

Regional Development Officers (RDOs)

Promoting, organising and growing badminton in Scotland.



Highlands, Islands and Moray - August 2023

With the closedown of badminton in the area, August has been used as time for reflection, reviewing and annual leave. And, then, before you know it the new Badminton Season is almost back on us and things are beginning to heat up once more.

Like all Badminton Activity in Scotland, to suggest that Badminton stopped in the Highlands, Islands and Moray over the summer would be untrue. Some clubs managed to maintain sessions where players could meet up with each other and practice. In the case of **Great Glen Badminton Club**, they managed to keep sessions going and joined up with **Granite City Badminton Club** for a pre-season warm up match in Elgin. Those of you that are keen followers of social media will have seen that match unfold.



Following the successful appointment of Steven Cunningham to the post of RDO North East, we were able to plan a short tour of the Moray, Aberdeen-shire and Aberdeen City for Badminton Scotland CEO, Keith Russell. A great opportunity to meet with Clubs, Coaches and Groups in the Moray Area along with the **sportscotland** Lead Manager for the North of Scotland; Senior Officers/ASC from Moray Council and management of the Moray Sports Centre.

As part of the short tour there was much discussion focussing on how we can all work together to create, stronger, well organised inspirational Clubs that are signed up to the shared values of Badminton Scotland of;

RESPECT, TRANSPARANT, INCLUSIVE, INSPIRING, INNOVATIVE.

Returning to the office saw an opportunity for review and reflection. Taking time to think about how to raise the profile of Badminton Scotland within the Badminton Clubs and our key partners in the Area.

This will involve;

1. Working with Clubs; Associations and Groups in the Area to increase participation and membership numbers;
2. Working with Local Authorities to highlight the badminton activity in their area and within their facilities;
3. Increasing the number of Smash In2 Sessions being delivered within these Facilities.
4. Working with Clubs and Associations to promote the pathways open to all badminton players in their areas, regardless of age and stage of development.
5. Work with **sportscotland**, the Scottish Institute of Sport to promote the Player Development Pathway available within the Highland and Island Council Areas.
6. Work to create an awareness of the Island Games preparation 2025 and how Badminton Clubs in the Area can use the hosting of these Games in Orkney to develop the sport.
7. Increase awareness of the local badminton activity through greater sign up of social media.

Through opportunities to meet coaches and players and partners over the last few weeks and listening to what people have been saying, I firmly believe that the key to creating this positive badminton culture in the area is through improving communication, between all of these groups.

Let's GoPlayBadminton in the new season.