

**Isle of Man Badminton Association**  
**3 Year Development Plan**  
**April 2024 – March 2027**



<b>1</b>	<b>Executive Summary .....</b>	<b>3</b>
1.1	Year 1 (April 2024 to March 2025) .....	4
1.1.1	Increase Participation.....	4
1.1.2	Improve Coaching .....	4
1.1.3	Improve Governance.....	4
1.2	Year 2 and 3 (April 2025 to March 2027) .....	5
1.2.1	Increase Participation.....	5
1.2.2	Improve Coaching .....	6
1.2.3	Improve Governance.....	6
<b>2</b>	<b>Detailed Priorities and Objectives – Year 1 .....</b>	<b>7</b>
2.1	Increase Participation.....	7
2.2	Improve Coaching.....	11
2.3	Improve Governance .....	14

## 1 EXECUTIVE SUMMARY

This Isle of Man Badminton Association (“IOMBA”) development plan commences as at 31 March 2024 and looks forward to the next 3 years, primarily to the Badminton season ending around Easter 2027 (note the badminton season generally runs from September/October, through to April).

During the 2023/24 season, we saw the establishment of a Performance Committee (“PerCo”) that sits underneath the primary IOMBA Executive Committee (“ExCo”). The PerCo’s responsibilities were to primarily focus on ‘performance’ end of badminton, namely the IOM junior and senior development and performance squads, through to the IOM teams that participate in the Badminton England leagues, Island Games and Small Nations tournaments. The juniors also compete at the Inter County Championships (under 18s) each year, which sees some 30 counties from across the UK competing at Nottingham University, as well as a team that plays at the English County Championship (17-21 years old group), which seeks to act as the bridge from the junior group to the senior group.

Following the first year of the PerCo, with closer attention having been paid to the different areas across badminton, it has become much clearer as to where the objectives and priorities of the sport of badminton need to be in the following three years.

The purpose of this development plan is to initial pay particular attention to the next financial year (April 2024 to March 2025, in line with IOM Sport funding process), whilst also then considering the following 2 years at a ‘high level’, as the objectives and priorities of years 2 and 3 will largely depend on the success/delivery of the year 1 priorities and objective.

The priorities and objectives are tackled in line with the overarching objectives of ‘Isle of Man Sport’, which seek to **increase participation, improve coaching and improve governance**, across all sports they support. This way, all sports are largely trying to achieve the same core fundamental improvements.

It is worth noting that the priorities and objectives for Isle of Man Badminton seek to cover all aspects of the sport and are not just focused on the performance side of things. They seek to make the full linkage from grass roots, through to clubs and leagues up through to the development pathway that ultimately drives the ‘national’ team and individual performance.

It is also worth noting that IOM Sport do provide some financial assistance to some 28 sports in the Isle of Man, with badminton being one of these. We have engaged with IOM Sport representatives in March 2024 in order to understand potential funding levels and align our priorities and objectives accordingly. Whilst we have a number of priorities and objectives for the sport as a whole, not all of these are able to be funded by Isle of Man Sport. As such, a high proportion of the year 1 priorities and objectives require significant investment in time from volunteers and coaches, as well as the need to drive a higher level of sponsorship to fund relevant objectives. As we drive the sport forward, an important balance will need to be found, between delivering these ambitious objectives and the funding available to do so.

The priorities and objectives for year 1 will be covered in more detail in the relevant sections of this plan, however at a high level, year 1 priorities and objectives are noted below, which gives a feel for the main direction the sport of badminton is seeking to move in:

## 1.1 Year 1 (April 2024 to March 2025)

### 1.1.1 Increase Participation

- Increase the number and participation levels of junior clubs (particularly where senior clubs already exist)
- Understand and increase the number of school clubs in place (engage with MSR/coaches where possible)
- Continue to host the 'Business Tournament', which has been very successful in recent years
- Clearly articulate the development pathway from club level up to senior squad (key skills and competencies required to move up each stage)
- IOM teams to continue to compete at the highest possible level as a nation (junior county v county matches, ICT, ECC, Badminton England Senior League, Island Games, Small States) and use this to promote the sport as much as possible (see complimentary priorities and objectives around social media and website promotion)

### 1.1.2 Improve Coaching

- Increase the number of active Level 1 and Level 2 coaches (to a pool of 10-15), initially with a focus on those that will attend and actively participate in the junior and senior performance squads (as this will be the base from which we can then help drive coaching down from squads into clubs and schools).
- Host 'Introduction to Badminton' taster sessions with strong club presence at the event to 'sign up' members. This follows into encouraging coaching to take place at clubs and explain core skills and competencies required to join the development pathway (to ensure there is a consistent approach to what is being taught from schools, junior and senior clubs, up into the squads).
- Increase engagement with a professional coach (likely from the UK), in order to help recently qualified coaches put their qualification into practice. Arrange a coaching weekend, whereby a UK professional is invited to the Island to take a training camp weekend, covering junior and senior teams (potentially leading up to ICT and Island Games), whilst also giving the on-Island coaches a valuable learning opportunity. Also seeking to obtain training material, session plans, etc. for ongoing use throughout the development pathway.
- Promote the opportunity and benefits of becoming an 'Umpire/Official' and look to encourage one individual to become an approved Badminton England Umpire as numbers on Island are low. This will also help with reducing costs for the Isle of Man hosted Island Games in 2029 if we have more 'local' officials.

### 1.1.3 Improve Governance

- Further development of the IOMBA digital media content, promotional materials and engaging content. Our media channels need to see higher content, improved view of the sport from non-players (i.e. a much faster paced sport than most non-players are aware of).
- Increased posting of content from squad sessions, tournaments, team events in UK, individual performances at Badminton England events etc. Sharing of Badminton World Federation video content, sharing of professional key social media content providers (i.e. ex-professionals etc.).

- Increased media coverage will seek to drive increased levels of corporate sponsorship through creation of ‘packages’ where sponsors can sponsor smaller elements of the sport (a tournament, kit, shuttles etc.). This is a key objective given funding levels have reduced, and there is a real need to take the sport up to a new level. It is likely that whilst we can achieve increased sponsorship for particular events this first year, it may be year 2 before we are able to get a ‘significant’ primary corporate sponsor for the sport as a whole that will drive our ability to continue to develop and improve the sport.
- Further development of the website to increase useful content to support the ‘increase participation’ objectives (i.e. details of committee members, coaches, clubs, tournaments coming up, video content, promotional material etc.).
- Strategic review of the IOMBA constitutional documentation, committee structure and membership to ensure it is fit for purpose in line with the priorities and objectives and future direction of the sport as a Governing Body of Sport.
- Undertake and in-depth review of all IOMBA policies and procedures and ensure they are aligned with Badminton England, understood by IOMBA members that are charged with governance and relevant attestations are in place. They should also be readily available and easy to obtain on the IOMBA website.
- Ensure all coaches and relevant volunteers are DBS, Safeguard and first aid trained where appropriate. Generate an accreditation programme whereby all coaches and volunteers can only participate in IOMBA activity (squads etc.) once they have achieved the relevant accreditations and have been provided their ‘badge’.

## 1.2 Year 2 and 3 (April 2025 to March 2027)

As noted, years 2 and 3 will be largely dependent upon the ambitious priorities and objectives that have been set for year 1 above, along with the ability to fund those initiatives.

At this stage, years 2 and 3 will be reasonably ‘high level’ objectives under each of the 3 core headers, however this plan will be re-visited each year, with focus always being on the detail of year 1.

As such, next year, the priorities and objectives for ‘year 1’ will likely be those from this current year that have not yet been achieved, with detailed items from our current view of year 2 and 3 being brought into focus.

A lot of the priorities and objectives will exist each year (i.e. participation at events, drive social media etc.), however, at present the additional high level priorities and objectives we envisage coming into view in years 2 and 3 (in line with the overarching IOM Sport objectives) are as follows:

### 1.2.1 Increase Participation

- Focus on training for and performance at the Orkney 2025 Island Games, seeking to achieve both team medal and individual medals. Ensure this is heavily promoted and shared through social media channels.
- Based on increased awareness and improved perception of badminton as a sport (increased speed, agility, power, skill) drive to obtain a more significant ‘corporate sponsor’, along with the sponsorship packages that should be in place.

- Drive the creation of larger junior clubs due to increased interest in the sport (year 1 is to run junior clubs within senior clubs at same venues at the same time due to ease of setting this up) however in years 2/3 it would be anticipated that numbers will warrant separate sessions for junior clubs around the Island.
- Continue with same initiatives each year as those highlighted in year 1 (introduction to badminton, business tournament, rising stars etc.).

### 1.2.2 Improve Coaching

- Increase the number of non-playing, independent coaches (so we are not as reliant on players who need to train, also carrying out the coaching at training sessions).
- Encourage at least one level 2 coach to further develop their skills and undertake the Badminton England Level 3 qualification (ideally an independent, non-playing, non-conflicted individual)
- Hold more Level 1 and Level 2 coaching courses with a drive for local badminton clubs to put individuals forward to obtain the qualifications and actively participate as a coach as club sessions.
- Establish a coach the coaches framework, whereby 'performance coaches' train 'club coaches' on the core skills and competencies required within the different levels of the development pathway. This will seek to ensure that the core basic skills are being tackled at the earliest stage possible at junior and senior clubs through a connected network of coaches, all aligned to focusing on the same core skills.

### 1.2.3 Improve Governance

- Improved constitutional documents created in year 1 start to be more fully embedded in the governance framework
- Improved committee structure becomes operational
- Stronger decision making mechanisms in place, most likely through the Executive Committee at this highest level, with proposals being presented by underlying sub-committees (Performance Committee, Club & League Committee, Competition Committee, Welfare Committee etc.)
- CPD and training framework created to ensure all participants are actively staying on top of developments in the sport, welfare, safeguarding, first aid etc.
- Further investment into increasing the number of umpires/officials in the Island.

## 2 DETAILED PRIORITIES AND OBJECTIVES – YEAR 1

Overall, the main objective of the Performance Committee is to facilitate the development of badminton players, coaches, and clubs, and to promote the sport both nationally and internationally. The key objectives are as follows.

### 2.1 Increase Participation

What are you going to do?	How are you going to do it?	What does success look like?
<p>Increase participation levels at grass roots level (primarily Junior age groups), through junior badminton clubs and schools (Due to funding, we will likely have to drive this through sponsorship/fund raising/club participation).</p>	<p>As a GBS, work with IOMBA partnered Badminton Clubs across the Island to help promote club times and availability via the IOMBA social media channels. Also encourage those clubs to promote their activity and availability where possible, which we can onward promote on the IOMBA social media channels. In turn, clubs will be asked to maintain consistent data sheets that record participation levels that can be provided to the IOMBA on an annual basis (in order to help generate the 'Your Sport Review' submission each year).</p>	<p>Junior Clubs, there whereabouts, times and availability are clearly visible to the general public.</p>
	<p>Create engaging digital marketing content highlighting availability via North, East, South and West based clubs. This links in with a key objective within the 'Improve Governance' section, where digital media content needs to play a significant role in increasing the awareness of what the sport of Badminton can bring (health, fitness, power, speed, excitement, consistency, always available as an indoor non weather impacted sport).</p>	<p>The content that the general public see across our social media channels is both informative and engaging. We will seek to ensure that badminton as a sport is simply more visible (which leads into our longer term development plan that will help drive increased levels of corporate sponsorship in future years), utilising our social media channels. We plan to provide more information, whilst also highlighting player success at competitions (both in and outside the IOM). It is anticipated that edited snips of video footage from competitions will also help</p>

		highlight the speed and power within the sport, that the general public may not be aware of.
	Engage with Primary Schools and MSR to encourage schools to establish lunchtime or after school badminton clubs. In doing so, understand what barriers may exist in creating such clubs (coach availability, equipment, time etc.).	By the end of next season (March 2025) we have a clear map across the Island of which junior schools are hosting badminton clubs, we have a key contact at those schools and have engagement with MSR to ensure appropriate coaching levels are in place.
Provide 'Introduction to Badminton' taster sessions with club presence (in line with P1 objective above), at both junior and adult level (due to funding levels, we will likely have to fund through payment to attend and/or sponsorship).	Book court space at relevant venue (likely NSC or Roundhouse) and advertise via social media, potentially asking NSC to allow flyers to be printed and available in NSC reception.	Higher levels of engagement on our social media channels, evidencing a clear reach to a wider audience.
	Junior taster sessions at start of each season (September/October time), with North, East, South, West club presence. This includes the existing, successful 'No Strings' sessions that have been running in line with MSR.	Higher numbers of individuals turning up to the 'Taster Sessions', particularly juniors who have not previously attended clubs or IOM squads before, where they can then be encouraged to join junior or school clubs.
	Continued awareness at adult level through the running of the 'Business Tournament' again, ensuring club presence and information about club availability is there at the tournaments.	Continued high entry levels at the IOMBA organised Business Tournament, with a flow of new participants out to the different clubs around the Island. Longer term (year 2/3) objectives would be to see club sizes increasing and an increase in club court hours (or new clubs being set up where there are gaps).
Clearly articulate and communicate the sport development pathway for higher level players (junior and senior IOM squads with qualified coaches) - Most costs covered by squad fees.	Continue to communicate the pathway from taster session, primary school tournaments, Business Tournaments, local clubs, up through to IOM squad trial sessions, which in turn then start the journey up through the C>B>A>Senior squad sessions.	Higher participation levels across the sport, which we should be able to evidence through consistent data maintained by clubs and the 'Performance Committee' who manage the IOM squads / development pathway.
	Where possible align the court hire so pathway sessions are 'back-to-back' with the next session so a B squad player (and parent) can see an element of crossover/intergation with the next squad level	Development Pathway core skills and competencies published in the relevant area of



	<p>up. The A, B and C squads are based on skill levels, not age. To progress up to the next level, players need to be able to demonstrate certain skills, regardless of whether they do win games at that level. Players need to be able to perform at the required level to be able to participate in different drills. Establish 'core skills and competencies' required for each squad level, so this can be communicated to players and parents, allowing open communication for parents to discuss this with the coaches.</p>	<p>the IOMBA website so players/parents can see what is required.</p>
	<p>Obtain block bookings at relevant venues (we now have a higher focus on utilising the Roundhouse as this allows back to back bookings (as noted above) which allows greater integration between squads. Due to other block bookings at the NSC, this was not possible there. Having everything in one place is also much more beneficial for coaches who can focus on one or two nights rather than multiple nights a week (as all are volunteers). Court costs are however higher at the Roundhouse and will need to be added to players' fees or through additional funding.</p>	<p>Block bookings and good relationship to be in place with the Roundhouse, ideally seeking to obtain some form of discount, however this is unlikely given the cost of the facility and the need for it to generate a return for local ratepayers.</p>
<p>Ensure we continue to compete at the highest possible level as an Island nation at relevant tournaments, at both a Team and Individual player level. Travel assistance primarily sought in order to support this objective.</p>	<p>Ensure the development pathway continues to focus on building up the Junior teams to be able to play at the annual 'Inter County Tournament' for under 18s, and the 'English County Championship' for 17-21 yrs. Where possible also strive to hold county v county friendly matches across younger age groups to encourage playing different players at different levels and gain experience competing at that level. Encourage junior players to attend individual 'Badminton England' tournaments in the UK (use social media to encourage small groups to go together). Ensure players are aware of the ability to recover some travel costs via the IOMBA. Also seek to bridge the gap between junior and senior teams by working with UK county contacts to establish inter-county IOM v Cheshire, IOM v Yorkshire hosted matches at</p>	<p>The development pathway is able to continue to develop a full team of players on a consistent basis throughout the age groups. Generally team events require 5 male and 5 female players, therefore in order to perform well at the tournaments noted, there needs to be strength and depth throughout the whole squad, with top players being selected to represent the Island (not just those that happen to be the right age). Success will also be shown through improved positioning in tournaments, increased participation at Badminton England junior events, and higher overall Badminton England gradings/rankings of players as they improve (as</p>

	<p>younger age groups. The main cost associated with this activity is the travel costs.</p>	<p>all will have Badminton England memberships that track this).</p>
	<p>Ensure the Senior IOM squad and team continues to focus on building up the team, playing within the Badminton England Senior County Leagues (both the IOM 1 and IOM 2 team are in the North Division 2 and 3 respectively at present). Again, also strongly encourage players to attend Badminton England approved tournaments in the UK in order to gain experience playing against different players/styles. Back this all up with social media activity promoting when the teams and individuals are away competing. Ensure players are aware of the ability to recover some travel costs via the IOMBA. The main cost associated with this activity is the travel costs.</p>	<p>Success will be in the form of promotion up to the next division within the Badminton England Senior County Leagues. The aim is for the IOM 1 team to gain promotion to Division 1 North (currently close in second this season), and for the IOM 2 team to remain in Division 2 North (having recently just won division 3 in March 2024 and have been promoted to division 2 alongside the first team for the 2024/25 season). As with the juniors, success will also be evident through increased participation in Badminton England tournaments, with medal positions obtained in Copper, Bronze, Silver and Gold events where possible. All will also lead to increased gradings/rankings across the player population.</p>
	<p>Ensure the IOM Senior Team continues to enter the prestige events, namely the Island Games, and Small States of Europe tournaments. The Island Games will be well known to IOM Sport, however the inaugural Small States of Europe tournament was held in November 2023, and was a resounding success. This offers a small IOM team the opportunity to play against even higher calibre European small nations such as Cyprus and Iceland. Again the main costs associated with this objective are the travel costs, which also needs to take into account objectives within the 'Improve Coaching' section, as non-playing team manager/coaches are generally required to travel for the team to focus on playing.</p>	<p>Success will present itself as a Team medal position in the Island Games (having finished 4th at the last two). We are extremely focussed on achieving a team medal in Orkney 2025 Games. Success will also present in the form of a medal position at the Small States of Europe Tournament, which is due to be held in Cyprus in October/November 2024. The team was pitched in a tough group at the Malta 2023 Small States tournament and narrowly missed out, however we believe a medal position is certainly within our grasp. Note: we have not included Small States in the cost and have deemed that to</p>

		be a 'self-funded' tournament. Island Games costs are also covered separately.
--	--	--

## 2.2 Improve Coaching

What are you going to do?	How are you going to do it?	What does success look like?
Increase the number of active Level 1 & Level 2 Coaches on Island who will participate in IOM Performance Squads	The performance squads (Senior, A, B and C squads) are largely coached by a small number (2-3 accredited coaches), which is unsustainable as it places far too much reliance on a small few. There is an immediate need to encourage more players/volunteers to obtain formal coaching qualifications through Badminton England, however need an incentive to do so, i.e. funding or partial funding towards the cost of the coaching course as well as the associated Safeguarding and DBS requirements.	Success will be seen where we have 8-10 qualified coaches, all able and confident in being involved in IOM performance squad sessions.
	We will look to schedule at least one 'Level 1' and one 'Level 2' course on Island. This will require an approved training coach to come to the Island to hold the course for 8-10 individuals. There are course and associated travel costs to be able to put this event on. The alternative would be to send IOM individuals to a course in the UK, however this would require multiple travel costs, versus one training coach coming to the IOM.	Success will also be evident where those IOM performance squad coaches are able to also work closely with key coach contacts at the individual clubs to help inform key skills and techniques that are required to enter the development pathway.
	Create a coaching register that ensures all approved coaches remain up to date with Safeguarding and DBS requirements, creating clear policies and protocols, aligned with Badminton England policies and protocols. This should result in there being at least 8 qualified coaches (ideally 4 level 1 and 4 level 2) with 4 to be available for every junior (A, B, C) squad session. Help provide incentives to continue to actively be involved in IOM	Coach register is in place, with accreditation badges showing each individual's coaching level, DBS and Safeguarding position and expiry dates to ensure all are active on the Badminton England approved coaching register and renewals are worked through in advance of expiry.

	performance squad sessions and also help encourage coaching to take place at clubs (particularly junior clubs to help drive correct skills prior to starting any development pathway).	
Encourage local clubs across North, East, South, West to promote coaching activities in addition to having their own coaching support, both at Junior and Senior Levels. Enhancing both the proficiency and performance at club level with clear link through to the development pathway. Lower cost here as all about volunteer time post obtaining qualifications in C1 above.	Initially achieve coaching objective 1 above in order to create a solid base of 10-15 active coaches across the different levels, who are willing to actively participate in squads and clubs.	Success will be seen where we have 8-10 qualified coaches, all able and confident in being involved in IOM performance squad sessions.
	Once the coaching base is in place, and in line with participation objective 3, create the 'core skills and competencies' required across the development pathway and look for 'squad' coaches to spend time with club coaches to explain these core skills and align what is being taught at clubs with what players will progress onto if they start the development pathway.	Success will also be evident where those IOM performance squad coaches are able to also work closely with key coach contacts at the individual clubs to help inform key skills and techniques that are required to enter the development pathway.
	Promotion of 'Why become a coach' across the IOMBA social media channels, asking clubs to further promote this. Show the benefits and incentives provided by the IOMBA where certain costs can be supported, along with opportunities to hone skills at tournaments both on and off Island.	Coach register is in place, with accreditation badges showing each individual's coaching level, DBS and Safeguarding position and expiry dates to ensure all are active on the Badminton England approved coaching register and renewals are worked through in advance of expiry.
Coaching training to be provided to IOM qualified coaches, by professional coaches (likely UK based coach) - Understood this will need to be self-funded hence no requested amount from IOM Sport.	We need to build on the Level 1 and 2 qualifications themselves through engagement with professional coaches who can provide hands on experience and training to coaches, on how to deliver high quality sessions, build strong player development plans, and how to analyse play for on court coaching during competitions/tournaments.	10-15 qualified coaches on Island, who are then starting to gain confidence in providing coaching at clubs and squads, delivering sessions, teaching core techniques and linking into the development pathways.
	Engage with a UK professional coach ( we have previously worked with Martyn Lewis, an ex-Welsh International who coaches at Nottingham University), to determine cost to provide an on Island Coaching weekend. We would look to tie this in with a player training weekend (primarily for the Island Games team leading up to Orkney 2025) as well as for top juniors. We would look to	A coaching weekend has been held, where multiple benefits are realised, where the senior and junior squads have received a training weekend delivered by a UK professional coach, plus our IOM coaches have gained further confidence in how to apply their Level 1 and

	<p>arrange for as many coaches as possible to attend so they can learn from the professional coach and pick up skills on how to deliver engaging sessions. We would also like to consider funding a professional coach to travel with the Island Games team to Orkney 2025, in order to create a transition to teach the IOM based coaches how to apply their Level 1/2 skills in practice in live tournaments.</p>	<p>Level 2 qualifications into practice. Professional coach also travels with the Island Games team to Orkney 2025.</p>
	<p>Seek to work with th UK professional coach to build up a high quality session plan library that the IOM coaches can then utilise (along with the skills they learn at the coaching weekend).</p>	<p>We have a library of session plans that are available to all IOM coaches that can be utilised at different levels across clubs and performance squads. This will result in a confident base of coaches that are delivering similar sessions, all linked to the core skills and competencies that are required to be achieved to work up through the development pathways.</p>
<p>Promote the opportunity and engagement for individuals to Umpiring and other Officiating roles, such as refereeing and line judging that our sport can offer. Costs will likely be higher that what is included, which will require volunteers to self-fund qualifications etc.</p>	<p>These can be equally as rewarding as participation in the actual sport. Development of individuals with these skills will help to support local competitions, raising standards and enabling us to host higher levels of competition in the future.</p>	<p>Umpire / officiating courses identified via Badminton England and booking in place where possible (either locally or in the UK depending on how Badminton England are able to deliver the training course/qualification)</p>
	<p>Engage with Badminton England to gain an understanding of the pathway to umpiring and officiating and determine viability to put people forward for this.</p>	<p>4-6 individuals interest obtained and lined up to participate in the course/qualification</p>
	<p>Once the pathway is understood, and the viability is determined, promote availability to participate on IOMBA social media channels and seek to identify a number of IOM individuals that would like to take this up. This will result in greater IOM representation at tournaments and events, which further promotes the sport from a different angle. Continuing to post updates as this progresses to show what opportunities are available in this field (there are excellent opportunities to travel</p>	<p>2 additional, qualified umpires/officials qualifications obtained by IOM based individuals. This will also help with on-Island competitions, as well as helping ensure we can provide such when it comes to the Isle of Man hosted Island Games in 2029 (which will also help reduce cost in needing to bring umpires over from further afield). Note that it may be</p>

	and see different places all over the world for someone who is passionate about this).	year 2 or 3 before we have these qualified umpires in place and with enough experience to participate as officials at the Island Games in 2029, however we need to start the journey now.
--	--	---

## 2.3 Improve Governance

What are you going to do?	How are you going to do it?	What does success look like?
Further development of the IOMBA digital media content, promotional materials and engaging content. Largely volunteer time and/or self funding.	Engage with a digital content creator on commercial terms for the next year in order to ensure there is allocated resource available to continue to build the profile of the sport across our social media channels. We want the sport of badminton to be seen more widely in the public within the Isle of Man, and to improve the image of badminton, as it is the fastest racket sport in the world, which is often not seen unless more specifically promoted. This is to include video content that shows off the sport to the wider public (video creator to be engaged for this promotional video creation).	The general public and sporting community is generally much more aware of the sport, what it is and are talking about it in higher regard. People really start to see that the sport is a much higher paced activity than they may previously have considered, and are seeing the sharing of wider content from clubs, Badminton England, Badminton World Federation etc.
	Ensure the performance squads and IOM teams take pictures and video content at training session, competitions, tournaments, county league matches, etc (subject to relevant consent being provided), and pass these to the digital content creator to ensure there is a consistent release of impressive content (information and high paced videos).	Local media channels are also engaging with our IOMBA and club content, as we have started to see the newspaper, IOM Today, Gef, and other such media channels sharing our content and creating their own articles off the back of this. Ultimately we will see badminton having a much higher profile in the Isle of Man.
	Increase engagement between content creators at club level and the digital content creator to ensure clubs are promoting and sharing central IOMBA social media activity, whilst the IOMBA also	In turn, this higher profile will result in the ability to attract higher profile, more substantial, corporate sponsorship in subsequent years (year

	<p>creates avenues to help share club material, promoting club sessions across North, East, South and West, in alignment with the objectives stated in the 'Increase Participation' section. We will also seek to share wider content and videos from Badminton England, key training tips and tricks from badminton content creators (professional players with their own channels) as well as video clips from international events shared by the likes of the BWF (Badminton World Federation).</p>	<p>2 and 3 of the wider development plan). By having a higher profile and increased content (through engagement of a digital content creator), we will be able to create 'sponsorship packages' and break things down for multiple sponsorships, which will significantly help fund major aspects of IOM Badminton (such as 'Shuttle Sponsor', 'Junior Squad Sponsor', 'Senior Squad Sponsor', 'Shirt Sponsor', 'Venue Sponsor', 'Travel Sponsor' etc.). The profile of the sport has to be raised before we can attract more meaningful sponsorship, hence this is the focus for the next year.</p>
<p>Further development of the IOMBA website to create higher engagement levels within the playing community as well as public interest (via objective G1 above).</p>	<p>Through the same digital media content creator and video content created via G1 above, we will look to continue to improve the website to post engaging content, publish fixtures and results, promote 'players of the match' for league matches, improve visibility of the IOMBA committee structure, committee members, contact details for clubs etc.</p>	<p>Higher website visit volumes.</p>
	<p>Publish results of data capture (noted in 'Increased Participation' objectives, in relation to number of active players, number of active coaches and officials etc. Publish details of coaches that are available (again, lining up with objectives under 'Improve Coaching').</p>	<p>Increased enquiries from potential players, engagement with the committee contacts, progression of the sport as a result.</p>
	<p>Engage with MSR representatives to understand the linkage that can be made between IOMBA and school badminton clubs and again seek to promote this on the IOMBA website where possible.</p>	<p>Positive comments on ease of use, ability to find information quickly, and ultimately increased levels of participation in the sport at clubs, as a result of improved visibility of the sport and improved information on the website to direct people to the clubs to start playing the sport.</p>

Strategic review of the IOMBA Committee Structure and Constitutional documentation (potential re-write required)	Review the committee structure and propose appropriate changes that ensure the committee can continue to drive the sport forward in a progressive manner. This may result in a smaller number of members at the top level as the Governing Body of Sport, with the creation of sub-committees that are responsible for delegated sub areas (such as a Performance Committee, Legaue Committee, Competition Committee).	The IOMBA has a clear structure, members are known and published on the website, sub-committees have been established and responsibilities delegated appropriately between them. Sub-Committees are in place and report up to the top level GBoS (Executive Committee) to seek approvals or present proposals.
	Within the review, ensure that appropriate provisions are in place with regards to insurance and indemnities.	A legal review has taken place and relevant insurance and indemnities are in place for those in positions of governance.
	Instigate a 'legal review' of any proposed changes to the Governing Body documentation in line with other sport GBoS, in order to make sure that it allows the appropriate flexibility to progress the sport, whilst also ensuring appropriate safety measures are in place.	The constitutional documents are clear and understandable, and available on the website. IOM badminton clubs are engaging well throughout the committee and sub-committee structure, and progressive ideas and changes are taking place. It will be deemed successful if we can evidence a higher degree of engagement and change through the relevant minutes of the committees.
Undertake an in-depth review of IOMBA policies and procedures that are in place, ensuring that mechanisms are put in place to ensure they are reviewed on a periodic basis and remain up-to-date and in line with Badminton England.	Review the existing suite of policies that are included within the constitutional documents, determine which ones remain applicable and which need to be removed.	Improved, simple, easy to understand committee structure and membership (visble on the website).
	Align the policy suite to those of Badminton England, but ensure it is clear as to what is applicable to Badminton in the Isle of Man (primary areas here are around safeguarding, coaching, team travel, squad traning sessions etc.)	Clear suite of policies, with a policy register that the IOMBA top committee is responsible for ensuring remains up to date and reviewed periodically, all in line with recommended levels expected by Badminton England. Coaches and volunteers required to read and sign up to their understanding and adopt them day to day.



	<p>In addition to Badminton England linked policies, with recent changes in venue hire (squads moving up to the Roundhouse) we need to look to ensure we have a core base of training for coaches and volunteers around fire safety (registers and evacuation procedures) as well as first aid training in the event of an incident at training sessions or tournaments. Focus will initially be on the squad coaches (linked to 'Improve Coaching' objectives), the results of which can then seek to encourage similar to be put in place throughout the clubs.</p>	<p>Level 1 and Level 2 coaches are fully Safeguard and DBS qualified, as well as coached and approved volunteers being Fire and First Aid trained in due course.</p>
--	---	--