give enthusiastic encouragement, expert advice and present Hawaiian-style medal wreaths to the winners.

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NATIONAL RANKINGS ⁰⁸2008

MEN'S SINGLES

1 Hampshire
Andrew SMITH
World No 18 

2 Middlesex
Rajiv OUSEPH
World No 49 

3 Avon
Carl BAXTER
World No 67 


4 Middlesex
Aamir GHAFFAR
World No 106 

5 Buckinghamshire
Nathan RICE
World No 118 

WOMEN'S SINGLES

1 Middlesex
Elizabeth CANN
World No 28 

2 Staffordshire
Tracey HALLAM
World No 20 

3 Warwickshire
Jill PITTARD
World No 48 

4 Cheshire
Helen DAVIES
World No 192 

5 Northumberland
Sarah RENTON
World No N/A 

MEN'S DOUBLES

1 Buckinghamshire
Richard EIDESTEDT
World No 70 

2 Leicestershire
Robert BLAIR
World No 42 

3 Nottinghamshire
David LINDLEY
World No 42 

4 Yorkshire
Andrew ELLIS
World No 86 

5 Northumberland
Chris ADCOCK
World No 38 

WOMEN'S DOUBLES

1 Derbyshire
Donna KELLOGG
World No 10 

2 Hertfordshire
Gail EMMS
World No 10 

3 Hertfordshire
Natalie MUNT
World No 20 

4 Lancashire
Joanne NICHOLAS
World No 20 


5 Yorkshire
Jenny WALLWORK
World No 30 

MEN'S MIXED DOUBLES

1 Nottinghamshire
Nathan ROBERTSON
World No 8 

2 Nottinghamshire
Anthony CLARK
World No 9 

3 Leicestershire
Robert BLAIR
World No 13 

4 Nottinghamshire
David LINDLEY
World No 18 

5 Surrey
Matthew HONEY
World No 56 

WOMEN'S MIXED DOUBLES

1 Hertfordshire
Gail EMMS
World No 8 

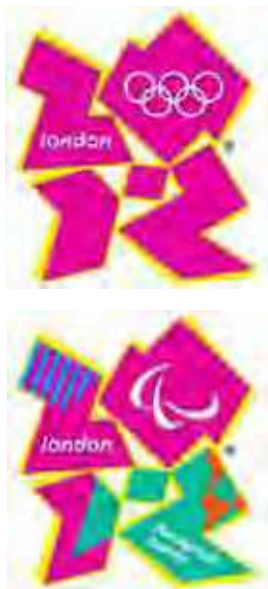
2 Derbyshire
Donna KELLOGG
World No 9 

3 Hertfordshire
Suzanne RAYAPPAN
World No 18 

4 Sussex
Heather OLVER
World No 56 

5 Yorkshire
Gabrielle WHITE
World No 52 

For the latest rankings visit www.badmintonengland.co.uk



WHAT WILL THE 2012 OLYMPICS MEAN TO BRITISH BADMINTON

“London 2012 is an incredible opportunity for the population of this country to engage with sport and we very much look forward to badminton coming alive during the Games as it did once again in Beijing.

The Games will be more than just the performances of the world's greatest athletes; they will inspire our coaches, our volunteers and a new generation of players. What an opportunity and BADMINTON England will most certainly play its part.”

Adrian Christy Chief Executive, BADMINTON England

“Badminton has benefited from being in the Olympics since 1992, Britain winning medals in Sydney and Athens. It has elevated the sport to a new level in the eyes of the public.

Having the Olympics in London will give badminton its greatest platform to promote the sport in Britain, especially if we can achieve medal success again.”

Jo Goode Olympic Bronze Medallist 2000

“Our vision for 2012 relates to this “once in a lifetime” opportunity the Games offer to showcase badminton to both committed fans and players and to widen its appeal to potential players. Furthermore from a UK point of view it provides the best opportunity to motivate everyone involved in the sport to ensure the best possible performances and results by and from the British players. The London Games are the most strategically important opportunity and challenge to our sport.”

Paul A Jepson Managing Director, Yonex UK Ltd

“The Olympics is badminton's only truly global showcase to the World and the fact that the 2012 Games will be in London gives us the opportunity to push badminton into the forefront of British Sport. Olympic results and the National prestige Olympics can bring can create truly National sporting figures.”

Ian Wright BADMINTON England National Head Coach

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