****

**IOMBA Badminton Development Plan 2016-2019 – Action Plan 2016-2017**

This document identifies the following:

**Isle of Man Badminton Association Objectives   
 How to achieve these, including timescale and costs   
Who will implement & be responsible for the objectives  
Priority for each objective – 1 being the highest priority**

**Badminton’s Vision**

To provide and enhance Badminton opportunities for all, and to one day have our own dedicated Centre of Excellence.

**The Objectives**

**Increase participation within Badminton at all levels regardless of age or ability   
Support the Governments Vision regarding Healthy Lifestyle** **Achieve success at regional and national level  
Improve the standard of coaching across the Island and assist coaches to become the best they can  
Assist Club development to improve sustainability of the sport** **Improve communications and PR for the sport** **Develop a broader income base in conjunction with government and business** **Effective operation and governance throughout & ensure that all bodies work in a cohesive and joined up manner**



**Contents**

**Management Page 3**

**Participation Page 5**

**Elite Players Page 8**

**Young Leaders & Young Officials Page 10**

**Coaching and Officials Page 11**

**Clubs & Volunteers Page 13**

**Tournaments Page 14**

**Communications Page 15**

**Funding Page 16**

**Management**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Key areas of work** | **Achievement Targets / Status** | **Timescale** | **Costs** | **Responsibility** | **Priority / Achieved** |
| **Amend IOMBA constitution to meet best practices at all times** | 1. Constitution reviewed | a) Any necessary amendments made and agreed by Executive Committee | 2016-2017 | £0 | Executive Committee & Development Committee | 1 |
| **Ensure IOMBA Executive is in good working order** | 1. IOMBA Chairman in place  2. Head of Performance in place | a) Full Executive in place | 2016-2017 | £0 | Executive Committee | 1 |
| **Identify Budgets** | 1. Treasurer, BDO, IOMBA & relevant Chairs to work together to identify appropriate budget | a) Budgets identified for Coaching for 16-17  b) Budgets identified for Travel for 16-17 | 2016-2017 | £0 | Treasurer / BDO / IOMBA / Development Committee | 1 |
| **Continue work with BE, MSR, IOM Sport & other key partners** | 1. BDO & IOMBA to maintain specific links with BE & key partners | a) BDO to maintain contact with BE key contacts  b) IOMBA to continue strong working relationships with IOM Sport & MSR  c) IOMBA to maintain current links & support representative at BE AGM | 2016-2017 | £0  £0  £travel costs | BDO / IOMBA | 1 |
| **Renewal of the Badminton Development Officer Role** | 1. IOMBA & IOM Sport to renew Badminton Development Officer role for further 3 years | a) BDO in place until 2019 | 2016-2017 | £7000 | IOMBA | 1 |

**Participation**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Key areas of work** | **Achievement Targets / Status** | **Timescale** | **Costs** | **Responsibility** | **Priority / Achieved** |
| **Increase participation within Badminton for all ages and abilities** | 1. Continue work with schools & clubs to offer further badminton opportunities | a) Maintain 4 x regional cluster sessions –maintain 91 children attending  b) Maintain the amount of schools involved in the Primary School Sports Programme Badminton Festival - 17  c) Clubs to offer School-Club links (SCL’s) – maintain 6  d) Support the MYG – maintaining levels of participation = 100+  e) Distribute all club information to all schools & marketing avenues  f) No Strings sessions offered centrally & regionally where necessary – maintain 22 attending  g) Offer 2 Day Badminton Camp for children in Y4-Y8 – up to 60 attending | 2016-2017  2016-2017  2016-2017  2016-2017  2016-2017  2016-2017  2016-2017 | £0  £0  £0  £0  £0  £300  £100 | BDO / Clubs / Coaches  BDO / MSR  BDO / Clubs  MYG Coordinator / Clubs  BDO  BDO / DC / Clubs  BDO / Coaching Coordinator | 1  1  1  1  1  1  1 |
|  | 2. Offer Disability Badminton Opportunities | a) Work with Disability SDO to offer regular Disability Badminton Sessions & opportunities – schools disability badminton festivals organised  b) Wheelchair badminton opportunities offered – workshop organised if needed and badminton wheelchairs available to all wheelchair users | 2016-2017  2016-2017 | £0  £0 | BDO / DSDO  BDO / DSDO | 2  2 |
|  | 3. Work with secondary schools & BE to deliver opportunities & competition | a) National Schools Championships organised – IOM County round  b) Possibility to link in clubs/leaders to offer training sessions prior to the Championships | 2016-2017  2016-2017 | £0 | BDO / Schools / BE | 2  3 |
|  | 4. Increase participation for teenagers– target age 13-19 year olds | a)Introduce a form of IOM Smash Up or ‘Cottier Cup’ to offer a social badminton after-school club – pilot in 1 high school  b) Consider options to increase new players into badminton novice tournaments – taster sessions in high schools? Move date of tournament to earlier in the Season? | 2016-2017  2016-2017 | £0 | Development Committee / Schools | 1  2 |
|  | 5. Increase female participation & promote a healthy lifestyle | a) Offer Physical Activity on Referral Scheme (PARS) sessions at St Ninians  b) Offer Back to Badminton sessions for females | 2016-2017  2016-2017 | £0  £250 | BDO / MSR  Development Committee | 1  2 |

**Elite Players**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Key areas of work** | **Achievement targets / status** | **Timescale** | **Cost** | **Responsibility** | **Priority / Achieved** |
| **Equitable pathway for players aspiring to county, regional and international Badminton** | 1. IOM team representation in the UK | a) IOM County team competing in UK Leagues  b) Squad teams represented at relevant competitions  c) Island Games squad to achieve medals  d) Badminton representatives included on Island and Commonwealth Games Committees | 2016-2017  2016-2017  2016-2017  2016-2017 | £TBC | Head of Performance / IOMBA / Senior Team Manager | 1  1  1  1 |
|  | 2. Badminton development programmes in place | a) Effective pathway from junior to senior squads  b) Regular squad sessions organised  c) Parents Evening introduced | 2016-2017  2016-2017  2016-2017 | £0 | Development Committee / Head of Performance / Squads Committee / BDO | 1  1 |
|  | 3. Squad players to undertake their Badminton L1 coaching qualification & develop onto Level 2 | a) 2 squad players undertake their L1  b) Qualified squad players assisting at coaching sessions | 2016-2017  2016-2017 | £100  £0 | IOMBA / Coaching Coordinator / Head of Performance | 2  2 |
|  | 4. Senior squad players to put something back into badminton | a) Squad players to work with clubs & juniors  b) Squad players to organise a badminton session – ‘Play with squad players’ | 2016-2017  2016-2017 | £0  £0 | Squad Players | 2  2 |
|  | 5. Ambassador for Badminton | a) Ambassador role continued & promoted  b) Mentoring of players introduced to increase awareness of elite pathway through BE | 2016-2017  2016-2017 | £0  £0 | Development Committee | 2 |

**Young Leaders & Young Officials**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Key areas of work** | **Achievement targets / Status** | **Timescale** | **Costs** | **Responsibility** | **Priority / Achieved** |
| **Increase the number of young people involved in Badminton as young leaders, volunteers and officials** | 1. Deliver Badminton Young Leader Awards programme within local high schools & clubs | a) 5 x Young Leader Award courses delivered in High Schools & as part of SURE Leaders  b) Increase in the number of young leaders – 70 per year  c) Increase in Young Leaders assisting at regional cluster sessions & local clubs – 15% | 2016-2017  2016-2017  2016-2017 | £125  £0  £0 | BDO / Coaching Coordinator / Clubs | 1  1  1 |
|  | 2. Deliver Badminton Young Officials award | a) 1 x Young Officials Course delivered with 10 new YO’s  b) Young Officials Coordinator identified  c) 50% of Young Officials assisting at IOMBA Tournaments | 2016-2017  2016-2017  2016-2017 | £100  £0  £0 | BDO | 1  2  1 |

**Coaching and Officials**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Key areas of work** | **Achievement Targets / Status** | **Timescale** | **Cost** | **Responsibility** | **Priority / Achieved** |
| **More high quality coaches and accredited officials** | 1. Organise Badminton Level 1 Coaching Course | a) Organise Level 1 course  b) Increase of 10 newly qualified coaches  c) Encourage newly qualified & current coaches to register with BE & undertake a DBS check. Involve clubs in this process  d) Increase of coaches/volunteers applying for IOMBA Benefits Package | 2016-2017  2016-2017  2016-2017  2016-2017 | £800  £0  £0  £ | BDO  BDO  Coaching Coordinator/BDO/Clubs  Coaching Coordinator/BDO | 1  1  2  2 |
|  | 2. Begin organising a Level 2 Coaching Course | a) Promote benefits of Level 2 course – 10 candidates included on expressions of interest list | 2016-2017 | £0 | BDO / Coaching Coordinator | 2 |
|  | 3. Work with Disability SDO to offer Disability Coaching Opportunities | a) Wheelchair Badminton workshop delivered – 8 attendees | 2016-2017 | £0 | BDO/Disability SDO | 1 |
|  | 4. Umpires Committee to organise and offer Badminton Umpire & referee courses – | a) Umpire course needed for 16-17 | 2016-2017 | £0 | Umpires |  |
|  | 5. Promote Officials pathway | a) Increase in Young Officials, Umpires and referees progressing | 2016-2017 | £TBC |  | 1 |

**Clubs & Volunteers**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Key areas of work** | **Achievement targets / status** | **Timescale** | **Cost** | **Responsibility** | **Priority / Achieved** |
| **All clubs to offer organised, safe, child friendly and equal opportunities for people to play** | 1. Promote club accreditation – Premier Club | a) Accredited clubs maintain their award – 2 clubs  b) Work with 1 club as working towards accreditation | 2016-2017  2016-2017 | £0  £0 | BDO/BE/Clubs | 1  2 |
|  | 2. Work with clubs focusing on club development | a) Club Development meetings held with identified clubs – 2  b) Identified clubs to have their own development plan/annual plan – to be reviewed & updated | 2016-2017  2016-2017 | £0  £0 | BDO / Clubs | 2  2 |
|  | 3. New Northern Junior Club | a) New players attending Sulby Junior BC – organise SCL to recruit | 2016-2017 | £0 | BDO / Sulby BC |  |
|  | 4. Club Welfare Officer | a) Increase in the number of Club Welfare Officers in place – 20%?? | 2016-2017 | £0 | IOMBA Welfare Officer | 1 |

**Tournaments**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Key areas of work** | **Achievement targets / status** | **Timescale** | **Cost** | **Responsibility** | **Priority / Achieved** |
| **Increase competitive playing opportunities for people of all ages and abilities** | 1. Encourage increased participation within Badminton tournaments | a) Work with tournament committee to identify new ways of promoting each tournament  b) Look at when tournaments are scheduled and if a change in date would encourage further participation  b) Offer taster badminton sessions/promotions at high schools to promote the Novice tournament  c) Increase in the number of players at tournaments | 2016-2017  2016-2017  2016-2017  2016-2017 | £0  £0  £0  £0 | BDO / Tournament Committee | 1  1  3 |
|  | 2. Badminton Business Tournament | a) Badminton Business tournament scheduled with minimum 10 teams entered  b) Business tournament players to continue on in local clubs – 10 players | 2016-2017  2016-2017 | £500  £0 | Development Committee | 1 |

**Communications**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Key areas of work** | **Achievement targets / status** | **Timescale** | **Cost** | **Responsibility** | **Priority / Achieved** |
| **Ensure there is an effective communications network in place** | 1. Improve communications within the local community | a) Ensure IOMBA website is regularly kept up to date  b) Regular information within the local papers & online including regular press releases & radio  c) Ensure effective use of IOMBA twitter and Facebook accounts | 2016-2017  2016-2017  2016-2017 | £0  £0  £0 | BDO / IOMBA / Secretary / Media Manager/  Team Managers | 1  1  1 |
|  | 2. IOMBA to have a dedicated radio Correspondent | a) Correspondent in place with regular radio slot  b) Regular badminton news/info included on radio – information supplied to media manager | 2016-2017  2016-2017 | £0  £0 |  | 1  1 |
|  | 3. Maintain club night information leaflets | a) Club night details produced & circulated to schools, businesses etc  b) Look into IOMBA/club Business cards – to include website details, contact info | 2016-2017  2016-2017 | £0 | BDO | 1  2 |

**Funding**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Key areas of work** | **Achievement targets / status** | **Timescale** | **Cost** | **Responsibility** | **Priority / Achieved** |
| **Ensure there is sufficient funding in place to apply each initiative & where there is a shortage of funding, that additional funds are sourced** | 1. Maintain key sport status | a) Key sport status maintained – attend key sport meetings  b) Development & annual Plan updated & submitted to IOM Sport each year  c) Continuation of BDO’s contract | 2016-2017  2016-2017  2016-2017 | £0  £0  £7000 per year | IOMBA Development Committee | 1  1  1 |
|  | 2. Source Sponsorship for the Association & apply for any additional funding | a) Sponsorship sought for areas within IOMBA  b) Sponsorship sourced for Business Tournament  c) Any applicable grants applied for | 2016-2017  2016-2017  2016-2017 | £0  £0  £0 | IOMBA / BDO / Development Committee | 1  1  2 |
|  | 3. Identify funding for BDO contribution & development initiatives | a) Identify & implement funding initiatives – quiz nights, bag packs, increase in subs | 2016-2017 | £0 | Development Committee | 1 |