



Wrexham Badminton Development Plan

“As many as possible, for as long as possible, in the best environment Possible.”

Introduction

Badminton is one of the UK's top six participant sports, with a well-established network of clubs, coaches and volunteers. It is one of the most inclusive sports, appealing equally to both sexes of all ages, as well as a wide range of minority groups.

Badminton is popular because of its accessibility, relatively low cost and only two people are required to enjoy a game. The sport is simple to introduce to beginners, is a non-contact sport that uses light equipment and because it is an indoor sport it is an attractive activity to be played throughout the year.

The popularity of the game is a strength on which can be built upon, but unstructured participation presents both a challenge and an opportunity. Many people who wish to play more seriously, or realise their full potential even at a modest competitive level, may not have the opportunity to do so and consequently we must strengthen the entry points into, and the pathways through, badminton in Wrexham.

From its current position the potential for growing badminton is huge and by implementing this strategy will ensure that action will be taken to harness that potential. Wrexham Badminton Club (WBC) is excited about the future of badminton in Wrexham and the *“new beginning”* on which it is embarking. WBC is committed to meeting the needs of and providing strong leadership to all those involved in badminton in Wrexham. In order to fulfil that role, WBC must adapt to the ever changing needs of those who want to be involved.

The Wrexham Development Plan 2017-20 is a map that outlines the potential of badminton in Wrexham. Through well-defined work and evaluation plans, WBC is determined to reach the objectives it has established. It is believed that this plan will begin unifying the diversity of environments and individuals across Wrexham. Throughout this process WBC welcomes feedback and contributions to accomplish the goals and objectives set. WBC encourages collaboration of all those who are passionate for the sport to ensure it is moving in the right direction.

Over this 3 year period, we have a simple vision to:

- Increase entry routes into the sport.
- Create high quality, fit for purpose badminton clubs.
- Increase the recruitment, education and development of coaches and volunteers.

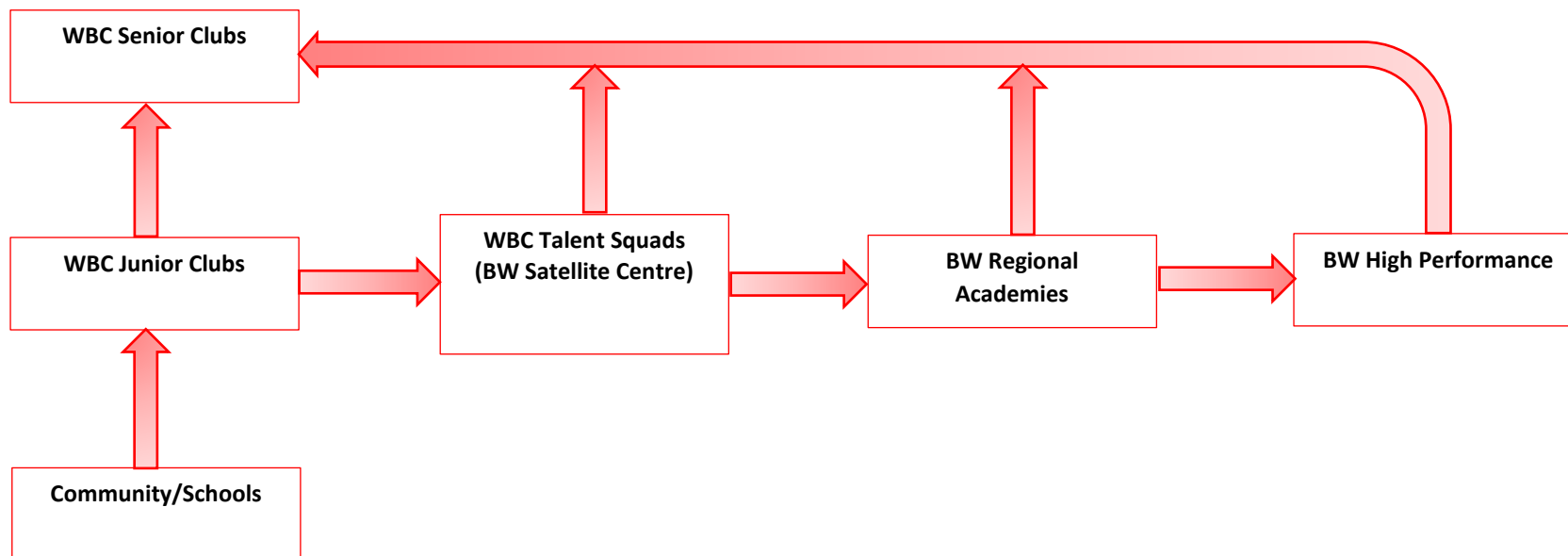
We see this being achieved by:

- Understanding the development needs of badminton in Wrexham.
- Greater contact between WBC and the local community.
- Clubs contributing to the future of badminton locally.
- Identifying and supporting the training needs of coaches and volunteers.

Our Mission

Long Term Player Development (LTPD) pathways underpin all the components of WBC's vision. Currently Wrexham doesn't have a well-established LTPD pathway in place, so our primary focus over the next few years will be to develop the LTPD pathway by using highly regarded systems which will build a solid foundation to help fulfil the mission of *"as many as possible, for as long as possible, in the best environment possible"*.

Diagram 1. Planned LTPD Pathway in Wrexham.



Wrexham Junior Clubs

Junior clubs are vital for the sustainability and development of any sport. At present there are no junior clubs in Wrexham affiliated with Badminton Wales. WBC will look to set up junior clubs, which will play a vitally important role in developing badminton across Wrexham. Junior clubs offer an avenue for participation and enjoyment for junior players of all ages and abilities and are usually the initial introduction point to the sport, where a love and passion for badminton is developed. WBC junior clubs will also be the initial introduction point for junior players to receive regular coaching, which places a huge responsibility on WBC to provide age appropriate activities and correct coaching to all children and young players. This ensures they are set off on the correct path to allow them to reach their full potential, whatever level that may be.

In Wrexham, WBC will be responsible to provide the best standard of service for all members regardless of age or ability. Quality clubs that provide enjoyment, positive experiences, appropriate coaching and competition and are run by dedicated volunteers are critical if the clubs are to survive and develop and individuals are to realise their full potential.

Wrexham Senior Clubs

Senior clubs are vital to continue to help the sustainability and development of any sport. At present there is 1 senior clubs affiliated with Badminton Wales. WBC will look to set up senior clubs, which will play a vitally important role in developing badminton across Wrexham. Senior clubs offer an avenue for participation and enjoyment for senior players of all ages and abilities and are a great way for adults to socialise and be active. They also offer a pathway for junior players to continue their badminton experience through to their adult life. Competitive play is also available in teams, which play in a league format.

In Wrexham, WBC will be responsible to provide the best standard of service for all members regardless of age or ability. Quality clubs that provide enjoyment, positive experiences, appropriate coaching and competition and are run by dedicated volunteers are critical if the clubs are to survive and develop and individuals are to realise their full potential.

WBC Talent Squads (Badminton Wales Satellite Centre)

WBC will look to establish a Talent Squad in Wrexham, which will provide additional coaching to players outside of the club environment and provide the stepping stone from clubs into the Badminton Wales performance system. These squads will be made up of players who have been selected by WBC, who meet certain criteria which are felt will maximise a player's development and potential. In return WBC will provide the expertise and guidance through a supported structure which will aid the player's early development and provide them with the core skills required to enable them to continue their journey towards becoming a Regional Academy player and then onto the High Performance and GB Talent pathway. WBC Development Pathways are designed for young people to move progressively through Badminton in line with their maturation. This allows players to;

- Move easily from one stage to another
- Have positive experiences while developing their skills and interests
- Be inspired to stay involved long term

Badminton has different requirements, but has definite stages from early involvement to an experienced participant. Not all juniors will be interested in elite specialisation and recreational participation will always be encouraged. Age ranges for each stage are only indicative as there are considerable differences in the speed in young people's ability to move from stage to stage (due to maturation and growth differences).

At the entry stages to the WBC Talent Squads, junior badminton players will learn how to train and practice, which will become a powerful factor in skill development, although fun and enjoyment remain important. An emphasis will be placed on the improvement of a wide range of specific skills and the importance of learning through game specific activities, will be introduced. As the players develop, those players will then start to specialise. All players should know how to start to develop individual strategies. Training sessions will be fun with emphasis on perfecting specific skills, team work and strategies, including game sense activities.

Badminton Wales Regional Academies and High Performance

Currently North East Wales runs the only Regional Academy and High Performance Centre's in North Wales. The Regional Academies are a vital part of the Badminton Wales player pathway. The Regional Academies provide the link between the Satellite Centers, which feed into the Badminton Wales' High Performance, and the GB Talent pathway. Inclusion into the High Performance structure represents a player who has developed through Badminton Wales' player pathway. A player at this level will have graduated from one of our Regional Academies having demonstrated they can achieve the required standards to become a High Performance player. The High Performance program and criteria is driven and closely aligned to the GB Talent pathway. Players who represent Wales at U17/U19 through to senior level would be selected from one of the High Performance structures.

Achieving Our Mission

The first step for WBC is to consider badminton in Wrexham as a whole, as opposed to focusing only on specific components, to identify strengths and weaknesses to develop strategies to create a strong and coherent organizational culture. By attempting to focus on meeting as many individual's motivations and needs, without adding to and in some cases relieving the pressures and constraints they may face, it will get those individuals to fully engage with the strategic plan and allow them to develop entirely new mind sets and beliefs about badminton in Wrexham and their roles within it.

WBC - Governance Plan - To realise our visions and goals, governance will be a key factor in ensuring these are achieved. The governance of WBC must include ongoing collaboration between members, potential members and partners, including Badminton Wales and Wrexham County Council.	
Governance	To run a professional and financially viable organisation with clear and transparent policies and procedures to facilitate delivery of this strategy.
Accountability	Recognise the importance of monitoring progress and evaluating whether the work of the WBC and its partners is making progress towards its intended outcomes and its longer-term vision. In support of this strategy, we are committed to tracking progress against all the output and outcome targets identified.
Meetings	Meetings will be held as and when required. Meetings will be structured and define clear objectives prior to the meeting. With two-way honest and open communication an action plan will be put in place, ensuring everyone leaves with a clear understanding of the next steps to be taken.
Workforce and Volunteers	Look to continually add to the workforce and volunteers throughout WBC, fully recognising and supporting the value they add to the sport. Meeting the needs and providing training where possible will ensure we have the best possible workforce to achieve our objectives.

WBC - Communication Plan - To deliver our programmes successfully, the quality of our communication will be a key factor in achieving this. This communication needs to be a two way process, with all parties having a clear understanding of what WBC is trying to achieve and their roles within it.	
Website	Have a website that is attractive, visible and is regularly updated with relevant information based around WBC. The site will also contain news, resources, development services and contact information.
Services	Use the website and other means of communication to ensure all members are aware of the services and support that are available through WBC and other sources.
Resources	Have relevant resources on the website for everyone to utilise including all Coaching Session Plans, up to date player development info etc.
Email	Distribute a bi-monthly mail shot to all members detailing upcoming news, events and information on activities of those involved with the project.
Social Media	Engage with all those involved, who have access to social media. Over the next 3 years we will look to maximise social media as a tool to promote WBC and the work we are carrying out. Through a planned and targeted approach we aim to promote the sport and all activities available to those who are not currently involved to help, grow badminton in Wrexham.

WBC – Participation Improvement Plan – To achieve our target participation numbers, we will develop and deliver a number of strategies to improve the awareness and opportunities for people to get involved in the sport.	
Marketing	Develop a marketing strategy to improve the current perception of badminton through targeted communication processes as set out in the WBC – Communication Plan. This general strategy will mainly focus on the negative image the sport has gained due to the lack of distinction between badminton as a competitive sport and badminton as a way of recreation and occasional activity.
Local Authorities	WBC will support all 'Try It' events/one off or short term sporting events to raise awareness of the sport and the local clubs and how players can get involved. WBC will also work with LA's to provide where possible, qualified coaches to help facilitate holiday coaching programmes and fun weeks.
Community Sport	WBC will support community programmes, working with LA coaches, both racquet sport and multi-sport coaches, to help create the maximum number of participant opportunities possible. WBC will also work with these coaches to create links with their programmes and local clubs to help ensure all programmes lead to something more sustainable.
Primary Schools	WBC recognises that getting children involved in the sport at a young age is vital if we are to attract new players into the sport. We will therefore look to work with Primary Schools across Wrexham to develop badminton programmes (fun days / festivals etc) in local areas where schools can come together and children can enjoy the sport in a relaxed setting.
University Programmes	WBC will work with Glyndwr University to support their sport programmes that deliver coaching to primary and post primary schools across Wrexham.

WBC – Club Development Plan – To deliver sustainable and successful clubs, we will develop and deliver a number of strategies to enable the clubs and its members to reach their full potential.	
Marketing	Develop a marketing strategy to raise awareness of WBC and the services it offers through targeted communication processes as set out in the WBC – Communication Plan. This general strategy will mainly focus on the local community around the club including social media groups, online press, schools and LA's.
The NEW way Coaching Session Plans	Implement The NEW way coaching session plans which are designed to support club coaches in developing junior players to achieve their full potential. The coaching session plans incorporated with a player award scheme (Sgiliau Badminton) provide continuity and motivation to every junior player's development. The NEW way coaching session plans uses elements from BWF Shuttle Time, BWF Level 1 Coaches Manual and BWF Level 2 Coaches Manual, which are designed to assist players in developing hitting and movement technique, from beginner to National level.
The NEW way Sgiliau Badminton (player award scheme)	Implement the player award scheme which works on the principle that the primary focus of young players should be on skill development, not winning. Winning is an outcome of a player performing skills well, so more players will be motivated if they are orientated towards improving their skills rather than trying to win. The scheme consists of 10 levels, enabling players to achieve various levels of success, while becoming much more skilful players in the process. The scheme will give a better understanding to players, parents and coaches of the development needs of each individual player and will also aid talent identification for clubs and various training groups along the performance pathway.
Support and Guidance	Provide coaches and volunteers with support and guidance with implementing The NEW way Coaching Session Plans and Sgiliau Badminton. Also advise coaches on various aspects of club session development, including staff set-up, coach mentoring, maximising court efficiency and talent identification.
Understanding of Long Term Player Development Plan and Performance Pathway	WBC needs to ensure there is a clear understanding from players, parents and coaches of the LTPD Plan which is built on the basis of player growth and development and most importantly is player centred and what is needed to achieve the required standards at each stage of the performance pathway.

WBC – Coach Development Plan – To enable every player to reach their full potential During the 2017-20 period, we will develop and deliver the following coach development programmes and areas within badminton in Wrexham.	
Marketing	Develop a marketing strategy to raise awareness of the coaching opportunities on offer through targeted communication processes as set out in the WBC – Communication Plan. This general strategy will mainly focus on the local community around the club including social media groups, online press, Glyndwr University, Schools (DofE awards) and LA's.
The NEW way Coaching Session Plans	Promote the use of the coaching session plans which are designed to support club coaches in developing junior players to achieve their full potential. This will give existing coaches and new coaches a structured guide from which to work to, saving time and shortening the coaches learning process when planning sessions.
The NEW way Sgiliau Badminton (player award scheme)	Promote the use of the player award scheme works on the principle that the primary focus of young players should be on skill development, not winning. Winning is an outcome of a player performing skills well, so more players will be motivated if they are orientated towards improving their skills rather than trying to win. The scheme will give a better understanding to players, parents and coaches of the development needs of each individual player and will also aid talent identification for clubs and various training groups along the performance pathway.
Support and Guidance	Provide coaches with support and guidance with implementing The NEW way Coaching Session Plans and Sgiliau Badminton. Also advise coaches on various aspects of club session development, including staff set-up, coach mentoring, maximising court efficiency and talent identification.
Coach CPD Opportunities	Identify areas of continuous professional development for all coaches involved in the performance pathway. To deliver regular workshops in the region catering for the needs of the coaching population and promoting opportunities to gain endorsed qualifications in line with the coach's development and ambitions.
Regional Workshops	Hold regional workshops on a needs basis that includes practical demonstrations for club coaches and an open forum for discussion on development matters.

WBC - Competition Sub Plan – The provision of competitive badminton for players of all ages and experience will be essential in motivating those who wish to play badminton in a more structured and competitive environment.	
Junior League	Develop a Junior League which will provide a semi-formal environment for competitive badminton. Provide support to players, parents and coaches to help the league adapt to meet the ever changing needs of those involved.
Senior League	Develop a Senior League which will provide a semi-formal environment for competitive badminton. Provide support to players, parents and coaches to help the league adapt to meet the ever changing needs of those involved.
County Teams	Develop County teams, covering U15 and U17 age groups, with the aim to entering into the Badminton England County Championships.
Tournaments	To deliver a professional and financially viable annual events programme, covering all age groups and performance levels. Providing support to players, parents and organisers to help all events adapt to meet the ever changing needs of those involved.

Year 1 Development Plan 2017/18

Development Action 2017/2018	Target	Timescale	Responsibility
WBC Governance	Provide clear and transparent policies and procedures and review and produce committee job descriptions to facilitate delivery of the Wrexham Development Plan.	September 2017	WBC
WBC Website	Develop a website that is attractive, visible and is regularly updated with relevant information based around WBC's initiatives. The site will also contain news, resources, development services and contact information.	September 2017	WBC
WBC Social Media	Engage with all those involved, who have access to social media. Looking to maximise social media as a tool to promote WBC and the work being carried out.	September 2017	WBC
WBC Junior Club (Darland Leisure and Activity Centre)	Set up a Junior Club to offer a structured avenue for participation and enjoyment of badminton for junior players. The club will be open to anyone aged between 7-17 years old. The club will be held on Fridays 6-7:30pm during school term time. The club, coaches and its members will be registered to Badminton Wales.	October 2017	WBC, BW & WCC
	For the club to be regarded as successful, a minimum of 16 members will be required.	July 2017	WBC
Communication- Long Term Player Development (LTPD) and Performance Pathway	Produce a document to ensure there is a clear understanding from players, parents, coaches and clubs of Long Term Player Development and what is needed to achieve the required standards at each stage of the performance pathway.	October 2017	WBC
Junior League	Develop an intra-club junior ladder league, where players compete on an individual basis in singles and doubles events.	January 2018	WBC
Coach Development	Raise interest and develop volunteers and provide mentoring during club sessions and CPD as required. Develop 2x coaches to gain UKCC Level 1 Certificate in Badminton Coaching.	July 2018	WBC, BW & WCC
Review	Review all programmes in place and the impact on junior development	July 2018	All

Year 2 Development Plan 2018/19

Development Action 2018/2019	Target	Timescale	Responsibility
WBC social media	Continue to engage with all those involved, who have access to social media. Looking to maximise social media as a tool to promote WBC and the work being carried out.	September 2018	WBC
WBC Junior Club	Set up a Junior Club to offer a structured avenue for participation and enjoyment of badminton for junior players. The club will be open to anyone aged between 7-17 years old. The club will be held on Mondays 6-7:30 (tbc) during school term time. The club, coaches and its members will be registered to Badminton Wales. For the club to be regarded as successful, a minimum of 16 members will be required.	October 2018 July 2019	WBC, BW & WCC WBC
Communication- Long Term Player Development (LTPD) and Performance Pathway	Continue to ensure there is a clear understanding from players, parents, coaches and clubs of Long Term Player Development and what is needed to achieve the required standards at each stage of the performance pathway.	October 2018	WBC
Communication - Emails	Distribute a bi-monthly mail shot to all affiliated clubs detailing upcoming workshops and also including information on activities of those involved with the project.	October 2018	WBC
Junior League	Develop an inter-club junior ladder league, where players compete on an individual basis in singles and doubles events.	January 2019	WBC
Coach Development	Continue to raise interest and develop volunteers and provide mentoring during club sessions and CPD as required. Develop 1x coach to gain UKCC Level 1 Certificate in Badminton Coaching and 1x coach to gain UKCC Level 2 Certificate in Badminton Coaching.	July 2019	WBC, BW & WCC
Review	Review all programmes in place and the impact on junior development	July 2019	All

Year 3 Development Plan 2019/20

Development Action 2019/2020	Target	Timescale	Responsibility
WBC Talent Squad (Badminton Wales Satellite Centre)	Set up a Talent Squad to offer a structured avenue for additional coaching for more talented junior players. The Talent Squad will be selected through a clear talent identification process from players aged up to 17 years old. The Talent Squad will be held at a central Leisure Centre (tbc) during school term time. The Talent Squad will operate with support from Badminton Wales becoming a BW Satellite Centre.	October 2019	WBC & BW
	For the Talent Squad to be regarded as successful, a minimum of 8 players will be required.	July 2020	WBC
Communication	Develop and update communications for information on activities of those involved with WBC programmes.	October 2019	WBC
Coach Development	Continue to raise interest and develop volunteers and provide mentoring during club and Talent Squad sessions and CPD as required.	October 2019	WBC & BW
Junior Tournament	Develop a BW sanctioned junior tournament, where players from across the UK will be invited to compete.	March 2020	WBC & BW
WBC Junior Club Development	Continuing to support and develop WBC clubs already established.	July 2020	WBC
Review	Review all programmes in place and the impact on junior development	July 2020	All