



BADMINTON
ENGLAND 

Clubs Guide to **BADMINTON** **ENGLAND**

Programmes


Smash Up



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no strings 



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To provide opportunities for different levels of participation and to engage with different audiences, why not consider introducing a Badminton England programme to your clubs offering. Below is more information on a variety of programmes Badminton England has developed that can be used by clubs to grow participation.

If you are interested in introducing any of the programmes highlighted in this brochure, use the contact information on page 9 to get in touch with 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 a club's module has been introduced to bridge the gap between the school environment and the traditional junior club. The club module 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 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: Clubs can utilise The Racket Pack by sending a club coach into schools to encourage progression from school sessions to junior club sessions, as well as by marketing it as part of their offering, as a recognisable brand. The school element also provides festival formats which can be utilised by clubs to provide session variety and highlight improvements.

Resources Available: The Racket Pack is delivered by a level 2 badminton coach, following completion of an online CPD module. Coaches can sign up to do the online training using this [form](#).



The Racket Pack Club module can be accessed by Level 2 coaches through our resource hub [here](#).

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: For clubs looking to send their coaches into schools there are several supporting documents on our resource hub which you can find in the 'What I need to know...' section [here](#).

To engage with schools clubs 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 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. Smash Up sessions are often delivered to music and provide opportunities for players to socialise between games.

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

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: Clubs can utilise the SmashUp programme to retain players of this age by creating a relaxed session atmosphere. The 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. Sessions could be delivered by an 'Activator' which is a brilliant way for clubs to support the development of potential future coaches within your club.

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 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.

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

Benefits of delivering: Essentials courses are a great way for clubs to attract new participants by providing an un intimidating first experience of the club environment with similar standard players. The courses are self-funding with the club charging participants a one-off fee and can even be utilised to generate a small profit for the club. Other than the course there is no longer term commitment required for participants, but often there will be participants that at the end of the course will be keen to continue with the club.

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.

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. Sessions generally have a coordinator 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.

Resources Available:

Badminton England can support with marketing through providing digital empty belly posters with the No Strings branding. In addition, if required, clubs can sign up designated volunteers for the online coordinator training using this [form](#).

To support clubs 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 club 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 your club to set up and manage sessions on the Discover Badminton Platform.

Benefits of delivering: No Strings sessions are a good option for clubs to cater for different participants such as those who are not interested in league play and those who do not want a longer-term commitment that annual fees require.

Many clubs now run with both the traditional model of an annual membership as well as a pay & play section which supplements the club's income. For clubs of a higher standard, No Strings sessions are great for bridging the gap between new/raw players, that require more game play experience, and the 'main' club.

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: Clubs can use social competition to appeal to a new target audience as well as to provide continued motivation to current club members. They are a great way to advertise your club sessions, generate money for your club through entry fees, and provide a local opportunity for players to compete.

If your club caters for 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: Clubs 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 club. The system then allows the club organiser 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

