

Final Minutes: Board of Directors		 BADMINTON ENGLAND
Date:	25 August 2021	
Time:	4 pm	
Venue:	Via Zoom Conference Call	
In attendance:	Mike Robinson	Chairman
	Jackie Newcombe	Senior Independent (Elected) Director
	Adrian Christy	Chief Executive
	Tosin Akinluyi	Co-opted Director
	Joyce Church	Elected Director
	Nick Cox	Elected Director
	Peter Emptage	Elected Director
	Pete Fitzboydon	Elected Director
	Mark King	Elected Director
	Mike McSweeney	Elected Director
	Alison Odell CBE	Elected Director
By Invitation:	Mark Boote	Finance Director
	Jon Austin	Performance Director
	Giles Dunning	Chief Operating Officer
	Nick Rimmer	Head of Development
	Sue Wressell	Executive Assistant to Chief Executive (Minutes)
	Richard Norton	The Sports Consultancy (for item 4.1 only)
Apologies:		

1	INTRODUCTION
1.1	The Chairman welcomed everyone to the meeting, especially Richard Norton from The Sports Consultancy, who would be providing a presentation to the Board on the Sponsorship Plan.
1.2	To report any new declarations of interest There were no new declarations of interest.
2	GOVERNANCE
2.1	To receive the UK Sport 'Walk the Floor' Terms of Reference

	<p>The Board received the Terms of Reference and the proposed questions for the Walk the Floor Review by UK Sport and the following points and comments were noted:</p> <ul style="list-style-type: none">• An additional group of England Programme Players, based at the NBC, will be proposed to UK Sport to be included in the review, alongside the GB players. (ACTION: AC)• In addition to this, a full system review would be undertaken across the whole England pathway. A date to start is to be confirmed.• The UK Sport Walk the Floor independent Panel is appointed and the confirmed dates are 16, 17, 20 and 21 September.• The players were aware of the Review and that the dates for this would be confirmed shortly. Following the Board meeting, the ToRs would be shared with UK Sport, together with the organisation's suggested questions.• Communications about the Walk the Floor review taking place will be drafted and shared with UK Sport, the GB Board and the Badminton England Board for joint approval.• The wider system review of the Performance Pathway would be started before Christmas and run over a longer period of time, to underpin the current strategy review. It would be a far reaching and ongoing piece of work and the Purpose would need to be identified in the first instance. (ACTION: AC/NC)• The Chief Executive was happy to provide key messages of response to Board Members who might be contacted or asked to comment on the process. <p><u>Please refer to the Action Items Register for updated actions (appended).</u></p>
3	REPORTING
3.1	<p>To receive the Chief Executive's Report</p> <p>The Board received the Report which included the Management Scorecard and Commentary for Q1 and the following additional comments/points were noted:</p> <ul style="list-style-type: none">• An update on the recent Olympic Games was provided. The Games had been a difficult experience for many of the players, coaches and support staff. The Performance Director thanked his coaching staff for their professional manner when dealing with some of the players, in very difficult situations.• Earlier in the day, all players had received their offer letters to return to training and become members of the World Class Performance Programme (WCPP). The letters provided the offer of financial, training and wellbeing support for the athletes while on the WCPP. [REDACTED]• [REDACTED]• [REDACTED]• The Board recognised the extreme amount of pressure and emotional strain that the Performance Director, coaches and support staff had been under and offered their support.• [REDACTED]• The GB Badminton Board had met in early July to review the Memorandum of Understanding (MoU) and the Lead Home Nation Agreement (LHNA) [REDACTED]. The revisions were currently with the GB Board Chair and Badminton Scotland for

	<p>consideration. The Board agreed to the amendments within both documents and for the English Representative on the GB Board, Derek Batchelor, to sign the MoU and the Chief Executive to sign the LHNA.</p> <ul style="list-style-type: none">• The bid to host the Para Badminton World Circuit Grade 2, Level 1 international tournament had been put to the BWF. [REDACTED]• Work was ongoing on the return to play. <p><u>Decision:</u></p> <p>a) The Board approved the amendments to the GB Memorandum of Understanding and the Lead Home Nation Agreement.</p> <p><u>Please refer to the Action Items Register for updated actions (appended).</u></p>
3.2	<p>The receive the Q1 Management Accounts</p> <p>The Board received the Accounts and the Finance Director's Report, which provided a more digestible update of the Q1 accounts. The following points/comments were noted:</p> <ul style="list-style-type: none">• Q1 had been a quiet quarter, due to lack of activity taking place. This had produced a variance of £400K, partly due to timing.• [REDACTED]• [REDACTED]• The teams were working well within their budget envelopes and this was being monitored by the Finance Director.• Cash and reserves were looking healthy. <p><u>Decision:</u></p> <ul style="list-style-type: none">• The Board approved the Q1 Management Accounts
3.3	<p>To receive the Risk Register</p> <p>The Board received and reviewed the Risk Register and noted the following amendments:</p> <ul style="list-style-type: none">• The current issue with affected players had been added as a risk.• The concerns about the restart of the game had been reduced.• News was still awaited from the BWF about the dates for the Yonex All England 2022. Until this was confirmed, tickets could not go on sale. <p><u>Please refer to the Action Items Register for updated actions (appended).</u></p>
3.4	<p>To receive the Safeguarding Summary Report</p> <p>The Board received the latest Report and noted the cases within. There were no further comments.</p>

3.5	<p>To receive updates from Advisory Boards/Committees:</p> <p><u>i Finance and Risk Board</u></p> <ul style="list-style-type: none"> The Board noted the paper provided by the Chair of the Finance & Risk Board. <p><u>ii Disciplinary Committee</u></p> <ul style="list-style-type: none"> The Committee is due to meet in early September. <p><u>iii EDI Working Group</u></p> <ul style="list-style-type: none"> The Group is due to meet in early September.
4	STRATEGY
4.1	<p>To receive the Sponsorship Plan</p> <p>Richard Norton (RN) from The Sports Consultancy, joined the meeting and provided a presentation to the Board. The following comments were noted:</p> <ul style="list-style-type: none"> The Sports Consultancy (TSC) were appointed by Badminton England, through the commercial grant provided by Sport England, to help Badminton England to grow and diversify its commercial opportunities. The engagement of TSC was to provide a sponsorship strategy, bringing together the rights held by the organisation into one place and then take them to market to seek the right deal(s) with the right brands. TSC felt there was a clear international and a domestic proposition for Badminton England and finding the right brand would be key. Understanding the value proposition and the data of the audience was important. RN took the Board through the sponsorship deck prepared for a current proposal with [REDACTED]. [REDACTED]. [REDACTED] The Board welcomed the presentation and thanked TSC for the work they had produced and were hopeful this would reap rewards.
5	MINUTES and ACTION POINTS
5.1	<p>To approve the minutes of the Board of Directors' meeting held on 28 July 2021</p> <p>The Minutes were approved nem com.</p> <p><u>Decision:</u></p> <p>a) The Board approved the minutes of the Board of Directors' meeting held on 28 July 2021</p>
5.2	<p>To review actions <i>Requiring Attention</i> only contained within the Action Items Register</p> <p>The Board received and noted the Action Items Register and no additional points were noted.</p>

5.3	Matters Arising from the Board Meetings of 28 July 2021 not notified in advance of the meeting and not included in the agenda. There were no further matters arising.
6	AoB There was no other business.

The meeting closed at 6.50 pm

Future Meetings 2021

Board (4pm, unless stated)	Board/CMT Strategy Planning Sessions	General Meeting (1pm, unless stated)
		Thursday 28 October
Wednesday 24 November (Q2)		

Decision Summary:

Reference	Board of Directors Decision	Agreed Date
Item 2.1, CEO's Report	The Board approved the amendments to the GB Memorandum of Understanding and the Lead Home Nation Agreement	25 August 2021
3.2, Q1 Management Accounts	The Board approved the Q1 Management Accounts	25 August 2021
5.1, Minutes of the 28 July 2021 Board meeting	The Board approved the Minutes of 28 July 2021	25 August 2021