Executive Summary:

“Badminton keeps me fit and active, and most of all I enjoy being able to play and socialise with both disabled and non-disabled players.”

Denny Vettom – badminton player at Phoenix BC (Bucks) and wheelchair user

This document aims to set out BADMINTON England’s strategic vision for badminton for disabled people over the 2011-2013 period. The strategy is based around three key aims, closely linked to BADMINTON England’s three main corporate objectives. These are:

- To grow badminton as a sport for disabled people in England from all impairment groups, whatever their involvement in the game.
- To improve the standard of play of disabled players in England from all impairment groups, by implementing a world-class competitive play system.
- To be considered a ‘fit for purpose’ organisation for disability badminton.

The strategy also sets out 3 over-arching targets. These are:

- 1500 people with physical, sensory or intellectual disabilities experiencing playing badminton through direct BADMINTON England interventions.
- Increase the number of BADMINTON England members with a physical, sensory or intellectual disability year-on-year from a baseline figure of 200 (March 2011).
- To have a minimum of 3 players ranked as World Number 1 across all Parabadminton World Federation classifications in all disciplines by 2013.

The strategy is built on a player-focused approach, considering the most important themes for a badminton player’s experience.

Clubs & Counties

In order to ensure that badminton can truly be considered as a ‘sport for all’, it is important for the club and county network to be inclusive to disabled people. This will help to ensure that every disabled person who wishes to play badminton has an opportunity to access the sport regularly in a positive environment which is local to them.

Key Objectives for Clubs & Counties:

- Establish and maintain a network of fully inclusive clubs nationally in order to give the opportunity for any disabled person to participate in badminton regularly.
- Establish participation programmes linked to Community Badminton Networks, Major Events and other key organisational programmes to complement and feed the inclusive club network.
- Work with clubs and counties to provide new and existing disabled players an opportunity to progress into competitive play at tournaments and competitions appropriate to their experience and skill level.

Education & Training

In order to deliver our aims involving both participation and the player pathway it is important that a knowledgeable and confident coaching workforce is in place to inspire and educate new and
existing players, as well as an appropriately trained group of line-judges, umpires and referees to officiate at tournaments involving disabled players.

**Key Objectives for Education & Training**

- Ensure all newly qualified coaches have a basic understanding of delivering badminton to disabled people.
- Grow the disability badminton coaching workforce in order to deliver high quality coaching in all Inclusive Clubs and participation programmes.
- Integrate disability-specific modules into line-judges, umpires and referees courses, as well as the Young Officials Award, in order to expand the officiating workforce for disability badminton competition.

**Competitive Play**

In order to retain players in badminton and increase playing levels amongst English players, it is important to have a clearly defined competition pathway for disabled players. It is also important that there is a transparent player pathway to allow disabled players to develop towards elite standard.

**Key Objectives for Competitive Play**

- Establish an integrated competition pathway which caters for disabled players at all levels.
- Establish a policy protecting the right of disabled people to compete in mainstream competitive badminton.
- Form and maintain an England representative squad for players in the BWF-recognised impairment classifications, with clearly set out criteria and talent identification processes in place to determine eligibility.

It has also been recognised that improving the profile of badminton as a disability sport is integral to its growth and development. A Communication Plan will be devised to set out the steps which will be taken to publicise and promote the sport. The Communication Plan will complement the Disability Strategy.

To deliver the aims and objectives of the Disability Strategy, BADMINTON England will devise annual Disability Action Plans, detailing all actions which will be put in place. These Action Plans will contain detailed SMART targets, allowing the National Parabadminton Committee to monitor the organisation’s progress towards achieving all stated aims and objectives.
Inclusive Vision for Badminton

BADMINTON England’s vision for disability badminton is to develop a fully inclusive badminton community. Badminton is a sport for all, which can be enjoyed by people with physical, sensory or intellectual impairments as much as non-disabled participants.

BADMINTON England will encourage a culture of inclusion to be fostered at all levels, supporting disabled people to participate and compete in and enjoy the sport, and that their contribution to badminton is valued and celebrated.

Derek Batchelor
Chair - BADMINTON England

Adrian Christy
Chief Executive - BADMINTON England
Introduction

Badminton is a sport that can be enjoyed by all, regardless of any disability. As the national governing body (NGB), BADMINTON England is committed to developing the sport at all levels for disabled people and establishing and developing the structures to ensure a positive experience of badminton for all. As part of this Disability Strategy, BADMINTON England has adopted a ‘Vision for Disability Badminton’. This important step emphasises the organisation’s commitment to the sport for disabled people. BADMINTON England acknowledges the Social Model of Disability as the prevalent model for disability, as set out in the organisation’s Equality Action Plan.

BADMINTON England works in partnership with bodies such as the English Federation of Disability Sport (EFDS) and various National Disability Sport Organisations (NDSOs) to develop badminton domestically for disabled people. In addition, BADMINTON England also works with the Badminton World Federation (BWF) and Badminton Europe Confederation to help to support the development of badminton for disabled people internationally, and will continue to do so.

The Disability Strategy sets out BADMINTON England’s long-term vision for badminton for disabled people, in line with the organisation’s three key strategic aims which are set out in the ‘Decade of Delivery’ plan:

- Best in the World
- Grow the Game
- Fit for Purpose

The strategy centres on the needs of the player, and the three main underpinning aspects affecting the player’s experience – these are: Clubs and Counties; Education & Training and Competitive Play. The strategy will be complemented by a Communication Plan for disability badminton, recognising the importance of an increased profile for the sport in both attracting players and integrating the sport and its participants amongst the mainstream badminton community. The methods for delivering the aims and key targets of the strategy will be set out in an annual Disability Action Plan, which will focus on operational delivery.

The strategy has been developed and agreed by the National Parabadminton Committee, the key strategic body for the development of badminton for disabled people in England. This committee is made up of representatives of BADMINTON England’s Board of Directors, BADMINTON England staff, representatives of the EFDS and key NDSOs, and representatives of English disabled badminton players groups. This group will continue to monitor and review the strategy in the future. The strategy has also been approved by the BADMINTON England Board of Directors and Corporate Management Team.
Key Aims for BADMINTON England’s Disability Strategy

The Disability Strategy is based around three strategic aims, closely linked to BADMINTON England’s three main corporate aims:

- To grow badminton as a sport for disabled people in England from all impairment groups, whatever their involvement in the game.

- To improve the standard of competitive play amongst disabled players in England from all impairment groups by implementing a world-class competitive play system.

- To be considered a ‘fit for purpose’ organisation for disability badminton.

Key Targets for 2011-2013:

- 1500 people with physical, sensory or intellectual disabilities experiencing playing badminton through direct BADMINTON England interventions.

- Increase the number of BADMINTON England members with a physical, sensory or intellectual disability year-on-year from a baseline figure of 200 (March 2011)

- To have a minimum of 3 players ranked as World Number 1 across all Parabadminton World Federation classifications in all disciplines by 2013.
Player Pathway

England Representation

Player Identification

Participation

Competition Pathway

International Competition

Flagship Domestic

County

Club / Local
Key Objectives for Strategy Components

1. Clubs & Counties

1.1. Establish and maintain a network of fully inclusive clubs nationally in order to give the opportunity for any disabled person to participate in badminton regularly.
Strategic aim: Grow the game.

1.2. Establish participation programmes linked to Community Badminton Networks, Major Events and other key organisational programmes to complement and feed the inclusive club network.
Strategic aim: Grow the game.

1.3. Work with clubs and counties to provide new and existing disabled players an opportunity to progress into competitive play at tournaments and competitions appropriate to their experience and skill level.
Strategic aim: Grow the game; Fit for purpose.

2. Education & Training

2.1. Ensure all newly qualified coaches have a basic understanding of delivering badminton to disabled people.
Strategic aim: Grow the game.

2.2. Grow the disability badminton coaching workforce in order to deliver high quality coaching in all Inclusive Clubs and participation programmes.
Strategic aim: Grow the game.

2.3. Integrate disability-specific modules into line-judges, umpires and referees courses, as well as the Young Officials Award, in order to expand the officiating workforce for disability badminton competition.
Strategic aims: Grow the game; Fit for purpose.

3. Competitive Play

3.1. Establish an integrated competition pathway which caters for disabled players at all levels.
Strategic aims: Grow the game; World-class competitive play; Fit for purpose.

3.2. Establish a policy protecting the right of disabled people to compete in mainstream competitive badminton.
Strategic aim: Fit for purpose.

3.3. Form and maintain an England representative squad for players in the BWF-recognised impairment classifications, with clearly set out criteria and talent identification processes in place to determine eligibility.
Strategic aim: World-class competitive play
1. CLUBS AND COUNTIES

“*It’s where people start to play, where they continue a life-long experience, where they nurture talent, where coaches are and where volunteers are.*”
Adrian Christy, BADMINTON England Chief Executive, on badminton clubs.

Key Aims for Clubs & Counties 2011-13:

1.1. Establish and maintain a network of fully inclusive clubs nationally in order to give the opportunity for any disabled person to participate in badminton regularly.
Strategic aim: Grow the game.

1.2. Establish participation programmes linked to Community Badminton Networks, Major Events and other key organisational programmes to complement and feed the inclusive club network.
Strategic aim: Grow the game.

1.3. Work with clubs and counties to provide new and existing disabled players an opportunity to progress into competitive play at tournaments and competitions appropriate to their experience and skill level.
Strategic aim: Grow the game; Fit for purpose.

The 38 English County Badminton Associations (CBAs) are the constituent members of the BADMINTON England council. The CBAs organise the domestic tournament programme in England and run the county representative teams. Affiliated to the county network there are 2500 clubs, catering for both senior and junior players. This structure is integral to a large proportion of badminton players' journey through the sport.

In order to ensure that badminton can truly be considered as a 'sport for all', it is important for the club and county network to be inclusive to disabled people. This will help to ensure that every disabled person who wishes to play badminton has an opportunity to access the sport regularly in a positive environment which is local to them.

BADMINTON England will foster a culture of inclusion amongst its affiliated club network. It will put in place initiatives to support and reward clubs who display a commitment to participation in badminton at any level by disabled people, in order to aid an increase in participation and retention amongst disabled people.

BADMINTON England will continue to offer advice and guidance to disability-specific badminton clubs in order to help them develop and flourish.

BADMINTON England will collect more relevant data about any impairments its members may have, in order to better cater for their needs.

BADMINTON England will continue to engage with participation-focussed programmes (such as Premier League 4 Sport) and other key targeted groups (such as Battle Back) in order to give disabled people the experience of playing badminton. We will put in place projects to engage disabled people with badminton as part of the Community Badminton Network programme and as part of the legacy of our major events programme.

BADMINTON England will look to develop an offer for disabled schoolchildren in line with major government initiatives (such as Sportivate) in order to give young disabled people the opportunity to experience badminton.
BADMINTON England will work with counties and clubs to develop a programme of competitive opportunities at grass roots level for disabled people.

BADMINTON England will continue to work with National Disability Sports Organisations (NDSOs) and the English Federation of Disability Sport (EFDS) in order to facilitate clubs and counties identifying and working with local disability organisations to introduce badminton to potential new players.
2. EDUCATION & TRAINING

“Giving disabled people the opportunity to take part in a sport I’m passionate about is great. Starting out coaching a player who’d been told that they wouldn’t be able to take part in a competitive sport, up until the point where they are winning national competitions in their class - what could be more rewarding? Coaches get satisfaction from seeing players progress, but to see them progress in defiance of common pre-conceptions is even more satisfying.”
Oliver Ward, coach for Nottingham Blazers Wheelchair Badminton Club.

Key Aims for Education & Training 2011-13

2.1. Ensure all newly qualified coaches and young leaders have a basic understanding of delivering badminton to disabled people.
Strategic aim: Grow the game.

2.2. Grow the disability badminton coaching workforce in order to deliver high quality coaching in all Inclusive Clubs and participation programmes.
Strategic aim: Grow the game.

2.3. Integrate disability-specific modules into line-judges, umpires and referees courses, as well as the Young Officials Award, in order to expand the officiating workforce for disability badminton competition.
Strategic aim: Grow the game; Fit for purpose.

Currently there are approximately 1800 coaches on the BADMINTON England coaching register (February 2011). BADMINTON England delivers a full programme of coach officiating, with courses at UKCC Level 1, 2 and 3. In addition, since 2010 we have also delivered a specific Disability Badminton coach education course, which has been praised by the EFDS as a model of good practice. Badminton has a large number of trained volunteer officials operating at tournaments and competitions across the country.

In order to deliver our aims involving both participation and the player pathway it is important that a knowledgeable and confident coaching workforce is in place to inspire and educate new and existing players, as well as an appropriately trained group of line-judges, umpires and referees to officiate at tournaments involving disabled players.

BADMINTON England will incorporate tactical and technical information on coaching badminton to people with a range of impairments into their Level 1 and Level 2 coaching qualifications in order to give all newly qualified coaches a basic insight into delivering to disabled people.

BADMINTON England will continue to organise and deliver the ‘Disability Badminton Coaching Course’ frequently enough to satisfy national demand, in order to increase the workforce of coaches with expertise in delivering to disabled people. We will maintain and expand if necessary the tutor workforce for the course in order to deliver sufficient courses to satisfy demand.

BADMINTON England will train tournament referees on the specific requirements of disability badminton tournaments.

BADMINTON England will work with the Umpires Association and Line Judges Association in order to develop their training courses to include disability badminton-specific rules and regulations. We will work with the associations in order to incorporate disability badminton tournaments into their programme of events.
BADMINTON England will incorporate disability-specific information into its young people’s courses, such as the Young Officials Award and Young Leaders Award.

BADMINTON England will actively look to recruit disabled people to be coaches and officials.

BADMINTON England will offer disability awareness training to all staff, in order to increase their awareness of disability issues and facilitate a better and more effective service to disabled people.

BADMINTON England will develop a system to identify and train potential classifiers in order to keep up with any increase in demand from an expanded tournament portfolio.
3. COMPETITIVE PLAY

“Competing enables you to feel emotions that you wouldn’t otherwise experience in casual play. Competitive play allows you to test your skills against other like-minded players. It also allows you to meet players from the national and international arena, and feeling a sense of national pride when representing your home town or nation, you become part of an extended badminton family.”

Gobi Ranganathan - player at Knebworth BC (Herts), world-ranked No. 6 in Wheelchair Class 3 Men’s Doubles.

Key Aims for Competitive Play 2011-13

3.1. Establish an integrated competition pathway which caters for disabled players at all levels. Strategic aim: Grow the game; Best in the world; Fit for purpose.

3.2. Establish a policy protecting the right of disabled people to compete in mainstream competitive badminton. Strategic aim: Fit for purpose.

3.3. Form and maintain an England representative squad for players in the BWF-recognised impairment classifications, with clearly set out criteria and talent identification processes in place to determine eligibility. Strategic aim: Best in the world.

The highest level domestic parabadminton tournament is the 4 Nations Parabadminton Series, of which the English Championships is one of 4 annual events (the others being held in Wales, Ireland and Scotland). The Parabadminton World Federation sanctions a number of international events but currently there are none held in England. BADMINTON England organises the 4 Nations English Championships and sanctions the Devon Wheelchair Badminton Open and the Dwarf UK Badminton Open. These are currently the only disability-specific tournaments sanctioned by BADMINTON England, although Special Olympics run a number of local and national events under their own auspices.

In order to retain players in the sport and increase playing levels amongst English players, it is important to have a clearly defined competition pathway for disabled players. It is also important that there is a transparent player pathway to allow disabled players to develop towards elite standard.

BADMINTON England will devise and implement a policy which will protect the right of disabled players to play in all sanctioned ‘open’ badminton competition.

BADMINTON England will continue to organise the English Championships of the 4 Nations Parabadminton Series annually as a flagship domestic event for parabadminton.

BADMINTON England will work with NDSOs to work towards supporting a sanctioned impairment-specific national championships run by the Dwarf Sports Association, Wheelpower, Special Olympics GB, UK Deaf Sport and any other NDSO deemed appropriate, to create a larger programme of high level domestic tournaments for disabled players.

BADMINTON England will work with counties and clubs to develop a programme of competitive opportunities at grass roots level for disabled people.
BADMINTON England will develop a competitive offer for disabled schoolchildren under the umbrella of the Center Parcs National Schools Championships.

BADMINTON England will form an England Parabadminton representative squad of elite players from the BWF-recognised impairment classifications. These players will be entered into an agreed programme of international tournament play, receive central coaching on a regular basis and be offered sports science support. These players will also be encouraged and supported to access high quality performance coaching on a local basis through the Performance Centre network and its affiliates.

BADMINTON England will develop a talent identification tool to identify potentially gifted players, and direct them to high-quality coaching on a local basis through the Performance Centre network and its affiliates.

BADMINTON England will develop a ranking system for disabled players competing in all sanctioned domestic and BWF-sanctioned international tournaments.

BADMINTON England will continue to review its disability tournament programme in order to ensure that it is fit for purpose.
4. COMMUNICATION PLAN

BADMINTON England recognises that improving the profile of badminton as a disability sport is integral to its growth and development. As such, a separate communication plan will be devised to complement this strategy. This communication plan will be devised with the support and guidance of the BADMINTON England Commercial Department and will be available from May 2011.

5. DELIVERING THE STRATEGY

In order to deliver the aims and objectives of the strategy, BADMINTON England will produce an annual Action Plan detailing all actions which will be put in place. These Action Plans will be produced by the Disability Manager in conjunction with the National Parabadminton Committee. The Plans will be monitored and reviewed by the National Parabadminton Committee and BADMINTON England’s Head of Community Programmes, in order to check and challenge the progress being made towards achieving all stated targets. The Action Plans will contain detailed SMART targets which will allow the organisation to monitor progress towards achieving all stated aims and objectives of the Disability Strategy.

6. FURTHER INFORMATION

Further information can be found at the following links:

www.badmintonengland.co.uk
www.parabadminton.org
www.bwfbadminton.org
www.efds.net

Alternatively, please contact BADMINTON England’s Disability Manager, Tom Webster:

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GLOSSARY


Badminton Leaders Award: An award for 16-19 year olds to train them to lead club and event activities.

Badminton World Federation: International federation for the administration of the sport of badminton.

Battle Back: An armed forces initiative which uses sport and physical recreation as part of the rehabilitation process for injured servicemen and women.

Center Parcs National Schools Championships: BADMINTON England’s secondary school championships.

Community Badminton Network: A programme looking to develop badminton opportunities at all levels in an identified area.

County Badminton Association: The bodies responsible for the administration of badminton on a county basis.

Dwarf Sports Association: National sporting organisation across the UK for dwarves and those with restricted growth conditions.

English Federation of Disability Sport: The national body responsible for developing sport for disabled people in England.

Inclusive: To be accessible to all, regardless of disability.

National Disability Sport Organisations: Impairment specific sporting organisations which organise and promote sport for disabled people.

Parabadminton World Federation: The international body for the administration of parabadminton. Set to become a constituent body of the BWF in June 2011.

Performance Centre: The first stage on the badminton performance pathway in England.

Premier League 4 Sport: Participation programme offering opportunities for participation in 4 Olympic sports (including badminton) to children, run by the Premier League and Premier League football clubs.

Special Olympics GB: The national sporting organisation across Great Britain for intellectually disabled people.

Sportivate: A programme which targets 14-25 year olds to bring them in to regular organised sporting activity.

SMART targets: Acronym of ‘Smart, Manageable, Achievable, Realistic, Time-measured’ targets.
**UKCC**: UK Coaching Certificate

**UK Deaf Sport**: The national sporting organisation across the UK for deaf or hearing impaired people.

**Wheelpower**: The national sporting organisation across the UK for wheelchair users.

**Young Officials Award**: Award for 14-19 year olds to equip them with the necessary skills and a qualification that will allow them to officiate at badminton events.