

# Byron Court Primary School

Badminton England have recently formed a direct lettings partnership with Byron Court Primary School (based in Brent, North West London).

Byron Court Primary School have a 2-court badminton hall, along with various outdoor sports facilities (astroturf pitches, netball courts etc). The indoor sports hall has a sprung wooden floor, and the only floor markings are badminton courts.

Badminton England approached Byron Court Primary School in late 2020 to explore opportunities around a direct lettings partnership. Despite hiring out their outdoor sports pitches for community use in the evenings and at weekends, Byron Court Primary School had an empty 2-court sports hall that wasn't being utilised during out of school hours.

Badminton England negotiated access to the venue Monday to Friday 6pm to 10pm, and worked with a local full time badminton coach to use the facility to deliver and grow a varied community badminton programme, consisting of junior grassroots badminton, adult badminton and social badminton, along with club badminton, competitive matches and a junior county pathway model.

## Weekly Programme:

The following shows the weekly badminton programme delivered at Byron Court Primary School:

Monday		Tuesday			
<b>Time:</b> 6pm to 8pm <b>Session:</b> Brent Junior Badminton Club		<b>Time:</b> 6pm to 8pm <b>Session:</b> Middlesex Junior County Badminton			
<b>Time:</b> 8pm to 10pm <b>Session:</b> No Strings Badminton Programme		<b>Time:</b> 8pm to 10pm <b>Session:</b> Middlesex Junior County Badminton			
Wednesday		Thursday		Friday	
<b>Time:</b> 6pm to 8pm <b>Session:</b> Brent Junior Badminton Club		<b>Time:</b> 6pm to 8pm <b>Session:</b> Brent Junior Badminton Club		<b>Time:</b> 6pm to 8pm <b>Session:</b> Middlesex Junior County Badminton	
<b>Time:</b> 8pm to 10pm <b>Session:</b> No Strings Badminton Programme		<b>Time:</b> 8pm to 10pm <b>Session:</b> No Strings Badminton Programme		<b>Time:</b> 8pm to 10pm <b>Session:</b> Middlesex Junior County Badminton	

## The Partnership Agreement:

Badminton England agreed a billing split model with Byron Court Primary School:

- Byron Court Primary School receives 80% of the monthly income
- Badminton England receives 20% 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. Byron Court Primary School invoice Badminton England on a monthly basis for 80% of the total monthly income.



## Benefits for Byron Court Primary 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 Byron Court Primary 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. Byron Court Primary School have secured a partnership which sees their indoor sports facilities utilised to its maximum capacity without the usual admin burden

## Benefits for Badminton England:

- Creating a direct lettings partnerships with Byron Court Primary 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 Byron Court Primary School means Badminton England can better support local clubs/coaches to deliver more badminton activity
- Building a direct relationship with Byron Court Primary School means Badminton England can support curricular/extra-curricular delivery for current students at the school

## Benefits for the full time coach:

- It's unlikely individual coaches can negotiate a direct lettings partnership like this, therefore, many coaches struggle to establish themselves at a facility where they can deliver and grow a badminton hub. The lettings partnership between Badminton England and Byron Court Primary School removes the need for coaches to establish these links and means Badminton England can better support full time coaches to deliver more badminton activity
- A more realistic and straightforward agreement can be secured for full time coaches when Badminton England are involved in negotiations
- Discounted access to excellent facilities; Badminton England have greater influence than coaches, therefore, Badminton England can negotiate a lettings partnership that benefits all parties involved

## James Formosa (Premises Manager, Byron Court Primary School)

*'The lettings partnership between Badminton England & Byron Court Primary School has exceeded our expectations. It has helped us achieve one of the schools most important targets in relation to local community use of the schools' facilities. The school hopes the presence of BE will encourage badminton as a sport for the pupils based here and to include it as part of the PE extra curriculum activities going forward.'*