

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

Vision

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.

Purpose

- Do what matters
- Include intentionally
- Play for each other
- Do today brilliantly

Values

Strategy Pillars

