

The background of the entire page is a stylized, light red dragon, which is the national emblem of Wales. The dragon is depicted in a traditional heraldic style, with its wings spread and its tongue flicking out. It is positioned diagonally across the frame, from the top left towards the bottom right. A semi-transparent red rectangle is overlaid on the left side of the page, containing the text and logo.

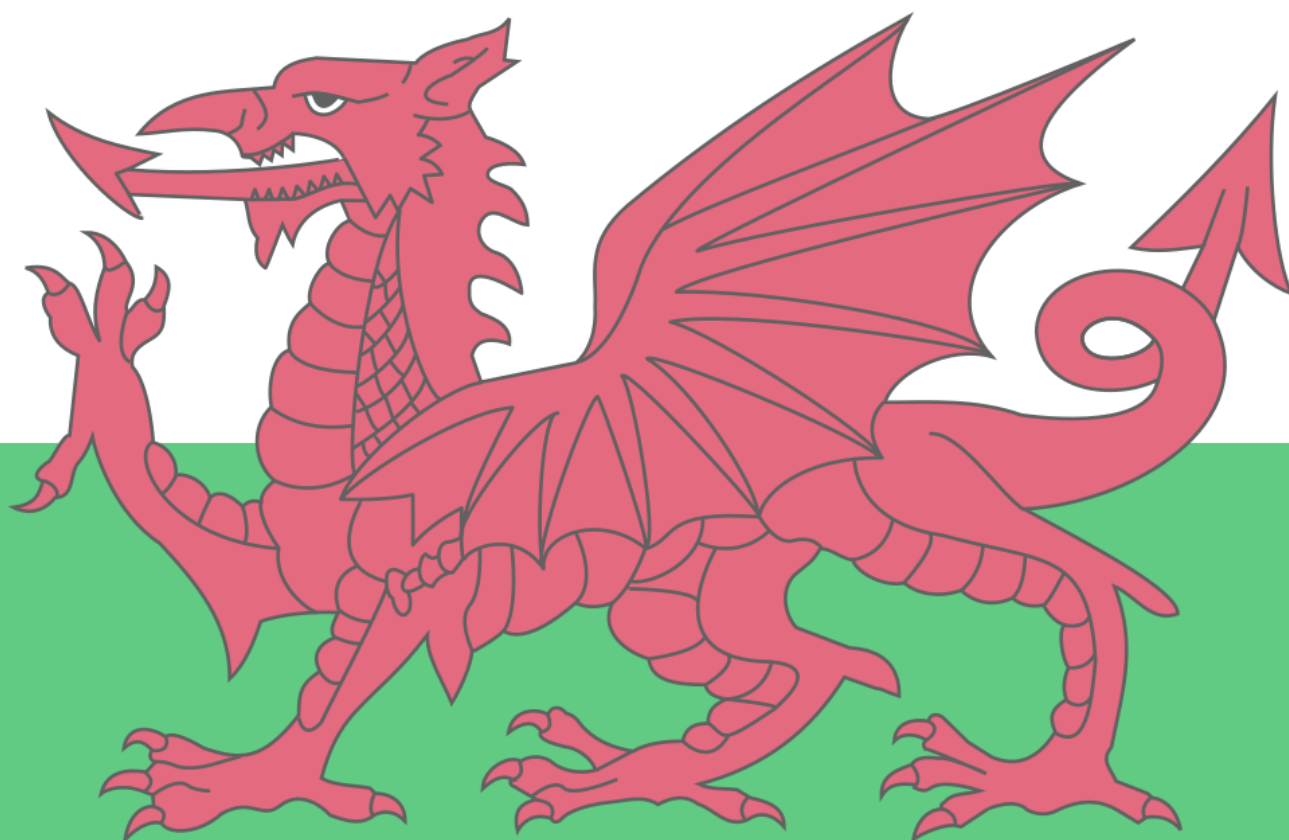
ANNUAL REPORT

2024/25



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BADMINTON WALES BOARD

PETER HYBART

Chair & Governance Director [Badminton]

BARRY GARNHAM

Events Director [Badminton]

CATH MCCLUSKEY

Coaching and Development Director SOUTH | WEST [Badminton]

CHRIS EGAN

Strategy Director [Badminton]

DAVID EVANS

Technical Officials Director [Badminton]

JON AUSTIN

Performance Director [Senior Independent Director]

LEANNE BROWN

EDI Director [Independent]

NICK RALPH

Finance Director [Independent]

RAY MARLEY

Safeguarding Director [Independent]

FOREWORD

Welcome to the Badminton Wales 2024-25 Annual Report. I hope you enjoy reading about the significant progress within our sport.

It has been another busy twelve months of badminton in Wales. Each year our most important Board session is our day-long Workshop held each January, attended by all Board and Staff. This January, in addition to reviewing progress against our strategy, we challenged ourselves to confirm what we want badminton in Wales to look like in 2030, and to identify the two most important areas of work to focus on, in order to achieve this vision.

The two areas were confirmed as Coaching and Junior Development (CJD), and Income Generation/Fan Engagement (IGFE). More detailed reports from both committees are included in this Annual Report.

In order to focus on these priorities it is likely that we will have to support other areas in a more efficient way, with technology playing an important role within this. That said, we recognise that relationships are key so we will always be on hand to guide and support you as you move badminton forwards within your community.

My thanks go to all BW clubs, leagues and counties, for your tireless effort in developing badminton in Wales over the past twelve months, and to Kelly and all the staffing team for their leadership, enthusiasm, expertise, guidance and support.

Thanks also to my fellow Board Directors who have contributed significant time and expertise in the governance of the sport, and provided constructive challenge and support in so many areas. In particular, I would like to thank Barry Garnham and David Evans who are standing down from the Board at the AGM due to increasing career and personal commitments. I know both will continue to play an important role in the future of badminton in Wales.

Following a highly successful recruitment campaign I'm pleased to announce that subject to your approval, we will be welcoming a number of new Directors, many of them with expertise within the areas we have prioritised. This enables your Board to be best placed to meet the challenges ahead.

My very best wishes to you all for a highly successful and enjoyable new season.

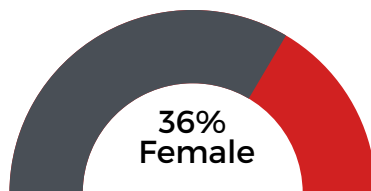


Peter Hybart

HIGHLIGHTS

7% rise in overall membership

SPORT:80 



72% Senior players



28% Junior players



“Club Corner” resources , “Beyond The Court” club development meetings and “Junior Club Initiative” launched.



3 events with an average participation of 56

JUNIOR SERIES

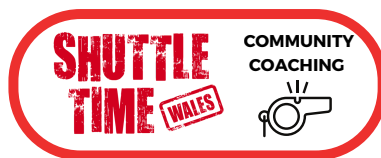


4 events with an average participation of 102

GRADED SERIES



- First Ever BWF Level 2 Course.
- 5 New BWF Level 2 Coaches.
- 8 New BWF Level 1 Coaches.



- 55 New Community Coaches.
- 149 Shuttle Time Teachers.



- 133 Youth Leader Awards.

High Impact Coach Development Group & Paid / Professional Coaching membership launched.

HIGHIMPACT
COACHING PROJECT



- New Safer Badminton Newsletter.
- Individual Club Safeguarding Calls Delivered.

SAFER BADMINTON

100% UKAD Compliant

UKAD 
Protecting Sport



CEO REPORT

Kelly Aston, MBE OLY

Badminton Wales continues to grow and evolve across all areas of the organisation. The dedication and passion of the operational team, alongside the support of our wider membership, are driving meaningful progress at every level. As you read through 2024/25 Annual Report, you will gain insight into the incredible work being done—from grassroots development to international representation—and the exciting momentum building across the Welsh badminton community.

2025 has provided a valuable opportunity to pause, reflect, and reassess our strategic direction. We recognise that the organisation is in a very different place compared to three years ago, having emerged from the challenges of COVID-19. While our broad KPIs remain useful benchmarks, we acknowledge the need for a more targeted approach—one that will enable Badminton Wales to make a deeper impact in specific areas over the coming years.

GROWTH 24/25

Junior Affiliated Membership	Senior Affiliated Membership	Affiliated Clubs with Junior Section /Players	Engaged & Active Coaches	Junior Clubs with a Safeguarding Officer	% of members that are female	% of members from an ethnic minority background	% of members with a disability	Key BW [Community Volunteers	Average Junior Series Participation	Welsh Senior Grades	Players meeting BWPP criteria	Welsh Players on WCPP
391	1075	36	169	83%	36%	18%	2.00%	151	53	3	3	1

KPI	2022 Actuals	2023 Actuals	2024 Actuals	6-month Check point June 2025
Junior Affiliated Membership (Competitive Social)	302	272	308+45	311+80
Senior Affiliated Membership (Competitive Social)	503	743	880 +180	886+189
Affiliated Clubs with a Junior Section	22	25	30	36
Engaged & Active Registered Coaches (BWF Coaches Community Coaches)	18	21 40	28 91	30 139
% of Junior Clubs with a Safeguarding Officers	11.2%	80%	84%	83%
% of members that are female	34.4%	36.65%	34%	36%
% of members from an ethnic minority background	2.2%	36.02%	19%	18%
% of members with a disability (working through with DSW)	0.3%	1.61%	2%	2%
Key BW Volunteer Workforce	29	132	161	151
Average Junior Series Participation (U19)	12	55	56	53
Welsh Senior Grades (average no. of players)	1	2 (118)	2 (103)	WS -1 WD - 3 MS - 4 MD - 4 XD - 4 (111)
Player meeting BWPP criteria	4	4	4	3
Welsh Players on WCPP	0	1	1	1

There has been an encouraging growth in social memberships, particularly among junior players.

Despite the increase in overall membership registrations, the proportion of members who are female, from global majority backgrounds, or who have a disability has remained consistent.

Safeguarding compliance: 83%, with a target set for Sept 2025 of 100%. We are confident that our goal of 100% Safeguarding Officer will be achieved by the start of 2025 season.

LOOKING AHEAD

Following our Annual Board | TEAM Workshop in January, it was agreed that our current strategy—while intentionally broad to support recovery after the pandemic—now needs to evolve.

As Badminton Wales enters a new phase, we have the opportunity to be more focused and ambitious in how we invest our time and set our priorities.

The workshop identified two strategic priorities to guide the organisation from 2025 to 2030:

- Coaching & Junior Development
- Fan Engagement & Income Generation

As we begin to align our efforts around these key areas, we look forward to building a more impactful and sustainable future for our sport and community. Over the coming months we are committed to consult with the wider membership once the plans and revised strategy has been further developed.

Acknowledgement

As I reflect on the past year, I want to take a moment to sincerely thank everyone who has contributed to our journey.

To the Badminton Wales Operational Team – your dedication, teamwork, and resilience through challenges have been truly inspiring. The culture of mutual support and focus on delivering results continues to make a real and lasting impact.

To the Badminton Wales Board – thank you for your steady guidance and strategic insight that continues to shape our direction.

To our Partners – we appreciate your collaboration and continued support.

And most importantly, to our Members – we rely on your dedication and passion to deliver the sport in communities across the country. Your commitment is at the heart of what we do.

I'm excited about what we can achieve together in the next 12 months – the future is bright, and I look forward to continuing this journey with you all.

GOVERNANCE

Board Meetings 2024/25

Month	Attendance	Attendance %
Sept 2024	8 out of 12	67%
Nov 2024	10 out of 12	83%
Jan 2025	10 out of 10	100%
April 2025	10 out of 10	100%
July 2025	8 out of 10	80%

The organisation's annual business cycle is now firmly established, with Board meetings held throughout the year in September, November, January (TEAM | Board Workshop), April, and July.

Detailed discussions take place within Sub-Committees ahead of each Board meeting. These Sub-Committees—covering Audit & Risk, Governance & Policy, Masters, and Coaching & Junior Development—are now well-formed and increasingly influential. In addition, Working Groups focused on Fan Engagement and Income Generation are becoming more established and will play an increasingly important role within our organisation.



AUDIT & RISK SUB COMMITTEE (ARC)

ARC continued to meet quarterly in advance of the main board meetings and comprises of the CEO, Financial Controller and four non-executive directors including the Financial Director. BW's Safeguarding Director joined ARC during the year when appointed after 2024's AGM in place of BW's HR Director. As in previous years ARC routinely scrutinised risk management, financial controls and procedures, monthly accounts, budget and longer term financial plans.

The Board accepted ARC's recommendation that the additional cost of an audit of the year end financial statements was not justified following the clean year end audit in 2024. Xeinadin O'Brien and Partners of Pontypridd continued as BW's accountants and in preparing the 2025 statutory accounts (subject to AGM25 approval) also ensured they were consistent with BW's underlying financial records.

Funding from Sport Wales contributed over 80% of BW's total income for the year and rather than reducing due to budgetary cuts as in some sports, BW performance in measures such as the School Sports Survey and Financial Capability Review resulted in a further increase in funding from SW. The previous years' underspend brought forward was utilised as planned, and overall income and expenditure produced a small annual surplus consistent with the budget. Financial reserves continue to be slightly greater than required by our financial policies with plans to operate in excess of our annual income over the coming year until reserves reduce back to policy level in a controlled planned manner.

ARC continued it's previous work in strengthening BW's risk management procedures and awareness including for example a proposal that a small number of risks which could be significant to the overall organisation are routinely reviewed at each quarterly main board meeting.

Audit & risk sub committee 2024/25

Month	Attendance	Attendance %
Nov 2024	5 out of 6	83%
April 2025	5 out of 6	83%
July 2025	4 out of 6	67%



GOVERNANCE & POLICY SUB COMMITTEE (GAP)

The Governance and Policy sub-committee (GAP) met in October, February and June with its business focusing on:

- Updating policies as part of completing our Capability Framework that triggers investment from Sport Wales
- Completion of a skills matrix as part of our Board Development Plan, that informed 2025 Board recruitment priorities
- Subject to AGM25 approval, successful recruitment of new Board Directors through the independent BW Nominations Panel
- Following the 2025 Supreme Court ruling, deciding to await further guidance from Sport Wales/Welsh Government prior to progressing a specific BW transgender policy. This guidance should be available in autumn 2025.
- The agreement of Terms of Reference for new strategy Working Groups and Board sub-committees
- The updating of various HR policies in line with our annual review cycle

My thanks go to GAP members Leanne Brown, Jon Austin, Ray Marley and Kelly Aston (CEO) for their diligence, scrutiny, challenge and support over the past twelve months

GAP sub committee 2024/25

Month	Attendance	Attendance %
Oct 2024	4 out of 5	80%
Feb 2025	4 out of 5	80%
June 2025	4 out of 5	80%



COACHING & JUNIOR DEVELOPMENT SUB COMMITTEE (CJD)

At the Badminton Wales (BW) Strategy Day in Jan 25, Coaching and Junior Development was agreed as a Strategic priority for the Organisation. Between 2025 and 2030, we wished to see improvements in coaching quality and quantity and a focus on junior players to feed future league and performance structures.

Efforts have been made to increase BW's knowledge of qualified coaches and how engaged they are delivering coaching. BW have created and hosted a Coaching Collective which seeks to provide support and information to coaches; topics covered thus far have been inclusivity and making a club a more welcoming environment. Numbers of coaches attending the online sessions have not been as high as we would like; as a result, BW need to consider how the Coaching Collective might need to change to best support coaches in Wales.

A review of the Coaching and Junior Development pathway was initiated. In time, this will also include agreeing appropriate Key Performance Indicators covering both areas. Currently BW Staff, led by the Head of Performance, are currently developing a strategy document for Board analysis.

In the Performance space, the inaugural High Impact Coaching Development Cohort started in Jan 25 and is now approximately halfway through its year-long programme. Six members have enjoyed interaction with academics, world-class coaches and outdoor professionals, as they consider their own coaching philosophies and continue their journeys towards coaching at international level.

A Level 0 Plan relating to the future actions of the Sub Committee is being created and will be presented to the Board and members as part of the Strategy launch in due course. This will identify future plans and specific tasks, that will require design and resource. Whilst many of the current coaching activities will continue, the Coaching & Junior Development Sub Committee will look to ensure that BW's efforts are aligned with projects which are deliverable and can be handed over to other parties.



FAN ENGAGEMENT & INCOME GENERATION WORKING GROUP (FIG)

Current funding for BW from Sport Wales amounts to approximately 80% of our budget. We cannot guarantee this level of funding will continue indefinitely and at the BW Jan25 Workshop the identification of measures to ensure our financial resilience was agreed as a priority.

Currently BW has approximately 1600 members, but around 24,000 other people play badminton regularly in Wales without being members of the NGB. If more of the 24,000 were to become members it would increase revenue through membership and would also continue to promote a safe and inclusive environment for badminton.

Consequently a strategy group has been established to promote fan engagement and to generate additional income for BW and the following developments are of note:

Funding through sponsorship

Badminton Wales is actively participating in a collaborative initiative alongside ten other Welsh National Governing Bodies, pooling resources to engage with a company exploring a joint sponsorship opportunity. This collective approach reflects a growing commitment among NGBs to strengthen organisational resilience through shared strategies and aligned commercial efforts.

Competition

It has been identified that a number of groups currently play badminton competitions outside the BW structure. Among these groups are some where players are with a predominantly South Asian heritage. BW are currently in the process of developing a competition focused on this community with a view to increasing BW reach and visibility among these players.

Membership Package

We are keen to ensure the membership package is attractive and provides suitable benefits. There are a number of offers linked to Sport80 and it is planned to undertake a full review of all members services in Q2 2026.

Annual Awards Evening

Planned for Q3 2026, this is intended to be a vehicle for both rewarding achievement within badminton in Wales, and also generating additional income for BW.





MASTERS SUB COMMITTEE (MSC)

The Badminton Wales Masters Sub-Committee showed strong leadership throughout the season, successfully delivering three major events. It also advanced opportunities for external representation and strengthened the Masters County Championship framework, while supporting the planning of the Masters Senior Nationals.

In addition to event delivery, the committee remained focused on managing operational complexities. Looking ahead, priorities include expanding regional competitions, increasing national representation, and promoting international opportunities for Welsh Masters athletes.

Masters County Championship Jan 2025

Over the past two years, Badminton Wales has competed in the Masters County Championship as a unified county, fielding 10 players per age group. This marks a key step in boosting engagement and competitive development.

Notable achievements include the Over 50s team's promotion to Division 1 and the Over 40s maintaining their place in Division 2. Growing interest has led to expanded entries for 2026, supporting long-term goals of strengthening county-level competition and building a more inclusive, sustainable Masters pathway in Wales.

Masters Senior Nationals 2025

Held in April 2025, the Masters Senior Nationals remains the flagship event for Masters Badminton in Wales. Organised with support from the Masters Sub-Committee, it continues to grow in participation and visibility.

Since 2022, the event has become the main selection platform for national and international representation, highlighting its strategic importance. It showcases the dedication of Masters athletes and reflects Badminton Wales' commitment to inclusive, high-quality competition for players aged 35 and over.

European Nations Cup – June 2025: Badminton Wales Masters Debut

Badminton Wales Masters made its international debut at the European Nations Cup, fielding a 36-player team in the 40+ age group. Competing against top European nations, Wales secured 11th place—an impressive result for a first-time entry.

Beyond the competition, the event fostered team spirit, international connections, and valuable experience for many first-time representatives. Individual performances were recognised, with top male and female rankings awarded within the Welsh team.

This debut marks a major step in expanding international opportunities and celebrating the growing strength of Masters badminton in Wales.

Conclusion

The 2024–2025 season has been a highly successful and inspiring period for Masters Badminton in Wales. Increased participation and enthusiasm have driven growth, reinforcing a strong commitment to developing the sport and its community nationwide.

Thank you to the BW Masters Sub-Committee members and all Masters players involved in making this year a great success!

FINANCIAL ACCOUNTS

Income statement for year end - 31st March 2025

	31.3.24 £	31.3.25 £
Turnover	418,757	480,923
Administrative expenses	410,805	472,074
Operating surplus/(deficit)	7,952	8,849
Interest receivable and similar	2,164	2,239
Operating surplus/(deficit) before taxation	10,116	11,088
Tax on surplus	411	425
Surplus/(deficit) for financial year	9705	10,663
Other comprehensive income for year end - 31st March 2025	31.3.24 £	31.3.25 £
Surplus/(deficit) for the year	9705	10,663
Other comprehensive income	-	-
Total comprehensive income for the year	9705	10,663

FINANCIAL ACCOUNTS

Balance sheet

31.3.24
£

31.3.25
£

Fixed assets Tangible assets

-

-

Current Assets

Debtors

9,592

9038

Cash at bank

239,645

256,422

249,237

265,460

Creditors

Amounts falling due within
one year

88,549

94,109

Net Current Assets

160,688

171,351

Total Assets Less Current Liabilities

160,688

171,351

Reserves

160,688

171,351

Income and expenditure account

160,688

171,351

FY24/25 Financial Accounts have been produced in conjunction with Xeinadin Audit Limited Chartered Accountants & Statutory Auditors and are subject to approval at the AGM25.

MEMBERSHIP

Membership Changes since September 2024:

Membership Type Change

Junior +43

Senior +46

Coach +5

Clubs +6

SPORT:80 

There has been encouraging growth in social memberships, particularly among junior players. To sustain this momentum, it is essential that Badminton Wales continues to provide supportive and engaging environments for young players to develop and enjoy the sport.

Historically, junior memberships have shown the highest non-renewal rates, making retention a key priority. The Junior Club Initiative has played a significant role in reversing this trend, contributing to the formation of new junior sections across Wales and driving the recent increase in junior membership numbers. Additionally, several new clubs have affiliated this year, a direct outcome of both the Junior Club Initiative and the growing popularity of social memberships.

From 1st September 2025, competitive memberships have reverted back to being valid from 1st September – 31st August. This change has been made after consultations with league officials across the community. This will make it easier to track expiring memberships throughout the league season.

This season we launched the Paid / Professional Coaching membership. This allows coaches in Wales to be paid privately for coaching either in 1 to 1, group or academy sessions using the insurance cover a Badminton Wales membership provides.

Club Corner was added to the Badminton Wales website which provides a set of club development and management resources.

Beyond The Court

3 online development meetings have been held this season. These virtual sessions, hosted via Microsoft Teams, brought together club representatives and Regional Community Managers to discuss key topics related to club growth and development. Each meeting focused on a specific theme, providing clubs with practical insights and opportunities to share experiences and best practices.

DIGITAL

In the past year, we have undergone a major digital shift, repositioning Badminton Wales from a reactive, event-led presence to a nationally visible and values-driven brand.

Through consistent storytelling, campaigns, and strategic partnerships, we have achieved decent audience growth across our platforms, delivered world-class event coverage and was garnered visibility on European and world stages.

Digital Growth in the past 12 months

30% increase in Instagram followers

67% increase in Facebook followers

240% increase in LinkedIn followers

Event Impact

British & Irish Para Badminton International coverage. [Presentation attached here.](#)

Partnerships

Tie up with a nutrition brand (Fast&Up)

Partnership with Cardiff Met Journalism department for work placements

Partnership with a photography club for retired individuals

Partnership with Welsh Blood Service, Solibad, Easyfundraising, UDolt Foundation

Community Reach

Initiated groundwork towards Wales' biggest South Asian tournament.

Strategic Highlights

Branding & Identity

Rebranded to Badminton Cymru | Wales for stronger Welsh identity



Consistent bilingual communication across platforms

Celebration of cultural moments

LGBTQ History Month, Ramadan, Black History Month, Diwali, Chinese New Year etc.

DIGITAL

Major Event Coverage

Welsh International Open

Pre - During - Post Event coverage in an innovative storytelling format which received positive feedback for its authenticity and ability to engage a younger audience.

British & Irish Para Badminton International

Digitally We reached 140K people across social platforms with over 500K video views and 15K interactions. Our follower base grew with new audiences and engagement spiked because of campaigns like “Can You Manage”, “Because I Can” and “Not Your Superhuman”. The digital coverage firmly placed Wales on the global para sport map with positive feedback from all stakeholders, partners and funders.

Content Innovation

Beyond the major campaigns and partnerships, a number of creative initiatives have helped position Badminton Wales as an engaging and forward-thinking brand. We have shown our performance and membership verticals in a fresh and engaging way, sparked conversations around EDI, built strong visual assets and brought stories directly to our community in an authentic format. We have delivered much more over the past year and every piece of content is available to view across our social channels.

Community & EDI Impact

We celebrated cultural days and festivals, collaborated with DSW to strengthen para sport advocacy, expanded outreach to consulates and underrepresented communities. Worked with Sport Wales’ national partner UDolt Foundation to deliver inclusive performance and right now planning for a South Asian and global majority tournament.

Recognition & Coverage

Nominated for Badminton Europe Social Media Award, BWF Inclusion Award, Welsh Ethnic Diversity Sports Awards (WEDSA) - Raj Popat & Isha Mekela

Child of Wales Awards - Isha Mekela

Media Coverage by BBC Wales, Wales Online, and 15+ regional and national press.

Next Steps

Our digital transformation has now created a base for increased sponsorship appeal with a stronger brand presence and community engagement. The para coverage has set new standards for the organisation in Wales and beyond and we can capitalise by becoming an active voice in EDI and inclusive sport development conversations. The goal is to convert the digital reach into measurable membership growth (24,000) in the long run, launch and scale community-drive tournaments.

SAFEGUARDING

SAFEGUARDING

BW is focused on ensuring Badminton in Wales is, and continues to be, a safe and inclusive sport.

The past 12 months has seen the appointment of a safeguarding director as a member of the board. Sian Jones from the Welsh Sports Association (WSA) has also joined the team bringing extensive practical safeguarding experience.

The year has also seen a number of positive safeguarding developments:

- March 2025 saw BW retain Level 2 of the CPSU Safeguarding Standards and progress is now being made towards Level 3.
- BW has been selected to complete the Ann Craft Trust Safeguarding Adults Framework (likely completion from 2026).
- In advance of the British & Irish Para Badminton International a new Major Event Safeguarding policy was developed.
- The Youth Council has been actively considering safeguarding and following consultation is in the process of developing a document for launch in the CPSU's **Keeping Your Child Safe in Sport** week (6-12 October). This has been an excellent project that focused on producing something useful designed by young people, for young people and has attracted interest from a number of other sports.
- A 4Nations Badminton Safeguarding group has now been established, chaired by BW, with a view to ensuring co-ordination between nations, sharing of good practice and collaboration. Currently work is ongoing to develop an information-sharing protocol for safeguarding cases.
- Part of the 4Nations collaboration work has led to a decision that the current Badminton England Case Management Group (CMG) for safeguarding will now be expanded to include BW cases as well. Details of this collaboration will need to be finalised and ownership and decision-making of cases will remain with BW, but this move ensures we can make use of the experience of the present CMG and do not have to establish our own Group – which for the small number of cases we have each year, would not be justified. The terms of reference for the CMG and our own Disciplinary Policy are to be re-written to reflect the changes.

To further support clubs, BW Safeguarding Lead Dave Bendle has offered meetings to clubs to discuss their safeguarding expectations and/or concerns.



EQUALITY, DIVERSITY, INCLUSION

BW remain committed to using badminton as a force to bring people together and to break down barriers for a happier, healthier future. Badminton is an inclusive and diverse sport, accessible to people of all communities, ages, and abilities.

The biggest development in our equality, diversity and inclusion (EDI) line of work this year, is our involvement in the Moving to Inclusion Framework. The framework guides organisations on developing inclusive practice through self-reflection and continuous improvement. This programme aims to embed EDI through incorporating action planning, implementation, and review into an organisation's everyday work. Moving to Inclusion is intended to drive meaningful change in practice, tackling inequalities, leading to sustainable improvements in the representation, diversity, and positive inclusive experiences for leaders, the wider workforce, and participants. We have been working closely with a mentor this year to identify strengths, areas of improvement and action plans across five pillars; Leadership, Culture, Experience, Relationships & Communication.

We have continued to roll out our 'Racket Room' initiative, a scheme set up to receive kit and racket donations and pass them onto individuals who require them to begin or continue their badminton journey without the financial implications. We have received an overwhelming amount of donations, if you would like to support the scheme or know individuals who would benefit from the scheme, please get in touch with your Regional Community Manager.



We also worked closely with 'Foundation 4 Sport' on their midnight Ramadan project, joining forces with a number of other sports to provide active opportunities following the break of fasting at sunset.

We would also like to mention that following the UK Supreme Court Ruling we're awaiting guidance to progress the development of our Transgender Policy.

EQUALITY, DIVERSITY, INCLUSION

Insport

Throughout the season DSW has been an active partner with us and we have supported much of their Insport provision. We will continue to do so and we have a strong commitment to Inclusive opportunities for every person. The GB+I Para Badminton International has identified the need of a legacy to help in this provision. We have delivered our own online - Coaching Collective and will look to follow up with in person inclusive club workshops. While the Coaching Collective has started the information around other provision needs to occur.

We are currently creating a Schools Inclusive Toolkit to be distributed. And looking at the potential to run a specific para event to run alongside the highly successful Shuttle Time Schools event.

Jack Wilson was a keynote speaker at the recent DSW Learning Series Session during the Para International alongside Richard Schmidt (Reardon Smith BC). Richard highlighted the positive benefits of being an inclusive clubs - BW clubs information can be found on BW website.

BW is committed to supporting clubs in strengthening connections with local ALN schools, as capacity allows, with the goal of creating a fully inclusive network of clubs across Wales.

We also plan to host dedicated ALN/SEN school sessions or festivals in each of our 4 regions, laying the foundation for a Wales-wide para competition in the near future. Looking ahead, we aim to establish robust playing opportunities across the Home Nations, ensuring long-term sustainability and inclusivity in the sport.



REGIONAL COMMUNITY ENGAGEMENT

WEST

During the 2024/25 season, club visits were primarily focused on supporting coaches and clubs involved in the Junior Club Initiative. The initiative targeted clubs and coaches actively seeking to grow their junior sections or introduce new junior sessions.

As a direct result of this support, two clubs successfully launched new junior sessions, creating opportunities for over 30 new young players to engage with the sport.

Looking ahead, Regional Community Managers will pilot a new initiative to develop Junior Leagues. This will introduce regular local competitive matches and expand the Junior Series events. These efforts are expected to drive increased engagement and lead to further growth in junior registrations. Badminton Wales anticipates a continued rise in junior membership numbers as a result.

The West Wales region is fortunate to have a dedicated group of coaches who are actively advancing the development of junior-level participation in the sport. Additionally, the league committee is making commendable progress in expanding the adult competitive game and re-establishing a clear pathway for junior players to transition into senior-level competition. These efforts were clearly evident during the recent league AGM.

NORTH

Over the last year North Wales as a region has continued to show steady growth within the club space. Club visits have continued with communication between clubs still being vital to continue to build relationships.

Since the start of the year 3 new regular Junior Sessions have been started and supported. Alongside the continuation of the North East Wales Junior League and the Pilot and creation of the North West Junior League.

School participation within our Shuttle Time competitions is still lower than in the southern regions and is an area that could be a focus area moving forward into next year for the region.



REGIONAL COMMUNITY ENGAGEMENT

GWENT

Club visits within the region and attendance at the Gwent League meetings occurred regularly throughout the year. A special acknowledgment is extended to the Gwent League Committee for their diligent and thoughtful approach in reviewing all matters concerning the Gwent region. Their commitment to detailed analysis and careful consideration has been invaluable. There is an intent to grow the game through more competitive matches and the League is always looking to support more play within the region whether it be junior senior or Masters events.

Clubs continue to face significant challenges, particularly around financial sustainability and volunteer capacity. BW welcomes any ideas or suggestions on how we can better support clubs in securing their long-term future. All contributions will be gratefully received and carefully considered.

CENTRAL SOUTH

As a regional community team, we continue to promote and support clubs who have registered for our junior club initiative. There were a number of clubs who benefitted across the Central South region.

David Colmer of Llanishen Junior Badminton Club has done a fantastic job of for re-launching a Cardiff Junior League that includes Llanishen Juniors, Heath Juniors, Nomads Juniors and Arches Juniors.

There has been some fantastic club development for junior badminton players from the expansion of opportunities in Nomads Juniors, Llanishen Juniors and Vale Juniors. These junior clubs play a vital role in supporting the next generation of players by expanding their provision and creating new opportunities to play for the upcoming season.

Working closely with partners like GLL Leisure Group, Health Boards and Local Authorities has given BW the opportunity to expand our Community Coaching Courses into new communities for more individuals to gain a positive sporting experience through badminton.

BW will continue to support clubs into the season with a continued focus on safety, inclusivity and sustainability.



EDUCATION

We continue to use our Shuttletime competitions as our primary engagement tool for schools and pupils across Wales. This year we engaged with over 800 secondary school pupils across 11 local authorities, providing pupils of all abilities the opportunity to experience badminton for the first time whilst others get the chance to play more competitively. These competitions lead to a North and South final, in addition to our National School Championships which were extended to U18s this year.

Another large aspect of our school support is the upskilling of Teachers and Youth Leaders. Throughout this academic year, 149 teachers have attended our Shuttletime Teachers Award and 133 pupils have completed our Youth Leadership Award. This growing platform enables high quality badminton sessions to be provided around the country, in addition to ensuring badminton is accessible to everyone. Furthermore, we have continued to support our partner schools with transition day support and visits to our Welsh International Open which takes place annually at Sport Wales National Centre, Cardiff during week 48.

Once again, we have joined forces with the Welsh Local Government Association (WLGA) to deliver on their 'Food & Fun' school holiday enrichment programme. The initiative is a school-based education programme that provides children with nutrition education, physical activity, enrichment sessions and healthy meals during the school summer holidays. We have delivered the physical activity element to a number of schools across Wales, focusing on a fun introduction to badminton. Every child taking part has been given a flyer with local club information and we hope to hear about new members joining community club junior sections in the near future. We would like to give a huge thanks to the coaches who have helped throughout the year and put on some fantastic engaging sessions this summer. We're looking to grow our involvement in this initiative next year and if you're coach, club or volunteer that wants to be involved, please get in touch.

COMMUNITY COMPETITIONS



Series Events

This season saw the reintroduction of the use of Tournament software which was resoundingly well received by all participants. This will continue to be used for next season to keep communication and transparency of events high.

3 Junior Series events were held this season, fewer than originally planned. The primary reason for this reduction was the cancellation of 3 tournaments by their respective organisers, which occurred without prior communication.

4 Graded Series events were successfully delivered across Wales this year. Notably, the final 2 Series events saw progress in grade separation, with nearly full implementation of the 4 grades - E, F, G and H.

All Series Events have continued to be well attended by BW members (Figures Listed Below).

Tournament Type	Tournament Name	Number of Participants
Junior Series September 2024	Ebbw Vale	47
Junior Series November 2024	North Wales	62
Junior Series May 2025	Swansea	45
Graded Series December 2024	Ebbw Vales	117
Graded Series March 2025	North Wales	105
Graded Series April 2025	Neath	116
Graded Series June 2025	Swansea	108

COMMUNITY COMPETITIONS

Across both Series Events there has been lots of positives and lots of learnings throughout the year, which have directly led to actions to continue the positive environment all the staff have begun to create across Welsh Badminton. Below are the key learning and actions from the last year.



Key Learnings	Key Actions
Accountability and improved communication with tournament organisers across Wales.	Creation of Tournament organisers group: Tournament organisers sanctioning agreement Tournament organisers terms of reference Tournament organisers pack Accessible Events calendar for tournament organisers Creation of social media request form for tournament organisers
Improved communication and clarity between the general competitive membership regarding regulations, rankings and event dates.	Updated and professionalised regulations for series events New ranking spreadsheet which includes a page that can be published directly to website Accessible Events calendar for tournament organisers
More competitions across the board for people of all ability levels.	Tournament organisers group BW has begun onboarding the majority of tournament organisers across Wales, enabling us to offer support through the formal sanctioning of events. This process will help establish a visible and coordinated tournament calendar Wales wide. By engaging organisers who previously ran unsanctioned events and giving them a platform, we anticipate doubling the number of BW-sanctioned tournaments.

COACH DEVELOPMENT



The 2024/2025 season saw two BWF level 1 courses scheduled, with only one having sufficient numbers to hold the course. Held in Caerphilly, BW saw 8 new candidates successfully complete their Level 1's and begin their Lead Coaching journey.

The candidates from 7 different clubs and environments were outstanding and will no doubt be of huge support to those they work with.

We also completed 7 Community Courses with 54 gaining their Shuttle Time certification. Remember to contact your local RCM to arrange a course to help the growth and development of the game in your area.

BW began the Coaching Collective initiative which is there to support Community Coaches, indeed all coaches, better. In 2026 we will look to develop this in to a more structured and beneficial support system to help answer any coaching queries our membership may have. Prior to the GB+I Para Badminton International, the Coaching Collective hosted a session on how to create a more inclusive environment in clubs.

BW completed its first BWF Level 2 course and have added 5 new BWF Level 2 coaches to their Coaches Register. Andy Stewart, Emma Mannion Williams, Josh Hart, Raj Popat and Donal O'Halloran were put through their paces by Martijn van Doormalen.

Andy Stewart has gone on to become a BWF Level 2 Tutor, the first time Wales have had someone hold this role.

BW has re-launched the Coaching Register for those who wish to promote their names on the "Find a Coach" function on the BW website. Only coaches who hold suitable Coaching Qualifications plus a "Professional" enhanced DBS and Safeguarding cert can be accessed here.

UK Anti Doping

The 2025 annual Assurance Submission was completed and feedback provided by UKAD. Anti Doping principles is a core component of all BW delivery. BW are fully supportive of UKAD in their efforts to make sport safe for everyone.

We would ask all clubs to make UKAD policies and procedures part of their own day to day work. Anti doping is often seen as exclusive to Performance Sport. This is not the case. We all have a responsibility to uphold the integrity of our sport at every stage of play. The positive work UKAD carry out should be celebrated and supported widely.

COACH DEVELOPMENT

High Impact Coach Development Project – Mid-Year Update

The **High Impact Coach Development Project** has made strong progress over the first six months of the year. The idea of the project was to give an experience to the coaches that money couldn't buy! Covering some content that wasn't available on any other current established course.

The Project includes 6 Coaches;



BEN BETTS
NORTH



LUKE BAILEY
SOUTH



TERRIE DALTON
MID



JOSH HART
NORTH



RAJ POPAT
SOUTH



**EMMA MANION-
WILLIAMS**
WEST

Monthly workshops have been held with maintained regular engagement maintained with all six participating coaches, ensuring consistent support and learning opportunities. Experienced mentors and coaches have been recruited to help deliver some very valuable workshops over the year.

Denis Edwards – a coach mentor for over 30 years, having success at world and Olympic medal level with multiple sports including; cycling, judo, gymnastics, badminton and many more.

Peter Jeffrey – former GB badminton head coach, with success at multiple Olympics, world championships, Commonwealth games and European championships.

Nathan Robertson – Former World gold medallist, Olympic silver medallist and current GB national coach.

Daniel Brown - Senior Lecturer in Sport and Exercise Psychology: School of Psychology, Sport and Health Sciences – Portsmouth University

The project has covered many subject areas including;

- Long term development
- Coach Wellbeing and relationship approach
- Annual planning - player profiling – goal setting
- The science of coaching – how we learn
- Technical knowledge
- Tournament coaching

HIGHIMPACT
COACHING PROJECT

Most recently, BW hosted a workshop in **North Wales**, led by **Chris Egan**, which provided a truly memorable experience. The day included a challenging mountain adventure and rock climbing; all centred around the theme of "**Decision-Making Under Pressure.**" The physical and mental demands of the environment created powerful, real-life parallels to coaching scenarios – sparking rich reflection and discussion among the group.

For more information on this project please contact BW Head of Performance.



PERFORMANCE PLAYERS

Jack Wilson – British & Irish Para International Highlights

Jack Wilson recently competed in the British & Irish Para Badminton International, earning a place in the draw through a Home Nation Wild Card, as he is currently ranked 18th in the world. Entry to this Level 1 event is typically reserved for the top 12 ranked players, making his inclusion a significant opportunity.

Jack was drawn into a challenging group featuring Meril Loquette (FRA), ranked 5th, and Hardik Makkar (IND), ranked 7th in the world. In his opening match, Jack put up a strong performance against Loquette but narrowly lost in two competitive sets.

In his second match, Jack delivered some of the best badminton of his career, defeating Makkar in straight sets. This impressive win secured his place in the quarter-finals. He then faced the highly experienced Muhammad Anuar (MAL), the world No. 3, who ultimately went on to win the tournament, defeating the reigning Paralympic champion in the final. Despite the loss, Jack played a competitive match and once again demonstrated clear progress in his game.

This event marked a series of strong performances from Jack and earned him valuable world ranking points, further cementing his growth on the international stage.

Mebel Mano Kurian recently played the Turkish U/17 International – Some great matches throughout, winning Gold in the singles. Mebel also played in the Junior All England U/19 where he made good progress to the quarter- finals, eventually losing out to a strong player from Chinese Taipei.



PERFORMANCE PLAYERS

Isha Mekela was selected to represent Great Britain in badminton at the European Youth Olympic Games, held in North Macedonia. Isha was accompanied by Raj Popat - named as Head Coach of the GB EYOG Squad - both embarking on their first experience at a major multi-sport event.

The tournament presented challenging playing conditions — matches were held in a small, three-court hall where temperatures regularly exceeded 40°C. Despite this, Isha remained focused and resilient throughout the competition.

The singles event featured 32 of the best U18 players from across Europe, divided into 8 groups of 4, with the top 2 from each group progressing to the last 16. Isha won two of her three group matches, narrowly losing one to a strong Turkish opponent in a closely contested game. Finishing as the group runner-up meant a more difficult path through the knockout rounds.

In the round of 16, Isha overcame a talented Spanish player before facing Ukraine's top junior — a player she had previously lost to in the final of the Polish U17 tournament. This quarter-final proved to be one of the toughest matches of the event, but Isha showed incredible grit and determination, coming through with a 21-18 win in the third set.

In the semi-final, Isha faced the same Turkish opponent from the group stage — and this time, she was ready. With Raj's tactical insight and a revised game plan, Isha dominated the match and won in straight sets to book her place in the final.

The final saw her face Denmark's top junior player, who had earlier defeated the tournament's top seed from Belgium. Isha took control from the start, establishing strong leads in both sets and maintaining her composure to secure a straight-sets victory and the gold medal.

This is a remarkable achievement for Isha and for Badminton Wales — a reflection of her talent, determination, and the strong support from her coaching team. A fantastic result and a proud moment for Welsh badminton!



PERFORMANCE PATHWAY

Future Stars

We are excited to introduce a new entry-level tier within the Badminton Wales Performance Programme, launching January 2026. This initiative is aimed at identifying and supporting players up to the age of 14, helping to guide their development with tailored training plans, tournament schedules, and performance support.

You can find the full criteria and further details via the following link: [Here](#).

The Performance Panel will assess players against this new criteria during the annual review meeting in December 2025, with the aim of selecting those who demonstrate the potential to progress within the programme.

Current Badminton Wales Performance Programme (BWPP) players are reviewed twice a year to monitor their development and performance. Additionally, any players outside the programme who achieve notable results may also be considered for inclusion or further discussion regarding their future within the BWPP.

GB Observation Group - Supporting the Next Generation

BWPP is designed to support players in their development, with the goal of progressing onto the Great Britain (GB) programme.

To strengthen this pathway, a GB Observation Group is being introduced – aimed at identifying and tracking the next generation of young players who demonstrate strong potential to become future GB athletes.

Players will be assessed against a set of criteria, which will include key tournament results and indicators of long-term development potential. This new initiative will help ensure the most promising talent is recognised early and given the support needed to progress to the highest level.

BW performance programme is making strong, positive strides with players regularly competing for – and winning – medals at major championships. This success is helping to rebuild a deep-rooted belief within our badminton community that we can once again achieve at the very highest level, as we have in years past. With the launch of BW's new Rising Stars programme, players are beginning their development journey under the guidance and support of Badminton Wales. This initiative is expected to strengthen the depth and quality of our player base, contributing to long-term growth and success.

MAJOR EVENTS

Badminton Wales has worked hard to align the Major Events Calendar so that events are scheduled for a set week each year. The newly designed Events Calendar can be found on the Badminton Wales website with as much information as we can provide as far in advance as we have the confirmation.

Major Events scheduled to take place annually (subject to venue availability):

Month	Tournament	Date
February	Senior Nationals	1 st wkend
May	Masters Nationals	2 nd wkend
November	Junior Nationals (currently 1 wkend but split if numbers warrant)	3 rd wkend
Nov Dec	Welsh International Open (WINT)	wk 48 (BEC)

All Badminton Wales major events are entered via Tournament Software the link for each event can be found on the Events Calendar on the website.

Welsh Major Event and Badminton Europe (BEC) Entries will follow the below structure:

	Welsh Major Events	WINT (BEC Event)
Entries Open	50 days prior to event start date	100 days prior to event start date
Entries Close	2 weeks prior to event start date	4 weeks prior to event start date
Draw Released	Wednesday before event start date	1 week before event start date

MAJOR EVENTS - INDIVIDUAL

National Senior Championships 2024 (Re-scheduled)

The rescheduled event took place on 28th September at Wrexham University Sports Hall, continuing from where it had previously paused. The original draw remained unchanged, following feedback from a participant questionnaire which identified this as the preferred approach. BW welcomed 30 returning players and successfully completed the event. While the circumstances were not ideal, the tournament concluded with the crowning of our 2024 National Champions, who received their medals.

National Junior Championships 2024

The National Junior Championships welcomed 62 players (U13-U19) to Sport Wales National Centre on 16-17 November 2024. The event showcased rising Welsh talent and saw increased entries from 2023. Looking ahead, the aim is to grow participation and expand the event across two weekends.

Welsh International Open 2024

Last year, BW elevated the tournament to international series status to better showcase Welsh talent and support player progression. The 2024 event attracted 473 entries, including 13 Welsh players. A team of 38 Technical Officials and 14 volunteers ensured its smooth delivery. Sincere thanks to all who contributed—we look forward to welcoming you back in 2025.



National Senior Championships 2025

The 2025 Senior Nationals saw increased participation with 80 players. The event ran smoothly, supported by a team of umpires, reflecting BW's commitment to delivering more professional major tournaments.

National Masters Championships 2025

The event drew 80 entries across 8 age groups, including a new 70+ category. Held at Sport Wales National Centre, it was a great success and received highly positive feedback from players.

MAJOR EVENTS - TEAM

Celtic Challenge 2025- Wales

The Celtic Challenge 2025 took place at Bangor University on 29-30 March, featuring U13 teams from Wales, Leinster, Ulster, and Lothian. Across three competitive rounds, Leinster emerged as overall champions, followed by Lothian, Ulster, and Wales. Despite tough results, the weekend was filled with great sportsmanship, social activities, and strong team spirit. Coaches praised the players' attitude and development, especially on home soil.



U15 Quadrangular

The U15 Quadrangular series 2025 took place at Glasgow in April 25, featuring U15 teams from all the Home Nations. The team event proved a tough event with Wales finishing 4th despite some close games. The Individual event also proved challenging with no Welsh medallists but the pride and effort was very much on show. Coach and Manager Terrie and Alex Dalton built a strong team ethic and all the players were outstanding role models and will have learned a huge amount from the experience.

4Nations Graded International

The 4Nations Graded International took place in Ireland this rotation, being at the National Indoor Centre. 4 tiered teams of 8 individuals each, 32 total, went across to represent Wales. The team event saw Wales come away with three 3rd place finishes in Tiers 2,3 and 4. With Tier 1 coming in 4th with two close 2:3 losses. The individual event saw Wales take home 2 Gold Medals, 4 silvers and 5 bronzes to wrap up the event.



In 2026, Wales will host the 4 Nations Graded International at the Sport Wales National Centre on 15-16 August 26. This event offers Badminton Wales members the opportunity to represent Wales at their current playing level, competing against teams from England, Ireland, and Scotland.

Players can earn ranking points throughout the year by participating in BW Graded Series tournaments held across Wales. For selection criteria and event details, please refer to the Events Calendar on the Badminton Wales website.

MAJOR EVENTS



British & Irish Para International 2025

Badminton Wales hosted the British & Irish Para Badminton International event at Sport Wales National Centre, Cardiff between Monday 21st July-Saturday 26th July.

The event was part of the Badminton World Federation Para Competition Calendar and was the largest badminton event we have ever held here in Wales - Grade 2- Level 1 Para International.

The event was run in funding partnership with UK Sport & the Welsh Government; With further event support from Disability Sport Wales, Badminton World Federation, Sport Wales & Yonex. The event is part of a 4-year rotation in collaboration with Badminton Ireland, Badminton Scotland and Badminton England.



The aim was to welcome and showcase the finest Para Badminton athletes and officials, creating an outstanding experience for everyone involved, in order to inspire and grow our sport for years to come. We were extremely excited to have this opportunity, which also features within the LA 2028 Paralympic cycle.

The event was huge success & welcomed 132 Para Athletes from 32 different countries to Cardiff to showcase some spectacular badminton. The event sore 8 GB athletes compete and even win a range of medals. The event hosted a number of Paris 2024 Paralympic medalists and was the 1st steppingstone towards qualifying for LA 2028 games.

The event was successfully run with the support of 60 volunteers, who we can only thank for their tremendous support and attitude that resulted in the outstanding success of the overall event. The volunteers included, umpires, line judges & general volunteers from all across the country & Europe.

MAJOR EVENTS -LOOKING AHEAD

Event	Where	When	Entry Open	Entry Close
Welsh International Open (WINT25)	SWNC Cardiff	25-29/11/25	20/08/25	28/10/25
<p>All information for WINT25 is available on the SPORTITY APP Password = WINT</p> <p>Tickets available on www.badminton.wales</p> <p>Regional Community Managers (RCMs) will be offering taster sessions and free tickets to affiliated clubs and partner schools. If you're interested in attending or getting involved, please contact your local RCM for more details.</p>				
National Junior Championships	SWNC Cardiff	U13 & U17 15/11/25	26/09/25	01/11/25
National Junior Championships	SWNC Cardiff	U15 & U19 16/11/25	26/09/25	01/11/25
National Senior Championships	SWNC Cardiff	31/01/26 - 01/02/26	13/12/25	17/01/26
National Masters Championships	SWNC Cardiff	09/05/26	20/03/26	25/04/26
<p>All information for National Championships is available on the SPORTITY APP Password = WelshNationals</p>				

Technical Officials

In recent months, several Badminton Wales Technical Officials have represented Wales at international tournaments—a development we're proud of and keen to expand across our wider membership.

To ensure the long-term sustainability of our Technical Officials Pathway, we recognise the need for further development work. Plans are underway to make this pathway more accessible to all members over the coming year.

Additionally, we are exploring the integration of a Volunteer/Officials membership category within the Sport80 system. This will help us better recognise and reward the valuable contributions of those supporting the badminton community across Wales.



ACKNOWLEDGEMENTS AND PARTNERS



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

Sport Wales
Disability Sport Wales
Welsh Sports Association
NSPCC | CPSU
Ann Craft Trust

Yonex
Fast & Up
BWF
BEC
GB Badminton
Badminton England | Badminton Scotland |
Badminton Ireland
Solibad

Watkins Davies Insurance Consultants Ltd
YC Sports
MIND

Welsh Blood Services

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