

Herts West Badminton Development Group

Minutes

Wednesday 7th December

19:00 – 20:00

1. Apologies

Many members had emailed apologies.

2. In attendance

Keith Burns, Rukayya Muraj, Dave Bartlett, Frances Morrison

3. Treasurer's report (Dave Hill)

No activity since the last meeting.

4. Live Longer and Better in Herts with Badminton (Dave Bartlett)

HSP have some guaranteed funding for all sports in Hertfordshire (approximately £100,000) from Sport England to encourage over 50s to become more active. Dave has requested £10,000 of this to arrange some No Strings essentials course over 8 weeks and then finish off with a tournament at the end in each of the 10 districts in Hertfordshire. These would be run by the CDNs. East Herts would get £2000 and Ian Robinson has already followed up with an email detailing costs and prices. HSP are keen to help by putting the committee in touch with facilities operators to engage with us in this and also through doctors surgeries.

Richard Sutcliffe is overseeing the funding distribution and it should take 10-14 weeks so we could look at starting this next Autumn.

Keith spoke about how Everyone Active were running over 50s coaching but they priced themselves too high and many people backed out.

Keith is happy to support the lead on this project in terms of supplying coaches, finding potential venues etc. He will put together some costings for the project and will also put this to his coaching team to see if anyone would like to take the lead.

5. Keith catch up with BE

Keith met with Sarah (clubs and programmes manager) who is keen to visit some of the clubs and see how they are run, what BE can do for the clubs etc.

He mentioned to her that BE are very keen to promote the pros in terms of Social Media coverage but there isn't much emphasis or spotlight on the grassroots clubs. Sarah is definitely keen to look more into finding out what the local clubs are looking for in terms of expanding etc. and what BE can do to help with this.

He also mentioned to her that the membership renewal process is far too long and arduous and she said that BE are looking to overhaul the system as it stands at the moment.

Sarah is also very keen on expanding the ladies only sessions. Abbey BC have started a ladies only session that has around 80 ladies on the list for 24 spaces a week. She would like to grow the number of ladies sessions run by lady coaches. Keith would love to start more ladies only sessions with Frances on board to cover some of these.

6. Badminton in general

Dave mentioned that there is need for dedicated halls for badminton. Gosling Sports Park are looking to do this by way of building an 8 court hall but not until 2025. Nick Rimmer, Julie Pike and Dave will be working on getting the permissions for this but there is a lot of information being asked for.

Another option is Oaklands college who has £62 million with a view to build a 12 court sports hall, but again there is a lot of planning before anything were to materialise.

Keith mentioned that he spoke to Sarah about this issue and the fact that the nearest such centre is in Milton Keynes which is too far. He would like to try and see if there are any warehouse spaces that could be adapted and converted into to becoming a dedicated badminton facility but the costings are very high. Investment would need to be found. Dave mentioned that Nick Goode may be interested in a plan of this type.

Julie Bradbury is looking to bring her business into Watford/Bushey and introduce coaching sessions. However, with limited kids in the area and

coaches and clubs already established, there is some worry about how this will affect these smaller clubs.

Julie could potentially run the 'Live Longer and Better Programme'. She can also run level one and level 2 coaches qualifications. She is offering to run level 2 courses by assigning coaches to an existing level 2 for mentoring and if they pass and sign with her for a year, she will cover the whole thing for £80. This comes across as trying to corner the coaches market. Perhaps having a conversation with her to gauge her plans might be useful.

7. Frequency of meetings

Every 2 months or so.

8. AOB

Frances is doing several sessions for Everyone Active but their marketing is so bad that numbers are low. Her own session numbers are low due to circumstances like covid returning. Keith has a good relationship with EA and would really like to help getting Frances some more sessions.

Keith also spoke about a new venture that he is embarking on called Gear4sport which is a business that will supply badminton and sporting goods. If anyone requires any equipment, please contact him as he is working on securing brands such as Victor, Yonex, Forza, Babolat etc.

Keith will email over a document about a ladies session at William Penn that Frances was also involved with.

9. Date of next meeting

8th February 2023