

Backwell School

Badminton England have formed a direct lettings partnership with Backwell School (based in North Somerset, South West England).

Backwell School opened a brand new 4-court badminton hall in the summer of 2021.

Badminton England approached Backwell School to explore opportunities around a direct lettings partnership in summer 2021.. Despite opening a state of the art sports hall, Backwell School also renovated their old 4-court sports hall, meaning the school have 8 badminton courts on site; a fantastic facility for hosting badminton matches and competitions.

Working with the local badminton community and key partners, Badminton England secured 22.5 hours of weekly access to the new sports hall, with access spread between Monday to Sunday, and activity including junior badminton, adult club badminton, No Strings badminton and County Veterans match play.



Weekly Programme:

The following shows the weekly badminton programme delivered at Backwell School:

Monday	Tuesday	Wednesday	Thursday
Time: 4.30pm to 8pm Session: Bristol Badminton Academy	Time: 7.30pm to 10pm Session: N&B Adult Badminton Club	Time: 7.30pm to 9.30pm Session: Badminton Coaching	Time: 8pm to 10pm Session: DL Ashton Court Badminton
Time: 8pm to 10pm Session: Bristol LGBT BC		Time: 8pm to 10pm Session: No Strings Badminton	
Friday	Saturday	Sunday	
Time: 7.30pm to 10pm Session: N&B Adult Badminton Club (matches)	Time: 10am to 12pm Session: Holly Lane Badminton Club	Time: 1pm to 5pm Session: Avon County Veterans	

The Partnership Agreement:

Badminton England agreed a billing split model with Backwell School:

- Backwell School receives 70% of the monthly income
- Badminton England receives 30% of the monthly income

Badminton England are responsible for all admin, including; filling the venue with block bookings, managing the bookings and collecting payments from hirers. Backwell School invoice Badminton England on a monthly basis for 70% of the total monthly income.

Benefits for Backwell School:

- A direct relationship with a National Governing Body such as Badminton England increases credibility for the school, and strengthens their relationship with the local community and sporting world
- The partnership reduces the admin burden for Backwell School; the school are only ever dealing with Badminton England rather than multiple sports clubs, coaches or hirers
- Working with Badminton England delivers new (and significant) income for the school. Backwell School have secured a partnership which sees their indoor sports facilities utilised without the usual admin burden
- An opportunity for pupils at Backwell School to actively get involved in badminton; this could be through participating and playing, or leading the delivery of No Strings Badminton sessions once upskilled through Badminton England

Benefits for Badminton England:

- Creating a direct lettings partnerships with Backwell School enables Badminton England to have greater influence over facility access to deliver a wider range of programmes to engage local communities
- The partnership with Backwell School means Badminton England can better support local clubs/coaches to deliver more badminton activity
- Building a direct relationship with Backwell School means Badminton England can support curricular/extra-curricular delivery for current students at the school

Benefits for the badminton community:

- The lettings partnership with Backwell School has enabled Badminton England to re-house three badminton clubs that were facing challenges around accessing their previous venues following the impact of COVID-19, along with supporting one full time coach to launch a new junior session out of the facility
- It's unlikely individual clubs or coaches can negotiate a direct lettings partnership like this, therefore, the badminton community often struggle to establish themselves at a facility where they can deliver and grow badminton programmes. The lettings partnership between Badminton England and Backwell School streamlines the lettings process for the badminton community and removes the need to establish these links and the admin that comes with it, enabling the clubs and coaches to focus on successfully delivering more badminton activity
- With Badminton England leading this partnership and negotiations, a more realistic and straightforward agreement has been secured for, and on behalf of, the badminton community
- Badminton England have greater influence than individual clubs or coaches, therefore, Badminton England have negotiated a lettings partnership that provides the badminton community with discounted access to quality courts