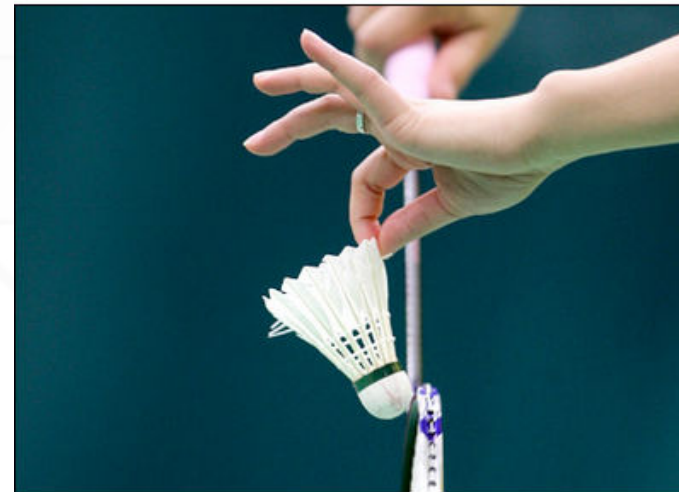


Play it. Love it. Live it.

# BADMINTON England's Whole Sport Plan (09-13): working with Local Authorities



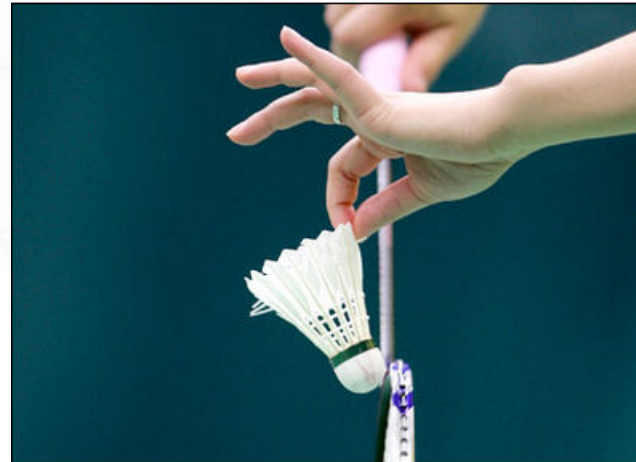
*Play it. Love it. Live it.*



- ❖ The Whole Sport Plan
- ❖ The Pilot in Harrow
- ❖ Regionalisation
- ❖ Working with Local Authorities

Play it. Love it. Live it.

# The Whole Sport Plan



## BADMINTON England Direction

World Nu  
by 2





World Number 1 by 2016

the Game –  
participation

Grow the Game –  
Increase Participation

Fit for Purpose organisation

# The Key Programmes...

-  The National Badminton Centre
-  High Performance Centres
-  Performance Centres
-  Community Badminton Networks

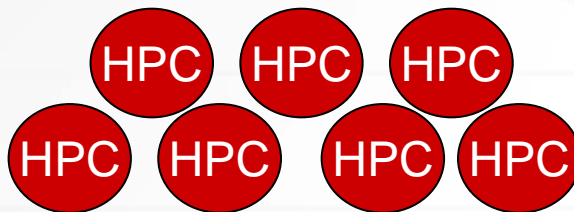
Play it. Love it. Live it.



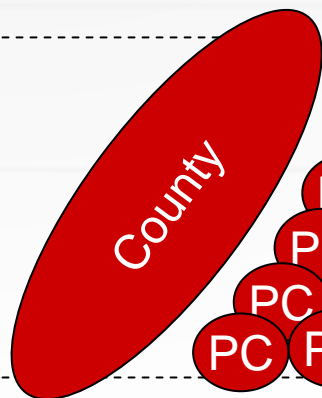
# The STRUCTURE for SUCCESS



- 1 NBC
- 30-50 players
- World / Olympic level



- 7 HPCs
- 150-200 players
- 16-24 yrs old
- National / European level

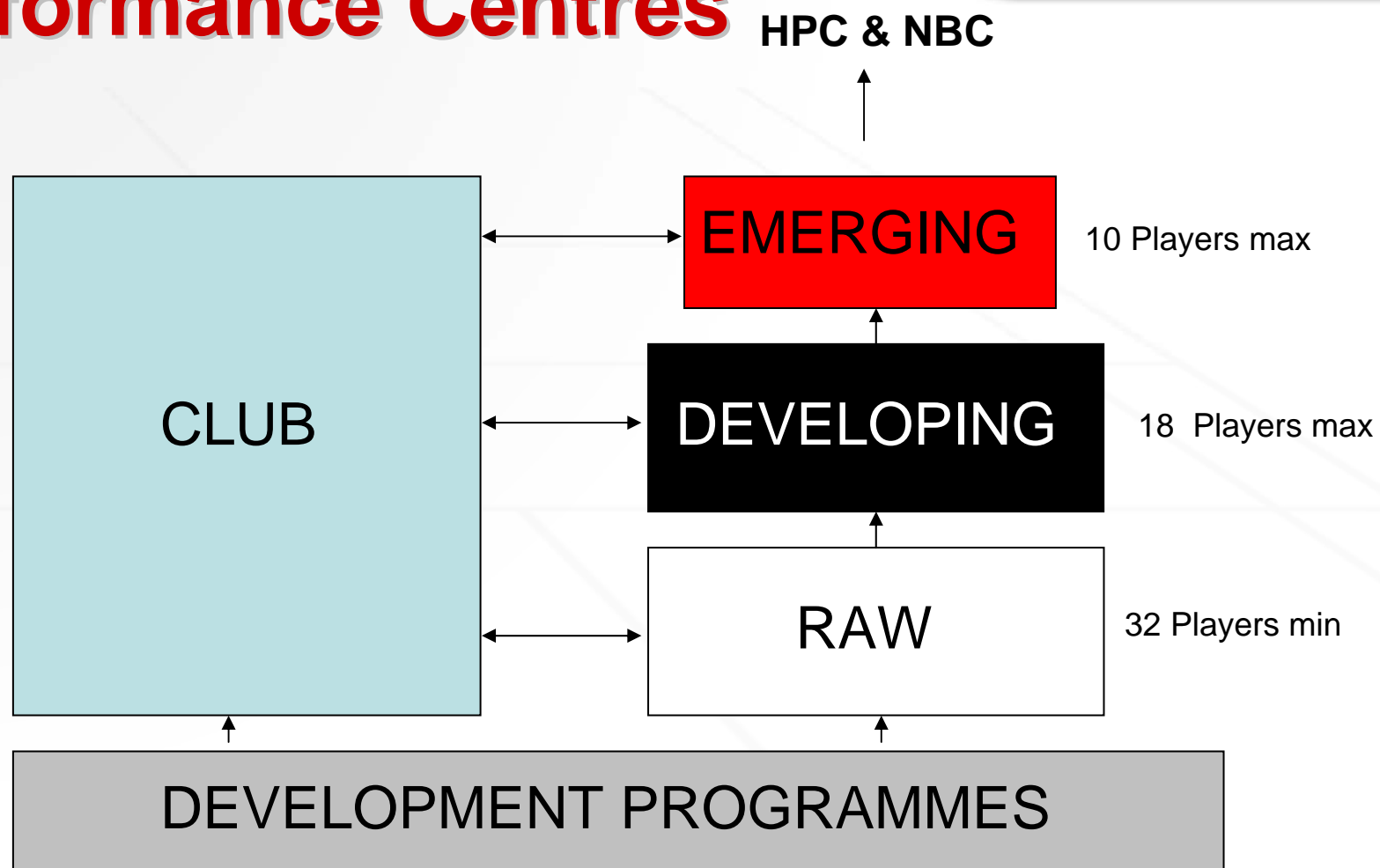


- 63 PCs
- 2000 players
- 9-16 yrs old
- Talented players



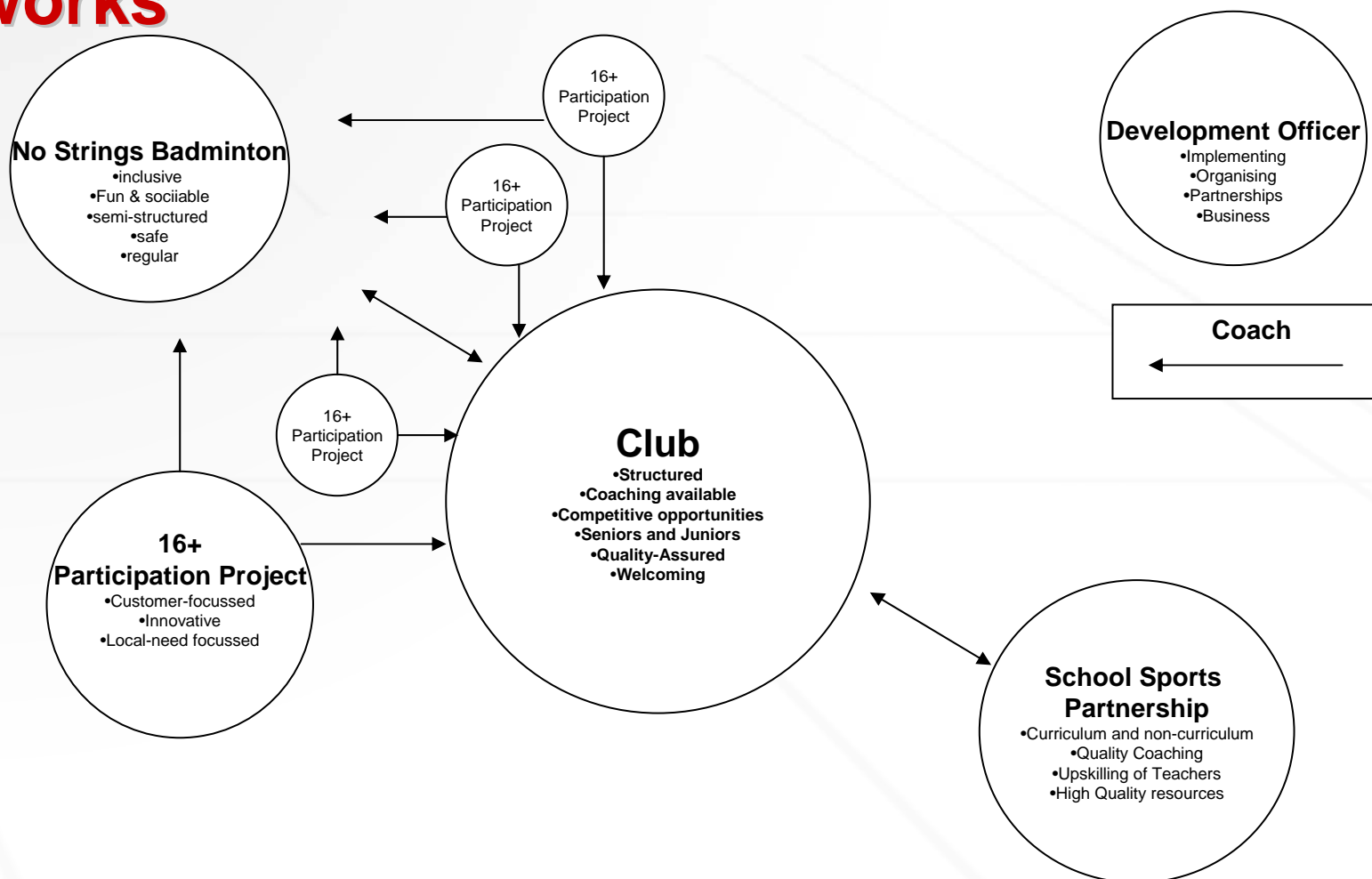
- 300 CBNs
- 30000 committed juniors
- ADULT and JUNIOR participation

# Performance Centres



Play it. Love it. Live it.

# Community Badminton Networks





# Participation Programmes

- ❖ Specific 'Introduction to Badminton' Programmes
- ❖ 16 +
- ❖ Targeted at hard-to-reach community groups
- ❖ Predominantly Local Authority driven

# No Strings Badminton

- ❖ Semi-Structured Pay & Play Sessions
- ❖ Franchise Agreement with Facility Providers
- ❖ Linked directly to Participation Programmes
- ❖ National Programme linked directly to London 2012 Legacy Plans



*no strings badminton*  
PLAY IT AS AND  
WHEN YOU WANT!



BADMINTON ENGLAND   
Play It. Love It. Live It.



Play it. Love it. Live it.

**Sustainable  
Badminton**

Casual Badminton

Find a partner, book a court, highly accessible...

No Strings  
Badminton

Semi-Structured, Informal,  
Fun, Sociable  
**NO STRINGS**

Club Badminton

Coached,  
Competitive,  
Structured...

**Intro to  
Badminton**



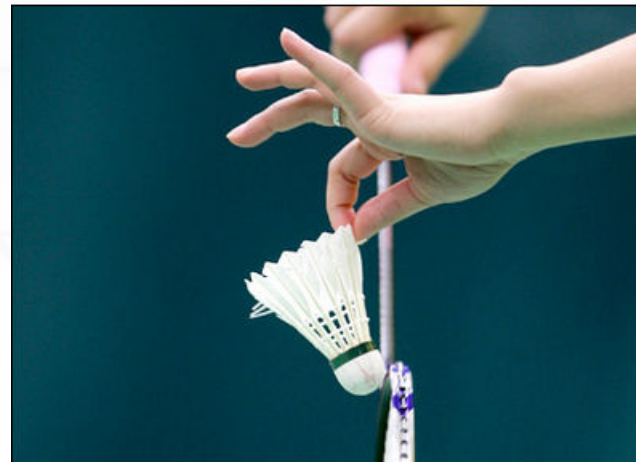
Participation Programmes



Schools Programmes

Play it. Love it. Live it.

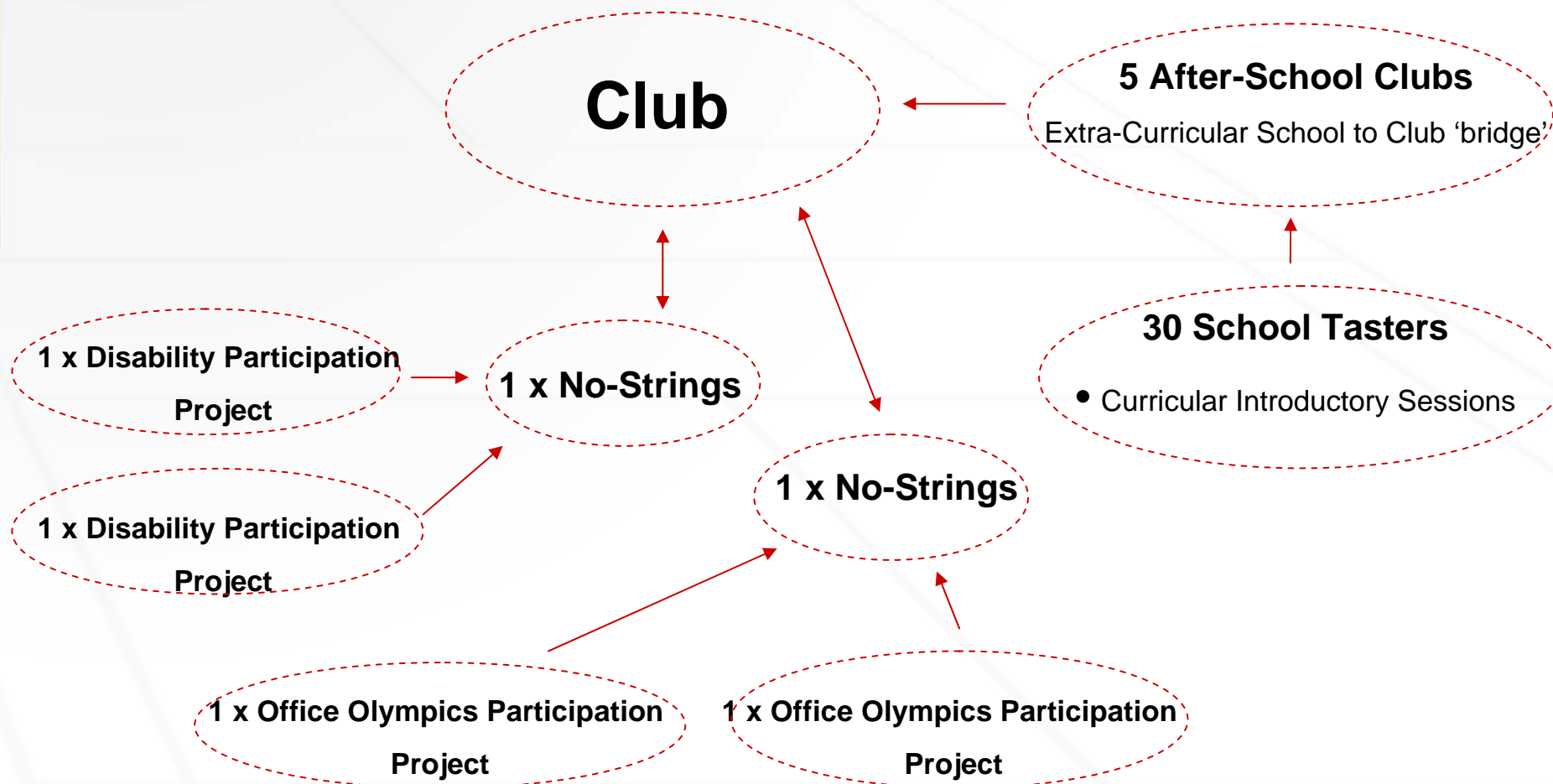
# The pilot in Harrow



## Starting the process...

- ❖ Local Authority led C-SPAN identified need (Badminton a priority sport within borough)
- ❖ Governing Body / Local Authority led CIF Application to Sport England
- ❖ Project steering group established
- ❖ Quality planning, engagement and coordination from group
- ❖ Club volunteers at the heart of the project
- ❖ Focus upon pathways and quality

# Harrow Pilot

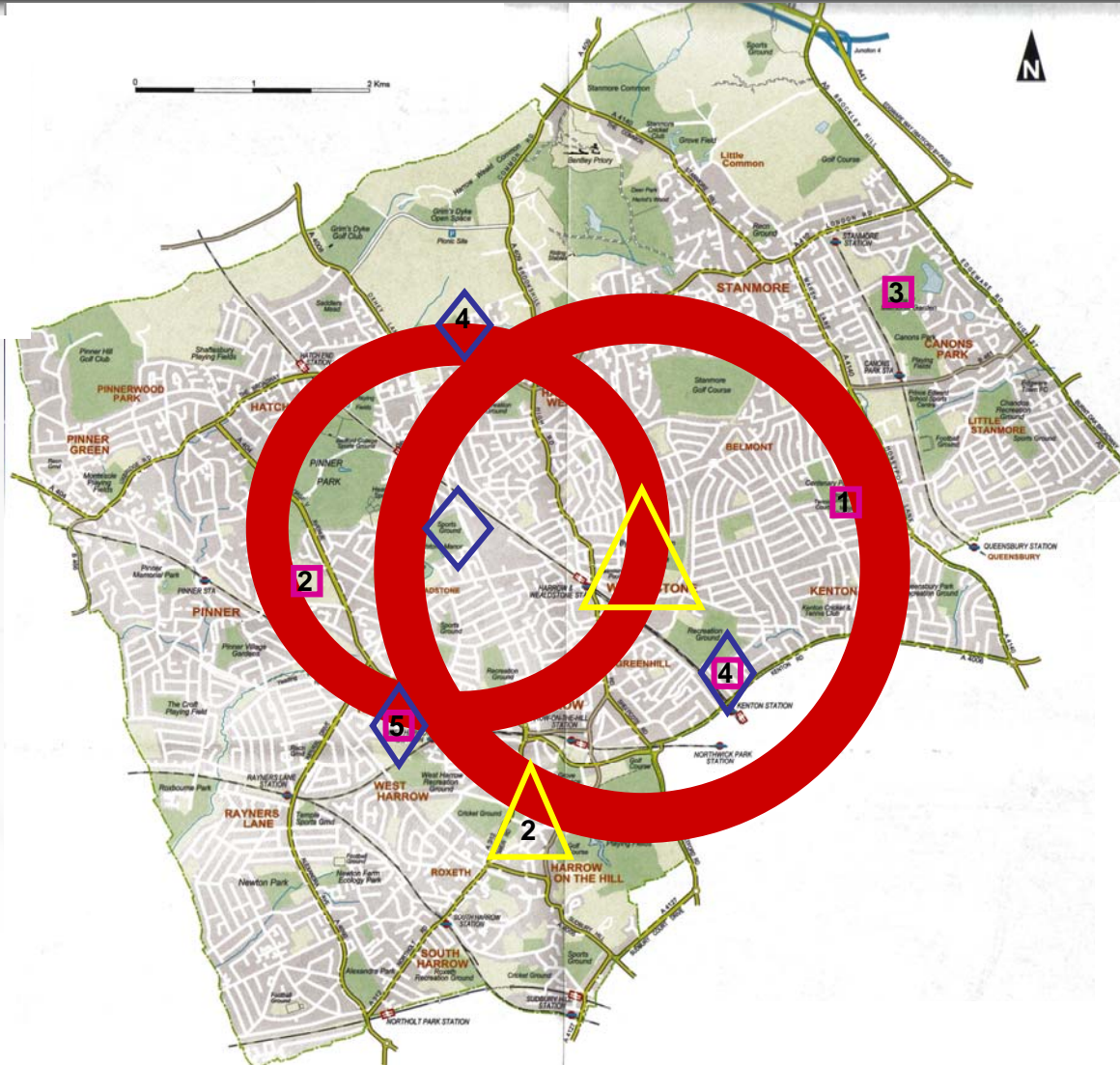


## Overall figures (per year)

- 🏸 1330 new participants
- 🏸 426 high quality coaching hours
- 🏸 364 new members (retained participants)
- 🏸 1704 courts required
- 🏸 Cost to deliver = £38,722
- 🏸 Approximately £14,000 income generated initially and this set to rise



# The Harrow Community Badminton Network



## Club

Ace BC – Harrow LC  
(+Chequers BC – Zoom LC)



## 'Hub' Schools

1. Park HS
2. Nower Hill HS
3. North London Collegiate
4. Harrow HS
5. Whitmore HS



## Participation Projects

5. Whitmore HS
4. Harrow College

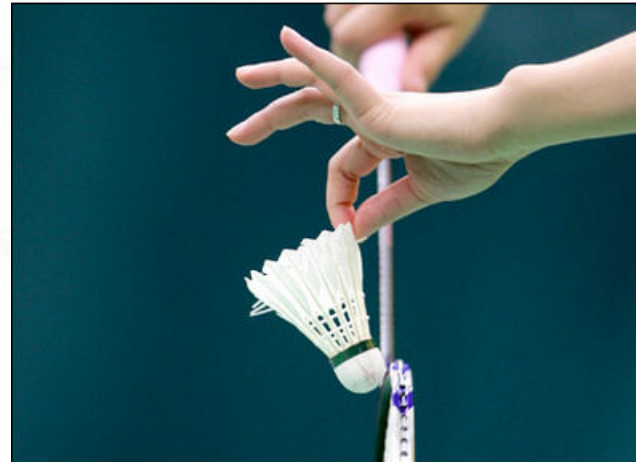


## Pay & Play

1. Whitmore HS
2. Harrow Leisure Centre

Play it. Love it. Live it.

# Regionalisation

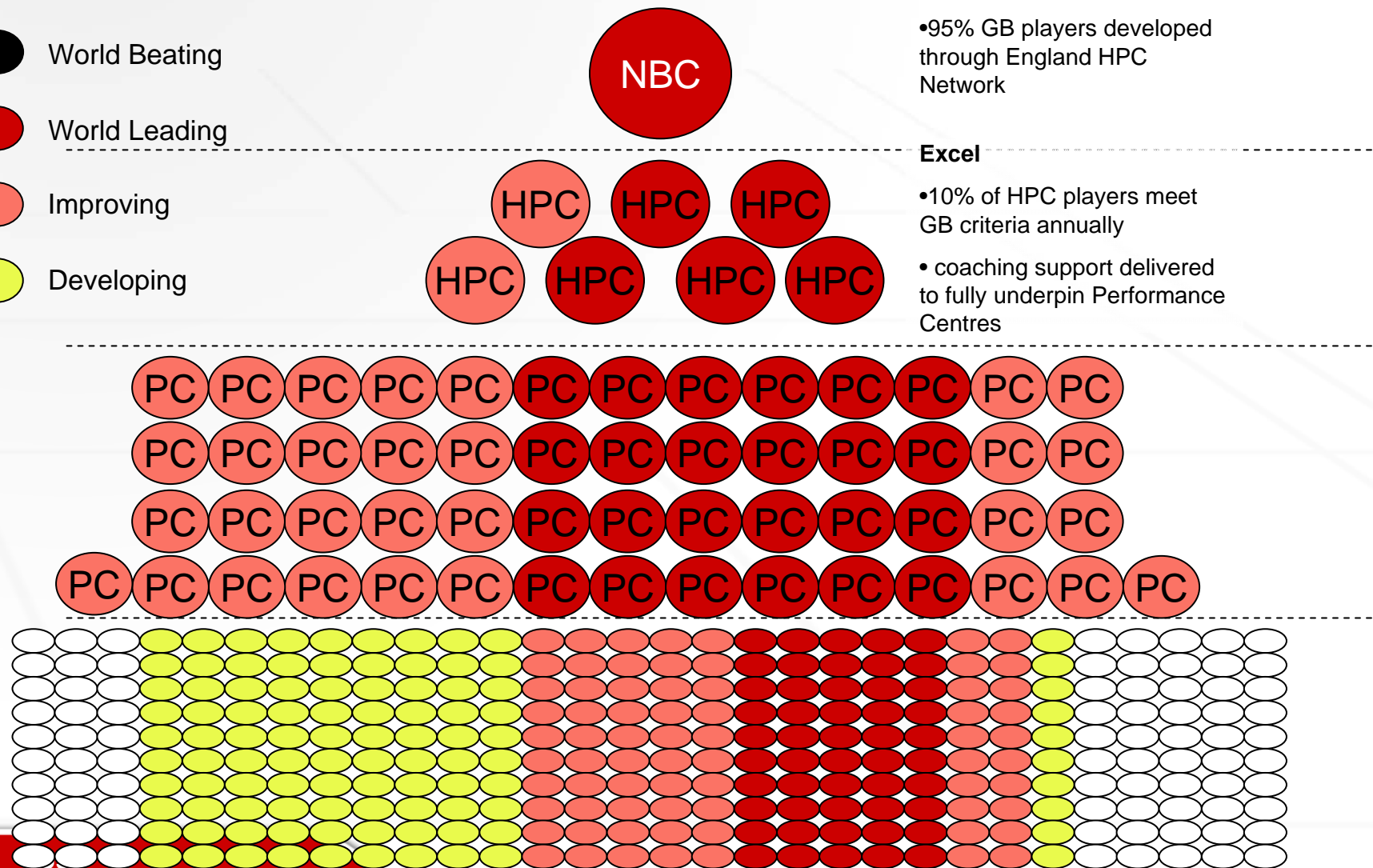


# Finalising the National Targets

Play it. Love it. Live it.



- World Beating
- World Leading
- Improving
- Developing

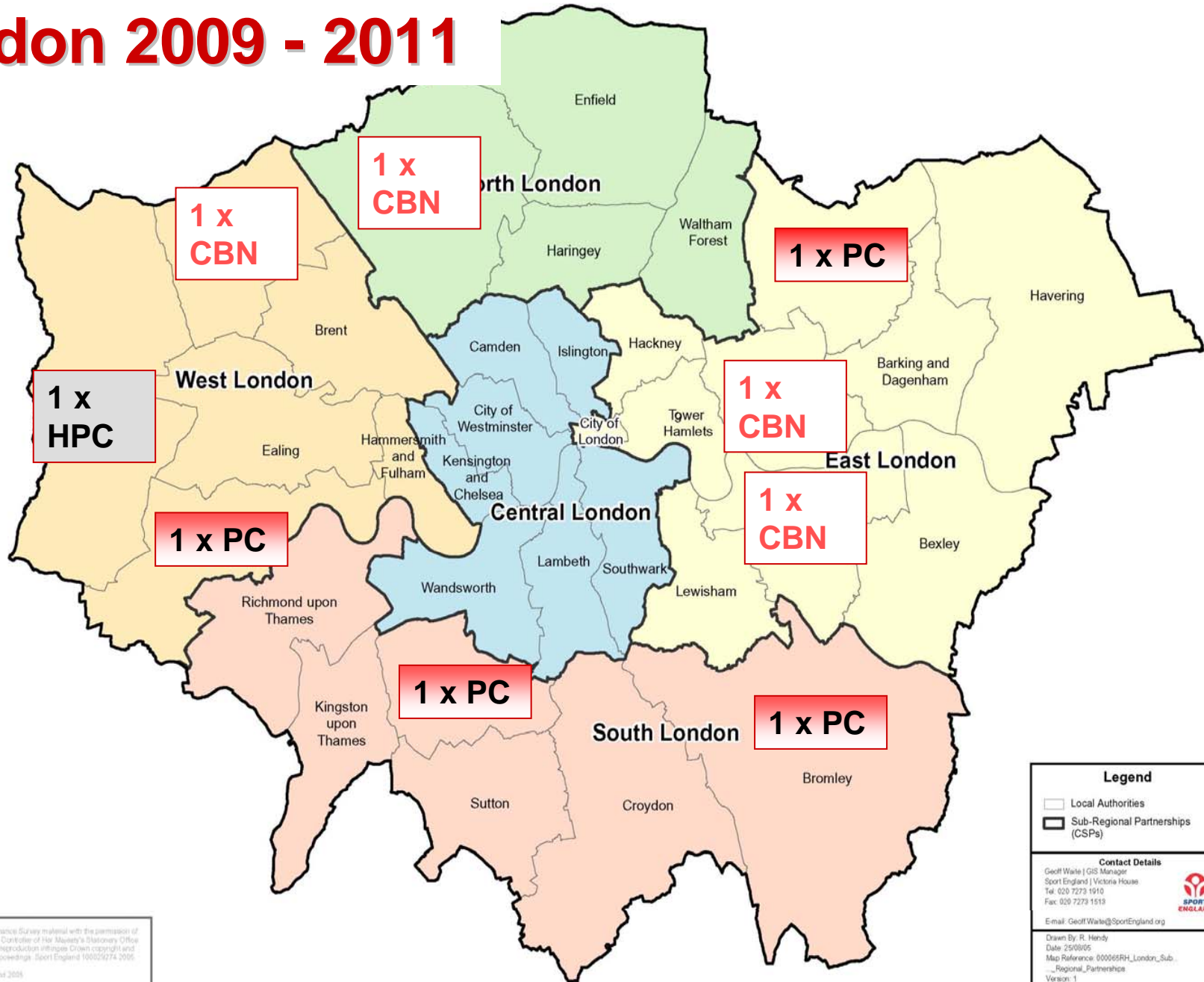


## Divided up into 8 Regional Plans

- ❖ Regional Plans will commit to delivering agreed number of CBN's / PC's up to 2013
- ❖ CBN / PC locations agreed and mapped
- ❖ Resource and capacity allocation for region detailed
- ❖ Targets confirmed
- ❖ Monitoring & evaluation system established



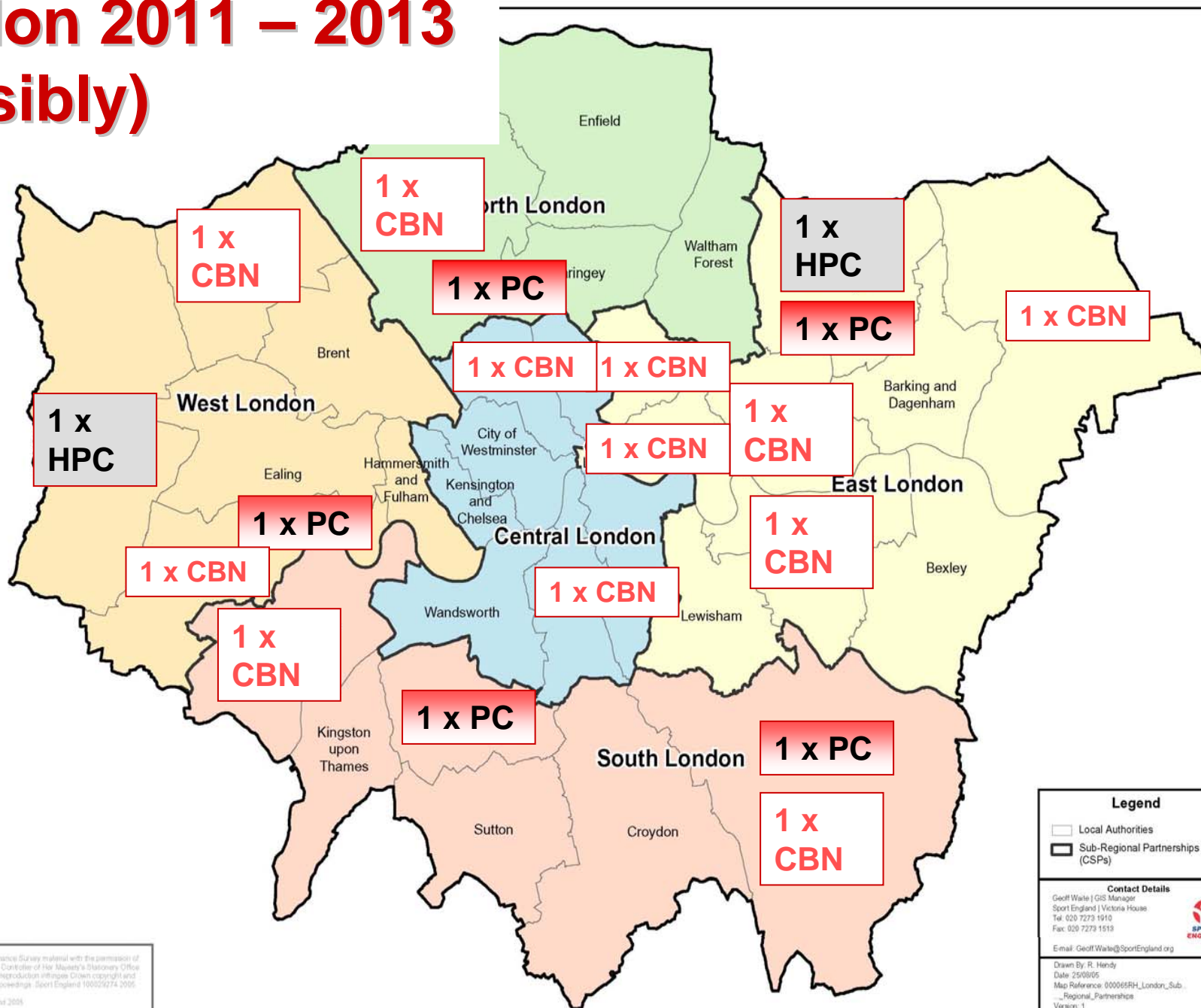
# London 2009 - 2011



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Legend	
	Local Authorities
	Sub-Regional Partnerships (CSPs)
Contact Details	
Geoff Waite   GIS Manager Sport England   Victoria House Tel: 020 7273 1910 Fax: 020 7273 1513	
E-mail: <a href="mailto:Geoff.Waite@SportEngland.org">Geoff.Waite@SportEngland.org</a>	
Drawn By: R. Hendy Date: 25/09/05 Map Reference: 000065RH_London_Sub... Regional_Partnerships Version: 1	

# London 2011 – 2013 (possibly)



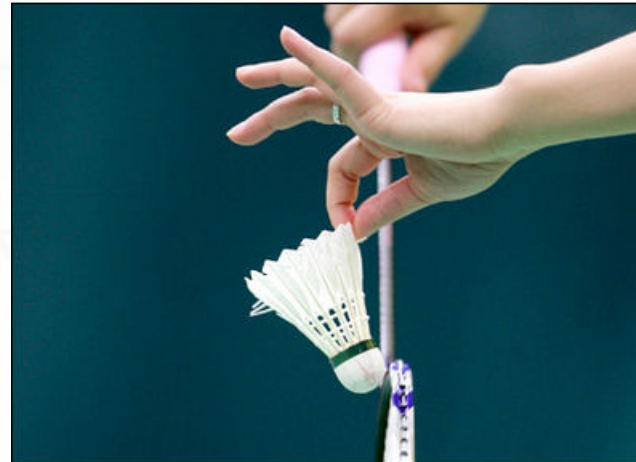
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✦ Finalise WSP National Targets	February 2009
✦ Regional Consultation to draft regional plans	March – June 2009
✦ Regional Teams established / recruited	By Sept 2009
✦ Regional Plans signed off	Sept / Oct 09
✦ Delivery within select priority areas commences	October 2009

# Working with Local Authorities





- ❖ Local Authorities are **CRITICAL** to the successful delivery of these programmes
- ❖ Engagement with the Delivery System a priority for us
- ❖ WSP Programmes are flexible and can easily be adapted to meet the needs of local partners

## What we ask at a Local Authority level

- ✿ Is there strategic cross-over between plans (NI8 targets, etc)?
- ✿ Do you prioritise sports? How?
- ✿ What is the facility capacity within the borough?
- ✿ Who and where are the hard-to-reach target groups?
- ✿ What activity / projects are currently being delivered?
- ✿ Do you have sport-specific steering groups and clear development plans

*Play it. Love it. Live it.*



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