

DISABILITY/PARA-BADMINTON ACTION PLAN 2019-25

Introduction

The vision for English badminton is to be one of the nation's most popular sports and consistently win medals at World, Olympic and Paralympic level.

Although England has a number of World Class Para-Badminton players and there are pockets of excellent development work, progress in developing disability badminton and Para-Badminton has stalled in recent years. This plan seeks to reverse this.

This action plan sets out the priorities for the development of disability and Para-badminton in England in support of that vision for the period through to 2025. It identifies short term (by summer 2020), medium term (2020 – 2022) and long term (2022-2025) actions.

It is built around four key areas, which provide alignment with the disability strategy of the Badminton World Federation:

- Promotion and visibility – presenting badminton as an inclusive sport and activity appropriate for all
- Inclusion – embedding disability and Para-badminton into the governance and management structures of Badminton England and throughout the sport.
- Participation – increasing the number of players through support for club and improved coach development, supplemented by appropriate competition and a performance pathway that enables players to maximise their potential.
- Technical – upskilling and development of technical knowledge, classifiers and officials to support implementation of this plan.

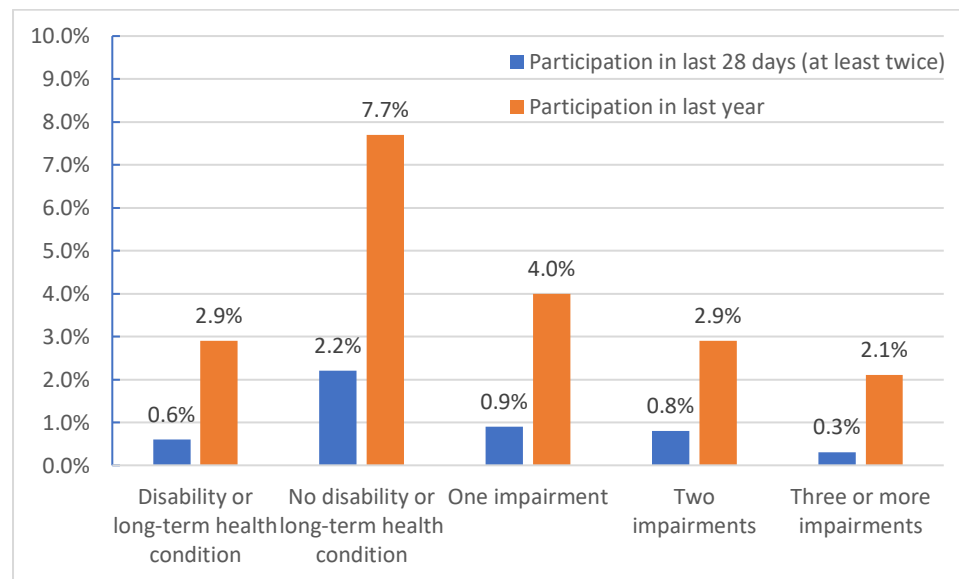
The vision of this plan is to create capacity and build demand on a region by region basis, thereby increasing the number of disabled people playing badminton. Whilst monitoring of the plan will be ongoing, it will be formally reviewed after two years to assess progress towards this and the extent to which identified actions need to be adapted.

Current situation

Disability badminton

- Figure 1 - badminton participation data from Sport England's Active Lives Survey for the period November 2017-2018 - shows that adults with a long-term limiting illness or disability participate less than those without a long-term limiting illness or disability. Participation in badminton is higher for those with one impairment compared to those with three or more impairments – these patterns reflect the overall picture for participation.

Figure 1 – Participation in badminton¹



¹ Sport England Active Lives survey November 2017-2018

- Badminton England membership data shows that:
 - 350 clubs are recorded as catering for disabled players – of these, 154, when contacted, said they are capable of catering for/welcome disabled players, but only 34 actually offer some form of provision for disabled players.
 - 79 coaches have attended a Disability Badminton coaching workshop in the past – of these, 20 are still delivering some form of provision for disabled players.
- Survey work was undertaken in 2019 to explore issues in greater detail - these had a fairly poor response rate (19 clubs, 31 coaches, 43 players), which is indicative of both a lack of opportunity and lack of awareness around disability badminton.
- Amongst clubs, the main findings were:
 - 31.6% of clubs offer disability provision; of those who did not, 70.6% were interested in delivering for disabled players.
 - The main areas of support required to enhance disability provision were equipment (62.5%), support for coaches (62.5%) and information on how to deliver to disabled players (56.3%).
- Amongst the coaches, the main findings were:
 - 62.1% of coaches offer disability badminton coaching.
 - The main means they used to attract players were advertising (61.2%) and taster sessions (53.9%).
 - Two-thirds (65.2%) require further support to enhance delivery and 87.0% of those not coaching disability badminton were interested in developing provision.
- Amongst the players, the main findings were:
 - 63.6% played in a local club session.
 - 75% received coaching.
 - There was a low rating for those who agreed that they were aware of badminton being available to disabled people before they became disabled.
 - The main challenges are financial (55%), access to facilities (50%) and access to coaching (50%).
 - The most common means of getting involved in badminton was through a disability sport or support organisation (42.9%).
 - Motivations for playing badminton are very similar to non-disabled players, with enjoyment, improving fitness and a sense of achievement the key factors.
 - The most important factors making badminton accessible were coaches and volunteers being welcoming.
 - The perception of badminton as a sport and experience was generally lower than for other sports.
- Badminton is one of 26 sports competing for the attention and time of potential players. Anecdotal evidence suggests that badminton ranks next to bottom amongst activities potential players might engage with. This highlights the need for a much more proactive approach to attract players.

General

Research published by the Activity Alliance highlights that:

- 9.4 million people in England (18% of population) have an impairment or health condition.
- 75% of disabled people have more than one impairment.
- 70% of disabled people are over the age of 50.
- Inactivity is more common among disabled people and /or those with a long term health condition (42%) than those without (21%); seven in ten disabled people have not taken part in any physical activity in the last month compared to five in ten (48%) non-disabled people.
- Furthermore, it increases sharply as the number of impairments an individual has increases – 51% of those with three or more impairments are inactive.
- Seven in ten disabled people want to do more sport.
- Psychological barriers play the biggest role in preventing disabled people from taking part in sport. Their perception of their own abilities matters as well as others' opinions on whether the activity suits them.
- Six in ten disabled people claim that either not knowing about opportunities or a lack of available activities is what prevents them from taking part.

1. PROMOTION AND VISIBILITY

Objective: To present badminton as an inclusive sport and activity appropriate for all

By its nature, badminton is a very inclusive activity. However, it is not necessarily seen by a large proportion of disabled people as something they can participate in. There is also an ever increasing range of activity accessible to disabled people – it is essential, therefore, that there is a focus on changing the perceptions of badminton and promoting it as an inclusive activity available to all. Building awareness of disability/Para-badminton, badminton as an accessible sport for all, its classification system, and events in the sport is essential to the successful achievement of other elements of this plan.

Short Term (2019-Summer 2020)	Medium Term (2020-2022)	Long Term (2022-2025)
<ol style="list-style-type: none"> 1. Develop an inclusive communications plan that encompasses best practice – to include alignment with national campaigns run by Activity Alliance and, for example, We Are Undefeatable 2. Nominated contact within each team for disability queries (as referenced below) 3. New website that promotes badminton as an inclusive sport 4. Identify two ambassadors for disability badminton promotion 5. Improve registration process for members to record themselves as having a disability; aligned to this integrate this into all data collection 6. Engage with NDSOs (and other relevant organisations) to identify how they can help promote badminton as an inclusive sport 	<ol style="list-style-type: none"> 1. Implement and review inclusive communications plan – to include regular communications with clubs, coaches and players 2. Website and all communications to use all appropriate accessible and inclusive formats 3. Increased content that promotes badminton as an inclusive sport 	<ol style="list-style-type: none"> 1. Annual review of inclusive communications plan

2. INCLUSION

Objective: Embed disability and Para-badminton into the governance and management structures of Badminton England and throughout the sport.

The successful development of disability and Para-badminton requires integration into Badminton England's governance and management structures to ensure that there is a focus within the organisation and clear lines of accountability and responsibility. The longer term aim is to extend this into the governance and management of badminton at county level. This means that Badminton England will take an inclusive approach to its work and support partners, especially county badminton associations, to adopt the same approach.

Short Term (2019-Summer 2020)	Medium Term (2020-2022)	Long Term (2022-2025)
<ol style="list-style-type: none">1. Appoint a Board Champion2. Inclusion (Disability/Para-badminton) to be a standard item on Board agendas together with the appropriate parts of the governance structure below the Board3. Nominated lead member of staff responsible for delivery of plan (Head of Development)4. Nominated lead members of staff within each team for disability/Para-badminton (Performance, Coaching, Commercial, Competition, Development)	<ol style="list-style-type: none">1. Planning for disability badminton integrated into new regional planning structure2. 20 counties include inclusion (disability badminton) within delivery of their county plans	<ol style="list-style-type: none">1. All counties include inclusion (disability badminton) within delivery of their county plans

3. PARTICIPATION

Objective: Increase the number of players through support for club and improved coach development, supplemented by appropriate competition and a performance pathway that enables players to maximise their potential.

Research and anecdotal evidence shows a lack of players and, more importantly, opportunities for disabled people to play badminton. Only 49 players, who are members of Badminton England, record themselves as having a disability. The absence of a playing base precludes the development of a competition circuit/tournaments and of a performance pathway to ready the next generation of potential Paralympians for the medal programme.

The priority in the short to medium term is on increasing the number of players in disability badminton. This requires the development of strong, sustainable environments that can cater effectively for disabled players and support their progression.

3a. Development

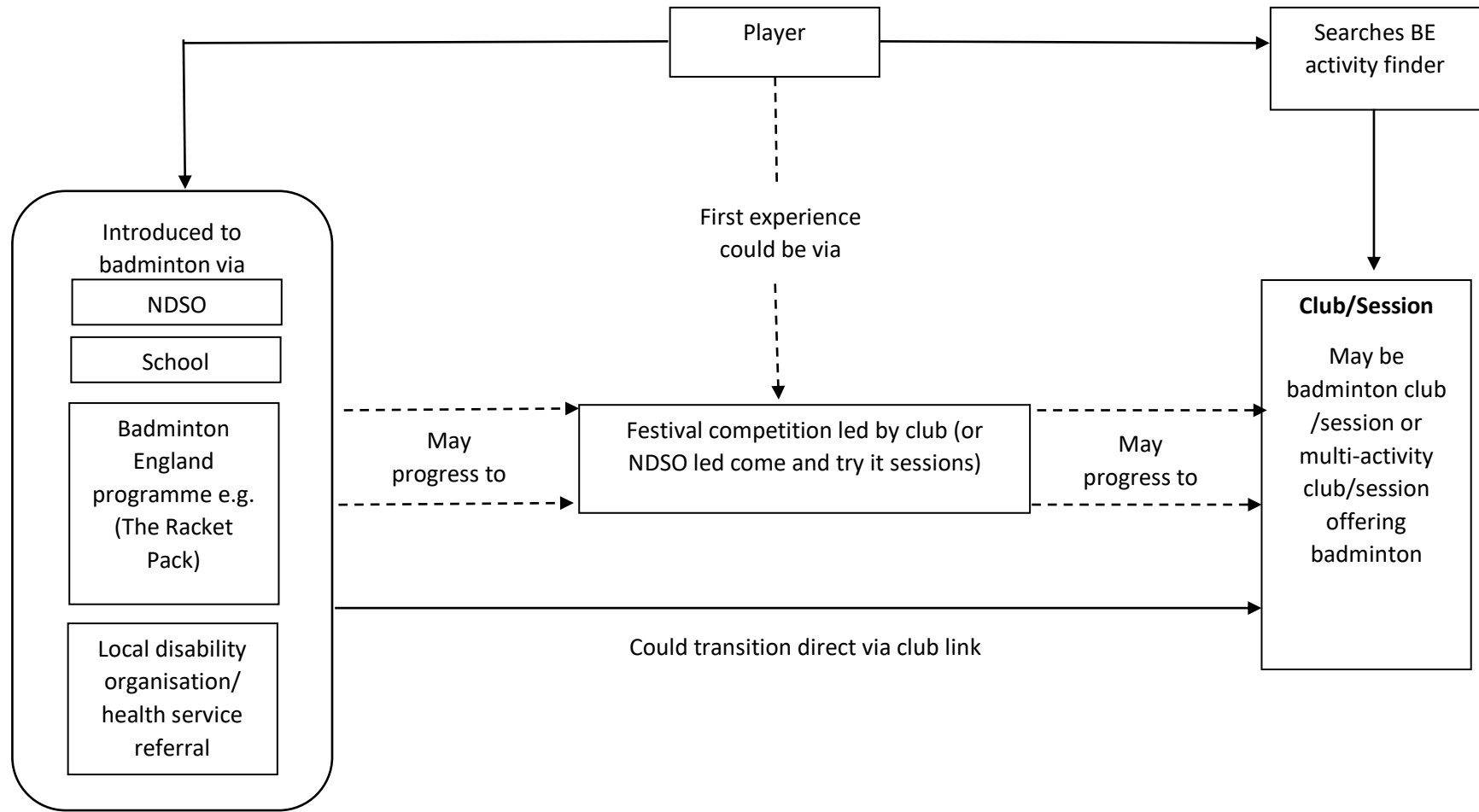
Short Term (2019-Summer 2020)	Medium Term (2020-2022)	Long Term (2022-2025)
<ol style="list-style-type: none"> 1. Complete audit of provision to build an accurate and up to date record of disability provision, which is clearly signposted and easy to find on new activity finder 2. 25 settings supported to develop provision for disabled players – to include festivals linked to Inclusive 2020² 3. Develop a festival format to support clubs and other groups to engage disabled players 4. Complete disability badminton toolkit and ensure all clubs and coaches (including activators) are aware of, and have access to, resources to support disability provision 	<ol style="list-style-type: none"> 1. Implement programme of activity to maximise legacy from 2020 Paralympic Games 2. 100 inclusive settings with provision for disabled players –with at least one playing opportunity in each county; all clubs linked to local disability organisation/NDSOs 3. 1,000 Badminton England playing members who record themselves as disabled on membership system 4. 50 No Strings Badminton sessions catering for disabled players – No Strings training to be reviewed to ensure it is inclusive 	<ol style="list-style-type: none"> 1. 5,000 Badminton England playing members who record themselves as disabled on membership system 2. 100 No Strings Badminton sessions catering for disabled players

² Inclusive 2020 – Youth Sport trust national programme of disability festivals that includes badminton

Short Term (2019-Summer 2020)	Medium Term (2020-2022)	Long Term (2022-2025)
<p>(including advice on how to link with local disability organisations/NDSOs³)</p> <ol style="list-style-type: none"> 5. Develop an inclusive badminton checklist to support clubs and other organisations to become more inclusive 6. Agreed programme of engagement with NDSOs to support clubs and other organisations to link to potential disabled players 7. Develop a programme of activity to maximise legacy from 2020 Paralympic Games 8. Identify and promote information that will signpost funding opportunities for players 		

³ NDSO – national disability sports organisation

Figure 2 - Player pathway



3b. Coaching

Short Term (2019-Summer 2020)	Medium Term (2020-2022)	Long Term (2022-2025)
<ol style="list-style-type: none">1. Complete and launch revised Level 1 and Level 2 coach education courses ensuring that they are inclusive2. Delivery of a nationwide programme of the Disability Badminton Coaching workshop to a minimum of 100 coaches.3. Offer disability awareness training for Level 1 coaches and No Strings coordinators4. Develop a plan for including disability badminton coaching content within Coaches' Hub (on Hive)	<ol style="list-style-type: none">1. Integrate working with disabled players into the inclusion elements of our coaching pathway at all qualification levels.2. Increase the overall confidence of our coaching workforce in delivering sessions and maximising the participant experience of disabled participants through CPD opportunities.3. Have a complete understanding of training offers available across the sector for all disabilities and be able to signpost to these through our website.	<ol style="list-style-type: none">1. Have a performance coach development programme to support the needs of our Para-Badminton programme in place.

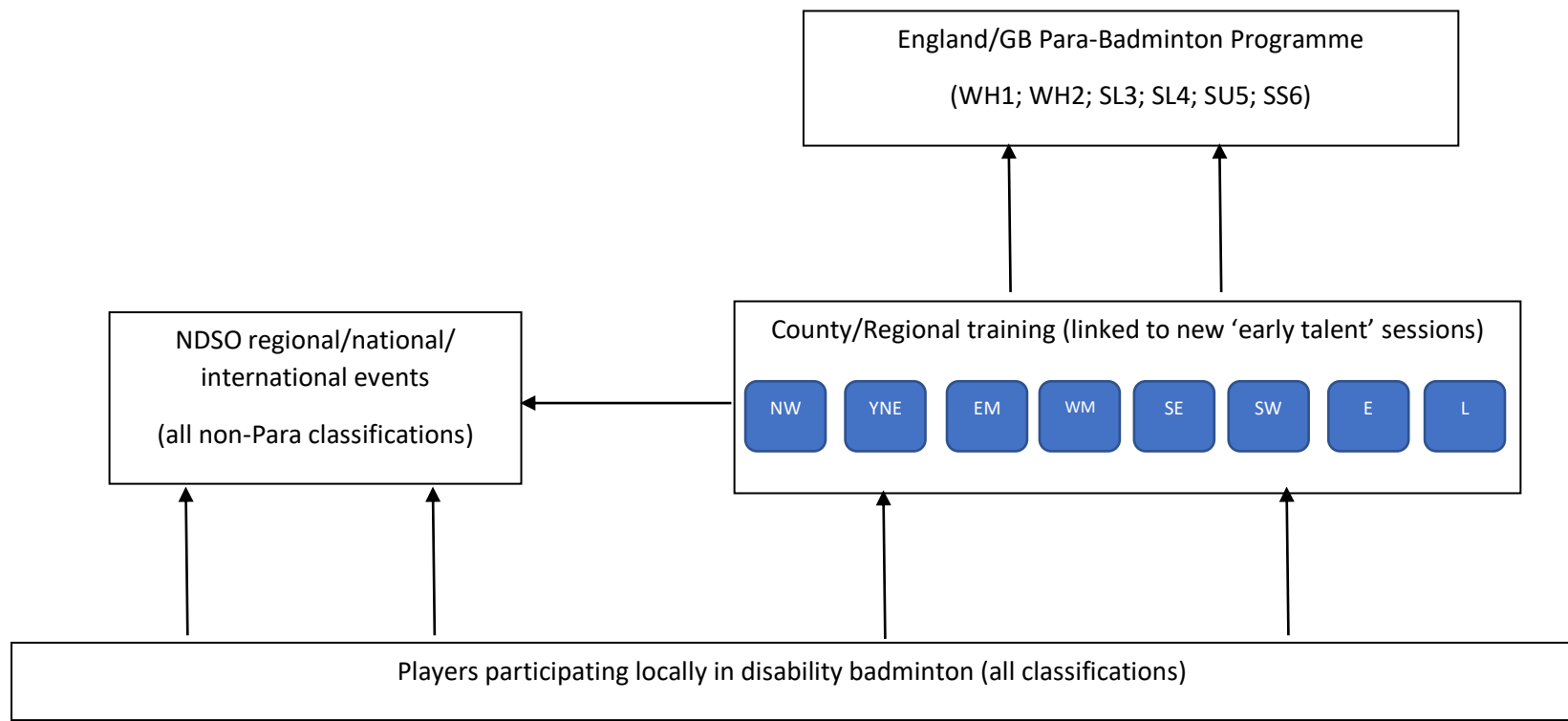
3c. Competition

Short Term (2019-Summer 2020)	Medium Term (2020-2022)	Long Term (2022-2025)
<ol style="list-style-type: none"> 1. Host inaugural UK Para-Badminton Championships 2. Develop a festival competition format to support clubs engaging with local disabled groups 3. Pilot festival competition format at Worcester January 2020 4. Engage with NDSOs to identify suitable competition pathways for each impairment and promote these on the website in an easily accessible format 5. Identify opportunities for badminton to be included in a greater range of events and hence cater for a wider range of impairments 	<ol style="list-style-type: none"> 1. Annual UK Para-Badminton Championships 2. Promotion of competition pathways for each impairment – to include mapping potential for disabled players to access competition structure at different levels 3. All clubs/organisations with disability provision offering (or linked to) festival competition 4. Three disability tournaments per annum (building up over the three years of this phase) 5. Scope hosting World Para-Badminton Championships and international tournament 	<ol style="list-style-type: none"> 1. Eight disability tournaments per annum – one per region (building up over the three years of this phase) 2. Linked to development of new ranking system, implement disability ranking system 3. Introduce international tournament and/or stage World Para-Badminton Championships (dependent on scoping exercise)

3d. Performance

Short Term (2019-Summer 2020)	Medium Term (2020-2022)	Long Term (2022-2025)
<ol style="list-style-type: none"> 1. Use UK Para-Badminton Championships as opportunity to identify potential players 2. 5 x GB training camps (by criteria) 3. Qualify 2-4 players for Tokyo 2020 	<ol style="list-style-type: none"> 1. Create England Para Talent Pathway (criteria /player profiling) – including talent identification events (possibly as part of a wider multi-sport programme) 2. Integrate talented players into GB training setup – as a minimum offer training opportunities within GB setup 3. Identify appropriate locations for talent hubs in response to the development growth aims. Integrate into talent hubs – para specific – x2 4. Identification and upskill of Talent Coach pool 	<ol style="list-style-type: none"> 1. Seamless Talent pathway programme through to GB Programme (Paris and beyond – LA) 2. Clear criteria for progression – performance standards at each level 3. Increase number of Talent hubs delivery in response to growing participation numbers 4. Appropriate training camps around the country servicing growing talent pool – minimum 4 camps per identified location servicing cluster of talent hubs

Figure 3 - Proposed performance pathway⁴



⁴ See Appendix 2 for definition of Para-Badminton categories

4. TECHNICAL

Objective: Upskilling and development of technical knowledge, classifiers and officials to support implementation of this plan.

The development of disability badminton in England requires an upskilled and larger workforce and more support to technical officials to ensure that they are able to support the aspirations of this plan.

Short Term (2019-Summer 2020)	Medium Term (2020-2022)	Long Term (2022-2025)
<ol style="list-style-type: none">1. Train one new classifier2. Develop resources and guidance for tournament organisers, referees, umpires and line judges as a short term support solution until training can be developed3. Provide training for all officials involved with festival format4. Deliver training/education for physios/ doctors as relevant – starting with Worcester festival event January 2020	<ol style="list-style-type: none">1. Develop a succession plan for classifiers – to be linked to a scoping of the need for additional classifiers2. Integrate training around disability competition requirements into training for officials (tournament organiser, referee, umpire, line judges)3. Provide training for existing technical officials around disability competition4. Develop training programmes for technical officials if required to support hosting of World Para-Badminton Championships and/ or international tournament5. Expand club toolkit to include guidance for club officials and volunteers on provision for disabled players	<ol style="list-style-type: none">1. Review resources and guidance for competition delivery – linked to level and nature of delivery

Appendix 1 – Disability/Para-Badminton Working Group 2019

This plan has been developed by the Disability/Para-Badminton Working Group:

Chair: Jim Mann – Senior Independent Director, Badminton England

Members:

- Becky Bailey
- Derek Batchelor
- Dan Bethell
- Sheila Collins
- Jess Cook
- Heather Crump
- Philip Gray

Appendix 2: Definitions

Within this plan, the following definitions are used:

- Disability badminton – provision for anyone with a disability to play badminton regardless of classification/impairment.
- Para-Badminton – the specific categories catered for within the six sport classes defined by the Badminton World Federation and which are part of the Paralympic Games:
 - **Wheelchair 1 WH 1** - requires a wheelchair to play badminton. Players in this Sport Class usually have impairment in both lower limbs and trunk function.
 - **Wheelchair 2 WH 2** - could have impairment in one or both lower limbs and minimal or no impairment of the trunk.
 - **Standing Lower SL 3** - must play standing. The player could have impairment in one or both lower limbs and poor walking/running balance.
 - **Standing Lower SL 4** - second standing class where the player has a lesser impairment compared to Sport Class SL 3. The player could have impairment in one or both lower limbs and minimal impairment in walking/running balance.
 - **Standing Upper SU 5** - impairment of the upper limbs.
 - **Short Stature SS 6** - have a short stature due to a genetic condition including but not limited to achondroplasia.