

Etwell Dragons Badminton Club 2010

School Sports Partnership- Leading the Legacy

Regional Innovation Award Category..develop School Clubs and Satellite Clubs on school sites, enabling progression to community sport

What We Wanted To Do

To create a sports club that caters for all ages and abilities and this was Badminton due to its diverse and easy accessibility for everyone.

By providing a new local sports club a hub and excitement around Badminton has been created as to engage people of all ages into sport.

How We Did This

These are the main steps we took to achieve this:

SELECTION: We distributed posters and Information to every School in the district and then a selection of Badminton Level 2 coaches attended local Primary and Secondary Schools to provide taster sessions and to engage local children into this completely new sport. Also local community advertisements campaigns were done to attract other members of the Community. From this we invited approximately 80 children along to the new Club and from that two training session were created to cater for these juniors.

RECRUITMENT: We selected two Highly Experienced Level 2 Badminton Coaches to lead on the club and to build a rapport with the juniors. The Badminton Coaches wanted to provide a fun and skilful programme and to also offer the chance to attend or complete any Badminton Mentoring or training through the club with the help of the coaches. The Club Coaches created session plans based around age group, competency and the developmental needs of the group due to the massive attendance each week but it is a very popular scheme and is going from strength to strength.

DEPLOYMENT: The programme was then delivered in two staggered training sessions to allow development and to appeal to a wider audience which it did as in the Casual Club we have 40 children attending on average each week, which is then followed by the Formal Club who also have on average 40 children each week. The children were given the scope to name the Badminton Club and so the Etwell Dragons were born. This freedom

and responsibility has worked really well with the Juniors as they feel part of a Club not just through membership but knowing that they are the foundations behind this successful Badminton Club.

SUPPORT & PATHWAYS: A badminton leaders' course has been run for 15 people aged 14 – 20 who now help the club and a UKCC Badminton Level 1 course is being offered in Sept 2010 to people in the club but also to everyone across the County with a Badminton Club Pathway now in place.

The junior county squads now train at this venue after the club and so any players showing ability can move up into this group and a casual adult club has been established in the late evening which is joining the Derbyshire League's in 2010-11 to provide competition.

The junior element of the club has already hosted two junior competitions and is going from strength to strength.

DID IT MAKE A DIFFERENCE? We have 80 young people who are carrying on and committed to the Badminton Club and so it has made a huge difference to an area where there was no provision for Badminton previously. It also made a difference to parents who want to find local sporting opportunity outside of the norm.

CRITICAL FACTORS: It is important to keep a record/register of the programmes to measure how successful it is. It was vital to keep regular contact with the Schools, Leisure Centre and Parents as to ensure that they expected. Finally it was crucial to correspond with Badminton England the National Governing Body to ensure that the Club was protected and lead in the right direction.