



## **BADMINTON England**

Yonex All England Badminton Championships

Legacy Development Programme

2011 – 2013

Annual Action Plan 2011

## INTRODUCTION

Badminton is an Olympic sport, with ambitious goals for the Games of 2012, and a national strategy to be number one in the world by 2016. It is a major sport in England and across the globe, with a strong history of growth, achievement and delivery.

There are over 900,000 people that play Badminton in England and hosting the Yonex All England Badminton Championships (YAE) within the West Midlands provides us with an annual opportunity to increase awareness, participation, workforce and opportunities.

*"Badminton Serving the West Midlands"* outlines the regional impact of Badminton England's plans for the period 2009 – 2013. It sets out the aims and plans for BADMINTON England within the West Midlands – for our development, results and standards.

This plan aims to outline specifically how we intend to use the West Midlands plans along with the needs of our flagship major event to create a long lasting legacy for both the participants and local communities irrespective of background.

The Yonex All England Badminton Championships also serves to showcase the sport to a wider audience and give Badminton a bigger profile locally and regionally to many different communities.



## **AIM**

The aim of this plan is to improve the following:

- Stronger links with community based activity to our major event.
- To host performance opportunities for our Performance Centre network.
- Increase awareness of the event locally, regionally and nationally.
- To provide more badminton opportunities that are inclusive and with the highest standards of delivery.
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## **OBJECTIVES**

### **Objective 1: Raise the profile of Badminton**

- Link local community and education media with the event campaign
- Align events within the West Midlands region with the YAE.
- Use local partners from both the professional and community sectors to increase the profile of the YAE.

### **Objective 2: Increase participation for U16 and 16+**

- Increase participation via a variety of competitive opportunities for all ages.
- Provide increased coaching support for schools a community projects.
- Engage with the health sector to use badminton as a key obesity intervention.
- Introduce No Strings pay & play opportunities.
- Develop key programmes to introduce new 16+ participants to badminton.

### **Objective 3: Increase quality of Club Future provision**

- More accredited and affiliated clubs.
- More accredited and affiliated schools.
- Increase the number of school-club links with quality provision.

#### **Objective 4: Increase and Develop the Workforce**

- Up-skill the teaching workforce engaged with local programmes.
- Increase the number of Young Official's and Young Leaders.
- Provide a comprehensive regional Coach Education programme.

#### Develop and Increase the number of Volunteers

- Support the recruitment of volunteers for both local activities and the YAE.
- Ensure that quality training and deployment of volunteers is appropriate to experience.

#### **KEY LEGACY PROJECTS:**

- 🔥 North West Birmingham Community Badminton Network
- 🔥 "Birmingham Badminton Week"
  - West Midlands Coaches Conference
  - Badders in the City Open Day
  - Performance Centre TID Days
  - Center Parcs National School Championships – Regional Round
  - Premier League 4 Sport WM & NW Tournament
  - Launch of Bidgley Power Inclusive Badminton Club
  - Youth Forum Competition
- 🔥 No Strings Badminton
- 🔥 Back 2 Badminton Programme
- 🔥 Dedicated Marketing Campaign