Badminton Scotland Club Conference

Badminton Scotland Club Conference Update - 25th August

Thank you to everyone who attended the Club Conference on the 25th of August. Your participation and insights are invaluable as we work together to shape the future of Badminton in Scotland. The day was filled with constructive discussions, updates on key projects, and a collective commitment to driving our sport forward.

***Purpose of the Conference***

* Gather your thoughts and ideas on how we can innovate and elevate badminton in Scotland.
* Provide updates on our ongoing projects.
* Strengthen the sense of community among clubs.
* Identify key issues and opportunities for collaboration.

***Key Points from the Agenda***

*1. Current Financial Position: Keith Russell CEO*

Badminton Scotland, like many governing bodies, faces financial challenges. The increasing demands for compliance and governance require us to maintain high standards to ensure a safe and inclusive environment. A critical takeaway is the necessity of increasing our earned income through membership affiliations and competitions. Your continued support and participation are essential to our financial sustainability and the growth of the sport.

*Key Projects*

Club Development:

* Flagship Clubs: We are transitioning from “Pathway” clubs to “Flagship” clubs, which will focus not just on performance, but on holistic club development. This includes junior participation, school partnerships, competitions, and coach development. Our Gold and Silver Shuttlemark Clubs will be prioritised for additional support and to help progress their current Club Development Action Plans.
* Shuttlemark: We are enhancing the Shuttlemark program, with upgraded content and the introduction of a new “Platinum” level.
* Regional Performance Pathway: Reduced programme to focus on a smaller group of players and delivered in partnership with clubs.
* Miniton: Initially piloted through the RPP coaches group and then rolled out more widely. Focus on player and club development.

Competitions: We are committed to connecting with more players by expanding the number of competitive opportunities available. This includes additional social and recreational competitions in 2024/25, and new incentives for competitions using Tournament Software. A key initiative for 2025/26 will be the introduction of the player grading system for competitions, which we’ll work closely with clubs to implement.

*2. Olympics Reflections & Miniton Project: Ingo Kindervater – Head Coach*

Ingo reflected on the recent Olympics and the challenge going forward to turn great performances into great results. Not just at the Olympics but across the Performance system and how the inspiration from talented athletes can be channelled into grassroots initiatives, particularly through our Miniton pilot project. This programme aims to engage young players in Clubs and create a solid foundation for the future of the sport by creating fully engaged club members and an improved standard of play.

*3. Competitions: KR introduction*

*Guest Speaker – Greg Broadbent, Edinburgh Badminton Academy:*

Greg shared valuable insights into club growth by providing appropriate competitions to help retain participants, emphasising the importance of structured pathways and player engagement. He also highlighted the importance of club competitions to stimulate development and continued participation with thoughts and reflections on the current system.

*Player Grading System Proposal: Emma High – Competitions Co-ordinator*

A proposal was discussed regarding the implementation of a Player Grading System. This system will help ensure fair and competitive matchups, fostering a more engaging competitive environment for all skill levels.

*4. Ayrshire Badminton Club Schools Programme:*

An inspiring example of community outreach, this program highlights the impact clubs can have on developing the sport at the grassroots level by creating strong links with local schools. (Presentation attached)

Summary and Priorities

* Our focus moving forward is clear:
  + Stronger, sustainable clubs
  + Greater competitive opportunities for all levels of players
* We will continue to work closely with clubs that are committed to making a difference.
* We aim to improve the connection between Clubs and Badminton Scotland, ensuring that your voices are heard and that support is not just guidance, but action-oriented.

However, it is essential to remember that the growth and sustainability of Badminton in Scotland rely heavily on membership affiliations. Your ongoing commitment to affiliating members not only strengthens our community but also ensures that we can continue to support and develop the sport we all love.

Thank you for your dedication to Badminton in Scotland. Together, we can achieve great things.