

Update

Council Meeting 6 September 2006

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CHAIRMAN'S REPORT

John Briggs

Every time I am asked to write my contribution to 'Update' I cannot believe how quickly the time has flown and immediately wonder what I can write about. What has happened since the previous edition?

However, I decided to review my diary and whilst my colleagues will no doubt provide details of what their departments have been doing I find that you were all brought up to date with BE activities at the Council Meeting on 25th May and again at the AGM on the 24th June.

One of our main concerns at the present time is to resolve the funding situation following UK Sport taking over from Sport England and the inevitable change in BBOC activities. Action has been taken by BE to bring together all the Home Nations with a meeting at the NEC in Birmingham to open up the way forward. It must be realised that the Olympic "Team" is Great Britain and we must find a way for everyone to work together. I feel the initial meeting at least took us all forward and a further meeting is to take place when hopefully much progress will be made.

I am pleased to extend a warm welcome to Adrian Christy, our recently appointed Chief Executive, who joins us in September. Adrian's recent background is with Squash where he has experienced similar problems with membership etc. and understands our need to keep on board all our volunteers at whatever level. I hope you will give him your support and enable him to take BE onwards and upwards.

Many Counties will have now had their AGM's and the main topic seems to have been the new scoring system. My understanding is that many Counties have decided to adopt the system and just get on with it. It is fact that the IBF will not be looking to make an about turn on this new system so I am sure it will become generally accepted. The Laws do, of course, still allow our game to be played under the time-honoured method of 3 to 15 etc.

I trust that you will all Summer well and keep up the good work in your Counties. I shall no doubt see County representatives at the next Council meeting if not before.



ACTING CHIEF EXECUTIVE'S REPORT

Eric Brown

This will sadly be my last report to you as Acting Chief Executive, for after the 8th September I will be handing over to Adrian Christy; Adrian has introduced himself to you in a separate article.

It will be both a happy and sad day for me. Happy because I will get my freedom back but sad because I will be losing the daily contact with staff that are a joy to work with. They are definitely one of the strengths of BADMINTON England.

It is not my intention to go back and review my time; this was covered in the Annual Report but to bring news that has occurred since the AGM.

Clearly from the various reports you will note that the first quarter has continued very much as we finished, with some excellent results on court and good progress towards our KPIs. We must never lose sight of these measures, not just because of funding but because we in Badminton believe this is what we need to do to develop our sport.

Since the AGM, Katherine Taylor has joined us from Athletics replacing George Wood as Coaching Manager. As people you probably could not get two more different characters, but the important things they have in common, a passion for sport and the desire to create the best coaching system will continue the development of our coaching department.

As with all managers, at times Katherine may make controversial decisions which may not suit everyone. However, in the short time I have known her Katherine will sit down, listen, consult and come to a decision which is in the best interests of Badminton; it is our duty as Councillors to contribute to positive dialogue.

More recently we have lost two of our Regional Development Managers, Chris Colby to Sport England and Matthew Shuker to Carlton Sports.

Both have done an excellent job in helping to build what is now a very effective development network and neither will be easily replaced. The reaction of some may be "They haven't been in the job long!" but this is a problem with all sport development roles.

Outside the big four, there is no opportunity for promotion within the game, and if we want to maintain our policy of employing the best, we will in the main be employing good, ambitious people who are sought after by others.

It is hoped that by Council we will have found a replacement for Chris. It will probably take a little longer to find a replacement for Matt.

I would also like to take this opportunity to congratulate Vicky and John Foster (not the barrister from Yorkshire) on the birth of their son Rhys Douglas.

Many of you will know that Sue Shelswell has been very unwell and in hospital, but due out of hospital as I write. I am certain that you will join me in wishing her a speedy recovery.

The last month has seen some criticism from members of the Association regarding the new scoring system - but even though we are desperately close to the start of the new season - I can count these on the fingers of one hand.

I have tried to answer sympathetically and honestly giving the BADMINTON England position as well as my own. One person even left a message asking for an "honest answer and not a lot of waffle", a challenge you may be surprised to know I did not turn down!

I do understand these frustrations and disappointments because in their position I too might feel exactly the same. There has been no controlled research and even today we struggle to get statistics to formulate opinion. We did not consult with them on a fundamental change in the Laws of our Game which some see as a fundamental right of membership.

The one thing that has happened is that suddenly we are seeing a change in the names appearing in later stages of tournaments, as the skill v's fitness issue is being redressed. However as one person said "It's all very well at elite level it will not happen at grass roots. Our game last night was over almost before it begun! It is hardly worth me leaving home for!"

A very difficult argument to win because this will be many peoples experience, but if our game is not to suffer it is an argument we have to win. The game may suffer temporarily, but as people get used to playing the new system the old will be gone but not forgotten.

The competitiveness will not change because that is in the player, and as coaches and players learn tactics (it is mainly tactics that will need to change), technique will alter. I can see the return of the forehand serve in doubles for instance or at least greater variety of backhand serve.

We have a responsibility to be promoting the changes as we do have some influence on the opinions of the members, who in the main respect and look to their county representatives for a lead.

We are currently involved in very important talks with the other home countries regarding the management of the future "Elite Programme" for players. We have until October 1st to come up with an agreement. Although I am a fervent England supporter, when it comes to playing other nations, I am also fervent about British players where we compete as Britain or when there is no English person left in the event.

The argument is not simple. We hope that we can strike an agreement whereby BADMINTON England receive the money to run the programme on behalf of Great Britain. Not simple, because if the boot were on any other foot we would find it very difficult to accept. As yet we do not know exactly what will be required of us, and we have not been given much time in which to achieve a settlement.

What is clear is that a political solution is needed that will enable Great Britain Badminton to make, what we believe will be a significant contribution to the goal of fourth place in the medal table for 2012 and the legacy beyond.

I hope that by Council we shall be able to feed back on our talks with the Home Nations, our meeting is planned for August 25th.

Finally what will I do from 11th September?

My plan is to get back to what I do best, working at tournaments and events and take my seat on the backbenches. I will in future understand a little more about the day-to-day demands on the staff and of course the new Chief Executive and I will give them, as I hope I have always done my fullest support.

This will not however stop me from offering my views in writing or in meetings, as I am still arrogant enough to believe that I can and will make a difference to a game that has done so much to develop me as a person. A small breather will be required before it is business back to normal.



CHIEF EXECUTIVE (DESIGNATE)

Adrian Christy

I am absolutely delighted to accept the post of Chief Executive of BADMINTON England and to be able to lead an organisation that I believe has such stature and reputation.

Some of you may know that I have had some involvement with BADMINTON England in recent years as I Chair the Rackets Sports Group where badminton, squash, table tennis and tennis have been considering how a collaborative approach could have joint and individual benefits.

So while I am very much looking forward to the prospect of meeting many of you learning from you, there is a small element of familiarity.

There is a big challenge ahead for us all and in order to meet that I will be drawing on the talent and knowledge held by individuals and mould that into a culture that will enable us to collectively build on the foundations that exist.

I can't and won't promise everything to everyone, that would be impossible, but I plan to build badminton into a first class sport from grass roots to international medals.

One thing is for sure; this cannot be done without the help, support, continued dedication and commitment of the membership, many of whom put some much into the game.

Please be assured that I will draw on all those things to make badminton successful for many years to come.

Of course not everything can happen overnight and the first step will be to establish the long term aim of BADMINTON England and to then clearly articulate that direction that we will all move in together. Only if people have bought into the direction can we expect to have any chance of being successful and therefore from the Board through to club level, everyone has a role to play in helping to design the detail of the organisation.

I very much look forward to meeting many of you in due course to contribute towards the process but in the meantime, I would like to take this opportunity to wish you all an enjoyable and successful season.



FINANCE REPORT

Mark Robertson

The management accounts for the first quarter of the financial year 2006/7 show a surplus of £74,594, which is £76,035 ahead of the budget, set for this quarter. Last years figures at this point in time showed a surplus of £166,163, which was ahead of budget by £128,970.

This confirms that the Association is moving in the right direction with regard to the accuracy of its budgeting process.

The overall figures show that BADMINTON England is moving ahead in generating surpluses.

The key areas of the variances against budget within the accounts for this first quarter's surplus are as follows.

- Coaching Department: Coaching courses are running ahead of forecasts.
- Secured sponsorship within Events not budgeted for.
- Some budgets still need reviewing, for the timing of certain items of expenditure, notably that for Elite Play.

BADMINTON England is still in a position of uncertainty with regard to future finance in the Elite Play area. BADMINTON England is constantly reviewing its position as new information is received from UK Sport on the change of funding for Elite Play. It is hoped that from the 1st October 2006 a final position will be determined.

The financial controls, which have been put in place since the start of the Whole Sport Plan era, are proving effective, with faster and more detailed management information available both for managers and the Board of Directors.

If there are any further queries on the figures above, or any aspects of the accounts, please contact me.



MARKETING & MEDIA REPORT

Gerry Cronin

Web site

Month	Totals		Total (m)	Average per day		
	Sessions	Page Views	Hits	Sessions	Page Views	Hits
Jul 05	32,983	201,008	1.553	1064	6484	50,102
Aug 05	44,228	316,956	1.974	1427	10,224	63,668
Sep 05	62,518	336,841	2.353	2084	11,228	78,424
Oct 05	79,749	408,808	2.761	2572	13,187	89,060
Nov 05	67,962	479,916	3.263	2265	15,997	108,788
Dec 05	59,127	511,472	2.699	1907	16,499	87,064
Jan 06	159,777	860,533	8.191	5154	27,759	264,227
Feb 06	84,304	578,205	3.402	3011	20,650	121,496
Mar 06	137,475	787,911	4.746	4434	25,416	153,123
Apr 06	94,242	640,570	3.312	3141	21,352	106,839
May 06	102,584	645,465	3.267	3309	21,516	105,387
Jun 06	93,433	459,240	2.389	3114	15,308	79,617
Jul 06	74,436	481,771	1.975	2401	15,541	63,697

We have just commissioned work for an overhaul of the home page to be done, and this will include tidying up the features we already have and enhancing with new items.

We are also looking at Search Engine Optimisation (to ensure that BADMINTON England is top of any searches being done i.e. on Google).

The electronic newsletter is planned for launch in September.

Working with Inchima on the coaching portal, we are making great progress and it is due for launch in August.

Magazine

The next issue is due out in the first week of September. The relationship with iSPORTmarketing continues to be strong and we are now delivering a very successful magazine.

PR

Clareville are continuing with their “health and fitness” focus for badminton.

They are working on various projects including:

- Badminton on Blue Peter
- Blackburn Rovers Football Club
- Lifestyle features in Sunday papers

In addition to Clareville’s work, BADMINTON England have also worked with the BBC on their Sport Relief campaign (some of our squad taking part in a game show called Get Sub’d), a training session with Lee Jae Bok for a journalist with Men’s Fitness magazine, Jon Austin appeared on Look East talking about TASS and player funding, Sky had coverage of the MVP cup. We are working with the Saturday Telegraph on a feature about badminton and Aamir Ghaffar will be appearing on Shariah TV.

Other projects

The wooden shuttle icon is now in place and is causing much comment!

The Book is at the proofing stage and is on schedule for early September delivery.

The insurance review is taking place.

The Laws will be produced when we get the final copy from BUAofE.



COMMERCIAL & MEMBERSHIP REPORT

Christine Johnson

COMMERCIAL

Online Shop

The new Online Shop went live on 9th June 2006. This shop contains all the existing branded BADMINTON England products together with some exiting new products like the Nutritional Guides and the Introduction to Basic Techniques and Strokes Booklet. The shop also includes some branded souvenir items and clothing.

Over the following months, we will be adding new products including a Senior and Junior England Team Shirt.

Sponsorship

BADMINTON England has been successful in obtaining external funding from a variety of sources such as Sport England, UKSport and other sponsorship agreements with badminton related partners.

To help BADMINTON England to invest further in the future of the sport going towards the London 2012 Olympics and beyond, it is essential for additional income to be secured from a portfolio of commercial companies through sponsorship and licensing.

Other Projects

- Increase of TV media coverage around our England based International events
- New badminton information portal from the BADMINTON England web site for affiliated members
- New BADMINTON England products for Development, Coaching and Elite Play

MEMBERSHIP

Overview

The current affiliated membership has over 51,000 members which is only 2.6% up on the previous year. We are all ware that clubs are continuing to close because of a lack of members or the higher costs of court hire. Whilst categories such as junior members and coaching are growing, the decline of senior club members is over shadowing this growth.

On-line registration

To date 315 clubs have registered online. We are trying to encourage more clubs to use this facility which allows online processing of affiliations, management of league and tournament matches and the ability to email club members with important information.

We are currently investigating the feasibility of introducing online payment for these clubs during the 2006/2007 season.

Working Group

We have established a Working Group to look at the current membership affiliation scheme over the next 6 months. The group will be responsible for reviewing all aspects of the scheme in consultation with the membership at all levels to make recommendations to the Board on a possible new BADMINTON England scheme for the 2007/2008 season.

Insurance

We are currently reviewing the insurance policy from Perkins Slade and have asked other suitable companies to tender for this contract. The contract will be finalised in August before the start of the new season.

Personnel

Luke Godfrey is the new Membership Services Co-ordinator. His role includes liaising with Fixtures Live on the web based online renewal system and any insurance queries.



COACHING REPORT

Katherine Taylor

New Coaching Manager

First of all it seems appropriate to introduce myself as the new coaching manager for BADMINTON England. I took up post on the 2nd July 2006, having spent a little over 6 years working for UK Athletics. Whilst at UK Athletics I had a number of roles, starting off in the performance department, working with the World Class Potential Programme and most recently within the Coaching department, where I spent 3 ½ years.

I was responsible for the overall running of the coach education programme as well as coach licensing and I was also part of a team working on the development of the UKCC for Athletics. My background in sport is fairly wide, having competed in athletics at U23 international level, played hockey at club, county and regional level as well as regularly playing tennis, golf and going skiing!! I am looking forward to the challenge of working in Badminton and hope to be able to use my knowledge and experience of other sports to move towards our target of having the best badminton coach education system in the world.

United Kingdom Coaching Certificate

The Level 1 coaching qualification has now been piloted and was received well by all who attended. Following a few final amends to the programme and resources we are now ready to complete and we will submit the qualification for endorsement at the end of August.

The learning programme for the Level 2 qualification has been completed and the taught part of the programme has been delivered throughout July.

In total 10 coaches have attended 3 days of delivery and will return for their assessment on 3 September 06. Feedback has been very positive from all candidates and whilst some rearrangement of the learning program needs to be completed as a result of the pilot we still hope to be on track to submit it for endorsement by the end of October.

The manuals to support the level 1 and 2 courses are in final draft and will be finalised with the designers at the end of August

Level 3

UWIC have produced an outline of the learning programmes and are currently developing the detailed sessions. We are still hoping to have the Level 3 endorsed by the end of the year.

Courses are likely to be organised centrally, with potential dates for the middle of next year currently being identified.

Level 4

The National Source Group is currently considering its options with regard to the development of the Level 4 qualification. We are still in consultation with a number of other sports regarding the development of the Level 4 qualification, however following some further discussions at a higher level it appears that the deadline for the development of the Level 4 qualification may be extended. This will allow a little more thinking time to ensure that BADMINTON England can create a coaching qualification at the highest level that totally fits the needs of the sport.

Tutor Assessors

An advert for people to apply to train to be part of the Coach Educator Team was placed in Power and Precision magazine in March 2006.

This resulted in around 50 applicants, of whom 13 were fast-tracked straight to training, whilst a further 13 attended the Tutor Assessor Assessment day that took place on the 16 July at the NBC. Three Sports Coach UK National Trainers and three Badminton England Senior tutors assessed the potential tutors delivering a classroom based and a court based session each. Eight of the candidates will now proceed to SCUk Coach Educator Training in the autumn, giving a total of 21 new tutors at the beginning of the development pathway. The other 5 candidates have been given feedback along with an action plan to work on so that they can continue to move through the pathway. There are a number of those who couldn't attend on the day who are still keen to become involved so another assessment day will be arranged.

By October, all existing tutors (except 3) will have completed the required scUK Workshops. We are now starting the process of identifying suitable Level 3 Tutors.

English Coaching Conference

The planning process for the English Coaches Conference has already begun. Following on from the success of the conference being aligned to the All England Championships earlier this year, we have decided to continue with this format in 2007, therefore the conference will take place at the Conservatoire (Birmingham) on Friday 9th March 2007, with practical workshops during morning of Saturday 10th (venue TBC), after which the coaches will be able to attend the All England Championships at the NIA.

UK Action Plan for Coaching Consultation

Sports Coach UK have developed the Action Plan for coaching which is currently out for consultation and can be viewed at www.sportcoachuk.org .or www.badmintonengland.co.uk

Resources

The Technique DVD has continued to be successful with 2710 having sold to date (excluding sales through the online shop). We are currently in the process of planning a second and potentially a third DVD, covering more advanced technique as well as movement skills. We are planning to have at least one of these DVDs ready for sale before Christmas

Fitness Testing – This pack, which contains badminton specific fitness testing protocols, is now available for purchase from the online shop. The pack contains a CD and supporting booklet. 12 have been sold in July (not including online shop sales)

Power and Precision – This magazine, which has been distributed to all coaches on the Coaching Register, has now been made available to others via subscription. The subscription costs £15 per year (inc P&P) or £18 for overseas subscribers. We currently have 44 people signed up.

Coaching Register

Membership of the BADMINTON England coaching register stood at 2253 on 14 July 2006. Consideration is being given to the development of a process whereby we can CRB check all coaches on the Coaching Register

Courses

So far in 2006 the following number of courses has been run or is planned:

- Level 1 – 224
- Level 2 – 43

Assimilation workshops – 7 run so far with 3 planned throughout September, with demand for more courses across the country.

Website hits in 2006

- Level 1 - 9568
- Level 2 – 5412



DEVELOPMENT BOARD REPORT

Derek Batchelor

The most recent meeting of the Development Board took place on 02 August, so I delayed preparation of this contribution to Update until after that to ensure that readers gained the most the most current information.

At the outset of the meeting we were presented with the choice of do you want the good or bad news? The bad news was that the trend in senior membership was still downwards but that this was largely counterbalanced by growths in junior membership and membership of the Coaching Register – meaning that the overall membership decline was only 0.26% or 131. However, it was fully recognised that there was absolutely no room for complacency and the Membership Working Group is working hard to bring new packages to the 2007 AGM of BADMINTON England that are designed to reduce “churn” (by increasing “customer care”) and to attract new members by illustrating real Value For Money (VFM). In addition data has been invited from ninety other National Governing Bodies (NGBs) of sport about their experience of membership and its issues – clearly this touched a common nerve for no less than ten NGBs replied within three working days of being asked for their views. The same questions are being asked of the National Sports Forum of the CCPR.

Considerable work is being done to (and relating to) the BADMINTON England website. The home page is being redesigned and work done to ensure that search engines show BADMINTON England's webpage first.

Work is also being done on the creation of a coaching portal which will be available via a subscription.

Whilst on the subject of websites, one which may be of interest to members of Council and County Badminton Associations (CBAs) is www.governmentfunding.org.uk This site introduces itself by informing you that it “is your online portal to grants for the voluntary and community sector” from five different Government departments – certainly worth a look if you're looking for grant aid (plus you can add your name to receive details of new and updated grant schemes).

Work also continues with our recently appointed public relations company, Clareville, as they continue to identify further ways to raise the profile of badminton.

Club Accreditation:

At the time of our meeting we had 69 accredited clubs with a further 221 working towards that target. The value of partnership working to achieve the goals of club accreditation cannot be stressed enough.

Equality Standards:

Thanks to a huge amount of work on the part of Sue Sutton we've now achieved Level 2 of the Equality Standards. Level 3 is not obligatory for us but, interestingly enough, the Football Association wants to work with us in the achievement of it. In many ways an opportunity to work with one of the “Big 4” has its attractions!

Staffing:

The employment of a young and enthusiastic team to develop our sport brings with it the fact that these same staff also have the attributes and qualities that are attractive to other employers.

Whilst I feel sad to have to report to you that both Chris Colby and Matt Shuker have chosen to move on I'm sure that you'll join with me in wishing them well for the future.

They will both be hard acts to follow in their roles as Regional Development Managers and their departures mean that we also have had to find a new Child Protection Officer (to replace Chris) and a new lead for the Disability Working Group (to replace Matt). In the case of the Child Protection Officer we've been fortunate that Katherine Taylor who's recently joined BADMINTON England (as its new Coaching Manager) held a similar role within UK Athletics and has agreed to fulfil that role for us.

Disability Issues:

As noted above, Matt Shuker, who has been leading on disability issues, will have left BADMINTON England by the time that you read this. Although the employment of a full-time development officer for disability matters was recognised as being highly desirable, it was felt that a business case for this might be difficult at the moment – however it should not be totally discounted. We had a short discussion about the possible inclusion of badminton in the 2012 Paralympics and it was hoped that this would come to fruition. Meva Singh Desai gave us details of the teams to compete in the Home Nations event for those with disabilities which was to take place in Cardiff and the European Championships in Madrid – I'm sure that we all wish him and the other players every success.

Volunteering:

I'm pleased to be able to inform readers of Update that two new categories have been added to the Yonex National Volunteer Awards i.e. those for Young Leader and Young Player. Nominations for these two new awards will be sought via the Magazine.

Summaries of the Volunteer Strategy will be made available in a future edition of the Magazine and as a separate document to publicise volunteering at events, etc.

Whilst it is totally fitting for volunteers to be valued, I'm sure that fellow members of Council will agree with me that members of staff should also be respected and valued too. Unfortunately this is not always the case and I'm sure that you will join me in deploring any form of verbal abuse to those who are striving to do the job that we have tasked them to fulfil – even one instance of unreasonable behaviour is one too many!

LTAD:

The continued absence of Sue Shelswell, through illness, has meant that we have been unable to make the progress that we'd planned to achieve. However, sales of LTAD materials have continued to be made in Sue's absence and, at the time of the meeting of the Development Board had reached the following totals:

Full LTAD Document	165 copies
Concise version	155 copies
Mental skills	179 copies.

I'm pleased to report that Sue is now out of hospital and I'm sure that we all wish her a speedy return to full health.

Academy Schools:

In the absence of Sue; Emily Weller and Justyn Price have been progressing work in relation to Academy Schools. The Guide for BDOs has been completed, as have the monitoring and evaluation process, and both have been ratified by the Schools and Youth Board.

Two schools have made presentations in support of their entry for the innovation award, and The Deanes School for Girls has won for their "girls transition programme".

A number of other initiatives were being worked on and it seemed highly likely that Forza would sponsor the Academy Schools initiative. Twelve schools have applied to become Academy Schools.

Schools Affiliations:

These now total:

98 schools, and

60 School Sport Partnerships

Competition Managers:

Local authorities who had been included in the second tranche of Competition Managers were currently advertising their posts with the intent of having them in post by the October half-term. These appointments could increase the amount of badminton competition within schools.

PESSCL:

Continued month upon month success with PESSCL / Schools and Junior Development had earned recognition for BADMINTON England and this had taken the form of an additional £12,000.

Child Protection Policy:

As at July, eleven CBAs and three County Schools' Badminton Associations had notified BADMINTON England that they had, or would be, adopting the latest wording of the Child Protection Policy at their AGMs. If your CBA has not yet adopted the Child Protection Policy (or not notified BADMINTON England if it has) please will you do all you can to progress this with your CBA.

Community Club Development Programme (CCDP):

Frequent changes in Sport England's approach to / criteria for funding of projects from the CCDP have caused some confusion (and considerable frustration) in the administration of this programme. That said, a further two projects are now ready to go to stage 2 of the application process.

Key Performance Indicators (KPIs):

We learned that the Coaching KPIs had been achieved as had the increase in participation numbers; however, converting this increased participation into membership of BADMINTON England was proving a real problem. Hopefully the previously mentioned attempts to make the membership package more attractive will help with this issue.

National Badminton Week:

What will the October half-term for most of us, i.e. 14 – 22 October, will see the staging of National Badminton Week. The events during this week (being initiated by the BDOs with your help!) will include a "one minute rally challenge" for which each competitor will be asked to donate 50p to take part. The intent being for this to go to the NSPCC (unless your CBA has its own chosen charity – in which case half would go to that and half to the NSPCC). Please do all you can to promote this event – it's for a very worthy cause and, in addition, could do much to promote our sport.

Workforce Development Plan:

Hopefully by the time that you read this you / officers of your CBA and clubs will all have completed their Workforce questionnaire. I have to say that, at first glance, this appeared to be directed at coaches – but there are two questionnaires on the BADMINTON England website; one for coaches and the second for other volunteers.

Bisi:

Sets 1 and 2 of the Bisi cards have now been completed and are with the designers/printers awaiting conversion into their final format. There is an acknowledged need for Set 3 (for 11 – 15 year olds) but it is critical that they have sufficient "impact" for successful use within the school environment. One idea floated was to run a competition within selected universities to see which could produce the most attractive offering.

BIG:

The materials for Phase 1 (Keystage 1) are now ready, and those for Phase 2 (Keystage 2) are virtually completed. Although there was a recognised need for materials for Keystages 3 and 4 it was acknowledged that these could only be developed from funding generated by sales at the Keystage 1 and 2 levels.

Junior Helpers Award:

The materials for the Junior Helpers Award have been completed and are available on CD-ROM in two versions – one for tutors and the other pupils. There are advantageous prices for Academy Schools / Silver Clubs over Affiliated Schools and they, in turn, enjoy preferential prices over unaffiliated schools.

Multi-Skills Course:

Badminton has been working with tennis / table tennis / squash to produce a multi skills course covering racquet sports. This will be promoted to teachers via the Coaching for Teachers Manual.

CSPs / CSNs / LAAs / PCTs / Section 106 Agreements:

OK, I can almost feel some of you “glazing over” again at this little lot BUT they may be the source of much needed funds / facilities / support for CBAs and clubs.

Most areas of the country will now be covered by their respective County Sports Partnership (CSP) and these, in turn, will be underpinned by Community Sports Networks (CSNs) which operate at a more local level – typically that which corresponds to that of a district local authority. It is these CSNs that will be engaging with local clubs to establish local need.

To assist your clubs to avail themselves of this resource Dave Bartlett and I have agreed to write brief “Guidelines for Clubs” to assist them in approaching CSNs – and we’ll attempt to knock this out during the autumn.

County Councils and Unitary Authorities will have written their Local Area Agreements (LAAs) in which they set their aspirations and targets for a whole range of services. Some of these will include healthier communities through participation in sport and a whole range of other “pegs on which sport can hang its hat” and CSPs have not been slow in engaging with local authorities to assist them to spend large sums of money to achieve their LAA targets. If you get a minute it’s worth looking at your County Councils / Unitary Authority’s LAA to find out what’s in it. Similarly, Primary Care Trusts (PCTs) within health authorities are also setting targets with regard to the promotion of other initiatives which can aid sport e.g. reduction in obesity – particularly in children. Again, they can help us to help them!

Lastly, I mentioned Section 106 Agreements – more typically known as “Planning Gains”, under which developers commit to building community facilities in return for gaining planning consent for their development. What better way of gaining facilities for sport?

I’m very conscious that I’ve written a considerable amount on Development but I offer no excuses – save to say that it’s a very broad subject and that what’ll work in one area may not in another. My aim has been to share a whole range of topics with you from which you can, hopefully, find something that unlocks development potential within your county and/or club.

Badminton Europe

Firstly just a reminder that “Badminton Europe” is the new trading style of the European Badminton Union (EBU). Although that change was approved at this year’s Annual Delegates’ Meeting (ADM) of the EBU I can imagine that the EBU title will continue to appear for some time – in much the same way as BADMINTON England is still often referred to as the BAofE.

Since I reported on the ADM of Badminton Europe in my contribution to BADMINTON England’s Annual Report, this contribution to Update (which is being prepared in July) cannot add a great deal to that which has already been reported.

That said the Council of Badminton Union has been as good as its word and set up a “Structural Working Group” with the following remit:

“To examine and consider the structure and organisation of Badminton in the European Confederation and to prepare a report on their findings for presentation to the Council of Badminton Union”

Clearly the terms of reference of the Structural Working Group are very broad and it is anticipated that the Group will consider, amongst other things, the following:

“Structure of Badminton Europe Council and the preferred number of Council Members (and their roles).

Should the Council of Badminton Europe be a “mirror image” of the IBF Council structure and incorporate the possibility of regional representation?

Consideration of the skill requirements of Directors and whether the current division of responsibilities and defined areas require reconsideration as more functions are transferred to the full time staff in the office?

What is the appropriate vehicle for the Confederation’s activities, e.g. should the formation of a company limited by guarantee be considered?”

I’m pleased to be able to inform readers of Update that I’ve been asked to join the Structural Working Group together with:

Dieter Kespohl	(Germany)
Michal Mirowski	(Poland)
Mikis Hadjineophytou	(Cyprus)
Thomas Lund	(Denmark)
Andrej Pohar	(Slovenia)
Tom Bacher	(President)
Ritchie Campbell	(Vice President)

and that by the time you read this we will have had our initial meeting, in Copenhagen, on Saturday, 19 August.

The other item worthy of note (and booking in your diary for next year – if you already have it!) is that the European Junior Mixed Team and Individual Championships will take place in Saarbruecken, Germany, from 31 March to 08 April 2007.



ELITE PLAY BOARD

Dave Eddy

Overall Review

This is a period of planning as well as preparing for, and competing in, major events. Having successfully participated in close order in the Melbourne Commonwealth Games, the All England, the European Championships and the Thomas and Uber Cups, the next big event on the playing front is the September World Championships in Madrid. 14 of our players have qualified and will be supported by a team of 6 officials. Prior to Madrid the group will also participate in the Hong Kong and Korean Opens where seeding positions in the World Championships will be up for grabs.

Individual Results have been encouraging of late; a selection of them appears on pages 22-23. Pride of place must go to Tracy Hallam's defeat of the reigning World Champion to reach the Final of the Malaysian Open Women's Singles. In Singapore Nathan Robertson and Gail Emms reached the Mixed Doubles Final and Robert Blair and Anthony Clark reached the Men's Doubles Semi-Finals. In Men's Singles Andrew Smith has had a number of fine wins recently plus Rajiv Ouseph reached the Men's Singles Quarter-Finals in Chinese Taipei before losing to Lin Dan of China.

Three English players were selected for the Asia -v- Europe match recently which Europe won 10-9 aided by a superb win by Donna Kellogg and Gail Emms over the top Thai pair - and many congratulations to Jenny Wallwork on her winning of the EBU circuit.

On the Administration front we have for some time been in close negotiation with UKSport and are waiting for the structure for GB Badminton to be announced by them, so that preparations for the Olympics in Beijing in 2008 and London in 2012 can begin in earnest.

GB Planning

As soon as UKSport agree to the new GB structure and criteria, our draft Plans for Beijing and for the 6 years to London 2012 can be formalised. We have worked hard to produce our recently submitted draft player selection criteria which will form the basis of the new GB Programmes.

Meetings are planned over the next few weeks between UKSport and the four Home Countries, involving both the various Performance Directors and Personnel as well as at Board of Directors level, to thrash out and agree the terms of the new GB proposals.

Under the UKSport requirements players will be funded at differing levels depending on their standard of play and World results - there will be a Podium group who are considered to have medal prospects in 2008 and beyond, plus a younger Podium Development group of players considered to have definite future medal potential.

Junior Programmes

At junior levels this has probably been our most successful season ever culminating in our U17 breakthrough by beating Denmark in winning the 6-Nations event for the very first time. Numerous medals and very good performances were achieved at all age groups throughout the year.

Coming up is the World Junior Championships in November with selection of our team taking place on 25th August, plus we are sending a team of 9 players to Melbourne in January for the Youth Olympic Games there.

High Performance Centre Network

Work is in progress to establish 3 further Centres based around Universities to supplement our existing 3 centres in Bath, Loughborough and Sheffield. Doubles play will continue to be focussed on our National Centre in Milton Keynes whilst long-term efforts to further develop and enhance our singles play will be made through the six HPC's.

TASS (Talented Athlete Sports Scholarships)

UKSport have plans to take over the administration of this scheme with a view to focussing much more closely on the Performance aspect at Olympic level. This year however Badminton England will be running the scheme (with 25 places) in line with its previous objectives of maintaining standards at the level immediately below World Class – in a number of cases this will be for players considered to still have some high potential but who are at present still closely involved for the time being with their further education. If any changes are to be introduced then these will be carefully considered in liaison with UKSport next year.

Personnel

When the questions over GB structures and funding can be resolved, we plan to strengthen our operations in a number of areas - specifically our Doubles Coaching capability for our top players, better coaching and administrative support for our Junior Programmes, and improvements to our partnership arrangements with the English Institute of Sport for Sports Science, medical and all the other support services we receive through them.

Coaching Portal

In co-operation with the Coaching Department we are developing a Coaching Portal to be placed on the Badminton England website for access by those who wish to subscribe and receive coaching and training information and advice.

Summary

We are anxiously awaiting UKSport's decisions on the new GB structures and funding arrangements. Once these have been resolved we will be able to go ahead with our Beijing 2008 and London 2012 Plans with certainty and renewed vigour. We are now in the excellent position of having a great opportunity to unite the efforts of all four Home Countries into a common purpose - that of working together towards production of improving medal success at International and Olympic levels.

Plus of course that fantastic prospect of our very own Olympic Games with the terrific boost that will inevitably give to the profile and success of our sport at all levels.



COMPETITIVE PLAY BOARD

W R Ewing

YONEX All England 2007

We are now part of the IBF Super Series being one of the 4 European venues in a circuit of 12. The All-England has been allocated its usual slot and is paired with the Swiss Open which follows on in week 11.

Thanks must go to Eric Brown and Ciro Ciniglio for assisting with the groundwork in Tokyo and also David Hunt for his support of the Events Manager during the negotiations in Singapore.

The new structure includes changes in design and schedules and these have already been addressed by both Board and Key Workers during meetings in August.

English Nationals

To be held on the weekend of 3rd February at the Velodrome again and supported by Manchester City Council. A website is planned to link to our live Horizon Scoreboard. An “early bird” discount of 10% will be available. On this occasion the Saturday coincides with a Manchester City home match but there is adequate parking for both events.

Carlton National Leisure Centre Championship

In association with Central Sports, the sponsorship is now in place and 3000 Centres have been mailed. It is hoped that Counties and Development Officers in particular will be pro-active with their local Sports centres that have 4 courts or more. The finals are planned for 26-27 May 2007.

YEHLEX Birmingham Bonanza

Another bumper entry of about 400 players; There has been some difficulty in drumming up sufficient volunteers for controlling this sizeable event. The Bonanza pace has improved dramatically over the last two years and credit should be given to the BDO and RDM.

Victor Sports 17-21 Inter County Championship

Twelve teams have entered including the Channel Island of Guernsey. The new format will be completed in one weekend 14th-15th April 2007 at the NBC.

Badminton Revolution Seminars

These have been planned regionally to help keep the membership updated in regard to the numerous changes.

It is believed that personal presentations are more effective than correspondence and that sharing a forum with fellow enthusiasts with the opportunity to ask questions must be the best way to communicate new concepts. After the initial seminar in Birmingham in August, two more are planned, one north and one in the south. The prime topics are:

1. The IBF Scoring System and new Laws.
2. Competition Framework for Schools.
3. The Orbital Tournament Circuit.
4. The Grading Project.

The Media

Every effort is being made to improve our image and increase our appearances on television. A fresh contract has recently been secured with Venner TV who has continued to serve us well in both production and sales with the additional consultancy support.

A programme is being drawn up to make regular approaches to high profile TV Companies and where possible arrange meetings.

Recent meetings with BBC and Channel 4 have received a positive response including an agreed date by BBC for an International on 23rd February to be screened on the 25th.

Policy Groups

Brian Greenwood continues to Chair the ICC.

Roy Carder replaces Graham Holt as chairman of the Veterans PG.

Jack Stalker takes the Tournament PG hot seat and with it the new developments that have been put in place during Bob Pearson's leadership.

Arrivals and Departures

A fourth Event Co-ordinator is due to arrive in August. Nicola Tarrant has a degree in Sport Studies and has played badminton for her County as a junior in the ICT.

The departure sadly is the pending retirement of Barbara Stanton on 14th September. I think Barbara moved into the NBC with the furniture. She will be sorely missed by Staff and Volunteers alike. The Competitive Play Board and Events Department wish her well.



SCHOOLS & YOUTH BOARD REPORT

Eric Brown

The Schools and Youth Board are as usual at this time of the year busy preparing for a new season of activity.

This has involved printing and distributing entry forms for four age groups and three grades, to Shires League Fixture Secretaries, all last years' competitors, Schools and Youth Club Members and County Secretaries. In itself a mammoth task but accomplished within two weeks with the help of the Events department and e-mail.

Of course while grading events is clearly popular someone has to grade the players who participate in our events (database of over 2000) and this too falls to the Schools and Youth Board to do. Again this was achieved by looking at the last available ranking lists and the end of season results. All players were notified of these grades with their entry forms and now we have to deal with the education on re-education of the players as appeals start to role in.

The purpose of the grading is not to rank players, it is to try to guide the players to the right level of competition, but this is a very difficult message to get over.

We would like to be able to achieve this through the ranking list, which should be a measure of a player's ability, but there needs to be a serious review before we can rely entirely on this. We have been handicapped a little this year because John Alexander who does a very good job for us has been ill and so the list used for grading was not current. I am pleased to say he is better now.

I think the message we need to make sure parents and player's get is that:

Grade 1 players can only play in Gold Events in their own age group,

Grade 2 players can enter both Gold and Silver Events in their own age

Grade 3 players can enter any grade of event in their Age Group

However as this years we have no intention of interfering with the structure of an event to accommodate more and more players entries will be restricted and in practice it some Grade 2 players and most Grade 3 players will not be accepted into Gold Events, and some Grade 3 will not be accepted into Silver Events.

We would have liked to offer more bronze events to enable Grade 3 and upgraded players to compete at a more local level, and will be looking for more volunteers to run these very profitable and rewarding events next season. We do guarantee that if you run an event on our behalf you will make a profit.

We have offered more officials and new volunteers the opportunity to work with us and run our events.

We are adopting the rally point scoring system, but will be experimenting in various events in an effort to replace the one by 21 points and one game to 15 points used in the past.

To start with we have decided to replace the one by 21 points traditional with best of 3 to 15 points rally points, and one game to 15 points traditional with one game to 21 points. We will be monitoring this very closely.

Our Gold events and Nationals will of course be best of three games to 21 points. The Shires League has also decided to adopt rally point scoring.

The first closing date is August 9th and so no sooner have we dealt with the entry forms we will be dealing with running the events. A key member of our team has been Barbara Stanton and unfortunately she will be retiring on September 14th. She will go down in history as our only ESBA paid administrator, and I know that the service she has provided to the public at large has been much appreciated. She will be missed by many, many people and her replacement has been appointed but to a different role. I would like to thank Barbara for her long and worthy service and wish her all the very best in her retirement.

As we can provide much of the service that we used to provide through the Schools and Youth Board club online, we have decided to disband this service. Entry forms will still be obtainable from the Events Department and placed on the website, but the factor that has made this possible is the fact that now any junior who is a member of a club may represent their county in the ICC. We fully support this idea and as a County person it will help reduce some unnecessary administration for the hard-pressed match and fixture secretaries. This does not mean all junior members will be able to play in the ICC, because junior ONcourt members will not be eligible just as their senior counterparts are not eligible.

BIG is at last underway and new BISI resources are on their way to the printers, not before time and not without a considerable amount of the burning of midnight oil.

We have also award our first innovation award of £1000 to an Academy School, Deane's School in Rayleigh in Essex. All the Academy Schools were given the opportunity to present an initiative to a panel and the best one was given the Award to develop the idea.

Next year the Academy Schools will be competing against each other in a "Virtual" league which is a fantastic idea and has been welcomed by the schools. This league has the potential for development but the teething problems need to be ironed out. I must make it clear this idea did not come from the S&Y Board but from Sue Shelswell and is one of the best ideas I have seen for years and is worth protecting.

There are reports that the Top Schools Competition is dead, but these are premature. We have decided that the old format has passed both its best by and sell by date and that we need to get a new product on the shelf. The event was not doing what we as an Association wanted to achieve and therefore a group has discussed the way forward and decided on a new format which basically involve schools having to compete locally (county), before reaching the regional finals and from there onto the National Finals. We are introducing the format this year but no provision will be made in 2007 for National Finals.

We will as a board continue to look to drive things forward but anticipate that by the end of the year we will be far less hands on and more strategic. We want to pass on our ideas and knowledge, support volunteers and certainly live the dream of 2012 but I and others on the Board are getting a little weary.



NATIONAL BADMINTON CENTRE

Mark Burbidge

The NBC courts are buzzing with activity during the day as the top juniors join the National Senior squad for the summer. This gives them the opportunity to experience the training regimes of the seniors and the chance to test their development. It is nice to have the buzz of the squad around the place and it is great for members and conference users to have the opportunity to see world-class players and it is undoubtedly a great conference selling point. Despite the heat there is no respite in evening court bookings. Apart from squad courts usage was ahead of budget.

Since the last Update the Centre has hosted ICC Weekends, 10 Club coaching weekends, several local tournaments including the MK junior event with over 200 players, and a number of national junior squad camps. Over the Easter weekend the Club hosted the Under 19's 6 Nations Championships culminating in a Gala dinner for 120. We have 10 club coaching weekends and a Personal Performance course booked in September alone and no available dates after that until Jan 2007. General usage reflects the whole range of abilities from a special needs group during the through schools groups and junior clubs, via County squads to junior and senior national squads.

Conference income continues to grow, and the NBC took over £100,000 in conference room income. Bookings continue to reflect a mix of repeat bookings from regular users and a range of new customers.

MK Council, Sports Leaders UK, Youth Sport Trust, Sport England and Argos are some of our regulars. We recently hosted a week-long residential course for 16 delegates from Argos. A national training company UK Training hosted 5 Seminars here in one month. SLUK, England Hockey, and Airkix Indoor Skydiving Centre continue to use the Lodge. External hire of bedrooms has doubled in 3 years.

One great plus of the NBC is the excellent commercial and operational relationships between the different companies on site.

I often get e-mails from customers complementing us on the service they have received unaware that 4 different companies have looked them after during their stay.

A new NBC website has been launched on www.nbc.uk.com Please have a look and I would welcome any comments on how we may improve it. It is a great vehicle for publicising both badminton and commercial opportunities at the Centre.

Financial/Maintenance Issues

The NBC and Lodge both finished ahead of budget with a large increase in external bookings balancing reduced squad income. By the end of June the NBC/Lodge combined was slightly ahead of budget.

It is essential to carry on improving this surplus to ensure ongoing refurbishment of facilities. The NBC works closely with Elite Play to ensure that squad and commercial usage is balanced. Utility costs continue to eat into this surplus and with large areas of the NBC air-conditioned there is little reduction in energy usage over the summer.



National Badminton Centre ...continued

The order has been placed to extend the rear car park that will give us an additional 40 spaces essential to meet demand during large conference bookings. Work commences on this on 31 July.

The Servery area and floor in the restaurant is being refurbished in September, jointly funded with Blue Apple requiring the restaurant to be closed for 2-3 days though we will continue to operate a cold buffet service.

Holmes Place

Holmes Place membership reached a high of 1270 but as is normal in the summer has dropped back slightly to 1240. This is a great bonus as for years the figure struggled to break through the 1000 mark. Holmes Place is currently the subject of a takeover bid by Virgin Active and we will monitor the situation closely for future developments.

Performance of Blue Apple Catering

The original three-year contract lapsed in March and I have extended the contract by letter for 6 months subject to signing a further 3-year deal when we can agree the financial terms. Service continues to be good and we get good feedback from our customers.

We are constantly looking to generate income in this area and growth of conference business is essential. Blue Apple investment in the refurbishment reflects its commitment to the NBC.



INTERNATIONAL RESULTS

MEN'S SINGLES

Phillipine Open, 24-28 May '06

Andrew Smith

lost to Boonsak Ponsana (THA) Semi-
21-12, 21-10 final

Ballarat Int'l, Australia, 2-4 June '06

Nicholas Kidd

Beat John Moody (NZ) **FINAL**
21-18, 21-15 **WON**

Babolat North Harbour Int'l, NZ

8-11 June '06,

Nicholas Kidd

lost to John Moody (NZ) **FINAL**
21-18, 21-15 **R/U**

WOMEN'S SINGLES

Under 17 6-Nations, 27-30 April '06

Michelle Cheung

Beat Patty Stolzenback (NED) **FINAL**
13-10, 11-0 **WON**

Under 22 4-Nations, 11-14 May '06

Eleanor Cox

lost to Camille Sørensen (DBF) **FINAL**
11-6, 11-6 **R/U**

Under 22 4-Nations, 11-14 May '06

Rachel Howard

lost to Camille Sørensen (DBF) Semi-
11-5, 11-4 final

Estonia Kalev Int'l, 33-4 June '06

Solenn Pasturel

lost to Elena Prus (UKR) Semi-
21-16, 21-11 final

Malaysia Open, 13-18 June '06

Tracey Hallam

lost to Nig Zhang (CHN) **FINAL**
21-12, 21-13 **R/U**

MEN'S DOUBLES

Under 17 6-Nations, 27-30 April '06

Chris Adcock/Marcus Ellis

Beat Rduch/Zurwonne (NED) **FINAL**
15-4, 15-10 **WON**

Under 22 4-Nations, 11-14 May '06

Robert Adcock/Robin Middleton

lost to Andersson/Zhang Yi (Täby) Semi-
15-9, 15-8 final

Le Volant d'Or, Toulouse, 1-4 Jun '06

Robert Adcock/Ed Foster

lost to F Mwet/ZW Claes (BEL) Semi-
11-5, 11-4 final

Singapore Open, 5-11 June '06

Anthony Clark/Robert Blair

lost to Lampele/Budiarto (INA) Semi-
21-18, 21-13 final

WOMEN'S DOUBLES

Under 17 6-Nations, 27-30 April '06

Gabrielle White/Samantha Ward

Beat Stolzenback/Barning (NED) **FINAL**
15-12, 15-6 **WON**

Under 22 4-Nations, 11-14 May '06

Heather Oliver/Hayley Connor

lost to Ropke/Kruse (DBF) **FINAL**
12-15, 15-6, 15-13 **R/U**



INTERNATIONAL RESULTS.....continued

MIXED DOUBLES

Under 17 6-Nations, 27-30 April '06
Chris Adcock/Gabrielle White
Beat Morten Estrup/
Anne Skelbæk (DEN)
15-5, 15-6

**FINAL
WON**

Under 22 4-Nations, 11-14 May '06
Robert Adcock/Hayley Connor
Beat Chemnitz/Schjött (DBF)
15-8, 15-3

**FINAL
WON**

Under 22 4-Nations, 11-14 May '06
Robin Middleton/Heather Olver
lost to Chemnitz/Schjött (DBF) Semi-final
W/O

Singapore Open, 05-11 June '06
Nathan Robertson/Gail Emms
lost to Nova Widiyanto/
Lilyana Natsir (INA)
16-21, 22-20, 21-23

**FINAL
R/U**

TEAM COMPETITIONS

Under 17 SIX-NATIONS
27-30 April 2006 Helsingborg, Sweden

Team Competition - Final Result

1. **England**
2. Denmark
3. Germany
4. France
5. Netherlands
6. Sweden

THOMAS CUP 28 Apr-7 May 2006
Men's World Team Championship
Sendai, Tokyo

Men's Result:

England's Men's Team reached the
Quarter Finals

U22 FOUR-NATIONS 11-14 May 2006
Uppsala, Sweden

Team Competition – Final Result

1. Denmark
2. **England**
3. Sweden
4. Netherlands

MVP CUP Europe-v-Asia 14-16 July 2006
Manilla

Manilla Scores:

Day 1 – Asia 3-0 up

Day 2 – Asia 5-4 up

Day 3 – Europe win overall 10-8

The 3 representatives from England were
Robert Blair, Gail Emms and Donna Kellogg



WORLD RANKINGS

(Top 100 as at 27 July 2006)

Men's Singles

22	Andrew Smith
40	Nicholas Kidd
43	Aamir Ghaffar
58	Rajiv Ouseph
79	Nathan Rice

Women's Singles

8	Tracey Hallam
50	Julia Mann
51	Elizabeth Cann
55	Jill Pittard

Men's Doubles

5	Anthony Clark Robert Blair
36	Ian Palethorpe Kristian Roebuck
39	Chris Tonks Chris Langridge
48	Simon Archer David Lindley
68	Robert Adcock Robin Middleton
5	Anthony Clark Robert Blair
36	Ian Palethorpe Kristian Roebuck
39	Chris Tonks Chris Langridge

Women's Doubles

4	Gail Emms Donna Kellogg
23	Ella Tripp Joanne Nicholls
45	Liza Parker Suzanne Rayappan
54	Sarah Bok Jenny Wallwork
62	Tracey Hallam Natalie Munt
66	Heather Olver Hayley Connor
72	Natalie Munt Suzanne Rayappan
81	Joanne Nicholas Natalie Munt
87	Jenny Day Liza Parker

Mixed Doubles

3	Nathan Robertson Gail Emms
7	Anthony Clark Donna Kellogg
11	Robert Blair Natalie Munt
20	Kristian Roebuck Jenny Wallwork
23	David Lindley Suzanne Rayappan

49	Robin Middleton Sarah Bok
75	Chris Langridge Jenny Day
84	Robert Adcock Jenny Wallwork
86	Kristian Roebuck Ella Tripp



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