

## **Introduction / Context:**

Suffolk has been identified as one of three pilot counties by Badminton England, with an aim of defining / informing Badminton England's strategic approach to the development of Badminton in the coming funding phases.

As part of this defined development work Suffolk Partners has identified an initial list of key priority areas for further consideration by the group:

- Participation development– early year's provision, facilities provision and club development
- Workforce Planning
- Inclusive Badminton – parabadminton

Within these overarching priorities, distinct areas have been identified and detailed actions assigned to them but created with a collective approach to achieve the primary aim i.e. If the aim is to double the number of Junior players within Suffolk in the next three years then to enable this, wider developmental priorities need to be addressed, including early year's provision, club development, improved/increased facility provision and provision of inclusive badminton (Para Badminton). See appendix 1 for development model.

Within each area short, medium and long term goals have been identified, to show aspiration and ambition in the continual development of Badminton in the County.

The plan was written in consideration of established national, county and local delivery plans including Badminton England, National Badminton League, West and East Community Badminton Network and the Performance Centre.

As many organisations as possible who are involved in the sport of Badminton in the County have directly inputted into the plan including SBA, Badminton England, Ipswich & District / Newmarket / Bury Badminton Leagues, CBN's, Suffolk Sport and the Performance Centre. Their contribution into providing and agreeing a County wide development strategy will help to push the sport forward in Suffolk.

The communication of all activities and opportunities must be at the centre of the Plan to ensure maximum benefit can be derived by the badminton community. It will be essential to establish and select appropriate communication channels including social media, networking, effective data base use, "free ink", advertising and publicity opportunities for each objective.

What Detail the project's objectives	Where	How		Who	When	Measurement
		How you will achieve this objective	What resources are require to deliver this	Lead organisation / individual	What are the timelines for delivery	How will you measure success
<p><b>Early Years and Secondary School provision</b></p> <ul style="list-style-type: none"> <li>• Increase amount of Badminton activity in primary and secondary schools</li> <li>• Develop Teacher training, through BiSi resources</li> <li>• Developing a cluster based approach to targeting schools in specific geographical areas</li> <li>• Link Primary school work through identified central club</li> <li>• Develop badminton activity in private schools and colleges to all age groups</li> </ul>	Bury St Edmunds cluster (targeting 5 primary schools) & Ipswich Cluster (targeting 5 primary schools) (Phase 1 clusters)	Badminton England primary school offer (including resources and training) offered to a primary school cluster within geographical area of identified club. Club coach to be involved Regular badminton delivered within curriculum time After school club established	Awaiting release of Primary school offer  Club Activator/coach	East & West CBN / BE  East & West CBN / SBA  SBA and identified club	December 2016 *Short Term Goal*	Badminton being played within the curriculum  Club link made and ongoing activity within schools – transition to club activity being recorded
	Felixstowe cluster  Newmarket Cluster  Stowmarket Cluster (Phase 2 clusters)	Badminton England primary school offer (including resources and training) offered to a primary school cluster within geographical area of identified club. Club coach to be involved Regular badminton delivered within curriculum time After school club established	Awaiting release of Primary school offer  Club Activator/coach	East CBN / BE  West CBN / SBA  SBA and identified club	December 2017 *Medium Term Goal*	Badminton being played within the curriculum  Club link made and ongoing activity within schools – transition to club activity being recorded
	Sudbury / Haverhill Cluster  Lowestoft / Beccles Cluster (Phase 3 clusters)	Badminton England primary school offer (including resources and training) offered to a primary school cluster within geographical area of identified club. Club coach to be involved Regular badminton delivered within curriculum time After school club established	Awaiting release of Primary school offer  Club Activator/coach	West CBN / BE  West CBN / SBA  SBA and identified club	December 2018 *Long Term Goal*	Badminton being played within the curriculum  Club link made and ongoing activity within schools – transition to club activity being recorded

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<b>Facilities</b> <ul style="list-style-type: none"> <li>Detailed understanding of club and public facilities</li> <li>Enable clubs to be better positioned to develop junior and adult participation</li> <li>High quality facilities to enable performance pathways in Suffolk</li> </ul>	Understand current facility usage and identify capacity shortfalls and existing opportunities	Commission a facilities audit from a: <ul style="list-style-type: none"> <li>Wider public use i.e. LA, Operators, parish councils, Schools perspective</li> <li>Club perspective</li> </ul>		BE / CSP  SBA / BE	December 2016 <i>*Short Term Goal*</i>	Baseline data that identifies facility 'pinch' points across the county
	Utilising audit information and using county network to release capacity in identified areas of need	Co-ordinated approach with BE and Play Badminton sites to identify spare capacity  Effective promotion of facilities availability		SBA/BE/CSP	December 2017 <i>*Medium Term Goal*</i>	Additional Junior and Adult club activity (primarily at targeted clubs) enabled as a result of identified facility opportunities
	Advocate the demand/need for an 8 court facility to encourage participation and to host high quality regional/national events	Participate in county/local authority facility development reviews  Lead in the development of Badminton in Suffolk to justify the need for the facility development  Champion links between the club network and Performance Centre to ensure that Suffolk nurtures and develops talent		SBA / PC	December 2018  <i>*Long Term Goal*</i>	Development and delivery of business case for increased badminton provision in the county.  This is a long term project with long lead-in timescale and work should commence at earliest opportunity

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<b>Club Development</b> <ul style="list-style-type: none"> <li>Clubs supported to be in a position to develop a junior section</li> <li>Facilitate transition from junior to adult badminton, including clubs</li> <li>Premier Club and Club Governance</li> <li>Mentoring Volunteers</li> <li>Optimise participation through national campaigns</li> </ul>	Identify 'warm' clubs who are in a position to develop a junior section of the club	SBA to develop and undertake a club audit around identified cluster areas to understand club readiness to engage.		SBA / BE	August 2016 <i>*Short Term Goal*</i>	Baseline data on club ability to engage. Clubs identified.
	Link club support to lead cluster secondary school, to support existing or initiate Smash Up Activity	Phase 1 clusters		CBN's / BE	September 2016	Strong school club link in each identified secondary school  Satellite clubs developed and/or recorded transition to clubs
		Phase 2 clusters		SBA / Clubs	September 2017	
		Phase 3 clusters		SBA / Clubs	September 2018	
Focus on targeted cluster clubs becoming Premier Clubs	Identify lead within SBA to advocate Premier Club accreditation; linked to Suffolk Sport club offer		SBA lead officer BE Development Team Suffolk Sport	December 2016 – December 2018; (Phase of clusters)	At least 5 additional accredited Premier Clubs	
<b>Junior Clubs – 5 Badminton England affiliated clubs (Stowmarket, Meridians, Abbeygate, Woodbridge and YMCA Ipswich)</b>	Strong culture support/mentoring through SBA and PC to club and school volunteers	Provide CPD opportunities identified as part of the club survey  Create awareness of Club Matters and Suffolk Sport club offer to support club development		SBA  Suffolk Sport Club Offer	December 2016 – 2018	At least 5 affiliated clubs attending CPD workshops annually
	Raise awareness of clubs to national and local campaigns; promotion of opportunities	Promotion of national and local campaigns increasing sport awareness and involvement		Suffolk Sport, Suffolk's local authorities, Leisure providers		At least 40 newcomers increasing participation in the sport

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<b>Workforce</b> <ul style="list-style-type: none"> <li>• Workforce audit</li> <li>• Right coaches, right place</li> <li>• Umpires and line judges</li> <li>• Volunteers at tournaments and other events</li> <li>• CPD &amp; mentoring programme</li> </ul>	As part of club audit (undertaken above) identify gaps in workforce needed to deliver this plan.	SBA to develop and undertake a club audit around identified cluster areas to understand current workforce (including location and availability)	SBA lead	SBA / BE	August 2016 <i>*Short Term Goal*</i>	Baseline data completed on club workforce and ability to engage.
	Develop a functioning activator network to facilitate current and future activity	Currently targeting 7 new Smash-Up and Essentials activators through CBN plans		CBN's / BE	April 2017	At least 7 new smash up and essentials activators
	Through targeted work with clubs, CBNs, PC and operators continue to provide accessible coaching pathways	Level 1 course prioritising phase 2 and 3 clubs & PC coaches  Level 2 course prioritising phase 1 - 3 clubs & PC coaches	Courses organised in Suffolk  Coaching Bursary	BE / SBA	Oct 2016 & 2017  April 2017 & 2018	Successfully delivered course with minimum 5 new coaches attending  Coaches delivering the plan
	Formalise a coaching mentoring programme for identified clubs through PC development pathways	Establish database of Mentors across the County. Formalise clubs and coaches agreeable to mentoring programme.	Course organised in Suffolk  Mentor expenses	BE/SBA/PC	April 2017	Establish minimum 5 mentors across the county

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<b>Inclusive Badminton</b>  targeting inclusive groups such as females, LGBT, Mental Health support programmes, etc  <b>ParaBadminton;</b> SBA to advocate and champion ParaBadminton opportunities in the lead up to Tokyo 2020  <i>Classifications:</i>  <i>Wheelchair</i> <i>Standing</i> <i>Dwarf</i> <i>Learning Disabilities</i>	Giving opportunities to play badminton in social, supportive environments	Promoting badminton to target groups through national campaigns and support groups		SCC / Suffolk Sport Leisure Providers SBA	By December 2016	Establish at least 3 new group sessions and participants
	Giving disabled players in Suffolk the opportunity to: <ul style="list-style-type: none"> <li>have the opportunity to play Para-Badminton</li> </ul>	Weekly session at Suffolk New College Wednesday evenings (Activ Ipswich and Special Olympics Suffolk) - targeted at adults with a learning disability  Taster tournament to raise the profile of disabled sport provision for badminton	(£1000 identified within ECBN plan, targeting 15 new participants)		Ongoing  Summer 2017	Establish at least 15 new participants
	Giving disabled players in Suffolk the opportunity to: <ul style="list-style-type: none"> <li>play competitive Para-Badminton for the first time</li> </ul>	Identify and support club/organisation to achieve inclusive club status – (Club who is committed to providing court time experiences to disabled players in their local area)	BE investment	SBA BE Club	By December 2017	Inclusive club established providing regular playing opportunities for those with classified ParaBadminton disabilities
	Giving disabled players in Suffolk the opportunity to: <ul style="list-style-type: none"> <li>play competitive Para-Badminton more often</li> </ul>	Suffolk to host a ParaBadminton Bronze Circuit Event		SBA/BE/PC	By December 2018	Suffolk hosting and providing players to a ParaBadminton Bronze Circuit Event

Appendix 1 – Development diagram

