



NBA Development Plan

2025-2026



Local EcoSystems

Workforce

Communication

Opportunities for All

Partnerships

**Creating together a growing badminton community which enjoys play, competition
& success**

Strategies (0-4 years)



Local Eco-Systems

- Develop the badminton ecosystem (schools, clubs, coaches, courts) in Hexham to build a success model (& then expand)

Growing the Workforce

- Value & nurture young coaches, providing opportunities & support up to and including a career path to full time coaching
- Value volunteers, and ensure sufficient number to support the programme overall, to share the load and to ensure long term health of badminton in Northumberland

Communication

- Communicate proactively and celebrate success to promote badminton and drive engagement across the N'land badminton community

Opportunities for All

- To welcome all to badminton in the North East, and make it a lifelong activity & community
- Provide competitive opportunities for everyone

Partnerships

- Actively seek and develop enabling partnerships (e.g. local councils, Universities etc)

Progress (Yr 1, 2024-2025)



Local Eco-Systems

- Whitley Chapel Junior Club established, and coaches developed to enable club to be self sufficient/sustaining
- Initial contacts made into schools (esp. QEHS) and leisure centre (Wentworth)
- Reviewed gaps preventing North Tyneside from being a complete eco-system

Growing the Workforce

- Increased the number of Level 1 (to 3) and Level 2 (to 2) Coaching courses run at TBC
- Course attendees engaged by Development Officer at qualification to start building coach database & community
- Priority NBA Management Committee succession needs identified and role descriptions updated

Communication

- NBA community groups established on Whatsapp for more direct communications
- Effort to recruit social media volunteer unsuccessful, but continuing
- Made Development Plan accessible on NBA website, and issued survey to engage and get further feedback from N'land badminton community

Opportunities for All

- Set up a 18-24 yr group on a trial basis
- Established Senior & Junior County trials and Senior County training to increase transparency
- Planned, but ultimately postponed, a trial KS2 tournament at/with Jesmond Park Academy

Partnerships

- Increased court access at NHSG
- Maintained relationship with Tyneside Badminton Centre - critical to supporting NBA events

Progress (Yr 2, 2025-2026)



Local Eco-Systems

- Whitley Chapel Junior Club now running independently, and growing
- Successful lunch club and curriculum engagement at QEHS is flowing children to WCJC
- North Tyneside local eco-system now also essentially complete following work in schools & at the Parks, leading to the start of a Bewicke Junior Club from September
- Net, local ecosystem model proven as a model to expand

Growing the Workforce

- Level 1 & 2 Coaching courses run at TBC through the year
- New coaches engaged to support development plan enabling several new initiatives e.g. singles ladder, Alnwick, Great Park school
- Attendees of Young Leaders Academy engaged – helping with tournaments, signposted to Level 1 Coaching
- NBA Management Committee succession needs to be posted August/September

Communication

- Insufficient progress recognised – intend to pivot to “little & often” approach on SM

Opportunities for All

- Trial of 18-24 yr group session has pivoted to an 18-30 County Development Squad for those interested in/capable of populating future County teams. Linked to introduction of 3rd County Team
- Singles session established at Cramlington
- KS2 tournament successfully piloted at Jesmond Park Academy. Plan in development to expand this competitive activity.
- Shuttle Stars formally launched by BE, & work underway to create joined up plans in N’land

Partnerships

- Maintained partnerships with Tyneside Badminton Centre, multiple schools, & local Clubs - all are of critical importance to health of N’land Badminton
- Exploring possibilities with NU-Foundation

A huge THANK YOU to all the

Coaches
Volunteers
Teachers
Schools
Clubs
Partners

who have helped make all this happen!

Action Plan – 2025/26 – Local EcoSystems



Area	Start/Stop/Continue	What	Outcome	Next Steps
Hexham	START	In curriculum and extra-curricular School Programme – KS4/3/2, Hexham (QEHS)	QEHS – Y9 curriculum engagement, and lunch club (>40 attending!) continuing. School wrote great piece for their SM and is continuing to promote WC Junior Club.	Expand to other schools in the area. Develop KS2 plan for Hexham
	START	Enabling/empowering teachers to expand School Programme	Teachers enabled to continue lunch club independently.	Potentially create/organise teacher CPD day
	START	Badminton at Wentworth Leisure Centre (Foundation course, followed by No Strings)	Not successful.	
	CONTINUE	Whitley Chapel Junior Club	Now running essentially independently. QEHS to WC Junior Club pathway proving successful.	Check in for re-start in September
North Tyneside	START	Establish Bewicke Junior Club to complete N. Tyneside eco-system	Following work in schools and at the Parks, a Bewicke Junior Club is starting in September.	Continue/extend school work (incl. KS2) to feed pathway
All	CONTINUE	Provide support to local Clubs (Health Checks, Junior Club start up etc)		

Action Plan – 2025/26 – Growing Workforce



Area	Start/Stop/Continue	What	Outcome	Next Steps
Coaches	START	Engagement of newly qualified coaches to support development plan	3-4 additional Level 2 coaches active and enabling new initiatives including: singles session at Cramlington; outreach at Alnwick, sessions at Great Park school.	Develop coaches whatsapp community
	START	CPD opportunities for coaches	BE Clubs & Coach Conference at TBC on 20 th June (on-line & in-person)	Create a follow up offer locally
	CONTINUE	Local Level 1 & 2 coaching courses	Level 2 Dec 2025, level 1 Mar 2026 completed. Scheduled: Level 2 in Aug 26 and Jan 27, level 1 in Nov 26 and Mar 27.	Continue based on demand. Seek to review timing/frequency of Level 2 courses (avoiding August)
Volunteers	START	Visible posting of volunteering opportunities	Management Committee Chair & Secretary roles posted end August. Deputy Safeguarding Officer, Tournament Helper & SM volunteer ready to post.	Switch from newsletter approach to mainly SM
	START	Engage community (e.g. parents, young people etc) on volunteering opportunities	Young Leaders from last Academy course engaged: one interested In line judging, one in assisting at tournaments, others in coaching.	Share profiles/stories via SM

Action Plan – 2025/26 – Communication



Start/Stop/Continue	What	Outcome	Next Steps
CONTINUE	Social Media Volunteer recruitment		
START	Quarterly newsletter for community engagement	Not successful	Pivot to frequent SM posting
CONTINUE	Effective use of NBA Whatsapp Communities – esp. Coaches & Junior Competition & Events		Ensure continuity/regular use

Action Plan – 2025/26 – Opportunities for All



Area	Start/Stop/Continue	What	Outcome	Next Steps
18-24	PIVOT	Review status of 18-24 yr group, and pivot if required	Pivoted to 18-30 County Development Squad. Breaking even in new format (just!). Appears to be enough support to continue through summer at TBC, combining with Senior County Training in August.	Explore feasibility of moving to Saturday at TBC ongoing, with a Senior County training session following. Otherwise, split.
Juniors	START	Junior County training sessions		Review in six months – requires coach and court capacity
KS2	START	Trial KS2 tournament, & ensure subsequent local opportunities for interested pupils to move into Pathway	KS2 tournament successfully piloted at JPA in June	Engage SGOs & others to run further tournaments across different areas.
KS2	START	Create a joined up Shuttle Stars/KS2 plan for N'land	GLL interested in running SS at Walker Dome School pathway effectively piloted by Dan T in N. Tyneside	SS at Walker Dome Engage other LC providers (e.g. N. Tyneside)
KS2/3/4	START/CONTINUE	Target courses in new schools where there are Junior Clubs to progress to	Significant school activity in multiple areas incl. Morpeth, Jesmond, Hexham, Slatyford, Fenham, Prudhoe, Walbottle & Gosforth	Database to record all school activity for visibility purposes. Expand SS schools pathway to other areas
Seniors	START	(Re-) Initiate singles ladder	Singles session initiated at Cramlington, led by coaches from Dec Level 2 course.	Boost over the summer (not currently enough attendees to create a ladder!)

Action Plan – 2025/26 – Partnerships



Area	Start/Stop/Continue	What	Outcome	Next Steps
Business	START	Enrol sponsors		Put together a sponsorship package for review
Schools/Unis	CONTINUE	Maintain relationships to protect or grow court access & any other opportunities (e.g. S&C sessions)		

Thank you!

