



SUFFOLK BADMINTON AGM
IPSWICH BADMINTON PERFORMANCE CENTRE
23rd May 2017

The Performance Centre is now very well established and has been operating for over 5 years at Suffolk One. It continues to provide a quality coaching experience to develop players as well as coaches, drawing players mostly from Suffolk and N Essex, but also on occasions from Norfolk. There has been a shift in player attendance towards N Essex in the last 12 months such that approx 40 % of players now come from this County. Ipswich PC remains the only facility of its kind within a catchment for Suffolk, Norfolk and N Essex and therefore provides an important coaching opportunity for players and coaches within the region to achieve high standards of skills and development.

The number of players attending the PC at least once a week has been maintained at a high level with the younger development groups at maximum numbers possible for 6 courts. The more advanced Developing and Emerging Groups has some capacity but is also well attended. There is continued interest from players of all skill levels and the PC coaches work with players of all abilities. The PC now operates on Tuesday, Thursday and Fridays at Suffolk One and is currently exploring other potential locations in other parts of the County to provide greater opportunities for performance based coaching.

The PC maintains two player development pathways namely 'Club' and 'Performance', which provides the chance for flexibility in coaching programmes but with the underlying ethos of Performance. This also recognises the need for opportunities for a greater variety of players, of varying initial skill levels and helps to meet the needs of players of all abilities and aid their development to their maximum potential, whether this is to become a good club player, reach County level or even England.

Ipswich PC remains well respected by the sport's governing body, Badminton England, improving targets and delivering a performance culture in what is considered to be an innovative but structured manner. Recent visits by BE officials have confirmed that the PC remains successful. Whilst recent funding cuts at BE has provided some uncertainty on future programme funding opportunities, BE remains fully supportive of the PC programme.

Once again this last season has seen players from the performance centre excel in tournament play both locally and nationally. County championships have seen those players that attend the Performance Centre progress well and be at the forefront in Suffolk's County Championships titles once again this year. Players have supported national age group tournaments, winning with 27 medals in the 6 Suffolk run events alone and many, many more in other tournaments around the country. Player grades continue to improve and this has been reflected in the improvement in the PC profile for BE targets. Currently there are two players at England Performance Training and 5 Suffolk Players ranked in the top ten for their age group, the highest it has been. In the Nationals, Blake Hoang became the first Suffolk Junior male player to win a title, MD at U13 and he was also runner up in singles.

Katie Scott won bronze in U15 Nationals and Chloe Dennis has recently won two bronze medals in WD and XD also at U13.

Coach development remains an integral part of the PC culture with level one and two awards being supported and an open door policy for any coach to come and experience and participate in the PC. PC coaches are also happy to visit clubs to show the coaching direction and culture and build a programme of player development at clubs which can further feed into the overall player development programme. Once again, the PC has arranged further CPD coaching courses with BE to aid coach development.

The PC continues to evolve and build relationships with other organisations who deliver the sport of Badminton across the County. With help, guidance and support from BE, County Associations in Essex and Suffolk, clubs, District and County Councils, sponsors and many more organisations, players are able to experience a total package on their sporting journey and the PC welcomes and thanks all these organisations for this continued support. The PC is looking to build bridges and new links with more clubs, leagues and schools to help in whatever way possible to try and be complimentary to existing playing and coaching structures, driven by the desire to provide and develop better players and coaches for the benefit of all. The PC looks to remain as flexible in its programming and attendance as possible allowing players to fulfil club requirements and matches if required.

Finally, as the PC strives to move forward, it is essential that the programme of player capture continues and therefore the support of the local leagues and clubs is maintained as this is an essential part of this process. The PC will look at future initiatives such as open days for new players talent ID, whilst also retaining the opportunity for player assessment sessions at any time. Ipswich PC will also fully support any initiative from the Suffolk Strategic Partnership Development Plan to further enhance the sport wherever possible.

Anyone wishing to find out more can contact me or visit the PC's web site. Details are listed below.

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