Badminton – the most **inclusive** and **accessible** sport in England. A sport for **everyone**.

We are all at the heart of a **thriving badminton community** to nurture a **lifelong passion** for our sport, consistently **performing** and **delivering** inspirational moments.

Do what matters

Include intentionally

Play for each other

Do today brilliantly

Develop Thrive Inspire perform

places

Building Increasing the number thriving of people badminton engaged in community badminton that by promoting optimises the sport local delivery and inspiring and supports player the next generation development

A badminton pathway that connects thrive and perform, enabling everyone involved in badminton to maximise their potential and involvement

Protecting system and and opening environment places to that enables play players to maximise their potential and perform at the highest level







Vision

Purpose

Values

Strategy Pillars