

BADMINTON England – Fast facts

One of the nation's best loved sports

3.3million adults play at least once a year

It's a popular sport - more people play badminton than play cricket or rugby

563,000+ players aged over 14 play badminton every week

846,000 over 16s play once a month

300,000+ people play on a casual basis

6 year olds to 75 year olds enjoy badminton

Top 10 secondary school sport

Strong ABC1 participant numbers across the sport

Loved by women and men - one of the UK's most gender-balanced sports

194,400 women play every week

BADMINTON England

The National Governing Body for the sport – here for **everyone** who plays badminton – for sport or just for fun

BADMINTON England annual website visits: **1,061,853**

BADMINTON England website unique visitors: **462,620**

BADMINTON England Twitter followers: **12,000**

BADMINTON England Facebook fans: **11,000**

55,000 full members of BADMINTON England

75,000 BADMINTON England community members

Yonex All England Open Badminton Championships

Oldest and most **prestigious** annual badminton event in the world

344 million TV viewers worldwide each year

Total broadcast hours of **485** across **30** global territories

81.6% of attendees at major events are ABC1 consumers

All England YouTube lifetime channel views: **1,198,572** with **7,000** subscribers

Yonex All England finals video on YouTube: **411,428** views

Major Events

English National Badminton Championships - the best players in the country battle it out - broadcast on **Sky**

English Nationals moved to Milton Keynes in 2014

NEW National Badminton League launching in 2014 – new teams, new venues, new rules, new fans

Performance Sport

£5.9m of National Lottery public sector support for GB performance up to Rio Olympics 2016

16 players on GB World Class Performance Programme (14 of whom represent England)

10 players on England senior performance programme

Centralised programme

26 players in fulltime training at the National Badminton Centre

5 national coaches

On-site performance science support from **English Institute of Sport** (medical, physiotherapy, soft tissue therapy, nutrition, performance lifestyle, performance analysis and strength and conditioning)

£3m Sport England funding for Talent (England junior, performance centres and England performance training) for the period 2013-17

35 players on junior performance programme

35 BADMINTON England accredited Performance Centres across England and supporting **1,500 players and 100+ coaches**

England performance training established in **8** locations across England and providing regular weekly training for 75 of our most talented junior players

2013 GB success including **Superseries winners** of the Hong Kong Open Badminton Championships (first Superseries win since 2009)

11 medals at Para-Badminton World Championships

Competitions & Clubs

Over **2,100** clubs across England

236 BADMINTON England sanctioned tournament opportunities each year for members

163 sanctioned junior tournaments each year

1,839 coaches trained and qualified in the last 24 months

1,800 + registered badminton coaches in England

24,000 courts across England in over 8,000 facilities

Leading focus on disability badminton – helping to get para-badminton into the Paralympics in 2020