



Badminton Junior Club

Brief Resume of Junior Club (1st April 2016) by Ray Phipkin (Head Club Coach)

In September 2015 Ray Phipkin (now Head Coach) was approached by Jenny Gallacher (now Welfare Officer) and Lorraine Marlow (Main Club Secretary) to help with the re-forming of the Junior Section which had ceased to exist from April 2015 and was agreed this would re-commence on 30th October 2015.

It was agreed that this time the Junior Club would not be run independently from the Senior club but would be a fully part of the short and long term strategies. The Senior club is Affiliated to Badminton England for 2015/16 season as 2400/3700.

It was decided to make the club available for players from aged 8 to under 17 (as classified by criteria for school year 12). The sessions would again be during Brockington College school term times on Friday's from 5:30 to 7:00pm but initially only on two courts. The players would pay the total cost for a respective term based on the number of weeks in the term session at £5.00 per night. In addition this time all players would need to pay a one-off £5.00 to be affiliated to Badminton England as a Junior Member for season 2015/16. There was also a need to have a structured weekly session programme laid out so that all players, coaches, volunteers & parents would be aware of what the re-formed Junior club was now offering.

A Welcome Pack was produced consisting of a (i) Welcome Leaflet which gave an introduction to club, Club & Training information, Code of Conducts, Useful Contacts (ii) Registration form (iii) Payment form, (iv) Poster indicating sessions, times, cost (v) Details of the structured programme for each week of the term session.

Full details of the Junior Club and the weekly sessions and programmes from 30th October 2015 until the 15th July 2016 were added to the Leicester-shire & Rutland Sport web site. In addition the main clubs web site was updated to reflect the Junior Club as was the respective details on both the LSBA & LBA web sites.

The club was successful in obtaining a grant from Blaby District Council to help with the relaunching of the club in respect of equipment & advertising. A poster was produced advising sessions and with the help of Blaby District Council this was issued to all schools in the Blaby Area. In addition copies were delivered by hand to various locations by senior members of the club.

At the first badminton session on 30th October 2015 only one person attended. By the end of this Autumn Term 2 session on 18th December 2015 a total of six people were attending. It was agreed that the next step should be to offer a FREE badminton taster session with "PRIZES" on 15th January 2016 from 5:00 to 7:00pm and book four courts. A special poster was produced and initial e-mails were issued to all schools in the area advising the event with a request how many leaflets would they require if they could then send these home in the children's book bags? Respective leaflets delivered to schools and also details & poster added to Leicester-shire & Rutland Sport web site. Also decided to place an advert in the Primary Times for the February half term issue advising all about the Junior Club and that the first night would always be a free trial session.

On 15th January 2016 a total of eight club members and a further twenty four players turned up to the FREE taster session. After this event nine players joined plus a further five so with eight existing members had twenty two attending on 22nd January 2016. Since then other players have attended a free session and some decided to join. It is anticipated for Summer Term 5 commencing on 15th April 2016 the members attending will be at least twenty four and now all four courts are being used.

The strategy of also seeking to achieve Badminton England Premier Club and Sport England Clubmark was received with accreditation on 18th December 2015. This was only achieved by working together and having in place a Constitution which incorporated the Junior Club, Code of Conducts, Welcome Leaflet, Registration Forms, Coaches & Officials with the required certificates etc.

Over the next year, the club's strategy will be to also work with local Junior Schools to give younger children a taste and fun of the sport that hopefully means more weekly sessions are required to meet the demand and age groups of all members.