



## Badminton England National Volunteer Conference 2020

*"Fantastic  
information,  
inspirational!"*

*"Very  
interesting and  
engaging!"*

*"Interactive,  
motivational  
and friendly"*

### Overview




Building on the success of the inaugural Badminton England National Volunteer Conference in 2019, the 2020 conference took place on Saturday 14<sup>th</sup> March at the International Convention Centre in Birmingham.

The conference was held over the course of one day and consisted of two key note addresses, four workshops and the opportunity for attendees to take part in a question and answer session with the conference host.

Badminton England aimed to arm our volunteers with the appropriate tools and knowledge to play a key role locally in increasing the number of people playing badminton. The conference welcomed volunteers from all roles and experience levels at club and county level, as well as aiming to inspire brand new volunteers who were interested in helping their local badminton community. Conference delegates had the opportunity to hear from industry experts, Badminton England staff and volunteers, covering a wide range of topics such as the effective use of social media, developing leadership skills and club development. Contributions from existing volunteers were also recognised and rewarded as the Yonex Volunteer of the Year runners up were presented with their certificates at the event.



Three key themes were embedded throughout the day, helping volunteers to:

-  **INSPIRE** to be the best they can be
-  **COLLABORATE** with other volunteers and experts, sharing stories and experiences
-  **RECOGNISE** successes so volunteers feel proud to be involved

## Conference Snapshot

Total number of volunteers registering	87
Total number of volunteers attending	63
Evaluation response rate	81%
Total number stating they would attend a future Badminton England Conference	96%

Words used by delegates, speakers and workshop facilitators to describe the conference:



## Aims & Objectives

The aim of the conference was to build on the previous year and continue to improve the experience of volunteering within badminton, so that volunteers feel more valued in the community and by Badminton England.

The conference aligned with the Badminton England 'Discover Badminton' strategy to grow grass roots badminton, specifically by *'building capacity and capability in our volunteers, clubs, officials, coaches and facilities'* and our Volunteering strategy *'to maintain and grow an active cohort of volunteers whilst improving their experience.'*

Objective	How This Was Met	Delegate Feedback
Improve the experience of volunteers in badminton	- Provided an opportunity for volunteers from across the country to come together and attend a range of workshops and talks focussed on developing their volunteering experience	<b>86%</b> of attendees rated as '4' or higher on a scale of 0 (not met at all) to 5 (fully met)
Design an interactive conference that is relevant to all volunteer roles	- Delivered a mix of key note speakers and workshops with networking opportunities offered - A variety of workshops covering different topics to cater for volunteers in different roles across a range of areas	<b>84%</b> of attendees rated as '4' or higher on a scale of 0 (not met at all) to 5 (fully met)
Provide practical information and training through workshops and keynotes (and where possible local case studies) which volunteers can use in their locality	- Sessions delivered by 2 key note speakers and 4 workshop facilitators - Opportunity to speak to Badminton England staff including: Relationship Managers, Ethics & Compliance Manager and Head of Development - 3 case studies showcased in the foyer and available for delegates to take away with them	<b>82%</b> of attendees rated as '4' or higher on a scale of 0 (not met at all) to 5 (fully met)
Update volunteers with the Badminton England strategy, demonstrating how we champion volunteering	- Talks delivered by Adrian Christy (Badminton England Chief Executive) and Callum Skinner (Conference Host), linked to the 'Discover Badminton' strategy	<b>67%</b> of attendees rated as '4' or higher on a scale of 0 (not met at all) to 5 (fully met)

*"It was a fabulous day and it was nice to interact with those who are in the same position as me – a badminton volunteer in the local community."*

**– Prina Karia, Conference Delegate &  
Yonex Volunteer of the Year Runner Up 2020**

Objective	How This Was Met	Delegate Feedback
Offer volunteers a chance to network with each other to feel part of a wider team, sharing their knowledge and experiences	<ul style="list-style-type: none"> <li>- Networking opportunities offered before, during and after the conference, allowing delegates to interact and share ideas</li> <li>- Highlighting volunteering success stories through case studies, a guest speaker (Young Volunteer of the Year winner 2019) and presenting Volunteer of the Year 2020 awards to runners up</li> </ul>	<b>80%</b> of attendees rated as '4' or higher on a scale of 0 (not met at all) to 5 (fully met)
Empower volunteers to take away at least one action to implement on a local level	<ul style="list-style-type: none"> <li>- Workshops and talks offered practical advice on various topics</li> <li>- All attendees were emailed the presentations and notes from the workshops after the conference</li> </ul>	<b>92%</b> of attendees rated as '4' or higher on a scale of 0 (not met at all) to 5 (fully met)

## Conference Host, Key Note Speakers & Workshops



The conference was hosted by Callum Skinner, a former Team GB track cyclist, primarily known for his achievements in the Rio de Janeiro Velodrome when at the 2016 Olympics he claimed a gold medal in the Team Sprint, silver medal in the Individual Sprint and set an Olympic Record.

The first key note speaker of the day was Svend Elkjaer who founded the Sports Marketing Network (SMN) in 2005 for people involved with the commercial, community and marketing issues across all sports and physical activity, be it a club, governing body, local authority or private sports deliverer.

Over the last fourteen years, more than 4,000 sports providers have benefitted from SMN's services by attending workshops and presentations, being mentored or receiving consultancy. SMN has also advised, consulted and trained a number of organisations and public bodies including the RFU, Cricket Scotland, British Gymnastics, Sport Wales, England Athletics and sportscotland.



Svend delivered a key note speech on *'Creating a Community Champion – Making your Club offer Fit for Purpose'* which highlighted how life and sport are changing and provided attendees with information on modernising their offer and creating an excellent customer experience.

Four workshops were also offered at the conference, with attendees able to attend two throughout the day.

**'Developing Leadership Skills'** was an interactive workshop focusing on individual development and provided insight and information on the importance of role-modelling, diversity and the importance of leaders in our lives. **'Developing Your Sports Club'** provided in-depth case studies and knowledge sharing from the Sports Marketing Network. The workshop used examples from various sports, detailing the most effective ways to develop sport within a club environment, and offer specific advice for volunteers attending the workshop to use back in their badminton clubs, leagues or county associations. The third workshop was centred on **'Safeguarding and Governance'** and offered key advice in safeguarding and good club governance from Badminton England, and how this could be used effectively within the badminton community across England. Finally, the **'Using Social Media Effectively'** workshop was split into two sessions with the morning workshop focusing on an *'Intro to Social Media'* which was for volunteers or club members who are new to social media and want to learn how social media can be set up and introduced to recruit volunteers and promote their clubs and sessions. The afternoon workshop, *'Advanced Social Media Methods'* was for attendees who already have an effective social media presence within their badminton club/league/county association, but want to learn more about advanced social media techniques and strategies for recruiting and retaining volunteers. A fifth workshop on **'The Volunteering Journey'** was also scheduled to run but, unfortunately, had to be cancelled due to illness.



*"Thank you for a very positive experience at the conference. It has inspired me to build on what has been done in my area and that we are all here on the right lines to develop the game but also to get people more active."*

**– Kevin Fairbanks, Conference Delegate**

*"Very practical workshop with useful tips"*  
**- Conference Delegate**

## Feedback

Conference delegates were asked to rate each workshop facilitator in the following areas on a scale of 0 (very poor) to 5 (excellent):

### Developing Leadership Skills – Mandy Rutter

 29 delegates attended the workshop, across the two sessions

Areas	% of delegates who rated the workshop facilitator as '4' or higher
Content	93%
Practical Tips	90%
Local Case Studies/Examples	72%
Interactive	90%
Motivating	93%

### Safeguarding & Governance – Emma Gibson

 10 delegates attended the workshop, across the two sessions

Areas	% of delegates who rated the workshop facilitator as '4' or higher
Content	70%
Practical Tips	70%
Local Case Studies/Examples	70%
Interactive	90%
Motivating	80%

### Developing Your Sports Club – Svend Elkjaer

 29 delegates attended the workshop, across the two sessions

Areas	% of delegates who rated the workshop facilitator as '4' or higher
Content	69%
Practical Tips	69%
Local Case Studies/Examples	62%
Interactive	62%
Motivating	59%

### Social Media Methods – Lauren Ashley

- 👉 34 delegates attended the workshop
- 👉 11 attended 'Intro to Social Media' & 23 attended 'Advanced Social Media Methods'

Areas	% of delegates who rated the workshop facilitator as '4' or higher
Content	88%
Practical Tips	88%
Local Case Studies/Examples	74%
Interactive	76%
Motivating	74%

Attendees were also asked, on a scale of 0 (not met at all) to 5 (fully met), to indicate how well the speakers made them feel inspired and provided useful learning:

- 👉 **Callum Skinner, Conference Host & Key Note:** 98% of attendees rated as '4' or higher
- 👉 **Svend Elkjaer, 'Creating a Community Champion – Making your Club offer Fit for Purpose'** Key Note: 78% of attendees rated as '4' or higher
- 👉 **Adrian Christy, Badminton England Chief Executive:** 59% of attendees rated as '4' or higher



**Yonex Volunteer of the Year Runner Up, Prina Karia, with Badminton England Chief Executive, Adrian Christy**

**96%**  
of attendees would  
attend a future  
Badminton England  
conference

Feedback was gathered from the conference attendees to help Badminton England understand what would have made the experience better for them. A number of suggestions were received, as detailed below, along with how these suggestions will be addressed for the next conference.

Attendees said...	What Badminton England will do...
"Opportunity to attend more than two workshops"	Following attendance at the conference, Badminton England emailed all attendees with the workshop slides and notes from all four workshops. There may be the possibility of extending the conference in future years so attendees are able to attend more workshops.
"Appearance by a GB badminton star/hearing from badminton players or ex-players"	Badminton England will look into this for the 2021 conference to see whether an ex-badminton player could be featured as a Key Note speaker at the conference.
"Knowing more about the workshop leaders"	Information on all workshop facilitators and Key Note speakers was included in the conference delegate packs. However, Badminton England will aim to circulate information on the deliverers and speakers to all attendees prior to the conference.
"More interactive workshops"	Badminton England will aim to work closely with future workshop deliverers to make sure sessions are as interactive as possible, giving attendees the opportunity to take part in group work and share ideas.
"Sharing experiences with volunteers (successes and failures)"	Badminton England will look into ways of providing volunteers with the opportunity to discuss their successes and challenges at the next conference and share ideas with each other, possibly through a networking session or a workshop centred on sharing learning and knowledge.
"Opportunity to chat to Badminton England staff at the beginning of the conference"	Badminton England will aim to have a range of staff at the next event for small, informal discussions (this could include Relationship Managers, Programme Manager, Coach Education Manager or a member of the Competition and/or Membership teams).
"Overview of the Badminton England Volunteer Strategy"	Badminton England will aim to incorporate a short section outlining the key points of the Volunteer Strategy into the 2021 conference, possibly as part of the Chief Executive's opening address.



*"Having only joined Badminton England a few weeks ago, this was a brilliant opportunity to meet the people that make badminton happen. It was great to see the level of interaction, discussion and ambition that this kind of event brings."*

**– Giles Dunning, Badminton England  
Chief Operating Officer**



The conference delegates were asked if there were any other themes or topics they would like to see covered at future conferences. Again, these are outlined below and will be considered as workshop topics for the 2021 National Volunteer Conference:

- 👉 Attracting volunteers
- 👉 Portals for CPD and event calendars for local counties
- 👉 Online networking opportunities
- 👉 Administration for clubs
- 👉 Nutrition in sport
- 👉 Psychology in sport
- 👉 How to organise and run tournaments
- 👉 How to keep badminton fun and how to progress in the sport
- 👉 Club finance
- 👉 Mixing sport with real life
- 👉 Coaching/coach development workshops
- 👉 Gaining members
- 👉 How to deal with pressure in sport
- 👉 Increasing female participation
- 👉 More club development
- 👉 Disability support
- 👉 More focus on badminton at a local level
- 👉 How to recognise, acknowledge and reward volunteers
- 👉 More social media
- 👉 Creating links and working with leisure centres

**92%**

**of attendees reported that the conference had empowered them to take away at least one action to implement on a local level**

Additionally, Badminton England are looking to launch a Coaching Conference in the near future which will provide both paid and volunteer coaches at all levels of the game with the opportunity to network, attend a variety of workshops and develop their skills.

This conference could include some of the suggestions listed above such as psychology in sport, nutrition in sport or coping with pressure.



***“Thank you once again for a brilliant volunteer conference, I enjoyed it as much as I did the previous year!”***

**– Kara Robinson, Conference Delegate**