



Safeguarding Strategy

Badminton England 2023 - 2026





Foreword

It is our aim for badminton to be the most inclusive and accessible sport in England, and we want everyone to have a safe and positive experience.

We know that sport has the power to play an undeniably significant role in our wellbeing and it is widely recognised that, for more people to play and enjoy their sport, they need to feel supported and be safe. The importance of this has never been greater.

By working collectively, everyone involved in badminton can provide the best possible experiences while promoting the welfare of all those playing, working and volunteering in our sport.

Developing and building on the progress that has been made in recent years is essential, and an effective safeguarding culture is what we will achieve by continuing to enhance those processes and structures.

Sue Storey,
Chief Executive Badminton England

Our Vision

To be a safe sport for everyone

We will set high quality standards to underpin outstanding safeguarding support for everyone, at all levels and across all ages.

When we talk about 'safeguarding' we mean the measures that are put in place, and the actions that are taken, to support the welfare of children, young people and adults, and protect them from harm.

We want badminton to bring the best out of everyone, shining the spotlight on the welfare of our members and volunteers, creating positive environments where individuals feel at ease when it comes to their physical and emotional safety.

People want to be in an environment where they feel valued, where they can perform at their best and where they enjoy spending time. This will result in individuals wanting to try our sport, join our sport and remain involved in our sport for many years to come.

The purpose of this strategy document is to set direction and priorities for the next three years, deliver consistent messages and provide clarity so that we all understand our safeguarding responsibilities.

“ The Badminton England Board are committed to drive a culture where safeguarding is paramount, front of mind and an ongoing conversation.”

Mike Robinson,
Chair of Badminton England Board of Directors



What You Should Expect to See by 2026

An Annual Safeguarding Report that shows the progress and impact of the Safeguarding Strategy.

This transparency will help build confidence and trust in our work.



Trained Welfare Officers in every County.

Proactively sharing their contact details and promoting safeguarding policies and procedures.



An increase in the reporting of low-level concerns, behaviour which is not consistent with the standards and values of our sport.

A sign of an open and transparent culture.



A community of badminton players, parents and volunteers who feel better equipped to identify and share any concerns, with the knowledge that there is a robust support network in place to help.



An increase in contact and oversight of affiliated clubs, supporting them to maintain required safeguarding standards and continually strive to implement best practice.



An England Performance Pathway that leads by example, sets the standard and shares best practice with others to help sport become safer for all.



The Journey So Far

2005

The first Badminton England Safeguarding and Young People Policy developed.

2009

Badminton England achieved the Child Protection in Sport Unit (CPSU) Advanced Level of Child Protection Standards.

2012

The Badminton England Safeguarding Case Management Group was formed, ensuring appropriate and necessary action is taken when concerns are shared.

2014

The first Badminton England Safeguarding Adults Policy was developed.

2020

A second safeguarding review was conducted with a focus on case management and disciplinary procedures resulting in updated Disciplinary Regulations.

2017

In response to the non-recent child abuse disclosures within football in 2016, a safeguarding review was commissioned to consider all concerns previously shared with Badminton England and identify actions to enhance safeguarding processes.

2021

Badminton England Safeguarding Board Champion appointed, leading safeguarding discussions and planning within Board meetings.

2022

Badminton England completed the Ann Craft Trust (ACT) safeguarding adults review, assessing our safeguarding policy and procedures for adults against a national framework.

2023

Badminton England partner with Shout to offer free and confidential mental health support for anyone in the badminton community.



The Current Picture



CPSU assessment
rating **MET**.



17 safeguarding
workshops delivered
in 2022.

27%

of County
Associations have
a named and fully
trained Welfare
Officer.

26%

of clubs with junior
members have an
appointed Club
Welfare Officer.

658

DBS Checks for
coaches and
volunteers working
with children and
young people
completed.



Ann Craft Trust (ACT)
assessment rating
CONDITIONALLY MET



708 members
completing the
online Safeguarding
Awareness Training.



Areas Requiring Attention

As the National Governing Body, Badminton England is the custodian of the sport. We should not use compliance to solely bring about change but we should set high standards and pledge to support County Associations and Clubs to achieve these requirements.

Real and meaningful progress will not be possible without everyone committing to doing what is required, even when what we are asking seems difficult at times. We rely on our volunteers, and we need a network of trained and enthusiastic Welfare Officers in all our County Associations and Clubs to create safe and positive experiences for everyone.

We must put a much greater emphasis on working with everyone to engender trust amongst all, that badminton is a safe place, and the welfare of all participants is a priority.

We will listen to our members and volunteers, as we understand it is their personal experiences that will help inform our insight and future actions.

“ We, as a Board, must constantly look at ways to support the badminton community in understanding and improving safeguarding responsibilities and standards. We must also ensure everyone feels supported and confident that they can seek guidance from the safeguarding team at Badminton England with openness and transparency. ”

Mike McSweeney,
Safeguarding Champion & Badminton England Independent Board Member



Four Key Areas

We will focus on four key areas to achieve our vision of being a safe sport for everyone

Leadership

Standards

Training and Education

Communication



Leadership

We will provide strong leadership, demonstrating that Badminton England is committed at the highest level to continually improving its safeguarding capability, response and systems.

We will always do the right thing and not lose sight of the importance of ensuring welfare and wellbeing is central to our sport.

This means having Board members, senior management, staff and committees who are informed and fully understand that safeguarding is, in its fullest sense, part of their duty of care to the organisation and badminton in England.

We will achieve this by:

- Ensuring that our vision, to be a safe sport for everyone, is threaded through all decision making and embedded in our organisational plans and values.
- Being accountable to our members, leading by example, engendering trust and setting the best examples.
- Meeting and aspiring to exceed all safeguarding and governance requirements of external safeguarding experts and agencies, including UK Sport and Sport England, the NSPCC Child Protection in Sport Unit and the Ann Craft Trust.



Leadership Actions



We will review the Badminton England values to include a commitment to be a safe sport for everyone.



Safeguarding will remain a standing item on the agenda for each Board meeting.



The Safeguarding Manager will provide quarterly updates to the Board Safeguarding Champion, specifically on progress against the Safeguarding Strategy and implementation plan, inviting questions and challenges if targets are not met.



The Safeguarding Manager will contribute to regular review of the Corporate and Operational Risk Registers.



We will publish an Annual Safeguarding Report for our members, providing progress updates on safeguarding across all levels of the sport.



We will continue to meet the CPSU Standards for Safeguarding and Protecting Children in Sport, but we will strive to evidence where we exceed these minimum requirements in our annual CPSU review.



We will complete the ACT Safeguarding Adults in Sport Framework, committing to a safe sport for everyone at every level and every age. The outcome of this assessment will help shape our implementation plan and ensure that we continually improve.



We will review our Safeguarding Policies, Guidance Documents and Disciplinary Regulations on an annual basis to ensure that they remain up to date with legislation and national guidance, to reflect best practice, in addition to being informed by our own insight and data.

Standards

We will implement and monitor required standards for safeguarding, to support the badminton community to take responsibility for keeping everyone safe, comply with legislation and national guidance and minimise risk.

This means taking a proactive approach, sharing ownership of those standards to ensure everyone experiences consistent safeguarding practices.

When issues do occur, and concerns are reported, then we will react promptly, carefully following our case management procedures.

We will achieve this by:

- Assisting all Badminton County Associations and Clubs to understand and achieve compliance with clear safeguarding standards as a requirement of affiliation.
- Providing guidance for all levels of events and setting standards for tournaments managed and/or sanctioned by Badminton England.
- Continuing to investigate all safeguarding allegations and encourage the reporting of low-level concerns.



Standards

Actions



Safeguarding support visits will be scheduled to ensure that County Badminton Associations are supported in achieving and maintaining essential safeguarding standards.



We will introduce an accreditation scheme to ensure that all affiliated clubs are operating to safeguarding best practice. Funding will only be made available to those who have met our safeguarding requirements.



Safeguarding audits will be introduced and sanctions will be imposed on those that fail to comply with the requirements of our safeguarding policies.



We will lead by example and all activity related to the England Performance Pathway will operate to the best safeguarding practices.



We will engage with league administrators to understand and improve the safeguarding standards in place within local badminton leagues.



We will communicate with partners who deliver / host badminton to ensure that safeguarding standards are in place.



Our Code of Ethics and Behaviour will be clear on expected standards of behaviour and the action that will be taken when these are not followed.



We will develop and implement a low-level concerns policy to create a culture where all concerns are shared responsibly, with the right person, recorded and managed appropriately.



We will continue to develop our digital capabilities to effectively record, monitor and accurately track concerns, training, criminal records checks and risk.

Standards

Our Safeguarding Framework

Sport England requires Badminton England to achieve the NSPCC's Child Protection in Sport Unit's (CPSU) Standards for Safeguarding and Protecting Children in Sport.

The CPSU conduct an annual safeguarding review which:

- Assesses the extent to which standards are maintained.
- Evaluates the impact of safeguards in our sport.
- Ensures we further develop safeguards to meet the challenges of a changing landscape, new legislation and statutory guidance.

Sport England also works in partnership with the Ann Craft Trust (ACT), a national charity which exists to support adults at risk in sport.

ACT have also developed a Safeguarding Adults in Sport Framework, which we completed in 2022.

Badminton England work closely with both organisations to ensure that these recognised national safeguarding standards for the sports sector are embedded across all aspects of our work.



Training and Education

We will provide effective safeguarding training to create a confident workforce of volunteers and staff who fully understand their role in promoting the welfare of all those involved in our sport.

This means delivering training that helps individuals understand how to create an inclusive and welcoming environment, promote expected standards of behaviour, recognise any concerns and provide the knowledge of how to share them.

We will achieve this by:

- Monitoring mandatory safeguarding training requirements for anyone working in regulated activity.
- Delivering a range of safeguarding courses that are tailored to the different roles within the badminton community, created for everyone, at all levels and for all ages.
- Continually evaluating and updating our courses and resources to ensure that we are providing the most up to date content, training opportunities and approaches to learning.



Training and Education Actions



We will complete a training needs analysis and articulate a clear safeguarding training plan for all volunteers and staff involved in badminton, clearly outlining training required and renewal timescales.



The requirement for mandatory training in specific roles will be enforced.



We will keep accurate records of the concerns reported so that education resources can be updated and are reflective of the patterns and trends identified.



We will engage with experts in safe sport to support the development of new resources to upskill everyone involved in our sport.



We will develop resources for parents to help them understand their role in sport and give them the confidence to check that appropriate and required safeguarding measures are in place.



Recognising the links between safeguarding and equality, diversity and inclusion, we will work to ensure that training includes consistent messages supporting both areas of work.



All Badminton England Performance staff will receive additional safeguarding training to ensure that they are exemplars in the sport, we will lead by example.



We will fully integrate safeguarding into induction programmes for players, and their parents, across the Performance Pathway.



There will be a regular programme of safeguarding courses in place linked to coach education course dates.



We will keep approaches to learning under continual review, considering innovative training methods for greater engagement and a better learner experience.

Communication

We will deliver clear and inspirational messages, and we will listen and respond to our members and volunteers to better understand what is needed to create impact and consistently deliver those safe and positive experiences.

This means working collaboratively, using the experiences of others to shape our actions and actively seeking feedback if we truly want to understand the impact of our safeguarding strategy and implementation plan.

We will achieve this by:

- Supporting national campaigns and publicising our own initiatives to raise awareness and ensure that our safeguarding aims and principles are embedded in all we do.
- Engaging with diverse communities and different roles, across all ages and at all levels, to fully understand what safeguarding means to them and how they can influence the development of our safeguarding systems.
- Sharing timely updates and communicating outcomes of our case management procedures, as appropriate, so that everyone in the sport can be confident that they will be listened to, and concerns will be acted upon.



Communication Actions



✓ We will develop and implement a code of practice to provide clear, timely and consistent information about our case management processes.

✓ Recognising that we need to be responsive to how individuals prefer to be communicated with, we will explore different methods to ensure that our messaging is effective and meaningful.

✓ We will update our digital platforms to guarantee that information and resources are visible and easily accessible.

✓ We will create a support network for Welfare Officers at club and county level.

✓ In addition to regular surveys, we will find alternative ways of measuring the qualitative impact of our safeguarding strategy across the organisation.

✓ Consultation and focus groups will be instrumental in helping us understand what is needed to deliver safe and positive experiences.

✓ We will seek to understand how to safely engage people from diverse communities and work to build their trust and confidence that badminton is an inclusive and accessible sport where they will have safe and positive experiences.

✓ We will develop parent consultations and ask what they are looking for from their children's badminton experience at club, county and national level.

✓ We will continue to engage with our National Youth Voice Forum and Young Leaders. An active process that will enable their voice, views and experiences to influence and contribute to appropriate and relevant decision making.

✓ We will recruit safeguarding ambassadors, junior and senior players from our Performance Pathway, who will promote our vision of a safe sport for everyone for badminton in England.

✓ We will actively contribute to improving safeguarding in sport by sharing our knowledge and experiences to help inform our Government, UK Sport, Sport England, expert agencies and other National Governing Bodies of sport.

