

# Badminton England Relationship Manager

For Leicestershire, Warwickshire and  
Northamptonshire

Helena Russo

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Here to support you

# Relationship Manager Role

- ✎ Engaging and supporting Clubs/Leagues/CBA's
  - ✎ Growth of core market
  - ✎ Increase leagues and players competing
  - ✎ Invest in workforce to deliver
  - ✎ Growing the number of Premier Clubs
  - ✎ Focused around local need
- ✎ Primary age engagement
  - ✎ School to Club links
  - ✎ Delivery of Racket Pack
  - ✎ Racket Pack Primary Satellite Clubs
  - ✎ Competition
- ✎ Partner engagement
  - ✎ Hubs

# What's been going on during 2018/2019?

 Club support and development

 Junior development

 Social Competition

 National Operator partnerships

 National Schools Badminton Championships

# Annual Report 2018/2019

**3%**  
INCREASE IN FEMALE ENTRY  
IN JUNIOR EVENTS



**1,080,000**

PLAYED BADMINTON EVERY MONTH

**6** **RECORD**  
COMMONWEALTH  
GAMES MEDAL HAUL

**167**



FEMALE  
COACHES  
QUALIFIED

# THANK YOU

A YEAR ACHIEVING GROWTH AND SUCCESS

NEW CLUBS  
AFFILIATED  
**111**

**12.2%**  
GROWTH IN CONTACTABLE  
FANBASE  
**263,392**

**14%**  
**CORE**  
ADULT PLAYING BASE  
RE-ENFORCED

**7.1 M**  
WEB IMPRESSIONS

**96%**  
INCREASE IN PLAYERS  
UPGRADING TO  
COMPETE



**48,700**

LITTLE SMASHERS AGED U11 PLAYED BADMINTON THROUGH THE RACKET PACK

NEW JUNIOR  
CLUBS FORMED  
**+52**

**26,154**

**NEW RECORD**  
TICKET SALES YEAR  
YONEX ALL ENGLAND



**9.7%**  
INCREASE IN  
MEMBERSHIP

**12%**  
6,156 PLAYERS TRACKED ON  
RANKINGS/GRADING SYSTEM

**61%**  
INCREASE IN THE NUMBER  
OF YOUNG LIONS ON THE  
JUNIOR ENGLAND PATHWAY

**7** % INCREASE IN  
NUMBER OF CIRCUIT  
TOURNAMENTS  
HOSTED YEAR ON  
YEAR

# What's coming for 2019/2020?

## Education and Training

UKCC Level 1 (Leicester, August 2019)

UKCC Level 2 (Birmingham, November/December 2019/January 2020)

Disability Workshop (Birmingham, 6<sup>th</sup> October 2019)

## Women and Girls

Milton Keynes Women's Team Event (17<sup>th</sup> August 2019)

## Disability Audit and Review

## National Schools Badminton Championships

## Continued club support and development

# Membership Headlines

- 👉 The season will be moving to 1<sup>st</sup> November to 31<sup>st</sup> October (to enable the transition, the 2018/19 membership year, including all benefits, will be extended by two months from 31 August to 1 November);
- 👉 New social membership;
- 👉 New club structure payments: 1-8 members, 8-20 members, 21-49 members, 50+ members;
- 👉 Compete membership will incorporate the play element in to one;
- 👉 U12 no longer have a membership fee to BE (previously U11);
- 👉 All payments will now be processed online (no cheque payments now accepted);
- 👉 Some price amendments – further details will be shared.
  
- 👉 GO Membership support
- 👉 Any questions around the Membership offer?

# Any questions?

RM for Leicestershire, Warwickshire and  
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