

Embargoed until Thursday 27th October 2022.

Badminton England has today (Thursday) announced a new performance structure which will empower players across the country to give them a chance to reach the new national squad which is the pinnacle of the three-tier progressive system.

Three performance levels of progression will be introduced – National, Futures and Development – allowing more players and coaches to benefit from world-leading support centred at the National Badminton Centre (NBC).

In a huge shift change for the organisation, subjectivity and expert knowledge will form the backbone of the new structure, led by Performance Director, Morten Frost.

The aim from the outset will be to develop rounded athletes with the necessary skills and attributes of both an athlete and a person.

Moving away from the objective, results-based methods of selection only, players will also be invited onto the squads where selectors see potential. This new approach will enable a broader scope of athletes to benefit from our new coaching structure, Sports Science Sports Medicine practitioners and train within a greater talent pool of players.

All squads will now focus on five disciplines and not on doubles only as was previously the case.

Our new approach will require those players invited on to the system at the Development and Futures level to have a connection to the NBC, be it on a full-time or agreed part-time basis, running parallel to pursuing their educational studies if relevant.

For those players moving into Badminton England's top tier National Squad based on solid performance and world ranking, the preferred training base of choice will always be the NBC where we are able to ensure that world-leading support on and off the court can be provided.

However, if a player chooses to train outside of the national centre whilst maintaining and developing their performance level, they will receive full tournament support and Sport Science Sport Medicine support.

Performance Director, Morten Frost, said:

"I am delighted to finally announce our new way forward.

"It is extremely important to me to tell the world we will have a full program with all five disciplines.

"We will take a long-term view of this project, building the program to have more depth and better international standing. Exciting times are ahead."

Badminton England Chief Executive, Sue Storey, said:

“We are delighted to share our vision for the Performance Programme, working with the badminton community to empower players and coaches across England.

“The expert knowledge behind the team will be world-class and will enable us to attract and retain a wide range of athletes onto our programme.”

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About Badminton England:

We are the organisation for all things badminton in England for everyone who wants to get involved whatever age, ability or gender.

We love playing, watching and supporting badminton. We want everyone in England to do the same and become part of the badminton community, whether as a player, coach, volunteer or fan.

The unique qualities of badminton make it accessible and enjoyable for anyone and everyone. And we work collaboratively with our partners and stakeholders to provide traditional and innovative opportunities for all to be involved; from primary school programmes to adult social badminton, from clubs to counties, and from our world class coaching development to our major events delivery.

With Olympic success at the heart of our ambitions, we are investing our knowledge and expertise to build a quality future for our sport by strengthening and evolving the domestic game and developing talent to achieve success on the international stage, inspiring the next generation of players and fans.

We value and represent every single one of our members and fans as one collective voice for badminton in England. As our membership grows, so will our influence as badminton’s National Governing Body, allowing us to invest more back into the core of the sport.

We aspire for our sport to be seen globally for the skill, speed and dynamism our players exhibit; and the passion, excitement and dramatic atmosphere our fans feel and create when supporting badminton’s superstars.

With millions playing every year, badminton is the nation’s favourite racket sport. We want to inspire everyone to play more, support louder and love badminton, from this generation to the next.

For further media information on Badminton England please contact: media@badmintonengland.co.uk