

ESSENTIALS BADMINTON COURSES



Make the most of the increased exposure of badminton through the Olympic and Paralympic games by getting involved in 'The Big Hit' and delivering an Essentials Badminton Course.

What is Essentials?

Essential courses are 6–8-week crash courses aimed at beginners or those looking to get back into the sport following a period of time away from the game. Over a series of sessions players will learn the basics of movement, grips, underarm hitting, overarm hitting, and serving.

In addition, there is a 4-week 'Essentials Tactics' block that clubs can run for more advanced players or as a follow up to improve participant's tactical understanding of badminton.

How can we tie an Essentials Course into The Big Hit?

Your club could utilise The Big Hit to kick off the start of an Essentials course. You could do this by just marketing the course and utilising The Big Hit as increased exposure or by hosting an open day or come & try session and encouraging people to sign up from there.

Alternatively, your Essentials course could finish during The Big Hit and end with a mini tournament where you encourage other club members to come and join in. This is a great way to introduce new prospective members to your club environment.

What are the benefits of delivering an Essentials Course?

Providing coached opportunities for potential new participants is a less intimidating way to take the first steps into the club environment. If players are relatively new to the game or have not played for a while this will provide them with an opportunity to develop their confidence within the club setting and meet club members. The courses are self-funding with the club charging participants a one-off fee to attend.

Making the participants feel welcome and included will make the transition to your club less daunting and increase your success rate. Fun is the key element – the more enjoyable you can make the experience; the more likely participants will be to want to return!

What resources are available to support our club to deliver Essentials?

A level 2 coach is required to deliver the course. If your club does not have a coach but you are interested in delivering a course you can use our 'Find a Coach' tool here.

Badminton England provide a free online training module and once completed, coaches will receive a free online resource which provides them with everything they need to run the course. Coaches can sign up to do the online training using this form. Badminton England can support with marketing through providing digital empty belly posters with the Essentials course branding.

To support clubs to run an Essentials Course, we have established the Discover Badminton Platform, which is an online tool that can manage registrations and take payments. Through the platform, players can search and book on to courses. By adding your Essentials course to the platform, it will automatically appear in our Activity Finder providing additional promotion for your session. A 'how to guide' has been produced to support your club to set up and manage your course on the Discover Badminton Platform.

[Click here to register your Big Hit event](#)