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BADMINTON WALES



ANNUAL REPORT
2020/2021



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BADMINTON WALES BOARD | 01

DAVE DAVIES

President

KERRY ANN SHEPPARD

Chair [Elected]

CATHERINE MCCLUSKEY

Vice-Chair [Elected]

ANN BEVAN

Governance Director [Appointed]

DR BARRY GARNHAM

Events Director [Elected]

DEWI JAMES

Finance Director [Appointed]

HEFIN ARCHER-WILLIAMS

Legal Director [Elected]

ROBYN FISHER

HR Director [Elected]

PETER HYBART

Performance Director [Appointed]

DAVID EVANS

Technical Officials Director [Appointed]



DAVE DAVIES,
BEIJING 2008 OLYMPICS



DAVID EVANS,
2018 ALL ENGLAND

FOREWORD

| 02

As I sit down to review yet another tough year for sport with unprecedented challenges faced by all and once again our sport navigating a season of two halves. I am proud of Badminton Wales (BW) who have responded to an ever adapting landscape working with and for our members to ensure the safe return to court.

This year has seen many exciting changes with a new Technical Officials Director – David Evans and Performance Director – Peter Hybart joining the Board as well as the continued voluntary service of all Board Directors providing their expert guidance in the governance and leadership of Badminton Wales whom I thank greatly.

As a business BW have undertaken an in depth strategy review building on the foundations put in place over the last few years. With modernisation in branding, a membership system and communications; the reintroduction of the senior squad and a Senior Performance Coach; a clear development pathway for players and coaches which embrace local, regional, national and international representation.

Badminton Wales continues its mission 'To grow the number of people playing and volunteering for and in the sport of badminton in Wales and the number of Welsh players achieving success.' While inspiring and embedding our values of 'One team, Ownership, Respect and Agility' in our four pillars of engagement, pathway, partnership and membership.

As a board we continue to drive forward the strategy and are excited for the challenges to come, supporting the culture, values and integrity of Badminton in Wales as well as ensuring systems, risk, policy, controls and processes are aligned and continue to reflect the organisation and its members.

Finally, here's to a flourishing, active, safe, on court successful year!

Catherine McCluskey –
Vice-Chair

HIGHLIGHTS | 3



World Team Ranking

31% Female players



27% Junior players



Came back stronger following Covid-19



57 Competitive Clubs

17 Social Clubs



2 New board members

3 New staff members

3 NEW LAUNCHES



CEO REPORT

Kelly Aston, MBE OLY

It has certainly been a year to remember which has affected all of us in so many different ways. I would first like to acknowledge our Badminton family who have lost loved ones over the past year; we send our sincere condolences and our thoughts go out to each and every one of you. Secondly I would like to thank the Badminton community who, through technology, have kept connected and have been hugely patient as we have adapted to the ever-changing rules to return to court safely. We are very grateful to all of our clubs for utilising the Return to Court guidance and Court Ready Toolkit which has allowed our sport to return in as safe a way as possible.

Finally, I would like to thank the Badminton Wales Board of Directors for their continual support over a very challenging year and to the BW Team for their great resilience, flexibility, strength, support and continued hard work throughout the Pandemic to enable Badminton to emerge stronger. Our small team adapted well to the everchanging circumstances and used the pandemic to innovate and develop opportunities for growth. I feel extremely honoured to be leading a fantastic team in the sport that I have such passion for and look forward to helping it grow in all areas in the years ahead.

Despite the many challenges that we have faced as a sport and as a National Governing Body there is still plenty to celebrate. As highlighted in the last Annual Report, the TEAM Strategy Workshop reviewed the two core elements of Participation and Performance that underpin BW Company Strategic Objectives – Engagement | Pathway | Partnership | Membership. Over the past year the Team have had the opportunity to really focus on areas that have been highlighted to develop new programmes and initiatives for when we were able to get our sport back up and running. In order to deliver our programmes we have also had the opportunity to re-structure our Team to support the delivery of the strategy.

Throughout the year we have had to regroup, reassess and budget for a number of scenarios for when the sport was able to return and resume. Understandably the number of affiliated members and clubs reduced significantly during the pandemic but we are extremely grateful to those who have continued to support Badminton Wales throughout and as we have emerged we look forward to welcoming back our members and clubs as they return to court. Through the help of Sport Wales and Welsh Government, additional funding was received via the Sport and Leisure Recovery Fund which, in conjunction with our own mitigations, covered our financial losses and protected our reserves. We have also been able to carry forward funding for performance and development programmes so that we have been able to immediately resume, continue and launch programmes as soon as we have been safely able including the launch of Talent ID and the Aspire Programme.

The pandemic has given BW the opportunity to move Performance to the next phase, introduce the National Squads and take a closer look at the different stages of our pathway which will be relaunched over the coming months ready for 2022. As tough as the 18 months has been, I remain optimistic and positive about the future of our sport. We have used the pandemic to embrace change and to evaluate how we work to grow the game and inspire success. International collaboration has been growing over the past few years and will continue to grow with many areas of collaboration as we move forward. The Home Nations will continue to work together and support each other, with exciting events over the coming years beginning with the resumption of the UK Para Championships and 4Nations Graded International.

There are still challenges ahead as we move towards 2022. However, I am confident that with the strong networks of people and partners we have, we will continue through and flourish. In closing, I would like to say a huge thank you for your support throughout these extraordinary times, adhering to the ever changing guidance, remaining safe and engaged as we moved through the Alert Levels - your support has been hugely appreciated - Diolch yn fawr iawn i chi gyd. Thank you also to Sport Wales, the Welsh Sports Association, Welsh Government and all of our Commercial Partners who have been by our side throughout this eventful year.

#TogetherWeCan.

5 | GOVERNANCE

Board meetings 2020/21

Month	Attendance	Attendance %
May 2020	5 out of 8	63%
July 2020	5 out of 8	63%
Aug 2020	5 out of 8	63%
Oct 2020	5 out of 9	56%
Nov 2020	4 out of 9	45%
Dec 2020	4 out of 9	45%
Feb 2021	5 out of 9	56%
April 2021	7 out of 10	70%
June 2021	6 out of 10	60%

Audit sub committee 2020/21

Month	Attendance	Attendance %
Oct 2020	4 out of 4	100%
Jan 2021	4 out of 4	100%
April 2021	3 out of 4	75%
June 2021	5 out of 5	100%



Membership Regulations

A key objective for BW is engaging its membership, ensuring that they contribute to the decision-making process and deliver against its objectives. The Badminton Wales Membership Regulations Document is a document that outlines the different categories of member and membership with different rights and privileges as agreed by the Directors. 2020 voting Members of BW were the two active County Associations, meaning that it was not possible to hold an AGM in 2020 which requires ten active Members. The Membership Regulations Document now identifies that the affiliated Competitive Clubs hold the voting rights as members of Badminton Wales. These changes ensure that the support of the membership will drive the Vision for Badminton in Wales. "Together we can" with input from the members key to ensuring the Badminton Community is involved and part of shaping and driving our sport.

COMMUNICATIONS



After promising our Comms Team that they'd only have to work that hard in 2019/20, we're now having to make it up to them. With Lockdown continuing well into 2021, only easing in the Summer months, our Comms Team have been working diligently to keep all of our members connected with each other, their clubs, their coaches, and badminton in general. What started as a seriously scary situation has turned out to be a valuable opportunity to connect the country that we love so much.

Over the first Lockdown, we instigated monthly Zoom calls with our Clubs. These were born out of necessity but have become a community where badminton across Wales gathers to ask questions, lend support, and say "Oh, that happened to us too!" They've also become an opportunity for the BW team to get personal with the invaluable people volunteering their time to get communities back on court.

We've also been able to meet a huge number of pets, so we're putting it down as a massive success.

On a more serious note - we'd like to thank everyone who have joined these meetings for over a year now. Diolch yn fawr!

As the pandemic eases, we will keep these meetings going as an opportunity for CPD and to stay in touch.

We have continued to work closely with BWF and Badminton Europe, especially as the International Calendar returns to play. We have taken the lessons that we have learnt about accessibility in the last 18 months, and we have put them to use - Badminton Wales has now partnered with Livestreaming company, Joymo, to ensure that, no matter where you are, you can stay connected with all of the action live from your living room.



THE STATS:

Social media continues to be a growth area for Badminton Wales, allowing us to showcase the full range of our work and add value to our partner organisations. Moreover, as live coverage is still not always possible from all Badminton events/ tournaments, our platforms allow us to keep members and fans across Wales and beyond up to date with competition results.

Platform	July 2020	July 2021	Growth %
Badminton Wales Facebook	2, 550	2,874	12.7%
Badminton Wales Twitter*	1, 846	1,936	4.8%
Badminton Wales Instagram	628	848	35.1%

*Being phased out

FINANCIAL ACCOUNTS

Income statement for the year ended 31st March 2021

	31.3.21 £	31.3.20 £
Turnover	194,835	323,503
Administrative expenses	188,923	323,761
.....
Operating surplus/(deficit)	5,912	(258)
Interest receivable and similar	13	25
.....
Operating surplus/(deficit) before taxation	5,925	(233)
Tax on surplus/(deficit)	-	-
.....
Surplus/(deficit) for financial year	5,925	(233)

Other comprehensive income for the year ended 31st March 2021

	31.3.21 £	31.3.20 £
Surplus/(Deficit) for the year	5,925	(233)
Other comprehensive income	-	-
.....
Total comprehensive income for the year	5,912	(258)

FINANCIAL ACCOUNTS

Balance sheet

	31.3.21 £	31.3.20 £
Fixed assets		
Tangible assets	-	-
.....
Current Assets		
Stocks	-	6,000
Debtors	5,038	8,732
Cash at bank	233,061	109,649
.....
	238,099	124,381
Creditors		
Amounts falling due within one year	133,103	25,310
.....
Net Current Assets	104,996	99,071
.....
Total Assets Less Current Liabilities	104,996	99,071
.....
Reserves	104,996	99,071
.....
Income and expenditure account	104,996	99,071

FINANCIAL ACCOUNTS

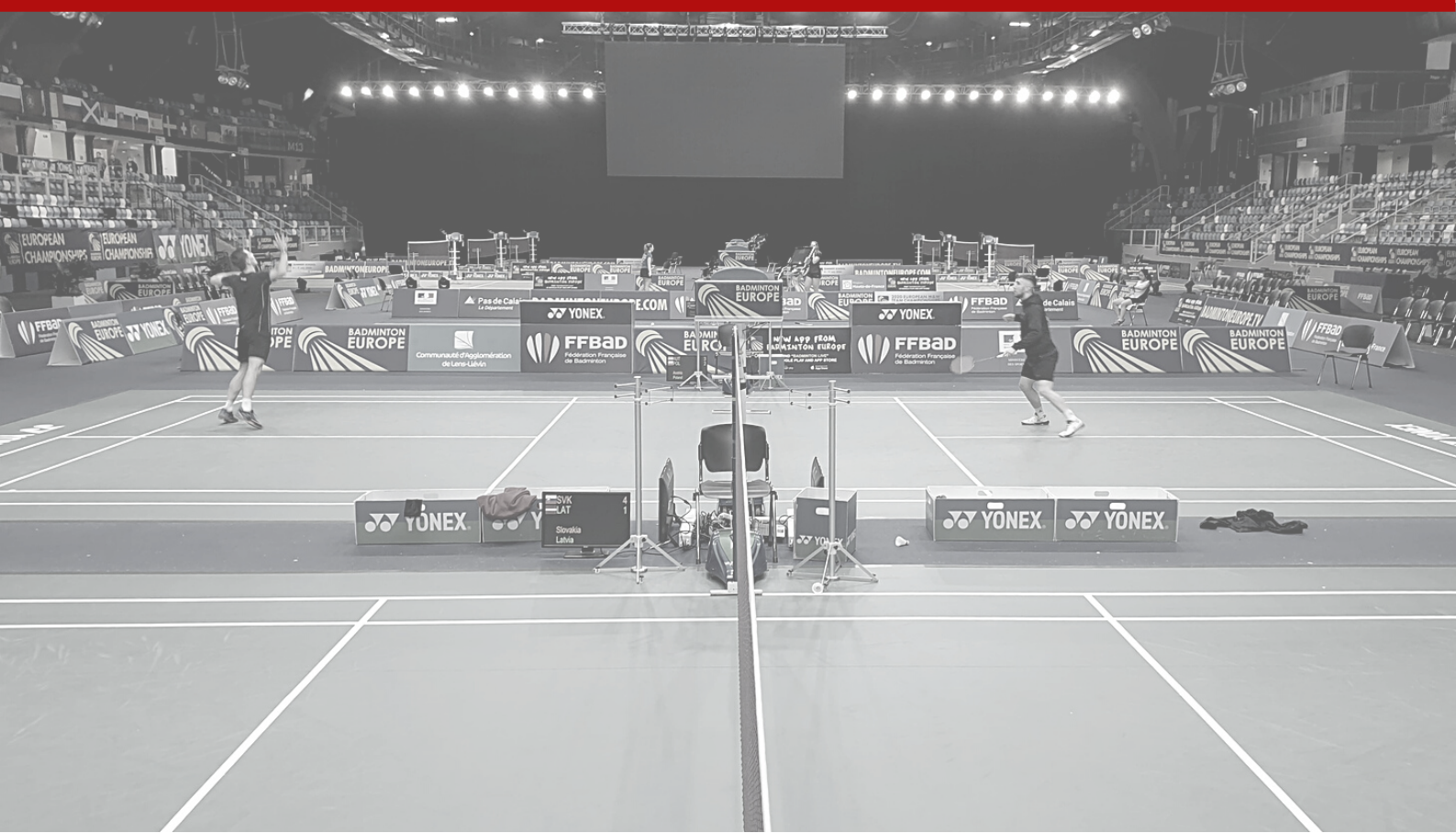
Badminton Wales calculates their reserves according to financial risks and future liabilities

Cashflow risk – Sport Wales can be late in paying and so on average, NGB's need to keep up to 3 months grant in reserve to cover expenditure during this period. For Badminton Wales this equates to £60k.

Liabilities on contracts – Badminton Wales holds cash in reserve for paying out possible future liabilities. The biggest of these is redundancy and/or notice periods on employment contracts.

Business risks – Badminton Wales holds reserves just in case for areas of normal business risks, for example, legal disputes, budget risk of overspend, claims not covered by insurance, and extraordinary risks - for example, Covid-19. Based on our operations. Badminton Wales needs to hold reserves in the region of £105k.

FY20/21 Financial Accounts have been produced in conjunction with Arthur Gait & Company Chartered Accountants.



EQUALITY, DIVERSITY & INCLUSION

SAFEGUARDING

During the past year, Badminton Wales has been aware that the pandemic continues to present new safeguarding challenges for all those working or volunteering with children.

To address these issues,

- Badminton Wales has maintained regular contact with the Club Officials (Covid Officer) during the pandemic.
- Badminton Wales have added the requirement for a Club Safeguarding Officer to the Club Mark Pack.
- In response to the restrictions, Badminton Wales has circulated the UK Coaching online version of their existing training course Safeguarding and Protecting Children (SPC) along with the renewal courses.
- We have teamed up with Cricket Wales, Welsh Gymnastics, Welsh Athletics, Hockey Wales and Welsh Netball to provide the 'Non Perfect Parent' series for 2020-21, in addition to a separate coach development series.
- During the pandemic we offered regular yoga, exercise and S&C activities to keep members active and engaged. We also worked closely with Mind during this time.
- We launched Badminton at Home and Couch to Court programmes.
- We posted fun games and activities across our social medias
- We remained in regular contact with the clubs so that we could address any safeguarding issues as they came up.

From Saturday 7 August, Wales moved move to Alert Level 0 which meant further benefits for sport and physical activity. As children and vulnerable adults return to court and there is no legal requirement for social distancing, we continue to issue guidelines and advice to our members such as signposting young people to specialist information E.g. Childline's online coronavirus advice or Young Minds' coronavirus and mental health pages.

The pandemic, restrictions and social distancing measures have placed a number of additional pressures on young people's mental health and wellbeing. They may be experiencing increased feelings of anxiety, low mood or loneliness and some will need additional support at this time. UKCoaching continues to offer CPD courses in this area so that coaches and members feel confident in identifying and supporting these individuals.

EQUALITY, DIVERSITY & INCLUSION

EQUALITY

Over 2020/2021, Badminton Wales has continued to try and make badminton more accessible. This has been especially important as Lockdowns continued, and technological poverty reached new highs. Individuals everywhere across Wales were without access to laptops, phones, etc, and this meant that they did not have access to the resources that we were putting out online.

As a result of this, we worked with the Development Team and Street Games to put kit and “how to play” posters into some of the most deprived areas of the country – this has led to several small clubs starting up.

Badminton Wales has also focused on improving its use of the Welsh language. We have done this within our school literature and within our “Basics” posters. All upcoming school posters will be available in both English and Welsh.

Throughout the year we have continued to work closely with Sport Wales, ensuring that the comms we release are in line with their own. This has been especially important in the return to sport as the emphasis has been on getting Wales active in a safe and responsible fashion. Badminton Wales have worked closely with our clubs to ensure that they have access to the grants available from Sport Wales, especially those working in areas of deprivation, with women and girls, and with minorities.

Looking to 2021/22, we have included Equality in the upcoming Clwbmark toolkit. Clubs will need to adopt or create their own Equality policies and ensure that they are kept up to date.

InSport

Badminton Wales will prioritise InSport as a focused developmental strategy in 2022 and beyond. Having achieved the InSport Ribbon Award in 2019, BW are now aiming for the Bronze Award. BW have launched several initiatives to further this. Working closely with DSW we are looking to develop inclusive schools resources, based on the outstanding Shuttle Time programmes. As clubs resume after COVID, Inclusive Marketing strategies are available to present and will be sent to clubs. All BW staff have undergone specific Inclusivity workshops and BW have appointed a specific Board Member to ensure we keep focused on making our game accessible to anyone who wants it. Personal Education opportunities will arise in both coaching and officiating and will be run throughout the season. Builth Wells on October 16th 2021 will see Kaity Hall deliver her first “Introduction to Coaching Para Badminton” which all are welcome to attend. While BWF have hosted Para Technical webinars, attended by BW officials. We are also working closely with DSW to provide opportunities for developing a Para-Pathway and supporting their own Hub sessions.

Para badminton taster days will be held at intervals throughout 2022 and BW would ask all clubs to make their own premises as welcoming as possible. Should anyone have ideas on how to further develop inclusive strategies, please do not hesitate to contact the Development team. We will be delighted to get more volunteers involved.

DEVELOPMENT

2021 began as another challenging year, with the country in a complete Lockdown. This put many of 2020's plans for development on hold. However, despite the pandemic we managed to make several positive moves during the beginning of the year. Our partnership with Street Games Wales continued to grow – in the early months, we took part in an equipment drop and circulated racket sets around the communities that would make best use of them. These sets were distributed to some of Wales' most deprived areas, and we were thrilled to see them hard at work in outdoor settings.



BME Sport Swansea @bmesportswansea · Apr 8

Many thanks to the recent donation of badminton sets by @BadmintonWales & @StreetGameWales. We managed to get them out to families of young people in our communities and networks. We hope this helps them to have some fun, family time and stay active. #SportHelps #StayActive



EYST - Ethnic Minorities & Youth Support Team Wales and 4 others

As of the 1st June, we welcomed two new Development Officers to the team in North and South Wales. We also introduced two new programmes – Aspire and Talent ID.

Last year we were awarded a development grant by the BWF – this is being used for Talent ID, Coach Education, AirBadminton and the Para-Badminton pathway. We have finally managed to get our hands on the infamous AirBadminton shuttles, and these were put to use over the Summer months across Wales.

Disability Sport Wales have joined us in talks to help restart our development para-badminton pathway. We will be putting our #1 Para player, Jack Wilson, through the BWF L1 and will be introducing para-athletes from across the country to badminton.

With the help of our new Development Officers, we are able to look forwards to 2021/22. Our main focuses are:



- Trying to set up more Junior clubs to be able to pass the children from schools into these new clubs.
- Currently looking at clubs we have now and seeing how we can help them and to see if we can promote more junior coaching in these clubs.
- Setting up a Shuttle Time tutor course to be delivered to our colleagues in the North West area to enable Shuttletime delivery to children at their venues
- Continuing to deliver Talent ID sessions
- Continue to mentor and develop young coaches on our Aspire programme.
- Introduce our country-wide Dragon Series.

Talent ID

The first of the Talent ID sessions was successfully run in Cardiff on Saturday 7th August. This session provided us with the ideal situation in which to test our booklet and range of activities. The idea behind the Talent ID is to keep these children in the Club Environment whilst providing some extra support to them and encourage them through the Pathway.

Talent ID days will also become a significant part of the Aspire programme and the next Talent ID session will take place in Deganwy October 9 + 10th, followed by a second one in South/West Wales prior to Christmas.

**SHUTTLE
TIME** **CYMRU**





PERFORMANCE

Despite having COVID restrictions in place for the majority of 2020, 1 player classified as Elite (and therefore able to continue training throughout the Pandemic), BW continued to engage with all Pathway Players throughout lockdowns with weekly online sessions. After continuous lobbying by BW throughout the Pandemic, in March 2021 we were able to confirm an additional group of players to receive Elite Pathway status ensuring training could and can continue if restrictions are implemented in the future. Gaining this status was essential for our pathway players to get back on court to begin their journey to pre-Covid levels. Restriction have continued until as recently as August 2021 when Wales entered Alert Level 0 enabling all disciplines of Badminton play to resume.

The Performance Team were able to continue to push the Performance Strategy and have already began implementing changes for the future. We are very much on the first rung of the ladder and it will take time but with the great team we have in place to drive the Strategy it is our belief that we will produce world class players in the future.

Badminton Wales first “National Trials” were held in November 2020 which opened up opportunities for every player in Wales to play for their country. The trails took place in SWNC with players across all ages U13-senior present. The National Squads have been established with approximately 60 players across the Squad and the National Squad Camps began in 2021 (once restrictions allowed).

Our No1 men’s doubles pair (Andy Jones and Adam Stewart) participated in the European Championships in Ukraine in April 2021. A great opportunity for the Doubles pairing to compete against the best in Europe. The draw saw them play seeded German pair in the first round. A great experience for the Welsh pairing who moved up 100 places to 220 against the World top German pair who progressed to the final but had to withdraw due to a positive COVID test.

Our No1 para player Jack Wilson competed at the Spanish open, winning a match and narrowly losing to World numbers 6 and 7. This moved him up to World Number 27 on the SU5 world ranking. Jacks sights are now firmly set on qualification for Paris 2024.



BW Performance Team have been working closely with Commonwealth Games Wales throughout the Pandemic to understand the effects of the Pandemic on the ability of Welsh players to qualify for the Commonwealth Games as set out in the qualification criteria. Qualification for major events is extremely tough under normal circumstances however putting a global pandemic into the mix has made it even more difficult. We continue to work closely with Commonwealth Games Wales.

In March 2021 Welsh No1 Ladies Singles player Jordan Hart made the decision to leave Wales and pursue her career under the Polish flag. BW Performance Team respected her decision and would like to thank Jordan for her international representation and wish her the very best in her ongoing playing career.

Despite the challenging year, Badminton Wales have been able to enter a team in to the European U17 Championships in Slovenia. The restrictions in place from a wide variety of sources, proved most challenging, and great credit goes to all involved to make the event happen and especially the players for dealing with their frustrations. While the success of entering a team in the EU17's brings joy, it is tinged with disappointment, as entering a team in the World Junior Championships proved a step too far with its postponement from China.

Looking ahead to 2022 and what is to come - National Squad trials will take place in Nov 2021 for 2022 Squads, the Performance Pathway and Programme will be re-launched with reduced numbers allowing increased support to the selected players enabling the pathway to become the vehicle for these identified Welsh Players with potential to attain GB status and give them the tools to compete at the highest level. We are at the beginning of a very exciting period for Badminton in Wales. We have some very talented young players which bodes well for the future and the Performance Team are excited about what is to come.

COMPETITIONS

Due to the Covid-19 the tournament calendar was suspended until June 2021. This included the cancellation of the Welsh International Open.

JUNIOR TOURNAMENTS

The structure of the junior tournaments has been revised. Instead of Gold level there will be a series of four regional opens. It is hoped removing the Gold label will encourage more young players to enter competitions and develop their game.

SOUTH WALES JUNIOR OPEN

The first tournament to be held since the lockdown was the South Wales Junior Open and it was held in Cardiff. It was held under strict covid restrictions which included every player taking a Lateral Flow Test and no spectators allowed in the sports centre.

The tournament was a success not least of all because the young players enjoyed being back on court and being with friends they had not seen for a while.

Number of players entered: 25

Numbers of boys: 17

Number of girls: 7

The age groups were U13, U15, U17 and U19.

WEST WALES JUNIOR OPEN

The second open was held in Carmarthen Leisure Centre. Badminton Wales were supported by two volunteers, Gary Clarke and Huw John. Due to Covid restrictions supporters were not permitted in the hall.

It was good to see a few players entered who don't normally enter Badminton Wales junior events.

Number of players entered: 20

Number of boys: 13

Number of girls: 7

The age groups were U13, U15, U17 and U19.

COMPETITIONS

SENIOR TOURNAMENTS

SENIOR NATIONALS

The Senior Nationals that were postponed from February took place 31st July and 1st August.

The senior players were very happy to be back on court and competing. The tournament was refereed by Stephen Temple and six Welsh umpires officiated.

Number of players entered: 51

Number of men: 38

Number of women: 13

THE MASTERS

The Vets Masters tournament was postponed a couple of times due to the ongoing pandemic, but finally took place on the 28th August.

Number of players entered: 27

Number of men: 22

Number of women: 5

The age of the players entered ranged from 35 years to 71 years.

Thank you to all of our badminton volunteers, our volunteering Tournament organisers and technical officials who give up their time to ensure that Badminton events in Wales are able to run at a high standard. We are, as always, forever grateful for your support and your contributions to our Sport. Diolch i bob un o'n Gwirfoddolwyr Badminton ledled Cymru.



WELSH UMPIRES, 2021 SENIOR NATIONALS

ACKNOWLEDGEMENTS AND PARTNERS



Badminton Wales would like to thank our partners
for their support over the past year...

Sport Wales
Welsh Sports Association

Cardiff Metropolitan University
University of South Wales
Swansea University

MOD St Athan

VICTOR

BWF

BEC

GB Badminton

Badminton England – Badminton Scotland –
Badminton Ireland

Joymo

Davies & Watkins - Insurance

MIND

Thank you for your continued support and we look
forward to another year of badminton in Wales.