

Chief Executive's Update
February 2010

BADMINTON
ENGLAND



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Staffing

We are delighted to welcome two new members of staff to BADMINTON England.

As we invest more into the development of coaches, Lee Bent joins our Education & Training Team where he takes up the new role of Education & Training Administrator.

Sam Windridge joins our Commercial Team as our new Sponsorship Manager. Sam joins us from a similar role at Southampton Football Club where he was successful in increasing revenue to the club.

I am also delighted to mention the promotion of Tom Webster to the new role of Disability Manager. Disability badminton is an area where we have great plans to develop and I wish Tom every success.

Su Smith takes on a new role in the team as the Education and Training Senior Coordinator and will look after the education and training programmes for officials, volunteers, leaders, young helpers.

Tamsin Graveson has been seconded to the No Strings Badminton Project Officer. This role will be critical in driving forward the No Strings Badminton programme which all of you will be hearing much more about over the coming months.

We are sorry to be losing two members of staff - Tim Fitches from the role of Regional Manager for the East region. Tim has delivered some great work over the past couple of years and Heidi Thomas, Safeguarding Administrator will be leaving us at the end of March. Heidi has been a great asset to the Education and Training team introducing new processes that have aided our safeguarding procedures. We wish them both every success for the future.

Membership

I am very hopeful that after a number of teething problems with the Vision system, we are beginning to see some light at the end of the tunnel.

A number of fixes to bugs have been tested in recent weeks and we are close to clearing the vast majority of issues that were outstanding.

The development of Vision has been a significant learning experience for those involved and I am very grateful for the patience and support of those staff and volunteers who have been directly involved or impacted upon.

I look forward to a much smoother process going forward.

Bringing Badminton closer to Business

BADMINTON England has a relatively good profile in Milton Keynes. With England Hockey moving away recently, we are now the only National Governing Body in the City and I would very much like us to increase our profile not just among the general public but among the business community who may wish to look at investing in our sport.

I have had a number of discussions in recent months with the Institute of Directors about the National Badminton Centre being a hub site for meetings and conferences and delighted to confirm that we have reached an agreement.

This will not only expose us to local business but across the national business community and I very much look forward to this relationship being beneficial to us.

Ticket Update

As we approach the Yonex All England Championships and celebrate the 100th event, ticket sales are going through the roof. We are more than 3500 tickets ahead of where we have been previously so if you haven't bought your ticket yet, please do so or you will miss out. If you have bought your ticket, please encourage as many of your friends and family to buy theirs, we are looking for maximum support for the England players this year.

Similarly, we need your support for the European Individual Championships in Manchester in April. While All England sales are tremendous, by comparison the Europeans are very poor.

We are looking for a number of podium places this year, so please get behind the Team – they really do need your support.

Safeguarding

I am delighted to report that we have been awarded the Advanced level of the Standards for Safeguarding and Protecting Children in Sport; the highest level of award a National Governing Body can achieve.

This is tremendous news for our sport and is the culmination of an incredible amount of work, dedication and commitment from many staff and volunteers and I am very proud of everyone's efforts.

I would like to take this opportunity though to say a big thank you to Katherine Taylor. Collating this and presenting the evidence to the NSPCC is in itself a huge piece of work. But managing our whole Safeguarding responsibilities is something else and I am very proud of the work Katherine has achieved.

We are England

And talking of support, a number of our members have contacted us wishing to support Team England at the Commonwealth Games in Delhi next October.

The latest ticket information can be found at <http://www.travelplaces.co.uk/d2010-tickets.htm>

We are currently developing a webpage dedicated to the Commonwealth Games which will feature all the news as we count down the 222 days left.

Facilities Inquiry

I reported in my last update about the national Facilities Inquiry that I am sitting on.

Remember this is our opportunity to influence current and future facility planning – we are discussing everything from pricing to usage to build specification to demand.

I am very keen to ensure that badminton's voice is heard and that that voice is a true representation of our sport but at the moment, very few badminton representatives have made their feelings known.

The inquiry report will be published in mid April so you have very little time so please have your say by contributing to the inquiry by clicking <http://www.facilitiesinquiry.org.uk/> at the 2020 Games.

Club Development

We continue to make great progress towards our goal of having 2000 players in local performance environments.

We now have 28 Performance Centres in place supporting a total of 1219 Performance Players at the following ability levels:

- 584 Raw Players
- 425 Developing Players
- 210 Emerging Players

I very much look forward to reporting further progress as we move towards our ambition but more importantly look forward to the development of some great young talent.

Adrian Christy
Chief Executive