



ANNUAL REPORT 2022/23

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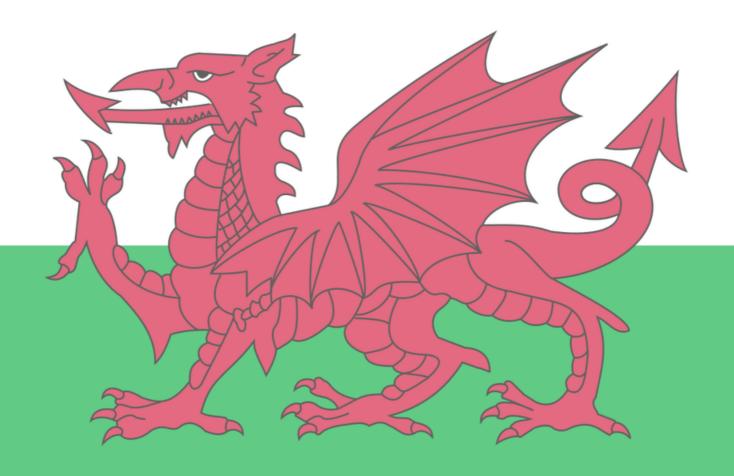
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FOREWORD

Welcome to the 2023 Badminton Wales Annual Report - I hope you find it an interesting update on a busy twelve months within Welsh Badminton.

Since the 2022 AGM, the BW Board and Operational TEAM have spent significant time on our <u>new draft strategy</u>. The new strategy has the BW membership - 'The BW Community' - at its heart. It also re-focuses our Operational TEAM on leading, inspiring and influencing the BW Community to grow the game for current and future generations. Whilst the Operational TEAM will continue to deliver national initiatives, true, sustainable growth can only be achieved by the TEAM providing outstanding motivation, guidance and support to the BW Community delivering at a local level. Our Wales-wide spring Roadshow provided strong support for this new emphasis, and also a recognition that we all have a lot of hard work ahead of us, particularly in terms of offering more junior opportunities within the BW Community.

The 2022 Sport Wales Young People's participation survey showed strong demand for badminton which will contribute to an increased level of funding for BW over the next three years. An enhanced operational team and increased voluntary effort needs to make the most of this opportunity. Prior to the end of the calendar year the Operational TEAM will meet with all clubs, leagues and counties in their region, so that realistic strategy targets can be developed for the whole game across Wales.

My thanks go to all of you within the BW Community working hard to strengthen our wonderful sport, and also to Kelly and the Team for all their unstinting efforts. I have also received great support from my fellow Directors in my first year as Chair, for which I am extremely grateful. Finally, on behalf of the BW Board, I would like to to extend my thanks to Hefin Archer-Williams for his contribution over the past 12 years as Board Director for BW. He will end his final term as Board Director at the AGM23.

I look forward to seeing you at the AGM and over the next twelve months, as we continue our journey together.



HIGHLIGHTS





70% Senior players

30% Junior players













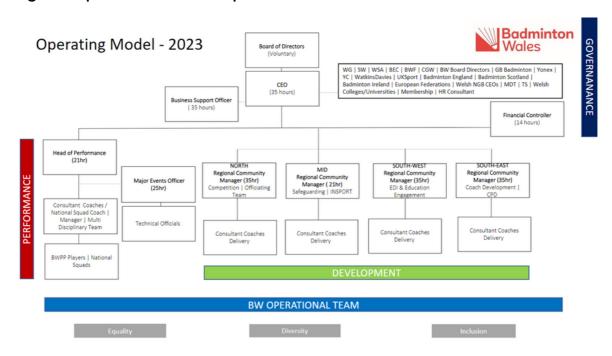
CEO REPORT

Kelly Aston, MBE OLY

The latter half of 2022 finally felt like we had normality back with the pandemic restrictions easing across the UK seeing activity levels improving weekly. As players and clubs returned to the court, Badminton Wales undertook a benchmarking exercise which established an accurate picture of the health of the game against a number of key metrics in order to fully understand where we were as an organisation and to have a true starting point in which to build. There is no doubt that Covid hit badminton hard with the findings showing us that we had a lot of work to do to bring back our membership to pre-Pandemic figures.

With the agreement that future focus on the health of the community game was paramount, particularly at Junior level, BWs draft Strategy was developed over a number of months with Board and Operational TEAM finalising the 1st draft at the annual BW Workshop in January 2023. Our new vision, three aims and thirteen measures of progress were taken out to the community for consultation during the five March Roadshows held across the country. The Roadshows engaged the membership and gave a space to openly discuss the health of the game in the regions and challenges that the community faces with time to listen and take on valuable suggestions and feedback on the new BW Community Strategic direction. The key message, that all present agreed, is that the BW Community - consisting of Membership - Board and Sub-Committees - Operational TEAM - needed to take ownership of their part to play in delivering the new strategy.

Following these Roadshows the Operational TEAM began to action the next steps - Communication Survey - Membership Benefits Survey - Club engagement. With the draft operating model giving the green light by the Board, the recruitment process began in May and continued throughout June, July and August securing 4 new roles - 2 Regional Community Manager (South-West & North) | Head of Performance and Major Events Officer - increasing the Operational TEAM up to 8.



Badminton Wales is a funded partner of Sport Wales and their new investment approach consists of 3 components which determine overall funding for partners: -

- **Capability** ensures confidence in the organisations funded, and to support organisations to continually improve through the Capability Framework.
- Insight & Data Badminton Wales maximum funding is determined by official statistics.
 The School Sport Survey plays a vital part of the data and insight collected to know where
 Badminton sits in the participation and demands of the Welsh population. The fantastic
 work that the TEAM has been doing over the past year has shown an increase to figures in
 this section.
- **Accountability** creating great partnerships and encouraging learning and using this to inform and improve delivery.

Using these 3 components the SW investment into Badminton Wales has shown an increase in funding over the next 3 years which has enabled the Board and TEAM to focus on the development of a new strategy, recruitment of additional roles to the Operational TEAM and the plan to drive the strategy forward over the coming years.

We know we all have a lot of work to do and many challenges to overcome if we are to achieve our vision, three aims and thirteen measures of progress. However, given the passion, expertise and experience evident in each of our Roadshow sessions plus the Operational TEAM in place and the confidence of Sport Wales, I am confident that through all working together as the BW Community, we can re-develop badminton in Wales and offer ever-increasing opportunities for current and future generations to experience our fantastic sport.

Thank you to the Badminton Wales Community and to all of our partners for your ongoing support throughout the year. To the Board of Directors, thank you for giving your time and expertise to ensure we continue to move our sport forward. Last but not least, thank you to the BW Operational TEAM, for your unwavering commitment. With a full TEAM now in place I am privileged, excited and looking forward to what the next 12 months brings. As a committed and passionate Badminton Wales Community, together we will drive our new strategy forward.

















GOVERNANCE

Board meetings 2022/23

Month	Attendance	Attendance %
Oct 2022	7 out of 9	78%
Dec 2022	5 out of 10	50%
Jan 2023	8 out of 10	80%
April 2023	7 out of 10	70%
July 2023	8 out of 10	80%

Audit & risk sub committee 2022/23

Month	Attendance	Attendance %
Oct 2022	3 out of 5	60%
Dec 2022	3 out of 4	75%
March 2023	3 out of 4	75 %
July 2022	4 out of 4	100%

Governance & Policy sub committee 2022/23

Month	Attendance	Attendance %
Feb 2023	4 out of 5	80%
June 2023	2 out of 4	50%



BW continue to make positive changes to our governance structure with the introduction of additional Sub-Committees to the Board.

The Sub Committees have been established by the Board of Directors of Badminton Wales to assist the Board in fulfilling its oversight and development responsibilities. The additional Committees are: -

- Masters Sub-Committee (MSC) is specifically mandated to consider and delivers matters in relation to the development of Masters badminton in Wales, as defined by BEC and BWF.
- Events Sub-Committee (ESC) is specifically mandated to oversee and scrutinise the planning, scheduling and delivery of BW events of an international, open and domestic nature.

Masters sub committee 2022/23

Month	Attendance	Attendance %
March 23	8 out of 8	100%
April 23	6 out of 8	75%
May 23	6 out of 9	67%
June 23	7 out of 9	78%
July 23	5 out of 9	56%

Events sub committee 2022/23

Month	Attendance	Attendance %
July 2023	5 out of 5	100%

COMMUNICATIONS

Membership system changes

We have recently changed membership system from Just Go to Sport 80. The new system will allow us to better report on the diversity of our membership and highlight where our resourses should be directed.

We will also be able to manage entries and payments for our Graded and Junior Series events. This will make it easier for our community partners and key volunteers to organise these events.

There will also be an email communication system to communicate with our membership. We will use the system to distribute our monthly BWLETIN and circulate any key events in the calendar.

Website changes

The operational team has been working on the Badminton Wales website making it more focussed and user friendly to align the website to the new Badminton Wales strategy. This will be complete before the start of the new badminton season.

Communication & Membership Benefits Survey Feedback and Action Plan

THE STATS.

As a result of feedback during the Badminton Wales roadshows, in April we circulated a Communication Survey to the membership and social media. The feedback we received was used to create a Comms action plan which was highlighted within the June BWLETIN and actions completed where visible. This survey will be repeated each year as the season is closing with a new action plan created to reflect the feedback received.

We also sent out a survey to get a better understanding of the benefits our members and community would like to as part of their memberships. We used the feedback from this survey to review the benefits package offered which is represented in the membership. We have secured discount codes for individuals for rackets and clothing and discounted shuttlecocks and teamwear for clubs.

Social media platforms have been used successfully to deliver our community news more consistently. Operational staff are receiving training on social media platforms and marketing to ensure our community members have a better understanding of the work we are doing all over Wales.

	~15 .		
Platform	July 2022	July 2023	Growth %
Facebook	3,014	3,261	8.2 %
Instagram	1,008	1,220	21%
Youtube	215	304	
Whatsapp	0	25	Launched July 23

FINANCIAL ACCOUNTS

Income statement for year end - 31st March 2023	31.3.23 £	31.3.22 £
Turnover	321,929	359,783
Administrative expenses	328,551	307,282
•••••	•••••	•••••
Operating surplus/(deficit)	(6,622)	52,501
Interest receivable and similar	103	5
•••••	•••••	•••••
Operating surplus/(deficit) before taxation	(6,519)	52,506
Tax on surplus	-	-
•••••	•••••	•••••
Surplus/(deficit) for financial year	(6,519)	52,506
Other comprehensive income for year end - 31st March 2023	31.3.23 £	31.3.22 £
Surplus/(deficit) for the year	(6,519)	52,506
Other comprehensive income	-	-
•••••	•••••	•••••
Total comprehensive income for the year	(6,519)	52,506

FINANCIAL ACCOUNTS

Balance sheet	31.3.23 £	31.3.22 £
Fixed assets Tangible assets	-	-
Current Assets		
Debtors	4,609	5,131
Cash at bank	274,978	227,731
•••••	•••••	•••••
	279,587	232,862
Creditors		
Amounts falling due within one year	128,605	75,360
•••••	• • • • • • • • • • • • • • • • • • • •	•••••
Net Current Assets	150,983	157,502
•••••	•••••	•••••
Total Assets Less Current Liabilities	150,983	157,502
•••••	•••••	•••••
Reserves	150,983	157,502
•••••	•••••	••••••
Income and expenditure account	150,983	157,502

FY22/23 Financial Accounts have been produced in conjunction with Arthur Gait & Company Chartered Accountants and are subject to approval at the AGM23.

EQUALITY, DIVERSITY & INCLUSION

SAFEGUARDING

Badminton Wales launched their first Community Coaching Award in September 2022 which contained an Introduction to Safeguarding. This strategy ensures that all of our Community Coaches gain an awareness of Safeguarding before they begin their coaching journey. Badminton Wales also printed 'Stay safe in Badminton' posters that will be displayed during our events. We also produced a Club Welfare Officer pack which has been distributed to our Club Welfare Officers. The pack contains the Introduction to Safeguarding.

In December the Badminton Wales Safeguarding Lead attended a Lower Level Concerns Workshop which has influenced the way in which the Safeguarding Team interacts with the members. Low-level concerns are part of a spectrum of behaviour which encompass

- inadvertent or thoughtless behaviour.
- behaviour that might be considered inappropriate depending on the circumstances.
- behaviour which is intended to enable abuse.

By reporting and investigating low level concerns the risk of behaviour escalating into abuse is therefore reduced.

Genevieve Tyler and Dave Bendle are the Badminton Wales Safeguarding Leads and will be leading the review when Badminton Wales goes to panel to secure their Level 2 status.





EQUALITY, DIVERSITY & INCLUSION

EQUALITY

2022/23 saw some positive initiatives made by Badminton Wales in supporting our clubs and badminton playing population. Badminton has always been fortunate with its global appeal where all persons can enjoy our game very young to the most Senior of Seniors. Social clubs, mixed leagues and professional circuits—etc can provide a safe and welcoming environment for all. The Sport Wales BE Active fund has helped set up new initiatives and we have started to uncover opportunities for a variety of different clubs to support. No Strings Attached Badminton was run for a 12-week period and gave an opportunity for individuals to just come and try. We would strongly encourage schemes like this to be promoted across Wales.

The United Badminton Association is a fantastic association who supports their community and we recently supported Cardiff Dynamos in accessing SWNC as part of their club development. Anyone who has seen the events they run will see a wonderful thriving community who loves playing badminton.

The Red Kites badminton club is BW's only LGBTQ+ and provide a welcoming social club environment for all. BW will provide all the assistance it can in supporting new initiatives and club development throughout Wales and clubs like those mentioned above provide the perfect picture of what a welcoming thriving badminton community can provide.

Swansea again saw the Para Festival provide an opportunity for 100's of children to try different sports. Badminton was to the fore, and through the excellent work of Natasha Tyler and Cole Rees, so many children had the opportunity to play our sport. We need to do more to promote this inclusivity and BW are keen to support any initiative that can help get more children on court. BW would like to thank <u>Disability Sport Wales</u> for all the outstanding work they do. 2023 will see a big increase in the promotion of the Club InSport Awards in recognition of their efforts.

While Equality, Diversity and Inclusivity will be at the core of BW's future strategy, the challenges facing clubs is clear. Increasing costs, limited court space, increasing demands on volunteers are just some of the difficulties facing us however there is no doubt that badminton is better when we are open and welcoming. We will strongly support new initiatives (for example Aspire Youth Development, Women in Sport initiatives such as the ELEVATE programme, Youth Leaders; Badminton at Home etc) will provide a framework for future badminton growth. BW thanks you for all the work you do to make our sport better.

DEVELOPMENT

Summer 2022 began with our collaboration with Cricket Wales, where we delivered AirBadminton to children and adults at the SWALEC stadium. These sessions were hugely popular and some of the children then entered our Dragon tournaments. During the summer Rhodri went to the Royal Welsh Agricultural Show and introduced thousands of children to a taste of badminton. These sessions went on to promote badminton within rural schools in Powys, contributing to our schools tournaments and leading to an obvious growth in junior participation in Mid-Wales. September 2022 saw the introduction of the Community Coaching Award. The Award is a combination of the Shuttletime Teachers Award, Coaching tips, Safeguarding and the Badminton Wales Club Mark. It has filled the gap in our Coaching pathway before the BWF L1 and gives club coaches a taste of the Badminton World Federation's coaching programme. We aim to give coaches everything that they need to run safe and enjoyable club sessions (and a really good fun day on court!)







As the year progressed we did a lot of school work, introducing the BWF Young Leaders Award to Secondary pupils and introducing primary children from Llanelwedd to their first experience of International Badminton at this year's Welsh International. We were thrilled with the enthusiasm that the school brought to the tournament, and they were treated to chats with our coaches, our umpires and the staff running the event. Having left laden with t-shirts, resources and goodies, the school badminton club has been thriving ever since – if this sounds like something that your school would like to get involved in, please contact our Team!

December had a record entry of 164 children in the Top Schools competition in the South and good numbers in the North. We're excited to see these tournaments continue to grow, and are looking to reinstate the University Cup for the 2023/24 season. Following on from this success, the finals of the Shuttle Time Competition (North and South) were held in March. Despite adverse weather conditions (with some schools unable to attend due to snow) we were delighted with the numbers and look forwards to seeing those that were snowed in next year!









DEVELOPMENT

The New Year saw a surge in our delivery of the ShuttleTime Teachers Award to Community groups - many of which had large numbers of juniors attending sessions but hadn't felt confident enough to tackle coaching qualifications previously. The sessions were led by our young coaches and engaged many groups across the South of Wales. They have been a real success story and we are always looking to promote these sessions further. If you know of a community group that would benefit, please let us know!

The School Competitions began in February with a number of colleges training their students in Shuttle Time in order for them to run the school events. This strategy proved extremely valuable as over 600 pupils attended the competition in various regions. The college students handled these numbers with aplomb and a great day was had by all.







We are currently working to roll out the Community Coaching Award to clubs. Pictured above is Llanishen putting many of their staff and older junior players through in May 2023, and we'll be bringing the course to North Wales in July. If your club would benefit from this course, please let us know and we'll get something set up.

But the fun continues! This summer AirBadminton will be featured at the Royal Welsh Show in Builth Wells, which we are able to do thanks to our collaboration with Sport Powys. Typically the Royal Welsh Show attracts 240,000 people from 40 different countries, so this is great news for the profile of the BWF's new sport.

We have been asked to send a representative out to Badminton Europe's Shuttle Time conference in Prague in June to discuss how we have implemented the Young Leader's Programme, and invite others to contribute their ideas to our presentation. This is hugely exciting as we are promoting our course to the rest of the European member associations.

Closer to home, our Development Team is working hard to create new relationships with Sport Wales' partners. The aim of these relationships is to train up a new set of Shuttle Time Teachers to keep delivering the sport nationwide – we firmly believe in the BWF's goal to make badminton one of the world's most popular and accessible school sports, and that Shuttle Time is the way to do it.

PATHWAY

Some time back Badminton Wales looked to develop some future stars as part of the Junior Development programme. Some of the results of this work are plain to see with some magnificent results obtained by our young athletes.

But we need to do more to support the long-term development of players in a pathway and 2023/23 saw the resumption of National Squads for both Junior and the Graded Senior players.

4 weekends will have been provided for the Junior Players in St Athan (before it closed to badminton for the final time) and SWNC (in Sept). Up to 42 players, all U18, trained for 8 hours in trying to improve and enjoy themselves. A learning environment that they are able to take away to their own clubs where they can work to continue to improve. These Junior Squads will provide future Welsh Teams for the U13 Celtic Challenge and U15 Quadrangular series.

It is not all about the juniors. Following a successful Graded Series International last summer, Scotland hosted this year's version in August and as part of the lead in, Graded Squad sessions were also delivered in St Athan. Players from all over Wales travelled and worked hard under the watchful eyes of Huw John and Luke Bailey. Thank you to both for their efforts.

A huge thank you goes to all parents/coaches who attended the sessions and helped out at the squads. The benefits to youth development will be immeasurable. All squads are 100% open and we would strongly encourage you to attend to help out and ask questions so that you can further support development within your own clubs.





Badminton Wales thanks the UKAF who have been magnificent hosts and bid a final farewell and a huge thank you MOD St Athan for your many years of service. Diolch.



PERFORMANCE

Badminton Wales Performance Programme (BWPP) launched in January 2022 and continues to be reviewed to ensure that we learn and develop the programme further. We have a very small program currently which enables the Coaches to work closely with the program players to outline their development goals and performance goals. The programme provides the selected players an opportunity to progress their Badminton and help support to maximise their potential to excel and perform on the biggest stage.

Reviews are undertaken bi-annually with the six-monthly review essential as an update on performance results so far, seeing if each player has hit criteria in the first half of the year, plus reviewing whether players are improving on their development goals etc. The annual review will be held in December and all players will be reviewed again, which will enable the coaches, support team and players to feed into the review and discuss the 4 areas that the players are reviewed against to remain on the program for the following year.

- Results
- Performance Trajectory
- Performance Behaviour & Programme Engagement
- Commitment to BWPP

The BWPP will continue to develop over time with more players moving through the programme and with our Head of Performance in place he now has a good understanding of the performance landscape in Wales. More motivated passionate coaches are needed across the board to help find and produce the next generation of players to come through. This is an area the Head of Performance will be developing over the coming months.

With a small performance program we have some very exciting potential to nurture, support and develop over the next few years. BW want these players to inspire and be an example to all coaches and future players that we can produce top Badminton Players in Wales!



PERFORMANCE

Badminton Wales Performance Players have had some great performance results over the past

12 months most notably: -

U17 European Team Championships - Coaches-Raj Popat, Luke Bailey Saffron Morris, Isha Mekala, Llywd Crump, Zach Morris and Amay Patil

The Welsh U/17 Team travelled out to Lithuania for the Team Event and faced Hungary, France and Bulgaria in their group. The Team performed very well with some very positive matches, learning and growing in confidence with each match.



Wales finished 3rd in the group which considering the average age and experience of the team and the fact that we only had 2 girls and 3 boys with limited options of the format of the team was quite positive. Most of the teams had at least 10 players in their teams which gives more options and opportunities to strengthen with fresh players and players who specialised in certain disciplines. An ambition with Wales is to strengthen the depth of players so eventually we will be a team with more quality and options in these Team competitions.

U17 European Individual Championships

4 Welsh singles players progressed to the 3rd round (last 32) showing that we have good depth in singles with this U/17 group. As a good comparison England achieved 2 singles players into the last 32.

Saffron Morris continued her journey in the singles beating the number 2 seed from Turkey in the last 16 and then the Irish number 1 in the quarter finals in a very tight 3 set match, where Saffron showed a lot of character to come back after losing the first set!

Saffrons run eventually came to an end in a very tight 3 set match to the eventual gold medalist from Ukraine who also won the girls doubles.

A Bronze medal in the girl's singles is a great achievement overall considering this was the first medal that any Welsh player in any junior or senior championships in the last 15 years had won.

A very positive learning experience for an inexperienced team of players overall who showed some very good performances in both team and individual events.



PERFORMANCE

World Class Programme

Jack Wilson (SU5) transitioned to the GB centre in Sheffield in March with BW continuing to follow his progress closely with regular updates from Para coaches tracking his progress. Jack has had a good start for Olympic qualification and is currently ranked 10 in the race to Paris. He will need to be in the top 8 in the world to

qualify for Paris.

European Para Games

Jack finished his Games as a Quarter Finalist in the Mens Singles but come away from the event with a Silver medal in the Mens Doubles with Bartlomiej Mroz (Poland).

U15 Quadrangular

13 year old Isha Mekala, had an outstanding Quadrangular Team competition and went onto to take the Bronze Medal in the Individual Girls Singles event in front of the home crowd.



CONGRATULATIONS

Special Olympic World Games

22 year old Ethan Orton brought home a Gold in the Men's Singles event and Bronze in the Mixed Doubles at the Games in Berlin.





4Nations Graded International

in the mix for selection.



BWF Umpire

Badminton Wales Officiating Director, David Evans qualified as a BWF Umpire 4678 days after attending his initial training course in Bristol. David has now reached the top level of Officiating and will be seen at upcoming Major Events around the world.



Badminton Wales Graded Teams headed to Glasgow for the Graded International2023 hosted by Badminton Scotland. Congratulations to our 4 Graded Teams - E, F, G and H Grades who secured 3 Golds and 1 Bronze for Wales. The International was the 3rd iteration of the event previously held by Badminton Ireland in 2019 and by Badminton Wales in 2022. The 4Nations Graded International provides opportunities for club players to compete for

Wales against other similar level players from the 4Nations.
If you would like to represent Wales at the 2024 4Nations Graded International when it moves to England make sure to enter the Graded Series events throughout the year to put yourself

COMPETITIONS

JUNIOR NATIONALS

Last season saw a gradual increase in numbers participating in our National Championships but they are still far below what they used to be. But as the overall membership numbers start to grow and club development becomes a focus, the number of participants will increase as players will be considered of all Wales Representative events such as the Celtic Challenge or U15 Quadrangular Series.

SENIOR NATIONALS

The Senior Nationals (Feb 23) saw 79 entrants across all disciplines and some great badminton was on show combining experience with youth.

MASTERS NATIONALS

The Masters Nationals held in May proved to be a great success. The event was well attended, with increasing ladies and diverse community player entries which are key BW aims to increase. The aim is for these numbers to increase next year. A questionnaire, to those attending, secured just over 30 responses which have been used to help develop the Masters Plan which the Masters Sub-Committee has been tasked with. The outline plan has now been agreed with the first 12 months focused on developing our pool of players, engaging with the 35+ age group and uniting the Country.

YONEX WELSH INTERNATIONAL BADMINTON CHAMPIONSHIPS 2022

WINT22 remained as a Badminton Europe Challenge event and formed part of the 2022 international calendar. The Major Event hosted 329 players from 36 countries in 5 disciplines over 5 days of action at Sport Wales National Centre. WINT23 sits within the Paris Olympic qualification window with players chasing points throughout the 12 month period and will certainly be a great spectacle on the BW Major Events Calendar - 28th November - 2nd December 2023

GRADED SERIES

22/23 saw the 4 Tournament Graded Series take place. Qualification for the Graded International series was based on these 4 events and has shown a huge increase in popularity over the course of the season. A huge thank you to all the organisers and venues for host the matches. The 4 events took place in Deganwy, Ebbw Vale, Cardiff and Swansea and had over 150 people compete in the five disciplines.

FOUR NATIONS OFFICIALS' PATHWAY

Badminton Wales continue to lead the 4 Nations Pathway working group. A big thank you to John Walsh for his years of support in his role as Technical Officials Liaison - the link between Badminton Wales and the Technical Officials. Chris Taylor will continue this role as Technical Official Coordinator and represent BW on this working group.

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.

ACKNOWLEDGEMENTS AND PARTNERS

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

Sport Wales
Welsh Sports Association
NSPCC | CPSU
ann craft trust

MOD St Athan

Yonex

BWF

BEC

GB Badminton

Badminton England - Badminton Scotland - Badminton Ireland

Watkins Davies Insurance Consultants Ltd
YC Sports
MIND

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