

# Notes from Performance Centre meeting

**10.am Monday 7 April  
at 27 Mardley Hill, Welwyn AL6 0TT**

Present: Julia Strong, Mike Woodward, Tim Fitches, Malcolm Fraser, Angela Blowers, Marion Conway, Duncan Conway, Brian Jackson, Colin Walker, Pat Walker, Phil Gray, Gill Bartlett, Dave Bartlett

Apologies: Ken Winchester, Bob Green, Mary Wikner

The purpose of the meeting was to meet with Julia Strong and Mike Woodward and discuss the way forward for our Performance Centre application following the Assessment Panel's feedback.

## 1 Head Coach Appointment

It was confirmed that the Performance Centre Lead coach would be called the Head Coach. MF confirmed that the potential candidates to be invited for interview were Steve Willis and George Bevan. JS confirmed that BE consultation and endorsement was required only to ensure that the proposed was as successful as possible. MW said it was important to remember the following points:

- Look for potential -- unlikely to find the "finished product"
- Provide a couple of testing activities, such as to plan the first few weeks of the programme
- Identify any required expertise, or special focus, of coaches.

It was confirmed that neither of the candidates was unacceptable to BE, and the following process of approval was confirmed:

- Recruitment panel to identify preferred candidate
- Notify BE i.e. JS, MW or JA (Jon Austin) and obtain verbal go-ahead.

ACTION: DB to recirculate to Recruitment Panel draft questions for interviews.  
MF to contact candidates and arrange interviews for (pref.) w/c 14 April.  
Recruitment Panel to meet Monday 14 April.

## 2 Organisation and implementation of viable Performance Pathway

Squads are currently organised within age groups: U11, U13, U15, U17, U19. The top players in each group were enabled to play up, but retained contact with their age group.

Our current resources (players, venue, courts and coaches) are currently being listed. Tools from the Coaching and Mentoring Handbook will be used to identify players within the Raw, Developing and Emerging categories, and players will be listed. This baseline information will be useful in planning the implementation process. It was agreed that this would be an evolution rather than a sudden revolution. The difficulties of guaranteeing the regular weekly 4 hours of badminton required on the Performance Pathway was discussed (including obtaining courts, conflicts with other sports and activities, expense). MW stressed the importance of communicating and gaining commitment from parents and children on the Performance Pathway, and referred us to TennisParents.co.uk. He plans something similar for badminton.

Coach education will be an essential part of the implementation process. MW identified the following strategies:

- using the self-evaluation tool in the Coaching and Mentoring Handbook, as well as analysis by another coach, to evaluate the strengths of the coaching team and identify specific useful courses
- taking into account any identified gaps within the coaching team, eg for a Children's Coach or Elite Performance Coach.
- Making sure that a standardisation process was applied throughout the multiple sites.

PG raised the question of a Disability Pathway. The lack of financial support for disability badminton was seen as a barrier to action. MW and JS are currently looking into opportunities for disability badminton.

### 3 Budget requirement

It was confirmed that a four-year budget was required to demonstrate that the Performance Centre was sustainable beyond the three-year funding period. Various points were made during discussion, including:

- CW needs more detailed plans before he can produce a PC budget
- Current activities were funded by the separate members of the consortium, and their budgets would remain separate
- Other funding opportunities included local sponsorship and scholarship funding (bursaries) through Awards For All
- Recruiting a Fundraiser was a priority
- The timescale (developing a believable budget for resubmission of our application by 2 May for consideration by the Panel w/c 12 May) was not possible.

At the end of the discussions MF asked JS if the Panel would consider an application subject to a satisfactory budget. JS and MW agreed that it would. We will therefore aim to resubmit by 2 May.

### 4 Possibility of interim financial support

First JS told us that 7 applications had been received. The Panel had approved one; refused three; and identified three (including us) as “working towards”. BE were offering a possible £2.5K of financial support if it would assist the achievement of Performance Centre status, provided a positive commitment to achieve PC status was made. This would be an advance out of the first year’s £10K, not additional to it. It was agreed that this could be of considerable benefit, enabling us, for example, to make payment to the Head Coach to make plans and prepare for the start of season in September. MF asked if the advance would be a loan, repayable if we had to withdraw from the commitment, for any reason. JS said that would depend upon the circumstances.

### 5 Improvement of “Measuring Success” section

MW explained that the Performance Pathway aimed to identify players and raise standards of mid to high level players, so that we produced 2000 top players instead of the current 90. Success of Performance Centre activities, therefore, would be proved by quantifiable players achieving performance goals, as explained in Embedding the Performance Pathway.

ACTION: (Marion, did you say HSBA were already collecting details of player success to form a baseline for the PC goal-setting?)

### 6 Improving delivery of male players

MW accepted that there were a great number of uncontrollable environmental factors involved in delivery of players. However there were also some controllable factors, such as coaching style. We all need to ask and analyse why some players might not fulfil their potential, and what could be done to make sure they do. MW confirmed that the new Talent ID process would replace the previous system which was largely based on identifying current badminton skill.

### 7 Extent of resubmission required

It was confirmed that the resubmission should identify:

- how the Performance Pathway would be set up ie the evolution process from the current system
- measurable Performance Goals
- the contribution made to the Performance Pathway by each member of the consortium.

### 8 DONM

Recruitment Panel: 10am Monday 14 April: Interview date/s tba

Executive: 10am Monday 28 April at **57 Bradmore Way, Brookmans Park**