

**Smash Up**



Coaches Guide to  
**BADMINTON**  
**ENGLAND**  
Programmes



*no strings*



essentials



**the RACKET PACK**



BADMINTON  
ENGLAND



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## BADMINTON ENGLAND PROGRAMMES



Badminton England aims to support coaches to deliver a positive badminton experience, through several well-established programmes. As a coach we would encourage you to consider utilising the programmes to supplement the work you already do and support your income generation. The programmes cater for all ages and abilities and come with everything you need to deliver them as a coach. Below is more information on the programmes Badminton England has developed that can be used by coaches to increase revenue and grow participation.

If you are interested in introducing any of the above programmes contact your local Relationship Manager who will be able to support you with the next steps.





# Junior Programmes

## The Racket Pack (5-11 year olds)

**Programme Summary:** The Racket Pack is a fun and engaging skill-based programme for younger children which focuses on developing the fundamentals. The Racket Pack is largely a schools-based programme however several primary schools employ a coach, using their primary premier funding, to come in and deliver the sessions. The racket pack also incorporates a club module which serves to provide a possible structure by which younger players can be organised within a session and content that is clearly linked to key technical and tactical aspects of badminton play.

The Racket Pack has been designed to be delivered in any environment – particularly typical primary school halls which do not have the space, height, or court markings that you would expect in a sports hall. Sessions have been designed to cater for large numbers in a small space, and so multi-court sports halls are not needed.

The club module has five distinct sections, each broken down in to six progressive delivery-based sessions. The sections covered are Racket Skills, Forecourt Hitting, Mid Court Hitting, Overhead Hitting, Tactics.

**Benefits of delivering:** Coaches that work in badminton clubs generally have more success in bridging the gap between the school and the club when they are the direct link and there is continuity in what is being offered. Younger children often ‘buy in’ to the individual coach because they find the sessions fun and engaging and feel confident attending a new session if there is continuity to how they have been learning in the school setting.

Level 2 badminton coaches can utilise the racketpack to approach schools to offer delivery, with a recognisable Badminton England brand.



The Racket Pack Club module can be accessed by Level 2 coaches through our resource hub [here](#). Outside of the club module much of The Racket Pack content is aimed at teachers for school delivery in the absence of a coach. It includes lesson plans, festival formats and videos to help with technique/movement. Whilst this will be too basic for many coaches, coaches can use this to gain new ideas on using the various racketpack equipment and utilise the festival templates to support organising bigger primary school events.

Coaches can sign up to do the free online CPD module using [this form](#).

The Racket Pack has an equipment bag which is designed to support delivery with a wide range of equipment suitable for different ages and abilities. Packs include different sized rackets, shuttles, a pop-up net and post set, fluff balls, success balls, balloons and GetNets. Please see the list of retailers below – all sell various bundles of the equipment so clubs can get full bags or just supplement the equipment they already have.

- [Herts Fullstop](#)
- [Davies Sport](#)

**Additional Information:** To support coaches looking to get into schools there are several resources on our resource hub which you can find in the ‘What I need to know section...’ [here](#) ([link to be added when resources made live](#))

If coaches are interested in engaging with schools they should approach their Active Partnership and ask to speak to the schools lead, who will be able to signpost them to the relevant School Games Coordinator for their specific area.

## SmashUp (11-16 year olds)

**Programme Summary:** SmashUp is a programme that largely caters for secondary schools with both a curricular and extra-curricular element.

- The curricular element of SmashUp is a more traditional representation of badminton – providing tailored coaching sessions geared towards the GCSE PE curriculum. Sessions are focused on coaching the full range of badminton skills over several modules, ultimately preparing the player for GCSE assessment.
- The extra-curricular format is predominantly games-based with minimal coaching. It is designed to be fun, whilst allowing players to develop their skills through a variety of games.

The extracurricular format works perfectly to provide an inclusive, engaging, and dynamic badminton experience, particularly for young teenagers who are most vulnerable to inactivity and drop-out. Smash Up sessions are often delivered to music and provide opportunities for players to socialise between games.

Coaches can tailor their sessions specifically to run a SmashUp session or just utilise the games cards to provide additional ideas as part of their normal junior session.

**Additional Information:**  
If coaches are interested in engaging with schools they should approach their Active Partnership and ask to speak to the schools lead, who will be able to signpost them to the relevant School Games Coordinator for their specific area.

**Resources Available:** The games cards are available to download from the BE Resource Hub.

These cards provide instructions, diagrams, and scoring for 22 unique, tailored, and fun games for players to have a go at.

**Benefits of delivering:**

Coaches can utilise the SmashUp programme by approaching schools with a recognisable brand or by introducing their own sessions to enhance the retention of players of this age.

Sessions could be delivered by an 'Activator' which is a brilliant way for coaches to support the development of others within their workforce.

## Essentials Courses

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

There is an additional 4-week 'Essentials Tactics' block that coaches can run as a follow up to improve participants tactical understanding of badminton.

**Benefits of delivering:** Essentials courses are a great way for coaches to engage new participants and following completion of the course, feed these participants into already existing sessions. Coaches will also find that some participants, post the course, will seek individual lessons to further their learning. Courses can be organised to fit around coaches existing schedules and even utilise quieter coaching periods to optimise income generation.

**Resources Available:** A level 2 coach is required to deliver the course. 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 set up and 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.

**Additional Information:** Coaches can either organise and run the course themselves, ensuring they charge participants enough to pay for court hire and their coaching time, or approach leisure facilities/leisure operators to see if they would be interested in putting on a course whereby, the facility takes the income but pays the coach for their time to deliver the course.

## No Strings Badminton

**Programme Summary:** No Strings is a casual pay & play format which is suitable for adults of all abilities. 'No Strings' emphasises that there's no commitment, no joining fee, and no annual membership. These sessions are generally suited to a coordinator or foundation coach as the focus of the role is to welcome participants and ensure games are mixed up, so participants play with and against a variety of people.

No Strings sessions can be aimed at target audiences which may include for example, Over 50's, students, or females only.

**Benefits of delivering:** No Strings sessions would be ideal for newer coaches to support their softer coaching skills as well as dealing with and organising larger groups. It can be an opportunity for qualified coaches to gain confidence and experience, attract new coaching clients and, if the coach is attached to a club, recruit new club members.

**Resources Available:**

You can sign up for free training to become a No Strings Coordinator using this form.

Badminton England can support with marketing through providing digital empty belly posters with the No Strings branding.

No Strings sessions are notoriously well attended providing an opportunity for coaches to generate a good session profit as well as exposing them to many participants for additional income

To support coaches to run No Strings sessions we have established the Discover Badminton Platform, which is an online tool that can manage session numbers. Through the platform players can find and book on to sessions also making payment if required. By adding your No Strings sessions to the platform, they will automatically appear in our Activity Finder providing additional promotion for your session. A 'how to' guide has been produced to support coaches to set up and manage sessions on the Discover Badminton Platform.

**Additional Information:**

Coaches can hire out a facility and charge participants a weekly fee or approach a leisure facility/leisure operator to see if they would be interest in implementing No Strings as part of their programme and paying for the coaches' time. Please note as No Strings can be run by a coordinator the hourly rate paid by a leisure operator is likely to be significantly lower than a standard coaching hourly rate.



## Social Competition

**Programme Summary:** Social competitions provide an opportunity for social and club players to compete at a level that is suitable to their ability. Social competitions aim to provide a fun competition experience. A range of formats can be used to be tailored to the target audience, with the overall focus being on playing lots of games, meeting new people, and having fun. Competitions can be run as standalone events or as part of a series.

**Benefits of delivering:** Coaches can use social competition to appeal to a new target audience as well as to provide continued motivation to their current session participants. They are a great way to generate interest in badminton in your local community and can be used to generate money through entry fees as well as promoting coaching opportunities outside of the event.

If you are a coach working with older juniors/young adults, social competitions are a great way to get them involved in developing more rounded skills through them supporting the organisation and running of the event.

**Resources Available:** Coaches are required to register the competition and will be given access to Badminton England's online booking system. All entries and payments are taken through the system, being paid directly to the competition organiser. The system then allows the coach to fully administer the competition, assign partners, draw fixtures, and record results.

Support is provided by Badminton England, including useful resources for organisers, access to the online system, marketing support, and promotional materials.



## Regional areas

