Fit’Minton

Elisa CHANTEUR
CTN Territoriale Ile-de-France

15.04.2016
WHY FIT’MINTON?

• Women oftenly stop practicing any sport in their thirties, due to professionnal and family obligations.

• Most of them are looking for a user-friendly, regulated, practice, mixing sport / health.

• The current federal practicing doesn’t meet those expectations because
  - It’s non regulated
  - It’s competition driven
  - Difficult to include in a classic family / job schedule
  - Not intergenerational

15.04.2016
From this analysis, we created a work cell which worked on three entries:

- Content
- Communication
- Education / Training
WHAT IS FIT’MINTON?

• A new approach to get to know Badminton differently:
  • A first approach for beginners.
  • A back-to-shape program, in physical practice
  • A way to keep in shape while playing badminton.

• A sport practice combining:
  • Fitness dynamics and badminton technical game.
  • Both physical and fun aspects of practicing badminton.
  • Energy expenditure from fitness and self transcendence from badminton.

• Animation:
  1. With music
  2. With high doses of Good mood
  3. A great conviviality
FIT’MINTON, FOR WHOM?

- For licenced practionners seeking for a _leisure practice_

- For players who want to _stay in shape_

- An _crossed-generationnal practice_ where everyone is welcomed

15.04.2016
WHAT IS THE MAIN TARGET?

- Women driven off sport practicing, wishing to practice a regulated and regular sport activity
- Young parents seeking an activity fitting their kid’s schedule
- People who want a regular physical activity with practitioners of every type and level
- People who want to combine sport and health, trying to stay in shape with physical activity
- People who want practice badminton with no competitive goals
- People who want to combine physical activity, socialization and fun

15.04.2016
WHY LAUNCHING IT IN YOUR CLUB?

- Expend the club strategy
  - Diversify the club main offer
  - Appeal to members loyalty.
  - Promote socialization between members.
  - Draw new audience
  - Strength the association visibility

- Get out of sport halls usually hosting badminton:
  - To invest new spaces (dance rooms, dojos, community centers...).
  - To get new schedule availabilities.

- Locally commit to public programs and campaigns for health / sport

- Develop employment in clubs:
  - Increase financial ressources and time volume
  - Offer time slots to partners (companies, city hall, hospitals...).
WHERE? WHEN?
WITH WHICH TO EQUIPMENT?

• Where?
  • In a gym, a fitness center, a dance room or a Dojo.
  • Outside, when the weather is fair

• When?
  • On lunch break, evenings, week-ends...
  • During a kid’s time slot for badminton
  • During a free game time slot

• What equipment?
  • A music station, fitness equipment from the youth program, rackets and a few shuttlecocks!
  • No major financial investment or specific storage space to provide

15.04.2016
TIME SLOTS AND REGULATION

- **On one hour length sessions:**
  - A session format **fitting** for people **slowly getting back on sport** or sedentary.
  - A format suited to **optimize time slots** and be able to welcome more people while keeping a professional care.

- **Regulated by Fit’Minton coaches:**
  - Licensed or volunteers after **a short training** by the LIFB, **on spot** and using e-learning.
WHAT ARE THE BENFITS?

• **On a social aspect:**
  • Sharing
  • Socialization
  • Meet up

• **On a personnel aspect:**
  • Well-being
  • Balance

• **On a physique aspect:**
  • Tone, elasticity, dynamism, strength, speed, flexibility, cardiovascular quality

• **On a badminton aspect:**
  • Badminton grip skills, coordination, motor skills, technique …
A typical session features 4 part on a 1-hour length

- **Part 1**: warm-up (10 mn).
- **Part 2**: cardio or muscular exercises featuring the badminton specifics (20 mn).
- **Part 3**: leisure exercises with racket and shuttlecock (20 mn).
- **Part 4**: relaxation and back to normal rythm (10 mn).
WHICH TOOLS FOR FIT’MINTON COACHING?

- Sessions sheets.
- Video tutorials database.
- Various training exercises with content fitting the practitioner health and game level.
Fit’minton Practical session starts at 17:30 at the sports hall.
(2 mins walk from here)