



NEWBA Junior Development Plan 2018-23

“As many as possible, for as long as possible, in the best environment Possible.”

Introduction

Badminton is one of the UK's top six participant sports, with a well-established network of clubs, coaches and volunteers. It is one of the most inclusive sports, appealing equally to both sexes of all ages, as well as a wide range of minority groups.

Badminton is popular because of its accessibility, relatively low cost and only two people are required to enjoy a game. The sport is simple to introduce to beginners, is a non-contact sport that uses light equipment and because it is an indoor sport it is an attractive activity that can be played throughout the year.

The popularity of the game is a strength on which can be built upon, but unstructured participation presents both a challenge and an opportunity. Many people who wish to play more seriously, or realise their full potential even at a modest competitive level, may not have the opportunity to do so and consequently we must strengthen the entry points into, and the pathways through, badminton in North East Wales.

From its current position the potential for growing badminton is huge and by implementing this strategy will ensure that action will be taken to harness that potential. NEWBA is excited about the future of badminton in North East Wales and the *“new beginning”* on which it is embarking. NEWBA is committed to meeting the needs of and providing strong leadership to all those involved in badminton in North East Wales. In order to fulfil that role, NEWBA must adapt to the ever changing needs of those who want to be involved.

The NEWBA Junior Development Plan 2018-23 is a map that outlines the potential of badminton in North East Wales. Through well-defined work and evaluation plans, NEWBA is determined to reach the objectives it has established. It is believed that this plan will begin unifying the diversity of environments and individuals across North East Wales. Throughout this process NEWBA welcomes feedback and contributions to accomplish the goals and objectives set. NEWBA also encourages collaboration of all those who are passionate for the sport to ensure it is moving in the right direction.

Over this 5 year period, we have a simple vision to:

- Increase entry routes into the sport.
- Create high quality, fit for purpose badminton environments including clubs, county squads, leagues and tournaments.
- Increase the recruitment, education and development of coaches and volunteers working in the appropriate areas of the sport.

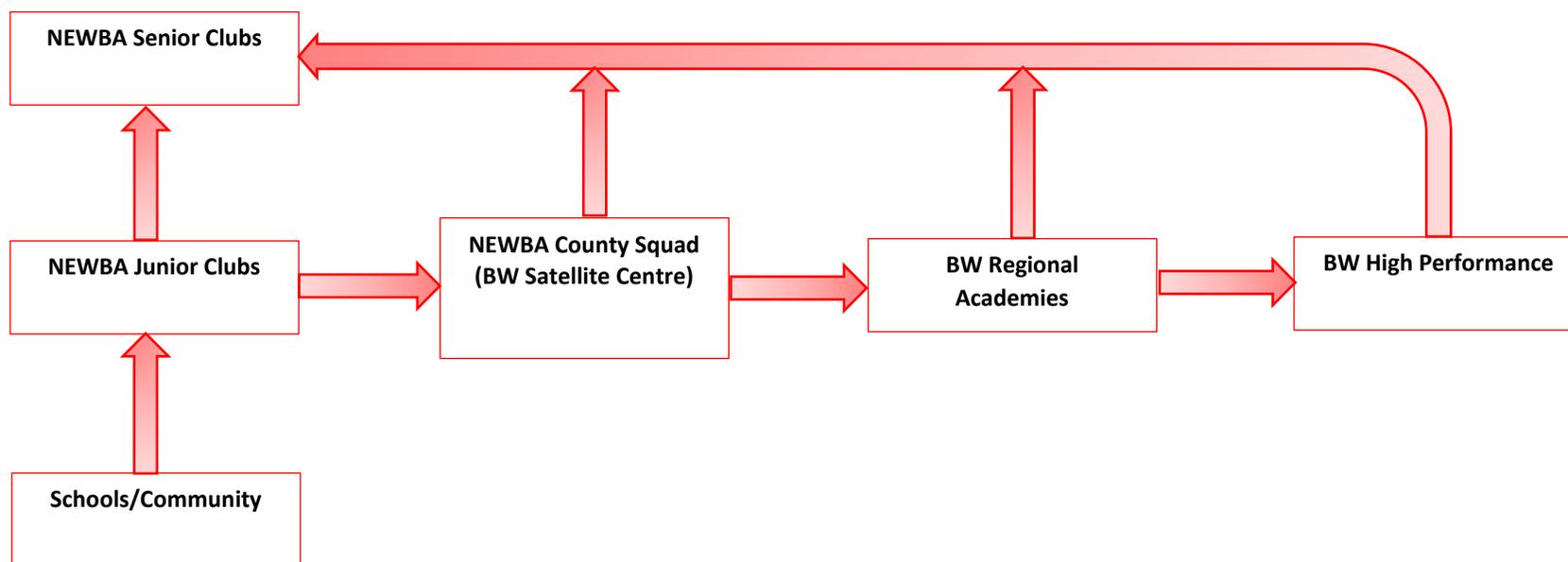
We see this being achieved by:

- Understanding the development needs of badminton in North East Wales.
- Greater contact between NEWBA and the local community.
- NEWBA contributing to the future of badminton locally.
- Identifying and supporting the training needs of coaches and volunteers.

Our Mission

Long Term Player Development (LTPD) pathways underpin all the components of NEWBA's vision. Currently North East Wales does have a well-established LTPD pathway in place, so our primary focus over the next few years will be to develop the LTPD pathway by using highly regarded systems which will build a solid foundation to help fulfil the mission of *"as many as possible, for as long as possible, in the best environment possible"*.

Diagram 1. LTPD Pathway in NEWBA.



NEWBA Junior Clubs

Junior clubs are vital for the sustainability and development of any sport. At present there are 8 junior clubs affiliated with Badminton Wales. These clubs play a vitally important role in developing badminton across North East Wales. Junior clubs offer an avenue for participation and enjoyment for junior players of all ages and abilities and are usually the initial introduction point to the sport, where a love and passion for the sport is developed. Many junior clubs are also the initial introduction point for junior players to receive regular coaching, which places a huge responsibility on clubs to provide age appropriate activities and correct coaching to all children and young players. This ensures they are set off on the correct path to allow them to reach their full potential, whatever level that may be.

In North East Wales we have a responsibility to work with all junior clubs and support them in providing the best standard of service for all members regardless of age or ability. Quality clubs that provide enjoyment, positive experiences, appropriate competition and challenges, appropriate coaching and are run by dedicated volunteers are critical if clubs are to survive and develop and individuals are to realise their full potential.

NEWBA Senior Clubs

Senior clubs are vital to continue to help the sustainability and development of any sport. At present there are 13 senior clubs affiliated with Badminton Wales. These clubs play an important role in continuing to develop badminton across North East Wales. Senior clubs offer an avenue for participation and enjoyment for senior players of all ages and abilities and are a great way for adults to socialise and be active. They also offer competitive play in teams which play in a league format.

In North East Wales we have a responsibility to work with all senior clubs and support them in providing the best standard of service for all members regardless of age or ability. Quality clubs that provide enjoyment, positive experiences, appropriate competition and challenges, appropriate coaching and are run by dedicated volunteers are critical if clubs are to survive and develop and individuals are to realise their full potential.

NEWBA County Squad (Badminton Wales Satellite Centre)

NEWBA currently has one Junior County Squad, which provides additional coaching to players outside of the club environment and provides the stepping stone from club into the Badminton Wales performance system. These squads are made up of players who have been selected by NEWBA, who meet certain criteria which are felt will maximise a player's development and potential. In return NEWBA will provide the expertise and guidance through a supported structure which will aid the player's early development and provide them with the core skills required to enable them to continue their journey towards becoming a Regional Academy player and then onto the High Performance and GB Talent pathway. NEWBA Development Pathways are designed for young people to move progressively through Badminton in line with their maturation. This allows players to;

- Move easily from one stage to another
- Have positive experiences while developing their skills and interests
- Be inspired to stay involved in badminton long term

Badminton has different requirements, but has definite stages from early involvement to an experienced participant. Not all juniors will be interested in elite specialisation and recreational participation will always be encouraged. Age ranges for each stage are only indicative as there are considerable differences in the speed in young people's ability to move from stage to stage (due to maturation and growth differences).

At the entry stages to the NEWBA County Squad, junior badminton players are learning how to train and practice, which becomes a powerful factor in skill development, although fun and enjoyment remain important. An emphasis is placed on the improvement of a wide range of specific skills and the importance of learning through game specific activities, are introduced. As the players develop, they then start to specialise. All players should know how to start to develop individual strategies. Training sessions are fun with emphasis on perfecting specific skills, group work and strategies, including game sense activities.

Badminton Wales Regional Academies and High Performance

Currently North East Wales runs the only Regional Academy and High Performance Centre's in North Wales. The Regional Academies are a vital part of the Badminton Wales player pathway. The Regional Academies provide the link between the County Squad (Satellite Center), which feed into the Badminton Wales' High Performance, and the GB Talent pathway. Inclusion into the High Performance structure represents a player who has developed through Badminton Wales' player pathway. A player at this level will have graduated from the Regional Academies having demonstrated they can achieve the required standards to become a High Performance player. The High Performance program and criteria is driven and closely aligned to the GB Talent pathway. Players who represent Wales at U17/U19 through to senior level would be selected from one of the High Performance structures.

Achieving Our Mission

The first step for NEWBA is to consider badminton in North east Wales as a whole, as opposed to focusing only on specific components, to identify strengths and weaknesses to develop strategies to create a strong and coherent organizational culture. By attempting to focus on meeting as many individual's motivations and needs, without adding to and in some cases relieving the pressures and constraints they may face, it will get those individuals to fully engage with the strategic plan and allow them to develop entirely new mind sets and beliefs about badminton in Wrexham and their roles within it.

NEWBA – Junior Development Governance Plan - To realise our visions and goals, governance will be a key factor in ensuring these are achieved. The governance of NEWBA must include ongoing collaboration between members, potential members and partners, including Badminton Wales and Local Authority Partners.	
Governance	To run a professional and financially viable junior development programme with clear and transparent policies and procedures to facilitate delivery of this strategy.
Accountability	Recognise the importance of monitoring progress and evaluating whether the work of the Junior Development Committee and its partners are making progress towards its intended outcomes and its longer-term vision. In support of this strategy, we are committed to tracking progress against all the output and outcome targets identified.
Meetings	Meetings will be held as and when required. Meetings will be structured and define clear objectives prior to the meeting. With two-way honest and open communication an action plan will be put in place, ensuring everyone leaves with a clear understanding of the next steps to be taken.
Workforce and Volunteers	Look to continually add to the workforce and volunteers throughout North East Wales, fully recognising and supporting the value they add to the sport. Meeting the needs and providing training where possible will ensure we have the best possible workforce to achieve our objectives.

NEWBA – Junior Development Communication Plan - To deliver our programmes successfully, the quality of our communication will be a key factor in achieving this. This communication needs to be a two way process, with all parties having a clear understanding of what NEWBA is trying to achieve and their roles within it.

Website	Have a website that is attractive, visible and is regularly updated with relevant information based around NEWBA. The site will also contain news, resources, development services and contact information.
Services	Use the website and other means of communication to ensure all members are aware of the services and support that are available through NEWBA and other sources.
Resources	Have relevant resources on the website for everyone to utilise including all Coaching Session Plans, up to date player development info etc.
Email	Distribute a bi-monthly mail shot to all members detailing upcoming news, events and information on activities of those involved with the project.
Social Media	Engage with all those involved, who have access to social media. Over the next 5 years we will look to maximise social media as a tool to promote NEWBA and the work we are carrying out. Through a planned and targeted approach we aim to promote the sport and all activities available to those who are not currently involved to help grow badminton in North East Wales.

NEWBA – Junior Development Participation Improvement Plan – To achieve our target participation numbers, we will develop and deliver a number of strategies to improve the awareness and opportunities for people to get involved in the sport.

Marketing	Develop a marketing strategy to improve the current perception of badminton through targeted communication processes as set out in the NEWBA – Communication Plan. This general strategy will mainly focus on the qualities our sport has to offer and the various environments in which people can play, train and compete.
Local Authorities	NEWBA will support all 'Try It' events/one off or short term sporting events to raise awareness of the sport and the local clubs and how players can get involved. NEWBA will also work with LA's to provide where possible, qualified coaches to help facilitate holiday coaching programmes and fun weeks.
Community Sport	NEWBA will support community programmes, working with LA coaches, both racquet sport and multi-sport coaches, to help create the maximum number of participant opportunities possible. NEWBA will also work with these coaches to create links with their programmes and local clubs to help ensure all programmes lead to something more sustainable.
Primary Schools	NEWBA recognises that getting children involved in the sport at a young age is vital if we are to attract new players into the sport. We will therefore look to work with Primary Schools across North East Wales to develop badminton programmes (fun days/festivals etc) in local areas where schools can come together and children can enjoy the sport in a relaxed setting.
College/University Programmes	NEWBA will work with Coleg Cambria and Glyndwr University to support their sport programmes that deliver coaching to primary and post primary schools across North east Wales.

NEWBA – Junior Club Development Plan – *To deliver sustainable and successful clubs, we will develop and deliver a number of strategies to enable the clubs and its members to reach their full potential.*

Marketing	Develop a marketing strategy to raise awareness of NEWBA Clubs and the services they offer through targeted communication processes as set out in the NEWBA – Communication Plan. This general strategy will mainly focus on the local community around the club including social media groups, online press, schools and LA’s.
The NEW way Coaching Session Plans	Implement The NEW way coaching session plans which are designed to support club coaches in developing junior players to achieve their full potential. The coaching session plans incorporated with a player award scheme (Sgiliau Badminton) provide continuity and motivation to every junior player’s development. The NEW way coaching session plans uses elements from BWF Shuttle Time, BWF Level 1 Coaches Manual and BWF Level 2 Coaches Manual, which are designed to assist players in developing hitting and movement technique, from beginner to National level.
The NEW way Sgiliau Badminton (player award scheme)	Implement the player award scheme which works on the principle that the primary focus of young players should be on skill development, not winning. Winning is an outcome of a player performing skills well, so more players will be motivated if they are orientated towards improving their skills rather than trying to win. The scheme consists of 10 levels, enabling players to achieve various levels of success, while becoming much more skilful players in the process. The scheme will give a better understanding to players, parents and coaches of the development needs of each individual player and will also aid talent identification for clubs and various training groups along the performance pathway.
Support and Guidance	Provide coaches and volunteers with support and guidance with implementing The NEW way Coaching Session Plans and Sgiliau Badminton. Also advise coaches on various aspects of club session development, including staff set-up, coach mentoring, maximising court efficiency and talent identification.
Understanding of Long Term Player Development Plan and Performance Pathway	NEWBA needs to ensure there is a clear understanding from players, parents and coaches of the LTPD Plan which is built on the basis of player growth and development and most importantly is player centred and what is needed to achieve the required standards at each stage of the performance pathway.

NEWBA – Junior Coach Development Plan – To enable every player to reach their full potential During the 2018-23 period, we will develop and deliver the following coach development programmes and areas within badminton in North east Wales.

Marketing	Develop a marketing strategy to raise awareness of the coaching opportunities on offer through targeted communication processes as set out in the NEWBA – Communication Plan. This general strategy will mainly focus on the local community around the club including social media groups, online press, Coleg Cambria, Glyndwr University, Schools (DofE awards) and LA's.
Shuttle Time	Continue to deliver Shuttle Time across North East Wales to primary and secondary schools, colleges and Local Authorities. Shuttle Time will also be introduced to club coaches which will give a layered and structured approach to coach and player development within the club system.
BWF Level 1 and Level 2	Badminton Wales is currently in the process of planning the migration from our current Coach Education providers UKCC to the Badminton World Federation (BWF) Coach Education Programme.
County Squad Traineeships	The NEWBA County Squad will incorporate a coach traineeship into their program. The trainee coaches will be required to attend 2 coaching workshops (one theory and one practical) prior to the start of the county squad sessions and continue their CPD through appropriate workshops held by NEWBA and complete their BWF Shuttle Time and BWF Level 1 coaching course as delivered by Badminton Wales. The trainee coaches will also be required to attend at least one junior club session per month of their choosing. This will enable the trainees to continue working with those already in the County Squad or working with those ready for transition into the County Squad. It will also aid with continued talent identification within the club system. In return NEWBA will provide the trainee coaches continued mentoring from Lead coaches Luke Tanner and Judith Hughes throughout the season. After their initial training period working within the County Squads (14 weeks) the trainee coaches will then be paid for their work at the County Squad sessions.
The NEW way Coaching Session Plans	Promote the use of the coaching session plans which are designed to support club coaches in developing junior players to achieve their full potential. This will give existing coaches and new coaches a structured guide from which to work to, saving time and shortening the coaches learning process when planning sessions.
The NEW way Sgiliau Badminton (player award scheme)	Promote the use of the player award scheme works on the principle that the primary focus of young players should be on skill development, not winning. Winning is an outcome of a player performing skills well, so more players will be motivated if they are orientated towards improving their skills rather than trying to win. The scheme will give a better understanding to players, parents and coaches of the development needs of each individual player and will also aid talent identification for clubs and various training groups along the performance pathway.
Coach CPD Opportunities	Identify areas of continuous professional development for all coaches involved in the performance pathway. To deliver regular workshops in the region catering for the needs of the coaching population and promoting opportunities to gain endorsed qualifications in line with the coach's development and ambitions.

NEWBA – Junior Training and Competition Plan – *The provision of training and competitive badminton for players of all ages and experience will be essential in motivating those who wish to play badminton in a more structured and competitive environment.*

<p>County Squads</p>	<p>The County Squad will be open to any player between the ages of 12-17 yrs old. Players will initially be separated into small groups (courts) based on their level of ability and will work with a coach within that group. Player development will be assessed regularly and players will be able to move through the groups' dependant on their ability at any given time. The county Squad will run in conjunction with the L.A. school terms, which will increase the training hours for the players throughout a season (increasing from September to July). As well as a working to a technical and tactical training program, an individual league (singles and doubles) will be introduced as part of the County Squad sessions to provide more regular competitive play. This is to be played every 3 weeks. The County Squad will serve to aid the transition of players into Senior badminton within North East Wales to continually increase the numbers and standard of players playing in the NEWBL Senior League. It will also look to obtain Badminton Wales Satellite Centre status by providing players of the required standards to the Badminton Wales Regional Academy and High Performance Squads</p>
<p>County Teams</p>	<p>Develop County teams, covering U15, U17 and U19 age groups, with the aim to entering into the Badminton England County Championships.</p>
<p>Junior League</p>	<p>Keeping the current structure. Match play will be open to anyone up to the age of 18 yrs old. Top 2 divisions to play 1 game to 21 with lower divisions to play 1 game to 15.</p>
<p>Tournaments</p>	<p>To deliver a professional and financially viable annual events programme, covering all age groups and performance levels.</p> <ul style="list-style-type: none"> • BW Gold Events – Keep the current structure of singles, level doubles and mixed doubles. Events will be open to U15, U17, U19 age groups only. • BW Silver Events – Keep the Monrad Structure with singles only. Events will be open to U15, U17, U19 age groups only. • Other Tournaments – Using the Monrad Structure with half-court singles only (possibly doubles). Events will be open to U11 and U13 age groups only. The tournament time will be set to 5 hrs (2 hours of coaching in the morning session and 2.5 hrs tournament play in the afternoon session).

Year 1 Junior Development Plan 2018/19

NEWBA – Junior Development Governance Plan - To realise our visions and goals, governance will be a key factor in ensuring these are achieved. The governance of NEWBA must include ongoing collaboration between members, potential members and partners, including Badminton Wales and Wrexham Local Authority Partners.			
Development Action	Target	Timescale	Responsibility
Governance	Provide clear and transparent policies and procedures and review and produce junior development committee job descriptions to facilitate delivery of the NEWBA Junior Development Plan.	June 2018	
Junior Development Committee	Put a junior development committee in place, made up of people from a range of backgrounds with appropriate skills to finalise and deliver the Junior Development Plan.	June 2018	
Review	Review all programmes in place and the impact on junior development	July 2019	

NEWBA – Junior Development Communication Plan - To deliver our programmes successfully, the quality of our communication will be a key factor in achieving this. This communication needs to be a two way process, with all parties having a clear understanding of what NEWBA is trying to achieve and their roles within it.			
Development Action	Target	Timescale	Responsibility
Website	Develop a website that is attractive, visible and is regularly updated with relevant information based around NEWBA's initiatives.	August 2018	
Resources	Have relevant resources on the website for everyone to utilise including all Coaching Session Plans, up to date player development info etc.	August 2018	
Email	Distribute a bi-monthly mail shot to all members detailing upcoming news, events and information on activities of those involved with the project.	October 2018	
Social Media	Develop a planned and targeted approach aiming to promote the sport and all activities available to those who are not currently involved to help grow badminton in North East Wales.	August 2018	

NEWBA – Junior Development Participation Improvement Plan – To achieve our target participation numbers, we will develop and deliver a number of strategies to improve the awareness and opportunities for people to get involved in the sport.

Development Action	Target	Timescale	Responsibility
Marketing	Develop a marketing strategy to improve the current perception of badminton through targeted communication processes as set out in the NEWBA – Communication Plan. This general strategy will mainly focus on the negative image the sport has gained due to the lack of distinction between badminton as a competitive sport and badminton as a way of recreation and occasional activity.	August 2018	
Local Authorities	Liaise with all Local Authorities to develop ideas for ‘Try It’ events/one off or short term sporting events to raise awareness of the sport and the local clubs and how players can get involved.	September 2018	
Primary Schools	Continue to deliver Shuttle Time to primary Schools in North East Wales and raise awareness of the sport and the local clubs and how players can get involved.	Ongoing	
College/University Programmes	Arrange Shuttle Time courses for Coleg Cambria students and develop ways to support their sport programmes that deliver coaching to primary and post primary schools across North East Wales.	October 2018	

NEWBA – Junior Club Development Plan – To deliver sustainable and successful clubs, we will develop and deliver a number of strategies to enable the clubs and its members to reach their full potential.

Development Action	Target	Timescale	Responsibility
Marketing	Develop a marketing strategy to raise awareness of NEWBA Clubs and the services they offer through targeted communication processes as set out in the NEWBA – Communication Plan. This general strategy will mainly focus on the local community around the club including social media groups, online press, schools and LA’s.	September 2018	
Junior Club Development	Engage with existing clubs researching which clubs are working to maximum capacity (enough coaches, enough equipment, up to date knowledge etc). Develop individual plans which will help enable clubs to work to and continue to work to their maximum capacity and highest quality practice.	October 2018 December 2018	
The NEW way Coaching Session Plans and The NEW way Sgiliau Badminton (player award scheme)	Initial support and guidance to implement The NEW way coaching session plans and Sgiliau Badminton into the NEWBA Junior Club coaching sessions. Wrexham J.B.C Connah’s Quay J.B.C. Llanferres J.B.C.	September 2018 September 2018 September 2018 November 2018	
Understanding of Long Term Player Development Plan and Performance Pathway	Ensure there is a clear understanding from players, parents and coaches of the LTPD Plan.	October 2018	

NEWBA – Junior Coach Development Plan – To enable every player to reach their full potential During the 2018-23 period, we will develop and deliver the following coach development programmes and areas within badminton in North east Wales.

Development Action	Target	Timescale	Responsibility
Marketing	Develop a marketing strategy to raise awareness of the coaching opportunities on offer through targeted communication processes as set out in the NEWBA – Communication Plan. This general strategy will mainly focus on the local community around the club including social media groups, online press, Coleg Cambria, Glyndwr University, Schools (DofE awards) and LA's.	August 2018	
Shuttle Time	Continue to deliver Shuttle Time across North East Wales to primary and secondary schools, colleges and Local Authorities. Shuttle Time will also be introduced to club coaches which will give a layered and structured approach to coach and player development within the club system.	Ongoing	BW
BWF Level 1 and Level 2	Deliver 1x BWF Level coaching Course	December 2018	BW
County Squad Coach Traineeships	Identify 4 potential coaches to become NEWBA County Squad coach trainees and Provide 2 coaching workshops (one theory and one practical) prior to the start of the county squad sessions.	August 2018	
Coach CPD Opportunities	Deliver 3 x workshop in the region catering for the needs of the coaching population (including discussion forum)	July 2019	

NEWBA – Junior Training and Competition Plan – The provision of training and competitive badminton for players of all ages and experience will be essential in motivating those who wish to play badminton in a more structured and competitive environment.

Development Action	Target	Timescale	Responsibility
County Squad	Implement the new age group for the County Squad and increase training from September to July. Implement the individual junior league as part of the County training sessions Work with Badminton Wales to make County Squad a Badminton Wales Satellite Centre.	September 2018 November 2018 January 2019	
Junior League	Implement suggested age group and scoring structure.	October 2018	
Tournaments	Plan and Implement the suggested tournament structure.	October 2018	

Year 2 Junior Development Plan 2019/20

NEWBA – Junior Development Governance Plan - To realise our visions and goals, governance will be a key factor in ensuring these are achieved. The governance of NEWBA must include ongoing collaboration between members, potential members and partners, including Badminton Wales and Wrexham Local Authority Partners.			
Development Action	Target	Timescale	Responsibility
Governance	Review policies and procedures to ensure they are up to date and relevant. Review and produce junior development committee job descriptions to facilitate delivery of the NEWBA Junior Development Plan.	July 2019	
Junior Development Committee	Ensure the junior development committee continues to be made up of people from a range of backgrounds with appropriate skills to deliver the Junior Development Plan.	July 2019	
Review	Review all programmes in place and the impact on junior development.	July 2020	

NEWBA – Junior Development Participation Improvement Plan – To achieve our target participation numbers, we will develop and deliver a number of strategies to improve the awareness and opportunities for people to get involved in the sport.			
Development Action	Target	Timescale	Responsibility
Local Authorities	Implement and expand ideas for ‘Try It’ events/one off or short term sporting events to raise awareness of the sport and local clubs and how players can get involved (FI).	September 2019	
Primary Schools	Continue to deliver Shuttle Time to primary Schools in North East Wales and raise awareness of the sport and the local clubs and how players can get involved.	Ongoing	
College/University Programmes	Arrange Shuttle Time courses for Coleg Cambria students and develop ways to support their sport programmes that deliver coaching to primary and post primary schools across North East Wales.	October 2019	

NEWBA – Junior Club Development Plan – To deliver sustainable and successful clubs, we will develop and deliver a number of strategies to enable the clubs and its members to reach their full potential.			
Development Action	Target	Timescale	Responsibility
Junior Club Development	Work to individual plans which will help enable clubs to work to and continue to work to their maximum capacity and highest quality practice.	January 2019	
The NEW way Coaching Session Plans and The NEW way Sgiliau Badminton (player award scheme)	Initial support and guidance to implement The NEW way coaching session plans and Sgiliau Badminton into the NEWBA Junior Club coaching sessions. Buckley J.B.C Deeside J.B.C. Prestatyn J.B.C	September 2019 October 2019 November 2019 January 2020	
Understanding of Long Term Player Development Plan and Performance Pathway	Continue to ensure there is a clear understanding from players, parents and coaches of the LTPD Plan.	October 2019	

NEWBA – Junior Coach Development Plan – To enable every player to reach their full potential During the 2018-23 period, we will develop and deliver the following coach development programmes and areas within badminton in North east Wales.

Development Action	Target	Timescale	Responsibility
Marketing	Continue to focus marketing on the local community around the club including social media groups, online press, Coleg Cambria, Glyndwr University, Schools (DofE awards) and LA's.	September 2019	
Shuttle Time	Continue to deliver Shuttle Time across North East Wales to primary and secondary schools, colleges and Local Authorities. Shuttle Time will continue to be introduced to club coaches which will give a layered and structured approach to coach and player development within the club system.	Ongoing	BW
BWF Level 1 and Level 2	Deliver 1x BWF Level coaching Course	January 2020	BW
County Squad Coach Traineeships	Identify 2 potential coaches to become NEWBA County Squad coach trainees and Provide 2 coaching workshops (one theory and one practical) prior to the start of the county squad sessions.	September 2019	
Coach CPD Opportunities	Deliver 4 x workshop in the region catering for the needs of the coaching population (including discussion forum)	July 2020	

NEWBA – Junior Training and Competition Plan – The provision of training and competitive badminton for players of all ages and experience will be essential in motivating those who wish to play badminton in a more structured and competitive environment.

Development Action	Target	Timescale	Responsibility
County Squad	Continue the new age group for the County Squad and increase training from September to July.	September 2019	
	Continue the individual junior league as part of the County training sessions	November 2019	
Junior League	Continue age group and scoring structure and encourage teams to enter BW National Junior Club Competition.	October 2019	
Tournaments	Increase the number of tournaments for lower age groups to 4.	October 2019	

Year 3 Development Plan 2020/21

NEWBA – Junior Development Governance Plan - To realise our visions and goals, governance will be a key factor in ensuring these are achieved. The governance of NEWBA must include ongoing collaboration between members, potential members and partners, including Badminton Wales and Wrexham Local Authority Partners.			
Development Action	Target	Timescale	Responsibility
Governance	Review policies and procedures to ensure they are up to date and relevant. Review and produce junior development committee job descriptions to facilitate delivery of the NEWBA Junior Development Plan.	July 2020	
Junior Development Committee	Ensure the junior development committee continues to be made up of people from a range of backgrounds with appropriate skills to deliver the Junior Development Plan.	July 2020	
Review	Review all programmes in place and the impact on junior development.	July 2021	

NEWBA – Junior Development Participation Improvement Plan – To achieve our target participation numbers, we will develop and deliver a number of strategies to improve the awareness and opportunities for people to get involved in the sport.			
Development Action	Target	Timescale	Responsibility
Local Authorities	Implement and expand ideas for ‘Try It’ events/one off or short term sporting events to raise awareness of the sport and local clubs and how players can get involved (Wr).	September 2020	
Primary Schools	Continue to deliver Shuttle Time to primary Schools in North East Wales and raise awareness of the sport and the local clubs and how players can get involved.	Ongoing	
College/University Programmes	Arrange Shuttle Time courses for Coleg Cambria students and develop ways to support their sport programmes that deliver coaching to primary and post primary schools across North East Wales.	October 2020	

NEWBA – Junior Club Development Plan – To deliver sustainable and successful clubs, we will develop and deliver a number of strategies to enable the clubs and its members to reach their full potential.			
Development Action	Target	Timescale	Responsibility
Junior Club Development	Work to individual plans which will help enable clubs to work to and continue to work to their maximum capacity and highest quality practice.	January 2021	
	Research and develop a new junior club in Wrexham.	October 2020	
The NEW way Coaching Session Plans and The NEW way Sgiliau Badminton (player award scheme)	Initial support and guidance to implement The NEW way coaching session plans and Sgiliau Badminton into the NEWBA Junior Club coaching sessions.	September 2020	
	Flint J.B.C Mold J.B.C.	October 2020 January 2021	
Understanding of Long Term Player Development Plan and Performance Pathway	Continue to ensure there is a clear understanding from players, parents and coaches of the LTPD Plan.	October 2020	

NEWBA – Junior Coach Development Plan – To enable every player to reach their full potential During the 2018-23 period, we will develop and deliver the following coach development programmes and areas within badminton in North east Wales.

Development Action	Target	Timescale	Responsibility
Marketing	Continue to focus marketing on the local community around the club including social media groups, online press, Coleg Cambria, Glyndwr University, Schools (DofE awards) and LA's.	September 2020	
Shuttle Time	Continue to deliver Shuttle Time across North East Wales to primary and secondary schools, colleges and Local Authorities. Shuttle Time will continue to be introduced to club coaches which will give a layered and structured approach to coach and player development within the club system.	Ongoing	BW
BWF Level 1 and Level 2	Deliver 1x BWF Level coaching Course	January 2021	BW
County Squad Coach Traineeships	Identify 2 potential coaches to become NEWBA County Squad coach trainees and Provide 2 coaching workshops (one theory and one practical) prior to the start of the county squad sessions.	September 2020	
Coach CPD Opportunities	Deliver 4 x workshop in the region catering for the needs of the coaching population (including discussion forum)	July 2021	

NEWBA – Junior Training and Competition Plan – The provision of training and competitive badminton for players of all ages and experience will be essential in motivating those who wish to play badminton in a more structured and competitive environment.

Development Action	Target	Timescale	Responsibility
County Squad	Continue the new age group for the County Squad and increase training from September to July. Continue the individual junior league as part of the County training sessions. Set up a new County Squad in Wrexham.	September 2020 November 2020 October 2020	
Junior League	Continue age group and scoring structure and encourage teams to enter BW National Junior Club Competition.	October 2020	
Tournaments	Increase the number of tournaments for lower age groups to 4.	October 2020	

Year 4 Development Plan 2021/22

NEWBA – Junior Development Governance Plan - *To realise our visions and goals, governance will be a key factor in ensuring these are achieved. The governance of NEWBA must include ongoing collaboration between members, potential members and partners, including Badminton Wales and Wrexham Local Authority Partners.*

Development Action	Target	Timescale	Responsibility
Governance	Review policies and procedures to ensure they are up to date and relevant. Review and produce junior development committee job descriptions to facilitate delivery of the NEWBA Junior Development Plan.	July 2021	
Junior Development Committee	Ensure the junior development committee continues to be made up of people from a range of backgrounds with appropriate skills to deliver the Junior Development Plan.	July 2021	
Review	Review all programmes in place and the impact on junior development.	July 2022	

NEWBA – Junior Development Participation Improvement Plan – *To achieve our target participation numbers, we will develop and deliver a number of strategies to improve the awareness and opportunities for people to get involved in the sport.*

Development Action	Target	Timescale	Responsibility
Local Authorities	Implement and expand ideas for ‘Try It’ events/one off or short term sporting events to raise awareness of the sport and local clubs and how players can get involved (De).	September 2021	
Primary Schools	Continue to deliver Shuttle Time to primary Schools in North East Wales and raise awareness of the sport and the local clubs and how players can get involved.	Ongoing	
College/University Programmes	Arrange Shuttle Time courses for Coleg Cambria students and develop ways to support their sport programmes that deliver coaching to primary and post primary schools across North East Wales. Look to arrange providing Shuttle Time to Glyndwr University.	October 2021 December 2021	

NEWBA – Junior Club Development Plan – *To deliver sustainable and successful clubs, we will develop and deliver a number of strategies to enable the clubs and its members to reach their full potential.*

Development Action	Target	Timescale	Responsibility
Junior Club Development	Work to individual plans which will help enable clubs to work to and continue to work to their maximum capacity and highest quality practice. Research and develop a new junior club in Denbighshire.	January 2022 October 2021	
The NEW way Coaching Session Plans and The NEW way Sgiliau Badminton (player award scheme)	Continue to support and guidance to implement The NEW way coaching session plans and Sgiliau Badminton into the NEWBA Junior Club coaching sessions.	September 2021	
Understanding of Long Term Player Development Plan and Performance Pathway	Continue to ensure there is a clear understanding from players, parents and coaches of the LTPD Plan.	October 2021	

NEWBA – Junior Coach Development Plan – To enable every player to reach their full potential During the 2018-23 period, we will develop and deliver the following coach development programmes and areas within badminton in North east Wales.

Development Action	Target	Timescale	Responsibility
Marketing	Continue to focus marketing on the local community around the club including social media groups, online press, Coleg Cambria, Glyndwr University, Schools (DofE awards) and LA's.	September 2021	
Shuttle Time	Continue to deliver Shuttle Time across North East Wales to primary and secondary schools, colleges and Local Authorities. Shuttle Time will continue to be introduced to club coaches which will give a layered and structured approach to coach and player development within the club system.	Ongoing	BW
BWF Level 1 and Level 2	Deliver 1x BWF Level coaching Course	January 2022	BW
County Squad Coach Traineeships	Identify 2 potential coaches to become NEWBA County Squad coach trainees and Provide 2 coaching workshops (one theory and one practical) prior to the start of the county squad sessions.	September 2021	
Coach CPD Opportunities	Deliver 4 x workshop in the region catering for the needs of the coaching population (including discussion forum)	July 2022	

NEWBA – Junior Training and Competition Plan – The provision of training and competitive badminton for players of all ages and experience will be essential in motivating those who wish to play badminton in a more structured and competitive environment.

Development Action	Target	Timescale	Responsibility
County Squad	Continue the new age group for the County Squad and increase training from September to July. Continue the individual junior league as part of the County training sessions. Set up a new County Squad in Denbshire.	September 2021 November 2021 October 2021	
Junior League	Continue age group and scoring structure and encourage teams to enter BW National Junior Club Competition.	October 2021	
Tournaments	Increase the number of tournaments for lower age groups to 4.	October 2021	

Year 5 Development Plan 2022/23

NEWBA – Junior Development Governance Plan - To realise our visions and goals, governance will be a key factor in ensuring these are achieved. The governance of NEWBA must include ongoing collaboration between members, potential members and partners, including Badminton Wales and Wrexham Local Authority Partners.			
Development Action	Target	Timescale	Responsibility
Governance	Review policies and procedures to ensure they are up to date and relevant. Review and produce junior development committee job descriptions to facilitate delivery of the NEWBA Junior Development Plan.	July 2022	
Junior Development Committee	Ensure the junior development committee continues to be made up of people from a range of backgrounds with appropriate skills to deliver the Junior Development Plan.	July 2022	
Review	Thoroughly review all programmes in place and the overall impact on junior development and develop a new strategic development plan.	July 2022	

Appendix - Costings

County Squad Expenditure				
Weeks	Courts No	Hours No	Court Cost £	Total £
38	8	2	6.5	3952
Weeks	Coaches	Hours No	Hourly Cost £	Total £
38	2 (Lead)	2	12.5	1900
38	1 (Assistant)	2	10	760
24	4 (Trainees)	2	7	1344
Workshops	Hours No	Room/Court Cost £		Total £
1 (Theory)	2	15		30
1 (Practical)	2	6.5		13
			Total £	7999
County Squad Income				
Weeks	Players No	Session Charge £		Total £
38	36	6/7		8208/9576
Shuttle Costs not included, due to current investigation into alternative supply of shuttles.				

U11/13 Tournament Expenditure (Coleg Cambria - Deeside)				
Weeks	Courts No	Hours No	Court Cost £	Total £
1	4	5	6.5	130
Weeks	Coaches	Hours No	Hourly Cost £	Total £
1	2 (Lead)	2	12.5	125
			Total £	255
U11/13 Tournament Income (Coleg Cambria - Deeside)				
Weeks	Players No (minimum)	Session Charge £		Total £
1	16	16		256
Shuttle Costs not included, due to good second hand shuttles can be used.				

U11/13 Tournament Expenditure (Gwyn Evans L.C. - Wrexham)				
Weeks	Courts No	Hours No	Court Cost £	Total £
1	4	5	6.06	121.2
Weeks	Coaches	Hours No	Hourly Cost £	Total £
1	2 (Lead)	2	12.5	125
			Total £	246.2
U11/13 Tournament Income (Gwyn Evans L.C. - Wrexham)				
Weeks	Players No (minimum)	Session Charge £		Total £
1	16	16		256
Shuttle Costs not included, due to good second hand shuttles can be used.				