



DRAFT STRATEGY |
2023 - 2030

Badminton Wales – background and context

Company Background

BW is the national governing body for the sport of Badminton in Wales. BW is responsible for all aspects of the sport, from grass roots participation to performance.

BW consists of a network of competitive clubs, social clubs, coaches and volunteers, members throughout the country, delivering the local needs of the sport, for all levels of competitor.

BW employs a small operational team of people and has a rich history of success in the Sport, being one of only eight founding members of the Badminton World federation in 1934.

Badminton Wales has felt the impact of the pandemic on participation figures. To safeguard the future of our sport, player development and the health of the community game is key to our success.

Strengths

- Passionate People
- Flexible TEAM
- Multi-cultural sport
- Inclusive
- Safe – non-contact & indoors
- Social
- Enjoyable at any level

Weaknesses

- Not mainstream
- Ageing participants
- Resources - Volunteers/recruit/retain
- Lack of self-income generation
- Engagement (comms)
- Facilities
- Coaching & Junior Development
- Wales wide coverage
- Coherent pathway for the most talented youngsters



- Lack of Wales wide coverage
- Facility availability
- Competition from other sports
- Negative narrative
- Long term SW funding
- Cost of living crisis
- Lack of coaching & junior development
- Competing with other sports
- Keeping up with the International growth of the sport



- Plan for growth
- Latent demand
- Regional sports partnerships
- Increase events
- Community Coach Development

- Schools
- Relationships with 4Nations | governing bodies | WSA | other orgs
- Increased funding
- Commercial opportunities
- Reset | Fresh start together
- Build Coaching Workforce
- Building international partnerships

Threats

Opportunities

The
Badminton
Wales
Community
consists of

BW Membership

BW Board and Sub-Committees

BW Operational TEAM

VISION FOR THE BADMINTON WALES COMMUNITY

A vibrant, diverse and multi-talented Badminton Wales Community working together with a shared passion for the sport and a commitment to pass it on to future generations

Roles and Responsibilities of

Board | Sub-Committees | Operational TEAM

'To lead, inspire and influence the development and growth of a vibrant, diverse and multi-talented Badminton Wales Community'

'To organise and deliver inspirational national and regional opportunities, within all aspects of Badminton, for current and future generations'

Membership

'To organise and deliver inspirational local and county opportunities, within all aspects of Badminton, for current and future generations'

VALUES

One Community - function together and work toward common goals

Ownership - take initiative to bring about positive results

Respect - value everyone and treat people with dignity and professionalism

Dynamic – stimulates change or progress within a system

Agile - adaptable and collaborative

Aims of the Badminton Wales Community



Equality

Diversity

Inclusion

Key performance indicators / strategic measures explained

| | | |
|----|--|--|
| 1 | Junior Affiliated Membership | Number of active Juniors on BW Membership system |
| 2 | Senior Affiliated Membership | Number of active Senior on BW Membership system |
| 3 | Junior Affiliated Clubs | Number of active Junior Clubs on BW Membership system |
| 4 | Engaged & Active Registered Coaches | BW Registered Coaches who are engaged with BW |
| 5 | % of Clubs with a Welfare Officers | % of all registered clubs with named Welfare Officers engaged with BW |
| 6 | % of members that are female | % of affiliated female members on BW membership system |
| 7 | % of members from an ethnic background | % of affiliated members from an ethnic background on BW membership system |
| 8 | % of members with a disability | % of affiliated members with a disability on BW membership system |
| 9 | Key BW Volunteers | Active volunteers engaged and supporting BW |
| 10 | Average Junior Series Participation | Average number of players attending the BW Junior Series Competitions |
| 11 | Welsh Senior Grades (16+) | Number of Grades at Welsh Graded Competitions |
| 12 | Player meeting BWPP criteria | Number of players meeting criteria to be invited onto the BW Performance Programme |
| 13 | Welsh Players on WCPP | Welsh Players reaching GB criteria for inclusion on WCP |

Equality

Diversity

Inclusion

Forecasting Success 2022 - 2030

Key performance indicators / strategic measures that define success



| KPI | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|---|-------|------|------|------|------|------|------|------|------|
| Junior Affiliated Membership | 302 | | | | | | | | |
| Senior Affiliated Membership | 503 | | | | | | | | |
| Junior Affiliated Clubs | 22 | | | | | | | | |
| Engaged & Active Registered Coaches | 18 | | | | | | | | |
| % of Clubs with a Welfare Officers | 11.2% | | | | | | | | |
| % of members that are female | 34.4% | | | | | | | | |
| % of members from an ethnic minority background | 2.2% | | | | | | | | |
| % of members with a disability (working through with DSW) | 0.3% | | | | | | | | |
| Key BW Volunteers | 29 | | | | | | | | |
| Average Junior Series Participation (U15) | 12 | | | | | | | | |
| Welsh Senior Grades (16+) (average no. of players) | 1 | | | | | | | | |
| Player meeting BWPP criteria | 4 | | | | | | | | |
| Welsh Players on WCPP | 0 | | | | | | | | |

% KPIs will use latest Welsh Government StatsWales Data as benchmarks for setting KPIs over the strategy period
2022 - Population of Wales - Female:51.1% | Disabled:22.1% (16-64 yrs old) | Ethnicity:4.9%

Equality

Diversity

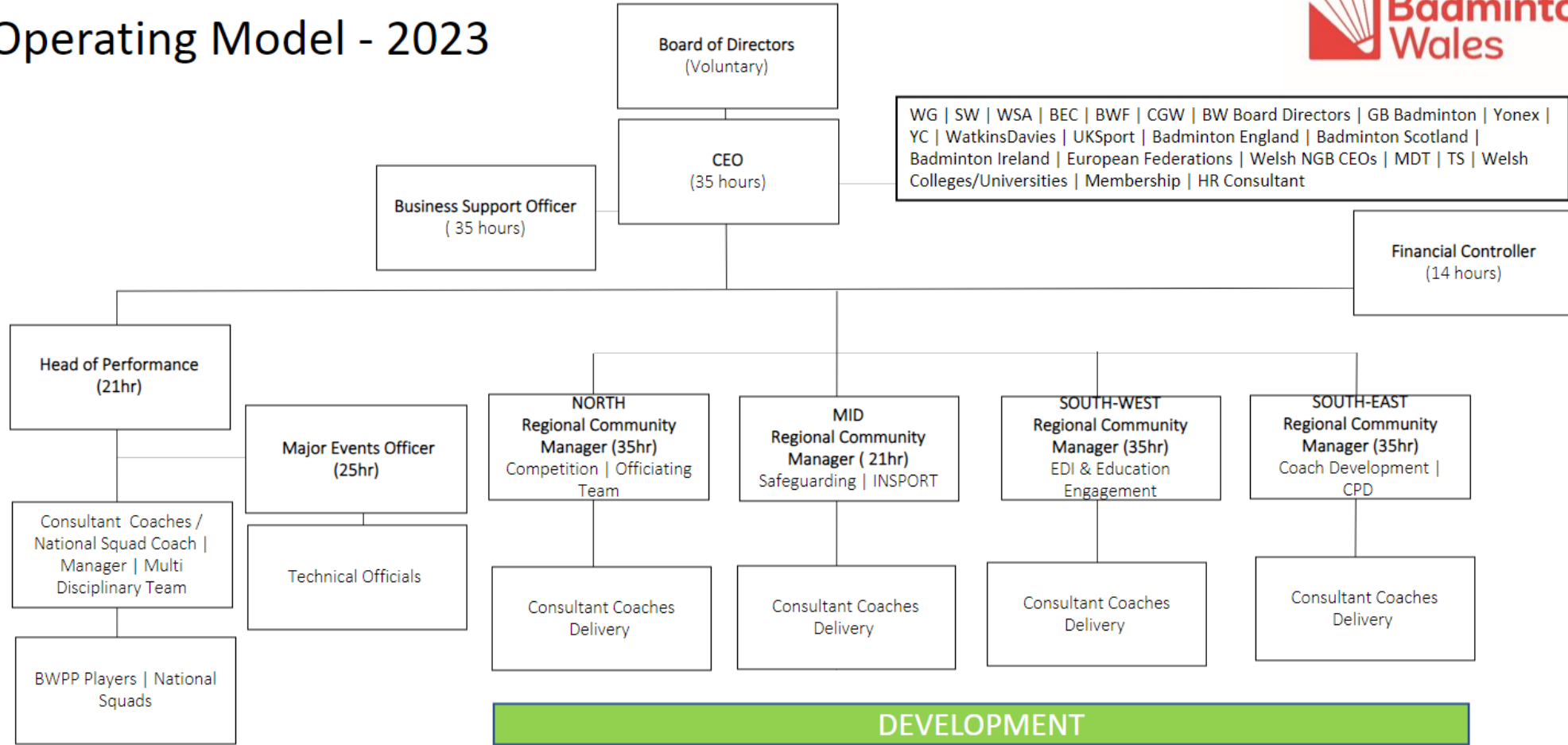
Inclusion

Operating Model - 2023



GOVERNANCE

PERFORMANCE



BW OPERATIONAL TEAM

Equality

Diversity

Inclusion