

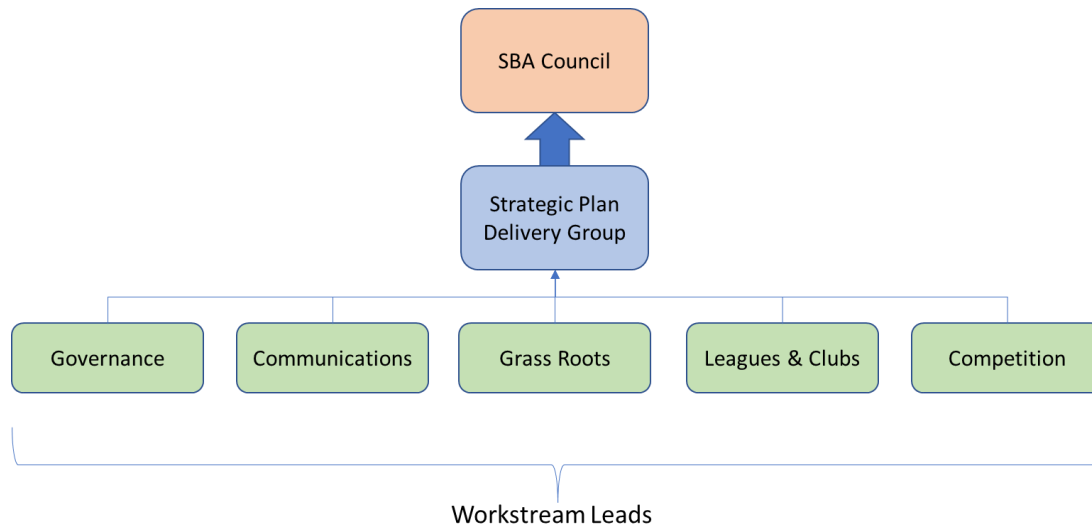
# Suffolk Badminton Association Strategic Plan (v2.1)

## Executive Summary

This document aims to set out the Strategic Development Action Plan for Suffolk Badminton during the three years between July 2023 and June 2026 in order to achieve the mission statement: -

“The mission statement for Suffolk Badminton Association is to promote the growth of badminton across Suffolk, by supporting activities from grassroots to competition level”

## Programme Governance, Finance



Ownership of the plan and its delivery will be devolved to the Strategic Plan Delivery Group (SPDG) that reports to the SBA Council via the Group Project lead as detailed in the diagram.

The SPDG will consist of the Project lead and a maximum of 5 workstream leads.

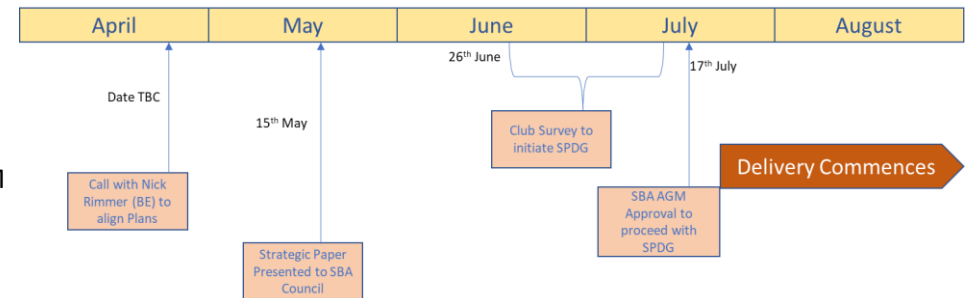
The SBA Council will allocate a budget of £4,000 for the delivery of the plan. The SPDG will provide an outline budget plan within 2 months of initiation of the group.

Any additional funding required will need to be supported by a suitable business case and approved by the SBA Council.

The plan should be maintained and reviewed by the SPDG at least 6 times a year and also by the SBA Council prior to the AGM each year.

## Initial Timeline

- Working Group will arrange a meeting with Nick Rimmer (BE) to ensure strategic plans align with NGB.
- Final draft plan presented to SBA Council on 15<sup>th</sup> May
- Following approval at SBA Council the document will be circulated with the AGM papers (26<sup>th</sup> June), when the club survey will be initiated.
- Once SPDG approved at AGM work will commence.



Year 1 – 23-24

Key Objectives

Governance Improvements	Improving Communications	Increasing Grass Roots and Schools Badminton	Developing Leagues & Clubs	Supporting Competition Pathway
Initiatives				
<ul style="list-style-type: none"> <li>• Review/Update SBA Governance</li> <li>• Define Roles and Responsibilities for all SBA Council Members</li> <li>• Succession plan for SBA Council Members</li> <li>• Establish data bank of benchmarks and KPI measurements Shared folders for SDWG and SBA Committee.</li> <li>• Hold central records with restricted but multiple access on any key IT operational elements with security levels (social media accounts, central folder management, etc)</li> <li>• Research funding opportunities through BE, local authorities and national sporting/other bodies and initiatives.</li> <li>• Agree financial principles and sign off process for budget on development plan</li> <li>• Simplify all processes and maximise use of electronic data within SBA</li> <li>• Establish best org structure for SBA as organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Comms strategy and implement initial steps including local press and social media information release.</li> <li>• Refresh Suffolk Badminton brand and put a smile on its face!</li> <li>• Work closely with Badminton England to increase participation in the sport, including local development of their national initiatives.</li> <li>• Presentations of Strategic Development Plan at Suffolk AGM and Ips, Bury &amp; Newmarket League AGMs</li> <li>• Promote SBA and the benefits of the County Association to all players to encourage BE &amp; SBA membership.</li> <li>• Promote BE and the benefits of the NGB at League AGMs</li> <li>• Establish contacts with local press</li> <li>• Develop volunteer opportunities at all ages to support events and tournaments</li> </ul>	<ul style="list-style-type: none"> <li>• Create Benchmark of current position to inform KPI's for subsequent years and align with BE Initiatives.</li> <li>• Define target markets to increase player numbers</li> <li>• Promote Coach training with funding to get workforce to support running sessions</li> <li>• Establish network of School Games Organisers and teaching staff to promote sport in and through schools</li> <li>• Co-ordinate Teacher coaching courses for primary and secondary schools</li> <li>• Establish relationships with local facility operators to support growth of participation in the sport</li> <li>• Develop Start and Refresh event and short fun course models for delivery to target markets with local club involvement. Run trials and review.</li> </ul>	<ul style="list-style-type: none"> <li>• Create Benchmark of current position to inform KPI's for subsequent years and align with BE Initiatives.</li> <li>• Provide support to Bury League to maintain activity and grow</li> <li>• Visit each club's club night to understand league clubs and players wishes and challenges, pick up some willing volunteers to help at events and be the friendly face</li> <li>• Make contact with Sports Clubs that offer or could offer badminton (e.g. David Lloyd, Ipswich Sports Club)</li> <li>• Research existing groups playing badminton to test possibility of turning them into clubs; promote support available through SBA to leagues and clubs struggling to continue</li> </ul>	<ul style="list-style-type: none"> <li>• Map Competition Pathway from Grassroots through Clubs, Leagues, county team representation and Tournaments; Opportunities to take part in regional, national and international events at all ages</li> <li>• Create Benchmark of current position to inform KPI's for subsequent years and align with BE Initiatives.</li> <li>• Consider opportunity to raise money for the SBA from Sponsorship Opportunities</li> <li>• Review representative badminton in Suffolk at Junior, Adult and Masters levels to increase commitment and participation at each level</li> </ul>

<p>(limited company/ unincorporated/etc)</p> <ul style="list-style-type: none"><li>• Define and allocate workstreams of development plan to suit strengths of SBA committee and members with specific expertise for specific projects</li><li>• Strengthen relationship with BE at strategic level; maximise opportunities through their promotions and programmes.</li><li>• Define additional skill sets required by SBA to support development plan and assess how to resource those required.</li><li>• Establish how Data Protection requirements impact on Comms routes to individuals and implement acceptable methods.</li></ul>		<ul style="list-style-type: none"><li>• Establish pathways for continuation through local clubs or establish new ones with support to become standalone</li></ul>		
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Key Performance Indicators

- Documented Governance review
- All SBA Council members have clear roles and responsibilities and succession plans.

- Publishing of Comms Plan including plans for years 2 and 3.
- Initial Comms via online newsletter. Develop fast & simple comms plan for all organisers to follow pre and post events and tournaments to raise Suffolk Badminton profile.
- Maximise existing social media outlets
- Contacts identified in all local & regional freesheets, magazines, newspapers, TV, radio and streaming to raise sport's profile

- Benchmark showing number of "grass root" initiatives/clubs/facilities
- Aspirational plan to increase grass roots
- Existence of an established pathway from grass roots and schools into Clubs

- Benchmark showing number of leagues/clubs/BE registered players
- No Reduction year on year on registered clubs/players.
- Funding support for league tournaments.
- Existence of an established pathway for club players into competitions

- Benchmark of players who meet these criteria
- List of possible sponsors

Year 2 – 24-25

Key Objectives

Governance Improvements	Improving Communications	Increasing Grass Roots and Schools Badminton	Developing Leagues & Clubs	Supporting Competition Pathway
<b>Initiatives</b>				
<ul style="list-style-type: none"> <li>Initiate a feasibility study for the provision of a Suffolk Badminton dedicated facility</li> <li>Improve content of management accounts with the introduction of an annual budget and variance analysis</li> </ul>	<ul style="list-style-type: none"> <li>Social Media (influencers)</li> <li>Regular newspaper/radio coverage of league, tournament and County Badminton and events featuring the sport</li> </ul>	<ul style="list-style-type: none"> <li>Links to SCC Healthy Living initiatives.</li> <li>Badminton Roadshows and public events based on lessons learned from 23/4 trial events</li> <li>Increase in availability of coaching courses</li> </ul>	<ul style="list-style-type: none"> <li>Support for Clubs to each have a coach within its membership</li> </ul>	
<b>Key Performance Indicators</b>				
<ul style="list-style-type: none"> <li>Initial Plans and strategy to develop dedicated facility</li> </ul>	<ul style="list-style-type: none"> <li>Established Social Media Presence.</li> <li>Established Countywide and local press coverage</li> </ul>	<ul style="list-style-type: none"> <li>Measurement of number of events held and participants attended</li> <li>Increase in numbers of qualified coaches in Suffolk</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in clubs that have not affiliated to BE</li> <li>Increase of qualified coaches in Suffolk actively delivering sport development coaching.</li> </ul>	<ul style="list-style-type: none"> <li>Improvement in league positions of county representative teams</li> <li>Increase in representation at international level</li> <li>Increase in number of players entering county and national tournaments</li> <li>Increase in medals won in BE-sanctioned and other tournaments</li> </ul>

Year 3 – 25-26

Key Objectives

Governance Improvements	Improving Communications	Increasing Grass Roots and Schools Badminton	Developing Leagues & Clubs	Supporting Competition Pathway
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Initiatives

<ul style="list-style-type: none"> <li>Further development in feasibility study for Suffolk Badminton dedicated facility</li> </ul>				
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Key Performance Indicators

Fully developed feasibility study completed for decision on next steps.			<ul style="list-style-type: none"> <li>Further reduction in clubs that have not affiliated to BE</li> </ul>	
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