

## Strategic Development Group Report for SBA AGM 17<sup>th</sup> July 2024

Since the development plan was approved this time last year the development group has further developed the plan and assigned ownership to four of the five development pillars. Whilst progress has been slower than originally anticipated, we are now in a position to move into the second year with more volunteers supporting the plan and many clear actions.

The Development Group now consists of the following volunteers: -

Glenn Tooke

Mike Tee

Steve Cook

Sue McKinley

John Harvey (Newmarket Badminton Federation)

Tom Mann (Hadleigh Badminton Club)

Andrew Rowe (BSP Drakes Badminton Club)

Wayne Chatfield (Leiston Badminton Club)

Charlie Potter (Abbeycroft Leisure)

James Payne (Active Suffolk)

Adrian Cook

### **Communications**

Steve is leading on this pillar and working with Tom Mann (and Ben Williams) is developing a robust communications plan that we hope to publish very soon, which we want to include revitalised social media aspects.

In addition to this Steve is looking at options around updating the SBA website along with a potential rebranding exercise. As this will cost we are looking at all options and are open to volunteers from the badminton community who can help with this.

### **Governance**

Steve has also volunteered to take the lead on this pillar as the two are closely related, but is also working very closely with Mike. Between them they are drafting more defined roles and responsibilities for SBA Council members and refreshing where necessary the terms of reference for the sub-committees to ensure they all operate under the same overarching approach.

### **Grass Roots and Schools**

Since the last AGM Adrian Cook has stepped forward to lead on this pillar. Adrian is now developing the details of this pillar; the headlines are to (i) establish a contact lists of primary and secondary schools, existing and new junior clubs and coaching resources; (ii) Identify funding opportunities; (iii) Agree Governance and Safeguarding procedures and (iv) create a proforma/model for creating junior links.

### **Developing Leagues and Clubs**

Andrew Rowe has offered to lead on this pillar and will be speaking to a number of clubs over the coming months to discuss ideas and opportunities they may have to support the development of badminton in Suffolk. In parallel with this Andrew is pulling together a do's and don'ts list based on the successful work at Stradbroke in working with the local school to get juniors involved – once complete this will of course be shared.

### **Supporting Competition Pathways**

To date no one has been identified to lead on this specific pillar, although Mike has offered I am keen to spread the involvement and ownership across the whole of the Suffolk Badminton community and would like to see someone from the existing county squads step forward.

As a result, at this time no specific tasks are ongoing.

### **Next Steps**

It should be noted that the development plan presented and agreed at the AGM last year must be a living document and will be refreshed annually. This activity will be high on the agenda of the development group over the coming days and weeks with a view of the updated document being shared with the wider council at the next suitable meeting.

Glenn Tooke