

Chief Executive's Update July 2009

BADMINTON
ENGLAND



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Staff

We have almost concluded one of the most significant pieces of our organisational jigsaw. The restructuring of our Regional network is critical to ensuring we deliver the participation element of the Decade of Delivery and I am very grateful to everyone connected for their work to date.

We have the last remaining vacancies to fill and we anticipate the new Regional Officer team being in place by mid September.

World Badminton Championships 2009

I am sure you will all be very aware of the incredibly tough decision England took in withdrawing from the World Championships in Hyderabad.

This was one of the most difficult decisions I have ever been involved in and I know that is also echoed by the players, coaches and management team who travelled to India.

It was not a decision that was taken lightly. The team had prepared tremendously well and we genuinely had high hopes of exceeding our Performance objectives for the Championships but it was not to be.

I was delighted that the Championships passed without incident and have offered the BWF, the Indian authorities and Commonwealth Games England, any help they need as we prepare security for the Games in Delhi next October.

I remain adamant that any athlete travelling anywhere in the world to compete is entitled to a reassuring level of security and if we can help in anyway, we will of course do so.

Membership

As we progress our aspirations to develop a membership scheme that has real value, it is important that we begin to understand exactly what that means.

We will therefore be conducting a thorough assessment of our current membership offering and seeking responses on what our members would like us to consider.

The survey will be targeted to the various sections of our membership – male vs. female, adult members vs. juniors, coaches, volunteers etc. and it will provide a large representation of members overall.

This work will be carried out over the course of the next two weeks and will properly inform the decisions we will be making in due course so as to ensure the needs of our members are put first.

Club Future

The development of our club structure continues to go from strength to strength and we are beginning to see real evidence of how the investment in the crucial area can bear fruit.

We now have 20 Performance Centres established, 12 at offer stage and a further 20 clubs/partnerships working towards a submission.

We now have 206 clubs achieving our Premier Club status with a further 85 working towards their application.

I would like to thank the tireless work of invested by our Counties, clubs and staff to get us to this point in such a short space of time.

Clearly, some challenges exist if we are to make the impact we aspire to and two of the critical areas are access to facilities and access to the right coaches working when we need them.

We are continuing to make some real progress around the facility issue and this has now been accepted at Secretary of State level as a major issue to be addressed.

I am also very aware that some CBAs and Clubs have experienced significant problems with coaches and I hope in the very near future to be able to announce some solutions, so please watch this space.

National Badminton Museum

The National Badminton Museum continues to make good progress and has established an excellent reputation throughout the world particularly with the BWF who have many times asked for help with photographs and player profiles for their Hall of Fame.

Recent notable visitors to the Museum were Judy Hashman and her sister Sue Peard who were delighted to see not only their own successes recorded but also those of their father Frank Devlin.

Some excellent work has been done by Geoff Hinder and John Herdman in transferring old films onto DVDs and these are available for sale.

The Museum is run entirely by a small group of volunteers who would like to recruit more members to help with the day to day work. Those with computer skills would be especially welcome, as would people with a knowledge of fund raising and lottery applications because the Museum wishes to widen its appeal to the general public with touch screen exhibits and these are expensive to produce.

The Museum would like to recruit more "Friends of the Museum" from historians/enthusiasts amongst the counties. So if you are keen to preserve the memories of our great game and to enable the Museum to ensure that even more great artefacts are preserved, then please consider joining as a "Friend".

Subscriptions for individuals are £5 per year or £40 for 10 years, £125 for life members and £20 per year for associations and clubs. A visit to Badminton House has been arranged for August and the Museum Open Day, which is open to all, has been fixed for 12th September.

Those interested in becoming "Friends" or Volunteers should contact the Museum on museum@badmintonengland.co.uk.

Yonex All England Championships

Tickets go on sale this week for the 100th Championships – a true landmark occasion for our game.

The last two years have seen an incredible demand for tickets and next years Championships are all set to deliver at least equal audience figures and with the addition of almost 1000 extra seats, we hope to surpass the record attendances from the 2009 event.

We are currently developing a range of ideas to help us celebrate the 100th Championships so please keep a close watch as we build up to the event.

Adrian Christy
Chief Executive