

Board of Directors
9 October 2024
Confirmed Minutes

**Badminton England Board
CONFIRMED MINUTES**



Date: 9 October 2024
Time: 1pm
Venue: Athletes Lounge, UK Institute of Sport Sheffield / Teams

In attendance: Peter Emptage [PE] Chair
 Jackie Newcombe [JN] Senior Independent Director
 Sue Storey [SS] Chief Executive
 Kate Aldridge [KA] Elected Director
 Joyce Church [JC] Elected Director
 Chris Clements [CC] Elected Director
 Mark King [MK] Elected Director
 Gene Joyner [GJ] Elected Director

By Invitation: Rose Butterworth [RB] Senior Leadership Team
 Morten Frost [MF] Senior Leadership Team
 Sam Jamieson [SJ] Senior Leadership Team
 Ben Nicholson [BN] Senior Leadership Team
 George Wood [GW] Senior Leadership Team
 Mel Wyley [MW] EA to CEO (Minutes)

Apologies: Harley Towler [HT] Elected Director
 James Thomas [JT] Elected Director

1	INTRODUCTION
1.1	Welcome by the Chair <ul style="list-style-type: none"> The Chair welcomed Board members, and formally introduced Ben Nicholson our new Commercial Director.
1.2	Declarations of Interest <ul style="list-style-type: none"> [REDACTED].
2	STANDING ITEMS
2.1	Minutes of the previous meeting held on 17 th July 2024. <ul style="list-style-type: none"> These were approved as a true and accurate record.
2.2	Matters arising <ul style="list-style-type: none"> BOD.290524 - 5 Governance: Positive feedback was received on the Committee terms of reference, with just points of accuracy to note. ACTION: SJ will make those changes, then all the terms of reference are approved. [REDACTED]. BOD.170724. 5 AOB: [REDACTED]. BOD.170724 - 3.3 Governance Structure Group update: Updates on Governance Group structure to be discussed outside the board meeting with CC, JC and SJ.
2.3	Actions register (see Teams buckets) <ul style="list-style-type: none"> The register was updated.

2.4	<p>Executive Report</p> <p>For information: BOD.091024.P1</p> <ul style="list-style-type: none"> No decisions have been made around badminton being a sport for the Commonwealth Games 2026. [REDACTED]. Funding challenges were discussed for para badminton tournaments post-2028, and BE has raised with BWF to express concern around funding top level para events in the future. Ticket platform for YAE transitioned from Ticket Factory to AXS. Tickets were put on sale earlier than previous years, to be available for the Olympics. The digital marketing campaign has not started yet, which will bring in additional ticket sales Key learnings will include a report on demographics, outlining who bought tickets and from where in the country. The board commended 21 line managers for attending the policy training. It was felt this was great practice, and there should be a follow up for anyone who missed it. ACTION: MW will follow up with Head of People, to ensure another session is put on for managers who were unable to attend. Sponsorship discussions will sit within the Inspire committee with a strong link to the Finance and Risk Committee. The EDI team are working with Sport England around completing further KPI's for the DIAP. The People Working Group have prepared the Staff Survey action plan, which will be presented to staff at the All Staff Briefing in October. This year's survey was vastly different to previous years and there was no direct comparison available. [REDACTED].
3	SIGNIFICANT DECISIONS REQUIRED AND PRINCIPAL DISCUSSION ITEMS
3.1	<p>Board forward planner</p> <ul style="list-style-type: none"> The purpose is to refresh the forward planner and have the following aims: number of meetings a year, discussion topics and time spent on topics. A budget direction of travel at a high level should be added in November. ACTION: SJ. The board felt some timings are ambitious and enough time should be allocated to important items. A condensed version would be good for each individual committee. ACTION: SJ. <p>APPROVED: BOD.091024.P2/2a/2b</p>
3.2	<p>Olympic & Paralympic Update</p> <ul style="list-style-type: none"> The draw had influenced the Olympics performance. Preparation for the games had gone well. Outstanding performances from the Paralympics, with also some difficult draws for some athletes. Low media coverage for Badminton was discussed during the games, and the board agreed to explore strategies through the Inspire committee, to increase media coverage and athlete profiles. ACTION KA to introduce our communications team to Corporate Communications team at ECB.
3.3	<p>Transgender Policy - interim approach</p> <p>AGREED: Confirmation of decision made by email.</p>
3.4	<p>BWF Elections 2025</p> <ul style="list-style-type: none"> [REDACTED]. <p>Approved: BOD.091024.P3</p>

3.5	<p>Welfare & Safety Lead</p> <ul style="list-style-type: none"> Gene Joyner has volunteered to undertake this role. It was confirmed that GJ is the new Welfare and Safety board champion.
3.6	<p>Safeguarding Adults Policy</p> <ul style="list-style-type: none"> Victoria Brown Safeguarding Manager joined the meeting. There have been significant changes to the policy as the language was outdated. It mirrors the children's policy. The policy is about setting frameworks, intentions and creating a safe sport for all. It is about safeguarding for everyone. There was concern around how we sell this to the clubs and counties, and the team were asked to implement the policy with sensitivity. <p>APPROVED: BOD.091024.P4/4a</p>
3.7	<p>Volunteer Expenses Policy</p> <ul style="list-style-type: none"> [REDACTED]. It was confirmed that our volunteer population is declining, and this is a mechanism that sends out a positive message to the community that we value our volunteers. [REDACTED]. <p>AGREED: BOD.091024.P10/10a</p> <ul style="list-style-type: none"> The Board agreed to standardize the rate at £0.30p for volunteers including board members.
4	UPDATES
4.1	<p>Governance Reports/Updates</p> <ul style="list-style-type: none"> <i>Walk the Floor Report</i> BOD.091024.P9 The paper reviews the past 2 year's worth of achievements. We are at 92% complete on the global rating. We must ensure standards are maintained. It was confirmed that the remaining actions would be picked up as part of the independent review of performance and then Walk the Floor would be confirmed as complete. <i>GAP/BDO</i> BOD.091024.P5 Action completion is ongoing. There have been major and minor points addressed with an aim to complete by Christmas. The dialogue with Sport England is good and they want to see continued progress, therefore this can go to the February Board 2025. <i>SR Update</i> BOD.091024.P8 We have expanded and included the progress to date and RAG rating. Board and SLT will get together to look at culture and ways of working to get us into a good team position. UK Sport have agreed to fund this, and there is a preferred facilitator. Date to be confirmed.
4.2	<p>Strategy Implementation & Reporting Templates</p> <p>For information: BOD.091024.P6/6a</p> <ul style="list-style-type: none"> Reporting against the strategy implementation plan has been completed for Q1 and some of Q2. The November board will bring forward a completed Q2 document. The information will come through the future committee reports, to give backing to the information. The Board encouraged this to be high level and KPI focused, rather than finite operational detail.

	<ul style="list-style-type: none"> The NBL was discussed as a pressing item, in that only 3 teams are taking part. ACTION: GW to report on progress and a plan for NBL for the future.
4.3	<p>Updates from Committees & Operational Groups</p> <ul style="list-style-type: none"> <i>Nominations Committee</i> Adverts are going out for a new NED (to be co-opted until the next AGM), preferably with a financial background. Interviews are expected before the end of the year. <i>Develop Committee</i> <ul style="list-style-type: none"> MK has taken on Chair, and Gene Joyner has joined the committee. The committee discussed the player development and player pathway document that Ross Reid has been working on. The committee agreed they like the direction but want a finalised document, with a realistic implementation plan. There is a move to introduce minimum standards for affiliated clubs, such as having a club welfare officer. The committee had challenged to ensure this is doable for clubs and had asked that this is dealt with collaboratively and sensitively. An implementation, engagement and communication plan is being worked on to roll this out. The next Develop Committee meeting will have a focus on coaching and aligning it with the strategy. FRAC BOD.091024.P7 <ul style="list-style-type: none"> Q1 was quiet, but the team are currently working on the H2 reforecast. They are reviewing some policies requiring further work. The team have completed an IT services tender that is expected to save some money and improve cyber security. <i>NBC Steering Group</i> <ul style="list-style-type: none"> RB presented the board the refurbishment process. The completion date is 12 December, with a launch event planned in January. <i>Transform</i> <ul style="list-style-type: none"> The Transform group had two meetings since the last board meeting. In the first meeting, they did an exercise to identify the projects that could have the biggest impact for badminton in England. In the second meeting, they agreed that the competition structure was an area they wanted to scope out in more detail as a potential transformational project. In today's meeting, the group discussed focusing the project on how the competition structure can better inspire local level competition for young people and adults. The next steps are for GW and SJ to review past documents on this topic, write up a scope of work, and determine what resources may be needed to support this work, which is not currently in the budget. The Transform group will meet again in a month to continue progressing this potential competition structure project.
5	<p>ANY OTHER BUSINESS</p> <ul style="list-style-type: none"> Meeting dates for 2025 <ul style="list-style-type: none"> 20 February 2025 (updated) 15 May 2025

	<ul style="list-style-type: none"> - 24 September 2025 (overnight Sheffield) - 20 November 2025 • BWF have sent out a consultation document regarding the spin serve. The Performance team will do a completion of it, but it is an open survey for anyone to complete. ACTION: MF to respond to consultation confirming BE do not agree with the serve being used. • The new facility at Clifton College has a prospective 12 courts. The badminton lines they have put down have little contrast to the floor. One of the local clubs has pulled out. ACTION: Mike Reid to reach out to Clifton College to see if we can assist.
6	<p>NEXT MEETING: November 27th, 2024 @ 1pm, NBC</p>