

**DURHAM COUNTY**  
**DEVELOPMENT PLAN**  
**2001-2005**

July 2001

# DURHAM COUNTY BADMINTON DEVELOPMENT PLAN

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# DURHAM COUNTY BADMINTON DEVELOPMENT PLAN

## INTRODUCTION

Badminton is one of the most popular sports in England, played in leisure centres, sports clubs, schools, universities and halls by over 2 million people weekly, while 8.1 million people played badminton during last year. The general household survey suggests that the game is played on a casual basis by 5 million people a year. Players come from a very wide cross section of the populations, in terms of age, race, gender, social background and ability.

Too few of them, however are participating in the sport in any organised way and a majority of the players prefer to play on a casual basis. In 1997 the national governing body for the sport, The Badminton Association of England Ltd (BA of E), had an affiliated membership of less than 55,000.

### THE CHALLENGE FOR THE SPORT:

To ensure that badminton is recognised as a major national competitive participant sport providing a full range of opportunities to those who wish to play.

In 1997 the BA of E published a national development plan to take the game forward into the future. The plan identified nine key objectives to secure the future development of **badminton - A Nation's Sport!**

The Sports industry has changed dramatically over the past decade with a huge growth in the opportunities available through the lottery programmes, commercial sponsorship and sports development in general. To keep 'in the game' **badminton** must continue to show its popularity as - **A Nation's Sport!**

The strength in badminton as a sport lies with the various county associations and their members, who tirelessly develop the game through schools, clubs, leagues, tournaments, representative squads, coaching and the like. It is important that this work is co-ordinated and continued into the future to sustain **badminton - A Nation's Sport!**

This development plan sets out a badminton plan for Durham County Badminton Association until the year 2005, which will be implemented by both the County and National (BA of E ) bodies. It also details the priorities in helping to meet the nine key objectives for **badminton - A Nation's Sport!**

## **THE NINE KEY OBJECTIVES FOR BADMINTON**

- 1 To have a medal winner in each event in the World Championships of 2005.
- 2 Improve the competitive structure to provide opportunities for everyone taking part, regardless of age, ability or gender or race and to reach their full potential. Increase participation in sanctioned events from 4000 (1997) to 6000 (2001).
- 3 Establish a diversified, national structure in consultation with the BA of E Members, schools and other agencies involved in the development of the game to provide increased professional support and clearly defined links and partnerships at all levels of the game.
- 4 Promote and establish partnerships between local authorities members, clubs, schools and other organisations to build and improve facilities for all levels of participation. Develop and implement a facilities strategy which will increase the current number of specialist facilities with at least four courts from 6 to 20 by 2001.
- 5 Promote a coaching and coach support system for all levels, catering for player development and talent identification through to performance level and increase the current number of registered coaches from 1500 to 2000 by the year 2001.
- 6 Improve the profile of badminton and make players aware of the products and services so as to double the resources available for the development of the game by 2001.
- 7 Increase the number of educational establishments, which either include badminton in their curriculum or promote badminton as an activity and work with these establishments and other partners to create 50 new school-club links per year.
- 8 Stop the decline in membership and increase the affiliated membership from its current level of 54,000 (1997) to 70,000 in 2001.
- 9 Develop communication links via local authorities, members, leagues, clubs and other agencies with at least 100,000 non-affiliated badminton players by 2001.

## **WHERE WE ARE NOW - THE PRESENT SITUATION IN THE COUNTY**

### **Badminton in Durham**

A total of 600 surveys were sent out and 177 have been returned to date, only 132 out of 500 schools responded. This represents a 29.5% return of the whole survey which is a good achievement for a piece of work of this nature. Other information has also been gathered via telephone conversations and site visits.

The statistics gathered help to form a picture of badminton in county Durham. The following table outlines some of the findings and where possible comparisons have been made with the **estimated** national picture to see how the county shapes up!

## BADMINTON IN COUNTY DURHAM

	COUNTY	NATIONAL	%
Size (sq miles)	4,381	50,356	8.7
Population	1,346,500	48,903,400	2.75
No. of Local Authorities	13	450	2.88
No. of Senior Affiliated Clubs	37	2,309	1.6
No. of Senior Non-Affiliated Clubs	14	-----	
No. of Senior Sessions (Leisure Centres)	335		
No. of Junior Affiliated Clubs	0		
No. of Junior Non-Affiliated Clubs	7		
No. of Junior Sessions (LC/CC)	4		
No. of School Sessions curriculum	59		
Lunchtime	23		
after school	44		
No. of players in Senior Affiliated Clubs	641		
No. of players in Senior Non-affiliated Clubs	240		
No. of players using Leisure Centres	1352		
No. of players in Junior Affiliated Clubs	0		
No. of players in Junior Non-affiliated Clubs	120		
No. of players in School Curriculum	1,111		
No. of players in School Lunchtimes	366		
No of players in After School Clubs	765		
No. of Players (estimated per week)	4595	2,000,000	0.25

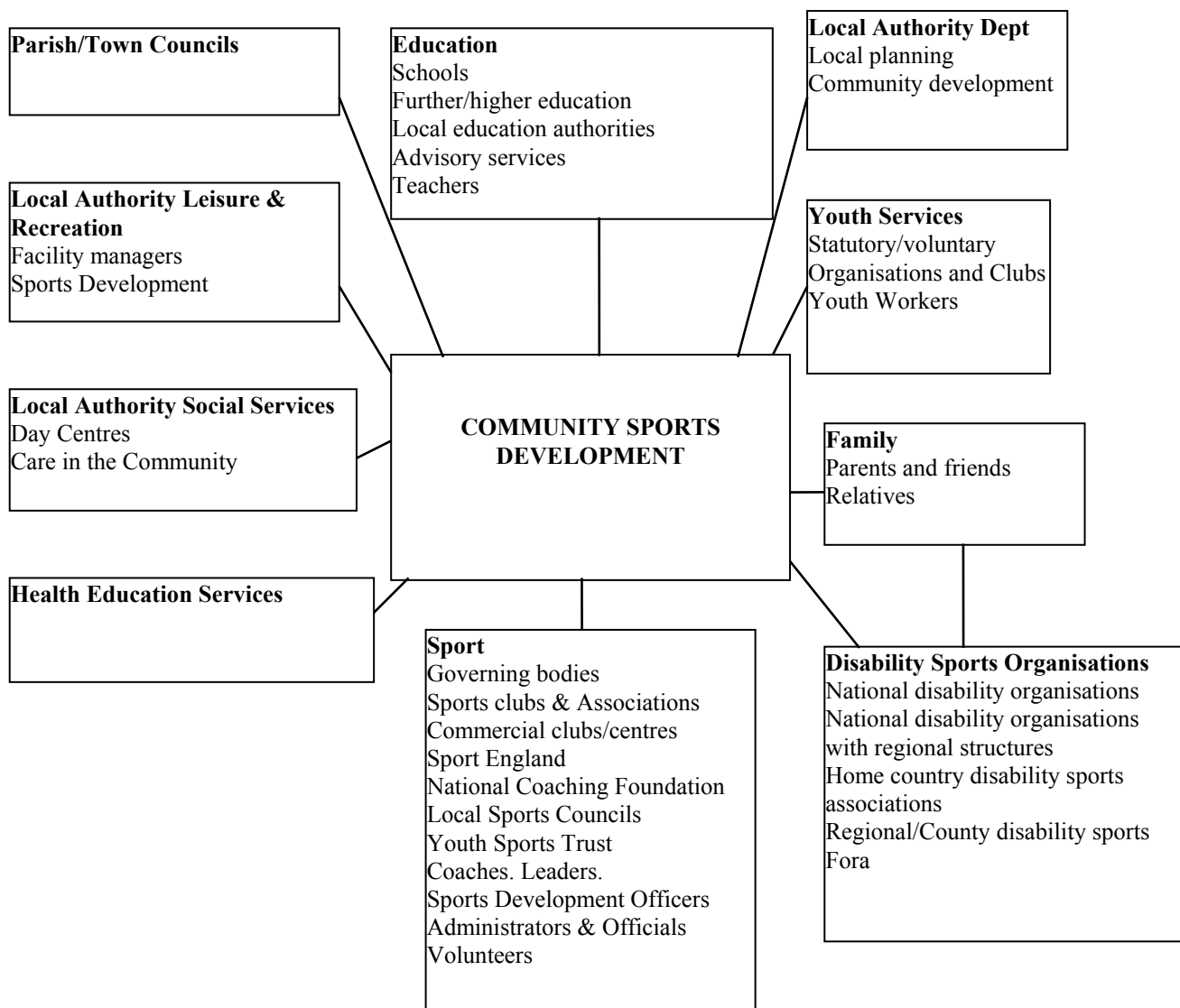
## SPORTS DEVELOPMENT NETWORK

At present the Badminton Development Network is growing with strong volunteer links and commitment to development. There are also growing links across the borders with neighbouring counties.

The ethos for the success of sports development is - **PARTNERSHIP!**

The most important part to any sports strategy/plan is to form strong links with all members of the sporting network.

**Figure 1 The Sports Development Network**



The County Development Network is strong with the following very active groups:

**Sports and Recreation Officers Groups (SPROG)** - well established group involving all the Local Authority Sports Officers, Governing Body Development Officers and Representatives from volunteer bodies, National Coaching Foundation (NCF) and Sport England (SE). There are very strong links with education through this group both in the curriculum and the community, plus through the County School Sports Federation.

**Leisure Officers Groups** - well established group of Leisure Officers from Local Authorities with particular links with Leisure Centre Managers, plus responsibility for Local Strategy co-ordination.

**County Forum and Chairs of Leisure Groups** - These provide strong lobbying routes to members.

Disabled sport is going through a transition period with the introduction of Regional Managers to co-ordinate the huge amount of different disability sport organisations.

## **MANAGEMENT AND ADMINISTRATION**

Badminton in Durham is currently managed by an association whose Committee is elected annually by affiliated clubs (Durham Badminton Association ). within the County.

## **DURHAM BADMINTON ASSOCIATION**

The Durham Badminton Association was formed in 1951.

### **Structure**

There are 18 working members on the committee

### **Functions of the committee are:**

League organisation and affiliation

Senior County Squad Management

Publicity

Coaching

Tournament organisation

Fund-raising and social

The Development Working Party

## **SCHOOLS BADMINTON ASSOCIATION**

This is a separate organisation from the senior county - attempts are being made to amalgamate the two Associations.

# FROM FOUNDATION TO EXCELLENCE

To meet the challenge, badminton must be available for all, from those learning basic skills through to those participating for fun or fitness and on to those raising their level of performance to those achieving excellence - the sports development continuum.

## The Importance of Sports Development

What is Sports Development?

“ ..... sports development is a process whereby effective opportunities, processes, systems and structures are set up to enable and encourage people in all or particular groups and areas to take part in sport for recreation or to improve their performance to whatever level they desire....”  
(Institute of Sport, Leisure and Recreational Management, Loughborough University)

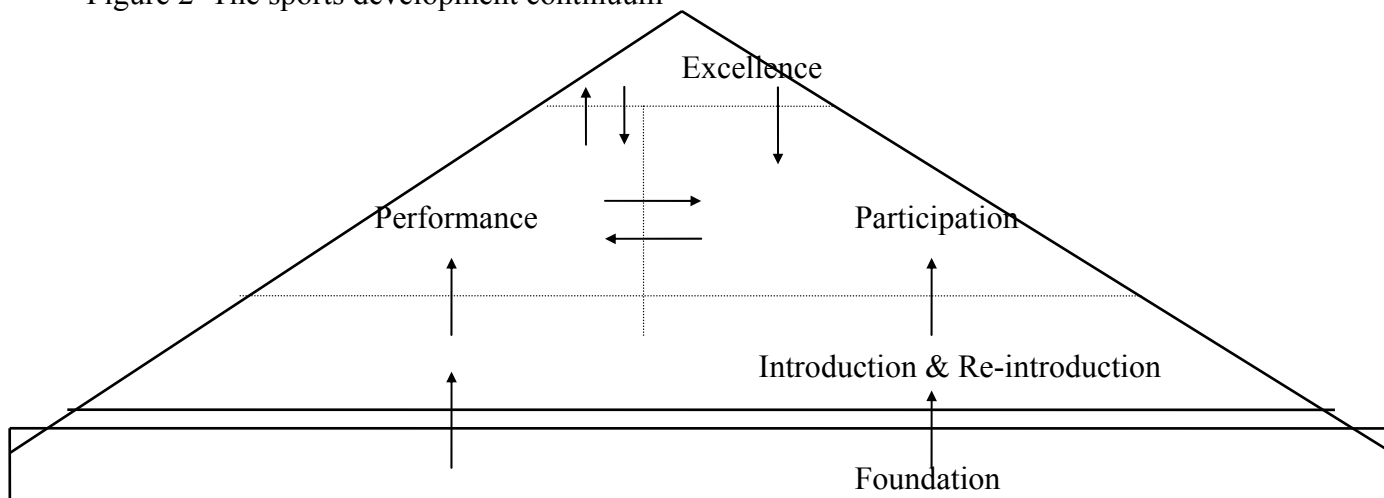
## The Sports Development Continuum

The sports development process should benefit people at all stages of their lives. Sports development is broken down into:

- Foundation - Learning basis movement skills, knowledge and understanding
- Participation - Exercising ones leisure option, taking part in sport for health, fitness, friends and fun
- Performance - Striving to improve, to compete, to attain personal goals
- Excellence - Reaching nationally and publicly recognised standards of performance

These stages are best described in terms of the sports development continuum which classifies participants in terms of their levels of achievement. For example, people may achieve/aspire to different levels of performance in various sports at certain stages of their lives. **Figure 2 illustrates the continuum**

Figure 2 The sports development continuum



At present badminton opportunities in Durham are available through a variety of sources:

## **Schools**

### **Foundation and Participation**

According to the Survey there are presently:

- 59 schools (Secondary and Community Colleges etc) which teach badminton as part of the curriculum
- 23 schools operate lunchtime badminton sessions/clubs
- 44 schools operate after school badminton sessions/clubs

### **Disabled Juniors**

It is estimated that two thirds of statemented children are in main-stream education. Inclusion in educational terms is paramount and therefore must include those who deliver badminton sessions as well. This is also true of clubs and other badminton providers.

It is personal preference but many children who attend main stream schools tend to not wish to join segregated sessions instead they wish to play in main stream clubs and sessions. This is obviously dependent on the barriers to entry which may exist for them to take part in the session.

## **INCLUSION**

There are many ways disabled people can be included in sport. Some examples are given below:

### **Separate sessions for disabled people**

### **Total inclusion in sessions/clubs**

### **Included in sessions/clubs with support**

### **Combination of inclusion and separate participation**

(Based from: Youth Sport Trust Community Guidelines.  
Including Young Disabled People in TOP Programme)

## **Coaching and Training**

### **BISI - Badminton into Schools Initiative**

This new initiative aims to establish and increase the opportunities for Junior School children to experience basic core skills in badminton. It is envisaged that this will be achieved by providing teachers with training, coaching cards and equipment. Courses to train the people to coach the teachers will take place, and areas to pilot the scheme are being investigated.

## Badminton Teachers' Award

To encourage all teachers (not just junior schools) to get involved in Badminton, the Badminton Teachers Award has been integrated into the timetable for Coaching for Teachers programme. These courses offer opportunities, at subsidised rates, for teachers to begin or further their sports coaching education.

### **Exit Routes**

Sessions

Clubs

County/Excellence

### **Leisure Centres, Community Colleges, Village Halls and Youth Clubs Foundation and Participation**

These facilities house the majority of badminton in the county in terms of casual use estimated at 1712 players per week.

According to the Survey there are presently 11 badminton coaching sessions held in Leisure Centres.

Some facilities offer badminton as part of their holiday schemes and also as part of ladies' and over 55s recreation sessions.

### **Performance**

These facilities house some of the clubs in the county and some offer ladder competitions and tournaments.

### **Coaching and Training**

As highlighted previously 11 coaching sessions are held in these facilities for juniors and adults. However some of the Community Colleges run these sessions without the lead of a registered badminton coach.

### **Exit routes for clubs**

In terms of exit routes this is very ad hoc across the county. There are some instances where clubs link with coaching sessions at evening classes and clubs sometimes advertise for new members within centres, to encourage casual players to join.

### **Clubs**

#### **Foundation and Participation**

At present there are only a few clubs which operate sessions/schemes at this level.

#### **Performance**

The 37 affiliated clubs (641 estimated players) compete in 7 leagues. The survey also found 24 non-league/affiliated groups, some of which may affiliate to other neighbouring leagues due to their geographical position.

#### **Coaching and Training**

In terms of coaching and training all clubs have club nights. Some clubs have a training/coaching orientation to the session whereas others concentrate on matchplay only.

A small percentage of clubs have qualified coaches within them, however they are often not practising and do not use their talents to the full within the club structure.

## **Exit routes**

Sessions - as highlighted previously some clubs do link with coaching sessions etc but this is on an ad hoc basis.

Clubs - clubs are often small and therefore for players to play at a higher/lower level they often have to change clubs.

County/Excellence - unless recognised at junior level players wishing to aspire to higher levels must be playing for one of the top clubs and taking part in the tournament circuit to be chosen to represent at county/regional levels.

## **Local Authorities**

### **Foundation and Participation**

Most local authorities in Durham have a Sports Development officer/s or similar. Some have been supportive of badminton and have become involved in helping to organise and promote badminton through schools and coaching sessions (holiday schemes etc).

### **Performance**

Some local authorities have badminton as their focus sport and as such are investigating the introduction of the sport into a performance setting such as champion coaching, District Cells or alike.

### **Coaching and Training**

Some local authorities have been instrumental in encouraging coaching and training initiatives such as the leaders award in their area. They also co-ordinate, run and in some cases subsidise the coach education programme for the county.

## **Exit routes**

Local authorities are instrumental in encouraging and creating links between schools, centres, clubs and sessions, especially as in most cases they own/manage the leisure centres, therefore enabling them to instigate policies and practices for sports development.

## **Badminton across the County**

<b>Local Authority</b>	<b>Pop'n</b>	<b>Courts in survey</b>	<b>Sen Aff Clubs</b>	<b>Sen Non-Aff Clubs</b>	<b>Jun Aff Clubs</b>	<b>Jun Non-Aff Clubs</b>
Gateshead	205,000		1	3	0	1
South Tyneside	156,000		4	1	0	0
Sunderland	296,100		4	1	0	2
Chester-le-street	53,100		1	0	0	0
Derwentside	85,900		1	1	0	1
Durham	87,100		5	0	0	0
Easington	95,100		1	0	0	0
Wear Valley	64,600		0	7	0	3
Sedgefield	88,700		3	0	0	0
Hartlepool	89,900		5	0	0	0
Teesdale	25,000		1	1	0	0
Darlington	100,000		8	0	0	0
Stockton-on-Tees	131,100		3	0	0	0

## Governing Bodies

### The Durham Badminton Association

Durham Badminton Association	
Senior Clubs	37
Club Leagues	7
<b>Tournaments</b>	
County Restricted	
Yehlex North East Championships (combined with Northumberland)	
County Veterans	
Under 13	
Under 15	
Under 17	
Under 19	
Under 21	
<b>Senior County</b>	
Senior County Squads	3

County/Excellence The governing bodies run the county teams. Players are selected via the tournament and league structures, there are also selection trials at the beginning of each season. Coaches leading county training are often volunteers and as such the governing body accepts the help offered, which in some cases may not fit in with the guidance of the BA of E in terms of level of coach to standard of players.

### COACHING DEVELOPMENT

#### Number of qualified coaches/leaders within Durham:

Qualification	County Registered	National Registered	Percentage
Leaders	16		
Coach Prt 1	15		
Coach Prt 2	2		
Coach Prt 3	0		
Instructor	2		
Coach	1		
County Coach	1		
Senior Coach	1		
Advanced Coach	2		
Teaching Coach	1		
<b>TOTAL COACHES</b>	<b>41</b>	<b>1750</b>	<b>2.34</b>

#### Leaders Award (General)

There has been a push nationally to encourage people to get involved in coaching by taking this award. Courses will be arranged across the county.

This compulsory course of 9 hours is suitable for players and parents who wish to help children to learn to play badminton. It is also intended for people who are already professionally qualified or currently studying or formally working within the field of sport in the local community.

The course is designed to provide candidates with the knowledge of how to introduce beginners to the game, to show them how to play it safely and to instruct them in the basic techniques. (The NCF Working with Children Booklet is included within the course literature).

Candidates are assessed according to the performance criteria listed in the following categories:  
Appearance Attitude and personality Playing ability Communication Skills

### **Leaders Award for Disabled People**

This compulsory course of 12 hours is designed for candidates who wish to learn how to introduce and teach badminton to disabled players. They will gain knowledge of how to teach people to play badminton in a safe environment, to stimulate and maintain interest and enjoyment of the game and to introduce players to basic technical and tactical skills.

Candidates are assessed as above and the course is split into two parts:

Part one focuses on the technical content of badminton.

Part two focuses on developing awareness of the needs of disabled players and how to help introduce them to the game.

### **Coach Part One**

This compulsory course of 25 hours plus an assessment at the end. The course contains all the practical information required to get players started and to coach them to become competent players of the game. This includes safety, the technical and tactical content of badminton, individual and group organisation and coaching, lesson planning, analysis and correction faults; coaching singles, level and mixed doubles. After the course there is a minimum period of eight weeks during which time the candidate will be expected to provide evidence of competency as a coach. For this the candidate will be expected to:

- a) plan a coaching programme and coach at least four sessions which will be recorded in the Coach's Log Book
- b) complete a number of worksheets and answer theory questions
- c) perform practical coaching

### Coach Part Two

This compulsory 32 hour practical course and optional NCF courses contain all the practical and theoretical knowledge required to coach players of the required level.

<b>BA of E Course Prt 2</b>	<b>NCF Courses - Recommended</b>
Planning a Coaching Programme	Delivering the Goods
Coaching Method	Motivating Your Athlete
Health and Fitness	Understanding and Improving Skill
Racket and Body Skill	Coaching Children
Practice and Performance	Planning Your Programme
Coaching Singles	Introduction to Sports Physiology
Coaching Doubles	

### Coach Part Three

This compulsory 32 hour practical course and option NCF courses contain all the practical and theoretical information required to coach players of the required level.

<b>BA of E Course Prt 3</b>	<b>NCF Courses - Recommended</b>
Developing advanced Racket and Body Skill	Introduction to the Structure of the Body
Improving Fitness	Developing Endurance
Coaching Advanced Singles	Developing Strength and Speed
Coaching Advanced Doubles	Developing Flexibility
	Prevention and Rehabilitation of Injury
	Nutrition and Sports Performance
	Mental Preparation for Performance
	Analysing Performance
	Children and Competitive Sport

### National Coaching Foundation

The NCF courses are optional for these awards. However as the assessment for the awards is vigorous it is recommended that candidates should attend the NCF courses and, if in doubt, seek advice from the Coaching Manager as to whether or not you should attend the course

## FACILITIES

### Durham Badminton Facilities Survey - confirmed

Venue Type with badminton court/s	Amount of venues
Sports Centres	20
High Schools and Community Colleges	34
Village Halls - confirmed	6
<b>TOTAL</b>	60

### **60 Venues (54 Of the venues have 4+ courts) - 260 Badminton Courts**

**Primary Schools** are not included in the survey. It is therefore possible to estimate a further number of facilities on these sites. It is usual for a primary school to have a hall area which is used for a variety of activities from assemblies to performances, games lessons and serving dinner. Therefore if it is assumed that every primary school has a hall able to house one badminton court (often with low ceilings) an additional 460 courts can be added to the survey total.

Also **village halls** were surveyed, but not all information was returned. On local knowledge via local authority officers it is fair to include an additional 15 village halls in the county where badminton courts can be housed.

### **Therefore taking potential estimated totals to:**

**535 venues - 735 Badminton Courts, but it is not known how many primary school halls are available for community use.**

### **Facility Management**

The statistics do not show how available these courts are for badminton usage. Most halls have courts within multi-sport areas, therefore time is shared with other sports. The lack of developmental management by some facility managers often shows a lack of structure in terms of programming. For example hour slots filled with a different sport every hour does not lend itself well in terms of developing links between junior and senior badminton clubs. However where strong developmental management has been followed a great deal has been achieved in terms of club development and integration. Some of this has been achieved through identifying outdoor sites for sports such as all weather areas for football training which has allowed more time available indoor for badminton usage.

### **Pilot Scheme - Community Badminton Club**

A community badminton club scheme will be piloted at a Leisure Centre during 2001. The scheme works as follows:

The Leisure Centre will be available for badminton in its 4-court hall from 3.30 pm - 10.00 pm. Sessions starting with school and junior sessions, adult coaching, participation sessions leading into higher standard sessions (with club involvement) will continue throughout the evening. Participants pay a fee dependent on which class/session they are involved in. The aim of the scheme is to create a development structure for badminton with a cohesive feel, which has a natural exit route for players to improve and enjoy!

## **INFORMATION, PUBLICITY AND PROMOTION**

### **Handbooks**

The Durham Badminton Association produces a handbook. The handbook covers the usual information regarding clubs, leagues, fixtures, rules, constitution, affiliation, tournaments etc. This information is very valuable in terms of contacts for development. The distribution is only to affiliated members at present.

## **Press/Media Coverage**

Coverage is ad hoc and on a local level varies considerably from club to club and area to area. Often where there is a good local paper or edition the clubs get coverage in the sports pages. However as other sports have found those who give the interesting match reports with a fair amount of journalistic licence do often succeed in getting in the paper every time!

## **THE FUTURE OF BADMINTON IN THE COUNTY**

### **Summary**

Badminton in the county appears to be going through a bad patch at present with a falling number of club and leagues in terms of numbers. County squads are achieving success and junior representative success also. Tournament support is falling and volunteers are hard to find.

### **However underlying problems exist:**

- i) The numbers of clubs is falling and the clubs themselves are often quite small. Therefore creating problems when members leave, in some cases causing clubs to fold.
- ii) Many senior clubs lack developmental awareness, with a lack of enthusiasm to take on junior sessions, less able players or deliver coaching programmes.
- iii) A lack of links exist between:
  - junior and senior clubs
  - clubs and sessions (ie evening classes)
  - clubs and schools (often resulting in losing players when they leave school)
- iv) A lack of coaches in general, especially available to cover daytime/twilight sessions. A lack of coaches qualified at part two and above to promote excellence with the better players.
- v) A lack of space in terms of badminton court time available throughout the county.
- vi) A lack of women and disabled people involved in badminton.
- vii) Great reliance on a team of hard working volunteers and volunteer coaches.
- viii) The potential for greater affiliation levels. No method of affiliation for schools to the Durham SBA, therefore unable to identify schools with badminton enthusiasm to enable planning of the BISI implementation and other development projects.
- ix) Lack of involvement by non-county players in tournaments
- x) Badminton is played by many people on a casual basis and is perceived by many as a 'pit pat' game - non-aggressive or particularly competitive. Often instilled from defensive teaching methods in school.

Arising from the findings regarding the present situation in the county is the identification of where Durham badminton needs to concentrate to ensure its future visions are realisable.

The following are objectives specific to Durham:

#### LOCAL OBJECTIVES

- 1 INCREASE THE SIZE AND WHERE APPROPRIATE THE NUMBER OF CLUBS
- 2 DEVELOP CLUB PLANS AND PROGRAMMES
- 3 ENCOURAGE DEVELOPMENTAL LINKS:  
junior and senior clubs  
clubs and sessions (ie evening classes)  
clubs and schools
- 4 ENCOURAGE COACHES TO QUALIFY/UPGRADE AND IDENTIFY THOSE AVAILABLE FOR DAYTIME WORK. PROMOTE BADMINTON COACHING AS A JOB IN ITSELF FOR WHICH APPROPRIATE PAYMENT IS MADE.
- 5 INVESTIGATE AND PROMOTE SCHEMES TO ATTRACT WOMEN AND DISABLED PEOPLE INTO BADMINTON AS PLAYERS COACHES, OFFICIALS AND COMMITTEE MEMBERS.
- 6 RECOGNISE THE WORK OF VOLUNTEERS, RECRUIT MORE AND PROVIDE APPROPRIATE TRAINING PROGRAMMES.
- 7 PROMOTE THE BENEFITS OF AFFILIATION AND INVESTIGATE THE POSSIBILITIES OF AN AFFILIATION PACKAGE FOR SCHOOLS.
- 8 INVESTIGATE THE POSSIBILITIES OF ADDITIONAL TOURNAMENTS/COMPETITIONS FOR NON-COUNTY AND BEGINNER PLAYERS
- 9 INCREASE THE AMOUNT OF QUALITY COACHING SESSIONS FOR ALL AND ENCOURAGE MORE SCHOOLS TO USE BADMINTON AS PART OF THE CURRICULUM, VIA TEACHER TRAINING AND BISI.

## **NATIONAL DEVELOPMENTS (BA of E) EFFECTS ON BADMINTON IN THE COUNTY:**

### **Badminton Into Schools Initiative (BISI)**

#### **Aim:**

To establish and increase the opportunity for Junior School children between the ages of 8 to 11 years to experience basic core skills in badminton. Achieving this by providing teachers with the equipment, training and skills to deliver a badminton experience whilst meeting the requirements of the Key Stages of the National Curriculum.

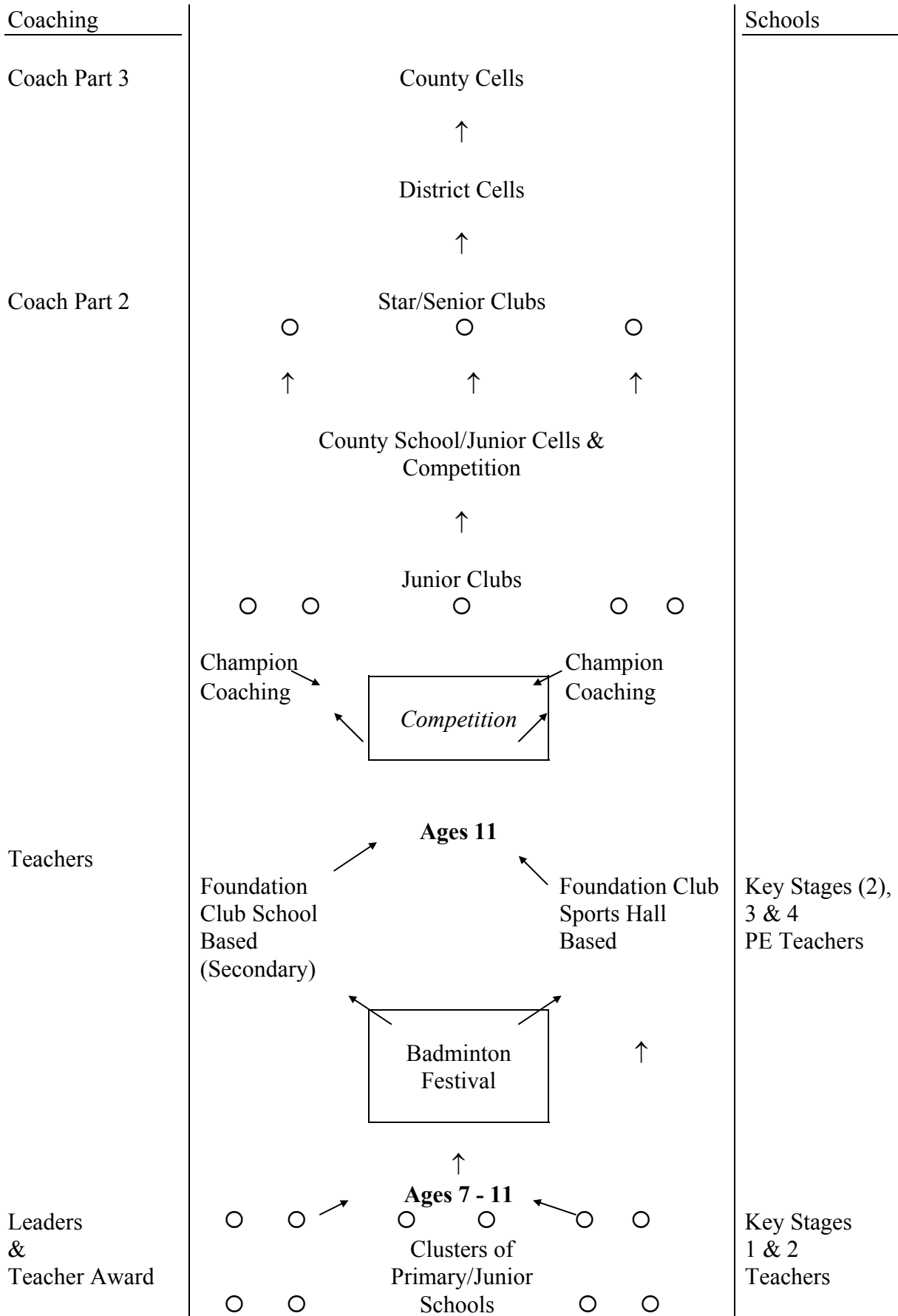
The BA of E and ESBA have prepared the BISI activity and coaching pack for schools. The contents of the BISI programmes can best be understood by splitting them into two sections: equipment in the form of the BISI bags containing specially-developed items; and information and training in the form of newsletters, advice documentation and a training course.

There are also new BISI proficiency awards for students of all grades to compliment the existing ESBA awards and encourage practice and competition.

### **BA of E Junior Strategy**

The strategy shown in diagrammatical form in **Figure 3 (page ????)** sets out the pathways for progression through badminton development and the quality of coaching which should be applied at different levels. It introduces the District Cell approach whose aim is to allow a higher standard of coaching to more juniors and also improve selection procedures for county squads and above.

## BADMINTON ASSOCIATION OF ENGLAND JUNIOR STRATEGY



Sport England 'The Bigger Picture'

## **Sport England**

The aim of the Sport England (SE) is to create the most comprehensive sports development programme in the world!

The corporate plan of the SE advocates:

MORE PEOPLE playing sport

MORE PLACES to play

MORE MEDALS won through higher standards of performance

The past decade has seen a massive increase in the amount of initiatives for sport via the SE and other bodies. The SE has now brought initiatives together into a structured framework which links in with the sports development continuum:

At foundation level is **Active Schools** which includes the following:

### **Current initiatives**

Education Support packages include:

TOPS programmes

SCSI Lottery funding

Sportsmark

Coaching for teachers

### **Additional resources**

Sporting Ambassadors

Sports search

Sports Train

Awards for all

Sportslink

At participation level is **Active Communities**:

### **Supporting local authorities and community activity**

SDO networks

Education and training

\* Running Sport

\* CSLA

\* NCF Coach Development

\* Training vouchers

VIP

Lottery Capital Grants

Lottery Small Grants Scheme

\* Sportsreach (for sports clubs)

\* New Horizons (for non-sports organisations)

At performance level is **Active Sports**:

### **Supported with:**

Partnership managers

Coaching Development

Running Sport

Millennium Youth Games

Champion Coaching

Governing body support

At excellence level is **World Class**

**World Class Start** - revenue support for governing bodies to scout for and nurture young talent through to World Class Potential and Performance

**World Class Potential** - assisting governing bodies to support those with potential to represent the country on the world stage

**World Class Performance** - assisting governing bodies and performers with revenue support for top level activities

**World Class Events** - bidding, attracting and hosting international events, bringing home advantage and economic development. To support the development of **MORE PLACES** and **MORE MEDALS** the SE provides and expects the following Quality provisions:

**Quality Planning Advice** - including the introduction of the Facilities Planning Model

**Quality Design Advice** - to ensure Lottery funded projects meet present and future needs

**Quality Developments** - translating good planning and design into quality provision

**Quality Management** - meeting financial and sports development needs

**MANAGEMENT AND ADMINISTRATION**

**To develop, the sport must have sound management and administration systems in place**

<b>ACTION</b>	<b>TIMESCALE</b>
Investigate the potential benefits of creating an umbrella group to embrace both the Durham BA Durham SBA	2001
Introduce a junior member and disabled member to Durham BA and Durham SBA committees	2003
Establish a Competitions/Tournament Committee (Durham BA and Durham SBA joint) to ensure long term co-ordination and development of the competitive structure within the County	2003
Establish a County Coaches Association	2003
Investigate the potential sources of funding to increase the number of hours for the post of a Development Officer	Annually
Identify a development budget to implement the plan	2001
Establish a Development Committee (join Durham BA and Durham SBA plus other representatives) to monitor the delivery and evaluation of the development plan	2001

**FOUNDATION TO EXCELLENCE  
SCHOOLS**

<b>ACTION</b>	<b>TIMESCALE</b>
Plan and co-ordinate the deliver of BISI in primary schools and special schools	5 clusters per year
Include BISI training and the badminton coaching awards with coaching for teacher weeks	Annually
Maintain a database of course participants to promote new playing and coaching opportunities	Ongoing
Work with the Schools Sport Federation and Local Authorities to promote Badminton via a District Tournament structure to feed into the U11 Top School County Championships	2002
Work with the Schools Sport Federation and Local Authorities to promote Badminton via a District Tournament structure to feed into the U13 Top School County Championship	2002
Promote the ESBA Awards and BISI Awards	Ongoing
Introduce an U14 Schools League	2003
Introduce an U18 Schools League	2003

**LEISURE CENTRES, COMMUNITY COLLEGES, VILLAGE HALLS AND YOUTH CLUBS**

<b>ACTION</b>	<b>TIMESCALE</b>
Liaise with Sports Development for Disabled People to run coaching programmes in day centres and disabled groups, taster days etc	Target 2 groups per year
Encourage badminton providers to run internal ladders/tournaments under the umbrella of the Durham Badminton Association	Ongoing
Encourage leisure providers to run quality coaching sessions for juniors and adults	Ongoing
Liaise with leisure providers to integrate quality coaching programmes into present women's only sessions and 50 plus sessions	Ongoing
Liaise with leisure providers to encourage community club provision	1 per year
Work with the Facilities Planning Officer and Local Authorities to encourage centre managers to programme centres with a developmental approach which is beneficial to badminton players and ensure clear club policies for booking	Ongoing
Liaise with Local Authorities regarding the organisation of the Community Club	Ongoing
Encourage LAs to include badminton as part of holiday programming for young people	Easter, Summer, Christmas
Encourage non-sporting organisations such as youth clubs to introduce badminton in their programme	Ongoing

## CLUBS

<b>ACTION</b>	<b>TIMESCALE</b>
Develop recognition, recruitment and training programmes for volunteers via club forum using the Running Sport, VIP and BA of E Programmes	Ongoing
Work with clubs via club clinics on their own development plans Specifically encourage junior club links or sections and the promotion of their club through the press in their local area	5 clubs per year
Target clubs to work with to include disabled people within their clubs	Ongoing
Create school-club link programmes	2 links per year (spread across the Districts/Boroughs/ City)
Create school-sessional links with leisure centre programmes and alike	Ongoing
Liaise with clubs regarding the promotion and organisation of District Cells at Junior Level	Ongoing
Encourage affiliation of local leagues to Durham BA and BA of E	Ongoing

## LOCAL AUTHORITIES

<b>ACTION</b>	<b>TIMESCALE</b>
Liaise with LAs to ensure sound developmental management of facilities (as highlighted under leisure centres)	Ongoing
Liaise with LAs to help implement the development plan	Ongoing
Liaise with LAs regarding local information and update on developments within the sport	Ongoing
Liaise with LAs to take on badminton as a focus/target sport	Ongoing
Encourage LAs to include badminton as part of holiday programming for young people	Easter, Summer, Christmas

## GOVERNING BODIES

<b>ACTION</b>	<b>TIMESCALE</b>
Ensure quality coaching at county level - in accordance with the BA of E guidelines	Ongoing
Develop an action plan for the county squads through which foster greater links between the senior and junior county squads: coaching, administration and PR	Ongoing
Identify sites to establish District Cells	1 - 2 per year

## COACH DEVELOPMENT

<b>ACTION</b>	<b>TIMESCALE</b>
Form a County Coaches Association - to encourage networking and ongoing personal development	2003
Establish a scholarship system to help fund coaches/leaders to upgrade/improve their qualifications	2003
Continue to liaise with the BA of E to organise subsidised leaders/coaches training	Ongoing
Liaise with Sports Development for Disabled People to run a Leaders course for disabled people and encourage disabled people to become coaches	Annually
Identify areas/clubs/sessions for new leaders/coaches to work in	Ongoing
Encourage quality coaching, ensuring that coaching levels are relevant to the standards of players being taught - especially at county level	Ongoing
Compile and maintain a database of coaches/leaders (registered and non-registered) within the county, plus present involvement and potential availability	2001
Promote and organise 2 taster events per year to attract people into coaching or develop onwards to higher qualifications	Bi-annually
Encourage coaches present and new to become registered and ensure that they are aware of their insurance needs	Ongoing

## FACILITIES

<b>ACTION</b>	<b>TIMESCALE</b>
Encourage new facilities to include badminton as a focus sport	Ongoing
Encourage new/upgrading facilities to take simple design elements into account for the benefit of badminton players (lighting, flooring, backgrounds)	Ongoing
Work with the Education Facilities Planning Officer and Local Authorities to encourage centre managers to programme centres with a developmental approach which is beneficial to badminton players and ensure clear club policies for booking	Ongoing
Pilot a Community Club at a local Leisure Centre On evaluation of the scheme investigate future sites for similar projects	Ongoing

## **INFORMATION, PUBLICITY AND PROMOTION**

<b>ACTION</b>	<b>TIMESCALE</b>
Ensure all survey findings and databases are maintained and shared with the BA of E and LAs plus SE	Ongoing
Survey a sample of non-affiliated players to find out their needs and views on affiliation	2001
Produce an information leaflet on where to go and play, be coached or join a club - include this information on infolink and Internet	Annually
Produce a newsletter for all the relevant members and network	1 per year
Increase and target the distribution of the county handbooks	Annually
Promote the affiliation scheme of the BA of E	Ongoing
Promote badminton through greater use of the press and media to raise awareness of the sport	Ongoing

## **APPENDIX A**

### **BADMINTON AWARDS**

#### **BADMINTON INTO SCHOOLS INITIATIVE - KEY STAGE 2 PACK**

This is intended for use with the BISI Scheme and the BISI Bag, but is available separately. The Awards are aimed at Key Stage 2 pupils (ie 7-11 year olds) and would normally be used within schools. They incorporate the appropriate National Curriculum tasks.

The pack contains workcards describing the tasks that have to be completed to obtain each of the three awards of GOLD, SILVER and BRONZE. Also included are Teacher Information sheets with suggestions on how groups could be organised to enable the tasks to be completed. There are record sheets for both individuals and classes; more workcards describing group activities which could help to enhance the skills needed to play racquet sports and badminton in particular.

For all the Awards certificates and badges can be purchased. An order form giving details of these and how to obtain further information on the Awards is included in the pack.

If a school has purchased a pack then they can photocopy the workcards etc for use in the school or organisation.

#### **ESBA AWARDS - Key Stages 3 and 4 Pack**

There are five awards which are intended for use both within school and in other coaching situations. The FIRST and INTERMEDIATE Awards are for people of all ages who have just started to play badminton and can therefore be used to both Teachers and Coaches. The three other Awards, GOLD, SILVER and BRONZE have been mainly aimed at Key Stages 3 and 4 in school (ie 11-16 years) but can be readily adapted for use in coaching groups.

The pack contains full details of each Award with workcards for each of the individual skills of badminton and with notes for Teachers and Coaches on possible ways of introducing them into a lesson. Each workcard is intended to be a 'lesson'. National Curriculum levels are suggested. Also in the pack are record sheets, safety hints, ESBA's Code of Conduct, notes on how to organise various forms of competition, warmup/cool down suggestions etc.

For all the Awards supplies of certificates and badges can be purchased. An order form giving details of these and how to obtain further information on the Awards is included in the pack.

If a school has purchased a pack then they can photocopy the workcards etc. For use in their school or organisation.