

Middlesex County Badminton England Update

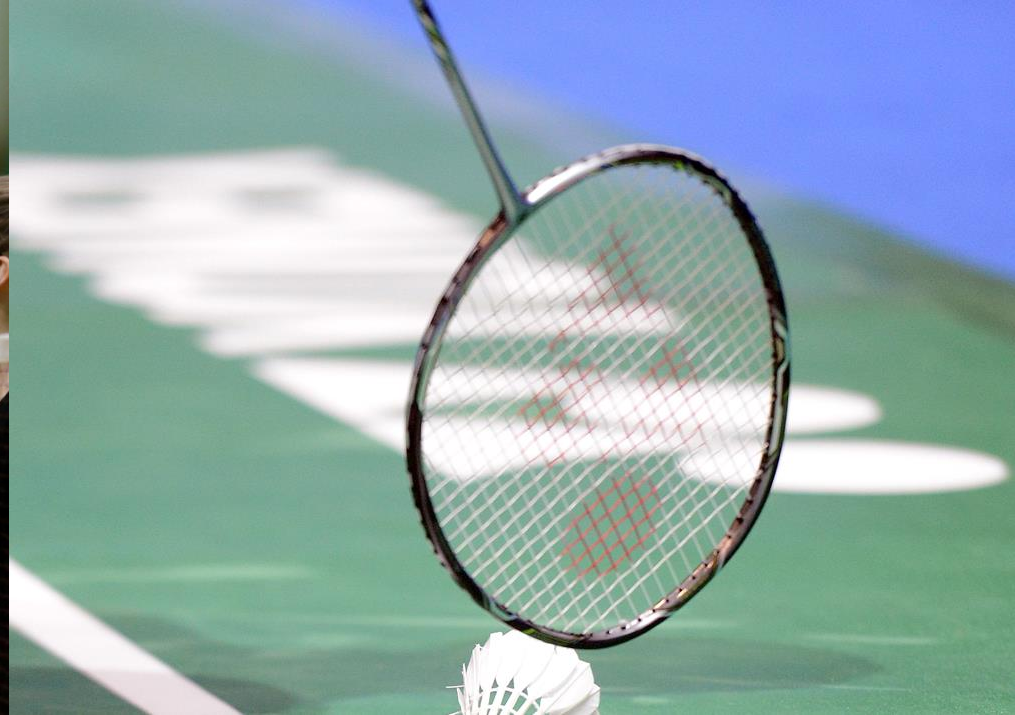
Sarah Darragh
Clubs and Programme Manager

BADMINTON
ENGLAND



Topics

- Badminton England Updates
- Investment
- Highlights 2023/24
- Up & Coming





Updates

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Strategic Overview

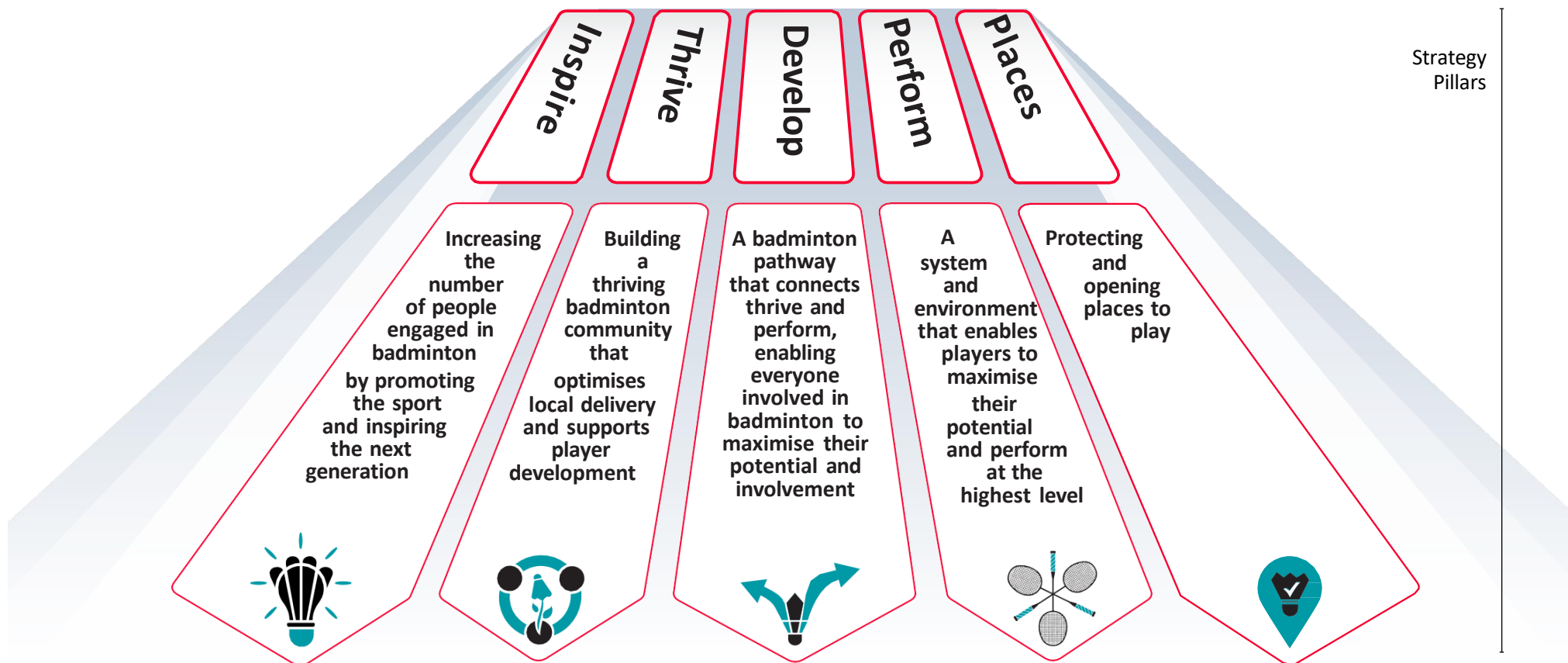
Badminton –
the most **inclusive** and
accessible sport in England.
A sport for **everyone**.

We are all at the heart of a **thriving badminton community** to nurture a **lifelong passion** for our sport, consistently **performing** and **delivering** inspirational moments.

Vision

Purpose

Strategy
Pillars



A young woman with brown hair tied back, wearing a white polo shirt, is seated in the foreground of a school gym. She is looking slightly to her left with a gentle smile. In the background, several other students in white and dark clothing are engaged in various activities on the wooden gym floor. Large windows are visible in the background, letting in natural light.

Scarlett

16 | Francis & Stuart

and playing all the games.

Team Structure

- National Team
- Regional Team
- Pathways Manager
- Roles out for recruitment





Investment
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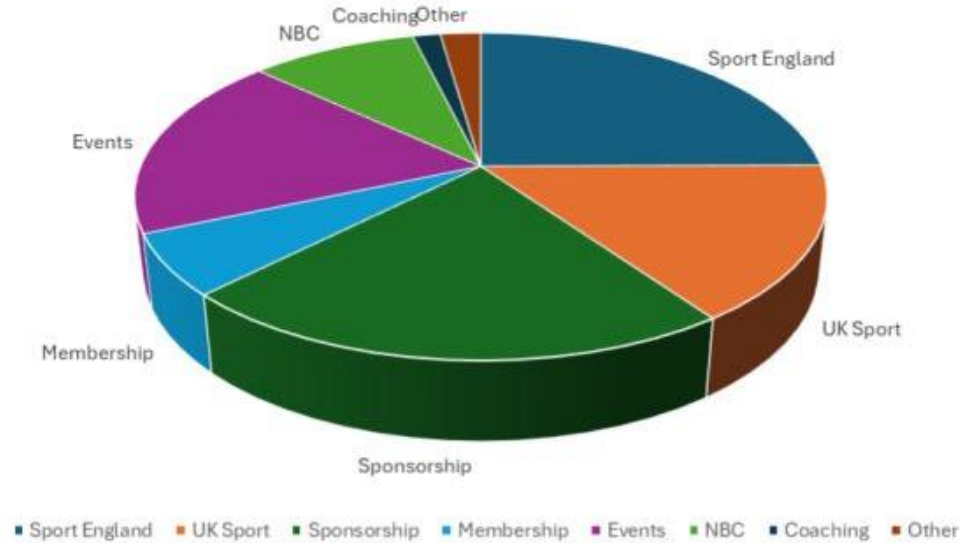
Finance

Income generated by the development team, through external funding

Approximately £30,000

- Together Fund
- Small Grants
- Crowdfunding

Income FY24



Expenditure FY24



Successes

276 Circuit
Tournament
s Delivered

103 new
sessions for
under
represented
groups

685
Learners
attended
courses

16%
increase in
Coach
Membership

Investment
into
49 club
programmes

National
Schools
Competition

365 No Strings
Badminton
Sessions

87 Young
Leaders
trained



Up & Coming

Junior Framework:

- Festival
- Stages
- Competition

No Strings:

- Relaunch Essentials
- Social Competition
- Lower age group

Minimum Standards:

- Every Club with a welfare officer by 2025
- Club constitutions
- Committee roles
- Training & Support

Questions

