

Minutes: Badminton Scotland Board Meeting Conference Call

Wednesday 16th September 2020 at 6:00pm

Board:	Frank Turnbull	President
	Keith Russell	Chief Executive
	Morag McCulloch	Events Committee Chair
	Jill O'Neil	Engagement Committee Chair
	Christine Black	Performance Committee Chair
	Gordon Haldane	Chair of Finance
Invited:	Keith Farrell	
	Malou Guldbaek	
	Penny Dougray	Minute Taker

1	APOLOGIES FOR ABSENCE
	Apologies had been received from Ian Campbell, David Gilmour and Carolyn Young
2	MINUTES OF MEETING HELD ON 13 MAY 2020 (previously circulated)
	The minutes of the meeting held on 13 May were proposed by Mrs McCulloch and seconded by Mrs Black.
3	DECLARATION OF ANY INTEREST
	Mr Gilmour and Mr Haldane received payments for coaching services. There were no additional declarations of interest.
4	MATTERS ARISING/OUTSTANDING ITEMS
	Dr Turnbull had proposed a change of date (to November) for the Lanarkshire Open at the July meeting; however, this request was now redundant due to Covid-19 restrictions.
5	CEO Report
	<p>Mr Russell had received advice that the restrictions due to be relaxed from 14 September for non-contact sports would probably be put back.</p> <p>Approval had been granted by sportscotland to the updated guidance, which would be added to our website. The Sir Craig Reddie Centre had re-opened, at 50% capacity, because only every second court could be used, with a maximum of 4 people on each court. Mrs Black raised the point that at a recent squad session, coaches were not wearing masks, and more than 4 players had been on one court. Mr Russell would follow this up. Mrs McCulloch understood that in the Sir Craig Reddie Centre, taking into account the singles tramlines, playing on every court would</p>

allow for the 2-metre distancing restriction. Mr Russell also clarified that currently only Badminton Scotland’s performance squads had access to courts in the National Badminton Academy in Scotstoun; and noted that for many centres, opening resulted in an operating loss, given they could only take restricted bookings.

Dr Turnbull suggested adding a list of re-opening of facilities to the Badminton Scotland website. Mr Russell advised that local councils were wary of issuing actual start dates, as these were subject to change; and, additionally, within one council area there may be a difference in opening dates across the various venues. Mr Russell updated that along with Sportscotland we would be updating the list of facilities that would be opening. Ms O’Neil advised Scotstoun had already opened, Bellahouston had opened on 16 September and certain centres may open within the next two weeks.

Ms Guldbaek had regular contact with clubs, and it was agreed she would make contact with them again to ascertain which were back training; where their sessions were being held; and ask if these bookings were solely for clubs, or were available for individual bookings.

Whilst Alan Mcilvain would arrive in Scotland from Hungary next week, he required to quarantine for 14 days on arrival so would initially work remotely.

The Thomas & Uber Cup Finals had been postponed until 2021 and were likely to take place after the 2021 Olympics. The Danish Open 1 would still take place, though the Denmark Open II had been cancelled. As a result, it was felt unlikely that many Asian players would travel to Denmark for only one tournament, which may have a positive effect on the Scottish entries.

Staff had been advised that they could return to the workplace, but this was entirely at their discretion. NW had ensured that the office environment complied with current guidance.

6 MARKETING AND COMMERCIAL UPDATE

Ms Guldbaek presented the Marketing update.

Branding Guidelines had been issued to all staff, to ensure consistency in all official documents produced by Badminton Scotland.

In terms of social media, there had been a sizeable increase in email campaigns; and across Facebook, Instagram, Twitter with LinkedIn having been introduced as a platform. The aim of the “bounce rate” was to be a low number (which Badminton Scotland had): a higher number indicated that someone accessing the website left quickly. Low bounce rate indicates that people stay on the site longer, suggesting they are finding what they are looking for.

Currently the website pages which had the highest number of views were the Home Page, Membership site, Contact Us, News, Upcoming Tournaments and the Sir Craig Reedie Centre. There had been an increase in contact forms included in the new website which, aside from allowing web viewers to ask question / seek information, created a personalised service, gave an insight into the audience and new potential members; and provided information on the demographics and interests of those making contact.

Further consideration would be given to how best this data could be used to enhance the business.

Mr Farrell advised that slightly fewer Air Shuttles had been sold recently, following the initial sales launch. He was in discussion with Yonex to progress the option for Badminton Scotland to sell limited edition rackets (producing a profit to Badminton Scotland of c.£10 per racket), as well as adding further items for sale.

7	COMMITTEE REPORTS
	<p>7.1 Finance</p> <p>7.1.1 Finance Update</p> <p>Mr Haldane advised that we were £24K better than budget; and there were no immediate cash issues presently, largely because of sportscotland’s financial support.</p> <p>In terms of membership fees, there had not been a sizeable increase in clubs affiliating, which was not unsurprising due to the lack of available facilities for club sessions. Despite that, Mr Russell advised that those clubs that had affiliated had paid the full membership subscription, and not sought the discounted rate.</p> <p>The Board noted its thanks to sportscotland for their continued financial support, not just for badminton, but across all sports.</p> <p>7.1.2 KPI’s</p> <p>There was no update since the last Board meeting.</p> <p>7.1.3 Risk Register</p> <p>Mr Russell noted that there were no major changes at present, as the focus continued to be on mitigating risk to the organisation due to Coronavirus.</p> <p>7.2 Performance</p> <p>7.2.1 Performance Committee Report and Minutes</p> <p>Mrs Black advised that Scotland had not entered a team for the U19 European Championships, having conducted a risk assessment, as well as taking into account the lack of training opportunities for players and the existing 14-day quarantine rule for those arriving in Finland. The Performance Committee had decided that Badminton Scotland would neither financially support entries for the Individual event, nor send a coach. An email would be sent to parents advising of this decision, and asking for a note of interest from players wishing to self-fund for the event, and also asking them to advise what training they had been able to undertake during the lockdown period. Scotland was only entitled to make one entry in each event so, depending on the level of interest, a selection may be required.</p> <p>No decision had been reached on participation in the U19 World Juniors in January 2021.</p> <p>7.2.2 GB Badminton - Verbal update</p> <p>A Phase 3 submission would be made by GB Badminton to UK Sport following approval at the October Board meeting. , encompassing three documents (). Scotland had submitted proposed changes to the MOU, Lead Home Nations Agreement and the Terms of Reference for the GB Technical Advisory Group. However, none of these proposals had been incorporated into the final draft circulated in the papers for the Board meeting. KR will contact Stewart Harris, CEO, of sportscotland, and Sally Munday, CEO of UK Sport to highlight our concerns.</p> <p>Mr Russell advised that if Scottish players met the criteria for inclusion in the GB programme, they could not be precluded, should Scotland not sign off the Submission or future governance documents.</p> <p>The following recommendations were agreed</p> <p>1.1 To note the position with the U19 European Juniors</p>

1.2 It was agreed to contact Stewart Harris and Sally Munday about the GB Badminton Governance documents

1.3 To note the closing date for submission of the Birmingham 2022 badminton-specific criteria

7.3 Events

With no events taking place presently, a social competition had been planned for 3 / 4 October; however, this had been delayed until later in the month. The event would be a mixed gender, singles event.

A webinar had been held with tournament organisers on 8 September, which had been well-received. In addition to providing information on tournaments, a potential social competition, and the new coaching break regulations, it had included a Tournament Software training session.

Dr Turnbull advised that there would be no SSBU events held in 2020.

The following recommendation was agreed

1.4 To approve the postponement of the new coaching break regulations until September 2021

7.4 Engagement

Following the endorsement of the new policies by the Board at the meeting held on 16 July 2020, the sportscotland Children 1st action points had been completed; and Badminton Scotland was currently compliant with Child Protection regulations.

With venues having started to reopen, the Engagement Team were looking at the possibility of delivering some of the Coach Education programme. Contact had been made by some Active Schools Teams requesting the possibility of delivering the Young Leaders training again.

A membership communication would be sent to all clubs and schools in the near future to promote the benefits of membership and remind clubs to reaffiliate.

Miss O'Neil highlighted that with the approval provided at the July Board meeting, Badminton Scotland was now compliant with the Children 1st audit. Training for all Board members will be provided as part of the induction process. Dr Turnbull had received strong feedback from clubs on the importance of management of Badminton Scotland's Child Protection policies and procedures. Badminton was currently compliant with regulations around Child Protection.

The Engagement Team were currently investigating the possibility of introducing a badminton "learn to " scheme and had set up discussions with Badminton Ireland , who have a scheme (Teicnic Awards), to progress and receive additional information on content, use and delivery.

A new Pathway Club information pack had been produced for the 20/21 season. A meeting had been held with the Pathway Clubs on 1 September 2020 to discuss the programme and receive feedback. Further meetings would be held, and support offered when they are back on court. Positive feedback had been received from existing Pathway Clubs, highlighting the benefit of mentor visits; and 5 new clubs had expressed interest in becoming Pathway Clubs.

	<p>Para Badminton – players would return to play, during week commencing Monday 21 September.</p> <p>The Sir Craig Reddie Badminton Centre had opened for public use on Thursday 10 September, with the Clubs starting back from Monday 14 September. The new booking system had gone “live”, and, following the resolution of some initial problems, was running well, with bookings increasing.</p> <p>7.5 Co-opted Committee Members</p> <p>The following nominations for co-opted members of the Committees were agreed. A formal invitation would be sent to those listed below by the Chair of the appropriate Committee, though all had agreed to join the committees informally.</p> <p><u>Events Committee</u> Douglas Walker – Lothian Colin Campbell – Lothian Rebecca Reid – Highland</p> <p><u>Performance Committee</u> Bruce Flockhart – Midlands Craig Robertson – Glasgow & North Strathclyde</p> <p>Following discussions with the Committee Chairs, nominations for both the Engagement Committee and Finance Committee would follow.</p>
8	<p>EQUALITY AND INTEGRITY PLAN</p> <p>Mr Russell updated the meeting on progress to date.</p> <p>Current standards or areas of good practice that require to be met were</p> <ul style="list-style-type: none"> • Safeguarding and Wellbeing (via Children First and sportscotland); • Duty of Care • Equality Standard for Sport • BWF Integrity <p>We are currently up to date on Safeguarding and Wellbeing.</p> <p>Badminton Scotland had achieved the intermediate level for the Equality Standard for Sport. An Equality Action Plan is required to be developed.</p> <p>Under Duty of Care Badminton Scotland was complying with or developing good practice in most areas however this will be an on-going area of work as it is important that we create a strong culture across the whole sport to reflect the values of Badminton Scotland.</p> <p>The BWF Integrity campaign has 2 main components “I am Clean” and “I Am Honest” although there are additional components. We will develop our approach to “integrity” within the sport and link with on-going work to further develop the translation of 5 Values (Respect, Transparent, Inspiring, Inclusive, Innovative) into practical messages and actions for the whole sport. Clean Sport and Betting integrity are now standard agenda items on the Performance Committee.</p> <p>The structure of the Engagement Committee was discussed in the context of providing strategic oversight for this area of work. The proposed structure would have an over-arching</p>

	<p>Engagement Committee, chaired by Ms O’Neil, with three sub-groups: Community (staff led group); Equality & Inclusion (mixed staff/sport led); and Development (sport led with SSBU / BSCO input). It was recognised that this structure differed from the other Committees due to the wide remit of the Engagement Committee.</p> <p>It was agreed that</p> <ul style="list-style-type: none"> • Further discussion required on the structure of the Engagement Committee. • DG, JO’N, NW and KR would meet to progress a plan for Equality and Integrity.
9	FACILITY DEVELOPMENT
	<p>Mr Russell provided background on our objectives moving forward, which were to create a network of badminton facilities managed by the sport; to have greater influence over programming and use of indoor sports facilities nationwide; and to progress short-term proof of concept projects supported by Badminton Scotland.</p> <p>Mr Russell sat on the Strategic Forum for Sport and Leisure, whose objectives were to ensure that sport and physical activity had a stronger place in Scottish society; and to develop strategic recommendations to strengthen the sport and leisure sector, building capacity and resilience against current and future uncertainty. Membership was made up of representatives from sportscotland, CLUK, SGB’s, HE/FE, Education, LA’s, and the Scottish Government.</p> <p>Dr Turnbull expressed support for the objectives of the Strategic Forum, noting that its objectives would make badminton a much more positive sporting experience; and added that key to this was badminton managing its own facilities.</p> <p>It was agreed that we should take an active role where practical to progress opportunities for the sport to be more involved in facility programming and management.</p>
10	<p>PATHWAY MODEL</p> <p>Mr Russell had circulated the updated version of the Pathway Model for information.</p> <p>A number of areas would be prioritised over the coming months</p> <ul style="list-style-type: none"> • development of Pathway Clubs as models of Good Practice; • expand the Shuttlemark programme • Coach Education including CPD • Volunteer Development and Technical Officials <p>Following a point made by Mrs McCulloch, Mr Russell agreed that a discussion would be held with the BSCO around in the inclusion of a reference to “scorers”.</p>
11	DATE OF NEXT MEETING

	<p>The following dates had already been agreed:</p> <p>November 2020 Wednesday 11th from 7pm to 9pm</p> <p>January 2021 Wednesday 13th</p>
12	AOCB
	<p>Mrs McCulloch sought an amendment of the wording in the Articles of Association where it was stated that a director could remain on the Board for a maximum of 8 years; suggesting that this time limit should exclude the President, Vice-President and Past President. Mr Russell would arrange for the appropriate amendments to be made.</p> <p>Mr Russell reminded those Board members who had not already done so, to provide a brief profile for the website.</p>
	The meeting ended at 9pm.