A white text on a black background

Description automatically generated **,Supporting Documents** A red background with black lines

AI-generated content may be incorrect.

|  |  |
| --- | --- |
| **TEAM NAME** |  |

Please use the checkboxes to indicate your declaration of agreement with the below statements. Completed application forms should be sent to [nbl@badmintonengland.co.uk](mailto:nbl@badmintonengland.co.uk) by **12noon** on **Friday 9th May 2025**.

**ESSENTIAL CRITERIA**

|  |  |
| --- | --- |
| **1. GOVERNANCE AND MANAGEMENT** | |
| **1.1** The team has an identified Team Director who is the person responsible for ensuring the team meets its commitments. | **Team Director name:** |
| **1.2** The team is/is willing to become (please select which one of the below is appropriate): | |
| **1.2.1.** a Badminton England registered club in its own right |  |
| **1.2.2** represents one or more Badminton England registered clubs |  |
| **1.2.3** a Badminton England registered club that represents a wider institution/organisation (e.g. a university). |  |
| **1.3** The team commits to adhere to the Badminton England Code of Ethics and Behaviour ([Code of ethics and conduct 2021 v1](https://www.badmintonengland.co.uk/wp-content/uploads/2021/11/Code-of-ethics-and-conduct-2021-1.pdf)) and that all management, players and coaches associated with the Team are in good-standing with Badminton England (and their home governing body if an international manager / player / coach). |  |
| **1.4** The team commits to adhere to all Badminton England policies with particular reference to observing and implementing all Welfare, Safeguarding and Inclusion policies. |  |

|  |  |
| --- | --- |
| **2. FINANCE AND RESOURCES** | |
| **2.1** The team has the financial resources to compete in the NBL fulfilling all home and away fixtures to the standards set out by Badminton England. |  |
| **2.2** The team had a business plan to demonstrate how it will afford to compete in the NBL over the three year period and become financially sustainable. |  |

|  |  |
| --- | --- |
| **3. PLAYING AND COACHING** | |
| **3.1** The team can field a strong team of players who can compete at top domestic level.  We recognise that players could come from a range of backgrounds including the following:     * Current senior international players   and/or   * Former senior international players   and/or   * Ranked in the top 25 in England   and/or   * International junior-level players (U17/U19) * Players who are demonstrably of a standard competitive with the above |  |

**APPLICATION FORM**

A black background with a black square

Description automatically generated with medium confidence**A red hand with blue letters

AI-generated content may be incorrect.Supporting Documents** A red background with black lines

AI-generated content may be incorrect.

|  |  |
| --- | --- |
| **4. PRESENTATION** | |
| **4.1** The host venue(s) is suitable for hosting performance-level badminton (floor surface, height, drift, colour, run-offs, nets, post, ancillary equipment). | **Venue name(s):** |
| **4.2** The court is of regulation size and has no other markings on it. |  |
| **4.3** The team has a designated match manager and the workforce to host home matches to the required standard. |  |
| **4.4** The floor immediately surrounding the court is a different colour to the court. |  |
| **4.5** The venue can safely host and seat the planned number of spectators, players and officials. |  |
| **4.6** The feather shuttlecocks utilised will be of a brand and quality specified by Badminton England (to be confirmed) |  |
| **4.7** There is space for umpires and line judges around the court. |  |
| **4.8** There is space for A-boards around all four sides of the court. |  |
| **4.9** The team can stream the match live online from a fixed camera at a minimum quality level of 1080p 60fps. |  |
| **4.10** The team can provide commentators and, if needed, volunteers to line judge at all home matches. |  |
| **4.11** The team can organise and pay for travel/related expenses for away fixtures ensuring timely arrival. |  |

|  |  |
| --- | --- |
| **5. MARKETING AND PROMOTION** | |
| **5.1** The team has a plan to attract a local audience both in-person and online and sell at least 50 tickets per match in season 1, rising to at least 150 tickets for each match in season 3. |  |
| **5.2** The team commits to adhere to the social media and promotion guidance provided for the promotion of the league (to be provided before the start of the league). |  |

|  |  |
| --- | --- |
| **6. COMMITMENT** | |
| **6.1** The team commits to participate in the NBL on a long-term basis and as a minimum fulfilling the first 3 years of participation. |  |

|  |  |
| --- | --- |
| **7. LEAGUE SUSTAINABILITY AND GROWTH** | |
| **7.1** The team commits to work collaboratively with Badminton England in the delivery of obligations to central league sponsors and other partners. |  |

A black background with a black square

Description automatically generated with medium confidence**A red hand with blue letters

AI-generated content may be incorrect.Supporting Documents** A red background with black lines

AI-generated content may be incorrect.

**DESIRABLE CRITERIA**

|  |  |
| --- | --- |
| **8. DEVELOPMENT** | |
| **8.1** The team has a clear and demonstrable connection to the local badminton community, by:   * Having a direct connection with an adult playing environment that offers regular training and/or matchplay sessions for the local community (e.g. a club night). * Having a connection with a junior playing environment that offers regular coaching and/or training and or matchplay sessions for the local community. * It would be desirable for teams or connected organisations to offer additional badminton development programmes to the local community in order to develop the sport. |  |

|  |  |
| --- | --- |
| **9. COACHING** | |
| **9.1** The team has a coach – preferably with a performance-level qualification/background (this can be the same person as the Team Director). | **Team Coach name:** |

**APPLICATION CHECKLIST**

Please return this application form via email to [NBL@badmintonengland.co.uk](mailto:NBL@badmintonengland.co.uk) by **12:00** on **Friday 9th May** along with:

* A high-level 3-year business and marketing plan submitted as part of the application setting out how the team will operate and the planned finances and resourcing to make the team viable. This should set out (but is not restricted to):
  + A vision for the team.
  + A plan to ensure the team becomes financially sustainable over the period.
  + How the team will ensure the appropriate workforce is available.
  + A marketing plan to show how the team will attract spectators as per the requirements document.
  + How the team will effectively meet the league criteria including any requirement for a starter grant / central support.
* Evidence of financial position (e.g. financial accounts, a declaration of support from the host organisation, evidence of a sponsor’s financial commitment to the team).
* A signed letter of support from a relevant official of the organisation (if the team represents a wider organisation).
* A list of the proposed squad of players.

If you are interested in applying but have any challenges supplying this information, please contact us so that we can discuss this further.

A black background with a black square

Description automatically generated with medium confidence**A red hand with blue letters

AI-generated content may be incorrect.Supporting Documents** A red background with black lines

AI-generated content may be incorrect.

**TEAM DECLARATION**

By completing and submitting this application form to Badminton England, the interested team / Team Director acknowledges and declares that:

* All information provided and statements agreed to are truthful and accurate, to the best of the authorised individual’s knowledge.
* Completion of this application form does not guarantee a place in the National Badminton League 2025-26, 2026-27, or 2027-28.
* Badminton England is solely responsible for the selection of teams, and there is no right to appeal.
* Badminton England reserves the right to change, flex and/or amend any criteria of entry for all or any teams, and change the structure, format and terms of the competition as appropriate at its own discretion.

I, the undersigned Team Director, agree that I am authorised to act for and on behalf of the interested team / organisation to make the above declaration and submit this application form.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| **NAME** |  | **POSITION** |  | **SIGNATURE** |  | **DATE** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Team Director |  |  |  |  |
| **NAME** |  | **POSITION** |  | **SIGNATURE** |  | **DATE** |

**DESIRABLE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Team Coach |  |  |  |  |
| **NAME** |  | **POSITION** |  | **SIGNATURE** |  | **DATE** |

A black background with a black square

Description automatically generated with medium confidence**A red hand with blue letters

AI-generated content may be incorrect.**